

THAI AND BUDDHIST PRECEPT TOURISM DURING COVID-19 FOR LEARNING

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ABSTRACT

Thai and Buddhist Precept Tourism in during COVID-19 main purpose to study about Cultural traditions of Thai and Buddhist people focus on Concept of Tourism Management, Thai Scruple and Buddhist principles. For Thai way of Tourism Management which consists of: 1. Travel in Religious way 2. Travel in Creative and Traditional ways 3. Travel in Health, Beauty and Thai Traditional Doctor. 4. Travel in Ecosystem. Tourism essential elements which are Tourism providers, Tourists and Government agency.

Keywords

Thai and Buddhist Precept Tourism, Learning

INTRODUCTION

Due to the pandemic of COVID-19, it has infected more than 60 million people worldwide and more than 1.5 million deaths [1]. It causes global economy crises also never worse before in Thailand. Thai Travel industry in the second quarter of the year 2020 immediately closed down their businesses temporary are Entertainment/massage/ Spa (98%), Travel businesses (91%), Amusement parks/ Theme parks (77%), Hotel accommodation (72%), Transportation/Communication (42%), Restaurants (39%) and Souvenir shops (10%) which high tend to close down more in the third and fourth quarters this year. All traveling personal are panic, depress, frustrate and from bad to worse cannot suicide! They hope and dream that the great power nations such as The United States, Russia and China which advance in Medical sciences be able to research and innovation COVID-19 vaccines to prolong and save lives soon.

Tourism Authority of Thailand (TAT) governor Mr. Yuthasak said from changing of the World Tourism both environment and outbreak, particularly the pandemic of COVID-19 that change tourist behaviors and get Tendency to talk more care about Sanitation Safety and Environment Treatment. TAT has made "Amazing Thailand Guide Sharing" for Tourism personal especially for Guides in order to adjust themselves to the new normal of Tourists also urge Traveling and sharing though their experience and interested so well as to build the confident regard traveling under the concept of BEST (B-Booking E-Environment S-Safety and T-Technology), 7 GREEN and Responsible Tourism to general tourists and regulations according planning and policy to push [2]. Thailand To Preferred Destination sustainably for important tourism which responsible in aspects of Social, Economy and Environment that will increase the value of Thailand brand and increase long term competitive ability [3].

CONCEPT OF TOURISM MANAGEMENT, SCULPTURES AND BUDDHIST PRINCIPLES

A. Concept of Tourism Management

We can apply McKinsey's 7-S Model to Tourism Management concept as the following:

1. Strategy refers to a strategy that reflects the harmony between objectives, the priorities, controlling and scope of ecotourism activities by choosing the most suitable strategy. Which must include planning strategies, able to operate and must comply with National Tourism policy as well.

2. Structure refers to the structure in an organization which should be related to the proper hierarchy and division of duties. Good structure is the key to success in tourism management.

3. System means a system in tourism management and covers the information management system, operation implement, finance, human resources, marketing and other systems as well, all systems must be coordinated and interrelated at every step.

4. Staff are the essential to get things done smoothly. The personal in tourism industry besides they must have service mind and sincere. They also must be prudential, responsible and helpful. Make clients satisfy and repeat to use their service again and again.

5. Skill, in working everything requires expertise, that causes work will efficient. It depends on 3 factors: knowledge, skill and attitude toward works.

6. Style is the combination of Staff and Skill. Each person has different working style. In general divided into 2 types:

- 6.1 Autocratic Style or Top-Down Style
- 6.2 Democratic Style or Bottom-Up

7. Share-sharing experiences, opinions and knowledge together lead to the best in tourism management [4].

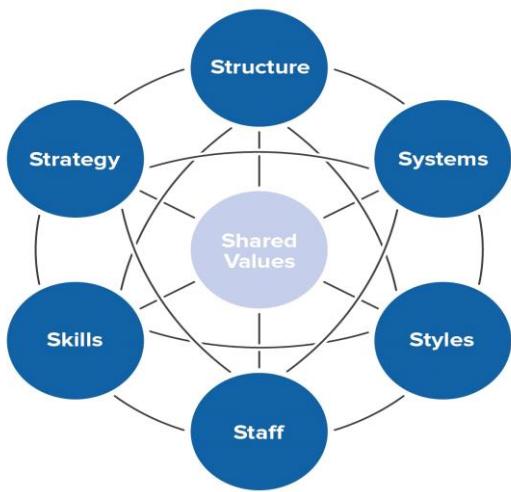


Figure 1 McKinsey's 7-S Model to Tourism Management

B. Thai Sculpture

Learning sculpture is an art creation. Occurring in the creation of a sculpture can be done in 4 ways:

