

Tourism Route of Historical Park in the Lower North of Thailand

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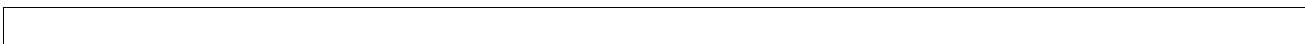
Abstract. The purposes of the research with the title of “The route of historical park tourism in the Lower North of Thailand” were to study history and the identity through the route of historical park tourism in the Lower North of Thailand and also set the route of historical park tourism in the Lower North of Thailand. The informants consisted of 80 stakeholders in tourism. The research instruments were a questionnaire, In-depth interview, focus group discussion and workshop. The results revealed that each historical park had different history and identity. Sukhothai Historical Park had the history and the identity related about Loykrathong and Candle Festival. Si Satchanalai Historical Park had history and identity related about Bathing and Almsgiving Kamphaeng Phet Historical Park had the history and identity related with Row-Forest-ropes presented to priests in a ceremony Srithep Historical Park had the history related with worship Srithep God. There were founded 4 routes of Historical Park. The first route begin from Srithep to Si Satchanalai to Sukhothai and to Kamphaeng Phet (round trip) with the distance of 465 kilometers. The second route began from Si Satchanalai to Sukhothai to Kamphaeng Phet and to Srithep (round trip) with the distance of 397 kilometers.

1. Introduction

Tourism was an important industry of Thailand. It could earn much income from tourism so there were plenty of tourism businesses. In Thailand tourist attraction could be divided in various kinds for example natural attraction, historical attraction and other attractions was built by human. The amount of tourists was increased and attracted many tourists. When tourists travelled to Thailand, the amount of tourism should be increased, too.

Tourism economy should be supported by direct business with airline, hotel, restaurant and souvenir shop or the indirect business for example gas station, spa business medical services business. Both direct and indirect business brought about to successful hospitality. All tourism businesses must be linked with each other.

From 2014 to 2016 Thailand met the problem of unstable politics and took place for a long time so this problem affected both direct business and indirect business. The amount of tourists were decreased which is shown in the Table 1.



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Table1 : The amount of tourists who travelled to Thailand From January to August, 2013 and January to August 2014, classified by region

Region	2013	Percentage	2014	Percentage	Total
East Asia	10,745,754	56.98	8,945,258	61.14	-16.73
Europe	3,999,256	26.27	4,125,638	22.75	3.16
America	755,199	4.59	720,352	4.30	-4.16
South Asia	904,811	5.04	792,167	5.15	-12.45
Oceania	654,155	4.00	628,403	3.72	-3.94
Middle East	417,527	2.44	383,866	2.38	-8.06
Africa	99,640	0.67	104,689	0.57	5.07
Total	17,576,342	100	15,703,373	100	-10.66

Source: Statistic and Economic tourism, Department of Tourism [1]

From the first table which is shown that the foreign tourists were don't strongly believe in Thai's politic so tourists did not come to travel in Thailand. The amount of tourists from January to August 2013 compared with January to August 2014 was decreased with the amount of 1,878,969 with the percent of 10.66. This problem effected direct business for example Travel Company, hotel, and restaurant. All businesses owners were risk for loss and close down. Decreasing of tourists effected Thai tourism industry. The report of travelling behavior in Thailand from January to December, 2012 [2] presented problems of tourist attraction in Northern Thailand consisted of transportation, accessibility, cleanness, officers' services, and public relation. Somewhere tourist attractions did not have good public relation so tourists did not have information for travelling; information center. All problems still waited for solving. Tourists' perception was important for tourism development. If tourists know and understood information before travelling is makes not be the problems such as setting the tourism route of historical park was one of the way to solve this problem.

Worth historical tourism attraction in the North of Thailand were the historical park which located in the Lower North of Thailand such as Kamphaeng Phet historical park, Sukhothai historical park, Si Satchanalai historical park and Srithep historical park. But only 3 historical parks as Kamphaeng Phet historical park, Sukhothai historical park and Si Satchanalai historical park were has certified from The United Nations Educational, Scientific and Cultural Organization (UNESCO) to be the World Heritage on December 12, 1991 as Carthage, Tunisia. There were praised as the beginning of Siam which could be the identity of the prosperity of the ancient time. Lower North of Thai was the fantastic destination for tourists. Four of historical parks are located in Kamphaeng Phet Province, Sukhothai Province and Phetchabun Province so the route of historical park tourism was important for public relation.

The team of researcher found out that the connection of four historical parks was not well-manage. If this problem could be solved by setting the route of historical park tourism, many businesses and income will be increased too.

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2. Methodology

Populations and sample

To deal with first purpose to study the story and identity of tourism route of historical park in lower northern Thailand

- 1.) The respondents consist of stakeholder of tourism
- 2.) The size of respondents consist of 40 stakeholders as 8 accommodation owners, 8 restaurant owners , 8 travel agency, 8 souvenirs entrepreneurs, 8 academician and 8 community leaders.

