

Key Management Model Of Added Value In The Historical Tourist Attractions: The Case Studies The Emerald Buddha Temple Bangkok Thailand

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ABSTRACT

The promotion of the historical tourist attractions is an important mission that should be accomplished to ensure that the tourists have admired ancient sites that are valuable, rare, inimitable and non – substitution. The tourists are thus enthusiastic to visit the ancient sites and willing to promote and encourage other tourists to visit these tourist attractions. By this reason, the objective of this research is to study the main factors affecting the added value of the tourist to the historical tourist attractions in Thailand. The factors include, Participation Management, Processes Management, Resource Management, Tourists Satisfaction, Tourist Attractions Differentiation and Added Value of Tourists.

In this study, the researcher has applied both quantitative and qualitative research methodologies using questionnaires and in-depth interview. The sample comprises visitors to the Temple of the Emerald Buddha. Meanwhile, the path analysis has been used to analyze the data. At the same time the researcher intends to propose the conceptual framework for this study with an aim to identify of the research question, there are any factors affecting to the added value of the visitors to the ancient sites. Moreover, the researcher has recommended 7 assumptions to find out the factors that have effects on the added value of the visitors to the ancient sites.

The result has shown that the Tourists satisfaction and the differentiation in tourist attractions have affected the visitors' added value with the significance level at 0.008. The result of this study can be used to set up the business operations policy of the Thai tourism business. The policy focuses on differentiation placing the development of tourist attractions as first priority followed by the environmental management, the promotion of tourist attractions and the renovation of ancient sites respectively.

Keywords: The Emerald Buddha Bangkok; The Historical Tourist Attractions

INTRODUCTION

The tourism industry in Thailand is deemed as a main source of income; therefore, it is necessary to develop tourist attractions like the development of the other sectors of the country, so that the tourist attractions will draw the Thai and foreign tourists' interests and encourage them to travel more, resulting in more earnings and revolving funds in the tourist attractions and directly and indirectly developing the country. However, the country will not be able to make money from its tourism if the tourist attractions are abandoned, and their quality is not developed. Besides, the development must respond to the tourists' needs, (Department of Cultural Promotion, 2012, 2014).

Historical sites are one of the major sources of income from tourism. The historical sites are several hundred years old, and they are the archeological sites that cannot be found anywhere else. Some historical sites have art objects and antiques that cannot be imitated. If these historical sites are renovated and maintained for their previous splendor, they will become the sources of the added value of the country. Similarly, the Temple of the Emerald Buddha is one of the

historical sites that are valuable, as the temple depicts the major culture of Thailand, (Department of Cultural Promotion, 2012; 2014).

Nevertheless, to add value to tourist attractions, tourists must be also taken into account. If business operators consider that the tourist attractions are valuable, but tourists do not see their value, they will not visit the sites, so it is not possible to make use of these sites.

REVIEW OF THE LITERATURE

The Resource Base View Theory

According to Competitive Advantage Theory, if a business has four valuable resources, it will take a competitive advantage. Such resources comprise 1) rare resource, 2) valuable resource, 3) Non-substitutable resource, and 4) Non-imitation resource. (Said & Adham, 2010; Theriou, Aggelidie & Theriou, 2009).

In addition, the business that has management efficiency should have the element of good financial resource and technology. Besides, reducing the cost of organization, making the differentiation of goods and services, and responding to the satisfaction of consumers should be taken into the serious consideration of the business. (Acedo, Barroco & Galan, 2006; Barney, 1991; Barney, 2001a; Theriou et al.,2009).

Competitive Theory

In addition, according to the conception of Competitive Advantage, key factors which bring about the competitive advantage consist of controlling reduction in the cost of the organization, making the differentiation of the goods and services of the organization, and producing the utmost satisfaction of consumers. The three factors are regarded as the key indicator of the performance of the organization. If such factors have been successfully carried out by the organization, the organization will take the competitive advantage (Porter, 1980; Porter, 1985; Porter, 1990; Porter, 1998; Porter, 2001; Porter, 2008).

