

## An Innovation Model for International Sport Events City of Buriram Province, Thailand

### รูปแบบนวัตกรรมเมืองจัดกิจกรรมกีฬาระดับนานาชาติของจังหวัดบุรีรัมย์ ประเทศไทย

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#### Abstract

This research aims to study an innovation model for international sport events city of Buriram Province, Thailand. The qualitative method was applied by observation, in-depth interviews, focus groups, and workshops. The results showed that the city's creative products include in the international sporting events consisting of: 1. Core Products which are attraction that include sport, historical and cultural attractions 2. Supporting Products which are activities that include festivals, events, national, international and local sport events, accommodation and restaurants 3. Expected Product which are access to tourist attractions 4. Augmented Product which are ancillary services. There are facilities for tourists such as postal, hospital, insurance planning and waste management. 5. Potential Product which are travel package, travel program and other types of tourism. As summary, the researchers give examples of tangible innovations and innovation created by all sectors that related to the development of Buriram province into the city of sport tourism which is a guideline for Buriram sport tourism

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and national, international activities throughout the year (Guidelines for Burirum Sport Tourism) and the study also found that in addition of the Guidelines Event Calendar, the innovation of this research can also be extended to a variety of issues.

**Keywords:** Tourism Innovation, Tourism Product, Sport Tourism

### บทคัดย่อ

บทความนี้มีวัตถุประสงค์เพื่อศึกษารูปแบบนวัตกรรมเมืองจัดกิจกรรมกีฬาระดับนานาชาติของจังหวัดบุรีรัมย์ โดยใช้การวิจัยเชิงคุณภาพ (Qualitative Research) การใช้การสังเกต (Observation) การสัมภาษณ์เชิงลึก (In-depth Interview) การจัดประชุมกลุ่มย่อย (Focus Group) และประชุมเชิงปฏิบัติการ (Workshop) โดยผลการวิจัยพบว่า ผลิตภัณฑ์สร้างสรรค์เมืองจัดกิจกรรมกีฬาระดับนานาชาติของจังหวัด ประกอบด้วย 1) ผลิตภัณฑ์หลัก (Core Product) ได้แก่ สิ่งดึงดูดใจทางการท่องเที่ยว (Attraction) ได้แก่ สถานที่ท่องเที่ยวเชิงกีฬา สถานที่ท่องเที่ยวเชิงประวัติศาสตร์และวัฒนธรรม และสถานที่ท่องเที่ยวเชิงธรรมชาติ 2) ผลิตภัณฑ์สนับสนุน (Supporting Products) ได้แก่ กิจกรรมทางการท่องเที่ยว (Activities) ประเพณี งานเทศกาล การแข่งขันกีฬาระดับชาติ ระดับนานาชาติ และกีฬาระดับท้องถิ่น สถานที่พักแรม (Accommodation) ร้านอาหาร 3) ผลิตภัณฑ์ที่คาดหวัง (Expected Product) ได้แก่ การเข้าถึงแหล่งท่องเที่ยว (Accessibility) มีความสะดวกสบาย เส้นทางคมนาคมมีความสะดวกและหลากหลายในการเดินทางเข้าถึงแหล่งท่องเที่ยว (เครื่องบิน รถยนต์ รถไฟ) ความปลอดภัยในการเดินทางเข้าถึงแหล่งท่องเที่ยวมีป้ายบอกทาง ป้ายบอกสถานที่ท่องเที่ยวที่ชัดเจน เข้าใจง่าย และเพียงพอ สิ่งอำนวยความสะดวกของแหล่งท่องเที่ยว (Amenities) ศูนย์บริการข้อมูลนักท่องเที่ยว ระบบสาธารณูปโภคครบครัน มีเจ้าหน้าที่ให้บริการมีความรู้และยินดีให้บริการ รวมถึงประโยชน์หลายๆอย่าง จากการเข้าร่วมกิจกรรมทางการท่องเที่ยว 4) ผลิตภัณฑ์ควบ (Augmented Product) ได้แก่ การบริการเสริมของแหล่งท่องเที่ยว (Ancillary services) มีเจ้าหน้าที่ให้คำแนะนำ ข้อมูล การบริการต่างๆ มีสิ่งอำนวยความสะดวกให้กับนักท่องเที่ยว เช่น ธนาคาร ไปรษณีย์ โรงพยาบาล มีการวางแผนรองรับการประกันภัยต่างๆ มีการวางแผนรองรับการจัดการขยะ 5) ศักยภาพผลิตภัณฑ์ ได้แก่ การบริการโปรแกรมทางการท่องเที่ยว (Available package) โปรแกรมทางการท่องเที่ยวหลากหลายทั้งการท่องเที่ยวเชิงกีฬาและการท่องเที่ยวประเภทอื่นๆโปรแกรมท่องเที่ยวเชื่อมโยงแหล่งท่องเที่ยวสำคัญของจังหวัดบุรีรัมย์ ซึ่งผลสรุปในครั้งนี้ได้ยกตัวอย่างนวัตกรรมที่สามารถจับต้องได้และเป็นนวัตกรรมที่เกิดจากความต้องการของทุกภาคส่วนที่เกี่ยวข้องกับการพัฒนาเมืองบุรีรัมย์สู่การเป็นเมืองท่องเที่ยวและเมืองจัดกิจกรรมกีฬาระดับนานาชาติ คือ คู่มือตารางกิจกรรมการท่องเที่ยวเชิงกีฬาและกิจกรรมระดับนานาชาติของจังหวัดบุรีรัมย์ตลอดทั้งปี (Guideline for Burirum Sport Tourism) และจากการศึกษาข้อมูลยังพบว่านอกจากคู่มือตาราง ปฏิทินกิจกรรมแล้ว นวัตกรรมที่เกิดขึ้นจากการวิจัยในครั้งนี้ยังสามารถนำไปต่อยอดได้อีกหลายประเด็น

