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APPROACH TO DEVELOP MANAGEMENT OF THAI TEMPLE IN ORDER TO PROMOTE THE CULTURAL TOURISM CASE STUDY: WAT BOWONNIWET VIHARA RAJAVARAVIHARA

Weera Weerasophon, Suan Sunandha Rajabhat University

ABSTRACT

This research is aim to explore and investigate of the areas that for development of cultural tourism of Thai temple eventually to Approach to development of Promoting cultural tourism of Wat Bowonniwet ViharaRajavaravihara. This research is divided in to 1 part which the first part is the part of quantitative research (respondents 10 research interviews) in order to explore and investigate of the development of cultural tourism of Thai temple. The research method was separated in to 5 parts as 1. Research study and collect the data. 2. To study in the field of culture tourism of Thai temple 3. To develop a culture tourism of Thai temple 4. To process the developing of led to develop in order to promote the cultural tourism for Thai temple. In the beginning, the result is found that a Thai temple is able to develop for Promoting Culture Tourism. In additional, the temple must focus on the management such as staffing, internal and external analysis, marketing and promotion.

KEYWORDS: Thai Temple, Cultural Tourism, Management

INTRODUCTION

Obviously, tourism is very accepted and important business sector in Thailand which is the main national income and gain very huge money in each year. Moreover, (Department of Tourism, 2012) Thai government concern this point, it lead to Thai government Cabinet approved the establishment of the Ministry of Tourism and Sports by year 2002. Then tourism industry segment now is very significant for every Thai government to drive the nation to success to world economic as it can be seen from the Table 1 total amount of international tourist arrivals in Thailand during 2009-2012.

Table 1: Total International Tourist Arrivals in Thailand During 2009-2012

Regional	2012		2011		2010		2009	
	Number	%Share	Number	%Share	Number	%Share	Number	%Share
East Asia	12,502,194	56.06	10,345,866	53.80	8,167,164	51.25	7,076,190	50.01
Europe	5,617,817	25.19	5,101,406	26.53	4,442,375	27.88	4,059,988	28.69
The Americas	1,080,148	4.84	952,519	4.95	844,644	5.30	853,381	6.03
South Asia	1,289,641	5.78	1,158,092	6.02	995,321	6.25	826,437	5.84
Oceania	1,046,753	4.69	933,534	4.85	789,632	4.95	737,459	5.21
Middle East	604,659	2.71	601,146	3.13	569,334	3.57	483,983	3.42
Africa	161,853	0.73	137,907	0.72	127,930	0.80	112,403	0.79
Grand Total	22,303,065	100.00	19,230,470	100.00	15,936,400	100.00	14,149,841	100.00

Source: Ministry of Tourism and Sports, 2012.

(Netnapha, 2007) Thai temple has influenced with Thai life, art and culture of Thailand that Thai temple is not only important for Buddhist monk, local life, art, culture, but also it is the place that provide education, village meeting place cause, Thai people is moral and gentle people along the present time. (Wandee, 2006). Thai Buddhist temple is place where people in the local community get together to do activities together, sharing the love of the community including education which, can contribute to policies and practices, including the management of a measure to promote cultural tourism. Whereas, the data from all the

resources already have knowledge management is the process of creating processing that analysis and use knowledge to increase operational effectiveness in order to promote cultural tourism. Finally, it can be extracted as a model of organizational learning measurement of Thailand to promote tourism to culture.

LITERATURE REVIEW

In this study, the researcher did the literature review as collecting all information about history of Buddhist especially in Thailand. However, the researcher finds out and analyses the statistic about Thai temple. (Drucker, 2009) The management theories are reviewed for example, Peter F. Drucker, Thomas J Peters, Edward Deming, and Douglas Murray McGregor. Moreover, the researcher have to analyze the situation of Thai tourism.

DATA AND METHODOLOGY

(Vichit, 2010) This research paper is designed as the form of qualitative research methods which, is also a survey research can be described the details of research project was carried out as follows:

Phase 1: The Studies And Collective The Relevant Documents And Data For Research.

1 The researcher studied and collective related documents such as the history of the Thai temple and also the important temples in Thailand. Moreover, the researcher studied about process of management that led to manage Thai Buddhist temple in the culture tourism area

2 The researcher took the information and documents that synthesized to guide the conduct of research.

3 Summary of the synthesis document to be used in carrying out the research a step further.

Phase 2: To survey components of Thai Buddhist temples to promote cultural tourism.

1 The researcher studied the documents related research leading to the development of the tool for research as in-depth interviews which, is a question for the interview as a open The point of the interview question and the content is the same for the despondences to study the availability of cultural tourism of Thailand temple.

2 The population is the people who involved with the management of Thai Buddhist temple such as abbot, monks, novice, temple manager, tourist and tourist guide totally 10 people.

3 The researcher analyzed using content analysis from in- depth interview documentation and doing the research report paper.

