

Effects of Urban Tourism from Urbanization in Khon Kaen Province, Thailand

ผลกระทบของการท่องเที่ยววิถีเมืองจากการขยายตัวของเมืองขอนแก่นประเทศไทย

Chaithawat Siribowonphitak (ชัยวัช ศรีบริวารพิทักษ์)*

Jinnapas Pathumporn (จินณพัช ปทุมพร)**

Ranee Esichaikul (ราณี อีสัชยกุล)***

Abstract

This article aims to study the effects of urban tourism from urbanization in Khon Kaen Province, Thailand. The sample is the stakeholder agency and entrepreneur who interviews qualitative research of 13 locally and regionally purposely sampled. According to the study, it has been found that the economy of the province has been urbanized resulting in growth-led tourism, and the urbanization and the number of activities in the urban area tend to increase, as well as the number of tourists which is continuously increasing. The tourists are clustered in the urban area. Most of them are MICE groups, business groups, public agency groups, those who travel by private car, those who travel for recreation and those who travel to transit to other nearby provinces. In terms of the effect of urban tourism from urbanization, it results in a combination of old city and modern city, and traditional cultures are being preserved. The effects are the result of development, social and economic change, exchange of learning and foreign cultures and advance development.

Keywords: Effects of Tourism, Urban Tourism, Urbanization

* นักศึกษาระดับปริญญาเอก สาขาวิชาการจัดการนวัตกรรมการท่องเที่ยวและบริการ คณะบริหารธุรกิจและการบัญชี มหาวิทยาลัยขอนแก่น

Ph.D. Student Program in Tourism and Hospitality Innovation Management, Faculty of Business Administration and Accountancy, Khon Kaen University, Thailand E-mail: Siribowonphitak@gmail.com

** อาจารย์ที่ปรึกษา สาขาวิชาการจัดการนวัตกรรมการท่องเที่ยวและบริการ คณะบริหารธุรกิจและการบัญชี มหาวิทยาลัยขอนแก่น

Thesis Advisor Program in Tourism and Hospitality Innovation Management , Faculty of Business Administration and Accountancy, Khon Kaen University, Thailand

*** อาจารย์ที่ปรึกษา รองศาสตราจารย์ประจำวิชาเอกการจัดการการท่องเที่ยวและการโรงแรม สาขาวิชาวิทยาการจัดการ มหาวิทยาลัย สุโขทัยธรรมาธิราช

Thesis Advisor and Associate Professor in Hotel and Tourism Management, Faculty of Management, Sukhothai Thammathirat Open University, Thailand E-mail: Esichai@gmail.com

บทคัดย่อ

บทความนี้มีวัตถุประสงค์เพื่อศึกษาผลกระทบของการท่องเที่ยววิถีเมืองจากการขยายตัวของเมืองของจังหวัดขอนแก่น ประเทศไทย กลุ่มตัวอย่างคือผู้ที่มีส่วนเกี่ยวข้อง หน่วยงานและผู้ประกอบการโดยวิธีการสัมภาษณ์ ทั้งส่วนกลางและส่วนภูมิภาค จำนวน 13 คน ใช้วิธีเลือกกลุ่มตัวอย่างแบบเจาะจง (Purposive Sampling) จากการศึกษาพบว่าเศรษฐกิจของจังหวัดเติบโตก้าวเข้าสู่สังคมเมือง ขยายตัวส่งผลให้การท่องเที่ยวโตตาม มีแนวโน้มเพิ่มมากขึ้นจากการขยายตัวของเมืองและกิจกรรมต่างๆในเมือง จำนวนของนักท่องเที่ยวที่เพิ่มขึ้นอย่างต่อเนื่อง กลุ่มนักท่องเที่ยวจะมีการเดินทางท่องเที่ยวที่กระจุกตัวเฉพาะในเขตเมือง ส่วนใหญ่เป็นกลุ่มไมซ์ กลุ่มธุรกิจ กลุ่มหน่วยงานของรัฐ รวมถึงกลุ่มที่เดินทางท่องเที่ยวเองด้วยรถส่วนตัว นักท่องเที่ยวกลุ่มท่องเที่ยวเพื่อความบันเทิงและกลุ่มเดินทางเชื่อมต่อไปยังจังหวัดอื่นๆใกล้เคียงโดยใช้ขอนแก่นเป็นจุดเปลี่ยนเพื่อเดินทางเชื่อมโยงต่อไปยังที่อื่น สำหรับผลกระทบของการท่องเที่ยววิถีเมืองจากการขยายตัวของเมือง พบว่ารูปแบบการท่องเที่ยววิถีเมืองขอนแก่นมีความกลมกลืนระหว่างเมืองเก่าและเมืองสมัยใหม่ ปัจจุบันจังหวัดขอนแก่นมีนโยบายอนุรักษ์สืบทอดศิลปวัฒนธรรมร่วมสมัยนี้ไว้ แต่อย่างไรก็ตามผลกระทบที่เกิดขึ้นอาจเกิดขึ้นตามพัฒนาการของเมือง การเปลี่ยนแปลง ทางสังคม เศรษฐกิจ การไหลเข้าของคนต่างถิ่น รวมถึงการต้องการแลกเปลี่ยนเรียนรู้วัฒนธรรมต่างถิ่น

