

# Comments role of the guide Thailand travel guide for tourists to raise awareness and consciousness

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**Abstract**— The study Comments and role of the guide Thailand travel guide for tourists to raise awareness and consciousness. The Objective the poll of Thailand about the tour guides have a conscience. The main contributors to this research are highly professional guides who perform tours in tourist areas in Bangkok. This research is qualitative research. The instrument used for this research is open-ended interview questions. The study found that Guide Thailand awareness and the importance of tourism as a conscious desire to tour each time. To contribute to a better understanding between the guides, tourists tourist attraction The local residents In most. Because professional guides as cultural ambassadors. And a career that rely on tourism. traveler And communities in line of duty. And guided tours to raise awareness among tourists tourism consciousness.

1. Normally , Thai Guides should convey conservation awareness while they work. They need to take care of the clean environment of the tourism destination. They have to conserve the historic building site to the next generation by informing the tourists respect the tourism destination's rules and concerning public purpose and public use. The great guide must describe the history and background of tourism destination.

2. Thai guides could generate participated activities to the tourists. They can give a chance the tourist to touch and join the real thing that the local people do. Therefore, the tourists can learn more local way of life of Thai community through participating creative activity.

**Keywords**— Comments, role of the guide Thailand, consciousness

## I. INTRODUCTION

Today is now well known that tourism is industries which there are a number of related businesses that brings income to many countries. The forecast of the World Tourism

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Organization (WTO) predicts that by the year 2020 there will be an international tourist arrivals increased to 1.56 billion

people in the country to focus on tourism as an industry. In terms of the importance of the tourism industry as a major source of income generated by the country In 2008 revenues from tourism in Thailand is rated in one of ASEAN. Tourism generates revenue for Thailand 9 percent of the gross domestic product and provides employment to more than 1.9 million people [1]. Meanwhile, as various sectors give priority to the development of industry-driven tourism. It was an echo of the many attractions to decline the lack of maintenance the decline of tourism because many of the tourist attractions that fueled much over the limit without rehabilitation or lack of good management [2]. As a result, many of the attractions have been closed down or the loss of identity and great scenery. One of the main reasons that cannot be denied for the decline of many tourist attractions is that tourists have access to quality tourism without conscience, lack of discipline, do not respect the rules of attraction or benighted Coupled with lax enforcement of party officials. This is particularly true tourist attraction that deteriorated even more sensitive. Tour guides, who are responsible for bringing tourists to various tourist attractions is important to provide information and guidelines to properly tour the tourists [3]. Travelers have to consider more quality and conscious before the tour. Therefore, researcher desire to study about comments and role of the Thailand guides to create awareness for tourists to travel with a conscience. The objective was to explore the opinions of the tour guides with conscience.

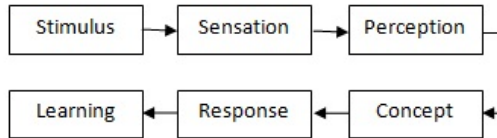
In this research used qualitative research methods by doing this research, the researchers have determined Methodology composed of Documentary Research and in-depth interviews with the research process.

1. Documentary Research in this study, the researchers conducted the research methodology, research or qualitative research process. The process of study and analysis of documents related to the research. Including related research by reviewing the related literature reviews and guidance on the role of guide Thailand to raise awareness for tourists to travel with a conscience starting from the concept below

1. The role of guiding concludes the tour guides have to be expressed in a variety of roles, including the role teachers or scholars. The role psychologists play starring roles diplomat. Management role and service roles this guide will be

drawn in each role can give out effectively the various locations [4].

2. Theories about awareness, the technique of creating awareness of the value in their own learning factor towards awareness. This concept is discussed from the experience, knowledge and awareness that leads to action or behavior of individuals to stimuli by following images [5].



3. Vision and purpose and consciousness in the development of eco-tourism are 6 policies. First is governing the management of tourism resources and the environment policy. Second is Policy on education and raising awareness. Third is Policy participation of local people. Forth is Policy to promote and market tourism. Fifth is policy of infrastructure and tourism services. And finally is policy to promote investment.

4. The concept of eco-tourism development strategy. Regarding the formulation of strategies to deal with the following areas of policy.

4.1 Strategy to management tourism resources and the environment [6].

4.2 Strategy to educate and create awareness [7].

4.3 Strategy to participation of local people [8].

4.4 Strategy to promote the participation and travel arrangements [9].

4.5 Strategy to management and infrastructure services [10].

4.6 Investment Strategy

2. In-depth interviews the researchers was conducted the research methodology or the process of qualitative research by in-depth interviews

The researchers collected and consider the concept in accordance with title of the research in summary, according to research specific issues. By searching in electronic or site that the information will help to encourage research, and can be effectively utilized [11].

