

GUIDELINE FOR DEVELOPMENT FOR TOURISM IN PINK WATER LILY LAKE, UDON THANI PROVINCE

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ABSTRACT

The objectives of this research were to 1) study the tourism potential of the Pink Water Lily Lake, Udon Thani province, Thailand and 2) find guidelines for integrated tourism potential development for the Pink Water Lily Lake area, Udon Thani province. This research is a mixed method (Mix methodology) using qualitative research and quantitative research to obtain information on the needs and possibilities for the tourism potential development of the Pink Water Lily Lake, Udon Thani province appropriately by data collection from 2 groups of samples: Group 1 is the public who are tourists in Udon Thani province. In addition, data were collected by interviewing the 2nd group of samples, which are business entrepreneurs in the Pink Water Lily Lake area, Udon Thani province and community leader about guidelines for tourism potential development at Pink Water Lily Lake area, Udon Thani province. The results of the research were found as follows: 1) Pink Water Lily Lake is a freshwater pond and the largest freshwater source in Udon Thani province. Pink Water Lily Lake area is a beautiful natural tourist attraction. The community is selfless, kind, and united with one another and can help develop tourist attractions, and 2) guidelines for tourism potential development include developing villagers' houses to be a homestay, developing of various activities, food, products from Pink Water Lily and local resources, appropriate souvenirs, and increasing online public relations channels for tourists to know and come to visit more. This will help the community earn more income from tourism. Including government agencies and the private sector involved should help to promote the conservation of the natural environment and promote the restoration of local traditions and culture This will help the Pink Water Lily Lake community develop sustainable tourism.

Keywords: Development, Tourism, Pink Water Lily Lake

INTRODUCTION

Tourism is a service industry that is important to economic and social progress, generate income into the country, create employment, create careers, and distribute income to regional areas and

grassroots communities. Thailand's tourism image is well-known and world-renowned for its natural beauty, arts, culture, and traditions.

Udon Thani is a large province and the center of transportation and tourism in the northeastern region of Thailand. It is also a land with one of the oldest civilizations in the world. There are also natural attractions and famous Khit handicrafts. The motto of Udon Thani province is Nong Prajak, the city's partner. Famous source of Dhamma Ban Chiang Civilization, World Heritage Site, five thousand years Thani Pha Mi Khit. Pink Water Lily Lake, Udon Thani province has an area of approximately 11,730 square kilometers. Administratively divided into 18 districts, 2 sub-districts, namely Mueang Udon Thani district Nong Wua So district, Nong Han district, Ban Phue district, Ban Dung district, Kumphawapi district, Non Sa-at district, Phen district, Nam Som district, Kut Chap district, Si That district, Wang Sam Mo district, Thung Fon district, Sang Khom district, Chaiyawan district, Nong Saeng district, Na Yung district, Phibun Rak district, Ku Kaeo subdistrict, and Prajaksilpakom subdistrict. The northern boundary connects with Nong Khai province. The south is connected to Khon Kaen province and Kalasin provinces. The east connects to Sakon Nakhon province. The west borders Nong Bua Lamphu province.

Tourists can travel to Udon Thani province in several ways. Traveling by car from Bangkok follow Highway No. 1 (Phahon Yothin road) to Saraburi, at kilometer 107, turn onto Highway No. 2 (Mittraphap Road) through Nakhon Ratchasima province, Khon Kaen province to Udon Thani province. The total distance is approximately 564 kilometers. Traveling by bus includes both regular and air-conditioned buses running between Bangkok - Udon Thani every day. Buses depart from the Northeastern Bus Terminal on Kamphaeng Phet road (Mo Chit 2). The State Railway of Thailand organizes train services running between Bangkok - Udon Thani every day. As for traveling by plane, Thai Airways International Public Company Limited provides aircraft service between Bangkok-Udon Thani every day.

Pink Water Lily Lake is an eco-tourism attraction. Located in Nong Han natural water source. Kumphawapi district is located 43 kilometers southeast of the city of Udon Thani province, Nong Han Kumphawapi has an area of approximately 22,500 rai consisting of fish species. Many bird species and aquatic plants. The most of members of the Pink Water Lily Lake community work as tour boat drivers in the Talay Bua Daeng community. During the festival in December - February of every year, it will be a time when the community has high incomes. This is because it is the tourist season and when the Pink Water Lily flowers are the most beautiful. However, during the off-season, villagers in the community do their jobs, fishing, farming, and maybe even setting out on boats which on average is only 1 - 2 times a day with an average annual income of 5,000 Baht per month. An image of Pink Water Lily Lake, Udon Thani province was shown in Fig. 1.



