

# The Platform Development for Creative Tourism Route Design to Tourists in Suphan Buri Province

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## Abstract

The research aims to achieve 3 objectives: 1) to explore, collect, and synthesize tourism data of Suphan Buri Province; 2) to analyze and design a model creative tourism route of Suphan Buri Province; and 3) to analyze, design, and develop a platform that helps design creative tourism routes for tourists in Suphan Buri. The framework for implementation begins with the collection of data from a review of existing concepts, data, and knowledge. This is coupled with in-depth interviews with the target audience and data collection from surveys with tourist questionnaires to bring the data into analysis to design a prototype creative travel itinerary combined with the analysis, design, and development of a platform to assist in creative travel route design.

The implementation of this research project will acquire the knowledge of the analysis to design creative tourism routes along with the model of creative tourism routes in Suphanburi province, including a platform to help design creative tourism routes as a model to support tourism management in the future.

**Keywords:** Platform, Creative Tourism, Tourism Route Design

## Introduction

The situation and trends of tourism in Thailand which are likely to increase due to the opening of the country create-circulating income worth to hundred billion baht having a positive impact on the national economy. Such situations and trends also lead to essential consequences in other aspects, and change tourist behavior nowadays, such as traveling in small groups, and traveling more on their own which results in quality-of-life development. Tourism both drives the economy at the community level and is the alternative for local communities to generate additional income from tourism. To prepare for the new normal of tourism, including the emphasis on creative tourism, which is travel directed towards an engaged and authentic experience, with participative learning in the arts, heritage, or special character of a place providing a connection with those residing in the place and create the living culture causing further expansion and adding value through innovation, which leads to “Creative Business”, “Creative City”, “Creative

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District” and “Creative Tourism” (Office of the Permanent Secretary, Ministry of Tourism and Sports, 2020), which is creating unique creative products indicating the brand’s identity, enabling consumers remember the brand every time they see, reflecting the product’s personality and unique characteristics. Therefore, it is important to help promote interest to the local community. Especially, Suphanburi Province is outstanding in agriculture, creating creative products with identity in the form of safe agricultural since decent quality and toxic-free agricultural products are safe. This is consistent with the strategy map under the 20-year national strategy on agriculture (2018-2037), which has designated local identity agriculture as one of the sub-plans of the strategy map to raise the competitiveness of the country by utilizing local identity’s strengths and wisdom in the production and agricultural product distribution, creating value to agricultural products covering agricultural goods and products that are exceptional to the area (Khammungkun, 2022). In addition, the government has supported tourism development to promote tourism and outstanding identity in accordance with the Suphanburi Province Development Plan 2023-2027. As a result, in the future Suphanburi Province will increase opportunities to develop the quality of tourist attractions, manufacturers and sellers of products and services, and tourism entrepreneurs by utilizing information technology and communication to communicate agricultural information, including creating an online market and promoting tourism development to be “Tourism for All” and “New-next Normal” (Suphanburi Provincial Office, 2023). Suphanburi Province’s potential and development position consists of area potential beneficial to a variety of agriculture leading to the development of “From farm to table”, ethnic diversity, culture and tradition differences which are distinctive characteristics of the province passed down since ancient times. The Suphanburi Province consists of 11 ethnic group’s enables local people to accept cultural variety. Because of different wisdom, there is a promotion of medicinal plant cultivation, which is considered the origin of production, procession for unitizing medicine, and cosmeceutical, expanding operations throughout the province. (Suphanburi Provincial Administrative Office as of July 2021)

Therefore, it is considered that creative tourism is a new direction of tourism of which the purpose is conversation, and cultural knowledge exchange, and helps promote tourism as a tool for understanding the value of cultural diversity, which reinforces the awareness of one’s community values and promote creativity potential development for tourists to apply experiences gained from tourism to their life. (Suphanburi Provincial Office, 2023).

This research focuses on surveying and compiling data on tourism patterns. Tourist attractions and needs related to tourism in Suphanburi Province lead to the analysis and design of tourism routes within Suphanburi Province. Including designing and developing a platform to help design creative travel routes for tourists in Suphanburi Province to support tourism in Suphanburi Province to be more efficient.

## **Research Objectives**

1. To survey, collect, and synthesize tourism information in Suphanburi Province.
2. To analyze and design prototype creative tourism routes in Suphanburi Province.
3. To analyze, design, and develop a platform that helps design creative tourism routes for tourists in Suphanburi Province.

