BASICS OF CREATIVE TOURISM

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Abstract- Many technical specialists have given meaning of Creative tourism and have set basics of creative tourism. This article aims to clarify the basics of creative tourism from review of the literature 24 sets electronic documents (E-document). The results shows that basics of creative tourism have three dimension and 10 indicators, Tourism resources include: 1**)** It was developed from cultural tourism, 2**)** tourist resources had outstanding in culture 3**)** It was the culture that existed in daily life or was newly built 4**)** It had learning exchange between tourists and people in the community in terms of art, cultural heritage or the specific features of the areas attractions caused the bond between tourists and the local community, 5**)** The attractions tourism had activities with emphasis on conservation of the environment and local culture. Activities 6) It had activities for tourists to operate and use their own creative idea, 7**)** It had activities that allowed tourists to have direct experiences of participating with the community rather than as a spectator. Community participation 8) the community managed the tourism, including received income 9**)** Community took part in arranging activities, 10**)** community participated in the design of arranging activities for tourists**'** experiences.

Keywords- basic of tourism, creative tourism

I. INTRODUCTION

Nowadays, the behavior of tourists has been changed so tourists have looked for different experiences in tourism and want to participate with tourism activities increasingly, including management problems, these above reasons have formed Creative tourism that give opportunity for the tourists and local community to participate in tourism management**.** Creative tourism is one of the tourism that basically focuses on using Historical tourism and culture of each tourism resources [2] or it may be said that Creative tourism has evolved from a traditional cultural tourism. It has formed in response to the behavior and needs of tourists that are very various and complicated especially products and services to the consumer's specific characteristics.

Besides, Creative tourism can meet the needs of the senses and the mind more and more as well as expectations to gain more new experiences from the perspective or new thinking method. Whereas the traditional cultural tourism, tourists just look or observe superficially as the receivers, this is not enough to meet the demands of a new generation. However, they want to participate in learning experiences and community life to experience and understand the value of the importance of cultural heritage in the area, as well as developing life skills, gaining experiences for themselves to make their travelling lively impressed and more interesting than the original pattern. [3]

However, Creative tourism does not purport to replace other forms of tourism**.** It is the only alternative tourism that corresponds with the modern tourists**'** behavior in travelling that has started to change with exploring the meaning of their surroundings**.** [4] From the literature review, it was found that there were many scholars have defined Creative Tourism in various meanings, nevertheless the heart of Creative tourism is "skill" and "experience" for visitors to get from travelling**.** The researcher has therefore done a literature review on this topic in order to indicate the people who want to study of the differences in definition and features of individual scholars, and it is helpful in understanding the Creative tourism further**.**

II. DETAILS EXPERIMENTAL

2.1 Objectives of study

To study the properties or characteristics of the Creative tourism.

2.2 Scope of study

In this study, the researcher focused on the definitions or the characteristics of tourism from various scholars they were suitably applied with the Creative tourism of Thailand.

2.3 Methodology and Data Analysis

The method used in this research was Documentary Research by primary sources and secondary sources and was presented by descriptive analysis**.** The procedures were as follows**:**

1. Data was conducted by literature review and electronics information retrieval from the web-sites of Designated Areas for Sustainable Tourism **(**DASTA**)**, Thai Library Integrated System **(**www**.**thailis**.**or**.**th**)**, The Thailand Research Fund **(**www**.**trf**.**or**.**th**)**, National Research Council of Thailand **(**www**.**nrct**.**go**.**th**)**, published academic articles and research articles in websites and academic journals of the educational institutions by using Purposive Sampling of all 24 scholar works**.**
2. Content Analysis was used in defining the Creative tourism and properties or characteristics of the Creative tourism**.**

