



THE HISTORICAL TOURISM PRODUCT DEVELOPMENT OF KLONG CHIK SUBDISTRICT COMMUNITY, PHRA NAKHON SI AYUTTHAYA, THAILAND

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ABSTRACT

Historical tourism means excursions to archaeological and historical sites to admire and enjoy in their sights, this will enable tourists to gain knowledge, have an understanding of local history and archeology, the basis of responsibility, and be conscious of the preservation of cultural heritage and the value of the environment with the participation of local residents. Therefore, this research aimed to (1) survey the behavior of Thai tourists, (2) analyze Business Model Canvas, (3) develop community tourism products, and (4) transfer knowledge and experiment on the Khlong Chik community tourism route, which this study was conducted in the area of Khlong Chik community, Khlong Chik sub-district, Bang Pa-in District, Phra Nakhon Si Ayutthaya province. This is the mixed research methodology both quantitative research and qualitative research based on participatory action research (PAR). The data will be analyzed by descriptive statistics and content analysis.

The research found that (1) most of the tourists were female, aged 31-40 years, lived in the central region, graduated with a bachelor's degree, employed in private organizations, earning less than 20,000 baht per month, like to travel to the north, often travel in winter, travel to the Khlong Chik community for the first time, a single day trip, and the objective is to travel, researching information from social media, traveling by private car, traveling with friends, customizing travel programs according to your own preferences, choosing to travel according to your convenience, enjoying the natural lifestyle, community, choose to stay at a hotel, like local food, average cost less than 3,000 baht per time, likes impressive beauty, good atmosphere, interested in the beauty of nature, likes to touch the natural atmosphere. However, overall tourism satisfaction is high, there are differences in the styles of travel and food choices, Satisfaction in community tourism is different in every way, different opportunities to visit, and satisfaction with community tourism expenses are different. 2) Business Model Canvas analysis revealed that the strength of driving the tourism business is having a network of Khlong Chik community tourism both in the public and private sectors, thus the main activities for promoting tourism are tourism products such as souvenir products, tourism programs, and tourism routes in Khlong Chik community. However, the main target groups in tourism are general tourists and community study visits, which can be regarded as promoting and supporting the community to have another business income, at the same time, it also helps to increase distribution and management channels, and reach more customers by using business models to drive tourism business development. 3) Tourism products such as Red Lotus tea products, Cookies products from Red Lotus, Khlong Chik community tourism program, and Khlong Chik community tourism routes. 4) Knowledge transfer and experimentation on tourism routes, it was found that the community applied knowledge to manage tourism by the community to enhance the quality of life of the people in the community, as well as those who are involved have applied the knowledge gained from the research process to benefit the driving of tourism in the community until it can generate income and drive the economy in the community sustainably.

Keywords: Tourist Behavior, Product Development, Historical Tourism, Khlong Chik

I. INTRODUCTION

In the past ten years, cultural tourism has been increasingly demanded at both national and international levels. It has clearly become a main resource for the economic development for many countries, particularly non-industrialized countries. However, the negative impacts of cultural tourism are, by no means, inevitable and can lead to chain effects to such other focal points of development as social and environmental ones. Thus, the cultural tourism development in a sustainable way depends upon the proper integration of multidisciplinary strategies ranging from partnership network creation, effective

planning, formulation of development indicators and tourism carrying capacity, standardization of construction, local people development, and finally marketing (Nuchnard Ratanasuwongchai. 2011). Currently, tourism is regarded as an important economic, social and political. It was found that there was international cooperation in promoting the tourism industry to be more prosperous in the economy and industry to create various occupations for local people including bringing in income to that country or locality. Thailand has a good form of tourism that is the culturally based tourism consist of (a) the historical tourism, meaning excursions to archaeological and historical sites in order to appreciate and enjoy the sights, gain knowledge, have an understanding of local history and archeology, the basis of responsibility, and have a strong awareness of the preservation of cultural heritage and the value of the environment with the participation of local people. (b) the cultural and traditional tourism means travel to see various traditions organized by local villagers to be entertained and dazzled in art, studying beliefs, accepting respect, respecting rituals, and gaining knowledge and understanding of social and cultural conditions,