## Literature Review

### Tourism

The United Nations World Tourism Organization (UNWTO) has defined tourism as a social, cultural, and economic phenomenon that entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors which may be either tourists or excursionists. (The United Nations World Tourism Organization (UNWTO), n.d.).

At the 22nd General Assembly in Chengdu, China, UNWTO members (The United Nations World Tourism Organization, 2019) identified forms of tourist attractions. Three main tourism forms have been defined: 1) Natural based tourism, 2) Cultural based tourism, and 3) Special Interest tourism

Natural-based tourism consists of 14 types, as follows: 1) Cultural tourism, 2) Ecotourism, 3) Rural tourism, 4) Adventure tourism, 5) Health tourism, 6) Wellness tourism, 7) Medical tourism, 8) Business tourism, 9) Gastronomy tourism, 10) Coastal, maritime and inland water Tourism, 11) Urban/city Tourism, 12) Mountain tourism, 13) Educational tourism, and 14) Sports tourism

Chanmuen (n.d.) divides tourist attractions into 5 elements (5As) important for considering and designing strategies for tourist attractions. This will help create a strong image and effectively attract tourists which consist of

1. Attraction: Tourist attractions should be outstanding, interesting identity to attract Tourists. Whether they are natural or man-made.
2. Accessibility: Convenient travel and easy access from several transportation will help promote more travel to tourist attractions.
3. Amenities: Facilities and amenities are another option to help tourists decide on travel. The tourist attractions should provide facilities and amenities in terms of public utilities, tourist service points, and souvenir shops to satisfy tourists.
4. Accommodation: Tourist attractions or the nearby areas providing sufficient accommodation for the number of tourists enable tourists to make decisions. Tourists also select accommodations for safety and security.
5. Activities: Various activities to enhance recreational opportunities and satisfaction in tourist destinations attract tourists to participate.

The most important element for tourists' decision-making is attraction. Therefore, tourist attractions should be given priority to create a strategy for tourists. In addition to the 5 important components of tourist attractions above (Sirikudta, 2014), the elements of tourist attractions/ destinations are divided into 2 types:

1. Attraction/ Destination consists of various forms of tourist attractions including concrete tourism activities to attract tourists.
2. Other elements of tourism include accessibility, convenience of travel, accommodation, facilities, as well as fundamental services for tourists.

### Creative Tourism

The Ministry of Tourism and Sports (2020) defines creative tourism using the concepts presented by Crispin Raymond and Greg Richards as tourism that gives opportunities to tourists to be able to develop their potential and creativity through the process of community participation, which is learning to enhance experience. As Kyrgyzstan (2022) said creative tourism was first

introduced in 2000 by Greg Richards and Crispin Raymond, emphasizing the significance of creativity in planning cultural tourism, which was the first tourism presentation that had never happened before. Later, in 2006, the United Nations Educational, Scientific and Cultural Organization (UNESCO) defined creative tourism as “travel directed towards an engaged and authentic experience, with participative learning in the arts, heritage, or special character of a place and it provides a connection with those who reside in the place”. It was also defined creative tourism as tourism emphasizing immersing oneself in culture or history, participatory tourism, and true experience. Creative tourism is tourism focused on educational, emotional, and social interaction, participation with places lively culture and people in the place, together with the awareness of the city’s creativity and available resources. Similar to the Designated Areas for Sustainable Tourism Administration-DASTA (Public (Organization), 2018) definition, creative tourism is tourism focusing on tourism value creation sustainably based on the local community’s background, way of life, wisdom, arts, culture, and history from the area’s resources. Creative tourism is tourism that does not harm and decrease such resources, is not the activity emphasis on revenue but value, meanwhile, conserves resources sustainably. In 2008 (Department of Tourism, 2017), Thailand clearly announced a policy to drive the creative economy, which was the beginning of the tourism concept and creative economic policy promotion leading to the integration of local wisdom and tourism since creative tourism is significant to the tourism development in international competitive conditions.

