

## Promotion of Buddhist Tourism for Learning of Thai Youths

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### ABSTRACT

*Promoting Buddhist tourism for learning of Thai youth by raising awareness of Buddhist tourism for children and youth to cherish the values, preserving of religious treasures and religious places within temples and sacred places are not destroyed both known and ignorant and careful behavior. It may have a detrimental effect on the culture cooperate with the government in supporting the project or activities that promote Buddhist tourism as much as possible in compliance with the rules and strictly recommending temples and sacred places. Tourism promotion can therefore promote learning for Thai youths in the creative conservation of tourist attractions.*

### Keywords

Buddhist Tourism, Learning, Thai Youths

### INTRODUCTION

Currently, tourism in Thailand is becoming more and more competitive within the country and abroad as tourists change their preferences from leisure or exotic tourism to tourism that emphasizes first-hand experiences by learning and participating in the cultural activities of the society in which they travel more deeply [1]. The new tourism model is expected to be popular from now on and may be a marketing opportunity for SMEs in the tourism industry is religious tourism in a state where people seek spiritual attachments coupled with the current of faith in making merit and worshipping monks and sacred things that have been with Thai people for a long time. Thailand has an advantage from having raw materials and resources in many tourist attractions that are culturally diverse traditions arising from the way of life and religion of Thai people. Most of the Thai people are Buddhists. There is a way of life that is tied to Buddhism, so various buildings are built to perform religious activities, local traditions on important Buddhist days as well as a large number of works of art [2].

Tourism is an industry that generates great economic and social benefits to the country. Tourism is an important factor affecting the development of Thailand. Promotion of tourism causes the distribution of tourists to different areas. This has led to employment and career creation in both the direct tourism sector and more relevant employment in other sectors resulting in the distribution of income to the community and local which in the overall will lead to economic growth and stability of the country's economy tourism related to Buddhism. It is a tour to see or experience religious architecture including tourism to temples, religious sites and important places of Buddhism [3].

Learning management with an emphasis on learners, this is an opportunity for students to study and research from a variety of learning sources learned from real experience, practiced to be able to think, act, solve problems, and do learning activities and build body of knowledge on their own both inside and outside the classroom to develop human beings who are perfect in body, mind, intellect, knowledge,

morality that can coexist with others and live in society happily.

### THE CONCEPT OF TOURISM

#### A. Meaning of tourism

Gee, Choy and Makens (1984) define the journey as travel means leaving one place to another, such as leaving a normal home or traveling to live in another place.

Preecha Dangroj (2001) referred to the definition of tourism by the United Nations Conference on Travel and Tourism in Rome in 1963 as: An activity in which three conditions are involved are (1) the need for travel; (2) the destination for which the visit is intended; (3) there must be a purpose of travel.

McIntosh and Goeldner (1986) defined tourism as Effects of phenomena and relationships arising from interactions (Mutual action) of tourists business operator Government and homeowner communities. It attracts and welcomes tourists and other visitors.

Jarinya Charoensuksai and Suwat Chuthakon (2002) gave the meaning of tourism that Tourism means any activity related to a person's travel temporarily from a normal residence to another for any purpose relating to the earning of such activities It creates phenomena and relationships that arise from the interactions between people traveling (visitors). Businesses in the tourism industry that manufacture goods and services are to meet the needs of tourists government in charge of tourism and communities in tourism areas.

Mill (1990) defined tourism as organizing all activities related to impression, service and satisfaction of tourists.

Davidson (1993) defined tourism as a temporary departure from the accommodation short time to visit relatives or other purposes in tourism such as leisure, playing sports, meetings, seminars, etc.

Saranya Warakulwit spoke at the meeting on travel and tourism that the World Tourism Organization (WTO) has defined the meaning of tourism as travel is any journey however, it is a journey under 3 international conditions as follows:

1. Frequent travel from place of residence to other places temporarily

2. That journey Travelers are traveling voluntarily, not forced

3. Traveling for any purpose any other than traveling for a career or earning money

#### *B. Components of Tourism*

Tourism is one of the largest industries that are composed of various industries related both directly and indirectly.

Payom Thammabutr has discussed the components of the tourism industry into 5 types as follows:

1. Attraction (Attractions) are considered the most important components because it is a point of attraction for tourists to travel Attraction can be unique natural sites such as Doi Inthanon, which has the biodiversity of the Himalayas, or cultural attractions history like Phnom Rung Castle which represents prosperity of the Khmer Empire as well as rural tourism to experience the way of life of the villagers Learn about local wisdom as well as ancient prehistoric sites such as Ban Chiang culture, etc.

