

The Development of Urban Tourism in the Khlong Bang Luang Community Area, Phasi Charoen District, Bangkok

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Abstract

Despite the readiness of Thailand for urban tourism, strategies for tourism development remain disjointed and the tourism product development plan that is not yet successful, thus urban tourism is not sufficiently distinctive or memorable for the tourists. Furthermore, the tourism resource supply and demand remained poorly balanced, thus this study aimed to examine the physical characteristics or strength of the area and opinion of the urban tourism development stakeholders in Khlong Bang Luang community area, Phasi Charoen District, Bangkok, in addition to the opinion and behavior of Thai tourists in Khlong Bang Luang community area, Phasi Charoen District, Bangkok, as well as developing an urban tourism development guideline for Khlong Bang Luang community area, Phasi Charoen District, Bangkok. The study found that the 5As: attractiveness, accessibility, amenity, accommodation, and activity, as well as digital technology could be used to explain factors in the Tourist Behavioral Intention or TBI in Khlong Bang Luang community area, Phasi Charoen District, Bangkok, consisting of promotion of revisiting, encouraging the Khlong Bang Luang community locals to plan a sustainable tourism activity, improving the physical characteristics, making announcement signs, utilizing technology to promote tourism, utilizing online and offline technology, utilizing other forms of technology, cooperating with allies, and utilizing the website as the main channel for announcement of campaigns and news.

Keywords: 1) Urban Tourism 2) Thai tourists 3) Khlong Bang Luang community 4) Strategic Tourism Attractions Development 5) Behavioral Intention

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Introduction

As Bangkok remains the number one destination for visitors, tourism development might need to include a new form called “Urban tourism” for which attractions are buildings, older architecture, historical landmarks, museums, art galleries, theaters, sports events, festivals, or the sight of the city itself (Verbeke and Van, 1996, p. 368). Nevertheless, some proposed a definition that urban tourism might not be limited to a city, because tourism activities and resources are not limited, i.e., aside from visiting museums and architectural works, visitors or tourists may engage in other activities like health services that are not limited to cities. It can be concluded that the study on urban tourism is a study on relationship between all kinds of tourism and the urban environment. Urban tourism is able to grant a wide range of cultural, social, architectural and natural experience, service and product to visitors, whether they come for recreation or business (Gilbert and Clarke, 1997, p. 346).

A glimpse at urban tourism in other countries reputable and famous, yet diverse styles, for example Venice in Italy, where tourist couples would love to sit on a gondola in the clear, blue canal while enjoying the sight of the architecture and houses in Venice. Another example might be a trip to a Moor architecture castle in Seville, Spain. Yet another example might be New York City in the United States, or Laza in China (as Tibet’s center of Buddhism), or Rio de Janeiro in Brazil (famed for festivals, carnivals and Samba culture), London in the UK (with various landmarks such as the Big Ben, Buckingham Palace, London Eyes, etc.),

Marrakech in Morocco (with a maze-like architecture), Petra in Jordan (dubbed the world’s archaeological site), Rome in Italy (with various beautiful archaeological sites), Varanasi in India (a sacred city) (Kapook, 2021).

Regarding cases on urban tourism development in foreign countries, the urban tourism development in Antwerp, Belgium, revealed that development of the city to suit urban tourism may be done in five aspects: 1) objective management; 2) economic impact; 3) sociocultural impact; 4) environmental impact and 5) new technology and business. A City Tourism Performance Research report stated that Antwerp was able to fully meet all five aspects as the government operation was distinctive for being to connect with other sectors in the city, as well as technology application and sustainable development. Antwerp had compartmentalized city management based on the requirement, but there were three main guidelines: 1) development of a diverse public transportation system; 2) attention to members of all sectors; 3) application of digital technology in public and private sectors. Technology applications were also seen in other countries for their urban development, for example, a game company Niantic used the augmented reality technology in its Pokemon game, in which a special type of Pokemon could be found on sand dunes in Tottori, Japan. The Louvre, one of the world’s oldest, most famous and largest museums also displayed over 35,000 artworks and attracted 10 million tourists from around the world on average per year (Tourism Authority of Thailand, 2021).

