

## Public and Private Partnership Cooperation in Promoting Historical and Cultural Tourism in Nakhonphanom Province

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### Abstract

This research aimed: 1) to study public and private partnership cooperation in promoting historical and cultural tourism in Nakhon Phanom province; 2) to study the pattern of public and private partnership cooperation in promoting historical and cultural tourism in Nakhon Phanom province; and 3) to suggest guidelines for public and private partnership cooperation in promoting historical and cultural tourism in Nakhon Phanom province. This was qualitative research, data collected through in-depth interviews with the key informants consisted of 30 people from the government sector, private sector, and public sector then brought leading up to the systematic, rational conclusion and reference theories to organize the data. The results indicated that: 1) public and private partnership used an integrated mechanism from all sectors to be consistent in order to achieve the goals of the quality of tourist destinations, tourism personnel and infrastructure for generating income and distributing income to the community under the Nakhon Phanom province development plan; 2) cooperation model found that (1) restoration and tourism development, (2) promoting tourism management to be responsible, (3) tourism promotion that was conducive to the learning process, (4) promoting the participation process of people and local communities and (5) public relations promotion, marketing, creating activities and forms of tourism; and 3) the suggestions for promoting important local religious and cultural tourism by pushing the tradition of the Illuminated Boat Procession as an international event, as well as improving the standards of facilities to accommodate tourists, aiming to become a tourist center city in the Greater Mekong Subregion (GMS).

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## 1. Introduction

The Twelfth National Economic and Social Development Plan (2017-2021) emphasizes the process of inclusion of the people by transferring power from the central government in order to develop tourism area to manage the environment to meet the world standard by managing the culture, traditions, national identity to be sustainable and the good evolution (Department of Tourism, 2017). In 2017-2021, the National Tourism Development Plan is set up, which is the year of health tourism, spiritual tourism, adventure tourism, Agro tourism, etc. It is,, therefore, necessary to receive cooperation from both the government sector, private sector, and public sector: that consistent with the research of Sivathida Phuumiworramunee (2019) who research on “Guidelines for the promotion of cultural tourism marketing in Nakhon Phanom province” found that route management, tourism personnel development, adequate services, and tourism marketing promotion affect the motivation for visiting arts, culture, and traditions, etc. Therefore, the utilization of cultural attractions is very beneficial to the economy of the community and local as it will lead to the improvement of the quality of life of the local people and also to the development of the country (Kanokporn Chimplee, 2016).

Nakhon Phanom province has a total of 358,227 Thai and foreign tourists traveling; in 2013, there were a total of 397,337 tourists; in 2014, there were 415,255 tourists; and in 2015, there were 447,779 tourists (Department of Tourism, 2013: 2). Hence, it has been growing in terms of traveling groups all along with its own unique cultural characteristics and traditions, which are scattered throughout the province, there are interesting festivals and traditions such as the Illuminated Boat Procession, the beautiful dance of various tribes; this makes Nakhon Phanom province is not inferior to other provinces that will develop and support the tourism industry to move forward, appropriate to the province's motto that “Phra

That Phanom the most sacred shrine, Divided various traditions, Renu Phu Thai tribe, Wonderful Illuminated boat procession, Magnificent along the Mekong riverside ” (Prapatchai Chainok, 2011).

Therefore, as a person of Nakhon Phanom province, the researcher realized the importance of a study on “public and private partnership cooperation in promoting historical and cultural tourism in Nakhon Phanom province”: How to promote historical and cultural tourism? How to analyze the potential, the readiness for promoting historical and cultural tourism, and how to cooperate between the public and private sectors? This is too consistent with the living and does not destroy the history and traditional culture of the local people. The researcher believes that it is important to focus on research studies in order to obtain useful information for the government and the private sector to be used as a case study for further development. Moreover, it is the development of cultural tourism for the relevant departments to understand and see the diversity of cultures and beliefs that are hidden in beauty and develop the valuable cultural tourism of the ancestors to manage for the sustainability of Nakhon Phanom province.