คำสำคัญ : ผลกระทบการท่องเที่ยว การท่องเที่ยววิถีเมือง การขยายตัวของเมือง

Introduction

United Nations World Tourism (UNWTO) predicts that in 2020 there will be approximately 1,600 million international tourists, and the tendency of the popular tourist attractions is East Asia Pacific and South East Asia (United Nations World Tourism, 2015). In addition, the increasing change of economic mechanisms, aging society, and urbanization bring prosperity and business opportunities. Governments, therefore, place importance on enhancing the competitive ability to seize the share of a global market, especially countries in Asia which implement identity promotion strategies for their cities in order to attract more tourists. The missions of the tourism sector have been integrated with all dimensions of the national development (Tourism Authority of Thailand, 2016).

Tourism is considered the national agenda. Apart from Bangkok, Phuket, Chonburi, Surat Thani and Chiang Mai which are the main destination cities, it is apparent that there is no province in the northeast which is ranked the top tourist destination. There are many cities that have unique identities such as Buriram which is a speed city and Chiang Khan which is a cultural city along Mekong River achieving its tourism success in a high scale (Thailand Creative & Design, 2016). However, there are many cities with potential and opportunities to develop themselves into tourism cities, especially Khon Kaen Province where the number of tourists

has increased after World Tourism Day Event was held in 2016 measured by the number of flights and regional route expansion (Khon Kaen Municipality, 2016). Khon Kaen has also been appointed as the significant city of the northeast, and it has a continuous foundation development. Consequently, a 4-year development framework (2015-2018) has been determined. There are several projects being initiated to facilitate the tourism and convenient access to the area. It can be seen through the investment of the private conference and product exhibition hall which will open at the end of 2018 and Khan Kaen Airport which is being improved to the international scale (Yuttasak Supasorn, 2016).

In terms of direct expansion of tourism and indirect stimuli, according to the statistics of the number of tourists in 5 provinces with tourism potential, even though the number of tourists in Khon Kaen is smaller, urbanization in the province results in growth-led tourism. The tendency of increasing number of tourists can be seen from the continuous rise of tourism and the fact that the tourists are clustered in the urban area. Most of them are MICE groups, business groups, public agency groups, private company groups, those who travel by private car, those who travel for recreation and those who use Khon Kaen as the transit city to travel to other nearby provinces (Khon Kaen Municipality, 2016)

Even though Khon Kaen is ready for urbanization in many aspects, various tourism strategies and product development strategies have not been successful. The tourism products are not attractive enough to make tourist recognize Khon Kaen well; it lacks balance development of demand and supply. If the administrators can use the strategies and understand the tourists' behaviour and this new type of tourism, tourism opportunities will ensure (Nantakwang Sirasuntorn, 2016). Urbanization can act as a magnet attracting tourists and disperse them to certain areas according to their needs. In addition, tourism concept should be based on the identity which is really attractive in order to present the unique characteristic of the province by considering tourists' behaviours integrated with the identity of existing tourism resources (Wichai Srikwan, 2015). As for tourism development and promotion, the large number of tourists is not always important to develop the destination, and the administrators should focus on the strengths and unique characteristics. Despite certain cities with limited tourism resources, if they are developed and promoted well, they can achieve the tourism success (Mingsan Kawsa-ad, 2015). Strategy planning must include both public and private sectors and power structures which can be used to operate the tourism directly and indirectly with the focus on the development of all dimensions (Narisa Kamkaen, 2014). There were five strategies generated as follows: 1) promotion and tourism development for tourist attractions with lessons from loss, accidents and danger of death areas; 2) promotion and quality control

