

PROMOTING ARTS AND CULTURAL TOURISM IN CHIANG MAI PROVINCE

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ABSTRACT

This research is 1) to study the level of promotion of Chiang Mai cultural tourism, and 2) to study the factors that promote Chiang Mai cultural tourism, using 254 tourism delivery staff from Chiang Mai Province. Statistics are used to analyze the frequency data that must use standard deviations and multiple regression analysis. The results of the research found that 1) The level of promotion of cultural tourism in Chiang Mai Province as a whole and in each aspect is at a high level in the areas of history, religion and rituals, archaeology and museums, traditions and folk culture, arts and crafts and sculptures, respectively. 2) The components of tourism, attractions, convenience of transportation, facilities, accommodation, and activities have an influence on the promotion of cultural tourism in Chiang Mai Province.

Keywords: Tourism Promotion, Arts and Culture, Chiang Mai

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INTRODUCTION

The ultimate goal of alternative tourism is that, in addition to tourists receiving pleasure or mental happiness, it also creates understanding among fellow human beings in society, which will lead to peace in society. It is the use of tourism as a tool to connect people in the same society and different societies, as well as preserving the uniqueness of the way of life and culture of local communities, and is also a mechanism leading to sustainable development (Department of Tourism, Ministry of Tourism and Sports, 2017: 17). Art is considered a creative activity of humans through the process of intellectual accumulation of experiences, both from learning and experiences from living in the way of life, accumulation of communities, resulting in contemporary wisdom with artists as the transmitters of those experiences as artworks (Alongkot Petchsrisuk, 2008). Currently, art and culture have been made an important attraction for tourism, both in the form of artworks themselves, such as art exhibitions such as art galleries and museums, and both in the appreciation of art and the beauty of architecture, including various cultural traditions. In addition to admiring the beauty of artworks and absorbing the aesthetics of architectural beauty, tourists also gain a lot of knowledge. In this aspect, art plays an economic role. Art can play a role in tourism and a livable city only when the city or community has an art space to connect artists with society outside the circle (Phra Winaithorn Sarawut Thanissaro, 2018: 30). Art tourism is an important part between culture and tourism. It is an addition of something unique about the community, the heritage of life, art, and culture of the area that can attract tourists, and create a better quality of life for the local community (Tourism Malaysia Media Release, 2010). Therefore, the creation of artistic works is another option that helps create awareness of the importance of shared awareness. It is like a tool to promote equality for everyone in society, as well as being a tool that can be used to publicize and promote the standards of tourism services in Thailand (Manager Online, 2014).

Chiang Mai Province is the center of tourism in the North. It is a connecting point to other provinces in the upper North and can be connected to Luang Prabang in Laos. There are 4 main tourist areas: 1) Tourist attractions in the city center, the highlight of which is Wat Phra That Doi Suthep, the walking street, the Night Bazaar, and Wua Lai Road. 2) Tourist attractions in the North include elephant camps, Mae Sa Waterfall, orchid gardens, and Chiang Dao Cave. 3) Tourist attractions in the East are places to buy souvenirs such as Bo Sang umbrellas, silver items, silk, gems, and leather goods. 4) Tourist attractions in the South are natural tourist attractions such as Doi Inthanon, Mae Klang Waterfall, and Mae Ya Waterfall. In addition, you can buy souvenirs such as Chom Thong hand-woven cotton, Mae Chaem cotton, and Ban Thawai carved wood. Chiang Mai Province has its own unique features and characteristics, namely culture, traditions, and nature, which is the center of tourism in the North. It has abundant natural resources and unique characteristics of each district of Chiang Mai Province (Tourism Authority of Thailand, 2022). From the aforementioned context, the researcher needs to study the promotion of cultural and artistic tourism in Chiang Mai Province and to find ways to develop the tourism economy based on the creation and use of knowledge. Creativity and intellectual property should be linked to the foundation of Thainess in terms of art, culture, way of life, local wisdom, and history, which are the existing costs of tourism. No matter how much is spent, this cost will not be eliminated. Instead, it is even more beneficial to jointly conserve these things, combined with the accumulation of social, technological, and innovative knowledge in the production of goods and services, to create added economic value with more fair benefits. This is a good opportunity to distribute income to the community, create local employment, and pass on culture and traditions to future generations.

Research Objectives

- 1) To study the level of promotion of cultural tourism in Chiang Mai Province.
- 2) To study the factors affecting the promotion of cultural tourism in Chiang Mai Province.

Research Hypothesis

H1 Tourism Authority of Thailand, in terms of attractions, convenience of transportation, facilities, accommodation and activities that promote cultural tourism in Chiang Mai Province. From the literature review, the conceptual framework can be drawn as shown in Figure 1.

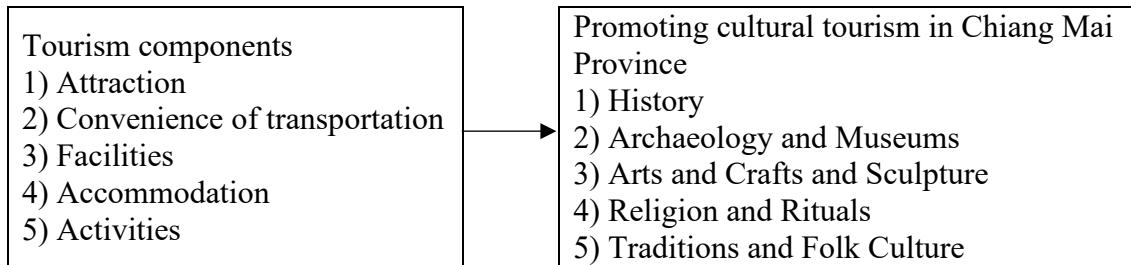


Figure 1 Conceptual Framework

RESEARCH METHODOLOGY

The population in this study consisted of 696 tourism officials in Chiang Mai Province and the sample of 254 people was obtained from the Yamane sampling formula (Taro Yamane, 1973) with a reliability level of 95 percent using the stratified sampling method.