2. Access to tourist attractions (Accessibility) includes having an appropriate infrastructure system such as airports, transportation systems, as well as industrial transport services such as air, land and water transportation, which will facilitate tourists to reach their destination or tourist attraction conveniently, quickly and safely.

3. Accommodation and hospitality facilities including hotels, resorts, Bed & Breakfast, guesthouses, homestays, accommodation. Different types have different levels of facilities. This will result in different prices and services such as restaurants, swimming pools, bars, fitness centers, saunas. Business Center and other facilities.

4. Tourism activities and recreational activities are also important elements in modern times which tourism does not just mean a trip to see ancient sites Monument to the beauty of nature only if it is important for visitors to have the opportunity to do activities such as trekking to study the equatorial ecosystem in the rainforest, white water rafting in the local river, rock climbing. Scuba Diving or Snorkeling Canoeing in mangrove forests deep sea squid fishing as well as participating in activities with the host community, such as farming, harvesting Participating in the Bai Sri Su Kwan ceremony. All of which are experiences in the memories of tourists and such activities often contribute to the distribution of income to the local community.

5. Tourists, Tourists are regarded as the most important component of the tourism business, which must consist of the following:

5.1 Characteristics of tourists Classified according to gender, age, occupation, level of education income, race or nationality.

5.2 Distribution of tourists what foreign tourists are coming in? For example, Thailand has tourists from different continents traveling to many countries such as Europe, America, Asia, Africa and Oceania.

5.3 Various activities of tourists such as traveling to visit for meetings recreation, sporting events business negotiations or visiting relatives for Thailand, those who enter the country have many purposes such as tourism, business, meetings, government operations and others.

5.4 Travel season, tourists come to visit in any season, which season is less.

5.5 Attitude of tourists what is your attitude towards the country you have traveled to?

6. Information, information is a document to educate about various subjects to tourists in order to induce more tourists to travel in the country, such as guide books about tourist attractions such as tourist guidebooks, brochures, maps and other guide documents, for example

6.1 Advertising and public relations to persuade tourists to come to visit, such as a program of tourism festivals in different provinces or the season of tourism in each region, such as Songkran Festival, Loi Krathong, boat races, etc.

6.2 Promoting and giving new knowledge by disseminating travel guide documents for the community

6.3 Tour guide training or tour guide is to educate people who are interested in the profession of tourism and to provide correct knowledge to tourists.

6.4 Details about each attraction published as a publication for tourists.

6.5 Prepare route maps and tourist maps of each place for publication as a published document to use as a travel guide.

7. Other components, Ancillary services include all that are available to tourists such as restaurant services, hospitals, post offices, gas stations, shops, souvenir shops, toilets, etc.

#### *C. The importance of tourism*

The importance of tourism has been said by scholars that are similar and different as follows:

Paweena Thonkaew (1999) said about the importance of tourism that Tourism is a type of recreational activity that is of great importance to humans, which can be classified into 3 areas:

1. The importance of the person Tourism is a creative medium Pleasure to human beings to improve the quality of life. It opens the world to a broader perspective able to accept and understand realistic situations enhance life experience as well as a better understanding between humanity as tourism brings opportunities to transform international cultures.

2. Social importance, tourism contributes to cultural inheritance as well as preserving the national identity. In addition, tourism also plays an important role in the development of and bring prosperity to the locality Help develop the transportation system, public utilities, standard of living as well as quality of life.

3. The importance of the economy, Tourism is a major source of income in foreign currency, helping to stabilize the country's balance of payments, stimulate job creation and income for related businesses both directly and indirectly causing the circulation of currency and distribute income to local residents as well as stimulate production and service businesses.

From the study, it can be seen that tourism is very important to the country. Whether it is generating income, employment, creating a career, promoting the conservation and restoration of art, traditions and culture of that locality, therefore, promotion of tourism is important and the need for national development be it in the economic, social, cultural and political aspects.

### C. Objectives of tourism

There are many reasons for the purpose of tourism. Academics describe the purpose of tourism as follows that tourism is caused by three reasons:

1. Travel on vacation, such as travel for recreation travel to visit relatives
2. Business tourism such as traveling for meetings and seminars
3. Travel for other purposes such as education, health care, sports, religion, etc.

### D. Purpose of tourism

1. Travel for fun and entertainment, it is tourism to change the atmosphere to see cultural scenery local life traditions or travel to various places for fun to change the place of residence, etc., tourism depends on many factors such as tastes, economic bases of tourists and the attraction of each place.

