THE TOURISM DEVELOPMENT GUIDELINE FOR PRESERVED AREA OF CULTURAL HERITAGES (ARCHITECTURE) IN LANNA REGION

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Abstract

In this study, we adapted the importance-performance analysis to propose the tourism development guideline for preserved area of cultural heritages (architecture) in Lamphun, Phrae, and Nan provinces. The population of our study is visitors who visited one of our study areas. The number of population are computed based on the number of the visitors in 2015 which is 714,641 , 688,402 and 1,012,809 for Nan, Phrae, and Lumphun provinces, respectively (Department of Tourism, 2016). By following Yamane (1967)'s sample computation, the number of sample size was 400 and we used convenience sampling method. Data were collected by survey questionnaires completed by 400 tourists who were visiting the areas during August-October 2016. General and travelling information of visitors was analyzed by percentage and descriptive statistics. To propose the guideline for preserved areas of cultural heritages in Lanna region, we used expectation and satisfaction analysis data-centered quadrants approach.

We found that most of visitors were female and single and their average age was 35.3 years. They hold bachelor degree and had permanent jobs (e.g., government officers, self-employed, and company officers). Their average salary was 38,113 per month which indicated that they had high purchase power. Most of visitors were from the central region and the north region. Temples, historical sites, and natural resources were the most popular among the visitors. They agreed that travelling led them to have a good memory and feel relaxing. Most of them reported that they would visit the old town again. They indicated that the old town has beautiful and unique buildings and architectures which can be the representative of local community.

According to the analysis of the visitors' expectation and satisfaction, for Lamphun the tourists were satisfied with architectural, cultural and social values of the preserved areas. However, there should be the improvements in accessibility, tourism activities and infrastructure for tourists. The tourists expected least facilities. For Phrae, there should be the improvement in architectural, cultural and social values of the preserved areas. The tourists expected least tourism activities,

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accessibility, and infrastructure for tourists. For Nan, the tourists were satisfied with tourism activities and facilities. However, there should be the improvements in architectural and social values of the preserved areas, accessibility and infrastructure for tourists.

Keywords: Tourism development guideline, Preserved area of cultural heritages, Architecture, Lanna

Introduction

Thailand is one of the leading tourist destinations. As ranked by the World Tourism Organization (2019), with its 38 million international tourist arrivals, Thailand was the ninth of the world's top ten destinations in 2018. What makes Thailand one of the world's popular destinations is its natural resources, local culture and long history. All websites (for example www.tripadvisor.com, www.lonelyplanet.com , www.worldtraveguide,net and www.tourismthailand.org) which provide tourist information about Thailand, always show pictures of recommended attractions such as old temples, ruined towns, unique sculptures and architectures, cuisine and beaches. Owing to these attractions, there have been a large number of foreign tourist arrivals in Thailand in every year.

Foreign tourist destinations are only a few well-known cities, for example, Bangkok, Phuket, Ayutthaya and Chiang Mai. For the tourism cluster of Lanna culture and Northern Thai provinces which includes Chiang Mai, Chiang Rai, Nan, Phayao, Phrae, Mae Hong Son, Lampang and Lamphun. Chiang Mai has been the most popular destination. In 2015, Chiang Mai had 2.8 million foreign visitors and shared 82.6 million Thai Baht of the tourism receipts while the remaining seven provinces had 1.0 million foreigners with the tourist receipts of 35.2 million Thai Baht (National Statistical Office, 2019).

According to the National Strategy Secretariat Office (2018), to achieve the 20-Years National Strategy 2018-2037's development goals in terms of competitiveness enhancement and the equality of income distribution, Thailand has emphasized on its tourism sector as well as other sectors. Diverse tourism has been to be created to attract high-quality tourists and increase number of the tourists especially in creative and cultural tourism. To promote creative and cultural tourism, tourism products and services must be developed by using local wisdom, creativity, and cultural capital. The market management of historical sites must be improved particularly by showing uniqueness of culture, ways of life, and Thailand's histories. Historical, cultural, and artistic cities must be promoted and registered as preserved sites. Community tourism, agricultural tourism, and religious tourism must also be promoted.