Figure 1
Pink Water Lily Lake, Udon Thani province

This is because most tourists who come to see the Pink Water Lily Lake, come to see the Pink Water Lily Lake according to the season. By the tourist season with the highest number of tourists, it's winter since November until February of every year because it is during the period when there are many Pink Water Lily flowers blooming in the lake, combining with the cool and comfortable weather not too hot Natnaporn, A. (2019). Therefore, it is suitable for taking a boat trip to see the Pink Water Lily Lake, especially during the New Year festival. If tourists do not book a tour of the Pink Water Lily Lake tour boat in advance, they may miss the opportunity to see the Pink Water Lily on that trip. However, when the summer tourist season ends, from March to May and in the rainy season from June until October, there will be very few tourists by the end of the Pink Water Lily Lake tourism season. The frequency of blooming red lilies is slightly less than in winter. However, the weather is quite hot in the summer. This causes tourists to feel hot if they take a boat trip to see the Pink Water Lily Lake in the late morning from 10:00 a.m. onwards. Moreover, here is often a lot of rain during the rainy season, so making travel activities on a boat trip to see the Pink Water Lily may not be convenient. This causes a small number of tourists to visit the Pink Water Lily Lake in the summer and rainy season. This results in losing the opportunity to harvest income from tourism as it should be. People in the area are unemployed. Income related to tourism has decreased, such as the Pink Water Lily Lake tour boat business, community product sales, hotel business, accommodations, etc.

For this reason, the research team recognizes the importance of developing the potential of community products and tourism at the Pink Water Lily, Udon Thani province, to promote increased income distribution in the area and the development of sustainable tourism potential.

OBJECTIVES

The objectives of this research were to 1) study the tourism potential of the Pink Water Lily Lake, Udon Thani province, Thailand and 2) find guidelines for integrated tourism potential development for the Pink Water Lily Lake area, Udon Thani province.

LITERATURE REVIEW

This section composed of relevant theory, which will be explained as follows:

Tourism

The World Tourism Organization defines tourism as follows: Tourism refers to various activities that people do while traveling and staying at the place they travel to, which must be outside of their normal area and surroundings and must stay for no more than 1 year with the purpose of relaxation. Doing business or other purposes

The tourism business divides tourists into 2 main types: international tourists (International tourist) and domestic tourists (Domestic tourist) to be able to study and analyze demand from each market more clearly.

Consumer Behaviour

Consumer satisfaction refers to happiness and comfort that arises from within or from the physical environment, condition, quality, or level of satisfaction resulting from various interests and attitudes that a person has towards it.

Marketing

In general, marketing experts like to analyze and divide the marketing mix into 4 components or popularly called the 4 Ps as follows:

1) Product

The products of a business organization are goods or services. Goods are classified as tangible products and intangible products. The service section is classified as participatory service and non-participatory services. Both products and services are the heart of business operations. Therefore, products must have important characteristics, namely quality, which means including suitability for use good design, passing the required standards. In addition, the quality of the product can indicate the image of the business.

2) Price

Setting prices is one of the most important strategies in running a business which depends on various factors related, such as the size of the business, type of product, cost, marketing environment, law, variation in raw material prices, distribution system, production costs, sales promotion, etc. For small businesses Determining the selling price is necessary because price is the only thing used to measure the value and usefulness of a product. The price will be an indicator of the business's ability to make a profit. Profit is calculated from revenue minus costs and income is obtained from the quantity of units sold multiplied by the selling price per unit. The most widely used sales strategies include discounts, credit sales, and consignment sales.

3) Distribution channel (Place or distribution channel)

Distribution channels are the business activities through which manufactured or sold goods reach the final consumer by adhering to the principles of efficiency, accuracy, safety, and speed as important, successful business operations come in part from effective management of the business's product distribution channels.