of tourist; 3) promotion and support to public attractions focusing on presenting the story behind; 4) promotion and the physical environment development, and the composition of the attractions to be more appropriate for elderly and disabled tourists; and 5) promotion of the sustainable proactive strategies (Manassinee Boonmeesrisanga,2015). Therefore, this article aims to study the form of urban tourism based on the identity of Khon Kaen Province. The objectives are to study supply based on the existing tourism resources and to identify the identity that leads to strategies appropriate for urban tourism in Khon Kaen which can be integrated and in accordance with the implementation of local, regional and national strategic plans.

Literature Review

In this article, the researcher has studied the concepts, theories and relevant documents and research papers in order to provide the overview, analyse and synthesize data to support the results. The literature consists of definitions of urban tourism (Wall G. & Mathieson A., 2011, Woodside A., Cruickshank B., & Dehuang N., 2009, Napira Travel, 2013). The components of urban tourism which differentiate it from other types of tourism are lack of season and that it relies on existing tourism resources which can be recycled to create new tourism activities and tourism products (Beedie P., 2010, Ashworth G.& Page S. J., 2011, Douglas N. & Derrett R., 2010, Gospodini A., 2009). Urban tourism can be classified by characteristics of the society, culture, and environment of that city. There are consistent direct and indirect supporting factors for urban tourism that affect the promotion of urban tourists (Law, 2002) which are 1) historic city, 2) cultural city (i.e. cultural industry), 3) business city, 4) sport city, 5) nightlife city, 6) leisure shopping city and 7) tourist city (Burtenshaw et al., 1991, Law C.M., 1993b) and Uurban tourism site that offers a high level of heritage value, particularly sociocultural (religious), aesthetic and historic value. The site provides insight into not just Buddhist art and temple architecture in Thailand, but also the civic history of Thailand. (Nichanant Sermsri,2017) The intermediate-term of sustainable land management pattern is to prepare the locals for building up teams with the knowledge of urban development. The directions of the urban development also should be informed clearly to the public, government agencies, educational institutions, private institutions and investors. And the long-term of sustainable land management pattern is that the responsibility of land use management by the local administrations under the Town and Country Planning Act should be added as a part of the municipal development plan. This can promote an integrated

development plan covering the physical, social and economic aspects. (Sudarat Attarat and Parichart Visuthismajarn,2017)

Definition of Urban Tourism

A major difficulty that may account in part for the academic neglect of urban tourism has been the lack of a simple definition of a complex phenomenon and a clear demarcation of its diverse and vaguely formulated set of activities, as reviewed by Edwards et al. (2008). Adding the adjective urban to the noun tourism locates an activity in a spatial context but does not in itself define or delimit that activity. Ashwoth G. (1989), one of the first researchers in the field of urban tourism, said that this is not only a number of tourist activities in cities but is a particular case of tourism that is part of the specific urban life.

According to the National Conference on Urban Tourism, Urban tourism is a set of resources or activities located in the city and made available to visitors outside having the purpose of entertainment, business or other reasons. If at first urban tourism was considered a result of population mobility, for which the city was only a short break, now because of the transformations and behavioural changes that took part, the city became a cultural centre, a place of relaxation, where people are shopping, meet with friends and spend their free time. Therefore we can say that urban tourism is not just a form of tourism, but also an integral, traditional and characteristic part of urban life (Howie, 2003).

Other authors, when defining urban tourism, are considering a clear demarcation of characteristic urban tourism activities. Thus Minciu Rodica (2005) characterizes urban tourism from the perspective of an extremely wide coverage - leisure time (vacations) in cities, visiting them and to conduct a variety of activities, such as visiting relatives, meetings with friends, watching shows, exhibitions, shopping etc. Law C.M. (1996c) insists on the complexity of urban tourism which can't be reduced to a definition because the Cities are too different in terms of size and existing features to meet a similar pattern of interpretation. Ashworth (2011) believes that urban tourism is defined in a vague and inaccurate manner without a systematic structure for understanding the phenomenon. Potier (1996) considers that the difficulties in identifying urban tourism are due to disparity practices and motivations, tourist flows complexity and insufficient statistical data.