Phase 3: Approach to Develop Management of Thai Temple in order to promote the Cultural Tourism

1 Based on the results from content analysis and to draw conclusions and write a management approach Thai Buddhist temple to promote cultural tourism case study Bowonniwet Vihara Rajavaravihara temple.

RESULTS AND DISCUSSION

From the in-depth interviews with experts, academics as well as those persons involved with the temple in Thailand of 10 members of this research including Thai Buddhist monks, Thai temple manager and those related to the temple Thailand those, who have knowledge and experience. So the researchers have presented a summary of the interview. The following order:

The first interviewee: pra pritakosol (Assistant of Temple abbot)

Bowonniwet Vihara Rajavaravihara temple is not required to have a prototype system is already quite a good deal because we can model our own. We started up a modern bathroom for the disabled is available with either a ramp just renovated in a million baht budget. Our temple still lack of multimedia or billboard to give to international tourists which, now are not enough for them. However, Thai tourists know well about this temple and satisfy this temple which they know the way of doing in the temple. Thai Buddhist temple should pay attention more about management of temple environment to promote culture tourism for international tourist such as flowers, candles, incense, holy water, toilet especially amulets that is very famous for Thai and Chinese people.

The second interviewee: pra wansawan julaphoe (Thai Buddhist monk) Normally, we have not to forget the way of Thai ancient which, involved with temple. We should promote to the tourist want to see and experience the way of Thai Buddhist temple related with the Thai people by the way, we must do the tourism guide booklet for travelling around the temple in order to travel as culture tourism in temple in the right way that also explain the history of Buddhist and the core concept of Buddhism religion. Then, the tourist who come to the Thai Buddhist temple begin to know how to experience and travel correctly in Thai temple that they have to get knowledge and interesting from culture tourism along the travel. On the other hand, we should focus on to manage the external context of temple for example the bus stop, bike lane for the tourist, digital sign post, online of Thai temple information.

The third interviewee: pra khemachitho (Thai Buddhist monk)

If we want really to develop Thai Buddhist temple to be culture tourism, we will study and implement in consistency way for promoting culture tourism. We might do the poster to invite international tourist to travel Thai temple in English version. Moreover, we should focus on clearness around the temple also the security for the tourists who want to visit Thai Buddhist temple. Furthermore, we should set up our staff to teach the international tourists how to travel culture tourism in the Thai Buddhist temple in the Buddhism way for example how to give respect to the monk, Buddha image, Thai people and the rule for tourist when they come in to the Thai chapel or lady act to the Thai Buddhist monk.

The fourth interviewee: pra thitidhama shae tung (Thai Buddhist monk) We will do the promotion of the Thai Buddhist temple that shows the important of Thai temple to the international tourists for example our temple is the royal Thai temple and also Thai Patriarch used to live in this temple. Moreover, this temple is where, the King RAMA9 used to ordinate in Bowonniwet Vihara Rajavaravihara temple by year 1956. The promotion Thai temple Brochure should be put the several information as temple map, Thai Buddhist temple activities, do or don't things, internal and external temple environment. Furthermore, our temple will organize the temple staff to be tourist staffs to assist the tourist who want to visit Bowonniwet Vihara Rajavaravihara temple which, the temple staff must be trained as a good personality and character before they serve the tourists.

The fifth interviewee: pra jirathikho (Thai Buddhist monk) We must promote our Thai Buddhist temple in the strengths point such as old temple Bowonniwet Vihara Rajavaravihara 170 years old, 4 Thai Patriarch belong to Bowonniwet Vihara Rajavaravihara temple. Moreover, this temple is very important for Thai history and also King RAMA6th's temple which is the first Dhammyuttika temple in Thailand. This temple architecture is the architecture of contemporary China. Since then, we have trade with China. Thailand temple management to promote cultural tourism signs along the navigation and information that this building was intended to do. There is a history to it this study took place at the temple fair or triple what it points clearly in both Thailand and the English language.

The sixth interviewee: pra kitthi (Thai Buddhist monk) Bowonniwet Vihara Rajavaravihara temple is set up clearly that inside of the temple that is priority for the senior monk whereas, the other area will serve every people who want to visit and do the Buddhist religion activities. However, the direction and information

signpost will be installed in every important temple areas. Our temple organizes the management and environmental elements whereas, the Buddhist temple where, the international tourists can do the merit a trip to the temples of religious tourism. However, we should do the knowledge management about Thai Buddhist temple and provide the knowledge information to the tourists who not only come to the Thai temple in order to take picture but also they want to visit Thai temple for respect and experience really Buddhist religion. Furthermore, the government sector must pay attention for about promoting Thai temple to be culture tourism more than the part time.