2. Tourism for relaxation, it is the use of free time to relax both the body and the brain or may include rehabilitation from illness by this type of travel will take the time to relax as long as possible. The place where you can go to stay will choose a place that is calm and comfortable to rest together with clean air such as seaside trip or a mountain on a mountain with a calm atmosphere without various pollution.

3. Tourism to study culture, it is a tour that usually aims to learn about the local culture in that area to travel in parallel. It is the study of living both in terms of anthropology and sociological aspects such as ancient sites various performing arts.

4. Sports tourism Sports tourism has two purposes: first, it is a trip to see a sporting event that the traveler has a second desire. It is a trip to travel to engage in sports activities or to exercise to relax. This sports tourism, the destination of the trip must be a place that can attract tourism such as beautiful beaches, sandy beaches, complex mountains or trekking to explore various forest resources.

5. Business tourism meetings and seminars which those who go for business or seminars. They usually set aside a portion of their time for travel. This kind of tourism, what is the factor that attracts tourists is interesting places to visit and have a place to stay or a hotel, and the transportation system is convenient and fast. Nowadays, this type of tourism tends to be higher and higher.

6. Educational tourism is where people go abroad for study visits or research, or exchange professors and students. Between universities and will be in that country for months, this type of tourism includes domestic study tours. It can be classified as a tourist who makes another income for the country.

It can be seen that each person's tourism has a different purpose according to the opportunities and needs of each individual which are together in many ways.

### D. Characteristics of tourism

The expansion of the tourism industry has created many forms of tourism which depend on many factors such as travel incentives type of transportation, number of tourists and the nature of the cost can be divided into 3 types.

1. Basic tourism Classification of excursions based on the purpose of travel and excursions held in Rome, Italy in 1963. In the meeting, it was concluded that tourism can occur in free time to relax, relieve stress, travel on vacation for sports,

for health, for education for religious tourism for business to visit relatives and organizational purposes (Mill, 1990).

2. Tourism according to international standards, this tourism is domestic tourism foreign tourism personal and group tourism. This type of tourism has the following forms:

2.1) Determined by the type of tourism i.e. domestic tourism and international tourism (International tourism).

2.2) Determined by the distance as a determinant of tourism, such as walking for a long distance (Long – Haul) and traveling as a short distance (Short – Haul).

2.3) Determined by the purpose of travel, such as tourism for recreation travel to visit relatives and tourism for sports and health including meetings, seminars, education, learning things.

2.4) Determined by the duration of the tour, i.e. a visit to or excursions without overnight and overnight stays with a visit by staying overnight And at present, there is also home stay tourism and another type is long stay tourism which is highly popular and is interesting all over the world.

2.5) Determined by tourists, tourists are the ones who determine the attractions and the route may be a solo traveler. or group travel.

2.6) Determined by management methods such as independent travel and inclusive travel (inclusive travel and visits).

2.7) Determined by quantity and quality, i.e. mass tourism because it can get a lot at a time It is tourism for the people because it is popular with the people and social tourism.

## THE CONCEPT OF LEARNING

### A. The importance of learning

Education or learning is an important matter of every human being and is a tool for developing one's potential in terms of knowledge, competence, morality, ethics, health and happiness in society. It is the process by which human beings flourish. Aristotle, an educational philosopher, defined education or learning with the aim of creating virtues and virtues arising from knowledge, and training the mind to have morals called Character Development Wichai Tansiri said that training the mind to have morals requires practice. It is not merely teaching morality in theory [4], in line with the concept of [5] that defines education or learning as the development of human beings as a complete human being. In addition, he also said that it means learning, training, self-development, developing people to have the wisdom to do their karma right, so there must be an education called sikkha, which is to study, to learn, to develop oneself without underestimate the practice Always improve yourself. Therefore, learning is an action to bring about the development of the inner self, both mentally, physically, socially and intellectually, in order to be a good person in the organization, be a good citizen of society throughout human life. It is necessary to learn from nature, mountains, trees, environments, events, people around them, or even the feelings and thoughts within one's own heart in order to develop them to be aware of and practice oneself towards the worldly virtues (the 8 worldly virtues are wealth, loss, rank, disgrace, reproach, praise. happiness and suffering) without becoming a slave to the world of Dharma [6].

### B. Meaning of Learning

Pornphimon Pornpeerachon [ 7 ] said that learning is a complex process that changes a person's behavior due to experiences received through the senses. It can happen intentionally and unintentionally. The result of learning will cause behavioral changes in 3 areas: knowledge, skills or processes (Skill Process) and feelings (Affective).