To deal with second purpose to make tourism routes of historical park in lower northern Thailand

- 1.) The respondents consist of Thai and foreigner tourist and stakeholders
- 2.) The size of respondents were 80 stakeholders as 16 accommodation owners, 16 restaurant owners , 16 travel agency, 16 souvenirs entrepreneurs, 16 academician and 16 community leaders.

The instrument

1. In depth interview was conduct with 40 stakeholders as 8 accommodation owners, 8 restaurant owners, 8 travel agency, 8 souvenirs entrepreneurs, 8 academician and 8 community leaders.
2. Focus group discussion to make a tourism route with 40 stakeholders as 8 accommodation owners, 8 restaurant owners, 8 travel agency, 8 souvenirs entrepreneurs, 8 academician and 8 community leaders.

Data Analysis

Data analysis was done through the method of

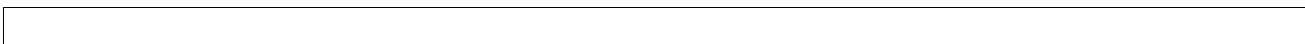
1. In depth interview was used to analyzed the legend and unique of historical park of lower northern Thailand.
2. Focus groups discussion was used to make tourism routes of historical park of lower northern Thailand.
3. Data was analyze by content analyze by
 - 3.1 Data analysis of the story and identity was done by descriptive analysis.
 - 3.2 Data analysis of tourism routes was done by descriptive analysis.

3. Conclusion

The route of historical park tourism in the Lower North of Thailand classified by research purposes were as follows:

1. The study of story and identity of the historical parks in the Lower North of Thailand was found that

The story and identity of four of historical parks in the Lower North of Thailand were not presented to both of Thai and foreign tourists. Each historical park had different history and identity as follows: Sukhothai Historical Park has certified to be the world heritage site of 574th on December, 12 1991 at Carthage, Tunisia. Sukhothai region was glorious from the nineteenth-twenty-first Buddhist Era. It was located between the west of Pagan Kingdom and the east of Khmer



Kingdom.

Lotus Bud Stupa was the prominent unique of Sukhothai. The specification of Lotus Bud Stupa was composed of various kinds of architecture to be new shape of stupa. The bottom was composed of 2 kinds. The stupa composed of two stacked layers. This appearance was adapted from Khmers tower but this shape was tapering. The corners of the central part of the stupa were decorated with the cloves. The top of the stupa was lotus bud shape which is adapted from bell shape. The lotus bud shape was extended to be to cone shape. The bottom of the cone was making the ring around. The next part of the stupa was another cone which was the top of the stupa. The cone at the top of Lotus Bud Stupa could be compared with Phongchanai (means the shape that looked like articulate oboe flute) and Phlee (means the shape that looked like banana blossom) [3]

The history of Nang Nophamas, Rawadee Nophamas or Tao Sri Chulalak [4] was the name of woman which appeared in the story of Nang Naphamas or the reference book of Tao Sri Chulalak written in Sukhothai region. The story was shown that Nang Nophamas told how glorious of Sukhothai empire. Many people with different in Nation, language and religion lived together. The prominent story was telling that Nang Nophamas made Krathong (Krathong mean lotus-shaped vessel made of banana leaves). As we known Nang Nophamas was the symbol of Loy Krathong Festival. [5] The story also told that Nang Nophamas was very beautiful so latter day Loy Krathong Festival had the beauty contest which called “Nang Nophamas Contest” [6]

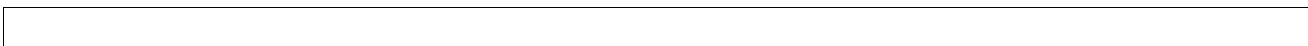
Loy Krathong and Candle Festival was the famous festival of Sukhothai Loy Krathong was an important day for Thai. At waxing moon of lunar month on December to change one’s fortune through a ceremony and forgiveness apologize from Pramae ckhongkha (The goddess of water) Sukhothai Province had set Loy Krathang and Candle Festival for a long time. All government sectors and private sectors sold and presented their products. There were krathong contest and the parade of flying lantern and hanging lamps. Fireworks were shown in this festival too. There was Nang Nophamas contest. There was a ceremony of inviting Royal Krathong. Si Satchanalai Historical Park has declared to be the world heritage site associated with Sukhothai Historical Park of 574th on December, 12 1991 at Carthage, Tunisia. The identity of Si Satchanalai Historical Park were Stucco Sculpture at Wat Nangphaya, the unique of the sculpture was the design of running semi human and monkey. Some of them were destroyed. Moreover there were the design of flowers and Phanom style (Phanom meaned to palm in sign of salutation) The art style was Lanna Arts.

Bathing (Song-nam) and Almsgiving Festival (Oy-than). This festival was organized in Songkran Day. The first stone Inscription, on the second side said that “Sukhothai people were always good with moral and giving. The story was written on the stone inscription shown the folkway of Sukhothai people. So Bathing and Almsgiving on Songkran Si Satchanalai was done”.