There is a new experience that increases on the basis of responsibility and a consciousness to preserve the environment and cultural heritage in which local people contribute to tourism management. And (c) the rural tourism / village tourism means travel in rural villages with unique characteristics, lifestyles and creations that create enjoyment, knowledge, view creations and local wisdom, understanding of the local culture on a responsible basis and have a strong awareness of the preservation of cultural heritage and the value of the environment in which local people contribute to tourism management (Phrachayanantamunee et al. 2019).

Historical tourism is a form of tourism that attracts many tourists to Thailand, and historical tourism can be seen in many provinces in Thailand. According to statistics and tourism information of the lower northern and upper central provinces, most of them are ecotourism and historical. However, historical tourism is getting more and more attention from tourists today, Historical tourism is a visit to a place of historical value, as well as a place that captures memories and ties of people in the olden days and transmits them to modern people to realize their values, and the history of the various ancient sites and have a good awareness of historical preservation and realize the value of important tourist attractions in each province. Historical attractions are located in many areas, such as the history of the Ayutthaya period during the reign of King Narai and King Taksin the Great.

Phra Nakhon Si Ayutthaya Province is another province with many historical attractions related to the king in the Ayutthaya period in many communities in this interesting province. However, from pilot studies, it was found that the community lacks a link to the historical tourism route which is consistent with the research of Thanatwan Kunsri and Sataphon Mongkolsrisawat (2016) found that the problem of the historical tourism development was the lack of community management to create an identity in connection with other communities and no historical identity, lack of awareness of integrating historical knowledge with community tourism activities, lack of learning and development networks among local scholars and young generation, and local people to participate in the development of less tourist attractions and developing tourism products. It can see that history is important to Thailand that we have to spread to tourists to learn history through community tourism, which can add more creative interest to tourists. Therefore, the research team is interested in researching “the historical tourism products Development for Klong Chik community, Khlong Chik sub-district, Bang Pa-in district, Phra Nakhon Si Ayutthaya province” This will lead to the acquisition of tourism products that include products, travel programs, and the Khlong Chik community tourism route to connect the historical community tourism route in ancient times and to bring tourism to drive the community economy to generate income and increase the number of tourists in the future.

RESEARCH OBJECTIVES

This research aims to (1) survey the behavior of Thai tourists traveling to the Khlong Chik community, (2) analyze the business model canvas of the Khlong Chik community tourism, (3) develop community tourism products, and (4) transfer knowledge and experiment with community tourism routes. This research was conducted in Klong Chik Community Area, Khlong Chik Subdistrict, Bang Pa-In District, Phra Nakhon Si Ayutthaya Province, Thailand.

DEFINITIONS

Tourism products refers products or products, Travel program, and Travel Route developed from the research and development of Historical Tourism products of Khlong Chik community.

Tourist behavior refers to all actions taken by a tourist, whether the tourist's actions are aware or unaware that another person can observe it in order to respond to something in a particular situation which refer to external behavior and internal behavior of tourists

Historical tourism refers to a tourist trip to an archaeological and historical site in the community to appreciate and enjoy in the sights, gain knowledge, have an understanding of local history and archeology, the basis of responsibility, and have a strong awareness of the preservation of the cultural heritage, community and the value of the environment in which the local community is involved in tourism management.

Travel route refers to the travel guidelines established for travel or travel decisions of tourists so that points of interest can be seen or visited by tourist attractions easily, conveniently, safely, gain knowledge and enjoyment from the established routes for travel, either routes that arise from the popularity of tourists and operators automatically, or regular routes that reach the target source along the route that are newly established according to the potential of a particular tourist attraction in the community.