In summary, urban tourism is tourism that is related to local lifestyles, cultures. It refers to a city which is part of cultural tourism, lifestyles, society and community and leisure or sports activities (Maha Sarakham University, 2013). It also refers to participation in urban festivals, meeting, and dining, shopping, nightlife (Verbeke, J., 1999), sightseeing the city

landscape and architecture, including using services in the urban area. In addition, it refers to tourist spots such as entertainments, arts, department stores, theatres, and activities. It may be the destination or the gateway to other cities for business purposes, seminar conferences and festivals (Bill Bramwell, 1999).

Policy, Director and Tendency of Urban Tourism

Thailand economy still relies on income from the tourism sector which is a distribution of income and employment to help promote good well-being for Thai community and society. Thus, the government is aware of the significance of tourism as a mechanism that maintains its stability and drives the national economy forward (Ministry of Tourism and Sports, 2016). In 2014, the number of foreign tourists visiting Thailand was 24,809,683 and it increased in 2014 by 20.44% being 29,881,091 in total, and it tends to rise gradually (Department of Tourism, 2016). However, Thailand has more tourism risks due to decreasing competitive ability, especially in terms of supply and insufficient tourism resources (World Economic Forum, 2015). Therefore, the strategic plan for Thailand during 2015-2017 will provide a foundation for the national tourism development plan in 2017-2021 by determining the tourism mechanism for the competitive tourism market, renovation of old attractions, development of new tourist attractions and strategies to promote domestic tourism (Ministry of Tourism and Sports, 2015).

According to the previous development, it can be said that Thai tourism industry lacks balance; two third of the income from tourism comes from 5 tourist provinces: Bangkok, Phuket, Chonburi, Surat Thani and Chiang Mai. If negative situations take place in the aforementioned provinces, it will significantly affect the growth of tourists as apparent in the past crises. Therefore, the government has implemented the development and promotion strategies based on 3 strategic issues: improving Thailand image and positioning the market, restructuring the market by expanding the high-value tourist base and rebalancing demand and supply to create a balance between the social economy and environment, distribute tourists and promote tourism according to ability of certain tourist attractions to reduce effects (Ministry of Tourism and Sports, 2015).

As for the tourists who travel in short distance, they may travel in one region, and the growth will cluster in certain areas. Therefore, this behaviour needs to be changed, and alternative tourism trends should be promoted. Expansion of tourism market should cover many specific groups of tourists according to personal interests. In the future, the tourists tend to be interested in learning and gaining different experiences in each trip.

The case study of Khon Kaen Province has been studied in this article. Accordingly, Khon Kaen is consistent with urban tourism for many reasons. 1) Mostly, Khon Kaen has the tourism resources and products created by men to fulfil the tourists' needs. There are new activities and modification of places to make the province relevant (Terdchai Chuaybamroong, 2009). 2) The urban zone has changed its travel landscape as a result of sudden economic growth. Over the past 3 years, there has been MICE industry and service development, business investment promotion and expansion of industrial zone which has turned the city to the smart city. The number of flights has been increased from those welcoming 1.5 million people per year to 4-5 million people per year, and the transportation has been linked with the neighbouring countries with light-rail train system in the city, upgrading Khon Kaen to be the tourism centre of the region (Khon Kaen Provincial Office, 2016). 3) Khon Kaen is the large city with dense population and advanced facilities which is a result of industrial development and plays an important role in the trade and falls into the category of urban tourism which consists of urban sightseeing activities, nightlife, urban lifestyles, meeting and dining, festivals and leisure shopping and sports, including urban tourism supporting factors such as accessibilities, accommodations, amenities and ancillary services (Gregory Ashworth & Stephen J. , 2015).

