



PROCEEDINGS

Tourism in Times of Pandemic Perspectives from Southeast Asia

A one-day hybrid workshop co-organized by:

the Faculty of Humanities and Social Sciences, Chiang Mai Rajabhat University
the Research Institute on Contemporary Southeast Asia (IRASEC, CNRS-MEAE)
the Faculty of Humanities, Chiang Mai University

2 December 2021

from 8.30 a.m. to 7 p.m. (Bangkok time, UTC+07:00)



On Zoom: Registration required



Location: Office of Digital Education (3rd Floor)
Faculty of Humanities and Social Sciences, Chiang Mai Rajabhat University
202 Changhuak Rd, Tambon Chang Phueak, Mueang Chiang Mai District, Chiang Mai



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Organizers



IRASEC

The Institute of Research on Contemporary Southeast Asia (Irasec) is a French leading research centre dedicated to the study of the Southeast Asian region, based in Bangkok (Thailand). Engaging the humanities and social sciences in an interdisciplinary and comparative perspective, it analyzes the major developments that affect the Asean countries. Deeply anchored in the Thai academic landscape, the center is developing international academic networks, in particular between Asia and Europe. Irasec intends to stimulate debate within scholarly circles and enhance public awareness of the region. The institute copublishes books with international academic editors in French, English and more infrequently in Southeast Asian language. It provides free access to its online publications.



The Faculty of Humanities and Social Sciences, Chiang Mai Rajabhat University is responsible for teaching in the fields of humanities, social sciences and education since 1955. Currently, the Faculty of Humanities and Social Sciences consists of the following departments: Thai, Western Languages, Oriental Languages, Music and Performing Arts, Fine Arts, Information Science, Community Development, Geography, Tourism and Hospitality, Public Administration, History and Culture, Law.



The Faculty of Humanities is one of three faculties established when Chiang Mai University was founded in 1964. The other two faculties are the Faculty of Sciences and the Faculty of Social Sciences. The three faculties offer three groups of foundation courses: natural sciences, social science and humanities as educators at that time believed it would result in a perfect graduate who is equipped with basic knowledge related to things of nature, human society and the mind as well as other qualities of mankind. Currently, the Faculty of Humanities consists of the following departments: Tourism, library and information Science, History, Philosophy and Religion, Western Languages, Oriental Languages, Thai, English, Human Relations

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Tourism in Times of Pandemic

Perspectives from Southeast Asia

Southeast Asian economies are highly reliant on tourism that contributed with 393,12 billion US dollars to the GDP of the region in 2019¹. However, global tourism is a volatile sector. Not only it is sensitive to perceptions of personal threat, security and human well-being (Chan and King, 2020), but is facilitated by — and is dependent on — the diplomatic relations between countries, the openness of markets and transnational circulation. These have been profoundly impacted by the COVID-19 crisis that has changed the rules, at least in the short term, of international traveling, threatening the sustainability of the tourism models at work, mainly based on short-term vacations encouraged by the intensity of the air traffic and the exploitation of territorial resources. As a consequence of the pandemics, international arrivals in Southeast Asia dropped by 81% in 2020 (from 143 millions in 2019 arrivals to 26,1 in 2020) due to the COVID-19 pandemics². Travels in the region has been made possible only under a heavy regulatory system that includes bureaucratic procedure, frequent PCR testing and quarantine. While, after reaching a vaccination rates of national populations, Southeast Asian countries are presently trying to figure out how to smoothen such systems in order to engage into the recovery stage for the tourism sector, local societies have been suffering from almost two years of crisis and income deprivation. This one day workshop aims to offer contextualized assessments of the COVID-19 impacts on tourism localities, activities, and workers. Also, it aims to bring attention to the resilience of the tourism actors in elaborating adaptive or reconversion tactics that cope with the situation of crisis. Finally, it opens up the debate about the possible future

¹ « Statista », (online: www.statista.com/statistics/1102510/southeast-asia-travel-and-tourism-gdp-contribution/).

² David Hutt, « COVID-19 : Will European Tourists Return to Southeast Asia? », The Indian Express, 13 October 2021, (online: <https://indianexpress.com/article/world/covid-19-will-european-tourists-return-to-southeast-asia-7570587/>).

evolutions of the sector: will the COVID-19 crises help innovate the sector? Will it facilitate the evolution of tourism models towards further sustainability? The workshop, co-organized by the IRASEC and the Faculty of Human and Social Sciences of Rajabhat University (Chiang Mai) brings together a bunch of tourism scholars and professionals based in Southeast Asia and North America and hopes to contribute to a regional and comparative research agenda.

Contributors

Christine **CABASSET**, a geographer (PhD), is a Senior Researcher at IRASEC (Research Institute on Contemporary Southeast Asia (IRASEC, Bangkok) since 2018 and Editorial Director. She is also an associate researcher to the Centre Asie du Sud-Est (Center for Southeast Asian Studies, Paris). She has been working on Southeast Asia and ASEAN, notably Indonesia and Timor-Leste, since the 1990s. Her current research includes tourism urbanization of coastal areas confronted with environmental challenges, disaster management, and regional integration.

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Adele **ESPOSITO**, was trained as an architect and urban planner. She is a researcher at the Research Institute of Contemporary Southeast Asia (CNRS-IRASEC), based in Bangkok. Her research deals with contemporary Southeast Asian cities. More particularly, it looks at the uses of cultural heritage in urban politics and processes of urban development and at the role of Chinese transnational actors in the contemporary evolution of secondary cities in the region. Adele Esposito is the coordinator of the research program “The Cities of the New Silk Roads in Southeast Asia”. She is the (co)editor of the book series “Asian Heritages” published by Amsterdam University Press.

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Sunisa **FRENZEL** has been in the field of tourism education for over 20 years, after graduating with MSc. in Tourism & Hospitality Education from Bournemouth University, UK. She started her career serving as a lecturer in tourism education and training at several universities in Thailand. She is passionate about providing quality human resources for tourism industry in Thailand through education and training. Therefore, her research interest

focuses on the area of education and training as well as community empowerment and community based-tourism.

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Jinky Rose P. GINO-GINO, PhD, is a Faculty Member from the Tourism Management Department of the University of Santo Tomas - College of Tourism and Hospitality Management, Manila. She obtained a Bachelor of Science in Tourism (1999 Academic Excellence Awardee) from the Centro Escolar University, Manila, a Master of Arts in Southeast Asian Studies (2002) and Doctor of Philosophy in Southeast Asian Studies (2016). In 2016, she obtained her Professional Certification from the American and Lodging Association as Certified Hospitality Educator and Certified Guest Service Professional.

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Pongsa KANTASORN began his career as a university lecturer in French with a focus on language for tourism, while also earning practical experience as a tour guide himself. He has also had the opportunity to work with French NGOs that seek to improve the lives of underserved children and youth in Southeast Asia. This work has led him into academic study looking at the impacts of immigrant migration in the Southeast Asian region, particularly with relation to the tourism industry. Pongsa Kantasorn has earned master's degrees in French language and tourism development in France. He is a PhD student at University Paul Valéry Montpellier 3 in the department of Geography and Space Management.

