

# Community Development Guidelines with a Focus on Sustainable Tourism: A Case Study of the Hua Takae Old Market Community

Benjawan Ubonsri<sup>1</sup> and Wittaya Daungthima<sup>2\*</sup>

<sup>1</sup> Thailand - United States Educational Foundation, Bangkok, Thailand

<sup>2</sup> Faculty of Architecture and Environmental Design, Maejo University, Chiang Mai, Thailand

\* Corresponding author e-mail: w.daungthima@gmail.com

Received 27/4/2022    Revised 26/10/2022    Accepted 4/11/2022

## Abstract

The main objective of this study is to analyze development potentials for the Hua Takae Market Community in order to develop guidelines for strong and self-reliant development. The development concept allowed local residents to participate in and be a part of the guideline development. Research methods included a study of the community's existing physical, geographical social, and economic aspects, analysis, and setting up community goals and finally development of community tourism guidelines. The results indicate that there are two main development ideas, these being the community development concept and tourism guidelines. The community development concept covers suggestions for facility development that address the needs of both local residents and tourists. The tourism guidelines cover proposed tourist routes and a year-round activity schedule. The proposed method and development is expected to generate higher income for local residents, and give tourists the opportunity to visit and understand traditional lifestyle and culture.

## Keywords

Development Planning; Participatory Community Development; Activity Calendar; Sustainable Tourism; Thailand Traditional Market Communities

## 1. Introduction

Citizen participation plays an important role in community development, as research has indicated that without citizen participation, community development projects will be less successful even if they have been thoroughly studied and designed by academics or experienced practitioners. Cogan and Sharpe (1986, p. 284) identified five benefits of citizen participation in the planning process: 1) provision of ideas and information on public issues; 2) planning decisions for public support; 3) avoidance of protracted conflicts; 4) creation of good will which can carry over to future decisions; and 5) enhancing the spirit of cooperation between the public and the planning agencies. By the same token, Pongponrat (2011:60) suggested that "local tourism development requires people affected by tourism to be involved in both the planning process of policies, the implementation and action plan. This ensures that development meets the perceived needs of the local community." Muganda et.al., (2013:53), also noted tourism development literature generally concludes that

local communities should form an integral part of the tourism management agenda (See also: Chaiyarat 2008: Aref F, and Gill SS, and Farshid A 2010; Pongponra 2011; Thi Thuong 2012; Satida S and Kannika S. 2021). Given the complex nature of most tourist destinations there are numerous stakeholders with varied interests and views. Representation of the diverse local community interests in tourism development is a complex issue that needs to be addressed carefully. Recently in Thailand, more community development research activities and/or projects, especially those promoting tourism management, have attached an importance to citizen participation in their research. The differences are the degree and process of participation.

## 2. Study Area Background

As physical and economic aspects changed, the Bangkok Metropolitan Administration (BMA) announced a development plan for the sake of proper usage and for maximum benefits to local residents. This sustainable development plan not only is focused on a livable city with good environment, but also on improved economic development and enhanced social conditions and living standards for the residents. The Bangkok Metropolitan Administration published the Bangkok Metropolitan Development Plan for 2013- 2032 (2013:34), which included a feasibility study of tourism potential in each district. Lat Krabang district is one of the districts described in the plan as having a high potential to be included in the tourism industry.

Lat Krabang District is located in the eastern area of the BMA area and has a total area of 123 square kilometers. There are 51 canals included within the district which were used as the main transport route in the past. Cited by the Fiscal and Investment Information Center of BMA in 2020, the population of the district was 178,971, two-thirds of which worked in the agricultural sector. There is only one industrial park and about thirty-eight percent of the area remains vacant.

The Hua Ta Kae old market community is located among and connected to a few markets along the Prawet Bureerom canal, including the Luang Phaeng market, Preng market, and Khlong Suan 100 Year market. Because they are located in close proximity and developed from almost the same roots, the market architectural patterns, or so called “wood structure”, are the same among them, and use of water as the main transport route is also the same. With economic decline and a shift in the primary form of transportation from water to roads, local shops moved to areas along the main roads leading to the old market, which resulted in declining business for the market. This situation happened not only to the Hua Ta Kae old market, but also to old markets around the Bangkok Metropolitan area and in response, concerned organizations started to initiate the idea of old market development, in order to boost socio-economic opportunities through tourism.

