

MANAGEMENT OF AYUTTHAYA, UNESCO WORLD HERITAGE CITY FOR CULTURAL TOURISM*

การบริหารจัดการเมืองมรดกโลกอยุธยาเพื่อการท่องเที่ยวเชิงวัฒนธรรม

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Abstract

Objectives of this research were to study general conditions of management of Ayutthaya , UNESCO World Heritage City for cultural tourism, affecting factors and an appropriate model for the management, conducted by mixed methods research. Findings were that the general conditions of management of Ayutthaya , UNESCO World Heritage City for cultural tourism was not moderately efficient, still confronted with some problems and obstacles. Many tourist attractions and historic sites were not properly maintained. As for the factors affecting the management were 4 M's and POSDCoRB management principles when integrated with Sappurisadhrama had high level of positive correlation respectively as $r = 0.760, 0.947, 0.907$ with statistical significant value set at 0.05. The Appropriate models of the management of Ayutthaya, UNESCO World Heritage City revealed 6 model: Tourist attraction management model; Physical management model; Accessibility to tourist attractions model; Participatory model; Responsibility model and Worthiness model.

Keywords: Management; Ayutthaya world heritage city; Cultural tourism

บทคัดย่อ

บทความนี้มีวัตถุประสงค์เพื่อศึกษาสภาพของการบริหารจัดการเมืองมรดกโลกอยุธยาเพื่อการท่องเที่ยวเชิงวัฒนธรรม ปัจจัยที่มีความสัมพันธ์ในการบริหารจัดการเมืองมรดกโลกอยุธยาเพื่อการท่องเที่ยวเชิงวัฒนธรรม และศึกษารูปแบบที่เหมาะสมในการบริหารจัดการเมืองมรดกโลกอยุธยาเพื่อการท่องเที่ยวเชิงวัฒนธรรม วิธีดำเนินการวิจัย ใช้

* Received March 12, 2020; Revised March 27, 2020; Accepted June 5, 2020

การวิจัยแบบผสานวิธี ผลการวิจัยพบว่า 1. สภาพของการบริหารจัดการเมืองมรดกโลกอยุธยาเพื่อการท่องเที่ยวเชิงวัฒนธรรม ยังมีอุปสรรคในการพัฒนาในหลายๆ ด้าน อาทิ การบริหารจัดการที่มีประสิทธิภาพปานกลาง แหล่งท่องเที่ยวบางแห่งยังไม่ได้รับการดูแลอย่างเหมาะสม โบราณสถานหลายแห่งยังไม่ได้รับการดูแลอย่างเหมาะสมเท่าที่ควร เป็นต้น 2. ปัจจัยที่มีความสัมพันธ์กับการบริหารจัดการเมืองมรดกโลกอยุธยาเพื่อการท่องเที่ยวเชิงวัฒนธรรม ประกอบด้วย ทรัพยากรในการบริหาร 4 M's การจัดการ POSDCoRB และสัปปุริสธรรม ในภาพรวมมีความสัมพันธ์เชิงบวกระดับสูง ($r=0.760, 0.947, 0.907$) ตามลำดับ อย่างมีนัยสำคัญทางสถิติที่ 0.05 3. รูปแบบที่เหมาะสมในการบริหารจัดการเมืองมรดกโลกอยุธยาเพื่อการท่องเที่ยวเชิงวัฒนธรรม พบว่า มี 6 รูปแบบ ได้แก่ 1. รูปแบบด้านการจัดการแหล่งท่องเที่ยว 2. รูปแบบด้านกายภาพเมืองมรดกโลกอยุธยา 3. รูปแบบด้านการเข้าถึงแหล่งท่องเที่ยว 4. รูปแบบด้านการมีส่วนร่วม 5. รูปแบบด้านความรับผิดชอบ และ 6. รูปแบบด้านความคุ้มค่า