Travel program refers to a tool that is a document that describes tourist attractions and can be a tourist navigation tool, may be prepared in the form of documents such as books, journals, brochures, brochures, publicity signs, etc.

II. LITERATURE REVIEWS

Community based tourism (CBT) is a community-managed tourism that emphasizes the community's participation in the management of natural resources and the environment for sustainable tourism. The highlight of community-based tourism is that each community has its own unique place, tourists will experience the local traditions, is a tourism that sees the participation of the people in the community, there is an exchange of knowledge between tourists and villagers, tourists can see the relationship between people and nature. In addition, community-based tourism offers the same selling points, accommodation and local food, tour activities that are community-based tourism, but what differs from community tourism from other forms of tourism is the level of community participation, sense of belonging and a tangible sense that tourism benefits the community as a whole (Vorattipong, P. 2009).

The community-based tourism management is a work process or activity in which a group of people in an organization work together to achieve the objectives in accordance with a set of five steps: Planning, organizing, commanding, coordinating, and controlling. The key to management is the efficient and effective use of resources. The concept of management has many scholars abroad giving a meaning such as Bartol and Martin (1998) say that management is the process of achieving an organizational objective that performs four primary functions: planning, organizational management, leading and controlling. Rue and Byars (2005) states that management is a form of work that involves coordinating the organization's resources, including land, labor, and capital to achieve organizational objectives. Sriharun P. & Kampetch P. (2018) says that management processes are four major administrative activities: planning, organizing, directing and controlling. Attamana (2007) says that management means Operational processes must follow sequential steps which are advance decisions about what, where, when, by whom. in addition to reducing uncertainty, it also gives members of the organization confidence in their work, makes their work more productive, a good work order should not be fixed, it must be flexible depending on the situation, and may be modified or modified. Sareerat S. et al., (2003) said that management is the process of bringing administrative resources to achieving the objectives of the administrative procedures, including: Input [people, money, materials and management methods] is brought into a Process [duty or activity that the management has to perform], and Output [goals or objectives of the organization taken from the transformation process]

However, Thongchin P. (2015) found that there are five key components of community-based tourism management: human potential, area potential, management, community involvement, and community tourism impact. The Koh Lanta community is able to manage tourism well to some extent, but there are still many issues that need to be improved: human potential, participating in the management, care and handling of the impacts of tourism that is expanding. This is caused by many factors such as lack of strength in community leaders, lack of professional management, inability to utilize the potential of villagers in the community to work together as well as they should, in addition, the villagers in the community do not cooperate in taking part in tourism management.

Historical tourism refers to tourism sites of importance and historical value, archeology, culture, local wisdom and religion, Including places or buildings that are old or have had significant events in history such as archaeological sites, historical parks, ancient communities, city walls, moats, museums, temples, religious monuments, and buildings of value, artistic value, handicrafts, architecture, etc.

Historic sites are a type of man-made tourism, but they differ from other types of man-made sites due to their historical, cultural and social value, as well as their psychological attachment to the latter. Thailand has many historical sites scattered across different regions of Thailand and has a unique architectural and artistic identity specific to each destination, which is an important tourist attraction, but opening a historical site to a tourist destination without good management can lead to degradation of the historic site and its surroundings that it is sometimes difficult to restore it to its original state, and ultimately adversely affect tourism. Therefore, establishing a clear framework or benchmark for tourist destination quality for agencies and those involved in the administration of tourist attractions can be used as a guideline for tourism destination development and as a tool for examining tourist destination standards in order to raise standards in tourism destination development, Therefore, it is important to the sustainable tourism management of Thailand and can also be used as an indication of the quality of tourist attractions and an important role in deciding to use the service, which means an increase in income. It is possible to travel in the country too, as well as increasing the standard of tourist attractions in Thailand to be accepted both at home and abroad (Suthasinee Wiyaporn, 2016).