### **Tourist Behavior**

Jittangwattana (2014) stated that tourist behavior refers to various exchange behaviors that occur regularly among tourists under the effects of environmental conditions, tourists’ feelings, knowledge, and understanding to meet their needs and satisfaction. There are 7 important elements of tourist behavior: 1) Goals, 2) Readiness, 3) Situations, 4) Interpretations, 5) Responses, 6) Consequences, and 7) Reactions to disappointment

In addition to tourist behavior determining the expression in designing and selecting a tourist destination, there are 4 other main factors affecting tourists’ decisions, which consist of 1) Perception refers to the process used to interpret the surrounding environment to choose and make decisions. 2) Motivation refers to an internal and external driving force that creates enthusiasm for oneself. 3) Attitude is a feeling, opinion, or expression towards something. 4) Personality refers to someone’s characteristics reflecting the responses towards situations and the surrounding environment, and 5) Learning means changing behavior from experiences or perceived news. This may result in changes in human behavior.

Prasasakul (2016) interpreted the meaning of Cooper et al. regarding the decision-making process for purchasing tourism products from the first step where the person (Tourists) are aware of the need until they finally decide to purchase tourism products. The decision-making process for purchasing tourism products is as follows:

1) Stage of demand simulation, 2) Stage of need recognition, 3) Stage of tourist attraction searching time level, 4) Stage of tourist attraction distinction Level: Countries that pop up in the mind of the person making the decision, such as a list of previously known countries also known as the evoked set, at this stage the factors that help considering the destination includes people such as friends or relatives, travel agency salespersons, products or tour packages, brochures, announcements, or advertisements, 5) Stage of evaluating options: At this stage, buyers will consider choosing destinations by comparing tourist attractions’ identities in

accordance with their criteria, 6) The stage of decision making, 7) The stage of purchasing: It is the stage at which individuals travel, and 8) The stage of post-purchase behavior or behavior after traveling: It is the feeling happening to tourists towards their thorough decision making on travelling or purchasing tourism products, which tourists may feel satisfied or dissatisfied with experiences.

Prasasakul classifies tourists of which there are many types. Each tourist or group of tourists has his/their objectives and different expectations. Therefore, tourist characteristics have been classified into 3 types according to the number, behavior, and factors attracting one another, and their activities. The types of tourists are as follows:

1. Based on the criteria of tourist numbers, including
  - 1.1 Package tourist
  - 1.2 Independent tourists
2. Based on the criteria of tourist numbers and their adaptation in the area, including
  - 2.1 Explorer
  - 2.2 Elite tourists
  - 2.3 Off-beat tourists
  - 2.4 Unusual tourists
  - 2.5 Incipient mass tourists
  - 2.6 Mass tourists
  - 2.7 Charter tourists
3. Tourists who want to seek both novelty and familiarity, including
  - 3.1 Organized mass tourist
  - 3.2 individual mass tourists
  - 3.3 Explorer
  - 3.4 Drifter

### **Technology in Platform Development**

Udomthanateera (2019) presents the System Development Life Cycle (SDLC). New technology development processes or the improvement from the system development is divided into 7 steps as follows:

1. Problem Recognition which is an important first step because desired goals must be clearly defined, priority and important group classification for selecting the appropriation for further development.
2. Feasibility Study which is studying the appropriateness of changes or adjustments with the least cost and time for the most satisfying outcomes.
3. Analysis which is the process of collecting problems and bringing the information to develop systems needs to study and collect information from users and write the plan to develop systems and information direction.
4. Design which is turning the analysis result into a problem-solving concept with no specific details and characteristics but focuses on an outline delivered to system designers. This phase identifies working system characteristics, such as tool and technology details database types for designing, suitable networks, data import characteristics, report formats, and possible outcomes, etc.
5. Development and Test which is the process of program writing to develop specified systems and system testing to check the system validity.

6. Implementation which is installing and implementing a fully developed system together with the system supporting procedure, training, documentation, and service support plans.

7. System Maintenance which is the process of continuously maintaining the system after operation, follow-up and evaluation, and collecting complaints to improve the system.

Bindusa and Aowsakul (2018) present a network analysis that has been applied to transportation routes to choose the best or shortest route which depends on the consideration of factors and goals needed, such as the shortest distance, the least time, and the most saving cost, etc.