คำสำคัญ: การบริหารจัดการ; เมืองมรดกโลกอยุธยา; การท่องเที่ยวเชิงวัฒนธรรม

Introduction

Problems and conditions of the areas and the surrounding landscape of the world heritage site of Ayutthaya historical park were deteriorated. The areas around the landscapes were not as beautiful as it was registered as a world heritage site. Important causes were from urban development, social growth, provincial economy development with the construction of residential buildings and shop houses and stores continuously that was violation of the law. There were problems of encroachment destroying ancient sites that caused legal conflicts and regulations violation of the world heritage committee focusing on preserving the original conditions of the ancient sites to remain as it is while the laws of the local authorities focus on the areas development for modernization and better service to meet the needs of the people in the areas. Therefore, the problems cannot be resolved. If these conditions continue to be conflict, might lead to the removal of Ayutthaya historical park from being a world heritage, (Mahantararat, 2016).

How to manage the Ayutthaya world heritage city as a cultural tourist destination, the committee must work together in a holistic

integrated manner driving development strategies to preserve and protect the world heritage sites of Ayutthaya historical park for future generations to study. Cultural tourism that has occurred in appreciation of the reminiscence of this beautiful culture. (Mahantararat, 2016) required modern concepts for effective management, such as 4 M's management factors (Rangsiyokrit, 1997). POSDCoRB management factors (Bunpirom, 2009 : 58) and the sappurisadharma factors (PhraDhammapidok, 1995)

From this concept, there should be an integration of international collaboration. The concept of government administration through the working network has been widely accepted, especially in developed countries, it is the new management trend that will occur (Grefe, 2004). It requires collaboration. Both cooperation between organization and outside the organization.

For these reasons, the researcher was interested in studying the world heritage management in Ayutthaya city for cultural tourism, whether the management of this world heritage site was operated on the basis of operation, planning, and management systems. If the management of this world heritage site conform with the rules and regulations, this place will become the sustainable tourism for not only the landmark of the world culture but also the important income resource for local people and the nation. This world heritage site will become important tourism attraction, will be the place that can be a resource for tourism for a long time that brings enormous benefits to people and the nation and maintain the value of being a world cultural heritage city for the international community of the world forever.

Research Objectives

1. To study the status of the world heritage management in Ayutthaya city for cultural tourism.
2. To study factors related to the world heritage management in Ayutthaya city for cultural tourism.

3. To propose the appropriate models for the world heritage management in Ayutthaya city for cultural tourism.

Methodology

Methodology was the mixed methods. The qualitative research collected data from 20 key informants who were experts and involved with the world heritage management by in-depth-interviewing and 10 participants in focus group discussion to confirm the knowledge from the key informants. Data were analyzed by descriptive interpretation. The quantitative research collected data from 269 samples, derived from 820 people who involved in the administration of the Ayutthaya world heritage city in different roles, such as personnel in government agencies and civil society organizations and calculated the sample size from the formula of Taro Yamane (1973) The tool used to collect data was questionnaires and data were analyzed by the statistics of frequency, percentage, mean, standard deviation. Hypotheses were tested with Pearson's correlation coefficient.

Results

1. Status of the world heritage management in Ayutthaya city for cultural tourism.

The status of Ayutthaya, UNESCO World Heritage city management for cultural tourism, there were still obstacles in the development in many areas such as management with moderate efficiency. Some tourist attractions were not properly maintained. Many historic sites were not looked after properly.

2. Factors affecting the world heritage management in Ayutthaya city for cultural tourism.

It was found that the 4 M's management factors that had the most positive relationship were Man ($r = 0.755$) and the smallest was Management ($r = 0.404$) from this relationship it was found therefore based on the hypothesis that 4 M's management factors were related to the management of Ayutthaya, UNESCO World Heritage City for cultural tourism.

POSDCoRB management factors, the most positive aspect was Budgeting ($r = 0.943$) and the least positive aspect was Coordinating ($r = 0.684$). From this relationship it was found therefore based on the hypothesis that POSDCoRB management factors were related to the management of Ayutthaya, UNESCO World Heritage City for cultural tourism.

Sappurisadharma factors, the aspect that had the most positive relationship was Knowing People ($r = 0.916$) and the least positive aspect was the Knowing Oneself ($r = 0.366$). From this found relationship based on the hypothesis, it indicated that Sappurisadharma factor was related to the management of Ayutthaya, UNESCO World Heritage City for cultural tourism.

