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The Sustainable Cultural Tourism Management: A Case Study of Phuket Old Town, Thailand

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Abstract

This research aimed to 1. Study the historical background of the Old Town area in Phuket Town, Phuket Province. 2. Explore sustainable cultural tourism management strategies. The research methodology for this academic article involves qualitative research methods, including document analysis, related research works, participant and non-participant observation, in-depth interviews, focus group discussions, and operational workshops.

The study findings indicate the following: 1. In the past, Phuket Province was rich in mineral resources, especially tin. During that time, various countries had a demand for tin for their development, particularly Western countries. This led to cultural exchanges between Western countries and the powerful Chinese community in Phuket Province, resulting in a fusion of Chinese-European architecture, dress, food, and wedding ceremonies. 2. The management of cultural tourism has integrated elements from the cultural wedding ceremony of the "Baba" ethnic group to promote sustainable cultural tourism in the Old Town area of Phuket Town, Phuket Province. Public, private, and social sectors have collaborated, incorporating various disciplines' knowledge to develop and extend Phuket's cultural tourism industry sustainably.

Keywords: Management, Cultural Tourism, Sustainable



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The Study of Management Approaches for Man-Made Tourist Attractions: A Case Study of Phuket Fantasy Co., Ltd. (Public Company)

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Abstract

This research aimed to 1. The study the historical background of Phuket FantaSea Co., Ltd. 2. The compare the management of Phuket FantaSea Co., Ltd. with other theaters in Phuket. 3. The explore effective management strategies of Phuket FantaSea Co., Ltd. 4. The serve as a good model for the creation of human-made tourist attractions. This article employs qualitative research methods, including document analysis, academic articles, participant and non-participant observation, in-depth interviews, focus group discussions, and operational workshops.

The study findings reveal the following: 1. Phuket FantaSea Co., Ltd. was registered on June 21, 2539 B.E., with a capital investment of 3,500 million baht to establish a culturally themed amusement park of international standards on approximately 150 rai of land at Kamala Beach, Kathu District, Phuket Province. Dr. Pinn Kiewkacha serves as the Chairman of the Board of Directors, and Mr. Kittikorn Kiewkacha is the Managing Director. 2. "Palace of the Elephants Theater" - This grand theater can accommodate 3,000 seats and was built for large-scale performances of Thai cultural arts. It combines state-of-the-art entertainment technology with a "Las Vegas" style, incorporating up to 9 spectacles. "Carnival Magic Theater" - This ultimate nighttime entertainment theater covers an expansive area of over 100 rai, beautifully decorated and adorned with colorful lights. It features the theme of an amusement park, bringing smiles to the faces of tourists from around the world, spreading joy throughout the night. 3. The success of Phuket FantaSea Co., Ltd. is attributed to the dedication of its team members. 4. The key attribute of successful show entrepreneurs is the ability to blend creative ideas for show production. Their goal is to become the world's leading show business

Keywords: Management, Man-Made Tourist Attractions



1. Introduction

Tourism is a multifaceted and critical sector, contributing significantly to global economies and cultural exchanges. In recent years, the emphasis on man-made tourist attractions has gained momentum due to their potential in offering unique and captivating experiences for travelers. These attractions, crafted by human ingenuity, have emerged as an essential component of destination development strategies. However, as the popularity of man-made attractions grows, so do the complexities and challenges associated with their management. (Kwanchanok Suwannapong. 2020 : 8 - 12)

This research endeavors to delve into the intricacies of managing man-made tourist attractions, with a specific focus on the case study of Phuket Fantasy Co., Ltd., an intriguing and prominent destination in the region. The objectives are twofold: (1) to comprehensively analyze the managerial approaches employed in the case study, and (2) to identify and address the broader issues and obstacles faced by man-made tourist attractions.

By conducting an in-depth examination of Phuket Fantasy Co., Ltd., we aim to unravel the intricacies involved in managing man-made tourist attractions. We intend to scrutinize the strategies employed in crafting and sustaining captivating travel experiences, while also evaluating the socio-economic impacts on the local community. This research seeks to uncover the underlying challenges, such as environmental sustainability, cultural preservation, authenticity, and social equity, which often arise in the context of man-made attractions. (Yuttapong Tonpradoo Sawit Pongvat and Noppasak Naksena. 2022 : 24 - 26)

The findings of this study will be instrumental in guiding policymakers, destination managers, and stakeholders in the tourism industry towards adopting more informed and sustainable management practices. As man-made tourist attractions continue to shape the tourism landscape, this research aims to provide a comprehensive perspective on their complexities, strengths, and vulnerabilities.

