

An Analysis of Problems, Effects, and Strategies on Religious and Cultural Tourism of the South East Region for Economic Cooperation in ASEAN Community

Phrakhrusumethchadhasiri^a, Phrakhrusrisunthonsarakit^b, Phrakhrupanyasudhammanites^c

^{a,b} Department of Education, ^c Department of Political Science

^{a,b,c} Mahachulalongkornrajavidyalaya University, Surin Campus, Thailand

^a Watsirichan@hotmail.com, ^b kaewtatam@gmail.com, ^c nited.sm@mcu.ac.th

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Abstract: This research aimed 1) to study and analyze the condition of the problems and effects on religious and cultural tourism of the southeast region for economic cooperation in the ASEAN community, 2) to present the strategy of on religious and cultural tourism of the southeast region for economic cooperation in ASEAN community. This research is qualitative. The documentary studies and field studies were used. Finally, to present the findings with a method of descriptive analysis. The results indicated that 1) the condition of the problems and effects on religious and cultural tourism of the southeast region for economic cooperation in ASEAN community found that nowadays, places for travel religiously and culturally, there are problems in the sector that people do not truly understand the intentions of their originators. These places had a deficiency of creating the hallmarks in religious sites, the staff at religious and cultural attractions are inadequate to facilitate and provide relevant knowledge, as well as lack of clear tourism management. Tourist context local authorities also non-existence integrated work. 2) the strategy of on religious and cultural tourism of the southeast region for economic co-operation in the ASEAN community found that public relations invite local personnel to participate in activities to disseminate and convey experiences. The knowledge of the religious site is organized with outstanding activities and information. It should have tourism programs; signs in each location and should be written in the ASEAN languages. Prominently, the website of each location should be provided for easy searching.

Keywords: Problems, Effects, Strategies, Religious and Cultural Tourism, South East Region, Economic Cooperation, ASEAN Community

1. Introduction

The Ministry of Tourism and Sports stated that the situation and trends of Thai tourism depend on several factors both within and outside the country, such as trends and directions in global markets, competition, risks, tourist behavior, and various crises that affect tourism, especially the current tourism situation, which is still subject to uncertainty both from the natural disaster, epidemic, economic and political instability of many countries around the world, coupled with the recent development of Thai tourism, there are still many problems and obstacles which are all negative impact factors towards the world tourism and Thai tourism. At the same time, advances in communication technology, access to tourism information, travel convenience, and changing tourist behavior with globalization have led to the trend of global tourist numbers continuing to increase will be a factor that will benefit and create opportunities for the development of the Thai tourism industry. [1] It recognizes the importance of tourism as a vital tool in helping to stabilize and drive the country's economy by taking advantage of location, the abundance of resources, tourism and its diversity of cultures, including Thainess, are important selling points in promoting travel marketing for a long time.

The Office of the National Research Council has focused on tourism research by defining strategy 1 to promote research as a national agenda on tourism, in line 1.2.2 promoting research to create value and add Tourism value, and strategy 1.3 Research to promote, develop and manage Thailand's tourism market demand, in approach 1.3.2 Promote research to maintain the same tourist base to achieve repeat tourism, line 1. 3.3 Promote research to promote marketing based on identity (local) (image) and national potential, guideline 1.3.4 Promote research to create (Local identity) image of Thai tourism, approach 1.3.5 promote research for (Evaluation of potential, direction and tourism behavior of Thai tourists), stimulate domestic tourism because tourism is an important industry that generates income into the country and also helps to develop economy and society, however, the current tourist market situation is extremely competitive, forcing Thailand to adjust the direction of tourism promotion by identity such as Buddhist tourism, Cultural tourism, etc.

Nzama, Magi, & Ngocoho said that society today is more aware of the importance of arts, culture, festivals, and indigenous heritage. The multiculturalism of each area is the birthplace of the development of cultural tourism sites, as it can be seen that cultural tourism has become the center of the tourism industry in Europe, and other countries have attempted to develop cultural tourism in their country. [2] Cultural tourism is unique in that tourists focus on education in areas or areas that have important historical and cultural features, where they tell stories of

social and human development through history as a result of culture, knowledge, and social value, it can reflect the life, living conditions of people in each era as well, whether it is economic, society, or tradition.