This paper aims to provide the tourism development guideline for preserved areas of cultural heritages in Lanna region. As the aforementioned problem of unequally of distribution of tourism receipts in Lanna region, we selected the old towns of Nan, Phrae and Lumphun provinces which were registered as preserved sites as our study site. In addition, these three provinces have their unique histories and ways of life, and especially their unique architectures. Our guideline will be beneficial for local authorities and business to promote creative and cultural tourism in each province.

Literature review

1. Cultural and heritage tourism

There is still lack of agreed definition of cultural tourism (Du Cros & McKercher, 2020; McKercher & Du Cros, 2002; Richards & Munsters, 2010), even though it is one of oldest types of traveling and remains as the major type of the tourism industry in most countries around the world (Richards & Munsters, 2010). One of the widely used definitions of cultural tourism is provided by the United Nations World Tourism Organizations (UNWTO). The UNWTO defines cultural tourism as "the movement of persons to cultural attractions in cities, in countries other than their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs, and all movements of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestation, arts and drama to cities outside their normal country of residence" (Du Cros & McKercher, 2020). From the UNWTO's definition, cultural tourism is the type of travel which one travels to other place(s) because of his need for new knowledge of and experiences in another people's culture.

Cultural tourism is a "marketable and saleable product" (Griffin, Raj, & Morpeth, 2013), which can be divided into the core product and the additional product (Munsters & Freund de Klumbis, 2005). According to Munsters and Freund de Klumbis (2005), the core product is the cultural tourism supply (e.g., museum, streets, monument, routes) and the related specific cultural services (e.g., education and information). Meanwhile, the additional product refers to general tourist facilities and services (e.g., tourist organization and travel intermediaries, accommodation suppliers, catering industry, retail business), and transportation and infrastructure.

2. Architectural tourism

Architectural tourism refers to the tourism activity which a visitor visits a historical place to see and enjoy an architecture of a traditional building (Lee, Kuo, & Muhos, 2015). Tourists are fascinated and attracted by traditional buildings such as castles, museums, and ancient buildings (Gholitabar, Alipour, & Costa, 2018). These historical places are then able to help a promote a country's tourism (Apostolakis, 2003). The tourists are not interested in only a historic structure of the place but also its history and geography (Shaw, 2008). Their interest also includes "lived experiences of architecture and architectural practitioners across time" (Craggs, Geoghegan, & Neate, 2013).

Recent studies provide evidence of the development of architectural tourism in Taiwan, Portugal, China and Indonesia. For example, Lee et al. (2015) studied architectural tourism in Taiwan where most of ancient buildings have been replaced by the modern ones. They summarized and categorized common issues with the conservation of Taiwan's old houses which had proposed by previous studies. Lee et al. (2015) finally developed the hierarchy diagram of the planning of improvement themes which comprise five levels as shown in Table 1.

Table 1 Lee et al. (2015)'s five levels of developed the hierarchy diagram of the planning of improvement themes

Level 1	• Consistency of environment, atmosphere and brands
	• Variety of meals, learning experience and leisure activity
	• Staff training and management
	• Improving accessibility
Level 2	• Dealing with government's policy
Level 3	• Joint marketing and collaboration
Level 4	• Creative management
	• Management system to maintain customer relationship
Level 5	• Maintaining staffs and increasing full-time staff
	• Effective financial planning
	• Focusing service quality
	• Marketing strategy

Gholitabar et al. (2018) investigated architectural heritage management implications in tourism in Portugal. They employed mixed research method. To understand the tourists' image and perception of the heritage places, Gholitabar et al. (2018) used quantitative data through questionnaire survey. Whilst they used qualitative data to assess tourists' priority of their visiting. To assess the value of architecture, they employed the fuzzy logic methods. Gholitabar et al. (2018) suggested that to promote architectural heritage tourism in Portugal, there is a need for the branding of architectural sites, the organization of cultural routes and events, the improvement of tourism facilities, and the communication and interpretation of site value at the destination.

Wang, Liu, Zhou, and Wang (2019) conducted the stakeholder analysis of sustainable architectural heritage development in mainland China. They distributed questionnaires among 13 groups of stakeholders and 317 returned questionnaires were usable. By using stakeholder theory to test the association between the importance and enthusiasm, they found that local government, central government, real estate development enterprise, expert groups, administration of architectural heritage protection, and construction company of architectural heritage are the most important stakeholders for sustainable architectural heritage development. Wang et al. (2019) recommended that all stakeholders' efficient participation and collaboration is the key factor to achieve sustainable architectural heritage development.