Aree Panmanee [8] mentioned that learning is the process of changing old behaviors into new ones that are relatively permanent, and it is the result of experience or practice, not the result of natural responses, instincts, maturity, poisons, accidents or coincidences.

Phra Dhammapitaka (P.A. Payutto) [9] said that "Human beings are a precious life of its own importance, and that life can be complete even in itself. In this respect, we must look at it as the ultimate goal. We must develop a human being to have a "life" that is good in himself, a life of completeness, freedom, happiness in himself." The human perspective as a member of that society. The Dharmapitaka explained the topic "Start a new era of the 21st century with a new and original concept of truth" says:

1. Human beings are part of nature's causal relationship system where all parts affect each other. Therefore, it must be done to support and harmonize in order to achieve good results in that coexistence.

2. All human beings, they are friends with the laws of nature as well. Every life loves happiness, hates suffering, fears death the same, there is no distinction. Hurting any animal is a bad thing. Human beings should have undivided kindness and hospitality. There is a tendency of the mind in a way that will help and support unity and there is harmony and unity."

Organizing the learning process according to the aforementioned principles must create proxies for each learner at the same time focusing on activities that learners participate in learning have worked in groups and practicing social skills for good group membership.

Step 2 Human beings are animals or people can be taught. can practice and cultivate habits.

Phra Dhammapitaka (P.A. Payutto) [10] has extended the word *venaiya* that "animal" means living beings that are related to form, taste, smell, sound, touch, or if one considers In regard to the elements of life, the five aggregates of life, namely form, feeling, sensibility, *sankhara*, and animal spirits are "things that have feelings and movements on their own, including gods, mara, brahma, human beings, demons, demons, animals and the underworld. Thais tend to focus on the beast." The meaning of animals in Thai means beast or beast is because living things in this category still live according to their instincts. When hungry, they hunt for food. When fear evades, when anger destroys. The morphological differences do not clearly distinguish humans and animals. If it could only be said that this was a person, this was an animal, then the classification of humans from animals had to be classified by the level of the trained mind and developed differently.

Sumon Amornwivat [ 11 ] explained the difference in mental level between humans and animals as follows:

1. The human mind is the mind which is independent, calm enough, moderately cool, controllable, well trained, clean.

2. The animal's mind is a slave, aiming for survival stimulated by instinct can't control, can't train, cherish, ruthless.

Principles of learning in Buddhism, it appears in the Buddha's words that show that man is an animal that must be trained and trained to develop. In addition, human training and development must be practiced simultaneously both physically and mentally as I would like to give an example briefly.

1. Thanto Setto Manussesu : Among men, the noble one is the trained one (Khu.Dha. (Thai) 25/321/134) [12]

2. Voramsstra dhanta Achaniya ca Sinthava Kunjara ca Mahanaka Attattanato tto Waram: Asdara, Achana, Sindha, and Chang Luang are trained to be excellent. but those who have trained More noble than that (Khu. Dha. (Thai) 25/322/134) [13].

3. Wichjacharanasampanno so setto devamanuse: A person who is perfect in knowledge and conduct is the best among both humans and gods (D.Pa.(Thai) 11/ 140/102) [14] in the training of the people. In addition, taking into account the differences between people as an advantage that just as the land is not all equal not all humans can be the same. When considering the achievements of learning Buddhism Human beings, both males and females, are viewed as being able to develop in the same way that men are not graduates in all places. A woman who has insight into that situation is a sage (Khu.cha.(Thai) 27/22/288) [15].

From such learning principles, it can be seen that the human development process is student-centered focus on understanding nature and human growth both physically and mentally hypothesizing that human beings can be trained both by oneself and by the environment (*paratoghosa*). The learning process has a starting point where the individual. There are steps involved consistently focusing on the individual is the principle of self-development, including morality, concentration, and wisdom. The goal of learning is physical freedom and the mind of that person, including for the benefit of the whole world society. Stage 3 Humans have an innate intellect (Wisdom) and although humans are different. It is necessary to be developed for learning (Yok Panya).

Based on the concept of learning initially, the researchers concluded that learning is a relatively permanent process of enhancing and refining behavioral potential which can be measured as a result of being trained. The acquisition of knowledge, skill training, teaching and prior experience is required to meet conscience and behavioral objectives focus on learning methods self discovery, self-assessment and improvement of the results of the practice are everlasting with teachers as friends to guide. It helps to create an academic atmosphere and an aesthetic environment.

