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**Analysis of Economic Value of Creative Tourism in Nakhon Si  
Thammarat Province, Thailand.**

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**Abstract**

This paper aims to assess the economic value of creative tourism in Nakhon Si Thammarat province of Thailand based on the factors of income, income leak-out, direct revenue, indirect revenue, induced revenue, tourism multiplier, and employment-opportunities for local labor in creative tourism entrepreneurship. Data was collected through a questionnaire survey of 100 enterprises operating in tourism industry. These include accommodations, restaurants, entertainments, transportation companies, tour operators and souvenir shops. In addition, the key informants from creative tourism businesses were interviewed to assess the fact of economic phenomena concerning creative tourism activities in the province. Interestingly, the results illustrated that despite the gained highest revenue of souvenir shops sector, these had a high leakage of income. Accommodations earned income lower than souvenir shops, they could make more tourism multiplier in the province. It was found that reasons of economic leakage of restaurants were the usage of outsider labors and materials. While, tourism multiplier was boost up in accommodations sector as domestic labors spent their earning the most in their own area. The concerns of sustaining creative tourism businesses were strengthened by local participation, local use, and the local government support in practical.

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Key Words: Creative tourism, Income leak-out, Revenue distribution, Tourism multiplier

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**Introduction**

Now a days, the world economy varies and affect both directly and indirectly to the business, but the tourism can enormously makes income to the country (Jordan, 2012; Klint, 2012). The transportation and the communication technology can help the development of tourism reaching a large-sized industry which is extremely important with the development of the country being the initial rank (Cernat & Gourdon, 2012; Choi & Sirakaya 2006; Sakolnakorn, Naipinit, & Kroeksakul, 2013). The tourism is the large-sized and rapidly developing industry, creating work, income and development of many countries. (Baker, 2013; Yazdi, 2012).

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According to the Department of Tourism shows that amount of foreign tourists traveling to Thailand in 2013 total 26,735,583 people increasing amount 19.60 percent from 2012. In 2013, there are total 6,715 registers that especially run the tourism businesses in Thailand (Department of Tourism, 2014). It is the strong point being charitable to the development of tourism, including the chance from the government policy, which promotes the tourism in the country. The visitors can feel various tourisms appending with the Tourism Authority of Thailand (TAT), who has defined the vision of the long-term national tourism administration. It is defined to be Thai identity in the international standard in 2012, advancing Thailand to be the World Class Destination and Asian Gateway (Svetasreni, 2012). Designated Areas for Sustainable Tourism Administration (Public Organization) (DASTA) has used creative tourism activity as a tool for tourism development. Creative tourism is community - based tourism that development for value adds creation for tourism resources on the basis of Thainess, such as the way of life, local wisdom, art and culture, and history. (Sangsnit, 2013). Promoting and developing, the creative tourism presentation created the new way in the tourism areas, adding an alternative area and variety of tourism. Developing the new tourism, it creates the identity of that area and occurs distribution of tourist which helps to keep the same tourist destination (National Research Council of Thailand (NRCT), 2011).

Nakhon Si Thammarat province (NST) located in the central of the South. It is the big city which ranked 16<sup>th</sup> in Thailand and 2<sup>nd</sup> in the South (Provincial Administrative Organization (PAO), 2010). The province has old Buddhism civilization, unique tradition, and convenient transportation. There are also various tourism activities, attracting the tourist throughout the year. The popular creative tourism activities in the province include sailing to feel the living of fishermen at Pak Pha Nang district, sailing to see the Chinese white dolphins, to feel the history and living of a community at Khanom district, making the natural fabric dyeing of Khiriwong village, Suchart Subsin's shadow puppet, traditional parade by bringing the long robe of a Buddhist monk to a temple, etc.

In the case, the researcher has seen the creative tourism, being a choice which can make income to the tourism entrepreneurs and related industries. So, if we can know economic value which occurs in each country and organize appropriate tourism, it will be a method that can also create a sustainable to the tourism business. The researcher has selected to analysis the economic value of Nakhon Si Thammarat province, Thailand. It has organized the creative tourism, being the method of development to sustainable for the entrepreneurs and related organizations to develop the creative tourism.