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Victor T. KING, is Professor of Borneo Studies, UBD-Institute of Asian Studies (from 2017). Previously he was an Eminent Visiting Professor (2012- 2013) and Distinguished Visiting Fellow (2014-2016) at the Institute (and see ias.ubd.edu.bn/ias-staff/victor-king/). He is a sociologist-anthropologist, and is also Emeritus Professor in the School of Languages, Cultures and Societies, University of Leeds (from 2010), Senior Editorial Advisor in the Regional Center for Social Science and Sustainable Development, Faculty of Social Sciences, Chiang Mai University, Thailand (from 2016), where he also served

as an Adjunct Professor (2015-2016) and currently Visiting Professor in the Korea Institute for ASEAN Studies, Busan University of Foreign Studies, Republic of Korea. Formerly he was Executive Director of the White Rose East Asia Centre at the Yorkshire Universities of Leeds and Sheffield (2006-2012), and prior to his transfer to East Asian Studies at Leeds (where he was a Visiting Professor, 2003-2005), he served variously at the University of Hull during his 32-year career there (1973-2005) as Director of the Centre for South-East Asian Studies, Dean of Social and Political Sciences, Director of the University Graduate School and Pro-Vice-Chancellor. He was Professor of South-East Asian Studies at Hull University for 17 years (1988 to 2005).

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Soinapa **PANKONG** is an awarding-winning guide and researcher, who has extensive experience in the Thai tourism industry. She is the current president of Thai Hospitality Empowerment Academy (THEA); the secretary-general of the Institute of Thai Tourist Guide Improvement (ITTI); a national trainer and area representative for the World Federation of Tourist Guide Association (WFTGA); and a highly sought-after trainer and lecturer regarding issues important to the effective development of the tourism industry.

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Emmanuelle **PEYVEL** is a Senior Researcher at IRASEC (Research Institute on Contemporary Southeast Asia (IRASEC, Bangkok) since 2021. Since 2005, her research deals with the development of tourism and leisure in Việt Nam. In 2009, she defended a PhD thesis on domestic tourism in Việt Nam in a postcolonial perspective, now published at ENS Editions. Today, her research focuses on the globalization of tourism in South-East Asia, particularly the role of leisure and tourism in the making of contemporary urban Vietnam. Her current project focuses on the urbanization of mountains in Southern and Eastern Asia, looking at the hill stations founded during the colonial era.

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Phasy RES is a third-year PhD candidate in anthropology at Université Paris 1 Panthéon-Sorbonne and currently a research fellow at the Center for Khmer Studies. Her PhD research looks at the relationship between microfinance

expansion and land security by examining how access to microfinance shapes land management, access, and control. She has conducted research on a wide range of topics, including agricultural mechanization and intensification, anti-malaria drug resistance, labor migration in the Sub-Mekong region, and socioeconomic impacts of COVID- 19 crisis on households in various sectors including tourism. Her work has been published in several journals, including *Espace Politique*, *Malaria Journal*, *Development Policy Review*, *Development and Change*, *Mekong Migration Network* and *The Center for Khmer Studies*.

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Jérôme **SAMUEL** is director of Institut de Recherche sur l'Asie du Sud-Est Contemporaine. He is an indonesianist, specialized in two unrelated researches fields and disciplines, 1. sociolinguistics, mainly language and terminological policy in the Malay-speaking world, now interested in mutual intelligibility between standard Malays, and 2. art history, mainly reverse-glass painting as a popular art in colonial Java he has investigated in depth over the past 15 years. Until August 2021, he was full professor at Institut National des Langues et Civilisations Orientales (Paris) where he has taught Indonesian and Malaysian language and cultures, and to this end he has developped his own language method. He is also currently chief-editor of journal *Archipel* (interdisciplinary studies on Insulindia).

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Korawan **SANGKAKORN** is the Vice Director of the Social Research Institute at Chiang Mai University in Chiang Mai, Thailand. A native of the Lanna, northern Thailand region, she earned her doctorate from Chiang Mai University. Her research interests include urban tourism development planning; marketing tourism towards Chinese tourists; tourism and the needs of the aging and elderly; local perceptions of foreign tourism; and sustainable tourism in northern Thailand.

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Juliette **SENORA** is a PhD student in anthropology at the Aix-marseille university associated with the laboratory of Asian research Institute (IrAsia). Her research focuses on the dynamics of transmission in a rural context in

relation to social change. More specifically she is interested in development policies -- including tourism -- in relation to social and environmental sustainability and the becoming of the youth category in the village social space of Bejiharjo.

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Matthew TREW, received his PhD in cultural anthropology from the University of Wisconsin—Madison. He works primarily in Battambang, Cambodia and is interested in tourism studies, urban development, and narratology. His research focuses specifically on thematic tourism as a strategy for establishing competitive symbolic economies in smaller urban areas of the developing world. He is also interested in themed spaces, theme park design and strategy, and the Disneyization process. Other interests include cultural heritage management, postcolonial space, dark tourism (the tourism of death and tragedy), religious tourism, performance and circus, and visual anthropology/ethnographic film. He has taught at the University of Wisconsin—Madison, the University of Wisconsin—Platteville, and most recently Northern Illinois University.

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Celia **TUCHMAN-ROSTA** graduated from UC Riverside with a PhD in Cultural Anthropology. She has worked as an Adjunct Assistant Professor at York College (CUNY) and is currently a Senior Research Fellow at the Center For Khmer Studies. Her research and publications (Asian Theater Journal, Economic Anthropology) investigate the effects of tourism, national policy, and discourses of intangible heritage, on the creative and economic development of Cambodian performing arts practices.

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Introductory paper: Health Crisis and Tourism Crisis in Southeast Asia: Magnitude, Solutions, and Issues

9:30 (Bangkok time)

Christine CABASSET and Emmanuelle PEYVEL
Senior Researchers at IRASEC

Tourism is one of the economic sectors most affected by the pandemic: it has suffered simultaneously from the closure of borders and the resulting economic disruption. It is in a paradoxical situation, threatened by the virus, but also threatened by the fact that it is a dreaded vehicle for the disease. This global crisis has particularly affected Southeast Asia, a dynamic region at the heart of tourism globalization. Two main reasons can be considered. Firstly, many countries in the area have opted for the 0-case strategy, making borders almost hermetic over long periods of time, unlike countries that have chosen the stop-and-go approach. Secondly, tourism occupies an important part of the economies in this region, not only due to domestic tourism, which is a reflection of the still recent establishment of a middle class having the time and money to spend on travel, but also due to international tourism, on which some destinations are heavily dependent. In this context, it is necessary to question the effectiveness of the support and recovery tools provided in a more or less coordinated manner by the States, and to identify the trends at work to get the sector moving again quickly and perhaps differently. Indeed, COVID can also be seen as an opportunity to bring about change in a sector that has been previously accused of environmental destruction and economic extroversion, thus increasing social inequalities.

