

SPATIAL DEVELOPMENT FRAMEWORK FOR ELEVATING KANCHANABURI'S CREATIVE ECONOMY TOWARDS A SUSTAINABLE GLOBAL MODEL CITY FOR GREEN TOURISM

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ABSTRACT

This research aimed to Spatial Development Framework for Elevating Kanchanaburi's Creative Economy Towards a Sustainable Global Model City for Green Tourism. Product distributors (5 groups, 15 people each, 75 people in total) and community enterprises (5 groups, 15 people in each group, 75 people in total), Use Content Analysis and summarize it as an essay.

The finding revealed that; To propose spatial development framework for elevating Kanchanaburi's creative economy towards a sustainable global model city for green tourism, it is necessary to start from a comprehensive analysis of the current situation of the area by studying potential tourism resources including natural, historical and cultural tourism sites, along with analyzing the readiness of infrastructure. By setting development goals, we must focus on balancing economic development. The concept of green tourism and creative economy is an important tool to drive the development of the environment, environmental conservation, and improvement of the quality of life of local communities. Development must include the conservation and restoration of natural resources. Developing unique products and services, and empowering local personnel. Building a cooperation network, promoting cooperation between various agencies such as the government, the private sector, Communities and international organizations to formulate effective green tourism development strategies. Infrastructure development and financial support for the development of sustainable green tourism projects. Leading to sustainable development The development approach emphasizes the efficient and sustainable use of natural resources. Taking into account the needs of tourists who pay attention to environmental conservation. Creating a tourism system that reduces environmental impacts, such as reducing carbon emissions and using clean energy, is essential to developing a sustainable model city.

Keywords: Spatial Development, Green Tourism, Sustainable Globa

INTRODUCTION

Thailand recognizes the importance of tourism as the main mechanism to help drive the country's economy. In 2017, Thailand's tourism generated revenue of more than 2.75 trillion baht and ranked 34th out of 136 countries in the Travel & Tourism Competitiveness Index, which shows that Thailand's past tourism development approaches can effectively increase the capacity of Thailand's tourism industry. However, the tourism industry is constantly changing according to the global situation and consumer behavior. Therefore, Thailand's tourism industry must adapt to changing global trends and develop development plans in line with market demand to maintain and develop the country's tourism capacity. The master plan under the National Tourism Strategy focuses on maintaining the status of a world-class tourism destination. Create tourism diversification in line with the needs of tourists and focus on developing tourism in potential fields while maintaining the country's strengths. Customs traditions, culture, Thai identity, as well as valuing the environment. However, The goal of tourism development in the first 20 years is to focus on generating continuous tourism income. Laying the foundation for tourism that emphasizes international standards and quality. The most important

thing is to build confidence in the safety of tourists. Enforce the law to ensure safety and prevent tourists from being exploited, and then distribute tourism in both the area and income to the community, as well as focusing on sustainable tourism development in order to achieve the ultimate goal of tourism as a tool to reduce inequality in Thai society. The tourism master plan consists of 6 sub-plans: 1) Creative and Cultural Tourism, 2) Business Tourism, 3) Health, Beauty and Thai Traditional Medicine Tourism, 4) Water Tourism, 5) Regional Tourism, and 6) Tourism Ecosystem Development (Master Plan under the National Strategy on Tourism Issues (2018 – 2037)). The strategy of increasing tourism revenue is emphasized. It will lead Thailand to become a quality tourist destination and develop it in accordance with the Ministry of Tourism and Sports' Strategy No. 5 (2022 – 2026). services, facilitation, and balancing of Thai tourism through a supportive tourism marketing model. Continuously support and stimulate the country's economy. Therefore, the development of community-based tourism needs to look at the overall picture in all elements, with the community being an important mechanism to drive development and build strength that focuses on the sustainability of natural resources and the environment. (Institute of Community-Based Tourism, Online, 2020)