The research has defined the research objectives as follow:

1. To study public and private partnership cooperation in promoting historical and cultural tourism in Nakhon Phanom province.
2. To study the pattern of public and private partnership cooperation in promoting historical and cultural tourism in Nakhon Phanom province.
3. To suggest guidelines for public and private partnership cooperation in promoting historical and cultural tourism in Nakhon Phanom province.

## 2. Material and Methods

This research was qualitative research by studying the documents and interviewing the steps in the process as follow:

1. Studying information from primary

documents was a review of related concepts, theories, and literature which has been studied from academic papers, research works, various articles both within the country and abroad, including academic information from electronic search or web media in order to obtain the most comprehensive and realistic information possible.

2. Target groups: this research collected in-depth interviews and participatory observation. There were three groups: Group 1, the 12 people included Principal Governor or Vice-Governor of the Office of the Tourism Authority of Thailand, Tourism and Sports Office, Director of the Office of the Tourism Authority of Thailand and National Tourism Coordinator: Group 2, the 12 people from private sector included Provincial Cultural Council, eco-tourism agency, entrepreneurs that provide historical and cultural tourism activities and hotel operators: Group 3, the 6 people from public sector included tourists and people who living in tourism areas. A total of 30 people.

3. The research tool was an interview, that used an in-depth interview with the key informants by using a structured interview, that what is the issue of public and private partnership cooperation in promoting historical and cultural tourism in Nakhon Phanom province? What is the pattern of public and private partnership cooperation in promoting historical and cultural tourism in Nakhon Phanom province? And what are some suggestions for public and private partnership cooperation in promoting historical and cultural tourism in Nakhon Phanom province? It was an open-ended question that provides insights into the research objectives.

4. Data analysis, conclusion, and research results: the researcher presented the results of analysis of the research data in order from the study of the documents, interviews, then summarizing and discussing research results and suggesting useful ideas for further presentation of the research results.

### 3. Results

The research concluded results of “public and private partnership cooperation in promoting historical and cultural tourism in Nakhon Phanom province” based on the interview as follow:

1. To study public and private partnership cooperation in promoting historical and cultural tourism in Nakhon Phanom province, in conclusion, the Nakhon Phanom Provincial Development Plan (2018-2022) has set a development director with a vision “Livable City, Economic Gateway to ASEAN and Southern China”, it has been established as a vision, strategy, mission to be a destination for tourists around the world, with a strategy to drive 8 areas: that including (1) development of trade and investment, (2) tourism development and promotion as a tourism hub in the Greater Mekong Subregion (GMS), (3) agricultural development and agriculture industry, (4) human resource development, (5) social development and quality of life for sustainable happiness, (6) sustainable management of natural resources and the environment, (7) balancing and enhancing efficiency in public administration, and (8) border security. Along with the conservation and development of creative and sustainable tourism resources, developing and promoting the optimization of network tourism management mechanism, human resource development in tourism, and improving the quality of tourism services; that are consistent with current economic, social, cultural, and environmental conditions. It is also a source of income to the local area that can be used as a tool to distribute development benefits fairly for all groups of people. There are established two strategies for tourism as follow:

1) Development and restoration of knowledge in religion, tradition, and culture into tourism products linking tourism with neighboring countries.

2) Development of tourist attractions is to raise standards and promote the form of tourism activities, services, and facilities, as well as

promoting the province's products for proactive marketing to connect tourism with neighboring countries.

The systematic development of historical and cultural tourism in Nakhon Phanom province aims to bring commercial and public benefits to the commercial and public benefits. The development of economic activities, innovation, and added value of tourism; enhancing opportunities and incentives for the development of trade and investment in tourism; developing standards of tourism products and service; protection and security for tourists in accordance with the potential and limitations of each area; providing services to standards. There is a set of visions, strategies, work indicators, and projects for the development of historical and cultural tourism in Nakhon Phanom province, preserving local tradition and culture, dissemination of knowledge about the history of tourist attractions in the community, training on duties of the people in the community, including tourism management in Nakhon Phanom province; it was found that the ability to control tourist attraction management with relevant elements for sustainability, including tourism conservation management, tourism management, and education and awareness management by considering the operation of the organization responsible for the area in raising awareness and learning bout the value of history to tourists, staffs, operators and local communities surrounding the tourist attractions. There is an opportunity for the people or the community to participate in making decision in the implementation and take responsibility in matters that will affect the people of the community, including the distribution of income and benefits to the locals.