III. RESULTS AND CONCLUSIONS

In regard to the literature review of definitions or meanings of the Creative tourism and properties or characteristics of the Creative tourism based on the Cultural tourism, the researcher has studied from the web-sites of Designated Areas for Sustainable Tourism **(**DASTA**)**, Thai Library Integrated System **(**www**.**thailis**.**or**.**th**)**, The Thailand Research Fund **(**www**.**trf**.**or**.**th**)**, National Research Council of Thailand **(**www**.**nrct**.**go**.**th**)**, published academic articles and research articles in websites and academic journals of the educational institutions by using Purposive Sampling of all 24 scholar works**.** The results showed that properties or characteristics of the Creative tourism consisted of 10 indicators as follows**:** 1**)** It was developed from cultural tourism, 2**)** tourist resources had outstanding in culture 3**)** It was the culture that existed in daily life or was newly built 4**)** It had learning exchange between tourists and people in the community in terms of art, cultural heritage or the specific features of the areas attractions caused the bond between tourists and the local community, 5**)** The attractions tourism had activities with emphasis on conservation of the environment and local culture, 6**)** It had activities for tourists to operate and use their own creative idea, 7**)** It had activities that allowed tourists to have direct experiences of participating with the community rather than as a spectator, 8**)** the community managed the tourism, including received income 9**)** Community took part in arranging activities, 10**)** community participated in the design of arranging activities for tourists**'** experiences as shown in Table I**.**

Table 1 Showed the indicators of properties of the Creative tourism

Names of Scholars	Indicators of Properties of the Creative tourism									
	1	2	3	4	5	6	7	8	9	10
1. Raymond C .& Richard G) .2000(						✓	✓			
2. UNESCO)2006(				✓			✓			
3. Binkhorst, E .)2006(							✓			
4. Ramond, C .)2007(		✓				✓	✓			
5. Seree Wangpaijit)B.E.2550(	✓			✓			✓	✓		
6. McNulty, R .)2008(				✓	✓	✓	✓	✓	✓	
7. Jelinčić, D.A .)2009(	✓			✓		✓	✓			
8. Wurzburger, R .)2010(		✓		✓		✓	✓			
9. Richard G .)2010(	✓	✓	✓	✓		✓	✓			
10.Mutarika Preuksapong) 2011(		✓		✓		✓	✓			
11.Natthinee Thongdee and Prewpayom Puacharoen)2011(		✓	✓				✓	✓		
12.Sudsan Sudhipisarn) 2011(				✓			✓	✓	✓	
13.Wiyada Sereewichayasawat)2012(	✓					✓	✓			
14.Paimanee Kaewsa-nga and Nisachol Jamnongsri 2012(					✓		✓	✓	✓	✓
15.Narin Sangraksa)2012(				✓	✓		✓			
16.Designated Areas for Sustainable Tourism) 2012(				✓		✓	✓		✓	
17.Suddan Visutlak and Team) 2013 (		✓		✓	✓		✓			✓
18.Teera Sindecharak and Narik Atipak Sangsanit) 2013(		✓		✓	✓		✓			✓
19.Phuriwat Dech-Um) 2013(	✓	✓	✓				✓			✓
20.Supaporn Prasongtan) 2013(		✓		✓			✓			
21.Sutsan Suttipisan .)2013(	✓				✓		✓	✓	✓	✓
22.Wutthikrai Ngamsirijit and team)2014(				✓		✓	✓			
23.Uthairat Na Nakorn ,Sangswan Poomsathan and team)2015(				✓		✓	✓			
24.Sarisa Teeranon and Prakasit Sophonjaraskul)2016(	✓	✓			✓		✓	✓	✓	✓
Indicators in total	7	9	3	15	7	11	24	7	6	6

With regarding to the properties of Creative Tourism through **10** indicators, it could be seen that the properties of the tourism were divided into all three aspects as follows**:**

Tourism resources It was the process which proposed tourists the tourists could participate in cultural activities of community or tourism resources**.** It caused cross cultural learning and communities could maintain their cultural heritage and this caused sustainable preservation of culture and tradition consisted indicators as follows**:**