Permana, Susanti, and Wijaya (2020) provide a guideline for architectural tourism development in Bandung, Indonesia. They employed qualitative study by using Quality Function Deployment (QFD) method. QFD consists of (1) Product Planning (House of Quality/ HOQ) Matrix; (2) Product Deployment Matrix; (3) Process Planning Matrix; and (4) Production Planning Matrix. It

helps them analyze customers' needs and propose how to develop tourism products. They found that Bandung has 100 cultural heritages and preserved buildings listed by the Bandung Cultural Heritage Conservation Society. These heritage buildings can be transformed from architectural to educational tourism. 18 of them is able be destinations of architecture tourism. They suggested that a clear guideline for tourism management, good tourist facilities and activities, and a proper marketing strategy should be developed.

3. Destination's attributes associated with tourists' satisfaction

Previous studies observed tourists' satisfaction by using questionnaire survey. Cárdenas-García, Pulido-Fernández and Pulido-Fernández (2016) analyzed tourist satisfaction of fourteen urban cultural destinations in Andalusia, Spain. They created twenty variables which were used to measured tourist satisfaction. These variables included tourist information, tourism signposting, leisure/entertainment, value for money, roads, and communications, accommodation, restaurants, cultural activities and shows, attention and care, public safety, cleanliness, quietness, landscapes, natural parks, urban environment, traffic/car parking, access to the Internet, public transport, healthcare, and overall assessment of tourist experience.

Zhang, Wang and Ge (2018) studied tourist experience and satisfaction and acculturation in World Cultural Heritage Sites of Korea. Ten variables were developed which included cross-cultural awareness, tourist experience, objective authenticity, constructed authenticity, existent authenticity, tourist satisfaction, integration,

assimilation, separation, and marginalization. Truong, Lenglet and Mothe (2018) used Dalat in Vietnam as their case study to observe the association between destination distinctiveness and tourist satisfaction. Ten factors were used to analyzed tourists' satisfaction. These factors included value of tourism products, destination image, specific sign of destination, authenticity, natural attractions, architectural attractions, cultural and historic attractions, festivals and events, safety and security, and climate. They indicated that the destination's distinctive attributes were associated with tourists' satisfaction which is crucial to develop positioning strategy of the destination.

Asmelash and Kumar (2019) tested the association between tourist satisfaction tourist satisfaction and sustainable heritage tourism development in Tigrai, Ethiopia. Cultural Richness and social equity were used as the indicators of socio-cultural sustainability. For testing tourist satisfaction, the respondents were asked to rate their satisfaction with the destination's attractiveness, local people's hospitability, service from tourism staff, price of entrance fee, information provided at the destination, safety and security, accessibility, and accommodation. Huete Alcocer and López Ruiz (2020) indicated that cognitive image and affective image influence tourists' satisfaction. Cognitive image included eight variables which consisted of natural resources, general infrastructure, tourism infrastructure, leisure and recreation tourism, culture, historical and art, natural environment, social environment, political and economic factors. Affective image included ten variables which consisted of beautiful, ugly, nice, unpleasant, relaxing, stressful, fun, boring, exciting, and depressing

Research method

1. Sample selection

Our population is visitors who visited one of our study areas. The numbers of the visitors in 2015 were 714,641 , 688,402 and 1,012,809 for Nan, Phrae, and Lumphun provinces, respectively (Department of Tourism, 2016). The sample size was computed by following Yamane (1967) with 0.95 confidence and 0.5 variance. Our computed sample size was 400.

2. Data collection

We used the on-site survey and selected the visitors who were visiting our study areas during August-October 2016. The sample was accidentally selected. Data were collected by questionnaires which were completed by the respondents. To analyze the visitors' expectation and satisfaction of visiting our study areas, we developed 7 variables with 38 questions; architectural value (6 questions), historical and cultural value (4 questions), social values (5 questions), tourism facilities (7 questions), accessibility (4 questions), tourism activities (5 questions), and infrastructure for tourists (7 questions). To gauge the visitors' degree of expectation and satisfaction, we used five-point Likert scale.