At the present time, unlike the Khlong Suan 100 year old market, which is located only 8 kilometers along the same canal the Hua Takae old market community is not well recognized by local Thai people or tourists. Once developed and actively re-opened, the Khlong Suan 100 year old market received the Conservation Award in Community Category (Certificate of Merit) from the Association of Siamese Architects under Royal Patronage in 1994, making the old market a popular tourist destination, based on the preservation of its character, architectural and cultural uniqueness.

### 2.1 Analysis of Hua Takae Old Market

The value and unique characteristics of the Hua Takae old market are crucial factors that will be evaluated in this paper. According to a literature review, there are three values of interest, as explained below.

#### **2.1.1 Value and Importance of Market Physical Character**

The market possesses unique physical characteristics that intersect with its social attributes. Several surrounding, connected canals in the area form a community with beauty in itself. Other important physical/social characteristics of the area include temples, waterfront community, aquatic plants, local lifestyle identity, and local wisdoms. The population is a diverse composition of Thai, Chinese, and Mon-Khmer. These unique characters led to a water-related lifestyle that produced the unique character of Hua Takae old Market until present (Figures 1-3).



**Figure 1** Study area of Hua Takae old market.



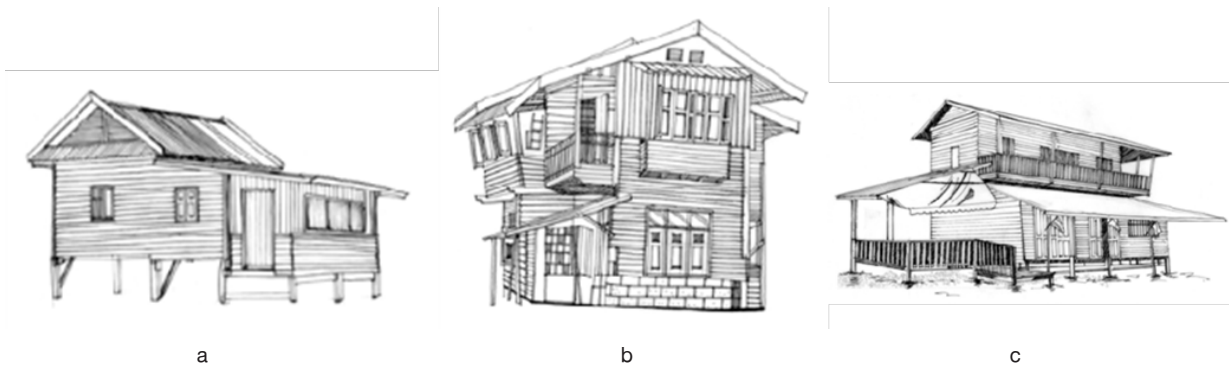
**Figure 2** Unique character of environmental value, including canals, habitat, and water-related dwellings.



**Figure 3** Unique domestic configurations led to a water-related community.

### 2.1.2 Architectural Value

Hua Takae old market community's architectural design pattern consists of wooden shophouses located along the river bank, which manifest local residents' lifestyle (Figure 4a-4c). There are also remains of other unique constructions, such as traditional Thai houses, government office buildings, rice mills, and waterfront pavilions. Though derelict as the result of fire, neglect, and dis-use, there still remains architectural value in these constructions, which should be conserved for the next generation.



**Figure 4** a) Houses and shop houses along the Prawet Bureerom canal 4b) Two story house 4c) Two story houses and shop houses

### 2.1.3 Economic, Social and Cultural Value

As noted, the Hua Takae old Market is a large community in the eastern zone of Bangkok Metropolitan area. Early in the Rattanakosin era, the government created the Prawet Bureerom canal to expand the water transportation network, linking the Bangkok Metropolitan area with other nearby communities. An increasing number of people of various races migrated into the area including Thai, Mon-khmer and Chinese, forming a diverse, multicultural community. There are vegetarian food buildings (Rong-che) for Chinese, Mon-khmer temples for Mon, and Thai tradition dramatic performance (Li-kae house) for Thai. This multicultural environment has been one of the community's unique and defining characteristics up until present (Figure 5a-5c).



**Figure 5a** Chinese architecture ulti-cultural Value 5b) Li-kae house for Thai 5c) multicultural ways of living and cultures

### 2.1.4 Environmental Value

The Hua Takae old market community's environmental pattern includes the landscape located along the river bank, which manifests local residents' lifestyle and architecture (Figures 2-3). There are also other environmental landscape, such as cultural landscape. Though of the change of time and environment but there still remain the environmental values of those constructions, which should be conserved for the next generation.