Session 1

The impacts of The COVID19 pandemic on Tourist localities, workers, and activities

10:00 - 12:30 (Bangkok time)

Discussant: Victor T. King
Professor of Borneo Studies in the Institute of Asian Studies,
University Brunei Darussalam;
Emeritus Professor in the School of Languages,
Cultures and Societies, University of Leeds, UK

Pandemic Impacts on Cambodian Performing Artists in Siem Reap and Phnom Penh

Celia TUCHMAN-ROSTA

Adjunct Assistant Professor, CUNY York College

A regional division in performing arts practice and performance has long existed in Cambodia. With its proximity to Angkor National Park, Performance activities in Siem Reap, have been tied to foreign tourism feeding off colonial discourses that locate the origins of classical dance within the bas-reliefs of Angkorean temples (cf. Norindr 1998 and Tuchman-Rosta 2018). In contrast, Phnom Penh offers a wider array of opportunities for performers with the activities of the Ministry of Culture and Fine Arts and the work of arts related NGOs including Cambodian Living Arts in addition to opportunities in the tourism sector (Diamond 2013). This presentation explores the uneven impacts that the COVID Pandemic has had on performing arts practitioners in each area using fieldwork in Cambodia between August 2019 and March 2020 as well as virtual updates since that time. Closed borders decimated the foreign tourism market, rolling lockdowns around the country have also prevented other performance events and arts education programs have all moved to remote learning. The presentation traces the challenges faced by Cambodian dance practitioners as the COVID-19 pandemic spread worldwide highlighting regional disparities in opportunities between Siem Reap—where tourism was the only option for dancers—and Phnom Penh where multiple arts sectors allow for more balance. By examining the impact that the current pandemic has on arts practice in Cambodia, this presentation explores risks that a heavy-reliance on tourism creates for the performing arts and highlights few innovative tourism alternatives that arts organization have employed.

How COVID-19 has impacted households depending on tourism in Siem Reap, Cambodia

Phasy RES

PhD student, University of Paris I Sorbonne

Before the COVID-19 pandemic, tourism provided approximately 620,000 direct jobs in Cambodia and contributed 18.7 percent to real GDP growth in 2019³. However, as a consequence of the pandemic, the Cambodian Government suspended international tourists' visa-upon-arrivals in March 2020 and, following community transmission events, it made it harder for foreigners to enter Cambodia by introducing state-monitored quarantine. COVID-19 has caused disruption to the Cambodian economy and has affected severely those whose livelihoods depend on tourism. Based on semi-structured interviews with 40 households who directly or indirectly depended on tourism in Siem Reap Province (souvenir sellers, tuk tuk drivers, tour guides, and hotel and restaurant staff) conducted in Siem Reap Province between July and October 2020, this research aims to assess the COVID-19 impacts on indebted households who engage in tourism economic activities. The assessment focuses on the income loss, household coping strategies, and the level of household vulnerabilities. It tries to answer several questions including: how did the households try to compensate the income loss? How did they manage to repay their debt despite the income loss? What kind of supports have been made available to them? If nowadays we have an idea of the economic impacts of COVID-19 on the tourism sector in terms of numbers of job and GDP loss, we still need to assess the social impacts resulting from the economic loss, that will eventually resist strategies for economic recovery.

³ World Bank. (2020), *Cambodia Economic Update: Cambodia in the Time of COVID-19- Special Focus: Teacher Accountability and Student Learning Outcomes* (online: <http://documents1.worldbank.org/curated/en/165091590723843418/pdf/Cambodia-Economic-Update-Cambodia-in-the-Time-of-COVID-19-Special-Focus-Teacher-Accountability-and-Student-Learning-Outcomes.pdf>).



The precariousness of the tourism workforce in Thailand and the search for a way out of the Covid-19 pandemic crisis: the case of Chiang Mai

Pongsa KANTASORN

PhD student in Geography and Space Management, University Paul Valéry-Montpellier III

Thailand is a very important player in Southeast Asian tourism as it earns 41% of ASEAN's international tourism income. Moreover, tourism represents 20% of Thailand's GDP and share of direct and indirect tourism employment is one of the highest in the world: before the Covid-19 pandemic, from a total active workforce of 38 million, 4.5 million were employed in the tourism industry. The Covid-19 pandemic has had a significant impact on the country's tourism. Because of the stoppage of international tourism, most members of this workforce are now either unemployed or working fewer than 4 hours per day. This has forced them into a precarious situation. Indeed, their income does not allow a decent living. The tourism workforce in Thailand is composed by Thai citizens, formal and informal transnational migrants, as well as ethnic minorities. This study aims to study individual and collective response strategies to the health crisis as well as the impacts of post-Covid-19 pandemic tourism sector transformations with regard to job creation and employment.

Session 2

The Adaptive Capacities of Local Communities and Actors In reaction to the pandemic

13:30 - 16:30 (Bangkok time)

Discussant: Jérôme SAMUEL
IRASEC Director



Tourism and COVID-19 in the Javanese village of Bejiharjo (Java, Indonesia)

Juliette SENDRA

PhD student, Research Institute on Contemporary Southeast Asia (IRASEC),
Aix-Marseille University, Institut of Asian studies (IrAsia), Thailand

This communication proposes to contribute to the reflection on tourism in Asia in the face of the consequences of the Covid-19 pandemic based on a case study: the Javanese village of Bejiharjo. This village is located in the Gunung Kidul region, classified as a geopark by UNESCO in 2010. The Indonesian government has taken advantage of this classification to boost a tourism dynamic aimed at combating the local economic recession and rural exodus. In Bejiharjo, the speed and brutality with which tourist activity has developed in barely ten years is upsetting village lifestyles. Today, the sudden cessation of this activity - which has become dominant - reverses the perspective : the social category of young people that seemed to emerge in favor of tourism has reached an impasse. Moreover, the social (conflictual and competitive context) and environmental deterioration caused by this activity seems all the more striking. Faced with this situation, agricultural activity is once again becoming indispensable, former traditional politic and economic executives seem to be more reinvesting and the discourses denouncing the loss of local knowledge and practices is gaining greater visibility within the village social space. Consequently, this presentation will highlight local reactions to the collapse of tourism and the resilience capacities of populations. Beyond that, this pandemic confronts us directly with the realities and impacts of the tourism industry. The issues of environmental, social and economic sustainability become even more salient. It is therefore also a question of re-examining modernity by giving the local context a renewed look.

The Adaptation Strategy of Tourism in Upper North of Thailand under the COVID-19 Pandemic

Korawan SANGKAKORN

Director of the Center of Tourism Research and Development,
Social Research Institute, Chiang Mai University

This research aimed to: 1) analyze the data on strengths, weaknesses, opportunities, and threats of tourism in the upper northern region under the crisis of the Covid-19 outbreak and 2) suggest adaptation strategies of the tourism in the upper northern region under the Covid-19 outbreak through the TOWS Matrix process. The structured interview form was used for in-depth interviews with people involved in tourism. SWOT analysis used in data analysis can be further developed in the adaptation strategy of the tourism sector under the Covid-19 outbreak. The research found that strategies which should be proactively implemented are tourism pro-motion of cultural and natural strengths and proactive marketing. These strategies have oppor-tunities but need to improve the weaknesses in use information technology in order to de-velop tourism innovations, developing entrepreneurs and tourism staff's potential, and encour-aging people in the community to participate and benefit from tourism. Preventive strategies include building confidence for tourists, and communicate the northern tourism image that is still a quality and safe tourist attraction. Strategies which need to overcome the weaknesses and avoid the threats are the development of new normal tourism in Upper Northern Thailand, sus-tainable linking tourism development, and create a network of tourism cooperation from all sectors.