3. Data analysis

General and travelling information of visitors was analyzed by percentage and descriptive statistics. To propose the guideline for preserved areas of cultural heritages in Lanna region, we used expectation and satisfaction analysis which was adapted from importance-performance analysis (IPA). Lai and Hitchcock (2015) indicated that IPA is generally used in tourism industry e.g., hotels, restaurants, exhibition, and tourist destination. IPA is easy to use and is the efficient tool to help analyze both importance and performance. The importance-performance analysis will help a firm to set its competitiveness strategy.

Figure 1 shows the analysis of visitors' expectation and satisfaction. X axis represents the degree of the visitors' expectation. The scale rages from 1 (the least expectation) to 5 (the most expectation). Y axis represents the degree of the visitors' satisfaction. The scale rages from 1 (the least satisfied) to 5 (the most satisfied). We used the averages of the visitors' expectation and satisfaction to create the interaction and divide the area under the graph into 4 quadrants. The first quadrant indicates the area which the visitors have both the high expectation and the high satisfaction. This indicates that the destination has excellent performance of this area. The second quadrant indicates the area which the visitors have the high expectation but the low satisfaction. Therefore, there should be the immediate improvement for this area. The third quadrant indicates the area which the visitors have the low expectation but the low satisfaction. There should be then the further improvement if needed. The fourth quadrant indicates the area which the visitors have the low expectation but the high satisfaction. This area is considered "possible overkilled".
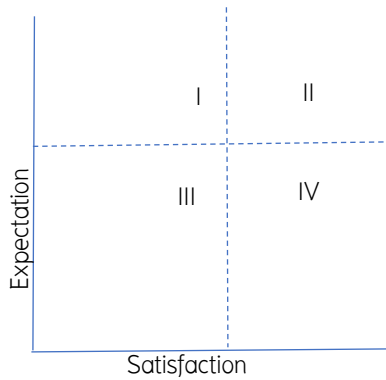
Figure 1 Expectation-satisfaction analysis data-centered quadrant approach

Results

1. Study areas and attractions

Figure 2 shows the study areas and cultural heritage buildings. In the old town of Nan province, there were 10 national preserved buildings, 5 local preserved buildings, 512 traditional buildings and 124 modern buildings which harmonize with the landscape of the old town (National preserved buildings are old and historic buildings which are important at a national level while local preserved

buildings are old and historic buildings which are important at a local level. Traditional buildings are Lana houses and buildings while modern buildings are western style buildings.). In old the town of Phrae province, there were 14 national preserved buildings, 46 local preserved buildings, 809 traditional buildings and 103 modern buildings which harmonize with the landscape of the old town. In the old town of Lumphun, there were 5 national preserved buildings, 36 local preserved buildings, 337 traditional buildings and 107 modern buildings which harmonize with the landscape of the old town.

Nan

Phrae
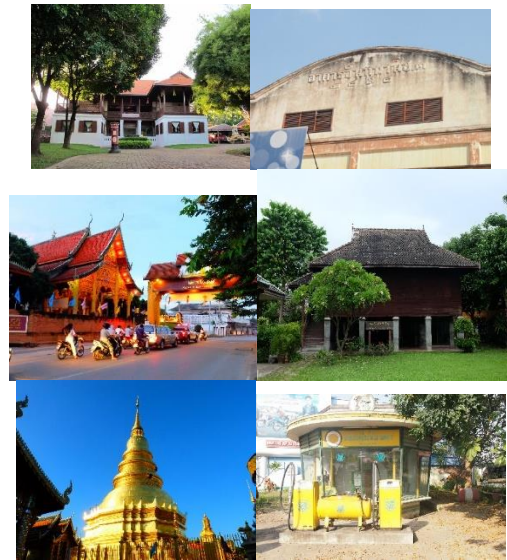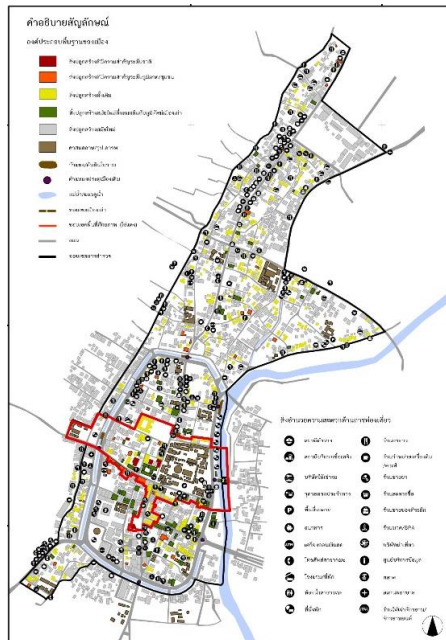
Lumphun