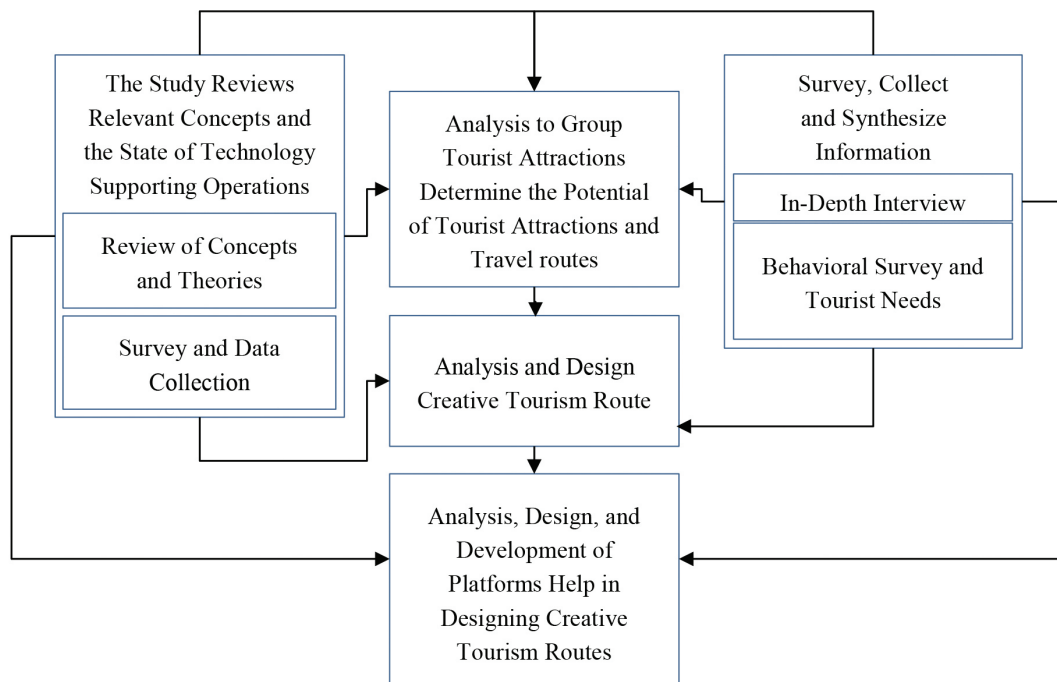
### Platform Development Process

The development of a tourist attraction spatial database is to support the development of the platform because the platform needs to retrieve data from the database to process specified conditions to obtain travel itineraries for tourists that define the parameters for processing. The operation considers using the geographic information system database as the basis for the database development because the database in the system supports storing and managing spatial data efficiently.

Spatial data has specific properties because it can present elements of location (Location), data describing characteristics (Attribute), time (Time), and spatial relationships (Spatial Relationship). Therefore, while developing a geographic information system database, it is necessary to consider such a unique fundamental structure so that the developed database will be applied effectively.

The structure of tourist destination data is considered from the need of data usage for processing to select creative tourism routes and the data from tourist destination surveys to determine the data structure aligning with the data usage and properties so that the data retrieving will be efficient.

### Research Conceptual Framework



**Figure 1** Research Conceptual Framework



## Methodology

### Population and Sample

1. This research is an in-depth survey using interviews to determine 3 main groups for data survey in Suphanburi Province, namely 1) A group of government agencies whose missions are related to tourism management and community development in Suphanburi Province 2) Groups of private organizations with roles and responsibilities related to tourism in Suphanburi Province, and 3) Community groups that are entrepreneurs of creative tourism destinations in Suphanburi Province and 4) Groups of Thai tourists who are both escort tours and independent tourists visiting tourist attractions in Suphanburi Province.

### 2. The Creation and Development of Tool Quality

Qualitative research, a preliminary study from a review of knowledge related to tourism in Suphanburi Province. Questions for the interview questionnaire were designed to lead to interviews with the sample group and quantitative research from the questionnaire development. Considering the content that will be related to factors and conditions that must be present for platform development. The focus is on gathering information related to basic factors that will be related to tourists' travel behavior and tourist needs there are plans to travel to tourist attractions in Suphanburi Province by random sampling method and calculating the number of samples using Taro Yamane's calculation method, setting a confidence value of 95 percent, which determines a sample size of 400, and testing the reliability of the questionnaire using the IOC (Index of Item-Objective Congruence) formula by having experts consider the questions. Each item of the questionnaire and consider whether each question is consistent with the objectives that will be used for further operations.

### 3. Data Collection

In Qualitative research in this study, the researcher used interviews to collect in-depth information. The researcher has brought relevant objectives, frameworks, and assumptions studied various documents and information, theories, concepts, principles, and various related research as guidelines for determining the scope and content in creating the interview form. The data was collected by means of in-depth interviews, where the researcher, conducted the interviews himself. Then the data is processed, interpreted, categorized, analyzed and synthesized according to the specified issues.