## 3. Research Methodology

The existing community elements first were identified and analyzed via secondary data sources. In this step, the researchers identified important information about the area and made a draft of basic community elements. On the basis of a literature review pertaining to community development, a survey instrument was developed for this study. In addition, two questionnaires in checklist form were administered: 1) tourist facility checklist; and 2) tourism potential site evaluation. The tourist facility checklist was designed to identify needs



about basic facilities that should be provided from a tourists' point of view. The tourism potential site evaluation checklist was designed to evaluate and determine which sites have the potential to be tourist attractions in the study area. A year-round activity consideration also was designed based on the information from residents. The community guideline development was the last step of the study, after all information was analyzed. The research methodology model is shown in Figure 6.

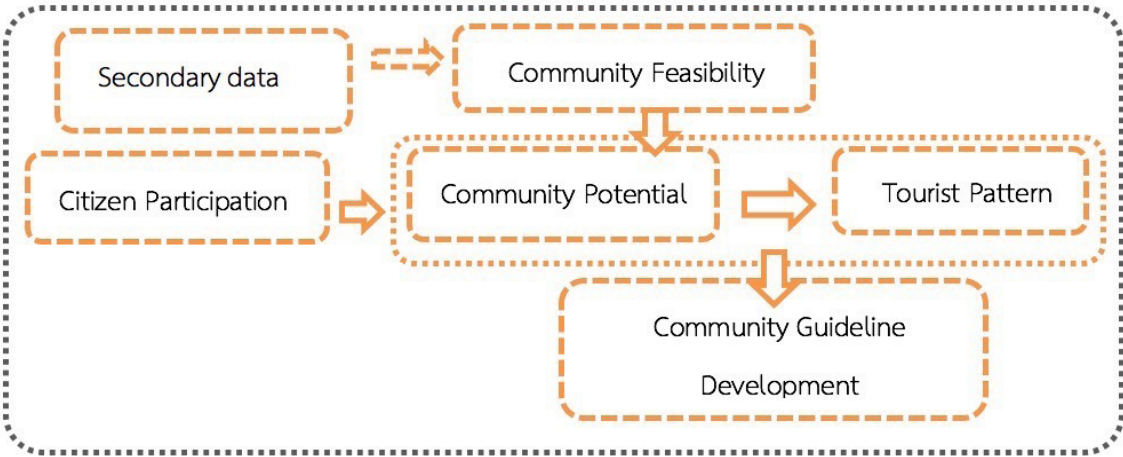


Figure 6 Research methodology workflow.

## 4. Results and Discussion

In this paper, we consider two categories of results, those related to community development concepts and the others specific to tourism guidelines. Community development concepts cover suggestions for facility development to address both local resident and tourist needs, whereas tourism guidelines cover proposed tourist routes and a year-round activity schedule.

### 4.1 Community Development Concepts and Tourism Guidelines

The tourism development is focused on facilitating tourists without disturbing the community's character and uniqueness. Tourists should be comfortable and safe in the area they are traveling. To facilitate this goal, therefore, a questionnaire was designed to learn about basic tourist needs. This study is exploratory and used descriptive statistics to measure tourist facility needs. The questionnaire was designed using a 5-point Likert Scale to measure the level of individual needs through the scoring criteria below:

Average 4.50 – 5.00	highest importance
Average 3.50 – 4.49	high importance
Average 2.50 – 3.49	moderate importance
Average 1.50 – 2.49	low importance
Average 1.00 – 1.49	lowest importance

The questionnaire was administered to a total of 126 tourists who traveled to the market and Table 1 summarizes the results.