Rungtawan Uam-Im (quoted in Sahachok Supapool) said that cultural tourism is a concept that has been used in the field of tourism in a variety of meanings, some refer to homestays, some refer to a light and sound show of the grand splendor of the national historic site, some means watching cultural shows, some means going to floating markets, some means visiting hill tribe villages. etc., as well as art and culture, traditions, and in any sense, the way of life and culture of the people of the community, in any sense, cultural tourism is gaining the attention of tourists, which has led many government organizations to focus on the use of capital for each community's culture has been developed into a tourism destination by allowing the villagers to use handicrafts, arts, and cultural performances as an attraction to generate tourism income and spread it down to the lower levels. Besides cultural tourism, it can bring income into the country and lead to economic development at both national and regional levels. [3]

Sahachok Supapool said that with the trend of cultural tourism has come into play, tourists travel more and more to see cultural expressions such as tourism in historical sites, ancient sites, tourism visit the temple and the beauty of the murals that convey different stories, Thai architecture that reflects the uniqueness of Thailand as well as arts and culture, traditions and way of life and culture of the people in the community, in addition to showing foreigners to know Thai culture, it is also a preservation of good and proud culture and traditions to continue to be preserved, but some attractions are not ready to accept tourists and cause the following problems are that the tourist sites are congested, the facilities are inadequate, the tourist sites are shabby, when the environment and nature are destroyed, the original culture and way of life are inevitably affected. [4]

The Ministry of Tourism and Sports has described the recent results of tourism development in Thailand reflecting the success of the quantitative growth in both the number of tourists and tourism income, but there are still qualitative problems facing the country, threats to sustainable development in the future such as the degradation of tourist attractions due to the concentration of tourists, the safety of tourists, the lack of access and connectivity infrastructure, and the expansion of the new tourism sector. There is a lack of personnel in tourism in terms of quantity and quality, law enforcement, etc., which problems are different, will have an impact on the country's income in respect of the tourism industry.

The Ministry of Tourism and Sports has established tourism strategies for developing tourism products and services in the strategic area of the Southern Isan Civilization Tourism Development Zone, including Nakhon Ratchasima, Buriram, Surin, Sisaket, and Ubon Ratchathani provinces with the main goal of developing the tourism of the way Contemporary Southern Isaan life connects Laos, Cambodia, and Vietnam through measures to enhance Southern Isan civilization and local wisdom to add value and value to tourism. Development guidelines include infrastructure development, tourism routes, linking historical sites. And neighboring countries, develop and create tourism, way of life, contemporary Northeastern culture, promote the creation of outstanding and valuable OTOP community products and services, develop linkages of agricultural products, community products to the tourism service industry instead of leading Entering and consuming products from abroad, resulting in Thailand's economy has grown.

Thailand can increase incomes and economic growth by bringing international brands of over a hundred billion baht a year, the tourism industry positively affects the Thai economy resulting in employment, income distribution, including business sectors, entrepreneurs, Tourism, and people in the local area of the tourism area, as a result, it is necessary to develop and improve the basic tourist attractions as well as facilities, convenient to accommodate tourists who come to visit various tourist attractions that are likely to increase, especially tourist attractions in the South Isan area such as Nakhon Ratchasima, Buriram, Surin, Sisaket and Ubon Ratchathani, which has culture, traditions, valuable religious cultural heritage, as well as historical sites, ancient sites, which require the participation of the people in the tourist area and other stakeholders bring unique strengths and significance as a selling point in tourism, each with a different identity.