### 4. Data Analysis

Qualitative data were analyzed by using content analysis. The survey of general information on creative tourist attractions in Suphanburi Province aims to collect basic information on tourist attractions and use them for the development of a spatial database of creative tourist attractions in Suphanburi Province to align with the research objectives. The data was verified through data collection methods and document verification.

## Research Results

After following the steps and details presented above, the result from each process and the platform helped design tourist routes for creative tourist attractions in Suphanburi Province. The details according to the research objectives are as follows:

### **1. To survey, collect, and synthesize tourism information in Suphanburi Province.**

The aim for surveying creative tourist attractions in Suphanburi Province is to review the evaluation of tourist attractions including an additional survey issue determined according to the research objectives to applied for the tourist attraction database development, platform development support in terms of creative tourism situation, policy, and operation plans to drive creative tourism in Suphanburi Province, including opinions towards to the platform development issues, such as the platform operation or groups of platform users.

#### **Policy situation and creative tourism plans of Suphanburi Province**

Suphanburi Province has established a policy to develop the tourism industry according to the provincial development plan. The goal is to develop tourism and sports, promote Suphanburi Province's identity, increase the number of tourists and income, and promote and develop the sports industry and sports for tourism, including the standards of the province's sports services. It also promotes Suphanburi Province as a creative tourism city emphasizing the genuine participation of tourists from other areas by people who own the resources in the community. In addition, good transportation routes enable tourists to travel conveniently and take less time, Suphanburi Province is one of the popular provinces chosen for relaxation, traveling, and getting away from it all. There are a variety of nature in Suphanburi Province rich in culture and history, including interesting activities for relaxation and learning on holiday. Tourists can experience nature in a short time traveling, participate in experience-enhancing activities of different types, and learn the objectives of tourist attractions around the province.

#### **Analysis of results from a survey of tourist behavior**

An in-depth interview survey found that after the COVID-19 outbreak situation, more tourists are coming to travel in Suphanburi province. Many tourist attractions have begun to be renovated to support tourism. The tourism market is starting to return to normal. Suphanburi Province has set a plan to promote tourism in Suphanburi Province continuously. There is coordination and cooperation between government agencies, organizations related to tourism, and tourism operators. The strategy has been established to support tourism in Suphanburi Province, including considering new tourist attractions to enhance tourism in Suphanburi province. The summary results of the survey of the behavior and needs of tourists for creative tourism in Suphanburi Province are as follows:

1. Most respondents have never experienced tourism in the form of creative tourism in Suphanburi and other provinces. Some of them have had experiences in creative tourism in other provinces, which came from personal interest and information from internet sources. However, the reason they have not visited creative tourist attractions in Suphanburi Province is there is little information about them.

2. Factors such as age and occupation are the main factors that affect travel decisions, which cause different travel behaviors.

3. Age and occupational factors affect tourism groups. Choosing to travel alone, traveling with family traveling with a group of friends, or traveling in groups affects the number of travel groups.

4. Age and occupation factors affect the number of days of travel planning. This will continue to affect the selection of travel times.

5. Age and occupational factors affect interest in activities in creative tourism destinations. This will affect the selection of creative tourism destinations in Suphanburi Province.



## 2. To Analyze and Design Prototype Creative Tourism Routes in Suphanburi Province.

Results of Analyzing and Designing Prototype Creative Tourism Routes in Suphanburi Province.

The results of the survey of the behavior and needs of tourists lead to determining the factors and conditions for designing a prototype of creative tourism routes used as a model to determine the designing processes for developing the platform. The factors and conditions to determine the creative tourism route are defined as follows:

**Table 1** Factors and Conditions to Determine Creative Tourism Routes

<b>Factors</b>	<b>Conditions</b>
Starting point of the journey	Determine the starting point of the trip by the tourist.
Travel time	The duration for the trip to the selected creative tourism attractions plus the time spent at each creative tourism attraction must not exceed 8 hours per day.
Time spent in creative tourism attractions	There must be an appropriate amount of time for all creative tourist attractions which must not exceed 8 hours per day.
The potential of creative tourism destinations	The potential assessment of the selected creative tourism attractions along the route must be ranked at a good or very good level to impress the tourist.
Types of Creative Tourism Attractions	The selected creative tourist attractions along the creative tourism route must be interested by tourists.
Characteristics of activities in tourist attractions	The selected creative tourist attractions along the creative tourism route must provide interesting activities suitable for the tourist's ages.
Tourism Carrying Capacity	The selected creative tourist attractions along the creative tourism route must have the capacity to accommodate the number of tourists as specified by the tourists.