1. It was developed from cultural tourism)Seree Wangpaijit, 2007; Jelinčić, D.A., 2009; Richard G., 2010; Wiyada Sereewichayasawat, 2012; Phuriwat Dech-Um, 2013; Sutsan Suttipisan, 2013; Sarisa Teeranon and Prakasit Sophonjaraskul, 2016 ( ]9, 11, 13, 17, 22, 24, 27]
2. Tourist resources had outstanding in culture)Ramond, C., 2007; Wurzburger, R., 2010; Richard G., 2010; Mutarika Preuksapong, 2011; Natthinee Thongdee and Prewpayom Puacharoen, 2011; Suddan Visutlak and Team, 2013; Teera Sindecharak and Narik Atipak Sangsanit, 2013; Phuriwat Dech-Um, , 2013; Supaporn Prasongtan, 2013; Sarisa Teeranon

and Prakasit Sophonjaraskul, 2016] (8, 12, 13, 14, 15, 20, 21, 22, 23, 27]

3. It was the culture that existed in daily life or was newly built) Richard G., 2010; Natthinee Thongdee and Prewpayom Puacharoen 2011; Phuriwat Dech-Um, 2013] (13, 15, 22]

4. It had learning exchange between tourists and people in the community in terms of art, cultural heritage or the specific features of the areas attractions caused the bond between tourists and the local community (UNESCO, 2006; Seree Wangpaijit, 2007; McNulty, R., 2008; Jelinčić, D.A., 2009; Wurzburger, R., 2010; Richard G., 2010; Mutarika Preuksapong, 2011; Sutsan Suttipisan, 2011; Narin Sangraksa, 2012; Designated Areas for Sustainable Tourism, 2012; Suddan Visutlak and Team, 2013; Teera Sindecharak and Narik Atipak Sangsanit, 2013; Supaporn Prasongtan, 2013; Wutthikrai Ngamsirijit and team, 2014; Uthairat Na Nakorn, Sangswan Poomsathan and team, 2015;) [6, 9, 10, 11, 12, 13, 14, 16, 18, 19, 20, 21, 23, 25, 26]

5. The attractions tourism had activities with emphasis on conservation of the environment and local culture (McNulty, R., 2008; Paimanee Kaewsa-nga and Nisachol Jamnongsri, 2012; Narin Sangraksa, 2012; Suddan Visutlak and Team, 2013; Teera Sindecharak and Narik Atipak Sangsanit, 2013; Sutsan Suttipisan, 2013; Sarisa Teeranon and Prakasit Sophonjaraskul, 2016) [10, 1, 18, 20, 21, 24, 27]

Tourist activities The Creative Tourism activities caused tourists' skills and gained experiences by participating in learning activities include lifestyle of living, occupations, food, festivals and traditions, arts and crafts, museum, and local culture that reflected the unique and identity of the community entirely consisted of indicators as follows:

6. It had activities for tourists to operate and use their own creative idea. (Raymond C. & Richard G., 2000; Ramond, C., 2007; McNulty, R., 2008; Jelinčić, D.A., 2009; Wurzburger, R., 2010; Richard G., 2010; Mutarika Preuksapong, 2011; Wiyada Sereewichayasawat, 2012; Designated Areas for Sustainable Tourism, 2012; Wutthikrai Ngamsirijit and team, 2014; Uthairat Na Nakorn, Sangswan Poomsathan and team, 2015) [5, 8, 10 11, 12, 13, 14, 17, 19, 25, 26]