**คำสำคัญ :** นวัตกรรมการท่องเที่ยว, ผลิตภัณฑ์การท่องเที่ยว, การท่องเที่ยวเชิงกีฬา

## Introduction

Thailand is one of the world's most popular and well-known travel destinations. Thailand has a policy of promoting tourism. In 2018, the government by the National Tourism Board has approved the year 2018 as "Amazing Thailand Tourism Year 2018". The policy has been announced try to promote Thailand's tourism to the international. Sports tourism is a development strategy under the tourism strategic plan in the plan 1 (2015-2017) and plan 2 (2017-2020) (Ministry of Tourism and Sports, 2017), as a guideline for the development of tourism promotion. Competitiveness of Thailand in line with the global tourism situation and the tourist behavior trend. In 2016, sport tourism has generated economic value to Thailand at least 21 billion (Office of the Secretary of Tourism and Sports, 2016). In the past, the government has emphasized on sports tourism. It is the policy to promote sports activities as one of the tourism experiences. Even more popular tourist patterns, respectively. It is influenced by the dynamics of globalization, political economy, and the advancement of technology that enables people to access various types of sports easier and faster. The values and trends of the new generation of health care and more emphasis on sports and exercise (Zarya Chumchu, 2016), which corresponds to the needs of the world population. It has a policy to organize activities and support activities that create value and maintain the country's strengths. Thai culture and identity are promoted as potential tourism activities and are ready on the basis of Thai identity.

Buriram is unique in its history, culture, and natural destination and known as a pass-through city. Currently, Buriram has developed itself into a prominent sport tourism as a result of the promotion from the public sector, Buriram province has been equipped with modern infrastructure and facilities also get world class standard and the potential of people in the area of management. Efficiency in service linking technology and innovation to competitive advantage and point-of-sale in conjunction with the presentation of sports tourism. It is in line with current and future trends in the demand of the tourist market. Buriram is becoming a destination for major sports tourists in the country (Sport Dream Destination) and to promote Buriram as a destination for international sport tourists. Therefore, it is necessary to study in order to find an Innovation Model for International Sport Events City of Buriram Province. This will lead to economic development of the country through the addition of value to related goods and services and create income distribution to people in the community, also lead to sustainable tourism development. Therefore, the research objectives are to study current

situation and analyze the potential of sport tourism in Buriram Province and then propose an innovation model for international sport events city of Buriram Province.