Ultimately, this research endeavors to contribute to the advancement of knowledge in tourism management, fostering a deeper understanding of the multifaceted challenges posed by man-made attractions. Moreover, it seeks to encourage proactive measures and innovative strategies to ensure the long-term viability and positive impact of such attractions on the destination and its communities. As the tourism industry evolves, the insights gained from this research will serve as a valuable reference for academia, industry practitioners, and policymakers seeking to promote responsible and sustainable tourism development.

2. Objectives of the Research

1. To study the historical background of Phuket Fantasy Co., Ltd., a public limited company.
2. To compare and contrast the management practices of the theater company Phuket Fantasy Co., Ltd.
3. To investigate the company's best management strategies and approaches.
4. To serve as a good model for the development of man-made tourist attractions.



3. Scope of study

Phuket Fantasy Co., Ltd. (Public Company). Between 2021 – 2023

4. Research Instruments

The research data collection process for the thesis "The Study of Management Approaches for Man-Made Tourist Attractions: A Case Study of Phuket Fantasy Co., Ltd. (Public Company)" involves the following methods:

1. Interviews: Semi-structured interviews are conducted with key stakeholders, managers, and personnel directly involved in the management of Phuket Fantasy Co., Ltd. These interviews are conducted face-to-face or through virtual platforms and aim to gather qualitative data. The interview questions are designed to explore various aspects of the attraction's management, including decision-making processes, strategies, challenges, and success factors.

2. Questionnaires: Questionnaires may be administered to visitors or tourists who have experienced Phuket Fantasy Co., Ltd. The questionnaires are designed to gather quantitative data on visitor satisfaction, perceptions of service quality, preferences, and feedback on the management approaches of the attraction. The questionnaires may be distributed on-site or online.

3. Document Review: Official documents, reports, internal records, and other relevant materials related to the management of Phuket Fantasy Co., Ltd. are collected and reviewed. These documents provide valuable insights into the attraction's organizational structure, marketing strategies, financial performance, and past management approaches.

4. Observation: Researchers conduct observations at Phuket Fantasy Co., Ltd. to observe the daily operations, visitor interactions, staff behavior, and the overall atmosphere of the attraction. Observations may be done unobtrusively or with the cooperation of the attraction's management.

5. Content Analysis: Secondary data sources, such as the attraction's website, promotional materials, media coverage, and online reviews, are collected and subjected to content analysis. This analysis helps to understand how the attraction is portrayed to the public and how its management approaches are communicated.

6. Literature Review: A comprehensive literature review is conducted to gather information from existing research and studies related to tourism management and man-made tourist attractions. This helps to contextualize the case study and identify relevant theories and concepts.

5. Data analysis

The data collection for the research study "The Sustainable Cultural Tourism Management: A Case Study of Phuket Old Town, Thailand" can be carried out using various tools and techniques depending on the needs and objectives of the study. Here are some of the techniques that can be employed:



1. Surveys: Conducting questionnaires or surveys to gather data from the local population, tourists, or businesses in Phuket Old Town, focusing on their opinions and attitudes towards sustainable cultural tourism management.
2. Interviews: Conducting in-depth interviews with key stakeholders, local residents, tourism operators, and experts to gain qualitative insights into the challenges, opportunities, and strategies for sustainable cultural tourism in the area.
3. Observations: Directly observing tourism activities, visitor behavior, and the impact on local culture and the environment in Phuket Old Town to complement survey and interview data.
4. Document Analysis: Analyzing relevant documents such as tourism reports, policies, and cultural heritage documents to provide additional background information and context for the study.
5. Focus Groups: Organizing focus group discussions with representatives from different sectors involved in cultural tourism to facilitate group interactions and generate diverse perspectives.
6. Geographic Information System (GIS): Utilizing GIS technology to map and analyze spatial data, including tourist footfall, cultural sites, and infrastructure, to aid in planning sustainable tourism initiatives.
7. Statistical Software: Employing statistical software packages to analyze quantitative data collected from surveys, providing a comprehensive understanding of trends and correlations.
8. Case Study Framework: Adopting a case study approach to gain an in-depth understanding of Phuket Old Town's sustainable cultural tourism management, highlighting specific challenges and successful practices.
9. Ethnographic Research: Utilizing ethnographic research methods, such as participant observation and immersion in the local community, to gain a deeper understanding of the culture and its interaction with tourism.