7. It had activities that allowed tourists to have direct experiences of participating with the community rather than as a spectator. (Raymond C. & Richard G., 2000; UNESCO, 2006; Binkhorst, E., 2006; Ramond, C., 2007; Seree Wangpaijit, 2007; McNulty, R., 2008; Jelinčić, D.A., 2009; Wurzburger, R., 2010; Richard G., 2010; Mutarika Preuksapong, 2011; Natthinee Thongdee and Prewpayom Puacharoen, 2011; Sutsan Suttipisan, 2011; Wiyada Sereewichayasawat, 2012; Paimanee Kaewsa-nga and Nisachol Jamnongsri, 2012; Narin Sangraksa, 2012; Designated Areas for Sustainable Tourism, 2012; Suddan Visutlak and Team, 2013; Teera Sindecharak and Narik Atipak Sangsanit, 2013; Phuriwat Dech-Um, 2013; Supaporn Prasongtan, 2013; Sutsan Suttipisan, 2013; Wutthikrai Ngamsirijit and team, 2014; Uthairat Na Nakorn, Sangswan Poomsathan and team, 2015; Sarisa Teeranon and Prakasit Sophonjaraskul, 2016) [5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27]

Participation of the community. The community participation was the priority in the management of tourism, benefits; which is income in the community, including designing the creative activities for tourists consisted of indicators as follows:

8. It had activities that allowed tourists to have direct experiences of participating with the community rather than as a spectator (Paimanee Kaewsa-nga and Nisachol Jamnongsri, 2012; Seree Wangpaijit, 2007; McNulty, R., 2008; Natthinee Thongdee and Prewpayom Puacharoen, 2011; Sutsan Suttipisan, 2011; Sutsan Suttipisan, 2013; Sarisa Teeranon and Prakasit Sophonjaraskul, 2559) [1, 9, 10, 15, 16, 24, 27]

9. Community took part in arranging activities (McNulty, R., 2008; Sutsan Suttipisan, 2011; Paimanee Kaewsa-nga and Nisachol Jamnongsri, 2012; Designated Areas for Sustainable Tourism, 2012; Sutsan Suttipisan, 2013; Sarisa Teeranon and Prakasit Sophonjaraskul, 2016) [10, 16, 1, 19, 24, 27]

10. Community participated in the design of arranging activities for tourists' experience (Paimanee Kaewsa-nga and Nisachol Jamnongsri, 2012; Suddan Visutlak and Team, 2013; Teera Sindecharak and Narik Atipak Sangsanit, 2013; Phuriwat Dech-Um, 2013; Sutsan Suttipisan, 2013; Sarisa Teeranon and Prakasit Sophonjaraskul, 2016) [1, 20, 21, 22, 24, 27]

CONCLUSIONS

From the summary of the indicators of the properties of Creative tourism that was referenced the most for 3 aspects**:** **(**1**)** It had activities that allowed tourists to have direct experiences of participating with the community rather than as a spectator, **(**2**)** It had learning exchange between tourists and people in the community in terms of art, cultural heritage or the specific features of the areas attractions and **(**3**)** It was the culture that existed in daily life or was newly built**.**

Tourism, which had a pattern for visitors to have learning exchange, was the Creative Tourism**.** It was the new concept of tourism that makes tourists understand the values of society, culture and environment of the area of tourism resources profoundly throughout the direct experiences, together with the people in the community, or tourism resources, which is the owner of culture**. [**28**]** From a literature review of Creative tourism, it was found that the properties of the Creative tourism had 3 aspects; Tourism resources consisted of the indicators No**.**1-No**.**5, Activities consisted of the indicators No**.** 6- No**.**7 and Community Participation consisted of No**.**8-No**.**10**.** Although the definition or meaning of the Creative tourism was somewhat different, it may

provide information on either side, but it still offered the same direction; tourists had skills by participating in creative activities, having learning exchange and the bond between the people in the community through chats, which let tourist with new experiences in understanding culture in a particular place. However, the community had to take part in the management for earning income for the community by using the tourism resources in the area, with tourist activity design which create the participation with the tourists.

The Creative tourism in Thailand would be able to raise the level of tourism in accordance with the strategy of development plan or promoting the tourism in the country, it should cover all three properties, not just one side which will not include the benefits thoroughly. In addition to knowledge about the creative tourism towards the tour operators, community or local authorities, it was important, as well as promoting the Creative tourism from the government and private sector and entrepreneurs in public relations in order to contribute to the goal of sustainable tourism.

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