## Literature Review

### Tourism Innovation

Innovation in the definition of economics refers to five new models or products: new products, new ways to produce goods. New product launch acquisition of new raw materials (Joseph Schumpeter, 2004). Innovation is about bringing new ideas into products, processes or services that add value. However, innovation is directly related to creativity but creativity alone cannot be transformed into innovation. Innovation also requires other components to make it into a product and new services (Amabile, T., 1988), as well as the creation of new knowledge so it is not always necessary for innovation to be about technology because most of the innovation is new things or improved products or services. Travel industry consists of small and medium-sized enterprises are mainly involved in the supply chain, such as transportation, hotels, restaurants, etc. (William W. Keller and Richard J. Samuels, 2003). Tourism innovation is one of the most important aspects of business. Utilizing other innovative industries such as transportation innovation, it has created many tourist forms such as tourism by train, car and airplane. Researchers study innovation that is the creation or development of international sporting events in Buriram. Innovation is to spark new ideas. It is a process of making those ideas available for widespread use. Innovation is the need to develop new knowledge that is complete. Integration of various management whether it is marketing, finance or corporate management, it will lead the organization to success. The researcher will apply the concept of innovation to create competitive advantage, build operational efficiency standards, make the competition quality and efficiency and in the area of innovation in tourism. The key is to create a management process. The tourism industry is dominated by three main sources: 1. tourist focus 2. tourism industry focus and 3. outside industry focus. (Walailuck, 2008), which play an important role in enhancing competitiveness by using sports and other festivals to create new products to the tourism industry consists of five elements. 1. New products. 2. New ways to produce goods. 3. New market launch 4. Acquisition for new sources of raw materials and 5. New organizational operations. An Innovation Model for International Sport Events City of Buriram Province. It's about bringing new ideas to the sport and local activities to create a new or improved process in the context of Buriram. For value-added services and the new management style. As well as the creation of new knowledge to create an Innovation Model for International Sport Events City of Buriram Province.

### Tourism Products

A product refers to what is offered to the market to attract interest, purchase, consumption or anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need travel products include the following key elements: (Chalong Sri Pimol. Sompong, 2005, Kotler, Bowen, and Makens, 2006) discuss the types of tourism products that can be identified by offering:

1. Core Products are the main benefits or benefits of the product. Basic benefits of products or services that can meet the needs of consumers such as attractions, beaches, etc. The main products and services that satisfy and meet the needs of the target audience as much as possible. The main selling point considering that the customer has a similar need (Core need) and the competition is aware of this need.

2. Supporting Products; Products or services offered to consumers to add value to the main product. It also helps to differentiate the main products, such as accommodation, food service, etc.

3. Expected Product means the product or service that the customer expects to receive or have the right to get when shopping for goods or services, such as getting services and facilities in tourist attractions such as tourist information centre including comfort and safety. Many benefits such as efficiency, benefits, prices, promotions.

4. Augmented Product refers to the products and services that customers receive in addition to purchasing goods and services may be a product additional services or any special offer that the manufacturer thinks up. We also offer the optional tour in the program. Airlines add food items, list of films in the aircraft to choose. Generally consisting of installation service, transportation, insurance, credit, physical environment. This will encourage tourism, such as summer, tourists prefer to go to the beaches, etc., and there is interaction between consumers and manufacturers. Interaction between consumers with each other and consumer participation in the production of goods. This will help create products and services that meet the needs of tourists as well. Other elements are important factors in supporting the core components such as additional products and services.

5. Potential Product means the development of products to meet the needs of customers in the future. A new type of service that customers do not expect. Customers are encouraged to use the service such as hotel staff can remember the name of the customer has been.