## Literature Review

### *Creative Tourism: conceptual framework for economic sustainability.*

The concept of the creative tourism has been developed for many years and many countries having their definitions (Tan, Kung & Luh, 2013). Richards &

Raymond (2000) have defined the creative tourism that “tourism which offers visitors the opportunities to develop their creative potential through active participation in courses and learning experience which are characteristic of the holiday destination where they are undertaken.” And the Creative Cities Network meeting determined the definition of the creative tourism “Creative Tourism is a tourism directed toward an engaged and authentic experience, with participative learning in the arts, heritage or special character of a place” (Wurzburge, Aageson, Pattakos, & Pratt, 2009). Richards (2005), referred to (Lindroth, Ritalahti, & Soisalon-Soininen, 2007) and UNESCO, (2008) said that keeping a balance between changing occurring tourism in the community and the community which gains benefits in the types of capitalism and sustainable of community’s development, the community must be able to use the creative tourism organization to be an instrument.

The tourists want to feel local culture and living of community, and real experience among the place which is visited by them (Korez-Vide, 2013). The culture and innovation which have important role to attract investment of continuously creative tourism, having to offer different cultural, quality of life, and living (Djukic & Vukmirovic, 2012). The creative tourism shows that the difference with the former cultural tourism in the past. It also wants to participate in the culture, interacting with people who have created the culture, and helping the real experience from their learning and tourist (Salman & Uygur, 2010). But the creative tourism has ability more than the former culture tourism, because it can easily increase the value from tourist destinations quickly presenting their new tourism products, and there are creative resources which are more sustainable and faster than the touchable cultural products (Richards & Wilson, 2006). Because of the tourists want a place that gives an experienced knowledge and presents the most impressive experience. The tourism products have to be improved with the change, being the new occurring tourist destination according to tourists’ need (Fernandes, 2011). The tourism is a branch of economy which has potential as much as the sustainable of cultural investment and human resource (Djukic & Vukmirovic, 2012).

Smith, (2006), refers to Korez-Vide, (2013) saying that the creative tourism is a new tourism that aims to the tourists getting direct experience from tourist destination until they feel to bind up with that place. And they wish to go back there for many times. So, the experiences which they gained are different depending on creativity of the participated tourist destination. In the long-term, the competition of the tourism depends on the sustainability of tourism development (Vellecco & Mancino, 2010).

The chance in the developing tourism economy of Thailand is occurred from the cabinet announcing the Eleventh National Economic and Social Development Plan (11st NESDP) (2012 – 2016), it has mentioned the development of tourism economy into the strategic issue of adjustment of economic structure efficiently and sustainable development. It has emphasized the creativity as well as intelligence of locality, also aiming to restore and develop the quality of tourist destination according with demand of the marketing. The restoration and development of tourist destination

has promoted tourism activities according with area's potential and the demand of the world market. It reaches a group of costumers and extends to new markets which has potential and emphasizes the development of the creative tourism and eco-friendly. It regards the balance and ability of supporting tourist destinations, also enhancing the standard of products, servicing the development of infrastructure more quality and sufficiency, and integrating the tourism with the living culture. The natural resource has created new and unique products and services reflecting area's identity which can attract the including investment of businesses in the area, also promoting the infrastructures' investment (Office of the National Economic and Social Development Plan (ONESDP 2011).

### *Economic value for sustainable development*

The development can affect both advantage and disadvantage to a tourist destination (Yazdi, 2012). The sustainable development is a development directly with the demand in the present without loss of lineage's ability in the future that satisfies your requirement, using tourism activities to keep environment, society, culture, economy and entirety of the area (DASTA; Rigall-I-Torrent, 2008; Vellecco & Mancino, 2010). The good sustainable development has to be the adapting and learning process (Farrell & Twining-Ward, 2005). But the co-learning into a tourist destination cannot be successful if the structure of organization or community that has promoted the limited learning process, it will be depended on accompany and instill the unitized concept (Schianetz Kavanagh & Lockington, 2007). According to the research of Tan, et al., (2013) said an affect that the workers and policy makers have to consider about allocation of the resources, because it is difficult to find a tourism business which really give the creativity. Addition, the experience which they are finding, because of some entrepreneurs just change their old business and claim it is a creative business without considering the content and real quality reflecting the unique of their presentation. So, the development of changing tourism pattern has to mainly see the readiness of resources, it is the reaction of requirement, the sustainable development in the stable character and long-term aspect (Vellecco & Mancino, 2010). The tourists also are glad to pay for good and interesting products. For the one day tourism, there is a share of the tourist who has the high limited time, because there is a time for paying during the short-time visiting to visit other places (Lindroth, et al., 2007). It shows that entrepreneurs should increase the duration of tourist's checking in by presenting a new tourist destination or an extra activity being a part of tourism package, (Cernat & Gourdon, 2007). The research of Cernat & Gourdon (2007) has shown benefits of the specifying indicator method which determines the concerned policies and policy suggestions increasing the sustainable of the tourism in the developing country. It covers many aspects of the tourism consisting economic sustainable, including tourism assets, tourism activity, linkages and leakage effects that will be useful in the development of country if you know how to use appropriately.