**Table 1** Results from the Tourist Facility Checklist.

Facility	Mean (SD)	Rank	Importance Rank
1. Tourist Information Center	2.35	12	Low
2. Dock	2.40	10	Low
3. Parking	2.74	2	Moderate
4. Museum or local information center	2.42	9	Low
5. OTOP Center	2.48	6	Low
6. Local unique shop	2.40	11	Low
7. Post office	1.99	16	Low
8. Homestay	2.03	14	Low
9. Public restroom	2.75	1	Moderate
10. ATM	2.47	7	Low
11. Public telephone (Domestic)	2.30	13	Low
12. Public telephone (International)	1.87	17	Low
13. Bank	1.81	19	Low
14. Bike rental service	2.01	15	Low
15. Internet shop	2.01	15	Low
16. Small storage for rent	1.84	18	Low
17. Travel brochure	2.59	5	Moderate
18. View point	2.46	8	Low
Sitting area/Cafe	2.70	3	Moderate
Tourist signboard	2.64	4	Moderate

From Table 1, the top five most desirable facilities according to tourists and ranked by mean values, from the highest to the lowest, were public restroom, parking, sitting area/cafe, tourist signboard, and travel brochure. The next most desirable facilities (ranks 6-10) according to tourists, and based on mean scores, were , OTOP center, ATM, viewpoint, museum or local information center, and dock. Suggestions for improvement of the top 10 facility needs are summarized in Table 2. .

**Table 2** Expected Facilities from Tourists and Suggestions for Improvement.

Facility (Rank by order from 1 to 10)	Existing	Suggestion
1. Public restroom	Hua Takae train station and Lat Krabang District Office	More public restrooms at the parking area and Tourist Information Center are preferable.
2. Parking	Behind Chinese Shrine (Rong-che) and Hua Takae market	More should be provided behind Hua Takae market and in the Jorakae Noi Police station.
3. Sitting area/cafe	None	Some should be provided in the sitting area near the Tourist Information Center.
4. Tourist signboard	None	A few should be available near the bridge, both inbound and outbound.
5. Travel brochure	There is one brochure created by Lat Krabang District Office (Thai version)	Attractive travel brochures should be produced in both Thai and English. It is advisable for Lat Krabang District Office to consider outsourcing the production to service providers, educational institutes, or the private sector.
6. OTOP center	None	There should be one in the Tourist Information Center or the area in the north of the market.
7. ATM	On the main road	It should be made available in the Tourist Information Center.
8. Viewpoint	None	There should be some viewpoints on the bridge and unique sites along the canal.
9. Museum or Tourist Information Center	None	The following three museums are advisable: LuangBraata TharnLieam Museum, Government Museum, and People Museum.
10. Dock	There are two at the market for public use, and behind Lat Krabang hospital for private use.	The market docks should be redesigned and expanded and linked to the Tourist Information Center. A sitting area should be available for tourists and boat drivers.

#### 4.2 Tourism Routes

Water transportation was important in the past, and although residents currently use it less frequently, it remains attractive to tourists because they can experience the community from the same perspective as local residents and are able to learn and understand more about local lifestyle. There are other historical sites, buildings and constructions along the canals that remain unique and of historical value; so a tourist potential site analysis checklist was designed. Thi Thuong et al., (2012:126) identified ten criteria for site evaluation: reputation, character and tourism value, increased economic potentials for community, facility and utility improvement for community, natural resource preservation, historical site preservation, culture and local wisdom preservation, knowledge value, and recreational places for community. In our study the sample size of 50 was distributed between five specialists, five community leaders, ten tourists, ten government officers, and twenty community representatives. The participants were asked to evaluate each site listed by the authors based on the ten - criteria checklist. Each site had a score from 1 to 10 depending on individual perceptions. The scores for each site were summed for the fifty participants (i.e. maximum score for each attraction is 500, Table 3). Only the sites with scores of greater than 50 percent (250/500) were selected to have strong potential as tourist attractions (Table 3).

**Table 3** Evaluation of Potential Tourist Attractions

No	Site	Score (500)	Percentage (%) of Maximum Score (500)
1	Suthapoch Temple	380	76
2	Sangkharacha Temple (Wat 2)	360	72
3	Pruksattha Temple (Wat 4)	350	70
4	Polmanee Temple	310	62
5	Rajakosa Temple	320	64
6	HouiKhu Temple	330	66
7	Hua Takae Catholic Church	320	64
8	Kubo TochaLuangna Mosque	330	66
9	LuangBraata – TharnLieammuseum	310	62
10	PuengThao Kong Shrine (Phae Kong)	300	60
11	Hua Takae Shrine	320	64
12	PaeKhow Siang Ngi Shrine	370	74
13	Rohng Jay Ha HengTorh	350	70
14	Lat Krabang District	280	56
15	Jorakae Noi Police Station	340	68
16	Preng Market	300	60
17	Luang Pheng Market	330	66
18	Hua Takae Market	330	66
19	Hua Takae Train Station	290	58

A tourist route draft was plotted based on the location of the attractions identified in Table 3. There are three main tourist routes divided by modes of transport (i.e. boat trip, bicycle trip, and pedestrian trip).