### Elements of tourism

Travel resources or travel destinations can be regarded as a tourism product or service. From the study of the composition of tourism resources can be summarized as follows. Dickman (1996) states that tourist destinations and tourism products require five main components which are attraction, accommodation, amenity, accessibility and activity (Siwapallop, 2005). Also, Tourism Western Australia (2010) studies the five key elements (5As) that make a successful travel business which consists of attraction, accommodation, amenity, accessibility and awareness. In addition, Buhalis (2000) analyzes tourist destination destinations (6As), taking into account the needs of tourists and a good tourist attraction will have the following elements; attraction, amenity, accessibility, activity, Available package and ancillary. According to the literature review, Dickman (1996) Tourism Western Australia (2009) and Buhalis (2000) provide an overview of the tourism components used in the analysis this study is 8A, which includes Attraction, Accessibility, Accommodation, Amenities, Activity, Awareness, Available packages and Ancillary services.

### Sport Tourism

Sports tourism is part of the special interest tourism, a form of tourism that is produced by certain groups of tourists. Feel the trip just to visit the country or visit nature as a form that cannot meet the needs of more sophisticated tourists anymore. Ruskin (1987) gives the meaning of sport tourism. The definition of sport tourism is defined in several sources: Travel for non-commercial reasons to attend or observe sporting events in locations far removed from regular residences, Expression of behavior patterns of people during periods of rest, such as holidays spent in places, in which one part has a special natural attraction, part of it is sports and outdoor facilities for physical recreation. Also, Phoomborplub (2018) state that sport tourism means travel from home or place that you live to somewhere else not more than 1 year for participate sport (as a player or an audience) which is a part of activity for travel. Sports tourism development for the masses and out-of-town facilities could spur investment in transportation investments and infrastructure makes development easier. Commercial development in sports tourism. It will be the impetus for the development of the infrastructure needed to facilitate participation. Examples of sports tourism in exceptional outback areas of the world, such as the French Tour de France, held annually in July. In Thailand, an International Triathlon in Phuket, held regularly during December, which is a seaside cruise like Andaman. There is also the Pattaya Marathon that held annually as an

annual sporting event in July, Jet ski competition, Tennis PTT Pattaya open and K 1 kick-boxing. (Manoohong and Dankittikul, 2018)

### **Methodology**

This research was conducted qualitative research methodology. The qualitative data was obtained by analytical review, observation, in-depth interviews, focus group and workshop. Key informants were employed in this research such as government agencies who involved in tourism development in Buriram Province, the private sector refer to entrepreneurs who are involved in tourism in Buriram Province by using a purposive sampling technique and in-depth interviews. (semi-structured interview). Focus Group was selected by government agencies and related organizations, private agencies and entrepreneurs who involved in the sport tourism of Buriram Province by using a purposive sampling technique to exchange ideas and propose ways of managing international sporting events. Workshop was selected by representatives from government agencies and related organizations, private agencies and entrepreneurs involved in the sport tourism of Buriram by using a purposive sampling method. The qualitative data was analyzed via a content analysis technique.

### **Results and Discussions**

#### **Objective 1: A study of current situation and analyze the potential of sport tourism in Buriram Province, Thailand**

Based on the current situation and the analysis of the potential of sport tourism in Buriram Province, there are 8 issues that can be summarized as follows. A summary of the study and analysis of the sport tourism potential of Buriram Province in table format that consists of eight tourism elements: 1. Attraction 2. Accessibility 3. Amenities 4. Available package 5. Activity 6. Ancillary services 7. Accommodation 8. Awareness. According from the study on the current situation and the potential analysis of sport tourism of Buriram Province. Primary and secondary data were collected by literature review, related documents and the interviews with all involved people found that Buriram has creative products that could be classified according to the theory of tourism products. It contains the following key elements:

1. Core Products: Attraction which are sports attractions, historical and cultural attractions, natural attractions include I-Mobile Stadium, Chang International Circuit, Phanom Rung Historical Park. The innovative product is Activity Calendar (Burirum All Year Round).

2. Supporting Products: Activities which are traditions, local traditions, local events, mega events, national & international events, and innovative products for travel is an application Go2Buriram and for restaurants and accommodation is an application B-STAY.