## Methods

To meet the stated objectives, the researchers employed a mixed-method approach. The studied population includes stakeholders in the creative tourism including the entrepreneurs and community's leaders in Nakhon Si Thammarat. A simple group is tourism entrepreneurs who directly involves the tourism including accommodations, restaurants, entertainments, transportation companies, tour operators and souvenir shops amount 100 places, 10% sampling error with 95% confidence level (Yamane, 1973). Using the convenient sampling, the researcher collected the data during August 2013 to March 2014. The primary data is from giving the open-ended questionnaire and deeply interviewing. The secondary data is found from documents, academic articles, and concerned researches. In the study, it determines basic element for analysis the economy of the creative tourism in Nakhon Si Thammarat province as follows (Jitpakdee Dungtripop & Kayapan, 2013):

- Revenue is an income which is not deducted a profit.
- Leak-out is an out-flow of income occurring from out-provincial labors and aliens, and using out-material, calculating to be percent =  $(\text{Out-labor} + \text{Out-material}) / \text{Revenue} \times 100$ .
- Direct Revenue is a direct income occurring from using in-material and in-provincial labors =  $\text{Revenue} - (\text{out-labor} + \text{out-material})$ .
- Indirect Revenue is an indirect income occurring from productions and services of tourism, the business has to pay a type of essential-producing purchase. For example, a purchase of material and labors' wage = labor + material.
- Induced Revenue is the essential-producing income which labor or essential-producing owner has sold a product to the tourism industry's entrepreneur = Profit of Material + Labor.
- Tourism Multiplier is one Baht which a tourist destination gains from a tourist; it is going to make income to the tourist destination equaling Multiplier Baht.  
 $\text{Tourism Multiplier} = \text{Direct Revenue} + \text{Indirect Revenue} + \text{Induced Effect} / \text{Direct Revenue}$  (Pholphirul, 2007).

## Results

According to the study, the data was collected by giving questionnaires and interviewing the tourism stakeholders to analysis the economic value occurring from the creative tourism management in Nakhon Si Thammarat province, the result of the data collected by giving questionnaires from the tourism entrepreneurs who directly relates with the tourism including accommodations, restaurants, entertainments, transportation companies, tour operators and souvenir shops. We got one hundred questionnaires. The kind of workplaces has small, middle, and big workplaces. They are the community's areas. Moreover, there are workplaces which have related with the tourist community business including Suchart Subsin's shadow puppet, souvenir

shops, and silverware which is a community's product. The result of the study of economic analysis, the entrepreneurs have discussions as the follow:

According to the questionnaire answer amount one-hundred people of six types in Nakhon Si Thammarat province, have shown that the souvenir shops has the highest annual averaged income, next workplaces are accommodations, restaurants, transportation companies, tour operators, and entertainments which has a lowest annual income. Each annual income of these types is statistically different equaling .000; it is significantly different one-hundred percent, showing on the Table 1.

Table 1  
*Annual average revenue of Creative Tourism in Nakhon Si Thammarat Province*

Category	N	Annual average revenue (Thai Baht*)	Revenue distribution (%)
Accommodations	36	2,396,100.00	21.23
Restaurants	28	2,219,000.00	19.66
Souvenir shops	13	2,828,200.00	25.06
Tour operators	11	1,312,000.00	11.62
Transportation companies	7	1,637,000.00	14.50
Entertainments	5	894,600.00	7.93
	100		100

Chi-Square Sig = .000

Source: Field Survey, 2014

\*Currency exchange rate 1 Thai Baht equals 0.33 US Dollar. (Bank of Thailand, 2014)

The proportion of revenue distribution of the tourism in Nakhon Si Thammarat's areas, found that the souvenir shops has the highest proportion of revenue distribution amount 25.06%, next accommodations amount 21.23, restaurants amount 19.66%, transportation companies amount 14.50%, and tour operators amount 11.62%, the proportion of entertainments has the lowest proportion of revenue distribution only amount 7.93%.