The seventh interviewee: pra khemasanho bhiku(Thai Buddhist monk) Generally, Thai Buddhist temple has got its own charming and motivation however, Thai temple should be analyzed and developed internal and external environment of the temple which the significantly is the external environment such as local shop, flower shop, amulets shop, all there must be organized in order and interesting. Moreover, Thai temple should do the signpost which, tell the story of temple such as history, direction, shop, restaurant. However, Thai temple should organize the staff that involve with high school or university take the students come to experience the culture tourism from the Thai Buddhist temple also guide the students to see the temple museum because Bowonniwet Vihara Rajavaravihara temple is one of the most oldest royal temple in Thailand.

The eighth interviewee: pra rajchamunee(Thai Buddhist monk) Significantly, Thai Buddhist temple should connect with the department of government which in charge about tourism area such as ministry of sport and tourism, The Tourism Authority of Thailand, department of Thai tourism. According to they can do the tourism promotion which involve with Thai temple in several culture tourism events for example vesak day, Buddhist Sabbath, Thai traditional New Year day, Buddhist history. Furthermore, Thai temple should motivate the international tourist come to visit the temple and do the culture tourism activities such as meditation, Buddhist pray, ordained.

The ninth interviewee: manager of the temple no.1 Bowonniwet Vihara Rajavaravihara temple should do the temple promotion about temple history for example Bowonniwet Vihara Rajavaravihara temple 170 years old, royal temple. Moreover, Thai Buddhist temple should set up culture tourism activities such as temple tour program, Buddha tour program, exercise tour program, photography tour program however, during the tourists do the activities then the temple should give the temple information and knowledge in order to promote culture tourism in the Thai Buddhist temple.

The tenth interviewee: manager of the temple no.2 Thai Buddhist temple must do the media post to motivate the international tourist in English version intent to do the culture tourism activities in order to promote culture tourism. Moreover, Thai temple must pay attention about cleanness of the temple, security, map and direction whereas; Thai Buddhist temple should give the knowledge that shows the reason why we have to go to the Thai Buddhist temple. Then, we have to set up the internal environment of the Thai Buddhist temple such as tidy and beautiful. Furthermore, Thai Buddhist temple must connect with the local community in order to promote their local temple and they can gain more the benefit money to their own local community as well.

CONCLUDING COMMENTS

From the researcher performed the literature review and also the involved documents in order to develop the in-depth interview after that analyzed the answer data by process of content analysis which can be seen that an approach to develop management of Thai temple in order to promote the culture tourism that Thai temple must set up practically the management culture tourism team or tourism department of the temple implement about tourism management. (McGregor, 2005) The tourism management team of the temple must be organized in each work position clearly which, is included by Thai Buddhist monk, temple manager, local people to integrate and manage in the area of culture tourism. It is consisted the McGregor

theory that is proposed that manager's individual assumptions about human nature and behavior determined how individual manages their employees. However, the temple tourism management team should take responsibility about preparedness and the strength points to be able to promote as culture tourism and also find out the weakness points in order to adjust to be appropriate as culture tourism which is according with the first interviewee (PRA PRITAKOSOL) said that temple should pay attention more about management of temple environment to promote culture tourism for international tourist such as flowers, candles, incense, holy water, toilet especially amulets that is very famous for Thai and Chinese people whereas, we must still do in the concept of originally Thai culture tourism and Buddhist way and also guide the international tourists to pay attention the culture tourism activities in order to promote culture tourism. Moreover, (Bunlert, 2005) Thai temple must pay attention about cleanness of the temple, security, map and direction whereas; Thai Buddhist temple should give the knowledge that shows the reason why we have to go to the Thai Buddhist temple.

Whereas, the temple management team who have to promote culture tourism that should survey the temple context about culture tourism inside the temple and also internal and external environment of the temple that god to be as culture tourism which is according to the eighth interviewee (PRA RAJCHAMUNEE) said that Thai Buddhist temple should connect with the department of government which in charge about tourism area such as ministry of sport and tourism, The Tourism Authority of Thailand, department of Thai tourism in order to do the tourism promotion which involve with Thai temple in several culture tourism events for example vesak day, Buddhist Sabbath, Thai traditional New Year day, Buddhist history. After that (Weera,2015) the tourism management team of the temple should create learning to occur include tourism activities and also tourist attraction site within an appropriate as culture tourism that is according to the researcher did the in-depth interview that interviewee said that should set up culture tourism activities such as temple tour program, Buddha tour program, exorcise tour program, photography tour program however, during the tourists do the activities then the temple should give the temple information and knowledge on order to promote culture tourism in the Thai Buddhist temple that focus on the tourist from Singapore, China, Malaysia, Korea, Japan, England, America. Furthermore, the Thai temple management should do the media post to motivate the international tourist in English version intent to do the culture tourism activities in order to promote culture tourism. Moreover, Thai temple must pay attention about cleanness of the temple, security, map and direction whereas; Thai Buddhist temple should give the knowledge that shows the reason why we have to go to the Thai Buddhist temple that lead them to be as the culture tourists which is consisted with is the Perter Drucker theory as a process of capturing, developing, sharing, and effectively using organizational knowledge (Drucker, 1993)

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