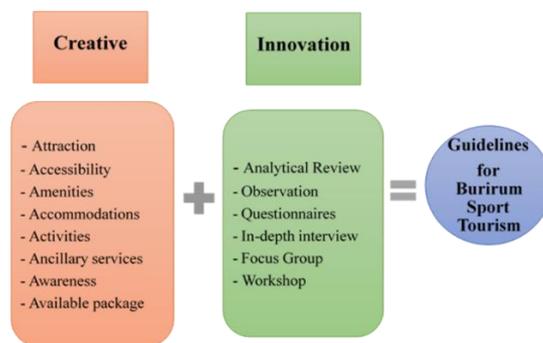
3. Expected Product: Accessibility. Expected Product which are access to tourist attractions. Accessibility is convenient. Transportation is convenient and diverse to travel to the tourist attractions (airplane, cars and trains). Tourist attractions are safe, signs are easy to understand and sufficient. An innovative product for local service is an application B-UBER. Tourist facilities (Amenities), tourist information center fully equipped with utilities, staffs are knowledgeable and willing to serve and include many benefits from participate in activities. The innovative product is an application for comprehensive health consultation (Application Buriram Care)

4. Augmented Product: Ancillary services. There are facilities for tourists such as postal, hospital, insurance planning waste management. The innovative products are Buriram Mega Store, Buriram Brand, One-Stop Service, Tourist Information Center and Buriram Blue Heart Center.

5. Potential Product which are travel package, travel program and other types of tourism. Travel program that linking major attractions of Buriram. Channel of payment are various and convenience. with innovative products that sell tours and tickets. Add-ons and Possibilities, focusing on historical and cultural tourism and divided into two types: 1. Standard Buriram Package 2. Customized Packages and awareness can be used to communicate with tourists. Marketing Tools, Media and innovative product is application ASK ME Assistant.

#### **Objective 2: To propose an innovation model for international sport events city of Buriram Province, Thailand**

Based on the current situation and the analysis of sport tourism potential of Buriram Province and the result of the focus group and the workshop "Buriram Sport Event City DNA Workshop" by government agencies, private sector and entrepreneurship, experts involved in sports tourism in Buriram to brainstorm, discuss and the importance of the elements that influences the development of an innovation model for international sport events city of Buriram Province. Finally, in order to achieve the Innovation Model for International Sport Events City of Buriram Province. The results are as follows;



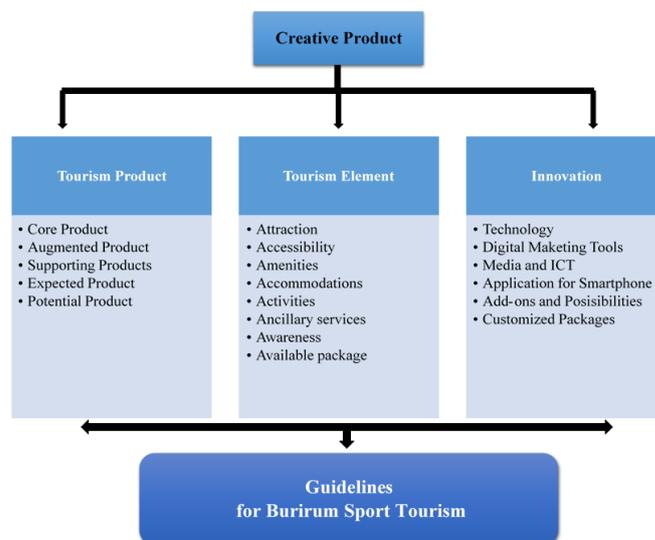
**Figure 1** Conceptual Model

Figure 1 shows the innovation model of International sport events city of Buriram Province. From the study can be summarized in the model as shown. The details can be described as Part 1, Creativity, the principle of tourism product development is based on the analysis of the potential of tourism products in Buriram. The composition of tourism products contains with