The proportion of entrepreneurs, labors, and materials in Nakhon Si Thammarat province has affected the increasing of income of the local people and income leak-out. According to the research by using the questionnaire has shown that the restaurants and the transportation companies, their owners are the local people amount 95%, the transportation' labors are the local people amount 96%, the secondary is the souvenir shops amount 91% and the local materials have been used in the transportation amount 96%. In the accommodations, the owners are the local people amount 94% and their most labors are the local people amount 87% and using the local materials amount 85%. It is noticed that the souvenir shops have the highest revenue distribution proportion of income, but the transportation companies has the highest proportion of entrepreneurs, labors, and using materials in the local area, showing on the Table 2.

**Table 2:**  
*The proportion of entrepreneurs, labors, and materials in Nakhon Si Thammarat province*

	Accommodations %	Restaurants %	Souvenir shops %	Tour operators %	Transportation companies %	Entertainments %
Entrepreneurs	94	95	90	85	95	80
Labors	87	70	91	88	96	74
Materials	85	82	85	80	96	85

*Source: Field Survey, 2014*

The result of the study, the souvenir shops has the highest income and the entertainments has the lowest income. But, when we analyze income leak-out due to using out-materials and out-labors, we found that the restaurants has the highest income leak-out amount 13.80%, secondary is the entertainments amount 11.75%, the tour operators amount 10.00%, the souvenir shops amount 7.50%, and the transportation companies has the lowest income leak-out amount 2.40%, showing the Table 3.

**Table 3**  
*Revenue, Leak-out, Direct revenue, Indirect revenue, Induce revenue and Tourism multiplier*

Category	n	Revenue (THB)*	Leak-out %	Direct Revenue*	Indirect Revenue*	Induce Revenue*	Tourism Multiplier
Accommodations	36	2,396,100.00	8.50	2,192,431.50	1,930,425.00	611,604.53	2.16
Restaurants	28	2,219,000.00	13.80	1,912,778.00	1,331,400.00	568,729.70	1.99
Souvenir shops	13	2,828,200.00	7.50	2,616,085.00	1,696,920.00	721,898.05	1.92
Tour operators	11	1,312,000.00	10.00	1,180,800.00	787,200.00	337,184.00	1.95
Transportation companies	7	1,637,000.00	2.40	1,597,712.00	982,200.00	411,541.80	1.87
Entertainments	5	894,600.00	11.75	789,484.50	536,760.00	228,346.65	1.97

*Source: Field Survey, 2014*

\*Currency exchange rate 1 Thai Baht equals 0.33 US Dollar. (Bank of Thailand, 2014)

When we analyze a tourism multiplier, which comes from direct and indirect incomes, and the effect of the income, we found that the accommodation's entrepreneurs in Nakhon Si Thammarat province have the highest tourism multiplier,

it means when it has an income from tourist amount 1 Baht, it can make the income to the tourist destination in Nakhon Si Thammarat province equal 2.16 Baht, the secondary is the restaurant's entrepreneurs equal 1.99 Baht, the entertainment's entrepreneurs equal 1.95 Baht, the souvenir shop's entrepreneurs equal 1.92 Baht and the lowest tourism multiplier is the transportation's entrepreneurs equal 1.87 Baht, showing on the Table 3.

According to the survey and interviewing the tourism entrepreneurs in the most popular tourist destinations in Nakhon Si Thammarat province including Wat Phra Mahathat Woramahawihan, Pak Pha Nang district, Khiriwong village, Kao Luang national park, tourist destinations in Khanom district, we interviewed the entrepreneurs, community' leaders in the government and private sectors in the province. They brought the strong point each community presenting into the differently creative tourism activities though 12 months. It has motivated the economy and making a job and income throughout the year, because the economic development is going to improve equality of an income (Temel, 2014). When we considered the issue of proportion of revenue distribution, we found that the souvenir shops has the proportion of revenue distribution highly amount 25.06% and the entertainments has the proportion of revenue distribution lowly only amount 7.39%.