The Surin Provincial Tourism Office has described tourism in the southern Isan provinces as having the identity and potential to attract tourists in their provinces and to combine the distinctive identities of the province into the tourist routes will be presented for sale to tourists, with all provinces already being prepared, such as Surin province, the city of elephants, etc., the tourism of the South Isan has tourist route with a connection point with neighboring countries such as Cambodia in and out of the permanent checkpoint, Chong Chom District, the permanent border checkpoint, Phu Sing District, Srisaket Province, Chong Sa-ngam and Chong Mek, in Ubon Ratchathani Province, all of which are outstanding potentials in terms of physical matters will make tourism connections as well, which this year the government has set it as the year to promote tourism in the Thai way.

Therefore, we must jointly preserve the Thai identity, way of life, traditions, as well as art and culture as a tourism product that has the potential to be ready for sale to tourists in both Asian and European markets. Therefore, we would like to invite everyone to join the Thai way of traveling, Thailand to Thailand, and to be a

good host to welcome tourists further with the potential of religious and cultural tourism management in the Southern Isan area at valuable both nationally and globally. The researcher, therefore, aims to contribute to the development of such tourist sites to become a center for tourism, religion, and multiculturalism with an exceptional standard outstanding, the researcher is interested in studying and analyzing the state of problems and tourism strategies to benefit organizations and government agencies as well as stakeholders leading to improvements in a constructive way and develop the economic system of Thailand to continue to progress.

2. Objectives of The Research

1. To study and analyze problems and impacts on religious and cultural tourism of Southern Isan and economic cooperation in the ASEAN Community.

2. To present the religious and cultural tourism strategy of the South Isan and economic cooperation in the ASEAN community.

3. Scope of the Research

This research aimed to study the analysis of the problems and impacts of religious and cultural tourism of southern Isan and economic cooperation in ASEAN

1. Population and sample

The research on an Analysis of impact problems and the religious and cultural tourism strategy of Southern Isan and economic cooperation in the ASEAN community, the researcher has determined the population and sample groups to collect the data as follows:

Population and sample

The research on an Analysis of impact problems and the religious and cultural tourism strategy of Southern Isan and economic cooperation in the ASEAN community, the researcher has determined the population and sample groups to collect the data as follows:

1. The population used in the research was:
 - 1.1 religious and cultural attractions in the South Isan
 - 1.2 Academic
 - 1.3 Abbot or tourist attraction chief or representative and tourist

2. The samples used in the research were:

2.1 10 religious and cultural tourist sites in the South Isan, the researcher used the Purposive Sampling method as follows:

- 2.1.1 Phimai Historical Park, Nakhon Ratchasima Province
- 2.1.2 Viharn Luang Pho To, Nakhon Ratchasima Province
- 2.1.3 Phanom Rung Historical Park, Buriram Province
- 2.1.4 Wat Khao Phra Angkharn, Buriram Province
- 2.1.5 Wat Pa A Jiang, Surin Province
- 2.1.6 Agricultural Tourism Village, Peeram Subdistrict, Surin Province
- 2.1.7 Wat Khao Sala, Surin Province
- 2.1.8 Pha Taem National Park, Ubon Ratchathani Province
- 2.1.9 Wat Tham Khuha Sawan, Ubon Ratchathani Province
- 2.1.10 Wat Phra That Ruangrong, Sisaket Province

10 2.2 scholars who are experts in tourism management, the researcher used purposive sampling methods, namely:

2.2.1 Dr. Phisuttipong N-du, Position Associate Dean for Research Science, Rajamangala University of Technology, Surin Campus

2.2.2Dr. Sureechai Sukhantararat, Position Lecturer in Local Research, Surin Rajabhat University

2.2.3 Dr. U-sa Klomphan, Position Lecturer at the Faculty of Humanities, Surin Rajabhat University

2.2.4 Dr. Chuchai Prabsuk, Senior Vice President Office of the Education Area, Surin Primary Education Area 1

2.2.5 Dr. Jakraphong Chuachan Position Lecturer at the Faculty of Business Computing, Surin Rajabhat University

2.2.6 Dr. Sawat Naponsi, Position Deputy Director of Ban Ku Kasing School, Roi Et Primary Educational Service Area Office 2