Promoting community identity for sustainable tourism development in the area of Mae Hong Son Province under the Covid-19 situation

Sunisa FRENZEL, Sanya SASONG, Suthinee DECHARAT,
Sinith SUETRAKUL, Kittiphong TIRANARATA, Annaick VAUCLIN
Faculty of Humanities and Social Sciences. Chiang Mai Rajabhat University

Abstract

This research is qualitative research using the observation method, in-depth interviews and small group discussions with 50 people from concerning community stakeholders in tourism in Mae Hong Son Province. The objectives were 1) to study the traditional identity of the tourism community in Mae Hong Son province and 2) to analyze the potential of the community in terms of identity to support sustainable community-based tourism management under the COVID-19 situation. The results showed that community-based tourism in Mae Hong Son Province is an ethnic community with traditional identity consisting of (1) belief identity: the community believes and worships various spirits, such as the spirits of the forest, spirits of the rulers, ancestors and other spirits, within which all types of spirits have the might and power to bless or destroy people. Therefore, sacrifices must be made annually. (2) Religious identity: each ethnic community adheres to different religions such as Buddhism, Christianity and Islam including a tradition worship according to the religious rituals and beliefs that each group respects. (3) Lifestyle identity: the community lives simply, friendly, and sociably, welcoming outsider and tourists with good hospitality. Their lifestyle is bound to nature and the environment; a dependence on nature both in terms of food and habitat. Almost all of their activities relate to nature. Looking at the issue of analyzing communities' potential in terms of identity to support sustainable community-based tourism management under the COVID-19 situation, it was found that the tourism community has the potential to continually carry on its identity in terms of beliefs, religions and lifestyles with which it can repeatedly carry on its identity and way of life and pass it on to youth groups within the community up until the present. These identities were formerly presented to tourists and others who have always been interested, but unfortunately, during the COVID-19 pandemic situation, tourism has become disrupted in Thailand and in Mae Hong Son province respectively. As a result, not many tourists have been entering the community, but the community has firmly maintained their identities in hopes of continuing to preserve the identity of the ethnic community.

1. Introduction

Belief is the sum of the worldview that human beings have towards life, the world and the universe, transmitted through its way of life, culture, traditions and activities which are related to life from birth to death, whether including its beliefs about birth and death as well as occupational beliefs in prophecy and health, etc. It is these beliefs that mold people in communities and societies to exhibit behaviors that become the distinctive identity of their people and groups.

Identity is the unique qualitative distinction that appears in a person, community, or society which, when touched and perceived, can be distinguished to be a unique identity. Identity is described as a constructive and ideological perspective which appears only in that local community and/or in a form that is the foundation of the community which is clearly distinguished and passed on through generations, firmly and uninterrupted. The identity of the local community is therefore beautiful, valuable and the root of local wisdom (Sanya Sasong, 2010).

In essence, belief identity is extremely important for sustainable tourism management. The criteria for considering sustainable tourism management models are as follows:

1) Sustainability in various fields

1.1) Environment: the capacity to support tourism is something that should be considered in the area of tourism in order to conserve resources; in other words, not causing any negative impacts to the environment. (1.2) Social aspect: Society must be sustainable. The community must be strong, have a good quality of life, and be self-reliant; it needs to be strong both at the micro and macro level. (1.3) Culturally, tourism must not cause cultural changes and conflicts, as culture affects the way of life for people within that society. If the culture changes, it will also definitely result in social change. (1.4) Economically: the benefits received from tourism should be properly managed and the distribution of income should be provided evenly. Economic sustainability is determined by the livelihoods of most people in society, despite how much volatility occurs within the economy.

2) Knowledge and understanding of sustainable tourism means awareness and understanding of tourism and the behavior of such tourists in order to avoid the destruction of tourism resources. The host should have knowledge and understanding of proper management processes.

3) Community participation is where the people in the community who own the areas contribute in tourism management and maintain tourism as sustainable entities which include the benefits of appropriate tourist locations, events and activities used for the development of sustainable communities (Mowforth and Munt, 2003).

Mae Hong Son Province derives their main income from tourism, especially ecotourism, cultural and lifestyle identity tourism and historical tourism. The province then announced its provincial strategy. Strategy 1: Promote and develop quality ecotourism, lifestyle and health with its first objective to develop ecological quality tourism, lifestyle, health while increasing tourism income. And the third goal is to raise the quality of life for its people to a better quality of life. (Mae Hong Son Provincial Office, 2017). For this reason, Mae Hong Son Province has provided both the government and private agencies in the province to join forces to drive community-based tourism to become more solid whether it is a group of guides, a group of tourism entrepreneurs, community leaders, local guide groups,

etc., in order to maximize guidelines for community-based tourism management for best efficiency and for the community to be able to manage tourism sustainably and ultimately be self-reliant. The research team therefore visited the research area in 5 ethnic communities in Mae Hong Son Province, which are community-based tourism villages that can offer self-managed travel with support from government and the community itself. In the past, tourism management still had many obstacles and problems. Therefore, the research team is interested in studying identity and traditional beliefs in ethnic tourism communities that have retained its original identity firmly and to analyze the potential of communities in terms of identity to support sustainable community-based tourism management under the COVID-19 situation. This is necessary in order to develop a model of community-based tourism management under the epidemic situation of the COVID-19 virus and to proceed in a manner consistent with the context, beliefs and cultural traditions of the groups' ethnicities to be stable and sustainable.

2. Research objectives

- 1) To study the original identity of the tourism community in Mae Hong Son Province.
- 2) To analyze the potential of communities in terms of identity to support sustainable community-based tourism management under the COVID-19 situation.

3. Research Methods

This research is qualitative research with emphasis on participatory action with the community in order to gain insights and completeness. Hence, there is a study process as follows:

1. Study the primary source data. The research team conducted a field study by surveying information on identity and traditional beliefs of the community alongside community representatives, organizing small group discussions and in-depth interviews to gather comprehensive information.
2. Study the secondary source data. The research team committed time to reviewing related reports, academic articles, and media such as print media, online media, etc., and related research papers.
3. Operations. The researchers conducted field studies on 5 different communities within the Mae Hong Son province to discover their major belief systems. They gathered this information by assembling a sampling group to interview and collect comprehensive insights that consisted of 20 tour operators, 10 community leaders, 10 community product leaders and 10 community members.
4. The research instruments used were focus groups and in-depth interviews, both formal and informal.
5. Evaluation. The research team summarized and analyzed the qualitative data obtained from surveys, small group discussions and in-depth interviews. The data was then compiled and results presented within a descriptive report.

4. Research results

Regarding the original identity of the tourism community in Mae Hong Son Province, the results of the research can be summarized according to the objectives and found that:

1. Belief Identity

Ethnic communities were shown to have strong traditional beliefs about spirituality including ghosts, such as ancestral spirits, governor spirits, forest ghosts, mountain spirit, water spirit and other spirits, etc. These spirits were divided into 2 groups, good and bad spirits. The good spirits were ghosts that offer protection and the latter were ghosts that haunt the persecuted or attack people.