Urban tourism could be viable through two factors: globalization and urbanization. These factors drew more businessmen and tourists to attractions. As cities developed their cultural centers, exhibition centers, shopping malls, trade centers and activities, more tourists and businesspeople would visit them, and then the cities could earn sufficient revenue to keep developing themselves, as a loop. Nevertheless, urban tourism was a rather new issue that saw few studies about relevant factors (Pechpakdee, 2020, p. 15). Despite Thailand's readiness for urban tourism, the tourism development strategy was diverse, and the tourism product development strategy was unsuccessful. This resulted in urban tourism not being sufficiently memorable for the tourists. Furthermore, developments related to the balancing of supply and demand was also lacking. If relevant agencies would apply tourist-conscious strategies in combination with urban tourism, this might lead to another attractive form of tourism opportunity (Sira-soontorn, 2016, p. 22).

"Khlóng Bang Luang" or "Bangkok Yai Canal" is a longtime canal bank community that has been around since the times of Ayutthaya Kingdom, located in Khu Ha Sawan Subdistrict, Phasi Charoen District, Bangkok. The canal saw King Taksin founding a new capital in Thonburi. At the time, the Khlóng Bang Luang area was populated by civil servants and high-ranking functionaries living in houses on the canal. Thus, the canal was called "Bang Kha Luang Canal", before the name became "Khlóng Bang Luang". Nowadays, the canal still radiated the rich historical atmosphere

and traditional lifestyles could still be found. The Phasi Charoen District Office, namely the Community Development and Social Welfare Department, was conscious about the significance of Khlóng Bang Luang community, and headed the effort to restore the traditional Khlóng Bang Luang lifestyle, preserve the valuable culture, improve the life quality, reinforce the community economy and promote the community as another tourist attraction in Bangkok, to be worthy of the best tourism city award (Community Development and Social Welfare Department Phasi Charoen District Office, 2020). Tourism in Khlóng Bang Luang area concurs with the government policy in promotion of canal tourism as a pilot project for conservation, restoration and consciousness-building about the canal and canal lifestyle, as well as value creation for canal and creative tourism based on the culture and lifestyle. In such tourism, the community, network, resource and identity of each area will be the main driving force of the local tourism, in synchronization with the national tourism strategy (Manager Online, 2020).

For the aforementioned reasons, the researcher wanted to study urban tourism development of Thai tourists in Khlóng Bang Luang community area, Phasi Charoen District, Bangkok, as the area desired to develop and restore the local tourist attractions to be worthy of the best tourism city award received by Bangkok as a reputable province for urban tourism as well as the national capital and center of the economy, administration, and growing commerce-service-tourism activities. These factors turned Khlóng Bang Luang com-



munity area, Phasi Charoen District, Bangkok into a prospect area for tourism development. Result from this study could be used to promote and support urban tourism elsewhere, as well as integrating to Bangkok's tourism strategy with good effectiveness and suitability.

Research Goals

1. Study the characteristics or strength of the area, in addition to comment of the relevant parties towards development of urban tourism in Khlong Bang Luang community area, Phasi Charoen District, Bangkok.

2. Study the comment and behavior of Thai tourists in Khlong Bang Luang community area, Phasi Charoen District, Bangkok.

3. Set a guideline for urban tourism development in Khlong Bang Luang community area, Phasi Charoen District, Bangkok.

Literature Review

Theories and concepts about tourism consumption

The tourism consumption theory starts with 1) demand of the tourism market, internal and external influence, behavior, purchase decision and procurement; 2) post-purchase traveling, main market analysis, constant tourist movement, and transportation style; 3) study of tourism supply at the attraction, as well as tourism activity and service in need of planning management and systematic development; 4) tourism marketing as examination of controllable and uncontrollable marketing factors in order to strengthen the product and service procurement business, in addition to genuinely promote motivation and demand of

tourists (Nantavisit and Sukpatch, 2020, p. 133).

Past studies about tourism system revealed that tourism system required four major components: 1) tourism attraction or resource; 2) amenity and service; 3) tourism market and 4) management (Nantavisit and Sukpatch, 2020, p. 135). Furthermore, Dickman (1996, p. 52) proposed that tourist attraction and product required five components, called the 5As: attraction, accessibility, amenity, accommodation and activity. Thus, the researcher used the 5As as a factor for this study.

