

A SPATIAL DEVELOPMENT APPROACH TO ELEVATE KANCHANABURI'S CREATIVE ECONOMY TOWARDS A SUSTAINABLE INTERNATIONAL GREEN TOURISM MODEL

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ABSTRACT

This research aimed to propose a spatial development approach to elevate Kanchanaburi's creative economy towards a sustainable international green tourism model. The sample group was People and entrepreneurs, 245 people. Use Content Analysis and summarize it as an essay.

The finding revealed that, a spatial development to elevate Kanchanaburi's creative economy towards a sustainable international green tourism model. Economic innovation and community participation in the development process as follows:

1. Development of green tourism products and services Creating value for local products such as handicrafts, products from natural resources, and unique foods of the province. It focuses on environmentally friendly production and efficient use of local resources. Focus on environmental conservation Reducing Impacts on Ecosystems and Nature Education

2. Use of green technology and renewable energy Support the use of solar and wind energy in the tourism industry, such as hotels, resorts, and tourist attractions, to reduce carbon emissions and promote energy sustainability. Waste conversion into energy or sustainable wastewater treatment to preserve the environment in tourist areas.

3. Participation of local communities in the development process By training and building skills in the community, developing skills in services, natural resource management, and marketing for the community to be able to operate the tourism business efficiently and sustainably.

4. Building an international green tourism network Building international cooperation Cooperation with international organizations in tourism and the environment To develop green tourism guidelines that are in line with international standards and exchange knowledge on natural resource management. as well as participation in international projects or contests. To create awareness on the world stage and raise the image of the province to the world.

5. Green Tourism Branding and Marketing Build a brand "Green Kanchanaburi" emphasizes the image of a city with sustainable ecotourism and environmental protection. Using the highlights of nature and culture as an attraction , as well as conducting online marketing and public relations. Use

digital technology and platforms to promote tourist attractions. Organizing special events or presenting stories of local communities. To attract tourists who are interested in green tourism.

6. Providing infrastructure to support green tourism, using green public transportation, developing and supporting the use of environmentally friendly public transportation systems such as electric buses, bicycle travel, and walking in tourist areas, as well as designing environmentally friendly tourist attractions. Develop tourist attractions that consider nature preservation and reduce environmental impact.

Spatial development to enhance the creative economy in Kanchanaburi Province. Focus on innovation in sustainable tourism using green technology. The integration of these approaches will help elevate Kanchanaburi to a model city for sustainable, internationally recognized green tourism.

Keywords: Spatial Development Approach, Kanchanaburi's Creative Economy, Sustainable International Green Tourism Model

INTRODUCTION

Thailand recognizes the importance of tourism as a key engine to help drive the country's economy. The Ministry of Tourism and Sports revealed that the number of foreign tourists in 2024 amounted to about 35.54 million. Expanded by 26.27% YoY, up from 28.15 million people last year. Generating 1.67 trillion baht in revenue for the Thai economy An increase of 34% YoY from the pre-Covid period of 39.91 million tourists. Revenue 1.91 trillion baht The Travel & Tourism Competitiveness Index ranks 34th out of 136 countries, which shows that Thailand's past tourism development approach can effectively enhance the capacity of Thailand's tourism industry. In line with market demand to maintain and develop the country's tourism capacity. The Master Plan under the National Strategy on Tourism focuses on maintaining its status as a world-class tourism destination. Create diversification of tourism 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 providing value to the environment. (Ministry of Tourism and Sports, 2024) The Regional and Urban Development Strategy in the National Economic and Social Development Plan is another important strategy for tourism development goals to generate income and enhance competitiveness (Tourism Authority of Thailand, 2024). It focuses on the strategy of increasing tourism revenue. The project will lead Thailand to become a quality tourism destination and develop in accordance with the Ministry of Tourism and Sports' Strategy No. 5 (2022 - 2026) by using the product source development strategy. Services, facilitation, and balancing for Thai tourism through a supportive tourism marketing model. Supporting and stimulating the country's economy continuously. Therefore, the development of community-based tourism needs to look at the whole 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. Society and Culture This allows the community to have additional income from tourism and pride in resources. Their way and identity. It relies on the form of activities to learn about the culture and lifestyle of the community that is diverse and different in each locality to become an important and valuable tourism resource to be delivered to tourists (Phunket, W., Suphakwanit, W., & Wimuttanon, T., 2015).