1. Casting is a 3D shape from a material of tough, soft and hold together well. Popular materials used to sculpt include clay, plaster, flour, wax, paper or sawdust mixed with glue etc.
2. Carving is a 3D shape from hand and brittle material using tools. Popular material to be carved are wood, stone, glass, plaster etc.
3. Molding is the creation of a 3D fusible material then hardens. Get by using mold which can produce 2 or more identical works. The popular materials used for casting are metal, cement, flour, glass, wax, etc.
4. Construction (Assembling) is to create a 3D shape by making of various materials and attached to each other with different materials, choosing methods to create sculpture material depend on how to create bas-relief, relief, and floating.

C. Buddhist Principles

1. Alms is giving

Giving, which is to make merit by sharing things or to donate one's property to others for the benefit of others.

2. Silamai is to keep the precepts

The observance of the precepts, including merit by following the precepts to maintain body, speech and mind. Not misconduct with the precepts that have been prescribed as a guide for both lay people and monks. For laymen should follow Buddhist principles either Five precepts or the Eight precepts.

3. Praying is the mind training

Mind training, which includes making merit through the practice of meditation by practicing calmness. And the origin of intelligence which consists of 2 main approaches: Equation and Vipassana meditation[5].

THAI WAY OF TOURISM MANAGEMENT

Meanwhile we are still unable to travel abroad due to COVID-19, Tourism Authority of Thailand in collaboration with Thammasat University has invited various travel associations and entrepreneurs come to exchange and make suggesting in order to collect and process information including analysis of indicators according to master plan under the National strategy to drive tourism development on 14 September 2020 at Twin Towers Hotel, Bangkok owing to the author has been in the tourism industry for over 50 years and former President of Thai Travel Agent Association for two times (2000-2004) has proposed the Thai way tourism with emphasis and safety, convenience, cleanliness and fairness which is divided into 4 sub-plans as follows:

1. Dharma tourism—due to the pandemic of COVID-19 effects worldwide depression including Thailand causing global economic crisis. Almost all tourists are more caution about their spending than the past. Reducing wasteful extravagance because majority of the income decreases. And it will be like this for another 1-2 years. Many people are panic, depression, frustration and try to looking for a refuge. Therefore, to organize religious tourism can fit in with the current situation. By organizing lower expense and tours to visit temples, make merit, pray, hold Yom Kippur, sit Vipassana meditation, calm the mind. And encourage the fight against the COVID-19 crisis, not thinking of giving up or committing suicide.

2. Tourism in the creative and cultural Thai way. Tourism focuses on creating the value of products and consumption by using knowledge and innovation. Including local cultural heritage to create value and jobs also generate income for local communities. In addition, to develop capacity of the city and the community to be a tourist destination.

3. Thai Health, Beauty and Traditional medicine tourism refers to traveling and receiving medical from health establishments which have been certified domestic standards by state agency to maintain both physical and mental recovery, as well as cosmetic surgery to improve the appearance. To include Thai traditional medicine for health care and disease Treatment, Massage and herbal compress also mineral bath.

4. Tourism ecosystem means infrastructure development in order to support land, water and air tourism, digital technology, electric every, sanitation and signposts system. Beside that rehabilitation and conservation of tourist attractions. In addition, cultural and man-made tourism activities. Including marketing promotion publicizing good image in Thai tourism both tourist attractions and products to comply with directions and new market trends. In order to raise the competition ability and sustainable tourism management.

TOURISM ESSENTIAL ELEMENTS

1. Tourism providers include Airlines, Tour vehicles, Cars-ships, Hotels and resorts, Sightseeing attractions, Entertainments, Theaters, Restaurants, Souvenir shops, Department stores, Guides, Travel agencies, etc. After the epidemic of COVID-19 in Thailand, in March 2020, about six months later in September 2020, more than half of Tourism

operators and personnel have to leave the tourism industry both voluntary and involuntary. The reason are there are no inbound of foreign tourists and Thai tourists themselves are bored and afraid the outbreak also wanting to save made just few local travelers and majority they traveled by themselves. Many tour operators that are still responsible such as the office rent, water, electricity, telephone, WIFI, charges, salaries for employee who have already cut half.