3. Appropriate management model for Ayutthaya, UNESCO World Heritage City for cultural tourism.

The management of Ayutthaya, UNESCO World Heritage City for cultural tourism consisted of 6 appropriate models: 1. Tourist attraction management model; 2. Physical management model; 3. Accessibility to tourist attraction model; 4. Participatory model 5. Responsibility model and 6. Worthiness model.

Discussions

1. Status of the management of Ayutthaya, UNESCO World Heritage City for cultural tourism

The status of the management of Ayutthaya, UNESCO World Heritage City for cultural tourism still faced with obstacles in the development in many areas such as management with moderate efficiency. Some tourist attractions were not properly maintained. Many historic sites were not looked after properly. This status was caused by unplanned development and the consideration of cultural heritage sites that should be preserved. This was related to the research of Kriangphet Thongborisuth (2018) who studied the management of the world heritage area in Phra Nakhon Si Ayutthaya Province of Phra Nakhon Si Ayutthaya Municipality according to the philosophy of sufficiency economy. The study was found that some

municipal administrators did not use the idea, knowledge of world heritage area management causing the World Heritage Areas to lack proper cares.

2. Factors affecting the management of Ayutthaya, UNESCO World Heritage City for cultural tourism

The study indicated 3 important factors affecting the management of Ayutthaya, UNESCO World Heritage City for cultural tourism. They were as follows:

2.1 4 M's Management factors

Man, Money, Materials and Management: There was significant relationship with the management of the world heritage city. Because it was a condition for good management, relating to the study of Segmon Sammapet (2014) who studied administrative resources and the effectiveness of the central special correctional treatment staff, Bangkok. The study was found that the overall management resources were at a high level. The relationship between administrative resources and staff effectiveness. In particular, human resource management had a positive correlation with the performance of the Central Special Correctional Officer, Bangkok.

2.2 POSDCoRB Management factor

The management of Ayutthaya, UNESCO World Heritage city for cultural tourism in all 6 areas required POSDCoRB management factors to help manage it efficiently. This could be seen from the relatively high level of positive relationship as an indicator that executives and personnel involved accept service factors into their organizations, relating to the study of Saowalak Leklersin (2016) who studied the administrative efficiency of the administrators in the Sub-District administrative organization in Nonthaburi Province. The study was found that the administrative efficiency of the administrators from the opinions of the personnel in the Sub-District Administrative Organizations in Nonthaburi Province, the overall average was at high level.

2.3 Sappurisdharma factor

Sappurisdharma factor in management was highly correlated with the management of Ayutthaya, UNESCO World Heritage City for cultural tourism. Since it is the Buddhist principle that addresses good management This was related to the study of Phramahasuwit Panyadit (2013) who studied the administration according to the Sappurisdharma of the secondary school administrators, under the Office of Secondary Educational Service Areas 1. The results of the study showed that administration according to the sappurisdhamma of administrators in Secondary Schools Under the Office of Secondary Educational Service Area 1, by overall, was at high level.

3. Appropriate management models for Ayutthaya, UNESCO World Heritage City for cultural tourism.

Management Models for Ayutthaya, UNESCO World Heritage City Were found consisting of 6 models as follows:

Tourist attraction management model, Management must be effective and suitable for tourism. The tourist destination must be supervised by the government. This was related to the study of Pranee Tanprayoon and Kitimalee Tamalee (2018) who studied tourism management in Ayutthaya, world heritage city. The study was found that tourists had opinions on tourism management in Ayutthaya, the world heritage city, in general at high level. The government should have policy to promote cultural tourism appropriately. The tourist attractions were appropriately taken care of by relevant government agencies.

Physical management model, all ancient sites should be preserved and must be maintained the condition properly at all times, relating to the study of Warisara Boonsomkiet (2012) who studied the development of cultural tourist attractions in Nakhon Si Thammarat: Wat PhraMaha That Woramahaviharn, Wat That Noi and the ancient temple Moklan. The study was found that Thai stakeholders and tourists agree that Wat Phra Mahathat Woramahaviharn, Wat That Noi, and the Mekkhan Temple have many potentials in 3 areas, namely physical Access to resources and value and attractiveness That makes it worth visiting.