Urbanization Effects on Tourism

In the other word, urban development is regarded as one of the main causes of tourism formation, especially after revealing the negative subsequent of urban life, plan to make for leisure time took precedence over other city affairs, and this led to more tourism increase. Concerning the Increasing growth of city dwelling in Iran, and physical progressive extension of cities and the danger of ecological, social and psychological problems, plan to make for spending free times and also developing and equipping touristy sites in the urban measure and suburb measure, have turned to a social necessity. Because of the existence of structural barriers, tourism managing and plan making such as on the one hand unbalance between institutes that are responsible for plan making and tourism development, and on the other hand the lack of proper comprehension of practical effects of leisure and entertainment on the other urban activities, in the frame of urban development patterns, makes the importance of revising urban policies necessary. One of the serious problems of urban system is specifying sites as “places for spending leisure times” for citizens, on the basis of certain budgets permanent urban tourism also consists business level, urban development and local societies (Alireza E., Hadi S. and Zahra B.,2012). Tourism can bring many economic and social

benefits, particularly in rural areas and developing countries, but mass tourism is also associated with negative effects. Tourism can only be sustainable if it is carefully managed so that potential negative effects on the host community and the environment are not permitted to outweigh the financial benefits Chart (1) presents the advantages of permanent tourism with proper management. If the tourism operators want to have a permanent balance between the need of local society in order to protect ecology and to improve quality of life and tourism experience and to hold permanent tourism activities, a managerial system should be established with the application of systematic view point focusing on the frame of business and underlying permanent development in such countries.

Negative effects	Positive effects
1 Pollution	1. Facilities increase
2. Pressure on facilities and services	2. Increasing identity feeling
3. Analyzing local methods and living approaches	3. Economical reinforcement
4. Increase of crimes	4. Creating working opportunities
5. Changing traditional life	5. Widening society's horizons
6. Incongruity of place usages	6. Keeping the permanency of societies

Chart1. Positive and negative effects of tourism

Source: Jamieson and Sunalai (2002)

Moreover, Khon Kaen has the potential in welcoming a number of travellers who attend business events from Khon Kaen International Airport to Golden Jubilee Conference Hall at Khon Kaen University which is equipped with quality facilities according to their demands. In addition, it is worthy for event organizers to hold small and private events at 4-star and 5-star hotels. Khon Kaen is not only the MICE center of the region, but it is also capable of upgrading itself to the international level by acting as the medium to combine business opportunities among international participants such as APEC Ministerial Meeting, International Conference on Humanities and Social Sciences and Thai-ASEAN Trade Fair, held among unique cultures, warm welcome and many entertaining and exciting events in the region. (Khon Kaen Provincial Office, 2016) the cooperation and collaboration of not only all conservation stakeholders and tourism action committees from the three sectors of decision makers - governments, non-profit organizations, and commercial enterprise, but also professional designers to transform the concepts of decision makers into buildable

management development with creative design to achieve the goals of sustainable resource use of tourism attractions visitor satisfaction. (Saijai Diteepeng and Ken Taylor, 2016)

Urbanization in Khon Kaen is a result of major business plan and more real estate leasing such as hotels and offices. The proportion of income from real estate port or condominium sales is 65%, and the percentage of real estate leasing is 35% which has been appropriated to be fifty-fifty. Property establishment in Khon Kaen tends to focus on earning profits from leasing, building 90-room medium-sized hotels in the urban zone and building offices for rent around the economic areas and secondary areas. The one-story conference and exhibition hall is under the construction, the utilization area of which 200,000 square meters. The construction is expected to be completed in the middle of 2016 to specifically serve the conference and seminar market or MICE market. (Khon Kaen Municipality, 2016 and Khon Kaen Provincial Office, 2016) According to the interview of concerned agency for comments and suggestion through PEST Analysis and SWOT Analysis that are the important tools used to widely analyze the overall image, it was found that the political factor, the economic factor, the social factor and the technological factor impacted on city tourism in Khon Kaen Province. PEST Analysis and SWOT Analysis of Effects of Urban Tourism from Urbanization in Khon Kaen Province could be summarized as follows:

Political Factor	Economic Factor
<ol style="list-style-type: none"> 1. The political status in Khon Kaen Province is stable. 2. The change of political environment affects the policy that supports tourism. 3. Khon Kaen Province is considered the hub of the Northeastern Region of Thailand. Therefore, the meeting and the regional political seminar are held here. 4. Due to the 20-year national strategy, there is a variety of city tourism in Khon Kaen Province. 5. The Government supports regional tourism and promotes tourist distribution. 	<ol style="list-style-type: none"> 1. The total slowing-down economy of the country makes foreign tourists decrease in each region. 2. The capital of wage (both of the minimum wage and the wage of skill development employees) 3. The effect tendency of technological changes or other changes that impact on economy. 4. The business that concerns tourist industry and services in Khon Kaen Province more expands. 5. MICE industry makes the economy in Khon Kaen Province better.