2. The service users are foreign tourists visiting Thailand (inbound tour), Thai people traveling abroad (outbound tour) and Thai people traveling in Thailand (domestic tour). As a result of the epidemic of COVID-19, most of the users or tourist get lower income. As tourism is not the vital factor in life, it can delay until we are ready. Therefore, at the time being people spend money more prudent, more economical and less emotional to travel. They change their behavior by staying at home, watching TV regarding the pandemic of COVID-19, political, economy, society and entertainment both local and international. Other factors that travel less because many countries or cities remain closed, most international airlines still do not fly or reduce the number of flights to about 10%. Moreover, many Embassies are not open to visas. Almost all countries have 14 days quarantine detention for those traveling from abroad. Assuming we are going to China, Beijing, 5 days trip, we need to have a doctor's certificate (Fit to fly), valid only 72 hours before boarding. And after arriving Beijing, we will be detained by the Chinese public to monitor fever (Quarantine) 14 days at the expense of tens of thousands of baht to hundreds of thousands depending on the hotel and city to be monitored for fever. After that, we have the right to sight-seeing for 5 days trip as our intention. On the century, after arriving Thailand we have to detained and watched for fever (Quarantine) for another 14 days. In conclusion, if we want to travel abroad have to waste time for detaining both legs-going 14 days and returning for another 14 days make total 28 days. Above all you have to pay a detention fee to watch the fever (Quarantine) about 2-3 hundred thousand baht. No doubt why the tourists are postponed first, wait until the vaccine is discovered.

3. Government means Tourism Authority of Thailand which in charge of Tourist Planning and Marketing also Ministry of Finance in event of financial subsidies. As well as the cabinet that proclaims a long public holiday (Long weekend) for Thai people to travel other provinces in order to stimulate our economy during the COVID-19 period by campaigning several projects such as "Chim-Shop-Chi" (Taste-Buy-Spend), "Shop-Dee-Mee-Kun" (Good shopping get refund), "Kon-la-Krung" (Half and half) and "Rao-Teiw-Dou-Kan" (We travel together). The outstanding and most successful project is "Rao-Teiw-Dou-Kan" (We travel together) from July 2020 - January 31, 2021 by the Government to subsidize Thai people aged 18 or over to travel within the country as follows:

1) 40% of airfare, where travelers pay only 60% by not more than 2000 baht per person.

2) Hotel accommodation cost 40% but not more than 10 rooms per night.

3) Discount coupons for food/travel but do not refund 600 baht per day per person in the case of traveling on Monday-Thursday.

900 baht per day per person in the case of traveling on Friday-Sunday.

Amid the spread of COVID-19 there are different countries globally, there are over 60 million infected and 1.5 million deaths [6]. The global economy is on record slump and how long will this trend to carry on? It's hard to predict. Those in the tourism industry who are Airlines, Cars, Resorts, Hotels, Restaurants, Travel agencies, Guides were in severe trouble. The President of the Tourism Industry of Thailand (FTI) Mr. Chairat Trirattanacharaporn expects that at present, there are 4.2 million Thai tourism workers, 2.6 million are now unemployed. The number will continue to increase. By these workers some of them received compensation from the Social Security Fund. And grants from the project "We do not leave each other" of the government [7].

At the end of November 2020, we are light at the end of the tunnel, that is, the superpowers are Russia, America and China all announced. They had passed their trial of the COVID-19 vaccine and 95% effective. According to global statistic, there are more than 60 million people infected and 26 hundred thousand deaths. Pfizer of the United States has applied for certification of Novel Coronavirus vaccine. It is expected to be approved in December 2020. As usual, vaccine production takes at least 5 years if everything goes as planned. Expect in June 2021, countries will have the opportunity to use vaccine, and by the beginning of January 2022, tourists allow can travel freely without a 14 days detention. Then tourism businesses and the global economy will improve.

Tourism in Thailand is inexpensive. There are various tourist attractions. Has technology and modern development. You can find food in different types and forms that you want. In addition, Thailand is a land of smiles. Thai people are sincere and friendly with the general public. Having a service mind and a mind embracing welcomes guests (Hospitality), therefore, the Thai method of tourism will not only be popular with Thai people. But it will be a favorite of tourists around the world as well.

From the above can be summarized as a body of knowledge as follows:

1. Learn the ways visit temples, pay homage to monks, pray to make merit, which will keep the mind from being distracted, conscious, able to survive the epidemic of disease and the worst economic crisis ever.

2. Learn Thai ways, living, traditions, arts and culture of the community. And the wisdom of the villagers as well as Thai food heritage

3. It is a suitable new way for tourism in the COVID-19 period as well.

CONCLUSION

In conclusion, tourism management should be set in step by step and has an effective working group. It is structured in a systematic manner by skilled personnel including participation in operations in every process. Because of good management and prevent system, it will be redundant in operations as well.

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