2. The pattern of public and private partnership cooperation in promoting historical and cultural tourism in Nakhon Phanom province, in conclusion, promoting community tourism connectivity and local community adaptation is a base for building local identity and image of Thailand with an increasing

number of tourists and generating income for people in the community thoroughly; a variety of tourism products such as historical and cultural in Nakhon Phanom province and increasing tourism income in line with the number of tourists. Attractions in Nakhon Phanom province owners can obtain budget support from the province for tourism operations along with community development. Moreover, the community development department and governance department are in charge of tourism at the community level, therefore, it is able to operate tourism in conjunction with community development in order to be efficient and effective for sustainable creative tourism development, building a tourism research management system; establish a tourism research management system and set policies to respond to the urgent needs of the area and create basic information for further policy on tourism development in Nakhon Phanom province. The success of the tourism development in Nakhon Phanom province was found that from the strategic issues of the Nakhon Phanom Province Development Plan that have a strategy to promote and develop the province to be a center of leisure and ecotourism in line with cultural and environmental ways, including strategies that are important to the management of tourist attractions, which have established tourism patterns, explore tourism routes, and create travel maps of Nakhon Phanom province in order to increase knowledge, impression as well as maintenance and management of tourist attractions. Strategies for the development of historical and cultural attractions in Nakhon Phanom province by supervising, monitoring, and evaluating the results of government agencies on tourism are not clear and lack adequate continuity, causing the lack of feedback on tourism development, which the management by each agency still lacks integration as it should, causing tourism development of Nakhon Phanom province to lack integration and drive in the same direction.

Also, the law is not clear in the tourism industry, lack of integration of law, there was opposition from stakeholders, lack of development of tourism personnel. for example, the Department of Tourism, which still lacks personnel with tourism knowledge. Providing a public service system, safety in infrastructure and facilities, as well as the creation of souvenirs to support tourism generates the highest income, resulting in an increasing number of tourists. In addition, the readiness of medical and public health services in tourism development is a guideline for overall operations, there is the main agency that directly operates tourism, able to integrate tourism operations in conjunction with other agencies to support the management of external agencies, including enhancing knowledge, technology, and budgets.

3. To suggest guidelines for public and private partnership cooperation in promoting historical and cultural tourism in Nakhon Phanom province, in conclusion, tourists have a positive attitude to visit, where activities in festivals are held that are not contrary to Thai culture, morals, and traditions, and the service planning is organized in stages, allowing tourists to enjoy convenience. The tourist attraction is beautiful, attractive and offers a wide variety of products and services, including worshiping activities, tours of ancient sites, and organizing festival events, which are beautifully decorated and in good surroundings. It is planned to provide tourists with a step-by-step approach to providing tourists with convenience and value for money due to the diversity of tourism resources that can meet the needs of tourists, in addition, Nakhon Phanom people have great hospitality. In terms of the problem, it is found that there are problems in the services of tourist attractions prices of products and services are not up to standard and need to be revised. For each component, there are criteria and indicators for determining the potential, efficiency, and quality to be used in assessing the standards of that historical site. Community