Five samples of creative tourism routes developed from the specified factors and conditions are as follows:

**Table 2** Creative Tourism Travel Routes

Route	Creative Tourism	Travel Duration (Days)	Total Expenses at Tourist Attractions (Baht)
1	Ban Laem Tourism Community Enterprise Community	1	799
2	7 Senses Amazing BaanChan Fulfillment at Wang Yang	1	600
3	Thai Buffalo Conservation Village – Sam Chuk Market	1	700
4	Hia Chai Rice Breeding Learning Center – Center for reviving the ancient Tai Dam culture	1	1,500
5	Ban Laem Tourism Community Enterprise Community Ruean Thai Bang Mae Mai Homestay Community Enterprise	2	1,299

After information processing and receiving tourist routes focusing on selecting only creative tourist attractions, tourism routes were designed. The routes also included other tourist attractions located along the routes as additional options for more complete routes. The lists of designed creative tourism routes are as follows:

**Table 3** List of Creative Tourism Routes

List	Details	Travel Duration (Days)
1	Pay homage to Luang Pho To, a famous sacred object of the province. Learn the farmers' way of life and experience the spirit of Thai farmers at the Hia Chai Rice Learning Center. Taste, shop, and experience the way of life of villagers, Thai houses made from openwork wood, Sam Chuk, a 100-year-old market. Stop by to have delicious, sweet, juicy tomatoes at the touching-horizon farm. Watch the Intelligent Buffalo show and Buffalo Swim.1	1 Day
2	Experience life with the water at Ban Laem community. Admire the bird's-eye view and beautiful gardens. Taste, shop, and experience the way of life of villagers, Thai houses made from openwork wood, Sam Chuk, a 100-year-old market. Stop by to have delicious, sweet, juicy tomatoes at the touching-horizon farm.	1 Day

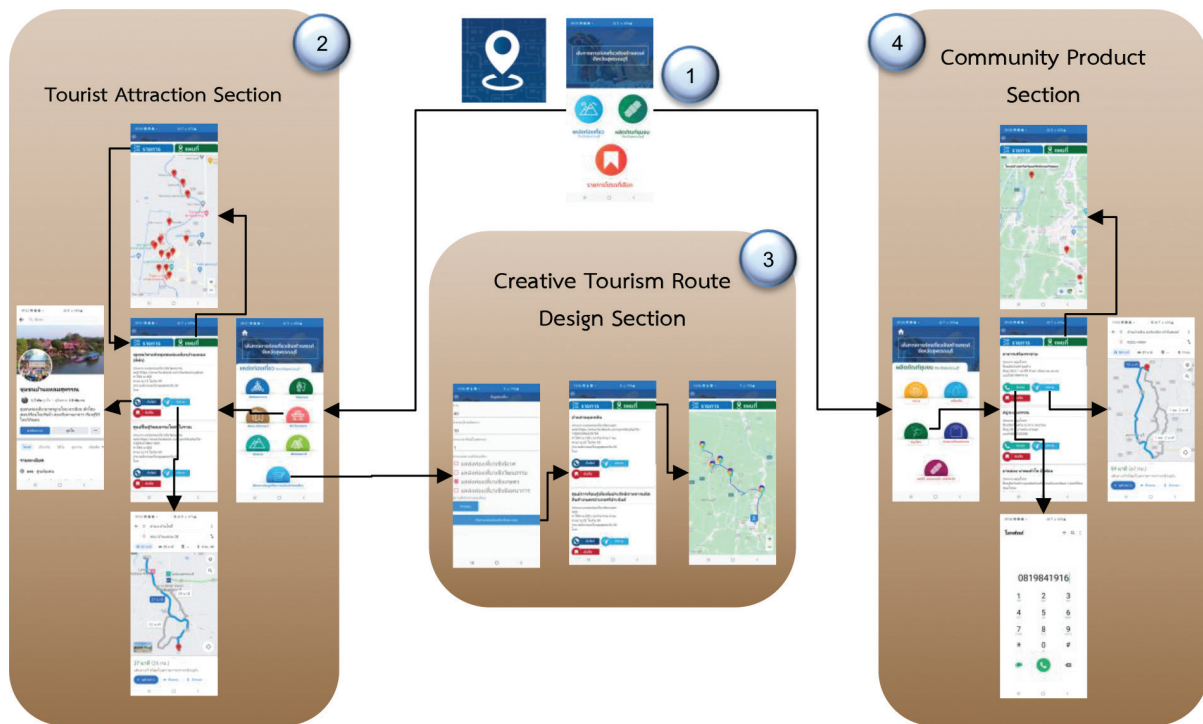
**Table 3** List of Creative Tourism Routes (Con.)