4) Sales promotion (Promotion)

Business success is selling many products or services. The problem is how to do it. Sales promotion or sales promotion therefore plays an important role in helping to increase sales. Such activities will be successful and effective. When a business organization knows what customers want. What kind of taste do you have? To create tools to directly enter the mind and satisfy the needs of customers. However, sales promotion is related to the budget and expenses that must be tried to achieve the most cost-effective results.

METHODOLOGY

This research is a mixed method (Mix methodology) using qualitative research and quantitative research in order to obtain information on the needs and possibilities for developing the tourism potential of the Pink Water Lily Lake, Udon Thani province appropriately by studying data from 2 groups of samples: Group 1 is the general public who are tourists in Udon Thani province. In addition, data were collected by interviewing the 2nd group of samples, who are business entrepreneurs in the area around the Pink Water Lily Lake, Udon Thani province and community leader about guidelines for developing tourism potential at Pink Water Lily Lake, Udon Thani province. After data collection, data were analyses in order to find guidelines of tourism potential development for Pink Water Lily Lake, Udon Thani province appropriately.

1) Population and samples

This research is a study of two groups of people. The first group of people is the public who are tourists in Udon Thani province. Samples were selected by using the method of accidental sampling according to Taro Yamane's sample size table at the confidence level of 95%. Questionnaires were used to collect data from a sample size of 400 persons. The second group of people is business entrepreneurs in the area

around the Pink Water Lily Lake, Udon Thani province and community leaders. The samples were selected by purposive sampling for 5 persons.

2) Research tools

This research used research tools including questionnaires, interviews, and small group meetings. The first step is to prepare questions for a structured interview and develop a questionnaire about tourism, opinions and suggestions regarding the development of the Pink Water Lily Lake, Udon Thani province. After that, the quality of the questionnaire was tested. The confidence quality of the questionnaire was measured using Kronbach's alpha at a confidence level of 0.875.

3) Data collection

The next step is then carried out by distributing questionnaires, interviews, and small group meetings.

4) Data analysis and conclusions

Then, data were analyzed by descriptive statistics, discussed and summarized the results and present guidelines for developing the tourism potential of the Pink Water Lily Lake, Udon Thani province as well as making recommendations to those involved.

RESULTS

The results of the study are divided into 2 parts: the first part is the results of the study obtained from questionnaires from 400 samples who are tourists in Udon Thani province, and the second part is the results of the study obtained from interviewing with business entrepreneurs and community leaders in Pink Water Lily Lake, Udon Thani province, total 5 people. Then there was a discussion of the results and giving suggestions on ways to develop the tourism potential of the Pink Water Lily Lake, Udon Thani province appropriately. The results of the study are as follows.

Result from Questionnaires

The samples use of information technology devices for tourism applications. Most of the sample group used mobile phones the most, followed by laptops, personal computers, i-PADs, and PDA's. respectively. It was found that most of samples received benefits from using tourism applications at a high level because it is useful in supporting information for decision making and convenience. The most of samples had overall problems in using applications for tourism at a moderate level. The only factor that has problems at a high level is the problem of difficulty in using it.

Result from Interviewing

The benefits that entrepreneurs receive from tourism are as follows: 1) Entrepreneurs receive a lot of benefits because it causes job creation, and create income for people in the community, 2) Income from tourism helps strengthen the community.

Problems related to tourism are as follows: 1) After the tourist season (November - February), there will be a small number of tourists, 2) Community products are few and not diverse, and 3) There is little publicity about tourism.

Result of the study on the suggestion on the development of tourism potential at the Pink Water Lily Lake in the future are as follows: 1) Increase application in various section in the future, including the development of tourism public relations applications, related factor information, results analysis and

reporting results, and 2) Arrange trainings in order to develop a wider variety of community products and promote more marketing through social media.

The results of the study regarding recommendations for tourism promotion in the future are as follows: 1) Provide applications to promote tourism easily and quickly, 2) Expand tourism publicity channels to increase the number of tourists, and 3) Develop and promote interesting tourism activities.