1) Attraction is divided into three categories. 1.1) Sports attractions include I-Mobile Stadium (Thunder Castle Stadium) and Chang International Circuit 1.2) Cultural attractions include Phanom Rung Historical Park, Wat Khao Ang Karn and Na Pho Silk Village, A unique cultural tourism community and the annual festival, including Lent festival, the Rice festival, Traditional Boat Race, Long River Raft festival, Isan Kite festival 1.3) Natural attractions include Volcano Forest Park, Huai Crocodile Creek Reservoir, Lam Nangrong Dam, Play La Pleon Flower Park. Those activity are really important and also promote all activities are regularly and continuously developed. 2) Accessibility. Nowadays, transportation that can access to tourist attractions in Buriram have 2 ways which are by land and air. 2.1) by land -private car, van and train. 2.2. by air – flights from Don Mueang International Airport - Burirum Airport. 3) Amenities. At present, Buriram province is well equipped with facilities and basic infrastructure to accommodate tourists. There are projects to develop sports tourism in Buriram province to achieve the standard. 4) Accommodation Currently, Buriram province is ready to accommodate tourists during the festival but in the period of national and international sports events. It has to develop in the accommodation to support the sport events in Buriram. 5) Activities Currently, Buriram province is ready to provide accommodation to tourists during the festival but in the period of national and international sports events. It has to develop in the accommodation to support the sport events in Buriram which are 5.1 Local sport events 5.2 National sport events 5.3 international sport events. 6) Ancillary services. At the present,

Buriram province is ready to provide tourist services 6.1 City Museum 6.2) "One-Stop Service" Project to promote tourism in Buriram Province (Thailand Second Home @ Buriram). 6.3) BLUE HEART CENTER 6.4 Tourism Information Center 6.5) Souvenir center. 7) Awareness. At present, Buriram province is ready for awareness but it has to develop the potential of sport tourism in Buriram as 7.1) Awareness of the service provider. Tourism 7.2) Awareness in the view of tourists. 8) Available Package. Currently, Buriram province is ready for tourism services but it has to develop the potential of sport tourism in Buriram as 8.1) Linking tourism programs between sports tourism and other tourism such as cultural and natural tourism. 8.2) Integrate sports activities with cultural activities, which are necessary for the development and co-ordination of all organizations.

Part 2 is an innovation that enhances the ability to manage the organization. Gronhaug & Kaufmann (1988) discusses about organization innovation that focuses on empowering management or more effective in organizational management. For the Innovation Model for International Sport Events City of Buriram Province have to use integration of innovation with the area of sport tourism in Buriram. This is due to the data processing process, starting with secondary data analysis, document review also primary study of the area, observation as a sports tourist then use the questionnaires with sports tourists and in-depth interview with those directly involved in the development of sports tourism, such as government, private sector, state enterprise sector, education sector, entrepreneurs to know the point of view in various dimensions. After that focus group and workshops were then used by all stakeholders to find the Innovation Model for International Sport Events City of Buriram Province then bring this conclusion, the researchers give examples of innovative and tangible innovations created by all sectors that related to the development of Buriram province into the city of sport tourism which is a guideline for Buriram sport tourism and national international activities throughout the year (Guidelines for Buriram Sport Tourism). Then model 2 shows creative products of the innovation model for international sport events city of Buriram province. From the study can be summarized in the model as shown.



**Figure 2** An Innovation Model for International Sport Events City of Buriram Province

Figure 2 shows A creative products of the innovation model of international sport events city of Buriram province. From the study can be summarized in the model as shown. The description can be described as;

Part 1 and Part 2 are creative products and tourism elements which is an innovation that involves the creation and development of tangible products and intangible products. It consists of 1. Core Products which are attraction that include sport, historical and cultural attractions 2. Supporting Products which are activities that include festivals, events, national, international and local sport events, accommodation and restaurants 3. Expected Product which are access to tourist attractions. Accessibility is convenient. Transportation is convenient and diverse to travel to the tourist attractions (airplane, cars and trains). Tourist attractions are safe, signs are easy to understand and sufficient. Tourist facilities (Amenities), tourist information center fully equipped with utilities, staffs are knowledgeable and willing to serve and include many benefits from participate in activities. 4. Augmented Product which are ancillary services. There are facilities for tourists such as postal, hospital, insurance planning and waste management. 5. Potential Product which are travel package, travel program and other types of tourism. Travel program that linking major attractions of Buriram. Channel of payment are various and convenience. Awareness can be used to communicate with tourists. The public relations style can be classified into two directions: communication, public relations to reach a wider audience. Communication in this direction is one-way communication. Visitors cannot comment and to communicate to stimulate awareness. Inspire by using various media such as television, radio, newspapers, magazines, and other communications. Communication