The community has rich ties to spiritualism, and rituals are often practiced towards guardians and ancestral spirits that offer protection. Paying respect is very common and individuals felt it is necessary as spirits not only protect their families but also brought peace to their village, ward off evil and sustain happiness within their community. Some ethnic groups such as the Shan have established a shrine that they regularly pray to every year during June – July. This involves individuals bringing offerings to the shrine consisting of rice, boiled chicken, pork heads, snacks, liquor, fruits, flowers, etc. that are arranged on a tray. When it is time for the ceremony, the shaman invokes the spirit by presenting the offerings and asks that it preserves, protects, and brings prosperity to their community. Individuals can also ask for protection and/or success within work, school, running errands or visiting distant places.

Each ethnic community has a unique pattern of cultivating a governor spirit that is derived from ancestors of many years ago. This is a very sacred tradition that can take 3-5 days and outsiders are prohibited from ritual offerings or paying respects. Spirits, ghosts, and superstition seem to be a fundamental belief of many ethnic communities and helps develop a distinctive identity that tourists can frequently experience.

2. Religious Identity

Ethnic communities appear to practice all three religions, namely Buddhism, Christianity, and Islam. An example would be the Ban Mae Sam Lap, Lawa (La Wua), Ban Dong and Ban La-up ethnic groups, where individuals were able to live peacefully with no conflict. Other examples are the Ban Huai Hom (Karen) ethnic community who practice Christianity in every household and worship God every Sunday, and the Tai Yai (Shan) and Ban Pam Bok villagers who practice Buddhism in every household and partake in traditional community rituals such as Poi Sang Long. Research has found that there is a balance between religion and spirituality, and they are able to coexist successfully.

3. Lifestyle Identity

Ethnic communities appear to find nature sacred and trust in the belief that we should live harmoniously with its inhabitants and environment. They put a high importance on not harming or destroying natural resources and are one with the mountains, forests, and rivers. They rely on nature to provide them with resources and have a simple way of living life in alignment with nature and respect for their ancestral traditions.

Researchers have found this to be particularly true after reviewing information gathered from the 5 ethnic communities previously studied. Here they found direct links to nature including imitations such as the “Ginga” dance (a bird with a human head), squawking like a bird or playing “Te Na” (from the Karen ethnic group) that portrayed beautiful depictions of their surroundings.



Dress styles and accessories were also interesting to review as ethnic communities wore simple garments in accordance with their natural inhabitants and social landscape. In terms of food, communities focused on vegetables that could be easily cultivated into daily rations or medicine. This is the same for housing, as communities would build simple structures using wood and bamboo and manipulate these to create pillars, beams, and walls. In addition to bamboo, teak wood and red wood were also utilized. Roofing is generally thatched with tight banana leaves or turf grass that can protect the structures from rain and sun for around 5-7 years. Most homes are also raised from the ground, meaning agricultural crops or animals can be stored at the bottom.

Regarding the need to support a sustainable community-based tourism management system during the COVID - 19 situation, researchers found that all 5 ethnic communities showed great potential for showcasing unique identities towards tourists. Most importantly, their cultures are heavily protected by tradition and will continue to be passed down from the older to younger generations, thus enabling a sustainable future for tourism once the pandemic has passed.

From 2020 till present, the coronavirus outbreak has affected many services around the world, especially the tourism industry both domestically and internationally. This is also true for the communities whose main income comes from tourism and are having to adapt and rely on traditional farming methods to support their families. Ethnic communities such as the Mae Hong Son province are pushing their initiative to promote the preservation and continuation of its cultural identity for future generations to inherit. However, this can only be sustained if a community-based tourism management system can be implemented and there is full support from all associated parties.

5. Research discussion

The purpose of this qualitative research aimed to tackle what attracts the tourism community to the Mae Hong Son province during the COVID- 19 global pandemic and to analyze its potential to promote a unique experience and conservation of community identity and sustainability.

In summary, the research clearly shows that ethnic communities have distinctive religions, lifestyles, and belief systems including the practice of offerings to spirits and ghosts etc. They live peacefully whilst having faith in all 3 religions of Buddhism, Christianity and Islam and practice rituals according to those religious principles. They lead a simple lifestyle and live harmoniously with nature which is incorporated into their dress code, housing and livelihood.

Due to the global pandemic, community-based tourism has become stagnant with a serious lack of income flowing into communities. This has meant communities have had to sustain their living through traditional agriculture. Despite this setback, they still hold firmly to their religion and beliefs and will continue to pass these on to the younger generation.

Referring to the research conducted by Chutiman (2008) for the ethnic communities of Mae Hong Son Lawa, results showed that they had an abundance of natural resources and various plants. It is possible to visit this area throughout all 3 seasons, and the community maintains a distinctive identity and tradition as follows:

1) Beliefs are prominent to spirits and ghosts although they practice both Buddhism and Christianity. There is also a ghost hall or "Yia Yu" in every community.

2) A "Samang" ceremony is conducted when summoning invited ghosts with an offering such as chickens, pigs, etc. They also have a very special wedding tradition where they take the female from her parents and ask for forgiveness later.

3) Men usually wear an undecorated white garment, whilst women wear white shirts and wear sarongs that are beautifully decorated with colorful beaded necklaces and bracelets.

4) They have their own language which has been inherited through various literatures.

5) They produce outstanding community products such as Ban La-up silverware, Ban Dong hand-woven cotton, Ban Dong coffee and Ban Pa Pae colorful beaded necklaces, etc.

The community itself has a plan in action to establish a cultural tourism route linking 3 communities. A community-based tourism management committee has also been established and a network should drive efficient tourism to creating a sustainable industry.

6. Further Research

The next research project should be conducted on the premise that a network of ethnic communities can be built within the Mae Hong Son province. These can then branch out to create tourist attraction networks with an emphasis on experiencing true cultural identity in a unique multicultural manner that includes the whole of the Mae Hong Son Province. Alongside with the government policy on domestic and proximity tourism.

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Unraveling the Predicaments and Rejoinders of the Three UNESCO World Heritage Sites in Llocos Region amidst Covid 19 Pandemic

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The three cultural heritage sites in the Llocos Region, namely Paoay Church, Santa Maria Church, and The Historic City of Vigan, are well known as world heritage sites for their outstanding aesthetic architectural appeal that embodied culture and traditions. Over the years, world heritage rose in popularity, gaining momentum in scholarly research and piqued the interest of the academic community but of tourists as well. However, the growth of attention it gets from its audience branched out to positive and negative consequences of tourism. Therefore, this study is conducted to identify the perceived community and management predicaments or challenges and their corresponding rejoinders or responses regarding economic, social, and environmental factors, especially amid the Covid-19 pandemic. Employing a qualitative approach and phenomenology as research design, the researcher interviewed selected participants to gather data. The researchers utilized a repertory grid for tabulating the responses of the participants. The study starts with a brief discussion of the current developmental plans for the three selected UNESCO heritage sites in the Llocos Region. The extent of the predicaments faced by the three heritage sites and rejoinders to these predicaments through the Covid-19 Pandemic as perceived by the following stakeholders: tourists, residents, public, and private sector were discussed in detail. Moreover, this study show that all sites experience these various predicaments or challenges as a part of their



conventional struggle. This paper recommends an action plan, specifically, a consultative paradigm to mitigate these challenges, ensure long-term sustainability and maintain the outstanding value of these world heritage sites. The research also aimed to promote heritage and cultural tourism in the Philippines. Moreover, it is an ideal eye-opener for Filipinos to appreciate their diverse cultural heritage and promote sustainable development in the region.