Resource Management

The resource management which is based on the Resource Base Theory must be conducted by the analysis of the importance of present circumstance, strength and weakness in order to create opportunities and to overcome obstacles to achieve in business. Another key factor of creating the competitive advantage is to maintain the existence of original resources by improving them to avoid their degeneration. Nevertheless, the improvement will not change the original nature of resources in order that such resources will become those which can be renewable. If the business has no important resource, this will be the competitive disadvantage of the business (Barney, 1991; Barney, 2001a; Barney, 2002; Chen, 1997; Hwang, Lee & Chen, 2005).

H1: Resource Management has a positive effect on Tourist Attraction Differentiation

H2: Resource Management has a positive effect on Tourist Satisfaction

Participation Management

Participatory work will bring about a successful work. Participatory work is composed of work cooperation, resource sharing, brainstorming in the implementation of activities, equal benefit sharing, and participation in the development of cooperative network for prosperity. Besides, the adaptability of business to environment will result in business success. Historical tourism has emphasized the Participation Management since this kind of business needs a lot of stakeholders comprising tourist attractions, souvenir shops, transportation, including residents nearby tourist attractions, experts from government and private sectors. All these will drive the business to succeed or to fail. (Garbarino & Johnson, 1999; Hwang et al. 2005; Kozak & Rimmington, 2000; Macesich, 1994; Tuomela, 2002).

H3: Participation Management has a positive effect on Tourist Attraction Differentiate

H4: Participation Management has a positive effect on Tourist Satisfaction

Processes Management

The process management is an order of work consisting of the sequence of priority of work to be done in order. In the business of historical tourism, the priority is to sequence the work starting from the arrangement of touring programs, travel, the provision of knowledge and understanding to tourists, the provision of tourism information, the advertisement of tourist attractions, and making the reputation of tourist attractions to be known and accepted by tourists (Chen, 1997; Dimanche & Havitz, 1994; Hu & Ritchie, 1993; Kozak & Rimmington, 2000).

H5: Processes Management has a positive effect on Tourist Attraction Differentiate

H6: Processes Management has a positive effect on Tourist Satisfaction

Tourist Attractions Differentiation

The conception of competition of differences in goods and services requires to make such a business to become the business that is different from general businesses. That is, touring to see a historical site which is a unique place and the only thing in the world. Besides, making a difference to the business which is regarded as the competitive advantage includes the provision of service different from that of other business in terms of the provision of excellent service or low cost service. The business that needs prosperity and long-term persistence must be able to make a difference to the business itself and to prevail over its competitors. (Dimanche & Havitz, 1994; Dwyer, Forsyth & Rao, 2001; Garbarino & Johnson, 1999).

H7: Tourist Attractions Differentiate has a positive effect on Added Value of Tourist

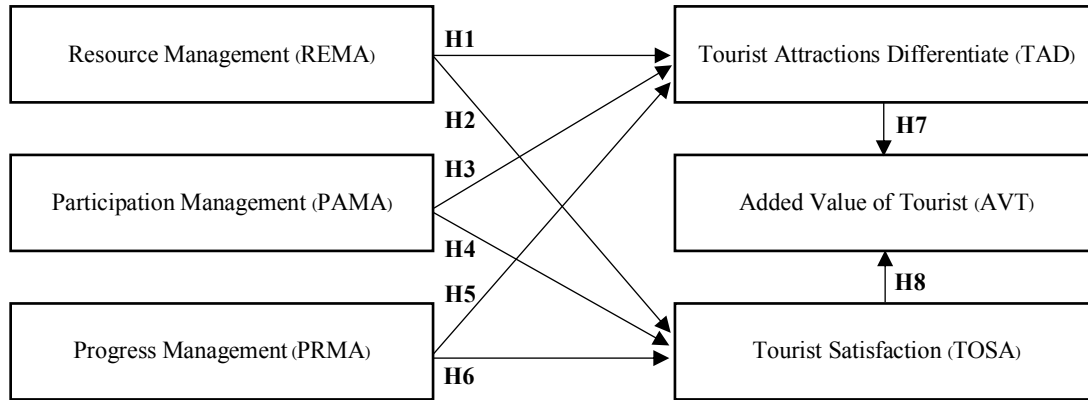
Tourist Satisfaction

Responding to the satisfaction of customers is paramount. All types of goods and services, no matter how good they are, will be worthless if customers are not satisfied with them. Likewise, in the business of historical tourism, if tourists do not simply like the service, the business may not survive. Thus, the business needs to study the consumers' demand and always focuses on the issues which are the consumers' requirements. In addition, the business must respond to such requirements in order for prosperity (Chen, 1997; Fornell, 1992; Garbarino & Johnson, 1999; Hwang et al., 2005; Kozak & Rimmington, 2000).