#### 1) Boat trip

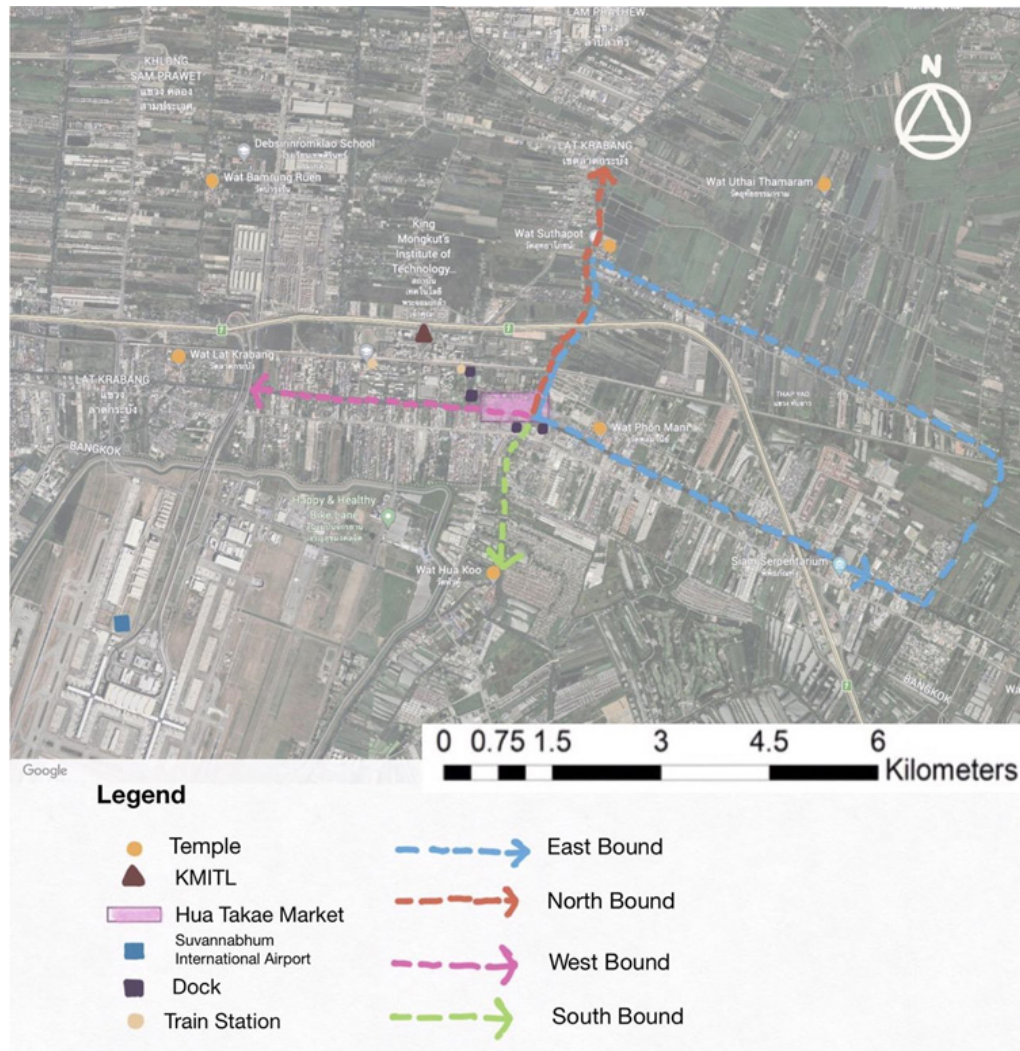
The boat trip is considered the most attractive because tourists can have a direct experience based on the community's lifestyle. There are four sub-trips: North Bound, East Bound, South Bound, and West Bound, as shown in Table 4 and Figure 7.