### PROMOTION OF BUDDHIST TOURISM FOR LEARNING OF THAI YOUTHS

From the preliminary analysis, the promotion of Buddhist tourism for learning for Thai youths is classified as educational tourism, which is where students, students and youth go to travel in areas that promote learning in various places both in the country and abroad for study visits or research or exchange of professors and students between universities and will be in that country for months. This type

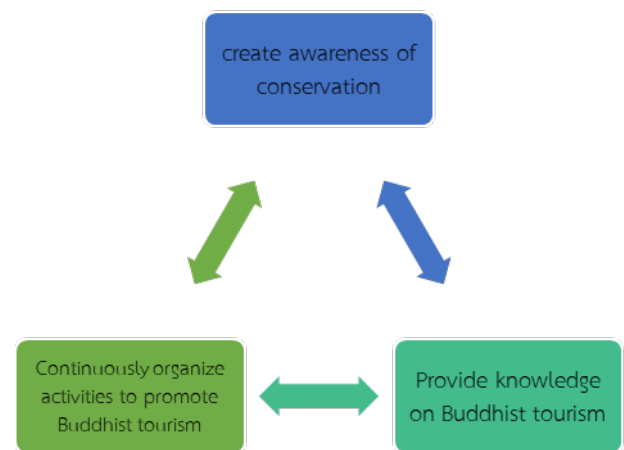


of tourism includes domestic study tours. It can be classified as a tourist who makes another income for the country. Tourism and recreational activities are also important elements in modern times which tourism does not just mean a trip to see ancient sites Monument to the beauty of nature only if it is important for visitors to have the opportunity to do activities such as trekking to study the equatorial ecosystem in the rainforest (Rainforest), white water rafting in the local river, rock climbing. Scuba Diving or Snorkeling Canoeing in mangrove forests, deep sea squid fishing as well as participating in activities with the host community, such as farming, harvesting participating in the Bai Sri Su Kwan ceremony. All of which are experiences in the memories of tourists and such activities often contribute to the distribution of income to the local community. At present, students, students and youth are able to travel religiously (Religious Tourism) in a condition where people seek spiritual attachments coupled with the current of faith in making merit and worshipping monks and sacred things that have been with Thai people for a long time. Which Thailand has an advantage from having raw materials and resources in many tourist attractions that are culturally diverse traditions arising from the way of life and religion of Thai people, most of the Thai people are Buddhists. There is a way of life that is tied to Buddhism, so various buildings are built to perform religious activities, local traditions on important Buddhist days, as well as many works of art that can be practiced, are Buddhist tourism that promote sustainable learning.

In promoting Buddhist tourism for learning among Thai youths by raising awareness of resource use Tourism cherishes the value, takes care of the religious treasures. Religious places within temples and sacred places are not destroyed both known and ignorant and careful behavior that may have a negative effect on the culture cooperate with the government in supporting the project or activities that promote tourism. Buddhist way as much as possible, following the rules and recommendations of temples and sacred places, and should strictly study information about that attraction should refrain from buying goods or services that destroy culture, such as antiques, etc. Those involved should continue to provide knowledge and advice to children and youth in sustainable Buddhist tourism.

### BODY OF KNOWLEDGE FROM STUDY

From the study of concepts related to the promotion of Buddhist tourism for learning of Thai youths The author proposes the promotion of Buddhist tourism for learning for Thai youths as follows:



**Figure 1** Promotion of Buddhist tourism for learning for Thai youths

From Figure 1 , it shows the guidelines for promoting Buddhist tourism for learning among Thai youths by raising awareness of the use of tourism resources with cherish in value, and to preserve religious treasures. Religious places within temples and sacred places are not destroyed, both known and ignorant and careful behavior that may have a negative effect on the culture Cooperate with the government in supporting the project or activities that promote tourism Buddhist way as much as possible, following the rules. and recommendations of temples and sacred places such as Strictly tourism, therefore, can promote learning for Thai youths to creatively conserve tourist attractions.

### CONCLUSION

Most Thai people believe in Buddhism and have a way of life from the past to the present. It is related to Buddhism to perform religious activities, local traditions on Buddhist important days as well as a large number of arts and crafts. It can be practiced of Buddhist tourism that can promote sustainable learning, promoting Buddhist tourism for learning among Thai youths by raising awareness of resource use Tourism cherishes the value, takes care of the religious treasures and religious places within temples and sacred places are not destroyed, both known and ignorant and careful behavior. It may have a negative effect on the culture cooperate with the government in supporting the project or activities that promote tourism Buddhist way as much as possible, following the rules and recommendations of temples and sacred places, and should strictly study information about that attraction should refrain from buying goods or services that destroy culture, such as antiques, etc. Those involved should continue to provide knowledge and advice to children and youth in sustainable Buddhist tourism.

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