Kamphaeng Phet Historical Park has declared to be the world heritage site associated with Sukhothai Historical Park and Si Satchanalai Historical Park of 574th on December, 12, 1991 at Carthage, Tunisia. The identity of Kamphaeng Phet Historical Park was as follow

Row Forest-robbs presented to priests in a ceremony this festival was different from other province. Buddhists world put a vessel of offerings besides the row of the bushes. After that the Buddhists who were the owner of the vessel would choose monk’s name or the number of the monks. The name or the number which the Buddhist was chosen then put on the vessel. The monks would pick the vessels by the names of the number that put on the vessel.

Srithep Historical Park, Phetchabun Province. Srithep Historical Park was an archaeological site of Phetchabun Province. It was the Art of Dvaravoti Empire and Ancient Khmer Empire. This park was ancient from the 12th Buddhist Era about 1400 years ago. The main Buddha was Prang Srithep. People in Srithep District respected Prang Srithep Buddha. Every year there was a ceremony to propitiate Srithep God. The ceremony was on the third of waxing crescent on March.



This year it was on January 22, 2015. The sacrifices consisted of Glutinous rice steamed in banana leaf (Khatommad), Vermicelli of Rice flour for fermentation with curry and local foods. When the ceremony was finished, Glutinous rice steamed in banana leaf were distributed for participants. Who ate Glutinous rice steamed in banana leaf from this ceremony would be progress, rich and keep together.

2. The route of historical park tourism in the Lower North of Thailand was presented in 5 aspects of

- Attraction, historical parks in the Lower North of Thailand had various ancient remains. Tourist attraction which could attract the tourists were as follows: There were 17 site in Sukhothai Historical Park. There were 12 site in Si Satchanalai Historical Park. There were 12 site in Kamphaeng Phet Historical Park. There were 7 site in Srithep History Park.

- Accessibility, there were 3 routes to travel to historical park in the Lower North of Thailand. The first route (round trip) started from Si Satchanalai Historical Park to Sukhothai Historical Park to Kamphaeng Phet Historical Park and ended at Srithep Historical Park with the total of 347 kilometers. The second route (round trip) start from Srithep Historical Park to Si Satchanalai Historical Park to Sukhothai Historical Park and ended at Kamphaeng Phet Historical Park with the total of 465 kilometers.

- Amenities, the facilities in the historical parks in the Lower North of Thailand has (1) 6 toilets building. (2) Vehicle parking. (3) 8 tram or electricity vehicle. (4) 4 tourist service centers. (5) 20 shops of rented bicycle. (6) 30 souvenir shops.

- Accommodation, hotel with international standard in the area nearby the historical park in the Lower North of Thailand. (1) 5 hotels in Sukhothai Historical Park. (2) 2 hotel business in Si Satchanalai Historical Park. (3) 4 hotels in Kamphaeng Phet Park. (4) 3 hotels in Srithep Historical Park. Moreover, there were many cheap hotels in said area.

- Activity, there were many activities in the historical park in the Lower North of Thailand as follows: (1) Blessing. (2) Riding bicycle to see archaeological site. (3) Streetcars for archaeological site. (4) Visiting tourist center. (5) Seeing antiques in National Museum. (6) Shopping at souvenir shops. (7) Festival Participation. (8) Walking around ancient temple (9) Jogging in the morning and evening. (10) Worship in the ceremony.

4. Discussion

The results of the research in the title of the route of historical park tourism in the Lower North of Thailand could be discussed as follows:

(1) When compared the results of the research with the first objective it was found that the story and the identity of the historical park in the Lower North of Thailand were not presented to the tourists which consistent with Phanchanok Chambers and Montharat Bunchong (2008) found that Khmers Civilization of historical park in Thailand was not be interested and the story was not be presented to the tourists. [7]

(2) When compared the results of the research with the second objective it was found that the routes of historical park tourism in the Lower North of Thailand had various tourism attractions which consistent with Kanlayarat Sirirat (2007) found that the strength and the opportunity were various tourism resources. The route of nearby tourism attraction should be connected. [8]

5. Suggestion

The suggestion for the implementation of the results.

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(1) The results revealed that the historical park tourism in the Lower North of Thailand had many stories and identities to show the tourists. Each historical park should present the unique of the park to the tourists.

(2) The results revealed that the route to travel to 4 of historical parks in the Northern Thailand were in 4 provinces. The trip was so far. Tourist should be recommended to put up for the night at least 2 days. This recommendation could earn. More income for business

Suggestion for next research

1. The results revealed the historical parks in the Northern Thailand did not have the manual which indicated the story of tourism attraction. The researcher suggested that there should have the research for the manual of historical park history.

2. The results revealed that the historical parks in the Northern Thailand did not have tourism package. The researcher suggested that there should have the research for promotion of historical tourism.

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