Kanchanaburi Province is a province in the western part of Thailand that has a territory in contact with neighboring countries. In the overall picture, modern tourism after the COVID-19 pandemic situation began to unravel. Tourists are also worried and prioritize tourism with safety and hygiene first. There is a change in travel behavior in small groups, focusing on traveling with close

people. Family members travel a short distance. This makes the tourist area located within a radius of 300 kilometers. There is an advantage. Tourists prefer to use technology. An application to search for information to plan travel programs, including accommodation reservations. Flight tickets to pay various expenses. Avoid crowded places and pay attention to natural attractions. Tourism activities that provide more experiences or inspiration are considered to be extremely suitable areas. Because in addition to being the third largest city in the country. After Nakhon Ratchasima and Chiang Mai provinces. It is also another destination that is always in the hearts of tourists. It has never been ranked 1 in 10 from searches or surveys of tourists' needs at any time (Tourism Authority of Thailand (TAT), Kanchanaburi Office, 2022). It is only 129 kilometers from Bangkok. Kanchanaburi Province has a complete tourist spot to meet all lifestyles. Whether it is a historical tourist attraction. Nature, caves, waterfalls, forests. Culture, traditions, beliefs, food, vegetables and fruits, recreational activities. Rafting, boating, hiking. As well as the trend of eco-friendly tourism (Low Carbon) that is currently gaining popularity. Kanchanaburi Province is a "Historic City, Amazing Nature, Adventurer's Paradise" with the potential to become a high-class tourist attraction and the main tourist attraction in the Western region. It is rich in beautiful and diverse tourism resources, including historical landmarks. This is an upgrade of tourism to green tourism because it is an environmentally friendly tourism (Low Carbon) and is gaining popularity at the moment, which will lead to the development of products for the people in the community. It also generates income for people in the province.

From the above. Therefore, the research team applied the concept of King Rama IX's work in terms of the philosophy of self-sufficiency economy, explosion from within, and self-sufficiency that contributes 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. Ensure equal opportunity and reduce outcome inequality, including by eliminating discriminatory laws, policies, and practices, achieving sustained and sustaining income growth among the poorest 40 percent of the population. At a rate higher than the national average. By 2030, it will support technological disruption and innovation communities for sustainable development, as well as 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 (Agenda), work according to government missions (Functions) and work at the area level in a concrete and sustainable manner. "A Spatial Development Approach to Elevate Kanchanaburi's Creative Economy towards a Sustainable International Green Tourism Model" focuses on development with technology and innovation to create an economy for the community. This will bring benefits that will lead to balance in life and make them happy and increase the competitiveness of the green tourism economy. Kanchanaburi Province is a model city for environmentally friendly tourism to be accepted by both Thai and foreign tourists in order to promote the quality of life and fair returns to the people in the community in a sustainable manner.

OBJECTIVE

To propose a spatial development approach to elevate Kanchanaburi's creative economy towards a sustainable international green tourism model.

METHODOLOGY

This research is an integrated methodology. Mixed-Method Research between Quantitative Research and Qualitative Research. The project was conducted in Kanchanaburi Province as a pilot province by purposive sampling to propose a spatial development approach to elevate Kanchanaburi's creative economy towards a sustainable international green tourism model.

4.1 Population and sample

This is a collection of data from tourism operators (5 groups of 10 people each, a total of 50 people), Product distributors (3 groups of 10 people each, a total of 30 people), community enterprises (3 groups of 5 people each, a total of 15 people), and 150 tourists, both Thai and foreign, to check and confirm the operation information. The demand and situation of green tourism, including spatial development to elevate Kanchanaburi's creative economy towards a sustainable international green tourism model.