6. Results

Based on the research objectives, the findings of the thesis “The Study of Management Approaches for Man-Made Tourist Attractions: A Case Study of Phuket Fantasy Co., Ltd. (Public Company)” can be elucidated as follows:

1. The research presents a thorough examination of the historical background of Phuket Fantasy Co., Ltd., a publicly listed company. This comprehensive historical analysis delves into the origins, establishment, and evolutionary trajectory of the company. It elucidates the pivotal factors that led to the inception of this man-made tourist attraction, encompassing its vision, mission, and formative developmental stages. The illumination of this historical context lays a solid foundation for the subsequent investigation into the company's management practices.
2. The study conducts a comparative analysis of the management practices implemented by Phuket Fantasy Co., Ltd. in relation to other theater companies or



analogous man-made tourist attractions. This comparative inquiry unveils the strengths, weaknesses, opportunities, and threats encountered by the attraction in its management approach. The findings discern distinctive features and best practices that differentiate Phuket Fantasy Co., Ltd. from its competitors and peers within the industry.

3. By conducting an in-depth exploration of Phuket Fantasy Co. , Ltd. 's management strategies and approaches, the research uncovers efficacious practices that have contributed to the attraction's achievements. These strategies encompass multifaceted aspects, including customer service, marketing endeavors, innovation initiatives, cultural preservation endeavors, and sustainability measures. The findings illuminate the key factors that have fortified the attraction's position as a noteworthy participant in the thriving tourism industry.

4. The research establishes Phuket Fantasy Co., Ltd. as an exemplary model for the development of man-made tourist attractions. The attraction's commendable management approaches, strategies, and operational methodologies serve as a valuable benchmark for other analogous attractions aspiring to optimize their performance and competitiveness. The findings provide valuable insights into the requisite elements necessary for fostering the sustainable growth and advancement of man-made tourist attractions, which can be thoughtfully adapted and adopted across diverse contexts.

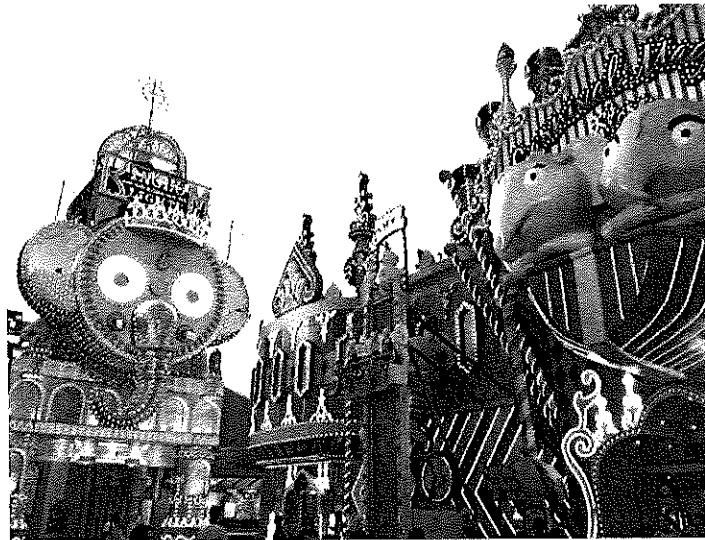


Figure 1 Phuket Fantasy Co., Ltd. (Public Company) 1
Source: Yuttapong Tonpradoo (on 17th January 2023)



Figure 2 Performance of Phuket Fantasy Co., Ltd. (Public Company)
Source: Yuttapong Tonpradoo (on 17th January 2023)

