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Measuring Spiritual Tourism Management in Community : A Case Study of Sri Chom Phu Ongtu Temple, Thabo district, Nongkhai province, Thailand

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Abstract

The paper is designed to provide a quantitative measuring spiritual tourism management in community in Sri Chom Phu Ongtu Temple, Thabo district, Nongkhai province, Thailand. The purpose of this study is to develop the spiritual tourism management model. Particularly, the objective of this study is to examine the validity and reliability of the three-factor model in spiritual tourism management. The research mainly involves a survey design. It includes a pilot test using undergraduate business students at UdonThani Rajabhat University for pretesting questionnaire items. In addition, this investigates into community potentiality, attraction potentiality, and community cooperation attributes necessitates uncovering variables of interest and this involves a large-scale field study. The data are collected via personal questionnaires from 459 samples. They include the residents in Thabo district, Nongkhai province, Thailand. Respondents are asked to rate, on a five-point Likert scale, their agreement or disagreement on the spiritual tourism management attributes. LISREL program is used for data analysis since the proposed model is a simultaneous system of equations having latent constructs and multiple indicators. Quantitative data are analyzed by the statistical techniques, namely exploratory factor analysis and structural equation modeling. It is found from the study that the spiritual tourism consists of community potentiality, attraction potentiality, and community cooperation. The managerial implications are discussed.

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1. Introduction

Tourism is a service industry which takes main roles in Thai economics system. Due to earning first service trade value of the country, moreover, it is an industry contributing involved business, for instance; hotels, residents, restaurants, souvenir shops, transportation, etc., and causing investment, employing and local income distribution. In 2009, Thailand could earn from foreign tourists approximately 527,326 million baht or about 8.5

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percentages of total exporting values (51.1 percentages of service section exporting values) or approximate proportion 5.8 percentages of GDP. Meanwhile tourism business can cause employing over 2 million people or 6-7 percentages of entire labor system. In addition, this can improve income distribution and local employing Ministry of Tourism and Sports [1] Thailand is a fertile land with natural sources and graceful cultures. This fertility produces an effect on tourism attractions and tourism activities so as to attract visitors to look up. This causes Thailand to gain high reputation from Thai and foreign tourists. This famousness make better effects to Thailand in many ways, for example; earning national and local incomes. Together with developing the country in different dimensions, for instance; society dimension, economics dimension, culture dimension etc. Hence, Thai people are proud of their country, cultures, and history. This can cause people have a global view so as to cascade appropriate everything to globe, which are concrete words; objects, flavors, smells, and noises, etc. Phio Daeng [2] Special Interest Tourism is a form of tourism wide accepted and tended to expand at present. Due to the reason, it can cause different touring programs, such as health tourism, adventure tourism, sports tourism, MICE and spiritual tourism, etc. One of global most popular tourisms is spiritual tourism. Phua Phat Nakun [3] Thai people have been dense relationship with Buddhism for years, This religion takes an important role to live on their lives in the age of globalization by bringing cultures to be models to live on. Temples and communities have been born to be dyads since ancient times. Temples are Buddhism religion places, together with tourism attractions, which are different in sizes, types, locations, conditions, and participating activities. Therefore, temples are central for people percepts, in minds and intelligences. Besides, they are central places for communities according to social ranks and appropriate roles towards these places[4].

See ChomPhuOng Tue Temple located in Thabo District, NongKhai Province has an astonishing history with the community nearby for hundred years. It was established in B.E.2015 (A.D.1562). It is 450 years old. <http://www.amulet.in.th>. [5] Currently, many tourists like to take a trip to this temple so to participate different activities, for instance; making merits, exorcising bad luck, releasing animals or donating various things to exorcise, dedicating to Buddhists, vowing, asking for a wish and participating Buddhist activities, etc. Connected between temples and communities, there is an obvious agreement that temples and communities are unable to separate to each other. Temples and communities management has to be managing administration by allowing temples and communities to administrate with taking communities to be central, which is spiritual tourism, focusing on environment, society, economics and culture stability. There need to be an assured direction between communities and temples, administrated by communities. The communities take main roles with legal rights to care management so as to instruct visitors appropriately. This tourism has to cover on 5 dimensions, which are politics, economics, societies, cultures and environments. These communities own and take mains roles in the administration. Furthermore, tourism is a tool to develop communities by using tourism to be a condition and making opportunities for communities' organization to take part and main roles to plan a direction to develop communities together with temples. Particularly, communities tending to reach tourism, or the communities need to disclose their places towards others widely. They need to contribute learning process about source management planning and decisive distribution, emphasizing the importance of environmental nature management and applying tourism as a tool to develop communities at the same time[6].

According to situations and tending mentioned in an initial start, the paper aims to develop the scale measurement of spiritual tourism community at See ChomPhuOng Tue temple, Tha Bo District, NongKhai Province, Thailand.

The paper starts with a review of the literature on the exploration variables of the proposed model. The following section presented the conceptual model and defines the sets of research objectives and hypotheses. The study proceeds with a description of methods applied, including information about the data and statistical procedures. Results are presented and some of their implications and limitations are discussed in the final section.

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