<b>List</b>	<b>Details</b>	<b>Travel Duration (Days)</b>
3	Learn the farmers' way of life and experience the spirit of Thai farmers at the Hia Chai Rice Learning Center. Stay at Ban Thung Homestay experiencing the scent of nature near the city. Pay homage to Luang Pho To, Pa Lelai Temple. Learn Chin's rich history at the large Dragon Building. Admire the bird's-eye view and beautiful gardens. Travel back in time to Kao Hong market, a 100-year-old riverside market.	2 Days 1 Night
4	Stay at Thai Phai Ta Phut Homestay. Take a boat trip to see the Thai way of life on the Ban Laem Community River. Visit the Dong Yen Agroforestry Community Enterprise to learn how to grow organic vegetables. Stop by to see the beautiful garden with several types of plants. Experience the spirit of Thai farmers at the Hia Chai Rice Learning Center. Pay homage to Luang Pho To, the image of the city of Suphan. Stop by to have fresh tomatoes at Ta Khob farm. Shop for souvenirs at Sam Chuk Old Market	2 Days 1 Night

### **3. To Analyze, Design, and Develop a Platform that Helps Design Creative Tourism Routes for Tourists in Suphanburi Province.**

The Results of Analyzing, Designing, and Developing a Platform that Helps Design Creative Tourism Routes for Tourists in Suphanburi Province.

From the thinking process of designing samples of creative tourism routes to the design of physical specifications related to the platform development, the overview of the working concept and platform is as follows:



**Figure 2** The Overview of Creative Tourism Route Design Platform

The completely developed platform will be published for tourists via the Google Play Store.

### The Platform Operation Overview

The platform was developed according to the basic requirements obtained from the study. It is divided into 4 main parts as follows:

1. The main part of the platform: When entering the platform, users will see the operation main page providing main options leading to functions related to retrieving tourist attraction information, community products, creative tourism route searching, including recorded tourist attractions and products.

2. The operational part related to tourist attractions: This part allows tourists to select details of tourist attractions in Suphanburi Province according to the types of tourist attractions tourists need by displaying a list of tourist attractions. Tourists can view details of tourist attractions. The system connects the details of tourist attractions nearby, displays the tourist attraction location on the map, and provides routes and guides to the tourist attractions. Moreover, tourists are enabled to record tourist attraction information for later usage.

3. The creative tourism route designing part: This part focuses on finding creative tourist attractions that meet the conditions required by tourists along with travel route selection for tourists. The selected attraction displays a list of attractions as the operational part related to tourist attractions does. However, the display on the map will process and organize the traveling sequences and routes.

4. The community product part: This part focuses on searching and displaying details of community products according to the types of products that tourists are interested in. In addition, this part enables sellers and tourists to connect via contact channels for trading. The system displays marketplace locations on the map and provides routes and guides to the marketplaces. Moreover, tourists are enabled to record marketplace information for later usage.

**Discussion**

Operations in this research project aim to develop a platform that helps design creative tourism routes for tourists in Suphanburi Province to support and raise the level of creative tourism in Suphanburi Province. The platform developed from operations will be a tool to support the design and selection of creative tourist attraction travel routes in Suphanburi Province to meet the needs and conditions of tourists. As a result, tourism management in Suphanburi Province can answer tourist's needs more efficiently.

The efficient platform development operating framework begins with in-depth interviews with agencies responsible for setting tourism policies and plans for Suphanburi Province, tourism entrepreneurs, and tourist behavior surveys. Then, the results will be identified as the factors and conditions for designing a creative tourism route model leading to the platform design and development.

The Results from in-depth interviews with agencies responsible for setting tourism policies and plans for Suphanburi Province clarify the tourism management situation, obstacles, and opportunities in Suphanburi Province. The creative tourism operation linkage in Suphanburi Province must include:

- Government agencies whose mission is personally responsible for tourism within Suphanburi Province are the managers in charge of tourism management policy to drive tourism in Suphanburi Province at present to help and promote awareness of either seasonal festivals or regular tourism activities and destinations to tourists and enhance tourism management to be functioned according to the province and the country's policy.