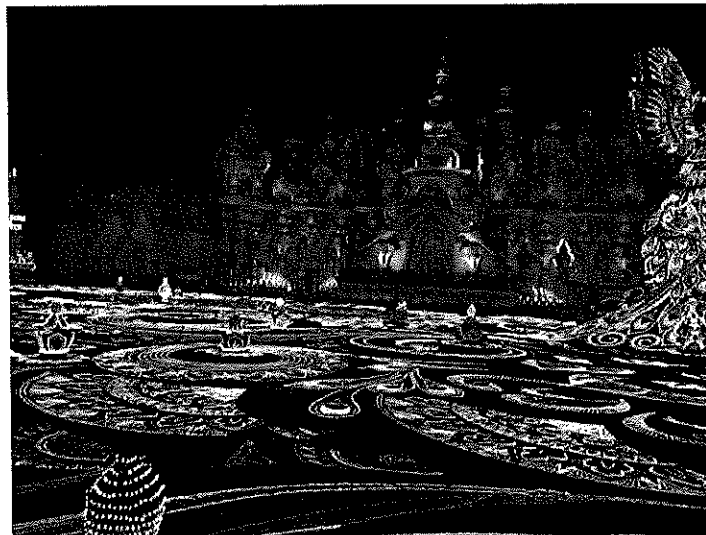


Figure 3 Phuket Fantasy Co., Ltd. (Public Company) 2
Source: Yuttapong Tonpradoo (on 17th January 2023)

7. Conclusion and Discussion

The discussion of results in the thesis "The Study of Management Approaches for Man-Made Tourist Attractions: A Case Study of Phuket Fantasy Co., Ltd. (Public Company)" presents a comprehensive analysis and interpretation of the findings obtained from the research. This section critically examines the data collected and relates it back to the research objectives and the existing literature on tourism management and man-made tourist attractions. The discussion highlights the significance of the results, identifies key themes and patterns, and offers valuable insights into the management practices of Phuket Fantasy Co., Ltd. Here are some key points that might be included in the discussion of results:



1. **Historical Background and Development:** The discussion presents a detailed overview of the historical background and development of Phuket Fantasy Co., Ltd., exploring the factors that have shaped its journey as a man-made tourist attraction. This historical context provides a better understanding of the attraction's growth, expansion, and positioning within the tourism industry.

2. **Management Practices and Strategies:** The discussion analyzes the management practices and strategies employed by Phuket Fantasy Co., Ltd. It identifies the various approaches used in different aspects of the attraction's operation, such as marketing, customer service, human resource management, and financial management. The strengths and weaknesses of these practices are highlighted, and their alignment with the attraction's vision and mission is examined.

3. **Comparative Analysis:** The discussion compares the management practices of Phuket Fantasy Co., Ltd. with other theater companies or man-made tourist attractions in the industry. This comparative analysis elucidates the unique features and competitive advantages of the attraction and reveals opportunities for improvement based on successful practices observed in other comparable attractions.

4. **Success Factors and Challenges:** The discussion identifies the key success factors that have contributed to the achievement of Phuket Fantasy Co., Ltd. as a prominent man-made tourist attraction. These factors may include a well-defined brand image, cultural authenticity, effective marketing strategies, and customer satisfaction. Additionally, challenges faced by the attraction, such as seasonality, competition, and changing consumer preferences, are discussed along with potential strategies to address them.

5. **Implications and Recommendations:** The discussion draws implications from the research findings and suggests practical recommendations for Phuket Fantasy Co., Ltd. and other similar attractions to enhance their management practices. These recommendations may encompass strategies for improving visitor experiences, fostering sustainability, leveraging technology, and strengthening collaborations with local communities and stakeholders.

6. **Theoretical Contributions:** The discussion relates the research findings to existing theories and concepts in the field of tourism management. It identifies how the results corroborate, expand, or challenge existing literature, contributing to the advancement of knowledge in the area of man-made tourist attractions.

7. **Limitations:** The discussion acknowledges any limitations or constraints faced during the research process. This may include issues related to data collection, sample size, access to information, or generalizability of the findings.

8. **Future Research Directions:** The discussion outlines potential areas for future research to build upon the current study. This may include investigating other man-made tourist attractions, exploring emerging trends in the industry, or conducting longitudinal studies to assess the long-term impacts of management strategies.



8.Recommendations

Continuously participate in activities with the community for effective research results

9.Recommendations for further studies

Continuously participate in activities with the community for effective research results

10.References

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