From the study of related research, it was found that the results that were thought-based in the development of tourism production as follows Boonyasarit Aneksuk and Wasin Panyavuttrakul (2007) proposed a model for tourism activities as well as Tourism products in Phitsanulok Province, it was found that it remains only to present a separate development approach between cultural tourism activities and ecotourism activities and the development of Tourism products., Ladna Sriampornekkul and Thirawat Chuntuk (2010) has proposed a way to develop Tourism products in Roadmap model, Thosapol Decha (2010) offers a way to develop Tourism products: development of management, developing utilities, developing immigration efficiency monitoring system, developing and promoting tourism products, and developing a focus on providing a good experience for tourists as the same as Pisarn Kaewyu and Prakobsiri Pakdeepinit (2014) proposed a guideline for the development of creative tourism that should focus on the conservation of cultural resources, development of product-making activities, and management to accommodate tourists.

III. RESEARCH METHODOLOGY

The first: Tourist exploration behavior in the Klong Chik community to be the basis for community-based tourism product development.

The second: Analysis of the business model canvas and meetings with relevant network partners including community representatives, local government bodies, relevant government and non-governmental agencies, and development working groups. They have jointly planned an operating system with a network to analyze tourism businesses, develop work, monitor and evaluate performance.

The third: Tourism products development, including product development, travel program development and travel development route in the Klong Chik community by Participatory action research - PAR, which uses a process of participation by the community and relevant network partners.

The fourth: Knowledge transfer and experimentation of community-based tourism routes can bring knowledge to manage tourism by community in order to generate income and drive the economy in the community sustainably.

IV. RESULTS

1. The tourist behavior who walk in to travel at Klong Chik community was accident sampling for 284 persons as shown in the table below.

Table : 1 General information of tourists

General information	Amount (284)	Percentage
Female	189	66.5

Age 31-40 years	73	25.7
Hometown in the central region	175	61.6
Bachelor's degree	123	43.3
Private employee career	100	35.2
Monthly income less than 20,000 baht	88	31
Like traveling to the north	141	49.6
The season to visit is winter	138	48.6

From table 1, it was found that most of them were female 66.50%, aged 31-40 years 25.70%, domiciled in the central region 61.60%, graduated with a bachelor's degree 43.30, occupation of private sector 35.20%, monthly income less than 20,000 baht 31.00%, most likes traveling to the north 49.60, and the season of travel is winter 48.60%.

Table 2 Community tourism behavior in Klong Chik

Tourism behavior	Amount (284)	Percentage
Used to visit Khlong Chik first time	204	71.8
trip is only one day (round trip)	248	87.3
purpose is to travel	174	74.64
searching from social media sources	166	34.5
Travel by private car	212	87.3
Getting into with friends	98	55.6
Customize the program according to your convenience	248	87.3
Opportunities according to the convenience chosen to travel	158	55.6
Like to watch the way of nature in the Klong Chik community.	241	84.85
Like choosing to stay in hotels	81	23.6
Like local food	136	47.9
Average travel expenses are less than 3,000 baht.	228	80.3
The reason to come to travel is because the Klong Chik community has beautiful, impressive tourist attractions and good atmosphere	195	68.66
Interested in the nature beauty	234	82.39

From table 2 the tourism behavior found that Used to visit Khlong Chik first time 71.80%, the trip is only one day (round trip) 87.30%, the purpose is to travel 74.64%, the purpose is to travel 34.50%, the travel by private car 87.30%, getting into with friends 55.60%, customize the program according to your convenience 87.30%, opportunities according to the convenience chosen to travel 55.60%, like to watch the way of nature in the Klong Chik community 84.85%, like choosing to stay in hotels 23.60%, like local food 47.9%, average travel expenses are less than 3,000 baht 80.30%, the reason to come to travel is that the Klong Chik community has beautiful, impressive tourist attractions and good atmosphere 68.66%, and interested in the natural beauty 82.39%.