Accessibility to tourist attractions model, There was the development of transportation routes to access tourist attractions, and information is easily accessible, relating to the study of Pranee Tanprayoon and Kitimalee Tamalee (2018) who studied tourism management in Ayutthaya world heritage city. The results of the study relating to the access to tourist attractions was found that the behavior of most tourists were aware of tourism news from television Which is the most accessible and understandable medium.

Participation model, Departments of Ayutthaya World Heritage City when the events or activities of the world heritage site occurs, Ayutthaya staff must be assigned and distributed responsibility for the work properly and equally and local people must be always involved in order to receive support from society. This was related to the study of Phra Sombat Buttasit (2016) who studied the process of managing the world heritage city, Luang Prabang Sub-District Lao People's Democratic Republic. The study was found that Social support was at a high level, followed by community relations. Roles, duties, and management efficiency.

Responsibility model, Security in service. Efficiency and good service with promoting food revitalization as well as developing education for sustainability considered the responsibility of all relevant personnel, relating to the study of Thanarat Rattanaphongthara and friends (2016) who studied the development of cultural heritage tourism in Phra Nakhon Si Ayutthaya Province. The study was found that cultural heritage tourism in Phra Nakhon Si Ayutthaya province should promote and restore cultural heritage resources for tourism. Knowledge and historical evidence should be collected. presented in the form of tourism education.

Worthiness model, There must always be a communication, understanding of the vision, mission, and goals of the world heritage sites. Officials should use limited cultural heritage resources to maximize benefits for the public and society. This finding was related to the study of Suchada Rakkuea and friends (2017) who studied the development of cultural tourism promotion of Nakhon Chum Sub-district Municipality, Mueang

Kamphaeng Phet, KamphaengPhet Province The study was found that Cultural Tourism Promotion of Nakhon Chum Sub-District Municipality, appreciation of the value of various activities in the research area, using various resources to create value or affect of the tourism in the area, by overall, was at medium level.

Body of Knowledge

Tourist attraction Management, there must have effective and appropriate management to lead to smooth and rapid progress. National agencies, such as the government, must promote cultural tourism due to its cultural affiliations. All tourist attractions must be supervised by the government thoroughly, not leaving it to be the wilderness or become a source of drugs.

Physical management, world heritage city, Ayutthaya all ancient sites must be well-maintained and suitable for places such as temples. The landscape must be renovated to be a place of respect and tranquility, suitable for Dharma practice. The general environment must be shady, clean, beautiful, suitable for being a national historical park.

Accessibility to tourist attractions, beginning with convenient transportation, add more channels of access in the future. There may be additional electric trains. or electric tour bus. Public vehicles are standardized for safety and sufficient for service.

Participation, there were activities in which staff and participants were sufficient and suitable for the job. As the nature of the activities is different, so there should be enough practitioners and participants or working groups to play parts in making the activities at the heritage sites effective, cooperative and profitable well.

Responsibility, various services must be assigned and distributed with functions and responsibilities in order to provide the best service to tourists. Responsibility to the public.

Worthiness, information about world heritage sites must be published and distributed in new and modern media for tourists

conveniences to follow when they travel at the world heritage sites of Ayutthaya. UNESCO World Heritage City.

Recommendations

1. Executives and personnel involved in managing the Ayutthaya, UNESCO world heritage city for cultural tourism Should join the meeting to review cultural tourism in other ways more than it is today to have more diverse travel guidelines.

2. There should be a policy for cultural tourism in Thailand 4.0 In order to create new forms of cultural tourism behavior, such as national tourism the tourists can directly experience the ways of the villagers life. There should be historic and ancient cultural tourism exhibition for the tourist to experience and appreciate the villager's ways of life, governance and culture.

3. At the tourism plan meeting, there should be minutes of the meeting about sustainable tourism in cultural issues as the main consideration to make heritage site tourism suitable and coincide to the context of the existing cultural tourism area.

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