Session 3

Post-pandemics perspectives For the evolution of Tourism models and practices

17:00 - 19:30 (Bangkok time)

Discussant: Adèle Esposito
CNRS Researcher - IRASEC



Broadband Internet: An important tool for the next move of Post-Covid-19's COVID-19

Soinapa PANKONG

President of the Thai Hospitality Empowerment Academy

Thailand was one of the most visited countries in Southeast Asia. It reached 35 million visitors in 2019 (WTO, 2019) which contributed to 21.9 % of the national GDP (world Atlas record, 2019) However, the impact of the Covid-19 pandemic has deeply affected the Thai tourism Industries like any other countries that use Tourism as a major source of revenues. It is estimated that hotels, tourist guides, tour management companies and other stakeholders decreased their revenue from 21.9% to 6.78% in 2020 (statists).

Not only in Thailand, the impact of Covid-19 pandemic also effected the global tourism industry. The new travel rules discouraged travelers from restarting traveling again. However, after more than 2 years under the impact of Covid-19 and the “new normal” lifestyle, a lot of tourists started missing their pleasant journeys and the vacations outdoor, instead of staying at home with fears of contamination. The idea of traveling with adaptation to global environmental change was raised up to discuss with all the new concepts and trends about “traveling safely and having fun”.

In Thailand, a new concept for traveling has been prepared to regather, replenish, reset and reboot the tourism community to blossom again. With online guided techniques, virtual tourism and webinar , the advantage of the broadband Internet facilitated the Thai tourism community to reopen the connection globally again. The Tourism Authority of Thailand (TAT) in co-operation with the Department of Tourism (DOT) has also launched many projects to encourage, reinforce, re-skill and up-skill the tourism community to

be ready for the next move and synchronized the tourism resources in all the local areas for the preparation and rethinking of the destination proposal with safety standard “SHA ”(Safety, Health and Administration).

After discussion about traveling trends, with the new normal lifestyle, finally, it revealed that our lifestyles will never return to the « normal » again and positively believe that the result of the adaptations to global and environmental change from the “New Normal to the Next Normal” based on the connection through the broadband internet will help the tourism Community to move forward whether in the post pandemic context.



The Potential development of travel and hospitality business nearby hot springs attraction in the upper northern provinces after Covid-19 pandemic

Ngamnid SAENAMPOL

The objective of this paper is to study the potential development of travel and hospitality business in hot springs attraction in the upper northern provinces after Covid-19 pandemic, based on Canvas business model and SWOT analysis. Data was collected through documentary approaches and in-depth interview with the relevant managers and staff in related tourism business that surround hot springs attraction. The results showed that the type of hospitality business nearby hot springs attraction can be divided into 4 groups. Group 1 Direct businesses that provided direct products or services, including hot springs, mud or steam generated by natural hot springs. The raw materials are used directly and there is no change in the nature of the raw materials. Group 2 Indirect tourism businesses process products or services using hot springs or mud or steam such as Thai massage and spa businesses. Group 3 Tourism related businesses such as local tour guide or transport service. Group 4 other products or services. In conclusion, all these businesses should develop service design in product, service and creative activities in order to attract customers and enhance the safety, health and hygiene of the products. There are important keys that would increase the potential of travel and hospitality business nearby hot springs attraction in the upper northern provinces after Covid-19 pandemic.

**Key Words — Potential, Travel and Hospitality, Hot Springs,
Upper Northern Provinces**

Introduction

Thailand has a high potential for health tourism as there are many hot springs in the community that can be developed for tourism. (Department of Mineral Resources, 2016). The development of health tourism in the Upper Northern Region, which consists of Chiang Mai, Lampang, Lamphun, Mae Hong Son, Chiang Rai, Prae and Nan. Chiang Mai is the center of health tourism. The number of visitors to Chiang Mai has increased in 2017 with 32,588,303 visitors, compared to 29,923,185 in 2016, an increase of 8.91%. (Ministry of Tourism and Sports, 2018) The Upper North Region group has a variety of tourist attractions, consisting of historical sites and cultural, religious sites and natural attractions. In particular, 35 natural hot springs for tourism. However, the health tourism potential in hot springs attractions should be developed to link the local tourism business around hot springs with more local communities' involvement. Especially during and after Covid 19 Pandemic, health tourism will respond to the tourists who are more concerned about health and sustainability with the trend of travel to the small community. Therefore, it would be the chance for local travel and hospitality businesses nearby hot springs attractions to generate income for the local people.

The Research Problem

What is the potential of Travel and Hospitality Business Nearby Hot Springs Attraction in The Upper Northern Provinces after Covid 19 Pandemic?

Objectives

To study the potential of Travel and Hospitality Business Nearby Hot Springs Attraction in The Upper Northern Provinces after Covid 19 Pandemic.

Scope of study

1. Scope of study context

The study the potential of business operations that connect 12 areas of study that cover the spa business, food and beverage business, accommodation business, community-based tourism business and other business near the four types of hot springs which are the governmental, private, community and co-managed hot springs. The variables of study are 12 factors as in table 1.

2. Scope of population

2.1 Government agencies consist of

2.1.1 National park officials in the upper northern provinces such as Doi Pha Hom Pok National Park, Huai Nam Dang National Park, Ob Luang National Park, Pha Daeng National Park, Salween Forest Industry Organization Officers, Doi Chiang Dao Wildlife Research Station Department.

2.1.2 Academics with expertise in business around hot spring tourist attractions

2.1.3 Local government officials such as Sub-District Administrative Organizations, Sub-district municipality near the hot spring area in the upper northern provinces

2.1.4 Officials from government agencies such as Tourism Authority of Thailand, Provincial Tourism and Sports Office near the area of hot springs in the upper northern provinces

2.2 Private sector

2.2.1 Business owners or managers or senior employees working around hot spring attractions in the upper northern provinces.

2.2.2 Related private organizations such as hot spring clubs, Thai Lanna Spa Association, provincial chamber of commerce, provincial industry council

2.3 The community surrounding the hot spring consists of

2.3.1 Community leaders around hot springs in the upper northern provinces

2.3.2 Local people in the communities around hot springs in the upper northern provinces

3. Scope of study area

The area used in the study was the businesses in hot springs, and businesses near hot springs. The distance is not more than 10 kilometers or 10 minutes from the hot spring source.

Methodology

Data was collected through documentary approaches and in-depth interview with the relevant owners, or managers with at least one-year experiences in related tourism business surrounded hot springs attraction. For the related tourism business surrounded hot springs attraction in-depth interviews. Key informants with purposive sampling method by interviewing business owners or managers in 12 areas. The sample was selected to get 5 subgroups of spa business group, Food and beverage business, accommodation business, community-based tourism business and other business groups by purposive sampling method and random sampling of 30 businesses to be distributed among all types of businesses, and define business codes: SP11 SP42; FB11 FB32 FB33 FB34 FB35 FB36 FB37 FB38 FB39 FB310 FB311FB412; AD11 AD22 AD33 AD34 AD35 AD36 AD47; TO11 TO32 TO33 TO44; OT11 OT22 OT33 OT34 OT35

The first two letters referred to the type of business.