If we consider the leak-out and tourism multiplier, we found that the tourism multiplier of income due to use out-materials and out-labors. We found that the restaurants has the highest income leak-out average 13.80% although there are the lowest in-employment and material. Secondary is the entertainments which has the leak-out average 11.75%, the tour operators average 10.00%, and the souvenir shops average 7.50%. As the transportation companies has the lowest income leak-out average 2.40%, because the highest average of employment and using materials in the local area. And the highest tourism multiplier is the accommodations, when it has an income from a tourist amount 1 Baht, it can make the income to a tourist destination in Nakhon Si Thammarat province equal 2.16 Baht and the lowest tourism multiplier is the transportation companies equal 1.87 Baht. It shows that an overall image of tourism multiplier of government and private sectors in Nakhon Si Thammarat province has caused the increase of payment and motivated the more ascendant province's economy.

Moreover, the economic factor which is above-mentioned, the researcher interviewed the community's leader and organizations who related with the creative tourism management.

Mr. Apinan Sutanuwong, NST Governor, commented that the tourist destination in the province should be promoted and developed to be the creative tourism including Wat Phra Mahathat Woramahawihan, Suchat's Shadow Puppets, Khiriwong Village, and Krung Ching Mist. Mrs. Napasorn Kakai, Director of TAT, NST Office, said that TAT has started to change the direction of new advertisement. Originally, it tried to introduce amazing tourist destinations through the obvious topography being the creative tourism in the concept "Nakhon Si Awesome". It



presented in the type of creative tourism of Nakhon Si Thammarat province, emphasizing the cultural and natural tourism which is popular from Thai and foreign tourists.

“TAT has emphasized the approach marketing to create acknowledgment of the tourism in the province. Accompany between the tour operators managed a creative tourism program for a 3 days 2 nights. The economic revenue distribution has been well accepted during April 2014. Nakhon Si Thammarat province has the income from tourism approximately amount 120,000,000 Baht.” (Mrs. Napasorn Kakai)

Mr. Duriyang Sopa, Director of NST Department of Tourism, said that each creative tourism activity is going to send through the local knowledge and experience via the knowledgeable person including the carving Shadow Puppet or making fabric dyeing. The tourist is going to be suggested and practiced by a professional. And PAO has a policy of tourism expanding by promoting every districts in Nakhon Si Thammarat province which has the unique local tourism destinations, and organizes activities throughout a year. Mr. Manoch Sanpong, Chief Executive of the PAO, said that a community has gained benefits from the creative activities from the sustainable of tourism occurring in a community. For example, the producing by using the specified knowledge and ability can create a famous trademark in the country and be sold a souvenir making an income to a community including the product of mangosteen, the natural color fabric dyeing etc. The professionalization maybe uses the practice and promotion of government sector. Mrs. Huwaidiyah Pitsuwan Useng, Deputy Mayor of NST City Municipality, said to the promotion as a local administrator emphasizing the development of skillful labors in a community's area. The local government has trained the skill of occupations related the tourism including the producing of souvenir etc. Moreover, Mrs. Napasorn Kakai, also said that the tourist destination has an advantage, but it is not developed. The tourist facilities still have lacked for the standard including a non-international standard road into a tourist destination. PAO and City Municipality have participated to develop these things. The City Municipality has supported the creative tourism activities in the basic public utility, traffic, electricity which it has cooperated with the Provincial Electricity Authority to change the landscape, supporting the tourism by taking the electric wire into underground. It has also facilitated about the security by installing CCTV cameras around the local government and improving the traffic jam in the rush hour. PAO has observed out-local government tourist destinations to expand the tourism inside the province. According to the research of Gatti (2013), the simulated result has been shown that the expanding of the tourism affected the positive household-welfare management.

Ms. Warin Chinawong, the Chief of the NST Chamber of Commerce showed her attitude that the creative tourism is how to travel without eliminating the identity, culture or nature of such localities. And the locality can create the income from the creative tourism using the geography. If Nakhon Si Thammarat has been steadfast to make the identified tourism, it will be the sustainable of the locality. The local people

have the income and make the sustainable by themselves, trying to push on the tourism which makes the sustainable for the locality. They participate in their culture or the role of local people including foods or living story, occupation, and activities in their daily life. But they should add more interesting story including Lan Ska village which is originally the agriculture, but it has been changed to be the Lan Ska village agriculture tourism, making fabric dyeing, orchard, or the clean-weather tourist destination which outsider tourist want to visit. Each of the tourists differently like, someone likes the city, and someone like the countryside, it should have the activities differently responding.