2.2.7 Ms. Duangporn Boonyuen, Position Analyst, Policy and Planning, Surin Province

2.2.8 Ms. Kwantawee Thaiying, position manager of Saren Tour, Surin Province

2.2.9 Phrakhru Samuhan Panyatharo, Dr. Abbot of Pa Aa-Jiang Temple, Tha-tum District, Surin Province

2.2.10 Phrakhru Wiriapanyapiwat, Dr. Assistant Abbot of Sala Loi Temple, Muang Surin District, Surin Province

2.3 Abbot or head of religious and cultural attractions of the Southern Isan for the number of 10 persons/monks and tourists, the researcher selected Accidental Sampling to collect the data from the people/monks who came to travel by selecting the specified sample size from random sampling proportional to each place, the average number of 10 places is 4 persons/monks, a total of 40 persons/monks, and a total of 50 persons/monks.

2. Scope of the contents

For this research, the researcher has defined the content framework in 3 areas as follows:

1. The problem of religious and cultural tourism in the south and economic cooperation in the ASEAN community.

2. Southern Isan religious and cultural tourism strategy and cooperation in the economy in the ASEAN Community

3. Scope of the areas

In this research, the researcher focused on religious and cultural tourism routes in 5 southern Isan provinces, namely Nakhon Ratchasima, Buriram, Surin, Sisaket, and Ubon Ratchathani.

4. Scope of Time

The research period is completed within 30 September 2017.

4. Conclusion

An analysis of problems, impacts, and strategies of religious and cultural tourism of Southern Isan and economic cooperation in the ASEAN Community, the results according to the objectives can be summarized as follows:

1. Problems and impacts of religious and cultural tourism of Southern Isan and economic cooperation in the ASEAN Community on the location of problems and obstacles:

Religion and Culture, today, the problem of places of worship is that people do not understand the spirit of the creator, the lack of building the strength of the place of interest and attract tourists, there are personnel aspects problems and obstacles, overall, religious and cultural tourism personnel currently have insufficient personnel in religious and cultural sites to facilitate and provide relevant knowledge, lack of effective tourism management clearly, the activity aspect of the attraction has a problem. The obstacles are, overall, activities within the current religious and cultural sites have problems that the activities are organized intermittently in both the temple and national parks, lack good publicity it also measures the lack of interconnection between the house measurement and the school or related agencies/organizations, environmental aspects of tourist attractions have problems and obstacles, namely, overall, the environment and the context of tourist attractions, currently there are problems that the toilet for tourists is insufficient, accommodation for tourists, as well as the problem of garbage, the connection of tourist attractions, there are problems and obstacles, namely the picture, total the connection of tourist attractions in the ASEAN community currently has a problem that the lack of public relations in the form of distance signs, place signs in ASEAN languages, unclear highlights or identities of each place, causing tourists to lack, information for tourism, in addition, temples that are tourist attractions should focus on AEC learning centers and the road linking tourist attractions is not as comfortable as it should be.

2. Strategy for religious and cultural tourism of Southern Isan and economic cooperation in the ASEAN community on personnel is to promote tourism to local people, publicize to invite local personnel to join activities in order to disseminate and transfer experience and knowledge of that place, the place is to promote the uniqueness of each religious and cultural tourist attraction in the Southern Isan area to attract tourists of all forms, promote the outstanding activities, connect and value the place so that tourists can prepare for their tourism and be able to carry out various activities that each place provides according to Needs, promote tourism programs in each place with public relations in all forms, both as a sign indicating all distances of the route from the border of ASEAN countries to tourist sites, should be labeled in ASEAN languages, brochures and create a website belonging to Specific oneself in order to keep up with the current world situation of communication, create information in the internet system that can be searched anytime and anywhere to reach all groups of tourists, create a travel program in each place, make a travel map or route as well.