H8: Tourist satisfaction has a positive effect on Added Value of Tourist

Conceptual of this Research

Figure 1. Conceptual framework for research



$$TAD = \beta_0 + \beta_1 REMA + \beta_2 PAMA + \beta_3 PRMA \zeta \tag{1}$$

$$TOSA = \beta_4 + \beta_5 REMA + \beta_6 PAMA + \beta_7 PRMA \zeta \tag{2}$$

$$AVT = \beta_8 + \beta_9 TAD + \beta_{10} TOSA \zeta \tag{3}$$

METHODOLOGY

In the current investigation, the researcher employed qualitative research and survey methods using a questionnaire. The study was divided into two steps. The first, a qualitative research study using an in-depth interview to obtain information for use in a quantitative research method. The second part of quantitative research questionnaire is divided into six main sections:

- 1) Participation Management
- 2) Processes Management
- 3) Resource Management
- 4) Tourist Attractions
- 5) Tourist Satisfaction
- 6) Added Value of Tourists

The population of study is that tourists who visit the Emerald Buddha Temple. The sample for this research was selected by purposive sampling and conducted interviews to obtain information for use in a quantitative research technique. Sample of quantitative research is tour the Emerald Buddha is form 400 questionnaires collected information (Cronbach, 1990).

In conducting this study, the population is the tourists who visited the Temple of the Emerald Buddha (Wat Phra Kaew). The exact number of population cannot be calculated. Therefore, the sample calculation is under the calculation method of infinite population. Under the sampling method, one group of tourists who travelled under the supervision of touring agency and another group of tourists who travelled by themselves, in the total number of 400 people, were selected. Descriptive Statistics and Path Analysis are applied in the data analysis (Cronbach, 1990).

FINDINGS

The results of the interviews indicated that:

1. The participation of people and authorities in the area of tourism and that of people living around the area can drive the tourists to gain knowledge and to be satisfied with their touring. Besides, friendly greetings and hospitality can please the tourists.
2. The process management is a key subject-matter which educates the tourists about history in addition to historical introduction. The explanation of the arrangement of rituals in the temple area impresses the tourists and inspires them to visit again.
3. The resource management is very important because the tourists who visited the area of Wat Phra Kaew admired the beauty of the place which was hard to find and could not find the same in other tourist attractions. In addition, the resource management can satisfactorily preserve and maintain notable resources.
4. Identity and unique in the world are the difference of the historical site and resource for notable tourist attractions. This is because there are a lot of things which are different and unique, and can attract many tourists to visit the place.

Table 1. Factors derived from in-depth interviews to be used in formulating guideline for the solution of problems

Variable	Mean	S.D.	Result
Tourist attractions differentiation			
Visitors to worship the sacred items that are unique,	4.87	0.28	Mostly
Visitors are satisfied with this place that differ from other places	4.76	0.38	Mostly
Visitors get to convenient to travel to the temple	3.99	0.36	Most
Visitors travel the trip to the temple within one day	4.11	0.44	Most
Visitors buy the sacred items for worship	4.52	0.65	Mostly
Added value of tourists			
Visitors can find something that cannot be imitated.	4.01	0.44	Most
Visitors can see only one place in the world.	4.12	0.55	Most
Visitors can see a property is rare and cannot found in other places	4.45	0.39	Mostly
Visitors can see the beautiful things of value to the feeling.	4.22	0.37	Mostly
Tourist Satisfaction			
Visitors revisits again.	3.43	0.39	Most
Visitors told the others people to look this tourist attraction.	3.91	0.42	Most
Visitors have always a compliment and without any blame	3.57	0.33	Most
Visitors appreciate the things there are cultural heritage.	4.23	0.45	Mostly
Resources Management			
The art objects must be well maintained,	4.32	0.49	Mostly
The area should be always decorated and cleaned	4.01	0.44	Most
The murals should be provided with maintenance instead of repainting	3.87	0.53	Most
The area should not be any bad smells or waste	3.55	0.64	Most
Participation Management			
Visitors want to have tourist guides to explanations in this place	3.38	0.54	Most
Visitors want to know the information, the details and the backgrounds of this temple	4.33	0.44	Mostly
Potential activities in the area between the sacred.	3.32	0.36	Most
Visitors want to people living in nearby areas to take care of tourists	4.28	0.39	Mostly
Visitors want the temple staff to take care of tourists	4.77	0.46	Mostly
Processes Management			
Visitors want the information be disseminated to other different locations	3.22	0.49	Most
Visitors want to promote the tourist attractions.	3.25	0.29	Most
Visitors want the variety of activities in this area.	4.65	0.43	Mostly
Visitors want to get the historical knowledge	4.33	0.46	Mostly
Visitors should be get a variety of activities	4.87	0.38	Mostly
Visitors want to participate in practice the activity in this temple	4.38	0.47	Mostly
Visitors must be strict rules about dress in the temple	4.54	0.38	Mostly