Social and Cultural Factor	Technological and Environmental Factor
<ol style="list-style-type: none"> 1. The International culture makes the local culture fade away. 2. People from other areas more immigrate to Khon Kaen Province. 3. The tendency of elderly persons and supporting facilities is increasing. 4. The social and cultural change is available in Khon Kaen Province. 5. The growth rate of Khon Kaen population is increasing. 	<ol style="list-style-type: none"> 1. The technology in Khon Kaen Province that is developed to support tourism more is the application that uses a dinosaur to navigate. 2. The development of map technology affects tourism and easy place search. 3. The environment in the city is changed to support expansion. 4. The local community does not understand new technology. 5. Technology makes marketing expand rapidly.

SWOT Analysis of effects of urban tourism from urbanization in Khon Kaen Province could be summarized as follows:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. The tourism attraction is improved and recreated to support a many of city tourism in Khon Kaen Province. 2. There is the transportation that supports the city tourism in Khon Kaen Province. 3. There is the convention center as the hub of meeting and regional seminar. 4. There are so many tourists in the city. 5. There are tourism attractions that support social activities such as a park, a bicycle route, a gym or fitness center and all. 6. There are festivals or events in the city all year from various agencies. 7. It is worth for tourist to visit because the cost of tourism is not high. 	<ol style="list-style-type: none"> 1. It lacks of good coordination among the governmental organization, the private sector and the community in development and public relations. 2. The International culture makes the local culture fade away. 3. Each tourist attraction in Khon Kaen is far from each other. 4. The heavy traffic impacts on the city tourism. 5. The footpath and the bicycle route are not standardized. 6. The city tourism is not developed and promoted much enough. 7. The tourist distribution is still congested in the city area.

Opportunities	Threats
<ol style="list-style-type: none"> 1. The tourist industry is expanded both in the local level and the regional level in Thailand. 2. The Government formulates the policy to promotes tourism both in the country and connected to neighboring countries. 3. There is the development of by-land and by-air transportation connected to the region and the country in Khon Kaen Province. 4. Khon Kaen Province is the hub of many governmental agencies and private agencies. 5. As MICE, it makes many people join meetings, seminars or events. 6. Agencies in Khon Kaen Province are alert to the tourist industry and services. 	<ol style="list-style-type: none"> 1. The system of transportation route through tourist attractions is not convenient yet. 2. The remote transportation route is as the travel obstacle of tourists and people who are interested in visiting. 3. Tourist attractions in Khon Kaen Province are not focused on enough from investors because of the legal requirements. 4. Khon Kaen Province is not specified as the main tourist province in the tourist development. 5. The change of political policies affects the tourist development. 6. There is the heavy traffic in the city. 7. There is no integration of agencies in Khon Kaen Province.

Furthermore, according to the research, it has been found that there are social change and change in traditions in both positive and negative ways. As for the positive aspect, there is increase of income, more job opportunities and learning opportunities for the people in the area. On the other hand, it distorts the traditional cultures and results in a lack of social disciplines and cluster of income, especially for the financially superior groups of influential and powerful people. The people in the area have good attitudes toward the tourism development and accept the changes since it results in economic benefits. As for the tourism situations in each area, it has been found that the type of tourism that fulfils the tourists' need is cultural tourism which is the foundation of development. However, entrepreneurs, public agencies, and community organizations have clear objectives in managing the tourism in the area unlike lower-class villagers with little participation who are classified as tourism labours. (Khon Kaen Municipality, 2016 and Khon Kaen Provincial Office, 2016).

In terms of effects of urban tourism, it has been found that urban tourism in Khon Kaen results in a combination of old city and modern city, and traditional cultures are being preserved. Such effect is due to social and economic development and change, exchange of knowledge and foreign cultures, and advance development. However, it cannot be concluded

that such effect is the result of urbanization and tourism development. Therefore, as for the tourism development in the area, it is important to pay attention to the social context and local cultures. It should involve community participation and admiration of traditional cultures by promoting learning and continuously preserving them to raise self-awareness and provide the sustainable understanding of tourism development principles, as well as promoting the fair distribution of income to prevent negative effects.