5. Discussion

From the research results on problem analysis, impacts, and strategies of religious and cultural tourism of Southern Isan and economic cooperation in the ASEAN community, it is found that interesting issues are as follows:

Problems and impacts of religious and cultural tourism of the South Isan and economic cooperation in the ASEAN Community on the location of problems and obstacles is the overall place of religious and cultural tourism. The place is that people do not really understand the spirit of the creator, the lack of building the highlights of the places of worship to attract and attract tourists, the personnel side has problems and obstacles overall, the personnel of the current religious and cultural sites have problems that Insufficient personnel at religious and cultural sites to facilitate and provide relevant knowledge, lack of clear tourism management, the activities of tourist attractions have obstacles, namely, overall, different activities within religious and cultural attractions, there is currently a problem that incoherent activities at temples and national parks, lack of good publicity and lack of mutual connection between temples, homes, and schools or related agencies/organizations, the environmental aspects of the tourist sites have a problem, the overall environment and the context of the tourist attraction currently there is a problem that the toilet Inadequate for tourists, accommodation for tourists, as well as the problem of garbage, the linkage of tourist attractions, there are obstacles, namely overall, the linkage of tourist attractions in the ASEAN community. In the form of distance sign, place sign in ASEAN language, the highlight or identity of each place is not clear, causing tourists to lack information for tourism. Also, the temple that is a tourist attraction should focus on the AEC learning center and the road linking tourist attractions is not as comfortable as it should be in line with Busaba Sitthikarn who studied and research the changes in the physical environment and factors that cause a change in the temple attractions in Phra That Doi Suthep Ratchaworamahawihan Temple, the Research findings are as follows: 1) In the past 10 years, there has been a change in the physical environment, especially garbage and traffic. Besides, there were negative changes in water, air, views, and noise, the severity of the problem was moderate, which had to be addressed as soon as possible changes in the physical environment have resulted from the construction of public utilities, especially the construction and expansion of Srivijaya Road, the promotion of tourism that has led to the increase in the number of tourists, residents and the number of vehicles. The activities of the temple, the beliefs of the people of Chiang Mai as well as the lack of effective management of the agencies involved in the parking space, and wastewater management, as well as the organization of merchandising, are factors affecting the change in the physical environment and Phramaha Wichan Liao-Seng researched Buddhist art and tourism: studying the role of temples in the conservation of Buddhist art for tourism, found that Buddhism is the representative of Thai art that reflects the prosperity of Thai civilization under the shadow of Buddhism is a valuable cultural heritage of Thai society. The temple, which is located and close to Buddhism, is responsible for the persistence of the Buddhist arts which the monks in charge of those temples, the valuable Buddhist art can still be preserved as a tourist destination, Buddhism has become a voice for promoting the world to know Thailand and pouring into Thailand for visiting has a positive economic effect on Thai society, and even visiting the Buddhist arts of Thai tourists as well as an activity that contributes to a positive economic movement as well.

The religious and cultural tourism strategy of Southern Isan and economic cooperation in the ASEAN community, personnel side is to promote tourism to local people, publicize, invite local personnel to join activities to disseminate and transfer experiences and knowledge of religious places, the location side, should promote the uniqueness of each religious and cultural tourist attraction in the Southern Isan area in order to attract all kinds of tourists that tourists can prepare for their excursions and can carry out activities for each place provides according to their needs, promote tourism programs in each place as well, public relations in all forms, including signs indicating all distances of the route from the ASEAN border to tourist destinations, should be labeled in ASEAN languages, brochures and created their own specific website in order to keep up with the current world situation of communication, the creation of information in the internet system can be searched anytime and anywhere in order