Concepts about tourist behavioral intention (TBI)

The tourist behavioral intention or TBI is widely studied in tourism-related studies, as an indicator of tourist loyalty for marketing and tourism analysis. Repeat or frequent visits usually translate into high tourist satisfaction, which could arise from various factors. The first one is cost, because low cost would attract first-time visitors to the attraction. The second factor is positive feedback which is an indicator of tourist satisfaction. The third factor is persuasion of reluctant tourists to return to the attractions in the future. Study of past research works revealed that the TBI model consisted of perception, motivation, image and loyalty towards the attraction, which was an important factor born from satisfaction towards the traveling experience, and motivation for returning to the attraction (Siribowonphitak, 2021, p. 96). Engel, Blackwell and Miniard (1995, p. 147) stated that motivating the tourists would require understanding of factors that could influence their motivation such as 1) personal factors and; 2) motivating factors. The TBI

could be used to predict the decision of future customers, which would be made after the use of product and service. Thus, aside from product quality, the entrepreneur should be mindful of service quality that should meet or exceed the customer's expectation to maximize satisfaction, which would affect the customer's positive behavior towards the purchase of products and services. This would in turn benefit the business, directly and indirectly, through cost reduction and profit generation. In this study, the researcher used two factors from the TBI concept: motivation to re-visit and recommendation.

Methods

This study used a socially constructivist paradigm, with a hypothesis that a person would seek understanding of their own surrounding environment, in addition to develop the abstract meaning for their own experience with objects. This meaning was of multiple-participant type, which motivated constructivists to aim for more complex views or comments, rather than narrow down to a few thoughts. Thus, the goal of this study was to rely on views or comments of the informants toward the studied case as much as possible. The questions thus tended to be generalized and open, allowing the informants to form their meaning of the situation. The more open the question, the more the researcher paid attention to what the informants did or said (Joungtrakul, Sirilatthayakorn, Singhapat, and Charoenarpornwattana, 2019, p. 12). This study therefore used a mixed method, consisting of both qualitative and quantitative studies to get

the diverse opinion of the sample group. The study took eight months from March 2022 to October 2022. The methodology is explained below.

Qualitative Study

The sample group for the qualitative study consisted of the Director of Phasi Charoen District and officers in the Community Development and Social Welfare Department of Phasi Charoen District, accommodation entrepreneurs, restaurant owners, product and service entrepreneurs, Khlong Bang Luang community chairman and members, and Thai tourist representatives. The sample was selected through purposive sampling, with focus on those experienced in urban tourism management, or those affected by urban tourism promotion. The tool used for this qualitative study was a semi-structured questionnaire. The researcher presented the interview form to three experts for content validity inspection. Regarding data collection, the researcher personally interviewed the sample group, the information from which being recorded by hand or tape throughout the interview to prevent error and incompleteness. Then, the researcher transcribed the tape recording and identified relevant issues, which were then used to answer the research questions. Regarding data analysis, the researcher used content analysis in a comparative manner, by organizing the transcript into categories based on the factors (as obtained from the literature review). Then, the researcher summarized the data and interpret the findings from the in-depth interview for consistency checking. Finally, the result was presented descriptively.



Quantitative Study

The sample group for the quantitative study consisted of urban tourists in Khlong Bang Luang community area, Phasi Charoen District, Bangkok. The sample was selected by convenient sampling. The research tool for this part was a questionnaire which had its content validity checked by three experts (the index of consistency was 0.75). Reliability of the questionnaire was also tested by calculating for Cronbach's Alpha Coefficient (Cronbach, 1970, p. 42). As a result, the 30 copies of questionnaire for tourist opinion towards tourism component in Khlong Bang Luang community area, Phasi Charoen District, Bangkok, had the

Cronbach's Alpha Coefficient of 0.85 or having excellent reliability and usability. Another set of 30 questionnaire about the TBI in Khlong Bang Luang community area, Phasi Charoen District, Bangkok had the Cronbach's Alpha Coefficient of 0.91, also indicating excellent reliability and usability. Regarding analysis, the researcher used a statistics program for data analysis, covering frequency, percentage, mean, standard deviation, component analysis and multiple regression to test the hypothesis (Tourism component affecting TBI in Khlong Bang Luang community area, Phasi Charoen District, Bangkok). The researcher set forth the research scope as follows:

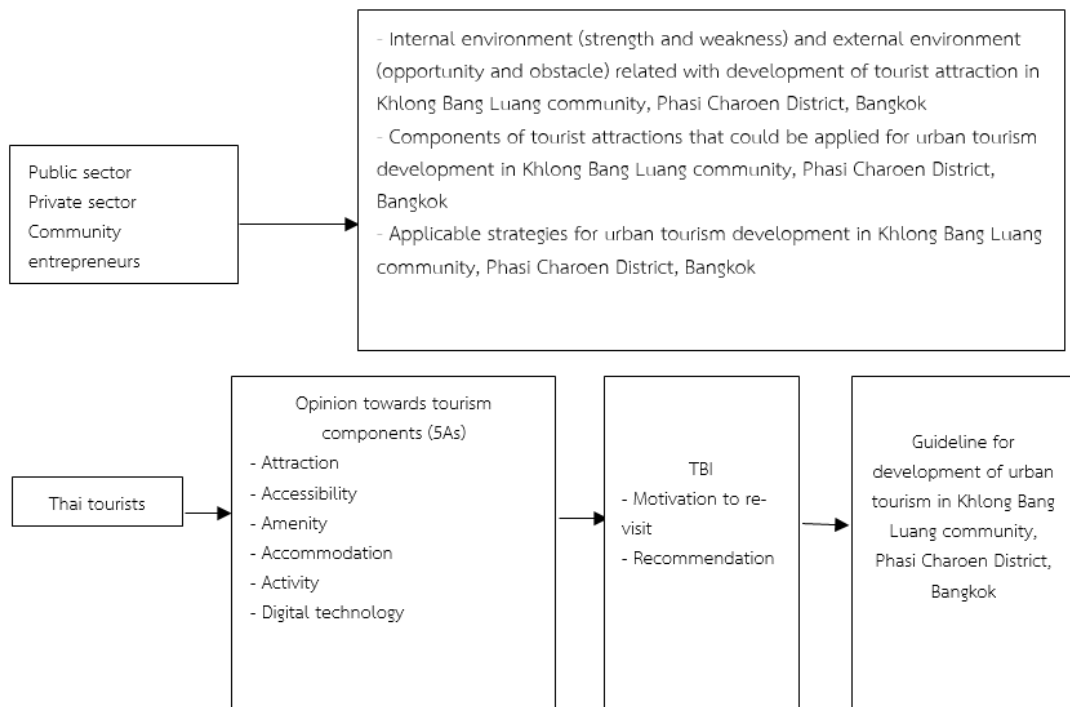


Figure 1 Research Concept

Result

This study is a mixed method, using the qualitative approach to obtain information about the potential of urban tourism in Khlong Bang Luang community, Phasi Charoen District, Bangkok, as well as a development guideline for urban tourism in Khlong Bang Luang community, Phasi Charoen District, Bangkok through the in-depth interview of informants from the tourism-related government agency such as the director of Phasi Charoen District, Bangkok and staff members of Community Development and Social Welfare Department Phasi Charoen District Office (five in total); entrepreneur representatives from the restaurants, accommodations and product and service sales (five in total); representatives from Khlong Bang Luang community, Phasi Charoen District, Bangkok, such as the community chairman and other community members (five in total); and finally Thai tourist representatives (five in total). This was followed by the quantitative study to obtain information about the Thai tourists' opinion toward the tourism components in Khlong Bang Luang community, Phasi Charoen District, Bangkok, in addition to urban tourism behavior of the Thai tourists in Khlong Bang Luang community, Phasi Charoen District, Bangkok. In this part, a questionnaire was used to collect data from 400 Thai urban tourists in Khlong Bang Luang community, Phasi Charoen District, Bangkok. The researcher was able to draw findings from the collected data as follows:

Result of Qualitative Data Analysis

The analysis of the internal environment (strength and weakness) and external

environment (opportunity and threat) related with development of tourist attraction in Khlong Bang Luang community, Phasi Charoen District, Bangkok revealed that:

The strength consisted of the culture, history, traditional lifestyle, tranquil location, presence of old temples, presence of herbal parks, traditional plays and festivals, regular winner of cultural conservation awards, rich cultural heritage, presence of art houses, marionette shows, souvenir shops, coffee shops, good accessibility, promotional policy from the administration, and readiness for community improvement.