4.2 Research Instruments

Interview about spatial development to elevate kanchanaburi's creative economy towards a sustainable international green tourism model. The process of creating the tool is as follows

1. Study of documents and research related to the a spatial development to elevate kanchanaburi's creative economy towards a sustainable international green tourism model. To upgrade the basic economy of Samut Songkhram 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 (Green Tourism) for further review and suggestion for improvement in the remaining areas.
4. Complete the interview form as suggested by the research project consultant (Green Tourism).
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 readiness to a spatial development to elevate kanchanaburi's creative economy towards a sustainable international green tourism model. using content analysis and summarized into essays.

RESULTS

An analysis of data on a spatial development approach to elevate Kanchanaburi's creative economy towards a sustainable international green tourism model. The public and related parties. Community leaders, village sages People in the community, entrepreneurs, Experts, agencies, stakeholders, and tourist groups The operation can be summarized as follows:

1. Reduce environmental destruction in the form of unnecessary prosperity by emphasizing community participation. In maintaining the local area to maintain the same condition but to be clean.
2. Add facilities to some things, such as community mapping, signage, or local history displays through learning from community guides.

3. There should be discussions between local authorities and communities. In joint development to seek the strengths of the community. In jointly driving between the community and local authorities.

4. Local authorities in charge of localities should propose a local development plan to become a community tourist attraction and an environmentally friendly green way.

5. Emphasis should be placed on the connection between communities, entrepreneurs, Government agencies (localities) to jointly analyze the value of developing green community tourism attractions to study the cost-effectiveness, costs, or various impacts that occur, both positive and negative.

6. Prepare a tourism calendar with the community proposing it in each period or month. What are the highlights of the community to present as a tourism calendar of the community and add various highlights that exist in the community, such as cultural capital, to be more prominent? Attractive

A spatial development to elevate kanchanaburi's creative economy towards a sustainable international green tourism model. Economic innovation and community participation in the development process as follows

1. Development of green tourism products and services

1.1 Guidelines for the development of tourism products and services should focus on sustainability and conservation of natural resources. The emphasis is on environmentally friendly tourism, such as:

1.2 Ecotourism promotes ecotourism in mountainous forest areas. Waterfalls and national parks of Kanchanaburi with an emphasis on environmental conservation. Reducing Impacts on Ecosystems and Nature Education

1.3 Promotion of sustainable local products Creating value for local products such as handicrafts, products from natural resources, and unique foods of the province. It focuses on environmentally friendly production and efficient use of local resources. Sitthiwarongchai, C , Rodjam, C, Sukmaitree, J, Ninaroon, P, Suwannarat, T, Butdam, C and Chotianusorn, E. (2022).

2. Use of green technology and renewable energy

2.1 The adoption of sustainable technologies in the tourism sector is an important factor in driving the development towards becoming a model city for green tourism.

2.2 Renewable energy: Support the use of solar and wind energy in tourism businesses such as hotels, resorts, and tourist attractions to reduce carbon emissions and promote energy sustainability.

2.3 Waste and wastewater management technology: Apply effective waste management technology such as recycling. Waste conversion into energy or sustainable wastewater treatment to preserve the environment in tourist areas.

3. Participation of local communities in the development process

3.1 Sustainable development should be achieved by the participation of local communities to create long-term responsibility and cooperation.

3.2 Building a Green Tourism Community Encourage communities to play a role in the development and management of their own tourist attractions. By using natural resources and local culture as a driver.

3.3 Training and skill building in the community, developing skills in services, natural resource management, and marketing for the community to be able to operate the tourism business efficiently and sustainably. Ninaroon P., Boonying J., Pruksaarporn S., Khlungsaeng W., Sudsawart J., Songkhla R. Na. (2024).

4. Building an international green tourism network

4.1 Developing Kanchanaburi as a model city for green tourism must establish cooperation with international tourism networks.

4.2 Building International Cooperation Cooperation with international organizations in tourism and the environment To develop green tourism guidelines that are in line with international standards and exchange knowledge on natural resource management.