**Table 4** Boat Trip Routes.

Route	Start – Finish (One way)	Distance (Km)	Time (hour)	Activity
North Bound	Hua Takae Dock-Suthapoch Temple-Hua Takae Old Market – Hou Takae Dock	3	1	Visit the local museum; feed fish; and experience Mon-Khmer culture.
West Bound	Hua Takae Dock - Sangkharacha Temple (Wat 2) – Pruksattha Temple (Wat 4) - Hua Takae Old Market – Hua Takae Dock	7	2	Experience lifestyle along the canal; and visit Buddhist monastery at Sangkharacha Temple (Wat 2)
East Bound	Hua Takae Dock - Polmanee Temple – RajakosaTemple – Khlong Suan 100 Year Old Market – Kubo TochaLuangna Mosque – Preng Market – Hua Takae Dock	15	4	Experience lifestyle along the canal; visit important temples and mosque, cafe and buy local merchandise.
South Bound	Hua Takae Dock – Hua Takae Old Market – HouiKuh Temple – Hua Takae Dock	3	1	Experience lifestyle along the canal; watch ancient painting; cafe and buy local goods.

**Source:** The Authors





**Figure 7** Proposed Boat Trip Routes.

**Remarks:** Boat trip is a round trip for which the return trip has to be made on the other side of the canal.

## 2) Pedestrian Ways

Pedestrian ways are aimed at experiencing the natural scenery, lifestyles and architectural patterns along the Prawet Bureerom Canal. Tourists can start either from Hua Takae Train Station, Jorakae Noi Police Station, or Hua Takae Old Market depending on where they park their cars or the travel mode that they chose to arrive at the community. The pedestrian ways are shown in Table 5 and Figure 8.

**Table 5.** Pedestrian Ways

Route	Start – Finish (One Way)	Distance (Km)	Time (hour)	Activity
P1	Hua Takae Train Station–LuangBrataTharnLium Museum - Hua Takae Old Market (North part) – PuengThao Kong Shrine – Hua Takae Shrine - Hua Takae Old Market (South part) - Rohng Jay Ha Heng Torh – Tourist Information Center – Lat Krabang District – Jorakae Noi Police Station - Hua Takae Train Station	2.79	1	Experience traditional lifestyle; view wooden shop houses along the canal; and visit religious places.

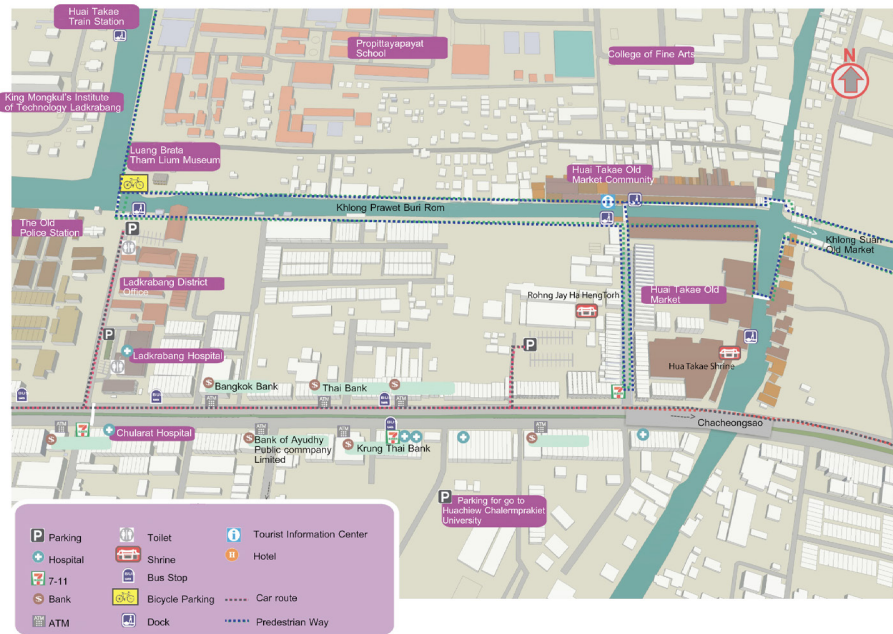


Figure 8 Proposed Pedestrian Way.

### 3) Bicycle Ways

Bicycle ways are divided into three sub-routes. Tourists can ride their own bicycle or rent one at the Tourist Information Center. Tourists can start either from Hua Takae Train Station, Jorakae Noi Police Station, or Hua Takae Old Market. The bicycle ways are shown in Table 6 and Figure 9.