The weakness consists of the lack of canal market development direction, construction of tourist amenities without regard of the local lifestyle, conflict between the communities, lack of consciousness about the value of major landmarks, lack of knowledge successors, destruction of the original environment and scenery, lack of consolidation and integration between tourist attraction management groups, few and incontiguous public announcements, lack of clear direction signs, lack of comprehensive maps, lack of attractive activities, excessively narrow channel choices, lack of clear opening/closing hours for shops and landmarks, and plain arrangement of shops and landmarks.

The opportunity consisted of increasing popularity of nostalgic tourism among Thai and foreign tourists. Online social media facilitated dissemination of pictures that also helped with the popularity. Bangkok, as a megacity in Asia, also aimed to develop Khlong Bang Luang community area in accordance to



the third aspect of the strategy “Megacity for everyone”. All sectors, private and public alike, drove a project “The Charm of Khlong Bang Luang” aiming to connect all other attractions together through the local abundance of accommodations.

The threat consisted of wastewater problem, overcrowding, traffic problem, fierce

competition, low number of tourists on weekdays, political uncertainty, lack of concrete tourism network in Phasi Charoen District, and finally the tourists’ tendency to move onto other locations instead of re-visiting old places.

Table 1 Summary of analysis of the internal environment (strength and weakness) and external environment (opportunity and threat) related with development of tourist attraction in Khlong Bang Luang community, Phasi Charoen District, Bangkok, group by sample group types.

Potential	Main issues	Details
Strength	Culture, history and tradition	Traditional lifestyle. Tranquility. Old temples. Traditional plays and festivals. Rich cultural heritage. Arthouses. Puppet shows.
	Environment and physical characteristics	Herbal Park. Souvenir and coffee shops with the canal view. Local lifestyle. Convenient and diverse transportation.
	Reputation	Regular winner of architectural and artwork preservation awards.
	Policy	Supportive policies for tourist attraction development. Readiness for community improvement.
Weakness	Environment and amenity	Construction of tourist amenities without regard of the local lifestyle Destruction and replacement of the original environment and scenery. Lack of clear directional signs and maps.
	Policy	Lack of canal market development direction Lack of concrete integration and consolidation of tourist attraction and landmark management in Khlong Bang Luang community canal market.
	Community	Conflict between communities Lack of community consciousness about preservation of landmarks; lack of knowledge successor.

Potential	Main issues	Details
Weakness	Public announcement	Few and incongruous public announcement efforts Narrow media and announcement channels.
	Activity	Few attractive activities. Unclear opening and closing hours for the shops and landmarks without clear announcement. Plain arrangement of shops and landmarks.
Opportunity	Society	Popularity of nostalgic tourism among Thai and foreign tourists Rising trend of conservation tourism
	Policy	Khlong Bang Luang community is a target area for development per the third part of larger Bangkok development plan (“Megacity for everyone”). All sectors, private and public alike are engaging in the “Charm of Khlong Bang Luang” project that connect attractions together.
	Media	Online social media also facilitated displays of various tourist attractions.
	Location	Abundance of accommodations due to being located in Bangkok
Threat	Environment	Wastewater, overcrowding, traffic problems due to high number of tourists.
	Politics	Political uncertainty
	Competitors	High number of competitors
	Cooperation	Lack of concrete tourism support network in Phasi Charoen District
	Tourist behavior	Tourists’ tendency to find new experience instead of re-visit old places.

Study of the opinion towards the tourism components that could be applied to urban tourism development in Khlong Bang Luang community, Phasi Charoen District, Bangkok revealed that development of tourist attraction components could be done as follows:

Table 2 Analysis of tourism components that could be applied to urban tourism development in Khlong Bang Luang community, Phasi Charoen District, Bangkok

Potential	Findings
Attraction	Can be done by improving the scenery and weather, arranging the shops, and improving the products and services to be unique.
Accessibility	Can be done by improving safety and convenience.
Amenity	Can be done by lecturing the local children to turn them into junior guides.
Accommodation	Can be done by allowing tourists to lodge with the locals.



Potential	Findings
Activity	Can be done by renovating cultural and religious landmarks.
Digital technology	Can be done by expanding public announcement channels for Khlong Bang Luang tourism

Quantitative data analysis result

Part 1 Analysis of the filled survey forms, regarding personal information, revealed that most respondents were female, aged between 26-35 years old and having a bachelor's degree.