SP=Spa FB=Food and Drink AD=Accommodation TO=Community Tourism
OT=Other

The first digit indicated the hot spring management.

1= public sector 2= private sector 3= community 4 = joint management

The second digit indicates the order of the business, for example:

SP11 is the 1st spa business in hot springs managed by government.

Literature Review

1. Health tourism Health tourism is gaining popularity due to the increasing number of young people and health visitors. Health tourism has different meanings in different contexts of place and time (Smith and Puczko, 2008), the objective of Health tourism is traveling coupled with the creation of good health, no disease or illness, a happiness and relaxation (Hall, 1992)

2. Business Model Canvas

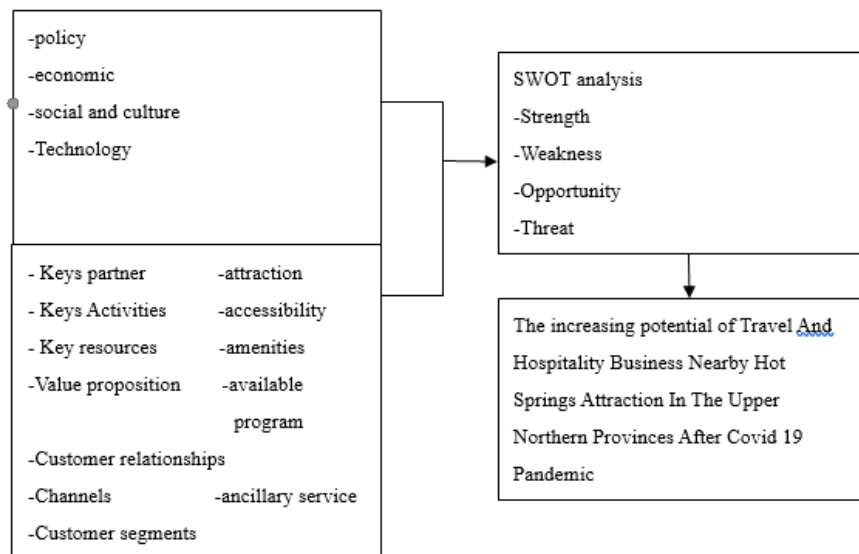
Business model canvas to help assess the potential of business operations connected around tourist attractions (Osterwalder & Pigneur, 2009). The business model consists of 9 components. In this study, the researcher uses 7 components except cost and revenue.

3. 6As consists of attraction, accessibility, activity, amenities, available program and ancillary service. In this study, the researcher integrated the 12 variables as attraction, accessibility, activity, amenities, available program and ancillary service.

4. SWOT analysis

Study the potential of related tourism businesses surrounded hot springs by analyzing the strengths and weaknesses, opportunities and threat.

Conceptual framework



Result

The result of observation found that there are four group of travel and hospitality business around hot spring;

Group 1 Direct businesses which is spa business. Direct products or services with hot springs, mud or steam generated by natural hot springs as the key ingredients. The raw materials are used directly and there is no change in the nature of the raw materials.

Group 2 Indirect tourism businesses consist of food and beverage business and accommodation business which is the processed products or services using hot springs or mud or steam such as Thai massage and spa businesses.

Group 3 Tourism related businesses or community-based tourism business such as local tour guide or transport service.

Group 4 other products or services.

The interviewing result of potential of each business are as following table;

Table 1

Factor	1	2	3	4	5	6	7	8	9	10	11	12	%
SP11	100	80	80	80	86	84	100	60	100	80	100	100	87.50
SP42	100	100	80	80	100	50	67	100	100	80	100	100	88.08
Average	100	90	80	80	93	67	83.5	80	100	80	100	100	87.79
FB11	100	40	25	34	80	100	0	60	25	60	0	50	47.83
FB32	100	60	25	34	100	100	67	100	50	100	0	75	87.58
FB33	100	60	50	34	100	60	67	60	75	80	100	50	68
FB34	80	80	25	34	100	100	0	60	75	100	0	100	82.83
FB35	60	20	25	34	100	80	0	60	25	60	0	75	44.91
FB36	80	60	25	34	100	100	67	100	50	100	0	75	85.91
FB37	80	60	50	34	100	60	67	60	75	60	0	50	58
FB38	80	80	25	34	100	100	0	60	75	100	0	75	80.75
FB39	80	80	50	34	100	100	0	60	75	100	0	75	82.83
FB310	80	80	25	34	100	100	0	60	75	100	0	75	80.75
FB311	60	40	25	34	100	80	0	60	25	60	0	75	46.58
FB412	100	60	25	67	100	100	34	100	50	100	0	100	89.66
Average	83.33	60	31.25	36.75	98.33	90	25.16	70	56.25	83.33	8.33	72.91	59.63

Factor	1	2	3	4	5	6	7	8	9	10	11	12	%
AD11	100	50	75	34	80	80	67	80	75	50	100	100	72.58
AD22	80	75	100	34	80	100	34	80	100	100	0	100	71.91
AD33	80	100	75	67	100	80	34	80	75	67	100	75	76.08
AD34	100	75	100	67	80	100	34	80	75	67	100	75	77.75
AD35	100	75	100	67	80	100	34	80	75	67	100	75	77.75
AD36	100	25	75	67	80	80	67	80	25	50	100	75	67
AD47	100	75	50	34	80	80	0	0	100	34	100	0	54.41
Average	94.28	67.85	82.14	52.85	82.85	85.71	38.57	54.28	75	62.14	85.71	71.42	71.07
TD11	100	40	60	50	80	75	25	80	75	84	100	80	70.75
TD33	80	40	75	100	80	100	50	40	75	50	100	80	72.5
TD32	80	100	50	50	100	50	50	100	50	84	100	100	74.5
TD44	100	100	100	100	100	100	100	80	100	84	100	100	95.33
Average	85	70	71.25	75	90	81.25	56.25	70	75	75.5	100	90	78.27
OT11	60	60	67	34	60	40	50	20	50	40	100	20	50.08
OT22	100	80	100	100	100	100	50	60	100	80	0	80	79.16
OT33	100	20	34	34	80	40	50	80	100	80	100	80	66.5
OT34	100	60	34	34	80	40	50	100	100	80	0	80	63.17
OT35	40	40	34	34	80	40	25	60	50	60	100	60	51.92
Average	80	52	53.8	47.2	80	52	45	64	80	68	60	64	62.16

Remark:

Factor	1=customer segment	2=value proposition	3=channel	4=customer relations
	5=Key resources	6=Key activities	7=Key partners	8=accessibility
	9=attraction	10=amenity	11=available program	12=ancillary service

1. The Potential Development of Travel and Hospitality Business Nearby Hot Springs Attraction

1.1 Potential of 5 types of Travel And Hospitality Business Nearby Hot Springs Attraction

(1) spa business score 87.79 % excellent potential

Location of business

Spa Businesses have 46 shops. Most of the spa businesses are inside the hot springs. It is a direct business related to hot springs as it can providing complimentary mineral water foot bath for health and wellness massage (SP11,42). 10 small spa are in the national park with the hot springs area of 2-5 rai, the small size of the area makes it possible to maximize the use of the area.