Table 2. Findings on the basis of an overall analysis of the factors influencing Added value of tourist

	Assumption			R ²	β	t - value	p - value	Result
	Independent	Dependent						
H1	REMA	TAD	Positively	0.232	0.268	2.767	0.009	Support
H2	REMA	TOSA	Positively	0.324	0.296	2.099	0.012	Support
H3	PAMA	TAD	Positively	0.232	0.283	2.435	0.035	Support
H4	PAMA	TOSA	Positively	0.324	0.338	2.32	0.023	Support
H5	PRMA	TAD	Positively	0.232	0.333	2.139	0.001	Support
H6	PRMA	TOSA	Positively	0.324	0.246	2.465	0.004	Support
H7	TAD	AVT	Positively	0.222	0.354	2.375	0.006	Support
H8	TOSA	AVT	Positively	0.222	0.235	2.333	0.021	Support

Figure 2. the Path Analysis Modeling

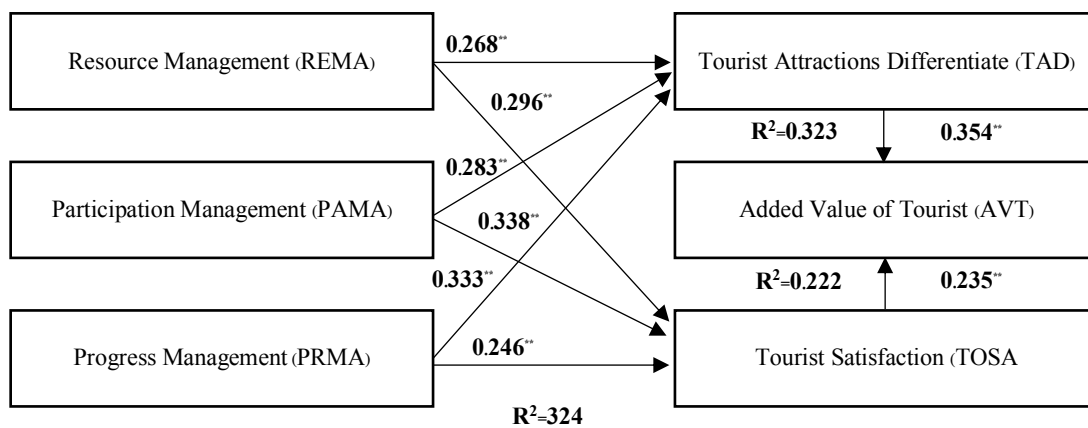


Table 3. Result of analysis on direct effect and indirect effect of path analysis modeling

Endogenous Variable	R ²	Effect	Antecedent				
			REMA	PAMA	PRMA	TDA	TOSA
AVT	0.222	DE	0.000	0.000	0.000	0.354*	0.235**
		IE	0.164	0.179	0.176	0.000	0.000
		TE	0.164	0.179	0.176	0.354*	0.235