Part 2 Analysis of the filled survey forms, regarding urban tourism behavior in Khlong Bang Luang community, Phasi Charoen District, Bangkok, revealed that most respondents traveled for recreation, with frequency of not more than once a year. Most traveled to attractions on their own cars, and spent 2-3 hours on the attraction. The budget was generally not more than 1,000 baht. Most of the respondents became aware of tourist attractions in Khlong Bang Luang community, Phasi Charoen District, Bangkok through acquaintances.

Part 3 Analysis of the filled survey forms, regarding the Thai tourists' opinion towards tourism components in Khlong Bang Luang community, Phasi Charoen District, Bangkok revealed that most of the respondents gave attraction, amenity, accessibility, accommodation and digital technology a high overall rating.

Part 4, Analysis of the filled survey forms, regarding the Thai tourists' opinion toward the TBI related with Khlong Bang Luang community, Phasi Charoen District, Bangkok, revealed that most wanted to re-visit and recommend the place.

Result of analysis of confirmative tourism components in Khlong Bang Luang community, Phasi Charoen District, Bangkok

Analysis of confirmative tourism components in Khlong Bang Luang community, Phasi Charoen District, Bangkok revealed that the independent variables should be restructured with only eight factors:

Factor 1, dissemination of history and lifestyle, consisting of six subfactors: historically-significant landmarks; entertaining landmarks; diversity of accommodation; homestay accommodation; media sharing; and social news and bookmark.

Factor 2, coloring and convenience, consisting of six subfactors: light shows in historical attractions; convenient transportation system that allows safe and quick transportation to attractions; good accommodation service; close proximity of accommodations to attractions; and entertaining activities.

Factor 3, tourism system management, consisting of eight subfactors: promotion of responsible tourism; utilization of Twitter; utilization of social network; culturally rich landmarks; religious landmarks; amenities; and sufficient accommodation.

Factor 4, activity creation, consisting of seven subfactors: landmarks; transportation entrepreneurs; transportation of cargo and tourists to the destination; improvement of amenities; on-site activities for the tourists during their traveling and lodging time; activity

diversity; and utilization of Augmented Reality (AR), OR Code, and infographics.

Factor 5, identity creation, consisting of five subfactors; unique landmark and identity; accommodation price diversity; cultural tourism activity; non-physical tourism activity and; online forums.

Factor 6, Information source creation, consisting of three subfactors: natural beauty display; ability to search for information on the Internet and; utilization of weblog.

Factor 7, Utility creation, consisting of one factor: basic utilities for the tourists.

Factor 8, creation of local guides, consisting of one factor: recruitment of local guides.

Hypothesis Test

Using the Bartlett's Test of Sphericity for factor analysis of tourism component and

the TBI in Khlong Bang Luang community, Phasi Charoen District, Bangkok, it was found that the sub-hypotheses 1 to 6 were supported. As the 5As or attraction, accessibility, amenity, accommodation, activity and digital technology could used to explain the effect of factors in the TBI in Khlong Bang Luang community, Phasi Charoen District, Bangkok. After the multiple regression analysis to determine how the eight factors affected the TBI in Khlong Bang Luang community, Phasi Charoen District, Bangkok, it was found that all the factors could predict 96% of the fluctuation of the TBI in Khlong Bang Luang community, Phasi Charoen District, Bangkok, while the remaining 4% came from other factors. It was also found that Factors 1 to 8 affected the TBI in Khlong Bang Luang community, Phasi Charoen District, Bangkok with statistical significance of 0.05.

Table 3 Multiple regression analysis of tourism component and the TBI in Khlong Bang Luang community, Phasi Charoen District, Bangkok. Coefficients^a

Variable	b	Std. Error	Beta (β)	t	Significance (p)
Constant	0.04	0.05		0.91	
Factor 1	0.46	0.07	0.56	6.04	0.00*
Factor 2	0.09	0.01	0.13	8.13	0.00*
Factor 3	0.12	0.01	0.10	9.43	0.00*
Factor 4	0.41	0.01	0.55	3.63	0.00*
Factor 5	0.22	0.01	0.23	3.91	0.00*
Factor 6	0.31	0.07	0.37	4.11	0.00*
Factor 7	0.23	0.03	0.42	3.71	0.00*
Factor 8	0.21	0.01	0.38	2.19	0.00*

A: Dependent Variables: TBI in Khlong Bang Luang community, Phasi Charoen District, Bangkok