Conclusion

It can be concluded, in this article, that tourism has been considered as the national agenda of Thailand. According to urbanization, it results in growth-led tourism with increasing tendency of urbanization and urban activities. This can be observed from the continuously increasing number of tourists. (Sharpley, 2014) The tourists will be clustered in the urban areas. Most of the tourists are MICE groups, business groups, public agency groups, private company groups, those who travel by private car, those who travel for recreation and those who travel to transit to other nearby provinces who use Khon Kaen as the gateway. And perceiving positive impacts as a result of tourism encourages the community to support tourism development and to participate in tourism activities; while perceiving negative impacts, on the other hand, discourages residents from supporting tourism development.

According to the study on Khon Kaen Province which is the trade and education center in the northeast of Thailand and a popular destination for tourists who come to experience cultures and traditions, Khon Kaen is a renowned Madmee silk production source and the operational center according to the economic development approach. The province is connected to Myanmar and Vietnam. In addition, Khon Kaen is the trade and transportation center and the gateway to Southern Indo-china. The aforementioned factors allow Khon Kaen to develop itself to be an important MICE city of Thailand. According to such characteristics, Khon Kaen Province falls into urban tourism category for several reasons. 1) Mostly, Khon Kaen has the tourism resources and products created by men to fulfil the tourists' needs. There are new activities and modification of places to make the province relevant (Terdchai Chuaybamroon, 2009). 2) The urban zone has changed its travel landscape as a result of sudden economic growth. Over the past 3 years, there have been MICE industry and service development, promotion of business investment, expansion of industrial zone, evolution to the smart city, more architectural and landscape sightseeing activities and available amenities in the urban areas. The attractions include entertainment, arts, department stores, theatres, and activities. As a result of urbanization, there is a combination of old city and modern city in

Khon Kaen. Nowadays, traditional cultures are being preserved; however, it is due to consequences of social and economic development and change, exchange of knowledge and foreign cultures, and advance development. There are tourism attractions that support social activities such as a park, a bicycle route, a gym or fitness center and all. And there is the development of by-land and by-air transportation connected to the region and the country in Khon Kaen Province.

References

- Alireza E. ,Hadi S. and Zahra B. (2012). The Role of Urban tourism to achieve urban sustainable development. *International Journal of Geology*, 6 pp.17-25.
- Ashworth G. & Page S. J. (2011). Urban tourism research: Recent progress and current paradoxes. *Tourism Management*, pp.1-15.
- Ashworth, G. J. (1989). Urban tourism: an imbalance in attention. *Recreation and hospitality management*, pp.33–54.
- Beedie P. (2010). The adventure of urban tourism. *Journal of Travel & Tourism*, pp.37-48.
- Bill Bramwell. (1999). User satisfaction and product development in urban tourism. *Tourism Management*, pp.56-68.
- Department of Tourism. (2016). Statistics of foreign tourists entering Thailand in 2015. Bangkok: Department of Tourism. *Report from Ministry of Tourism and Sports*.
- Douglas N. & Derrett R. (2010). Special interest tourism. *Tourism Management*, pp.11-24.
- Edwards, D., Griffin, T., Hayllar, B., (2008). Urban tourism research. Developing an Agenda, *Annals of Tourism Research*, pp. 1032–1052.
- Gospodini A. (2009). Urban design, urban space morphology, urban tourism: an emerging new paradigm concerning their relationship. *European Planning Studies* , pp.925-934.
- Hall, C. M., & Page, S. J. (2009). Progress in tourism management: from the geography of tourism to geographies of tourism: a review. *Tourism Management*, 30 (1), PP.3–16.
- Howie, Frank. (2003). Managing the Tourist Destination, EMEA: *Thomson Learning*.
- Jamieson, W. and Sunalai P. (2002). The Management of Urban Tourism Destination: The Cases of Klong Khwang and Phimai, Thailand. *UMP-Asia Occasional Paper*, pp.56-68
- Khon Kaen Municipality. (2016). Policy of Khon Kaen Municipality, 2016-2021. *Khon Kaen Municipality Office Khon Kaen*.
- Khon Kaen Provincial Office. (2016). Development Strategy for Khon Kaen 4 years (2014-2018). Office of Khon Kaen, *Khon Kaen Development Strategy Group*.