Table 4. Result of analysis test validity and reliability with statistic method

Variable	Corrected Item-Total Correlation	Cronbach's Alpha
Added Value of Tourists		0.9
AVT1: Visitors can find something that cannot be imitated.	0.737	
AVT2: Visitors can see only one place in the world.	0.706	
AVT3: Visitors can see a property is rare and cannot found in other places.	0.769	
AVT4: Visitors can see the beautiful things of value to the feeling.	0.775	
Tourist Satisfaction		0.911
TOSA1: Visitors revisits again.	0.824	
TOSA2: Visitors told the others people to look this tourist attraction.	0.741	
TOSA3: Visitors have always a compliment and without any blame	0.728	
TOSA4: Visitors appreciate the things there are cultural heritage.	0.781	
Tourist Attractions Differentiation		0.908
TDA1: Visitors to worship the sacred items that are unique.	0.721	
TDA2: Visitors are satisfied with this place that differ from other places.	0.809	
TDA3: Visitors get to convenient to travel to the temple.	0.710	
TDA4: Visitors travel the trip to the temple within one day.	0.768	
TDA5: Visitors buy the sacred items for worship.	0.732	
Resources Management		0.889
REMA1: The art objects must be well maintained.	0.748	
REMA2: The area should be always decorated and cleaned.	0.740	
REMA3: The murals should be provided with maintenance instead of repainting.	0.709	
REMA4: The area should not be any bad smells or waste.	0.737	
Participation Management		0.859
PAMA1: Visitors want to have tourist guides to explanations in this place.	0.731	
PAMA2: Visitors want to know the information, the details and the backgrounds of this temple.	0.734	
PAMA3: Visitors want to people living in nearby areas to take care of tourists.	0.738	
PAMA4: Visitors want the temple staff to take care of tourists.	0.741	
Processes Management		0.868
PRMA1: Visitors want the information be disseminated to other different locations.	0.758	
PRMA2: Visitors want to promote the tourist attractions.	0.784	
PRMA3: Visitors want the variety of activities in this area.	0.702	
PRMA4: Visitors want to get the historical knowledge.	0.706	
PRMA5: Visitors should be get a variety of activities.	0.723	
PRMA6: Visitors want to participate in practice the activity in this temple.	0.727	
PRMA7: Visitors must be strict rules about dress in the temple.	0.728	

DISCUSSION OF FINDINGS

For the Differences of Tourist Attractions, tourists care for and are satisfied with the tourist attractions that differ from other places. In addition, the places cannot be found anywhere else, or they cannot be replaced by other places. Traveling to the Temple of the Emerald Buddha allows the tourists to worship the sacred items that are unique, appreciate splendid art objects and buy the sacred items for worship. Additionally, it is convenient to travel to the temple, as the trip to the temple is possible within one day.

For the Added Value of Tourist Attractions, the tourists are happy to see ancient art objects, sacred items and gorgeous ancient murals, and these tourist sites cannot be found anywhere else in the world, as they cannot be imitated. Moreover, these objects and murals are rare items. They are worth seeing and remembering.

For Tourists' Satisfaction, the tourists visiting the tourist attractions admire the cultural heritages that are unique, and they cannot complain about the tourist sites. Most of the tourists want to come back and tell other people about the splendor of the places and their uniqueness.

For Resources Management, the tourists think that the art objects must be well maintained, and they must be always splendid. Furthermore, the murals should be provided with maintenance instead of repainting. Meanwhile, the area should be always decorated and cleaned. There should not be any bad smells or wastes in the area.

For Tourism Participation Management, the tourists want to have tourist guides to give them explanations in the temple. They want to know the information, the details and the backgrounds of the items in the temple. Also, they want the temple staff to take care of tourists and people living in nearby areas.

For the management process of the tourist attraction, the tourists still require that the information be disseminated to other different locations, so that the place is well recognized by tourists. The tourists should be provided with the history. Meanwhile, there should be a variety of activities, such as worshipping ceremony and benediction. These activities should draw tourists' participation, promote historical awareness and increase sales among tourists like those in other tourist attractions.

CONCLUSION

Findings indicate that factors influencing Added Value of Tourist can be used as guidelines in solving problems organizations are currently facing. The five main factors are the following:

1. Tourist Attractions Differentiate
2. Tourist Satisfaction
3. Resource Management
4. Participation Management
5. Processes Management

Each factor involves significant aspects with the total being 25. All aspects should be addressed if problems are to be successfully solved over the long haul.

In addition, it was also found that Added Value of Tourist can be judged by reference to four indicators as follows:

1. Compliments on the service
2. Recommending others to visit
3. Encouraging the tourists to visit again
4. Absence of any blame

Each indicator involves significant subsidiary aspects, the total comprising.

AUTHOR BIOGRAPHY

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