to reach the narrow circle. It is a two-way communication. Travelers can comment or search for insights right away. This group of tourists is a specific tourist group. Special attention the media used include online advertising, social media such as Facebook, Twitter, and other sites, etc. for this work is sports tourists.

Part 3 is an innovation that enhances competitiveness by using the very beginning concept of creative economy. The important is knowledge, education, creativity, and intellectual property that linked to cultural basis, knowledge of the society and technology / innovation to be a cost to grow and develop in the context of the area. In this work, the study found that spatial innovation of Buriram province are

1. The use of technology, in the creation of venues for international sporting events, such as football stadiums like I-Mobile Stadium, Chang International Circuit that have met the international standard and use new innovations to create to be outstanding.

2. Marketing tools through digital media tools to communicate in modern marketing in Buriram including: 1. Social Media like facebook, twitter, instagram, pinterest, google, line, 2. Content Marketing is the content of the image, article, video clips are released to the recipient in all channels (website, social media, email, etc.). 3. Community Building creates a group of people that interested in the same and our target audience to exchange knowledge related to what is close to interest in each group.

3. Application for Smartphone to facilitate access to tourist information of Buriram Province. 1. Application for find local car service like B-UBER, application for health consultant like Buriram Care Application, application for find a place to stay like B-STAY, application for sport and events like Go2Buriram, application that you can find where to eat, shop, stay, travel like ASK ME Assistant

4. Add-ons and possibilities. Sales of tour and event tickets. Extra Services are an innovation to be used in the sale of tour programs in conjunction with sports tourism. Organized tours to watch sporting events offer customized packages to meet the needs of travelers and fans with a variety of purposes.

5. Customized packages. 1. Travel package focuses on groups that want to travel is the main target and watch football game is a secondary goal. 2. Stage package focuses on the fans who want to watch their favorite team. This package will have the option to watch two matches, depending on the customer's personal preferences. 3. Final package focuses on the fans who want to be part of the game included in the final tickets, private meet & greet at the airport.

## Conclusion

Based on the current situation and the analysis of sport tourism potential of Buriram Province and the result of the focus group and the workshop "Buriram Sport Event City DNA Workshop" by government agencies, private sector and entrepreneurship, experts involved in sports tourism in Buriram to brainstorm, discuss and the importance of the elements that influences the development of an innovation model for international sport events city of Buriram Province. As of the Guidelines of Buriram Sport Tourism from the model, the details of the guidelines as follows;

1. Travel Calendar "Go Buriram - all year round" Make a travel calendar all year-round. The program is organized throughout the year for tourists. The details are as follows; 1.1 Concept of calendar. Under the concept of Bururum Blue City, B uses a single character, meaning the same as the concept of a new image. Rebranding tourism image of the Tourism Authority of Thailand that gave Buriram to be a city of 2 era castles 1.2 Details of the monthly travel schedule. The activities are divided into 12 months. This calendar will gather all the activities that take place during the 12 months in Buriram which activities will include cultural tourism activities, natural tourism activities, and sports events both national and international.

2. Buriram Travel Guide "Go Buriram - All year round". In the travel guide will include travel calendar throughout the year. Travel information, events, and activities in 12 months so this guideline is so convenient and useful for tourist.

## Suggestions for further research

- 1) It should be studied to develop the potential of local guides to promote international sport events and how to be a good host.

- 2) Research on impact of national and international sport events in Buriram province should be studied so can have plan to support both positive and negative impacts.

- 3) It is recommended to study the development of unique souvenir in order to promote sports tourism and international event.

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