Table 3 Satisfaction in tourism in Khlong Chik community

Satisfaction	Mean	S.D.	Meaning
1. Tourist attractions	3.74	0.652	High
2. Tourism personnel	3.79	0.626	High
3. Tourism facilities	3.72	0.673	High
4. Tourism accessibility	3.82	0.72	High
5. Price	3.68	0.693	High
Total	3.75	0.619	High

From table 3, it is found that the overall satisfaction of the tourist attractions of the Khlong Chik community is at a high level (Mean=3.74, S.D.=0.652), Tourism personnel at a high level (Mean=3.79, S.D.=0.626), Tourism facilities at high level (Mean=3.72, S.D.=0.673), Tourism accessibility is at a high level (Mean=3.82, S.D.=0.720), and the price is at a high level (Mean=3.68, S.D.=0.693).

Table 4 Comparative testing of community tourism satisfaction levels classified by tourist behavior

Tourist behavior	Tourist attractions	Tourism personnel	Tourism facilities	Tourism accessibility	Price
1. Trip duration	0.032	0.109	0.128	0.076	0.062
2. Vehicles traveling	0.031	0.060	0.038	0.046	0.089
3. People traveling together	0.148	0.330	0.246	0.142	0.076
4. Travel Style	0.002*	0.007*	0.009*	0.015*	0.006*
5. Tourist opportunities	0.253	0.277	0.280	0.205	0.070*
6. Accommodation selection	0.283	0.404	0.443	0.257	0.329
7. Favorite food	0.020*	0.013*	0.035*	0.034*	0.225
8. Average travel expenses	0.747	0.947	0.553	0.768	0.698

* refer statistical significance at the .05 level.

From table 4, the results of one-way ANOVA data analysis at the statistical significance level of .05 found that the calculated statistical significance was less than the defined statistical significance ($\alpha = .05$). These shows that different Travel Style and Favorite food have different satisfaction in community tourism in all aspects. And different Tourist opportunities There are different tourist opportunities for the community.

2. Business Model Canvas Analysis of Community Based Tourism in Khlong Chik Sub-District

6. Key Partners	5. Key Activities	2. Value Propositions	4. Customer Relationships	1. Customer Segment
<ul style="list-style-type: none"> - Klong Chik Community - Ayutthaya Rajabhat University - Khlong Chik Sub-district Municipality - Watwiphayupat School - Wiwakphayupat Temple - Provincial community development - District community development - Provincial Agriculture - District Agriculture - Provincial TAT - Tourism and Sports - Community enterprises - Provincial public relations - Life Seminar Group - OTOP Group - Travel fan page - Hotel/Resort Business - Restaurant business - Provincial Chamber of 	<ul style="list-style-type: none"> - Develop tourism products such as red lotus tea, cookies - Develop a historical travel program in the footsteps of King Taksin the Great, Compose with the community and create activities and attractions to attract tourists such as Red Lotus Lake, Sufficiency Economy Learning Center, cycling to see the way of life, taking a boat ride to see the way of the community along the canal Learn the history of the area according 	<ul style="list-style-type: none"> - Using resources in the community to develop products into the identity of the community. - Service with care of the community in order to transmit the way of life of the community, which tourists will learn in conjunction with history 	<ul style="list-style-type: none"> - Building good human relations by communicating and serving incoming tourists and training or broadcasting during the time when tourists or visitors come to study and visit the community. 	<ul style="list-style-type: none"> - A group of tourists who come to visit the community lifestyle and history in the community, which will focus on tourists of all ages who like to explore community life, learn about Ecological agriculture, ecology, and history in the community.