The research instrument is a questionnaire consisting of Part 1: Personal factors of the respondents: gender, age, education level, average monthly income, and length of employment. The questionnaire is a multiple-choice type. Part 2: Components of tourism. The questionnaire is a Likert scale with 5 levels of scoring: the highest equal to 5 points, the high equal to 4 points, the moderate equal to 3 points, the slight equal to 2 points, and the least equal to 1 point. Part 3: Promotion of cultural tourism in Chiang Mai Province. The questionnaire is a Likert scale with 5 levels of scoring: the highest equal to 5 points, the high equal to 4 points, the moderate equal to 3 points, the slight equal to 2 points, and the least equal to 1 point.

Before using the data collection instruments, the objective consistency test (IOC) and the questionnaire reliability test via Cronbach's alpha were systematically conducted. The examination found that the IOC value was 0.839 and the Cronbach's alpha value was 0.917, indicating that the research instruments were of sufficient quality (Polit & Beck, 2006; Hair et al., 2012). To obtain data, this study sent questionnaires to tourism officials in Chiang Mai Province. Descriptive statistics were used for data analysis, including frequency, percentage, mean, standard deviation, and multiple regression analysis.

RESEARCH RESULTS

- 1) The majority of respondents were female (65%), aged between 31-40 years, 63.33% had a bachelor's degree (69%), had an average monthly income of 20,001-30,000 baht (56.67%), and had been working for 6-10 years (63.33%).
- 2) The promotion of cultural tourism in Chiang Mai Province, overall and in each aspect, is at a high level in history, religion and rituals, archaeology and museums, traditions and folk culture, arts and crafts and sculptures, respectively, as shown in Table 1.

Table 1 Mean and standard deviation of arts and cultural tourism promotion in Chiang Mai Province

Aspect	Description	\bar{X}	S.D.	Result
1)	History	3.81	0.61	Much
2)	Archaeology and Museums	3.65	0.47	Much
3)	Arts and Crafts and Sculpture	3.52	0.42	Much
4)	Religion and Rituals	3.68	0.51	Much
5)	Traditions and Folk Culture	3.62	0.50	Much
Total		3.66	0.42	Much

3) The tourism attraction components had a β value of 0.232, the convenience of transportation had a β value of 0.317, the facilities had a β value of 0.142, the accommodation had a β value of 0.231, and the activities had a β value of 0.219, which showed that they had a positive influence on promoting cultural tourism in Chiang Mai Province at a statistically significant level of 0.05, with Sig. values of 0.001, 0.000, 0.007, 0.000, and 0.000, which were consistent with the hypothesis. When analyzing the correlation coefficient (R), it was 0.856, which showed that the group of independent variables had a high relationship with the dependent variable, and the prediction coefficient was 0.641, which showed that the group of independent variables had an effect on promoting cultural tourism in Chiang Mai Province by 64.1 percent. In order, the equation can be written as follows.

$$Y = 0.947 + 0.317X2 + 0.232X1 + 0.231X4 + 0.231X5 + 0.142X3$$

Table 2 Multiple regression analysis of factors influencing the promotion of cultural tourism in Chiang Mai Province

Factors	Unstandardized (b)	SE	Standardized (β)	t	Sig.
(Fixed value)	1.121	0.106		10.632	0.000
Attraction	0.123	0.023	0.232	8.662*	0.001
Convenience of transportation	0.043	0.021	0.317	7.865*	0.000
Facilities	0.092	0.042	0.142	2.402*	0.007
Accommodation	0.121	0.106	0.231	10.632*	0.000
Activities	0.132	0.028	0.219	8.182*	0.000
R = 0.856 Adjusted R ² = 0.641 R ² = 0.730		SE = 0.142			

* Statistical significance at the 0.05 level

DISCUSSION & CONCLUSION

In the study of promoting cultural tourism in Chiang Mai Province, the researcher has discussed the important issues according to the research objectives as follows:

1) The level of promotion of cultural tourism in Chiang Mai Province as a whole and in each aspect is at a high level in history, religion and rituals, archaeology and museums, traditions and folk culture, arts and crafts and sculptures, respectively. This may be because the relevant agencies are promoting cultural tourism in Chiang Mai Province, which is consistent with the research results of Siriporn Thawornwisit (2021) who studied the guidelines for promoting cultural tourism in Nan Province. The research results found that the guidelines for promoting cultural tourism in Nan Province are at a high level.

2) The tourism components in terms of attractions, convenience of travel, facilities, accommodation, and activities have an influence on promoting cultural tourism in Chiang Mai Province. This is because the increased number of tourism components has led to the promotion of cultural tourism in Chiang Mai Province. This is consistent with the research results of Athip Chansuriya (2022), who studied the guidelines for promoting art tourism according to the

tourism components of the Hua Takhe community, Lat Krabang District, Bangkok. The research results found that the tourism components in terms of attractions, convenience of travel, facilities, accommodation, and activities have an impact on the promotion of art tourism according to the tourism components of the Hua Takhe community, Lat Krabang District, Bangkok.

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