Table 6 Bicycle Ways

Route	Start – Finish (oneway)	Distance (Km)	Time (hour)	Activity
B1	Hua Takae Train Station – Luang Brata Tharn Lium Museum - Hua Takae Old Market (North part) – Pueng Thao Kong Shrine – Hua Takae Shrine – Pae Khaw Siang Ngi Shrine - Hua Takae Old Market (South part) - Rohng Jay Ha HengTorh – Tourist Information Center – Lat Krabang District – Jorakae Noi Police Station - Hua Takae Train Station	2.79	1	Experience traditional lifestyle; view wooden shop houses and cafe along the canal; and visit religious places.
B2	Hua Takae Train Station – Luang Brata Tharn Lium Museum - Hua Takae Old Market (North part) – Pueng Thao Kong Shrine – Hua Takae Shrine – Pae Khaw Siang Ngi Shrine - Hua Takae Old Market (South part) – Chinese Immortal (Xian) - Rohng Jay Ha Heng Torh – Tourist Information Center – Lat Krabang District – Jorakae Noi Police Station - Hua Takae Train Station	3.72	1 hr. 30 mins	Experience traditional lifestyle; view wooden shop houses and cafe along the canal; and visit religious places.
B3	Hua Takae Train Station – Walk along Khlong Kaeg – Luang Brata Tharn Lium Museum - Hua Takae Old Market (North part) – Rajakosa Temple – view an agricultural area – fishing park- Hua Takae Catholic Church – walk along Lumpatil canal – Pueng Thao Kong Shrine – Hua Takae Shrine - Hua Takae Old Market (South part) - Rohng Jay Ha HengTorh – Tourist Information Center – Lat Krabang District – Jorakae Noi Police Station - Hua Takae Train Station	6.37	3	Experience traditional lifestyle; view wooden shop houses, cafe and agricultural areas along the Lamplatiew canal; and visit religious places.



**Table 7** Activity and Special Events.

Activity	Date	Place	Remark
<b>1. Economy-related Activity</b>			
<ul style="list-style-type: none"> <li>• Tourist routes</li> <li>• Short-course training such as young tourist guide, cooking etc.</li> <li>• Night Market</li> </ul>	Every day Summer break (April 1– June 30) December	Start from Hua Takae Dock Educational Institute near Tourist Information Center and in the market	Jointly organized by the community and educational institutes
<b>2. Healthcare Activity</b>			
<ul style="list-style-type: none"> <li>• Drug-free zone activity</li> <li>• Mosquito free zone</li> <li>• Sports field</li> </ul>	Every month Rainy season Every day	Lat Krabang District	Jointly organized by Lat Krabang District and the community
<b>3. Social Culture and Special Events from Local Wisdom Activity</b>			
<ul style="list-style-type: none"> <li>• Songkran Festival</li> <li>• Loy Kratong Festival</li> <li>• Tak-bath-pra-roi Festival (Special Event)</li> <li>• Raw boat racing (Special Event)</li> <li>• Children day</li> <li>• Art festival (Special Event)</li> </ul>	April 13 – 15  November 7  One week after the end of Buddhist Lent Loy Kratong festival  Second week of January  December 1-31	Suthapoch Temple, Polmanee Temple, The market  Suthapoch Temple, Polmanee Temple, The market  Suthapoch Temple  Suthapoch Temple In the market	Jointly organized by Lat Krabang District, educational institutes, and the community
<b>4. Environmental Support Activity</b>			
<ul style="list-style-type: none"> <li>• Green community activity</li> <li>• Livable and safe community activity</li> <li>• Energy save activity</li> </ul>	May 1 Every month Every month	In the community and Lat Krabang District	Jointly organized by Lat Krabang District and the community

## 5. Conclusion

This paper suggests three main tourist routes categorized according to modes of transport. In order to facilitate tourism, this paper suggests that the community should provide crucial facilities as shown in Table 2 and that a year-round activity calendar be produced. Important ceremonies and events are marked in the calendar to ensure their celebration and encourage the community to continue holding these important activities. The public sector can use the calendar to announce the events in advance and in its preparation of proper resources for local residents and tourists. It also is one of the several ways to boost the community's economic prospects. If the community development becomes successful, all interested parties would benefit. The guidelines proposed in this paper should be able to support the community itself and the local residents as well. Accordingly, community development will be successful if, where appropriate, every interested party gets involved and participates. The public sector should attach importance to public participation from an early stage and assist people in various ways, from policy guidance to financial support, information database development, knowledge management and decision making. The private sector, whose involvement is mostly in economic values, should also support community activities for a win-win situation. The development of sustainable tourism would be difficult without the support of and participation by community. Thus, support of the community residents is a factor critical to ongoing community development.