*Statistical significance is 0.05



TOWS Matrix Analysis Result

TOWS Matrix is a strategy analysis in continuation of the SWOT analysis by pairing the internal and external factors obtained through the SWOT analysis. The TOWS matrix is a creation of a new strategy from the environment obtained through the SWOT analysis. For this study, the TOWS matrix is as follows:

1. Offensive strategy (SO) of the TOWS matrix aimed to use the strength to get benefits from the opportunity. The study found that the strategy could be used by lecturing community entrepreneurs about the tourism-related roles and services, as well as attitude to promote consciousness about tourism and preservation as a revenue channel, in order to improve understanding about local resource preservation.

2. Corrective strategy (WO) of the TOWS matrix aimed to use the opportunity to minimize the weakness. The study found that the strategy could be used through utilization of technology such as platform, content, social media, and brand creation. In this case, entrepreneurs in Khlong Bang Luang community was required to use social media platforms such as Facebook to build and advertise their brand to the target group, as well as connecting with other media such as Instagram and TikTok.

3. Preventive strategy (ST) of the TOWS matrix aimed to use the strength to avoid the threat. The study found that the strategy could be done by planning a sustainable tourism activity, as well as eco-tourism and environmental tourism. The locals could participate in promotion of sustainable tourism. There might be formation of tourism management groups or organizations to minimize conflict under the framework of community eco-tourism because Khlong Bang Luang community usually saw many tourists visiting and engaging in preservation activities. If there are management groups or organizations, more revenue could be raised to further develop the community and attractions toward sustainability.

4. Defensive strategy (WT) of the TOWS matrix aimed to minimize the weakness and avoid the threat. The study found that this strategy could be done by networking with educational institutes for sustainable community development in order to minimize conflict and improve community consciousness about landmark preservation, as well as creating successors to sustainably pass on the community knowledge.

Table 4 TOWS Matrix analysis

Internal factor	Strength (S)	Weakness (W)
	Culture and history	Environment and amenity
	Environment and physical characteristics	Policy
	Reputation	Community
	Policy	Public announcements
External factor		Activity

Opportunity (O)	SO	WO
Society	Lecture for community tourism en-	Utilization of technology to promote
Policy	trepreneurs	tourism
Media		
Location		
Threat (T)	ST	WT
Environment	Planning of sustainable tourism ac-	Cooperation with allies for mutual
Politics	tivity, as well as eco-tourism and	learning about development of Kh-
Competitor	environmental tourism	long Bang Luang community
Cooperation		
Tourist behavior		

Conclusion and Discussion

As globalization and urbanization have become important factors in attracting more businessmen and tourists, they are also important factors in the rise of urban tourism, concurring with findings of this study that going to Khlong Bang Luang community, Phasi Charoen District, Bangkok is convenient and the area is located in Bangkok with plentiful accommodations. Tourism components that could be applied to development of urban tourism in Khlong Bang Luang community, Phasi Charoen District, Bangkok were adjustment of the weather and scenery to be attractive, renovation of the shops, improvement of the products and services, promotion of safety and convenience, lecturing the local children to turn them into junior guides, allowing tourists to lodge with the locals, renovation of cultural and religious landmarks, and expansion of public announcement channels. In addition, quantitative study revealed that online media and digital technology did affect the TBI, thus leading to technology-based strategy to promote tourism, as well as community management. Alliances were formed for mutual learning about Khlong Bang Luang development, and utilization of other tech-

nologies such as Augmented Reality (AR), OR Code, Infographics to build tourism aesthetics, good tourism experience and good impression for the tourists, as well as utilization of the website as the main channel for public announcements and campaigns. These processes were important in revenue generation, as the locals became more conscious about community tourism. Such strategy could be applied through platforms, content, social media, and brand creation. Entrepreneurs in Khlong Bang Luang community was required to use social media platforms such as Facebook to build and advertise their brand to the target group, as well as connecting with other media such as Instagram and TikTok. Chuambamrung (2017, p. 28) stated that tourism development and management should be balanced, especially the host and visitor must have a fair share of the benefits. The host also has to manage and develop tourism products or resources to have both potential and readiness to manage various impacts, and accommodate more amenities, geoarchitecture, tourism routes, aesthetics, information, safety, tourism-related human resources and tourism organization development, for example.



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