Figure 2 Study areas and cultural heritage buildings

2. Visitors' general information and their tourism behaviors

58.25% of all visitors were female. 53.89% of all visitors were single and their average age was 35.3 years. 58.68% of all visitors hold bachelor degree. 23.35%, 22.75%, and 22.16% were government officers, self-employed, and company officers, respectively. Their average salary was 38,113 per month which indicated that they had high purchase power. Because they were permanent staff, they traveled during weekend and holiday. 41.59% and 37.25% were from the central region and the north region, respectively. Most of the visitors were from nearby provinces because they preferred a day-trip during the weekend/holiday. In addition. The visitors traveled to the areas with their friends or they families and did not use a service from travelling agency. Most of their purchased souvenirs were local foods, beverages, clothes, bags, and accessories.

Temples, historical sites and natural resources were the most popular among the visitors. They agreed that travelling led them to have a good memory and feel relaxing. 50.50% of them visited the study areas for the first time. 80% reported that they would visit the old town again. 61.75% of the visitors were satisfied with the travelling around the old town. 60.50% of them opined that the old town has beautiful and unique buildings and architectures which can be the representative of local community.

3. Analysis of the visitors' expectation and satisfaction

According to the analysis of visitors' expectation and satisfaction as shown in Figure 3, the old town of Nan province had the excellent performance in terms of tourism

activity and facility. However, there should be the immediate improvement on architectural value, historical and cultural value and social value, accessibility and infrastructure. The old town of Phrae required the immediate improvement on historical and cultural value, architectural value and social value. However, the visitors least expected tourism activity, accessibility and infrastructure. The old town of Lumphun province had the excellent performance in terms of architectural value, historical and cultural value and social value. However, there should be the improvement on tourism activity and accessibility. The visitors least expected facility.

Table 2: Visitor's expectation and satisfaction

Factors	Lumphun		Phrae		Nan	
	Expectation	**Satisfaction**	**Expectation**	**Satisfaction**	**Expectation**	**Satisfaction**
Architectural value	4.14	4.19	3.75	4.25	3.88	4.05
Historical and cultural value	4.00	4.23	3.73	4.27	3.91	4.05
Social value	4.00	4.23	3.71	4.27	3.91	4.02
Facility	3.81	3.79	3.60	2.93	4.03	3.97
Accessibility	3.85	3.92	3.60	3.89	3.93	4.01
Tourism activity	3.87	3.97	3.57	3.94	4.04	4.02
Infrastructure	3.81	3.86	3.57	3.29	3.97	4.03
Mean	**3.93**	**4.03**	**3.65**	**3.83**	**3.95**	**4.02**
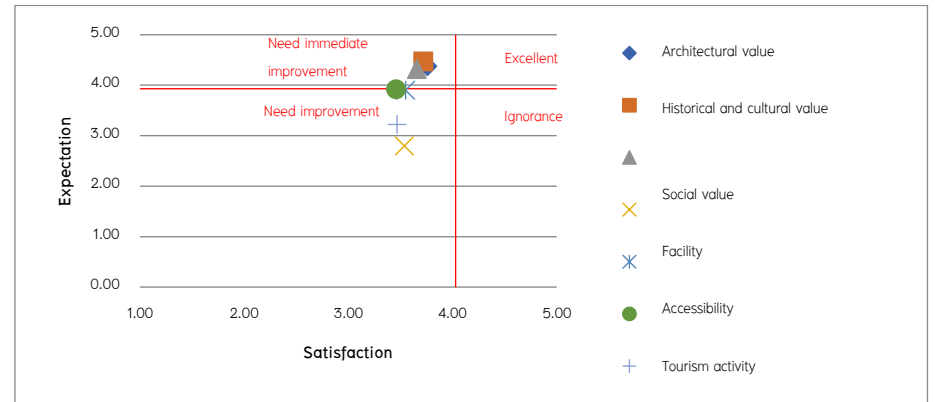
Lumphun

Phrae

Nan

Figure 3 The analysis of expectation and satisfaction

Guideline and discussion

1. Guideline

1.1 Preservation: The local government and authority (e.g., Provincial Administrative Organization, Subdistrict Administrative Organization, Tourism Authority of Thailand) should collaborate in setting a clear direction and goal of preserving traditional buildings in the area of the old town. All stakeholders (e.g., owners, local communities, academic institutions) should participate in this process and drive the preservation plan to succeed. The owners of these traditional buildings should preserve their building, especially their architectural value, and maintain them as in original structure. There should be an expert or an academic who gives an appropriate suggestion of how to repair or maintain these traditional buildings. For the fixing, there should be the use of material which harmonizes with the traditional one.