Discussion

Study of strengths, weaknesses, opportunities, and obstacles (SWOT) of the Pink Water Lily Lake creative community tourism, Udon Thani province was as follows:

Strengths: It was found that the Pink Water Lily Lake is a freshwater pond and the largest freshwater source in Udon Thani province. It is not far from the provincial city of Udon Thani. The villagers are quite united and know each other for the most part. The community is selfless, kind, and united with one another and can help develop tourist attractions. Tourists from Bangkok can travel to Pink Water Lily Lake, Udon Thani province by plane. In line with Phakamat Chairat and Chawalee Na Thalang (2017), studying the potential of tourism resources in Udon Thani province, it was found that government agencies gave the opinion that Udon Thani Province Tourism Readiness in tourist attraction areas can travel all year round. It has the potential to adequately accommodate tourists. Both in terms of accommodation, tourist attractions, restaurants, souvenir shops, Udon Thani province is unique and has important tourist attractions. There are natural and cultural tourist attractions. Phakamat, C., & Chawalee, N. T. (2017).

Weaknesses: It was found that the community received money from government and private agencies, but the sponsored funds may not reach the community. The Pink Water Lily Lake has not been publicized as much as it should be and there may not yet be a pick-up service from the airport directly to Talay Bua Dang. In addition, in terms of various expenses, the costs are quite high if the community organizes activities for tourists. There may be a lack of money or budget support from the government or private sector that will help with the restoration, maintain and add shops in the community or boats that will be used to tour tourists, in line with Pimponga Pengnarent (2020), who studied community participation for the development of sustainable ecotourism potential, Nakhon Pathom province found that the floating market does not receive any budget support from the government, mostly from the management of shop operators in the floating market Pimponga, P. (2020).

Opportunity: It was found that there would have an online system or various labor systems to come in by supporting from private sector agencies, especially tours taking Thai tourists to visit which will promote the Pink Water Lily Lake to be known and then distribute more income. The villagers themselves should have additional activities to create opportunities to increase attractions for tourists. The government and private sectors should come together to support tourism development for activities on the Pink Water Lily Lake tourist route. Products in the community to be exported to foreign countries which will make foreigners know and want to travel, in line with Wallapa Srithongpim, Sittichai Phromsuwan and Aphitthep Saekow (2017), who studied the methods of formulate strategies in the tourism supply chain system in Thailand by analyzing strengths, weaknesses, opportunities, and obstacles through the analytical hierarchy process (SWOT-AHP), the weak point is public relations communication in foreign languages, they should focus on online public relations in English as well, which can expand more tourism activities. (Wallapa, S., Sittichai, P. & Aphitthep, S. 2017).

Obstacles: It was found that obstacles related to travel. If it's not a general tourist destination, they will have to rely on tour groups, and the community still needs government agencies and the private

sector to take part in helping develop. Advertising and public relations may still be limited. Both the internet and online social media may require assistance from the government and private sectors to rely on online media. There is still a lack of funding sources to promote tourism from both the government and private sectors of the province. In accordance with Praphaporn Yangprayong and Sasithorn Suwannarat (2021) conducted a study of the potential of cultural tourism: a case study of the old city area, Songkhla province, and found that activities had slowed down due to the economic situation. and the spread of COVID-19 and work organizations in the disruption era, organizations where workers have limitations in using technology. They adjust to using technology to help in manage and share connected data anytime, anywhere. As a result, this is a constraint for some entrepreneurs who are unable to adapt to the pace of technology in a timely manner. (Praphaporn, Y., & Sasithorn, S. 2021).

CONCLUSION AND FUTURE WORK

Guidelines for tourism potential development for the Pink Water Lily Lake, Udon Thani province are as follows: 1) Location readiness (Accommodation) was found that there is main readiness. It is seen that there are resort accommodations that are quite high quality. The villagers themselves began to help develop their houses into homestays. Make it look more attractive. This reason is a point that should be developed. 2) Access to tourist attractions/activities (Accessibility), it was found that the Pink Water Lily Lake is an important tourist attraction. Accessibility can be developed by creating a collaborative network, effective planning, determining the index of development level and capacity to support tourism setting, building standards, local people development, and marketing. 3) Tourism attractions were annual event organization, advertising and public relations, and souvenirs. 4) Amenities, facilities must be provided adequately, such as for the disabled and the elderly, clean public restroom, garbage management, safety arrangement, road signs, and information. 5) Activities, there are various activities prepared to provide services to tourists, such as boating activities, local food tasting, and community product shopping. Pink Water Lily Lake is a large source of fresh water that is rich in many bird species, fish species, and aquatic plants.

Future Work

Further research should be focus on the community product development, guideline for one day trip recommendation and

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