Mrs. Huwaidiyah Pitsuwan Useng said that the benefits that the community has gained from the creative tourist activity are the economic enchantment going to be better quality of life.

### Discussion and Conclusions

The creative tourism has affected the valuable economy of Nakhon Si Thammarat province. An interesting conclusion is the feature of economy of the creative tourism in the highest income aspect. It is a part of the souvenir shops. When it has an income from a tourist amount 1 Baht, it can make the tourism multiplier in the province equal 2.16 Baht. And the highest leak-out is the restaurants. Although there is the revenue distribution which is lower than the souvenir shops and the accommodations, but it can also make the tourism multiplier in the province being the secondary from the accommodations. The tourist activities which are different and different place have affected to the different economy due to value of money, cost of living, employment and many factors including “Festival and Events” every \$100 of a purchase, a visitor in a locality has making the total income in the locality \$39.80 (Janeczko, Mules, and Ritchie, 2002). According to the research of Robles Teigeiro and Díaz, (2014) studied the Estimation of multipliers for the activity of hotels and restaurants. According to the Table of Economic variables for the countries in the survey, indicates that the totally size and variety of economy in the locality influencing with the economy of Thailand from average backward multiplier = 1.58. If it equally has the revenue distribution in every tourism businesses, the tourism will affect more employment in the part of labors and agriculture (Neto, 2002). It should reduce of the outsider labors and producing the materials which used in the province or presentation the more local tourist destinations of tour operators, and the direct support of government and private sectors including the creation of the basic public utility of PAO co-operating with City Municipality or the landscape improvement by bringing the electric wire into underground. It has resulted in the attraction of tourists coming to the province and organizing the training occupied activity to a community for reducing the outsider labors, it will affect the more multiplier of tourism if the labors have purchased more in the province. It accords with the research of Cernat and Gourdon, 2007, 2012 saying that if the tourism makes the using of a product and service which are produced in the economic system; it will support those sectors and increase the income. So, the government sector should support the making income of communities to support and motivate the creative tourism. Presenting the strong point,

it makes the revenue distribution to localities and local employment, creating the occupation, income to every communities which have participated the creative tourism from the equal tourist resource.

The research is made for understanding the benefits of the creative tourism business which has affected the sustainability of economy in Nakhon Si Thammarat province, Thailand. According to fictions and the aspect of entrepreneurs, the leader of organizations related with the tourism in Nakhon Si Thammarat province. Due to non-identified creative tourism activities, the tourism which is developed until be popular, depending on the ability of economic affect and opportunities for the employment of local labor (Lacher & Oh, 2012). Cohen (1996) indicated the natural, ethnic, and sexual tourism in Thailand which tends to increase and affect the negative effect in the economy and wide society. So, the entrepreneurs have to support the way of the creative tourism be more knowing, because the making of income gained from the tourism, depending on the public relations, the marketing, restoring ,and new thinking to support the products of tourism. The payment which the Thai and foreign tourist purchase in the activities during traveling, it can widely create the occupation and income to all of population (Hungm Tsaur, & Yang, 2012; Joshi, 2012). And it also makes the outstanding image which motivates the knowing of tourist. Moreover, amount of tourist is reduced, especially the tourist destination of community, the tourist is glad to pay for the good and interesting products (Lindroth, et al., 2007). And the tourist maybe has willing to pay the charge for visiting other same tourist destinations which is gained the less eco-experience (Joshi, 2012). Moreover, the eliminated waste system, especially the garbage which is lacked of systemically observing in the outside of local government's area. It makes the condition of tourist destination be untidy, and unbeautiful. And the public utility management has been developing including the landscape improvement by bringing the electric wire into underground, changing traffic's feature, making the traffic signs, and the tourism public relation in the province. According to the issue, it should be developed many fields together with the creative tourism development to have more potential and quality to create the income of the tourism in Nakhon Si Thammarat province. And it affects the revenue distribution to the local community and enhancing their quality of life.

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