- Private sector organizations having experience in tourism help promote public relations, solve problems between tourism entrepreneurs, as well as drive the tourism business in Suphanburi Province, and enhance tourism according to the province's policy. It is the main sector responsible for gathering travel business networks to make it convenient to take care of, help, and solve problems, including promoting tourist attractions in the network to be widely known.

- Creative tourism entrepreneurs managing creative tourism attractions develop creative tourism activities and interact with tourists the most.

These three components must work cooperatively to effectively manage creative tourism activities in Suphanburi Province. Processing information from interviews with representatives from all groups found that the demands for a platform to help design creative tourism routes were accordant in the same direction, which was driving creative tourism. The demand led to the summary of the platform operation's basic requirements used to determine the framework for the platform development.

The results of the tourist behavior and needs survey found that several factors affecting most tourist decision-making related and influenced to traveling and choosing a destination were the age range, travel time, occupation, number of traveling participants, main goals, satisfaction, interest in tourist attractions, income, travel expenses, and accommodation in tourist areas. The relationship between the mentioned factors is as follows:

1. Age and occupation are the main factors that affect travel decisions causing different travel behaviors.

2. Age and occupational factors affect tourism groups. Choosing to travel alone, travel with family, travel with friends, or travel in groups affects the number of traveling groups.

3. Age and occupational factors affect the number of days of the travel plan which continuously affects traveling duration.

4. Age and occupational factors affect the activity interests in creative tourism destinations which affects tourism destination choices in Suphanburi Province.

The results from the analysis indicated the tourist behavior towards creative tourism in Suphanburi Province was used to determine factors and conditions for the thinking process for selecting creative tourist attractions and designing creative tourist routes in Suphanburi Province leading to the design of the platform development thinking process. As a result, the platform worked as needed.

The Conceptual framework from the interview results and the tourist behavior survey was used to design the tourism route model. However, to obtain more complete tourism routes, the tourism route model design included other tourist attractions located along the routes did not belong to the creative tourist attraction category so that there were more interesting tourist attractions on the designed routes. As a result, creative tourist attractions in Suphanburi province were able to respond to tourists' wants variously and had the potential capacity to accommodate tourists. Moreover, the travel duration in Suphanburi Province could be more than a day the organizations responsible for driving and developing tourism in Suphanburi Province changed the old belief that traveling in Suphanburi Province took only one day.

From the operation to the platform development and design choose the development as a communication device application since tourists could reach the most. Such platform development operated from the framework, the factor and condition determination, and all mentioned processes and thinking processes. The developed application passed the testing process and was published so that tourists could use the application via the application service system. The result from the application testing was the application could work according to the design framework, and be able to provide creative tourism attraction information and other tourist attractions complemented for more complete routes. After publishing the application to the Suphanburi Province targets, namely public organizations, government organizations, and creative tourism entrepreneurs, it was considered a positive response since the application was agreed to help promote creative tourism by providing more information about tourists needing creative tourism and the design of creative routes for creative tourists which help promote more creative tourists to travel in creative tourist attractions in Suphanburi Province.

## **Suggestions**

From the study, analysis, and development the platform that helps design creative tourism routes in Suphanburi Province was developed to promote creative tourism activities according to the project's goals as mentioned above. Some issues should be considered continuously so that the platform works sustainably as follows:

1. Consider agencies or organizations either existing ones or developing new work groups to oversee the operation of the platform. There are reasons as follows:

1.1 The operation of the platform will require regular expenses incurred from the service system rental fees including other rental fees which require an annual support budget. In addition, such expenses could increase in the case of platform publishing and several users.

1.2 A process to ensure the platform always provides an accurate and up-to-date database so that tourists using the platform acquire the correct information for the trip



1.3 Platform improvement to keep up to date with changing technologies, such as an operating system, service system technology, and security system technology.

1.4 Developing the platform covering operating systems on currently available communication devices since the operating system within this project was developed on Android operating systems. Therefore, developing the platform operated on an iOS operating system needs to support more comprehensive usage thoroughly affecting the number of platform users and finally creative tourism in Suphanburi Province.

2. Considering the standardization of the process form of the creative tourist attractions potential assessment in Suphanburi Province to gain acceptance internationally. Since the potential level of creative tourism attractions will be considered as tourist attractions according to specified criteria, the determination of the tourist attraction potential standard and acceptance will affect tourist confidence leading to tourism management in Suphanburi Province.

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