1.2 Utilization: The tradition buildings should be renovated to be a café, a restaurant, a hotel, a homestay or a museum. This would help the owners to earn additional income from their properties. The café or the restaurant should have unique atmosphere and different from other ones. They should have a space for co-working or friends' meeting. The unutilized traditional buildings should be renovated to be a boutique hotel. The new bedrooms, bathrooms and other facilities should be constructed. The decorations of the buildings should be matched with the buildings' styles. The owners should divide some space in their traditional buildings and renovate them to serve for a homestay. Tourists are then able stay with the owners and learn local people's way of live. It may be necessary to renovate bedrooms, bathroom and other facilities. Some traditional buildings, especial those without the utilization, should be renovated to serve for a souvenir shop or a museum. These buildings should have the display of the local history and buildings' history. Landscape around the traditional buildings and in the old town should be improved. The advertising boards should be rearranged.

1.3 Tourism activity: There should be tourism activity organized by Provincial Administrative Organization, Subdistrict Administrative Organization, Tourism Authority of Thailand, or local communities which is harmonized with the traditional buildings' styles or owners' career. The tourism activity should be linked to local people's wisdom and ways of live. The owners should allow tourists to walk to have sightseeing around the buildings or to take the pictures of the buildings. However, the tourism activity should be planned with the concern of the owners' privacy.

1.4 Story:: A story and history of the traditional buildings and local community should be explored to lead these building more interesting and to become tourist attraction. A New story from the past to presence should also be explored, especially the story associated with people's belief. An authenticity of the architecture should be proved. A story of the buildings' architecture in the contexts of local wisdom, technique, construction, rite, believe, society, culture, norm, history, geography, climate and surrounding environment should also be explored. A clear communication of interpretation of architecture and the forbidden behaviors while visiting the traditional building should be organized.

1.5 Manpower: The owners of traditional buildings should be encouraged to pay their intention to preserve their properties. The owners and local people should be educated with the tourism knowledge and understand the concept of conservation tourism. There should be the continuous training program (e.g., English, architecture) for them. Local peoples' negative attitude toward tourism should be align with then positive one.

1.6 Management and organization: The new organization which is responsible for the tourism development of the old towns should be set up. This organization should be responsible for assign other organization to drive the tourism development with the participation of local people. There should be the committee which is responsible for assigning responsibilities to local people, monitoring and operating plan, and seeking for networking and collaboration. There should be the funding for traditional building to assist the owners for their fixing or renovating. Regulation and standard should also be set up.

1.7 Facility and infrastructure: The design of facility and infrastructure should be harmonized with the traditional buildings. To maintain the harmonization, their material should also be the traditional one or close to the tradition one. The new facility and infrastructure have not impact local people's ways of live and culture. Before the construction of the new facility and infrastructure, there should be the public hearing.

Discussion

The areas of old towns of Nan, Phrae and Lumphun provinces are able to be developed for architectural tourism which a visitor visits a historical place to see and enjoy an architecture of a traditional building (Lee et al., 2015). The tourists are not interested in only a history structure of the place but also its history and geography (Shaw, 2008) a n d lived experiences of architecture and architectural practitioners across time" (Craggs et al., 2013). The buildings' architectural, social, cultural, and historical value is a "marketable and saleable product" (Griffin et al., 2013).

To promote tourism development for preserved area of cultural heritages (architecture) in Lanna Region, it is worth to employ Lee et al. (2015)'s five levels of developed the hierarchy diagram of the planning of improvement themes. As similar to the study in Protugal by Gholitabar et al. (2018), there is a need for the branding of architectural sites, the organization of cultural routes and events, the improvement of tourism facilities, and the communication and interpretation of site value at the destination. The most important factor, as recommended by Wang et al. (2019) recommended, are all stakeholders' efficient participation and collaboration to achieve sustainable architectural heritage development.

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