Kanchanaburi Province is a province in the western part of Thailand that has a territory in contact with neighboring countries. This is an area that is considered very appropriate. Because in addition to being the third largest city in the country. After Nakhon Ratchasima and Chiang Mai provinces. It is also always another destination in the hearts of tourists. It has never fallen to the top 10 in the search or survey of the needs of tourists at any time (Tourism Authority of Thailand (TAT), Kanchanaburi Office, 2022). Whether it is a historical tourist attraction, Nature, caves, waterfalls, forests, mountains Culture, traditions, beliefs, food, vegetables, fruits, recreational activities. Rafting, boating, trekking bird watching, etc., as well as eco-friendly tourism trends. Kanchanaburi Province is a "historical city, amazing nature, and adventurer's paradise" with the potential to become a high-level tourist attraction and the main tourist attraction in the western region. Rich in beautiful and diverse tourism resources, including historical landmarks. From attending the meeting with government representatives such as the Kanchanaburi Provincial Office, Kanchanaburi Provincial Community Development Office, and the Tourism Authority of Thailand (TAT). Kanchanaburi Office, People's Representative Representatives of entrepreneurs, including community enterprises, found that the number of tourists is more than 100,000 per year and the expansion of more than 200 hotels. Whether it is the problem of residual solid waste, the problem of turbid water. The public and those involved have opinions on the environmental management of Kanchanaburi City, which will lead to awareness of urban environmental problems as well as people's satisfaction and needs for environmental management. This is useful for suggesting urban environmental management guidelines that are in line with the needs of the people and suitable for the local conditions. There is also a need to upgrade tourism to green tourism because it is environmentally friendly tourism. This will lead to the development of products for people in the community. It also generates income for people in the province.

From the above, Therefore, the researcher applies the concept of King Rama IX's work in the philosophy of self-sufficiency economy, explosion from within, and self-sufficiency that leads to sustainable development or Sustainable Development Goals (SDGs), which will be used as a development direction to reduce inequality. According to Goal 10: Reduce inequalities within and between countries. Ensuring equal opportunities and reducing inequality of outcomes Supporting technological changes and innovation This is also in line with the Kanchanaburi Provincial Development Plan 2023 – 2027, which is an important mechanism of Kanchanaburi Province in driving the implementation of government policies. The work according to the mission of the government (Function) and work at the area level in a concrete and sustainable manner will be used as a guideline for the research "Spatial Development Framework for Elevating Kanchanaburi's Creative Economy Towards a Sustainable Global Model City for Green Tourism". Kanchanaburi Province to become a model city of sustainable international green tourism to create an economy for the community. This will bring benefits that will lead to a balance in life, well-being and happiness and increase the competitiveness of the

green tourism economy. Kanchanaburi Province is a model city for eco-friendly tourism to be accepted by both Thai and foreign tourists in order to promote the quality of life and fair returns for the people in the community to be sustainable.

OBJECTIVE

To propose spatial development framework for elevating kanchanaburi's creative economy towards a sustainable global model city for green tourism.

METHODOLOGY

4.1 Population and sample

It collects data from tourism operators (5 groups, 15 people each, 75 people in total), product distributors (5 groups, 15 people in each group, 75 people in total), and community enterprises (5 groups, 15 people in each group, 75 people in total) to verify and confirm operational information. and To propose spatial development framework for elevating kanchanaburi's creative economy towards a sustainable global model city for green tourism

4.2 Research Instruments

Interview about to propose spatial development framework for elevating kanchanaburi's creative economy towards a sustainable global model city for green tourism. The process of creating the tool is as follows:

1. Study of documents and research related to the development of tourism marketing strategies to increase the efficiency of community tourism. To upgrade the basic economy of Kanchanaburi province to use theories and concepts as a guide for creating interview drawings.
2. Create an interview that covers the content you want to study.
3. Present the generated interview form to the research project consultant (community tourism expert) for further review and suggestion for improvement in the remaining areas.
4. Complete the interview form as suggested by the research project consultant (community tourism expert).
5. Double-check and complete the correction before using it for further data collection.

4.3 Analysis of data and statistics used

The researcher conducted an opinion analysis on the needs, potential, and to propose spatial development framework for elevating kanchanaburi's creative economy towards a sustainable global model city for green tourism, using content analysis and summarized into essays.

RESULTS

To propose spatial development framework for elevating Kanchanaburi's creative economy towards a sustainable global model city for green tourism, it is necessary to start by comprehensively analyzing the current situation of the area by studying potential tourism resources including natural, historical and cultural tourism sites, along with analyzing the readiness of infrastructure. By setting development goals, we must focus on balancing economic development. The concept of green tourism and creative economy is an important tool to drive the development of the environment, environmental conservation, and improvement of the quality of life of local communities. Development must include the conservation and restoration of natural resources. Developing unique products and services, and empowering local personnel.

1. Resource Conservation and Restoration It is necessary to develop a sustainable natural resource management plan. Restoring ecosystems and biodiversity, including determining the appropriate capacity to accommodate tourists. To prevent negative impacts on the environment. The development of products and services should focus on designing ecotourism routes that create a valuable experience for tourists. Developing local products with creative design that combines

traditional wisdom with modern innovation, and raising the standard of environmentally friendly service.