Spa business management model There is a combination of professional groups. or small enterprises (SP11,42) The integration of occupations or enterprises reduces building costs. Construction expenses before the opening of the business, such as beds, massage chairs, because there are budgets from various agencies that are involved in supporting the investment business. They also provide training or marketing assistance.

Most spa businesses have strengths in the target customer segment, Product and Service that has safety, health and hygiene, Key Resources, Key Partners, Accessibility, Attraction Tourism Programs, Other services, have no disadvantages.

(2) Food and Beverage Business score 59.63% medium potential**Location of business**

303 businesses help spread the number of businesses. 65 Businesses are linked around government-managed hot springs. Some of which are welfare stores. The distribution of 10 food and beverage businesses near private hot springs. 192 food and beverage businesses distribution to community hot springs. 36 distributions of businesses near co-managed hot springs.

Most have strengths in target customer segments, key resources, key activities, amenities. Disadvantages of channels, customer relationships, key partners, travel programs

(3) Accommodation business score 71.07% Very good potential**Location of business**

166 Accommodation business. The distribution of 53 accommodation business around governmental hot springs, 2 private hot spring accommodation businesses, 96 community hot spring accommodation businesses, 15 co-managed hot spring accommodation business.

Strengths in the customer segment, channels, key resources, key activities, tourism programs and weaknesses in key partner.

(4) Community based tourism business score 78.27% Very good potential**Location of business**

94 Community based tourism business, 27 governmental hot springs CBT businesses, 6 private hot springs businesses, 57 community hot springs businesses, 4 co-managed hot springs businesses.

It has strengths in terms of customer segment, key resources, key activities, tourism programs and no disadvantages.

(5) Other business score 62.16% good potential**Location of business**

116 Other businesses, 18 other businesses around government hot springs, 91 other businesses around community hot springs, 1 other businesses around private hot springs, and 6 other businesses around co-managed hot springs.

It has no strengths and weakness in customer relationship and key partner.

2. The best potential is community-based tourism business

TO44 Score 95.33 Excellent potential. The score is higher than the average of the community-based tourism businesses. It is located around the hot springs of the joint management. It is a small community enterprise managed by 30 professional members.

The factor that makes a business great potential is the customer segment. The value proposition of products and services with safety, health and hygiene concern, channel, Customer Relationship, Key Resources, Key Activities, Key Partners, Attraction, Amenities, Tourism programs, other services, no disadvantages. The opportunities are policies that develops the community-based tourism networks, a budget for development from educational institutions such as Maejo University or Chiang Mai Rajabhat University as well as an aging society allowing people to more consume the health products and service. Besides, for the community technology opportunity, businesses have channels for public relations through online social media and booking via Qr code and grab applications.

Discussion and Conclusion

The factors that make 4 out of 5 best businesses successful in terms of potential are their customer segment, key resources, key activities, attraction, other services, which are the strengths that attract customers according to Osterwalder & Pigneur (2009) states that businesses should use key resources, key activities, attractions, other services to build relationships and engage with their target customers who has the expectation of using health business services when traveling around the hot springs

The factor that makes 2 out of 5 bad businesses in term of low potential is their partners. And the tour program is not designed to be suitable for families and the elderly who love health and sustainability. This is consistent with research of Tóth and Dávid (2010) indicating that tourism activities promoting health cause families with elderly and disabled people to return to use the service. Therefore, businesses should work with partners around the hot springs to develop a health and sustainability tour program.

Acknowledgment

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Two Cities, Two Paths Forward: Tourism and Recovery from COVID-19 in Cambodia

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Tourism is one of the most important industries in contemporary Cambodia for both economic and nationalistic reasons. Not only is tourism a profitable enterprise for people in every strata of Cambodian society, but it is also helping to change the narrative of Cambodian history following the genocidal events of the Khmer Rouge regime in the 1970s. Tourism recovery post-COVID-19 must carefully negotiate economic needs and nationalist sentiment to succeed. In this paper, I argue that the tourism industry in the northwestern capital of Battambang is well poised for recovery because of a purposefully crafted appeal to domestic tourist imaginaries that runs counter to the Chinese dependencies found in the other major tourist cities.

Chinese tourists represent over 30% of all visitors to Cambodia. Perceptions of Chinese tourists were already strained before COVID-19, and the pandemic has only amplified anti-Chinese rhetoric amongst the populace. Chinese tourism is therefore somewhat unreliable as a recovery strategy. Conversely, the Chinese make up less than 4% of all visitors to Battambang. Since 2011, the government has marketed Battambang as a 'Charming City' that exemplifies Cambodian culture and creativity. Domestic tourists are not officially recognized in national statistics, but my fieldwork reveals that Cambodian guests outnumber foreign ones in Battambang by a ratio of 4 to 1. Through the example of Battambang, I explore the little-publicized reality that Cambodians themselves are the most crucial players for Cambodian tourism, a fact that will be especially true following the COVID-19 pandemic.

8h30 Reception of participants

9h Opening

9h30 Introductory paper by Christine Cabasset and Emmanuelle Peyvel:
Health Crisis and Tourism Crisis in Southeast Asia: Magnitude, Solutions, and Issues

Session 1

The impacts of the COVID19 pandemics on tourist localities, workers, and activities

Discussant: Victor T. King

10h *Pandemic Impacts on Cambodian Performing Artists in Siem Reap and Phnom Penh* (Celia Tuchman-Rosta)

10h30 *How COVID-19 has impacted households depending on tourism in Siem Reap, Cambodia* (Phasy Res)

11h Coffee Break

11h30 *The precariousness of the tourism workforce in Thailand and the search for a way out of the Covid 19 pandemic crisis: the case of Chiang Mai* (Pongsa Kantasorn)

12h Discussion, questions & debate

12h30 Lunch break

Session 2

The Adaptive Capacities of Local Communities and Actors in reaction to the pandemic

Discussant: Jérôme Samuel

14h *Tourism and COVID-19 in the Javanese village of Bejiharjo* (Juliette Sendra)

14h30 *The Adaptation Strategy of Tourism in Upper North of Thailand under the COVID-19 Pan-demic* (Korawan Sangkakorn)

15h *Promoting community identity for sustainable tourism development in the area of Mae Hong Son Province under the Covid-19 situation* (Sunisa Frenzel, Sanya Sasong, Suthinee Decharat, Sinith Suetrakul, Kittiphong Tiranarata, Annaick Vauclin)

15h30 *Unraveling the Predicaments and Rejoinders of the Three UNESCO World Heritage Sites in Llocos Region amidst Covid 19 Pandemic* (Jinky Rose P. Gino-gino)

16h Discussion, questions & debate

16h30 Coffee Break

Session 3

Post-pandemics perspectives for the evolution of tourism models and practices

Discussant: Adèle Esposito

17h *Broadband Internet: An important tool for the next move of Post-Covid-19's COVID19* (Soinapa Pankong)

17h30 *The Potential development of travel and hospitality business nearby hot springs attraction in the upper northern provinces after Covid-19 pandemic* (Ngamnid Saennampol)

18h *Two Cities, Two Paths Forward: Tourism and Recovery from COVID-19 in Cambodia* (Matthew Trew)

18h30 Discussion, questions & debate