to reach all groups of tourists, creating a travel program for each place as well. Making a travel map or tourism routes of each location as well, in line with Aphirak Phaibun who studied the development of temple-type tourism: a case study of Wat Mai Thung Kha, Kamphaeng Phet Sub-district, Rattaphum District, Songkhla Province. The results of the study found that the results of the study of cultural tourism potential of Wat Mai Thung Kha were found that the group the samples gave opinions at a high level, activity potential, and attractiveness. The results of the study of the cultural tourism development approach of Tung Kha temple by community participation found that activities should be organized about the practice of meditation, wisdom, meditation management for interested people, organizing Dharma lectures on community radio, organizing tourism routes in the community by centering on Wat Mai Thung Kha, should have the old traditions that have been lost, should be promoted Wat Mai Thung Kha to be well known to tourists, and should have more public relations channels by creating a website specifically for Wat Mai Thung Kha, creating brochures or tourism guide for tourists and in the participation of the community found that community organizations, whether they are villagers in the community, the government officials have a positive attitude, development of cultural tourism of Wat Mai Thung Kha is willing to help and take part in management and operations and Akha Saengngam studied the study of resource potential and community-based cultural tourism management to promote tourism in Thung Kula Rong District, aiming to study the history and potential of tourist resource culture, to study the current condition of cultural tourism management by the community and to study the management of cultural tourism promotion by communities in Thung Kula Rong District, the research area of 8 villages, namely Ban Bua Ban Ku Noi and Ban Ku Ka Sing, Kaset Wisai District, Wat Ku Phra Kona, Suwannaphum district, Bo Phan Khan community, Nonghee district, Pa Tam Kudpeng, Phon Sai District, Roi Et Province, Ban Tao District, Phayakkhaphum Phisai District, Maha Sarakham Province and Ban Non Muai District, Chumpol Buri District, Surin Province. The sample group studied was a group of 22 people, a group of 96 practitioners, and a group of 24 users, a total of 142 people who were obtained by a specific selection method. , A small group meeting record form and a workshop record, examining the data using a triangular technique to present the research, it was found that the history of tourism had salt production at the late prehistoric ponds, resulting in Khmer Going to build a community and building a Ku in Thung Kula Rong Hai when the Khmer culture deteriorates Lao people to replace the old Khmer, then take Ku as a sacred place. In particular, in 1967, more and more people migrated to the Kula field and broke the state to develop and promote the cultivation of jasmine rice established a weaving group, rice mill, forest management in 2002, and opened an agricultural tourism village in 2005.

6. Suggestion

From the research on problems analysis, impacts and strategies of religious and cultural tourism of Southern Isan and economic cooperation in the ASEAN community, it can be summarized as follows:

Policy suggestion

.1In terms of location, there is a suggestion that budget should be provided to develop a modern and good-looking place regularly by creating a unique identity to attract tourists, for example, Wat Tham Khuha Sawan should increase the number of cleaning staff at each point, organize tourism routes to facilitate the disabled by creating a route for people with disabilities to be comfortable.

.2Personnel in tourist attractions, there are suggestions that there should be good management, build knowledge and understanding based on the principle of participation in each place, building awareness of volunteering in the development of temples, religious places or attractions, provide a budget to train and educate people, students or the general public should have sufficient knowledge to provide relevant knowledge of the tourist attraction instead of the small student guides, whom these students can only be on holiday guides.

.3In terms of activities within temples, places of worship, or other tourist attractions, it is suggested to create a distinctive identity, create a selling point for tourists, and promote in all forms, both the form of pamphlets and Social media in modern times for tourists around the world to know and travel.

4. In terms of environment, there are suggestions as follows: There should be cleaning staff to be stationed at various points of the temple and general tourist attractions, and there should be trash bins in various places of the temple, organize parking, walking routes should be planted trees, flowers decorated to shady, beautiful and labeled as Thai and ASEAN languages

5. In connection with the ASEAN Community, it is suggested that road conditions should be improved to be comfortable, have ASEAN language signs indicating distance and should be promoted in all forms of media to keep up with the current world situation, be able to find information on religious and cultural attractions is as realistic as possible so that tourists can choose to consume as comfortable and satisfying.

Suggestions for further research

In the next study, the researcher would like to recommend the following research actions as follows:

- 1) There should be a study on the problem of language communication of temple personnel or historic sites that are historical sites to provide tourists in ASEAN or other countries around the world to gain insights about their history and other information that is relevant and coming to travel more.
- 2) There should be a focus group discussion with experts in the tourist attraction directly to gain more insights.
- 3) There should be a study in the same group of variables by expanding the scope of the research area to several other provinces in the northeastern region to obtain more information.

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