2. Human resource capacity development is another important element, which requires training of local tour guides to have knowledge and understanding of ecotourism and environmental conservation. Develop the skills of green tourism entrepreneurs to be able to conduct business in a socially and environmentally responsible manner, as well as raise environmental awareness among the community to participate in conservation and sustainable development.

3. Driving to practice should be divided into short-term, medium-term, and long-term phases. In the medium term (3-5 years), the focus should be on improving service standards, developing waste management systems and clean energy, and building the province's green tourism brand. In the long term (6-10 years), the international cooperation network should be expanded. Develop sustainable tourism innovation and create sustainable economic value for the community.

The key success factors include the involvement of all sectors. Integration of work between departments Policy and budget support, and knowledge-based and innovation-based development. In addition, it is necessary to have clear policy recommendations, such as the establishment of a provincial development steering committee. Determination of financial and tax incentives Developing regulations that are conducive to green tourism and creating a mechanism for community participation.

Development according to these guidelines will help elevate Kanchanaburi Province to become a model city for creative and sustainable green tourism. It can create a balance between economic development, It can truly improve the quality of life of local communities. The success of development can only be achieved if all sectors cooperate seriously and continuously. The common goal is to develop Kanchanaburi Province into an outstanding and sustainable international green tourism destination.

CONCLUSION AND FUTURE WORK

To propose spatial development framework for elevating Kanchanaburi's creative economy towards a sustainable global model city for green tourism, it was found that the development of local products and services that are environmentally friendly. Creating and promoting local products that are linked to the creative economy, such as natural products, local handicrafts, Branding for international markets is an important approach to add value to local products and services, integrating digital technologies. By applying digital technology to promote green tourism, such as online marketing to attract foreign tourists. Presentation of information about green tourism through digital platforms It helps to expand access to international markets and build a network of cooperation. Promoting cooperation between various agencies such as the government, the private sector, Communities and international organizations to formulate effective green tourism development strategies. Infrastructure development and financial support for the development of sustainable green tourism projects. Leading to sustainable development The development approach emphasizes the efficient and sustainable use of natural resources. Taking into account the needs of tourists who pay attention to environmental conservation. Creating a tourism system that reduces environmental impacts, such as reducing carbon emissions and using clean energy, is necessary to develop a sustainable model city, which is in line with the concept of the creative economy (Sakchai Kiatnakin, 2010), and 2) Adaptive Skills, which are skills that support the application of knowledge and intellectual capital to production/services that can create concrete value/value. The development of a model city for the creative economy, the city of Ong, Din Suk and Dolls, to develop competitiveness in entering the ASEAN community and link OTOP products with creative tourism in Ratchaburi Province. The objectives of this research are to 1) study the guidelines for supporting OTOP products and tourism in the city of art and leisure in Ratchaburi Province, 2) study the satisfaction of tourists with OTOP products in Ratchaburi Province, and 3) draw lessons from the research in 2015-2016. In the stage of 30 main informants, with specific selection, in the second step, the population is Thai tourists. The sample from the Krejcie & Morgan (1970) table was 384 people randomly randomized according to the proportional strata, and the third step was 30 main data contributors. Confidence Value = .824 In-depth interview guidelines Group discussion approach and

non-participatory observation Collect and analyze quantitative data with ready-made computer programs. Statistics using frequency, percentage, average, standard deviation, and qualitative data analysis by analyzing the content. Entrepreneurs must have standard products. Variety of styles and packaging, attractive, and reasonable price. Tourism must organize tourism activities every day. The government provides continuous support in public relations through the Social Media, grouping and networking together (2) Tourists' satisfaction with OTOP products of Ratchaburi Province and (3) the results of the research draw that Ratchaburi Province has the potential and readiness to be a city of art and leisure, but OTOP products should be distributed along various tourist destinations to cover good things, souvenirs, souvenirs, which have a natural foundation and a diverse culture that will be integrated and linked. Recently, and Cholphassorn Sitthiwarongchai, Chutikarn Sriviboon, Chumpon Rodjam, Panida Ninaroon and Wutipong Janmuangthai (2022) study spatial innovation is the necessary element that enhances value-added products and leads towards strengthening the community foundation economy. research also investigates the mediating impact of value-added products among the linkage of spatial innovation, cultural capital and strengthen community foundation economy. The current study has applied the questionnaires to collect the data from selected respondents. The present article has also applied the smart-PLS to check the validity and association among variables. The results revealed that spatial innovation and cultural capital have positive and significant linkage with strengthen community foundation economy. The results also indicated that value-added products significantly mediate among the linkage of spatial innovation cultural capital and strengthen community foundation economy. The article has guided the policymakers while developing regulators regarding strengthen community foundation economy using spatial innovation and cultural capital.

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