<p>Commerce</p>	<p>to Travel route in the community in 9 tourist attractions such as Wat Vivek Vayupat, Lam Khlong Chik, Tung Bua Daeng, Sufficiency Economy Learning Center, Community Enterprise, Vegetable Garden, Thung Bai Toey, OTOP, and a local life seminar</p>			
<p>8. Cost Structure</p> <ul style="list-style-type: none"> - Development of community members - New product development - Enhancing product quality standards - Developing marketing channels - Advertising - Care and rehabilitation of tourist sites - Making Travel route signs in the community 	<p>7. Key Resources</p> <ul style="list-style-type: none"> - Ecological Agriculture - Historical places - Klong Jik stream - Community culture - Community traditions - Food - Community products / souvenirs 		<p>3. Channels</p> <ul style="list-style-type: none"> - Direct sales to local shops - Direct sales, fresh markets and flea markets - Direct sales by setting up a booth - Selling directly through a middleman - sales brochures, flyers. - Sell through Facebook fanpage - Sell through Line 	<p>9. Revenue Stream</p> <ul style="list-style-type: none"> - Revenue from the sale of Travel program - Income from selling community products - Income from visiting the red lotus field - Income from worshipping the sacred - Income from selling food and beverages - Revenue from accommodation services - Income from services such as boat fees, car fees, tour guide fees, and teaching training

From Figure 1, analysis of the business model canvas found that the strength of driving tourism business is the network of Khlong Chik tourism communities both in the public and private sectors, with the main activity in promoting tourism is Tourism products follow as; Products, Travel program, and Travel route in Khlong Chik community. However, the main target groups for tourism are general tourists and community study groups, these promote and support communities to generate another business income, while increasing distribution channels and accessibility. Increase customer portfolio with this business model driving the development of this tourism business.

3. TOURISM PRODUCTS DEVELOPMENT

3.1) Products from Red Lotus



Picture 1: Red lotus tea products



Picture 2 : Red lotus petal cookies products

3.2) Travel route development

Community involvement in the development of Travel Route of Klong Chik community



Picture 3 Development of the Travel route

3.3) Travel program development

From community participation in the development of Travel program of the Khlong Chik community as shown in the picture;



Picture 4 Travel program One day trip "Relax at Thung Khlong Chik ... Follow in the footsteps of Phra Chao Tak"

3.4) Knowledge transfer and experiments Travel route of Khlong Chik Community

As a result of the development of Tourism products, many pieces of knowledge were obtained, and the knowledge was transferred and tourism was conducted according to the Travel program in order to return information to the community to apply knowledge to the management of tourism. The tourism program originated from community lifestyle tourism activities in Khlong Chik, such as viewing red lotus fields, viewing temples, sightseeing pagodas, visiting the Sufficiency Economy Center, cruising to see the community lifestyle, viewing product stores. In addition, it was found that the program could be flexible, possibly having links to major tourist destinations on the island of Phra Nakhon Si Ayutthaya such as ancient sites, and important tourist attractions in Bang Pa-in district such as Wat Niwettham, history Bang Pa-In Railway Station to be more interesting.



Picture 5 Travel Experiment route according to Travel program: Tambon Khlong Chik, Phra Nakhon Si Ayutthaya Province

V. DISCUSSION

1. Tourist behavior of Thai tourists traveling in Klong Chik community area found that most of them were female, age 31-40 years old, in the central region, education bachelor's degree, occupation of private employees, monthly income less than 20,000 baht, likes to travel to the north, come to visit in winter, first visit Khlong Chik, the duration of the trip is one day, the purpose is to travel, research information from social media, come by private car, come to travel with friends. The format of the travel program is customized according to your satisfaction, choose to travel according to your convenience, like to watch

the way of nature, community, choose to stay at hotels, favorite food is local food, average cost less than 3,000 bahts, reason like impressive beauty, good atmosphere, interest in the beauty of nature, experience natural atmosphere. The satisfaction was overall average and in all aspects at a high level, different travel styles and Favorite food have different preferences for community tourism in all aspects, different Tourist opportunities There are community tourism preferences varying in price. This may be due to the majority of tourists entering the Klong Chik community come for the first time, often traveling within a single day, overnight travelers will stay at a hotel or guesthouse on the island of Ayutthaya or nearby, However, according to the main purpose of traveling to travel in the Khlong Chik sub-district community is to travel to see the nature and community lifestyle such as Red Lotus Field, pay homage to Luang Pu Long at Vivek Vayupad Temple Phra Aram Luang, visiting the Sufficiency Economy Learning Center, Community Enterprise, Khlong Chik Subdistrict (Ban Suan Khwan). Tourists will get to know the place through social media, personal recommendations, billboards, information from government websites, tourist guides, and television programs. The travelers are most likely to come by private cars and come in groups by vans and buses, which are the most likely to come with friends and family.