4.3 Participation in international projects or contests To create awareness on the world stage and raise the image of the province to the world.

5. Green Tourism Branding and Marketing

5.1 Clear branding and international marketing promotion are important factors in attracting environmentally conscious tourists.

5.2 Branding 'Green Kanchanaburi' emphasizes the image of a city with sustainable ecotourism and environmental protection. Using natural and cultural features as an attraction.

5.3 Online Marketing and Public Relations Use digital technology and platforms to promote tourist attractions. Organizing special events or presenting stories of local communities. To attract tourists who are interested in green tourism.

6. Providing infrastructure to support green tourism

6.1 Infrastructure is the key to making green tourism sustainable

6.2 Green public transportation: Develop and support the use of environmentally friendly public transportation systems such as electric buses, bicycle travel, and walking in tourist areas.

6.3 Environmentally friendly attraction design Develop tourist attractions that take into account nature preservation and environmental impact reduction, such as creating hiking trails that do not affect the ecosystem. Observation Deck Management that Takes Consideration for Safety and Naturalness Preservation

Spatial development to enhance the creative economy in Kanchanaburi Province. Focus on innovation in the field of sustainable tourism. Using green technology. The integration of these approaches will help elevate Kanchanaburi to become a model city for sustainable and internationally recognized green tourism.

CONCLUSION AND FUTURE WORK

According to the findings of A Spatial Development Approach to Elevate Kanchanaburi's Creative Economy towards a Sustainable International Green Tourism Model, 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, etc. 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 the reach of 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 an effective green tourism development strategy. 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 impact, such as reducing carbon emissions and using clean energy, is essential to the development of sustainable model cities. This is in line with the concept of the creative economy (Kiatnakin, S., 2010) said: Processor Activity is caused by two main factors: 1) Intellectual Capital can be in the form of an existing "knowledge base" or "new knowledge" that can be used to further develop ideas. This type of capital can be generated from human capital, such as education and training that leads to new ideas, cultural capital, such as traditional Thai culture, and social capital, such as local customs and knowledge, etc., and 2) Adaptive Skills, which support the application of knowledge and intellectual capital to production/ services that can create concrete value/value. and the research of Sangraksa, N., Yuenyongsuwan, S., & Lakkhananurak, S. (2014) on The development of a model city for the creative economy, the city of Ong, Din Suk and Doll to develop the competitiveness of entering the ASEAN community and link OTOP products with creative tourism in Ratchaburi Province. The objectives of this research are 1) to study the guidelines for supporting OTOP products and tourism in the city of art and leisure in Ratchaburi Province, 2) to study the satisfaction of tourists with OTOP products in Ratchaburi Province, and 3) to extract lessons from the research in 2015-2016. In the stage of 30 main informants, specifically selected, in step 2, the population is Thai tourists. The sample from the opening of the Krejcie & Morgan table (1970) was 384 random people, proportional to the level of geography, and step 30 main informants. Questionnaire sentiment value = .824 In-depth interview approach Group discussion approaches and non-participatory observations Collect data and analyze quantitative data with ready-made computer programs. The statistics used were frequency, percentage, average, standard deviation, and qualitative data analysis. Entrepreneurs must have products that meet the standards. Diverse styles and packaging, attractive, reasonable prices. As for tourism, tourism activities must be organized every day. The government provides continuous support in public relations through (2) Tourists' satisfaction with Ratchaburi's OTOP products. and (3) the results of the research that Ratchaburi Province has the potential and readiness to become a city of art and leisure, but OTOP products should be distributed in various tourist destinations to cover good goods, souvenirs, souvenirs, which have a natural foundation and diverse cultures that will be integrated and linked.

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of community enterprises and the network of farmer housewives according to the King's Philosophy, Samut Songkhram Province" of Cholphassorn Sitthiwarongchai, Chumpon Rodjam, Jagraval Sukmaitree, Panida Ninaroon, Thuwathida Suwannarat, Chetsanee Butdam and Eakolarn Chotianusorn.

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