attitudes towards economic, social, and cultural development in Nakhon Phanom province found that people have positive attitudes towards tourism by providing opportunities for tourists to gain knowledge; the dissemination of information through radio, television, and signposts to tourist sites, which tourism contributes to the increase in income and employment in the community, and to increase the number of small businesses within the community. Tourism has contributed to an increasing number of crimes within the community, contributing to the rapid emergence of youth in communities from formal education and employment due to lack of awareness and participation in tourism development, along with the owners of tourist sites belonging to the upper northeast group, there are limitations in the management of tourist attractions and is a good host. Regarding the regulations on the tourism in Nakhon Phanom province, it was found that the establishment of conditions and criteria for the location and size of the facilities to control the hotel standard as well as to promote the hotel business to create safety for tourists and local people, also produces a beautiful tidy. But the lack of continuity is linked to the legality of the law, the ineffectiveness of the enforcement of the law, the government organizations in the area are interfered by local politics, and the stability of the domestic politics affects the continuity in tourism policy formulation and is not conducive to development. Nakhon Phanom province's role in tourism development is organizing services to reach standards, having limited legal power to supervise tourism, as well as lack of effective and efficient surveillance, monitoring, and evaluation.

#### 4. Discussion

The government has adopted the philosophy of sufficiency economy as a way to tackle the problem, which has been implemented in a number of measures to help farmers and low-income people, both in terms of cost reduction, education, value-added

marketing, support for inputs, and using the concept of "Pracharat" as a solution to problems that rely on cooperation mechanisms from all sectors. "Pracharat" is the government sector, the private sector, and the public sector that helps solve problems and thinks of ways to create a future for Thailand through the country's economic driving structure that strives to reduce inequality, improve human quality and increase competitiveness. Nakhon Phanom province is cultural forms, local history, culture, traditions, ways of life, and various wisdom, which is the historical and cultural tourist attraction of Nakhon Phanom province, that consistent with the research of Khanamporn Siriphat (2018) who research on "Historical tourism in the upper northeast" found that historical tourism in the upper northeast region is a group of provinces with cultural themes, local history, culture, traditions, ways of life and various wisdom in order to develop historical and cultural sites linking tourism activities in neighboring countries; development of infrastructure for tourism support, reconstruction and restoration of natural attractions, tourist sites along the Mekong river, historical and local cultural. Promote and support the private sector and local government organizations to develop and restore important relics in the provinces, historical sites, natural attractions, etc. Nichanan Onrath (2018) who research on "Cultural tourism promotion policy in Ubon-Ratchathani province" found that promotion of religious tourism, culture, local traditions, history, nature tourism, and local wisdom, and tourism site development link tourism activities with provinces and neighboring countries; that consistent with the research of Jitra Punroob and et.al (2018) who research on "Marketing development of cultural tourism in Nan province" found that the most of tourists have the objective of making merits (52%), for recreation (26%), appreciate archaeological art (6.3%) and came with family (43%);. Preferring market demand, the study showed that the overall market demand level of

tourists in Nan province were high levels toward tourist places, building and places, price, personnel, and activities.

The Nakhon Phanom Provincial Development Plan (2018-2022) has set a development direction with a vision "Livable City, Economic Gateway to ASEAN and Southern China", it has been established as a vision, strategy, mission to be a destination for tourists around the world, with a strategy to drive 8 areas that including (1) development of trade and investment, (2) tourism development and promotion as a tourism hub in the Greater Mekong Subregion (GMS), (3) agricultural development and agriculture industry, (4) human resource development, (5) social development and quality of life for sustainable happiness, (6) sustainable management of natural resources and the environment, (7) balancing and enhancing efficiency in public administration, and (8) border security; along with the conservation and development of creative and sustainable tourism resources, developing and promoting the optimization of network tourism management mechanism; that consistent with the study by Vangen, S., & Huxham, G. (2010) and Agranoff & McGuire, (2006). Collaboration in an integrated way in public management is a process of management, it is important to establish rules and procedures for coordination, especially the tripartite role in organizational awareness and adaptation, organizational governance, the standard of work processes, production results, skill of employees and the values. (Tompkins, 2005, p. 34). The success of the coordination depends on the role and ability of the person in the organization or unit, in particular executives who have to use management factors such as man, money, materials and performance methods that exist in operations; that consistent with research of Paphatsorn Woraphatthirakul (2018) who research on "Leadership and public participation affecting success in local solid waste management: a case study of Pathumthani Municipality" found that leadership and

participation factors affecting the success of management in achieving a defined objective; consistent with research of Sirinan Pongnirundorn, Ochanya Buatham and Chatchaya Yodsawan (2016) research on “Guidelines for effective development in tourism management of Wang Nam Khiao District, Nakhon Ratchasima province” found that the guidelines for effective tourism management in the 6 aspects consisted of resources, access to attractions, facilities, security, capability of the area, and community participation.