2. The business model canvas found that the strengths of driving the tourism business are the presence of a network of Khlong Chik tourism communities in both the public and private sectors by organizing the main activities to promote tourism, namely Tourism products, as follows: Products, Travel program and Travel route in Khlong Chik community. However, the main target groups in tourism are general tourists and community study visits, which promote and support the community to earn income, it helps to increase distribution channels and reach more customers by using business models to drive tourism business development. This may be due to the business model canvas analysis that will reveal the strengths and weaknesses of driving the community tourism business until it sees the need, preparation in areas such as product development, maintaining customer relationships, product trading channels, a network of people involved in business operations, organization of key activities to drive the business, the resources available in the community, and the source of business revenue.

3. Development of Tourism products consisting of red lotus petals, Travel program, and travel route. It may be because most tourists like to eat local food, community, or products made from identity or community resources, Klong Chik community has a resource called Tung Bua Daeng. Tourists will love the most when visiting the Klong Chik Sub-district community, which is to see nature, taste local food, take photos or videos, live life, learn about the local way of life, buy local souvenirs, learn about the history of tourist attractions and Making merit at the temple. From the Tourist behavior research, a Travel program as One day trip has been developed. Since the Klong Chik community is located not far from the island of Phra Nakhon Si Ayutthaya and is an area on the Asian road not far from Bangkok, allowing tourists to travel in one day. Therefore, the concept with the community in creating Travel program of the Tambon Khlong Chik community linked to learning important historical information of Ayutthaya Province related to the history of King Taksin the Great, the activity starts with tourists visiting the beauty of the red lotus fields and try products that are unique to the community, such as red lotus tea, red lotus cookies made from the red lotus flower. Which is a product from the wisdom of the delicious Klong Chik community Then take them to visit the ancient sites in the area which are "Wat Vivek Vayupad, Phra Aram Luang" and "Raju Thit Chedi" and pay homage to "Luang Pu Long Siritharo" for the prosperity of life. A boat trip to see the way of life of the community along the river Klong Chik, which still has a relatively rich nature and diversity of life, which will lead tourists to learn about agriculture along with the self-sufficiency economy at the community enterprise of Khlong Chik Subdistrict, and buy souvenirs to take home, which follows the Travel route and Travel program developed by the community, which is consistent with the research of Boonyasarit Aneksuk and Wasin Panyavuttrakul (2007) present the tourism types and products mostly responded to Thai tourists' demands were: (1) cultural tourism, (2) eco-tourism, (3) for the ASEAN tourists, the cultural tourism was ideally the most popular tourism type. Considerably, the tourism products to be developed were: travel agencies, accommodation, restaurants, and souvenir shops respectively. At the same way of Watcharaporn Jantanukul and Sanya Kenaphoom (2020) found that the way to raise social capital to become a cultural product, especially leading to tourism by taking the identity as the excellent ones: bringing the heritage, history of the community, handicrafts, traditions and customs of the community To create a unique distinction in the world in the form of goods and services that will go out to the eyes of consumers, will lead to the creation of recognition, credibility in that product and service, regardless of whether the product is in the form of products, services or community tourism.