Using the case study of the Hua Takae Old Market Community, this paper contributes understanding with respect to community participation by bringing together perspectives from grassroots efforts. The findings have revealed that the Hua Takae Old Market Community has high potential to be a tourist attraction because of its uniqueness, and physical character, architecture, environmental value and cultural values. The research found that there are many important historical sites and shop houses, with unique traditional lifestyles chiefly found along the transport routes.

## Acknowledgements

We would like to express our sincere thanks to Ms. Apaporn Pannun and Ms. Benjaporn Kaewuthai for their hard work and support of needed information. Our special thanks go to the community leaders and residents of Hua Takae Market for their support and facilitation of important information.

## Author Contributions

Conceptualization, B.U and W.D; methodology, B.U and W.D; Validation, B.U and W.D; formal analysis, B.U and W.D; investigation, B.U and W.D; resources, B.U and W.D; data Curation, B.U and W.D; writing - original draft, B.U and W.D; writing - review & editing, B.U and W.D; visualization, B.U and W.D; supervision, B.U and W.D; project administration, B.U and W.D; funding acquisition, B.U and W.D. All authors have read and agreed to the published version of the manuscript.

## References

- Aref, F., Gill, S. S., & Aref, F. (2010). Tourism development in local communities: As a community development approach. *Journal of American Science*, 6(2), 155 – 161.
- Bangkok Metropolitan Administration. (2013). *Phān phatthanā Krung Thēp Mahā Nakhōn raya 20 pī ( Phō. Sō. 2556-2575)* [Bangkok Metropolitan Development Plan for 2013- 2032].
- Cogan, A., Sharpe, S., & Hertzberg, J. (1986). Citizen participation. In F. S. So, I. Hand & B. D. McDowell (Eds.), *The practice of state and regional planning*. American Planning Association.
- Chaiyarat, N. (2007). Guideline for development tourism area on the tsunami disaster area: A case study of Komala beach, Amphoe Kathu, Puket Province. *Journal of Architectural/Planning Research and Studies (JARS)*, 5(2), 53 – 76.
- Jackson, L. A. (2008). Residents' perceptions of the impacts of spatial event tourism. *Journal of Place management and Development*, 1(3), 240 – 255.
- Khururak, N., Khampha, S., Passago, S., & Singhalert, R. (2010). Participation of people in tourism management of Jurassic park in Nonburi sub-district, Sahatsakhan district, Kalasin province. *Rajabhat MahaSarakham University Journal*, 4(2), 75 – 89.
- Lee, T. H. (2013). Influence analysis of community resident support for sustainable tourism development. *Tourism Management*, 34, 37 – 46. <https://doi.org/10.1016/j.tourman.2012.03.007>
- Muganda, M., Sirima, A., & Ezra, P. M. (2013). The role of local communities in tourism development: Grassroots perspectives from Tanzania. *Journal of Human Ecology*, 41(1), 53 – 66.
- Pongpanich, S. (1991). Citizen participation: New citizen role for sustainable tourism. *Ecotourism Network Newsletter*, 54, 22 – 26.



- Pongponrat, K. (2011). Participatory management process in local tourism development: A case study of fisherman village on Samui Island, Thailand. *Asia Pacific Journal of Tourism Research*, 16(1), 57 – 73. <https://doi.org/10.1080/10941665.2011.539391>
- Satida, S., & Kannika, S. (2021). A Study of developing gastronomy tourism in the areas of different contexts: Case study of Nakhonpathom Province. *Journal of Architectural/Planning Research and Studies (JARS)*, 18(1), 1-19.
- Sanoff, H. (2000). *Community participation methods in design and planning*. John Wiley and Sons.
- Sigala, M., & Leslie, D. (eds). (2005). *International cultural tourism: Management implications and cases*. Elsevier Butterworth-Heineman.
- Thi Thuong, V., Konsin, P., Malai, W., & Sutthiphapa, N. (2012). Kān pramāṇ sakkayaphāp khōng lāēng thōngthīeo phŭa čhadtham sēnthāng thōngthīeo khŭakhāi sām phan bōk [Tourist attraction potential assessment for arranging Sam Phan Bok Route Network]. *Proceeding of the North Eastern Science and Technology Conference: NESTC2012* (pp. 122 – 129). Faculty of Science, Ubon Ratchathani University.