Suggestions of public and private partnership cooperation in promoting historical and cultural tourism in Nakhon Phanom province is defined vision, strategic and mission as quality province to be able to compete and distribute income with regard to fairness, balance and sustainability; consistent with research of Chirasak Chiyachantara (2020) who research on “Marketing strategies effecting to product buying behavior of Chinese tourists in Chinatown, Samphanthawong, Bangkok” found that development of products standard and tourism services for international standard as well as support for basic Chinese communication, which affects the satisfaction of the service quality of the tourism business; consistent with research of Tipaporn Traibun (2014) who research on “Guidelines for potential development of historical tourism: Case study of Aranyik Knives Village, Phra Nakhon Si Ayutthaya Province” found that government authorities should promote and support participation of villagers about tourism development as well as allocate more budgets for tourism development, including maintenance and management of tourist attractions; consistent with research of Sirilucks Tantayakul (2014) who research on “Implement the tourism development policy of the World Cultural Heritage practices” found that the success of physical, economic and cultural impact on the success of attracting tourists, and generating revenues from World Heritage city

in accordance with the international goal is to preserve outstanding values and implement concrete action plans/projects, the main unit responsible for the implementation has been established.

## 5. Conclusion

Finding out point 1: The mechanism for the management of ecotourism is in line with the current economic, social, cultural, and environmental conditions; and to increase the potential of tourist attractions in every district, as well as a source of income distribution to the local area that can be used as a tool to distribute benefits from development fairly for all groups.

Finding out point 2: It should define the vision, mission, and strategy for promoting historical and cultural tourism in Nakhon Phanom province in various areas in accordance with the provincial development plan; to be a guideline for effective development in all areas under good governance and social governance, promoting and supporting education, research, training, dissemination of academic technology and news.

Finding out point 3: Promotion of historical and cultural tourism in Nakhon Phanom province should develop the capacity of people in the community for tourism management so people can arrange their own tourism.

Finding out point 4: Infrastructure and facility development focuses on the development and improvement of logistics systems and tourism facilities. Creating a network of routes and travel links with neighboring and regional countries to prepare for potential tourists, both domestic and international, as well as to facilitate the people in the group.

Finding out point 5: The development of products, services, and tourism supporting factors focuses on economic development, creating activities, innovation, and value-added tourism, protection and security for tourists. Strengthening and developing tourism personnel to have competitiveness in order to create

opportunities and incentives for the development of trade and tourism investment to meet the needs of tourists.

### Suggestion

A research study on “public and private partnership cooperation in promoting historical and cultural tourism in Nakhon Phanom province” is a province with a cultural pattern, local history, traditional culture, ways of life, and various wisdom in order to develop historical and cultural tourism of Nakhon Phanom province. Promotion of religious tourism, culture and local traditions, history of natural tourism, and local wisdom to prepare people, society, and national economic system to be able to adapt to the effects of changes appropriately; including creating a balance of development in terms of space, time, activities, patterns, and tourist groups for generating income and distributing income to the community, and the preparation of the tourism industry for future growth. The country's tourism vision is "Thailand is the world's leading quality tourism destination with equilibrium growth based on Thai to promote economic, social development and sustainably distribute income to people from all sectors". An important condition is that tourists respect local cultures, customs, and values. Moreover, events that will attract tourists will need to be supported by the local community, as well as to support the preservation of folk traditions such as indigenous art shows, ancillary handicrafts, and the preservation of local crafts.

### 6. Conflict of Interest

We certify that there is no conflict of interest with any financial organization regarding the material discussed in the manuscript.

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