- Law, C. (2002a). *Urban Tourism: The visitor economy and the growth of large Cities*, EMEA: Thomson Learning.
- Law, C. M. (Ed.). (1993b). *urban tourism: Attracting visitors to large cities*. London: Mansell.
- Law, C. M. (Ed.). (1996c). *Tourism in major cities*. London: Thomson International London: Continuum.
- Maharakham University. (2013). *Different types of tourism*. Maha Sarakrm university. Maha Sarakham province.
- Manassinee Boonmeesrisanga. (2015). *the Development of Patterns and Proactive Tourism Marketing Strategy toward Dark Tourism in Western Region Of Thailand*. Veridian E-Journal, Silpakorn University. Volume 8 Number 3 September – December 2015. pp. 755-780
- Minciu, Rodica, (2005), *Economia turismului*, Bucuresti: Editura, Uranus.
- Mingsan Kawsa-ad. (2015). *Urban Development in the Age of Lifestyle Tourism Bangkok: Thailand Research Fund (TRF)*.
- Ministry of Tourism and Sports. (2016). *the Human Resources Development for Tourism Administration Project*. Bangkok: Ministry of Tourism and Sports.
- Ministry of Tourism and Sports. (2016). *Thailand Tourism Strategy 2015 - 2020*. 2015: Ministry of Tourism and Sports Thailand.
- Nantakwang Sirasuntorn. (2016). *New Urban Travelscape: Tourism Landscape Talk Tourism Trend Talk II.Bangkok: Thailand Tourism Education Center (TAT).22-27*
- Napira T. (2013). *Travel vocabulary Bangkok: Napira Travel Stylist Company*.
- Narisa Kamkaen. (2014). *Synthesis of research, tourism and future research directions*. Bangkok: Thailand Research Fund (TRF).
- Nichanant Sermisri. (2017). *Urban Tourism at Religious Sites: Wat Phra Chetuphon Vimolmangklararm Rajwaramahaviharn (Wat Pho)*. Veridian E-Journal, Silpakorn Universit. Volume 10 Number 4 January-June 2017. 254-267
- Terdchai Chuaybamroong. (2009). *Wisdom for creative local development*. King Prajadhipok Institute.
- Thailand Creative & Design. (2016). *Policy on Urban Planning*. Bangkok. TCDCCONNECT.
- Tourism Authority of Thailand. (2016). *Tourism Trend Talk*. Tourism Trend Talk. Bangkok: Tourism Authority of Thailand, pp.33-44.
- United Nations World Tourism. (2015). *Tourism highlights*. Madrid: United Nations World Tourism Organization.

- Verbeke, J. (1999). Scanning museum visitors: urban tourism marketing. *Annals of Tourism Research*, pp.364-375.
- Wall G. & Mathieson A. (2011). Tourism: Change, impacts and opportunities. *Pearson*, pp.47-58.
- Wichai Srikwan. (2015). Brand-new travel season, set a long slogan. Bangkok: *GM Online*.
- Woodside A., Cruickshank B., & Dehuang N. (2009). Stories visitors tell about Italian cities as destination icons. *Tourism Management*, pp.162-174.
- World Economic Forum. (2015). the Global Competitiveness Report 2015-2016. Report of *World Economic Forum USA*.
- Yuttasak Supasorn. (2016). TAT Promotion Khon Kaen Model 5 million people in northeastern Thailand. Bangkok: *Report of Economic base*.
- Saijai Diteepeng and Ken Taylor. (2016). Management of the Ban Tha Chin Historic Site for Tourism. *Veridian E-Journal, Silpakorn University*. Volume 9 Number 5 July – December 2016. pp. 273-284
- Sharpley R. (2014). Host perceptions of tourism: A review of the research. *Tourism Management*, 42, pp. 37–49
- Sudarat Attarat and Parichart Visuthismajarn. (2017). A pattern of the sustainable tourism border town management in local government for supporting the ASEAN Economic Community. *Veridian E-Journal, Silpakorn University*. Volume 10 Number 4 January-June 2017, pp. 86–101