4) After the researcher has developed Tourism products, such as Travel routes and Travel programs, they have been able to transfer knowledge and try out tourism routes to the community to benefit the

community. This may be due to the way the community can apply knowledge to manage tourism by the community to enhance the quality of life of the people in the community, as well as those who are involved, apply the knowledge gained from the research process to benefit the driving of community tourism to generate income and drive the economy in the community sustainably, which is consistent with the research of Ladna Sriampornekkul and Thirawat Chuntuk (2010) found that now a day, there is criticism about the wastefulness of tourism that affected on natural resources, society and environment, which from both the tourism system and tourists, especially mass tourism. This makes local communities as well as public and private organizations, which are the host or the owners of tourism resources, have to change tourism pattern to be the new alternative tourism in order to apply to be the tool for developing countries, particularly resolve the economic problems and income distribution in the areas of the countries. At the same time, tourist attractions in local communities are needed to develop efficiently. Therefore, the objectives of this academic paper were to study, review the knowledge about quality tourism and tourism behavior of senior tourists from synthesizing academic work productivity or literature review. This academic paper was divided into three parts; the importance of quality tourism, the meaning of quality tourism, and the quality tourism for senior tourists for guiding to the study of quality tourism management to support senior tourism effectively.

VI. RECOMMENDATIONS FOR PRACTICES

Community change: (1) the people believe in the development of resources that are diverse and able to add value through researchers who pass on academic knowledge and collaborate on learning, (2) to create a group in the community to expand the results of various dimensions on their own resource base, (3) The community loves and cherishes its resources, traditions, culture, (4) the community is born to pass on one's knowledge or wisdom to the youth and the future generations so as not to be lost and for further development (5) The community has confidence in solving problems and strengthens for self-development and self-help, generates income in the community and can be self-reliant on a sustainable sufficiency economy, which can reduce social inequality, (6) The foundation economy developed and the community gained more income, (7) created a model community to be a learning center such as a learning center of the Khlong Chik Sub-District Community Enterprise and received the Model Community Award from the Tourism Authority of Thailand (TAT), (8) More exchange and learning between the university and the community, (9) Community resources such as tourist attractions, community products, arts and culture, local wisdom are developed and upgraded, (10) The community is rapidly adapting to the changing situation in the COVID 19 crisis.

Researchers Change: (1) Researchers have gained their knowledge and professional expertise and jointly undertake missions for relations with local communities. Develop research from identities or resources available in a more valued and publicized community that builds self-confidence and empowerment, (2) Researchers have developed more relationships with the community and know the community deeply, have a passion and motivation for sustainable community development. (3) Researchers have good experiences in academic work development or community research, have direct or joint research questions, and be able to develop young researchers in the community, including a research society for local development that is still standing and is in line with the Rajabhat University policy for local development. (4) Researchers have developed more multidisciplinary work, the integration of expertise between researchers at both university and off-campus levels, including the integration of knowledge with external organizations involved in area bead research, and (5) Establish knowledge of community researchers who are able to do research and integrate their local wisdom with local university researchers and their networks.

University change: (1) The mission of relations contributes to the university's awareness of its responsibility and participation with society, plays a greater role in the development of the social area and community according to the university's strategy. (2) The results of operations that benefit all parties including the organization, community and the image of the university as a university serving society (3) The university has received researchers with increased ability to serve society, (4) Universities can be dependent on communities and localities, and (5) Universities can plan spatial development to achieve the goals of being a local development university.

Network changes: (1) Develop a direction for development in various dimensions, spatial, identifying and suitable for the region, (2) the exchange of academic views and collaboration in the community, (3) The network is strengthened and has a continuous approach to developing common problems, and (4) To

develop participatory areas of the network in various areas such as social, economic, environmental, and cultural.

ACKNOWLEDGEMENT

This research was funded by the Thailand Research Fund. (TRF) and the Sri Ayudhya Group Rajabhat University Contract No. TRF.MAHESI.(A)(PRB)/128/2019 under the research project on “Development of Historical Community Based Tourism Model Based on Community Resources of the Sri Ayudhya Group” Fiscal year 2019. And this research was also accredited by the Integrity Research Broad (IRB), research Project No. 63/08, “Development of Historical Community Based Tourism Model Based on Community Resources of the Sri Ayudhya Group” Fiscal year 2019.

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