## II. MATERIALS AND METHODS

### A. Objective and methodology of Research

This study used qualitative research methods (Qualitative Research), the details of how the process can be divided into two parts

1. Data collection Researchers using observations with the depth interview about the study.

2. Data analysis Researchers using triangulation method to analyze qualitative data with classification data obtained from the interview transcripts separate issues and resources. Then, analyze and evaluate the meaning of the data within the context of the data source. The data come from a detailed analysis of logic and observation. The data were analyzed by interpreting logical conclusion Inductive analysis.

## III. RESULTS OF DATA ANALYSIS

The study about Comments and role of the guide Thailand travel guide for tourists to raise awareness and consciousness. The objective was to explore the opinions of the tour guides about Thailand realize. The research data were collected by interview with a 100 guiding tours in tourist areas in Bangkok. The data showed that the primary mostly males than females. And a guided tour of a minor Inbound Outbound and Domestic. This interview is the question that about the purpose of this study is a review of Thailand with a tour guide at the conscience.

The study found that The role of the guide Thailand travel guide for tourists to raise awareness and consciousness. As well as understanding the correct destination to create a friendly local population in the highest level. Because of guides career is like a cultural ambassador that rely on tourism, visitors and community in duties. So in tours each guide must be those who have to be have as a good model for the tourists to see and seize regulatory compliance regulations for tourist attractions. The guides will notice various regulatory compliance including what travelers should do or should not do while in tourism, especially in the palace measure Monastery landmark cultural traditions, religious places in the tour, each guide can serve as a good model for travelers by providing accurate information, provide guidelines for the tourists to visit tourist attractions without distorting information or data casualness. If tourists should not behave improperly, guides must dare to monitor and explain what is required for visitors to understand the culture, regulatory or good things to do in tourism in the sights.

In the tour, guides can be a good practice model to tourists can by following this practice

1. Practice good for visitors to see and follow the rules of attraction. Most of the attractions are featured on the tour guiding or because they can control the tidiness of tourists. It should be good practice to tourists because most of sites or places that tourists visit the service have a soft spot for tourists to communicate an understanding of the rules, courtesy to visit or access. The tour guide was very influential in intermediation in coordinating mutual understanding.

2. To act as a role model to visit particular attractions as historic palaces should guide the tourists to know and understand the justification and good cultural of Thailand. These can be possible by guiding them to perform a role model for their tourists to see.

3. The adoption of a code of conduct guide. Ethics will be an anchor to the guide to do good things as a good role model. Guides should be aware of what are the lessons that have shown in negative happenings from the news. This will be a memorial to the escort duties properly by way of a magnificent career.

4. To provide accurate information about what travelers should do or should not do while on vacation in tourist destinations. Visitors will get a deep impression and reduce the tourists to access a low visitor quality. Reduce problems for tourism or places that they visited as much as possible.

5. Tour guides should take care and not to exploit tourists. Guides will also be rewarded with attractive for tourists or

impression in the duties of a tour guide. This guide will take pride more than anything else.

6. Encourage tourists to help preserve and maintain the tourism sites in the same condition. If you want to be Greenway guide, you should find a way to build knowledge and understanding in that area of tourism. Guiding with nature lifestyle, understand the culture of tourism so all of this will be for a long time.

7. Tell the value and origin of the attractions for tourists and travelers to be a great traveler. Each attraction has strength and not the same in each so a good guide should tell visitors to know and understand the visited places for most value. And it is important to mention a positive impression more than talking about the negative image.

8. Guides must dare to monitor tourists in case those tourists act inappropriately in the tourism attractions that are unique to the culture of Thailand. Most of guides tour afraid to blame their tourists because they fear that the tourists won't be satisfied in them. This action does not differ from hurting tourism community. A good guide should be considered a new attraction that is the livelihood income generation. If we don't help in providing accurate information or courage to do what tourists may feel forced one day we will run out of the profession and it will not be good for the tourist attraction anymore.

9. Guides must consider the interests of the country and the agency over their own benefit. Do not rush tours to take visitors into the store to earn extra money. If service is short of something it should be filled to visitors. Guides should sacrifice their personal happiness for visitors to get more comfortable and Impression

The information above is why guides should approach to tourism awareness to complement the tourist attraction that still looks natural and cultural history. Visitors should have been filled in the knowledge that not to break the rules and do not create any problems. Guides should find a way to build understanding, notice and act as a good example for tourists to see. Find a way to raise awareness for tourists to travel to cooperate together in the right way. For his part, willing to cooperate with guide and tourist visits to every question that should follow. They should communicate to travelers to see the uniqueness of Thailand. The practice of guiding in the role of preservation and creation of awareness for tourists to realize before, during and after visit tourist attraction by focusing on the tour is ideal for visitors to see.



Fig.1 Guides explain the history in the tourism

#### IV. CONCLUSION

The study found that Comments and role of the guide Thailand travel guide for tourists to raise awareness and consciousness. As well as understanding the correct destination to create a friendly local population in the highest level. Because of guides career is like a cultural ambassador that rely on tourism, visitors and community in duties. So in tours each guide must be those who have to behave as a good model for the tourists to see and seize regulatory compliance regulations for tourist attractions. The guides will notice various regulatory compliance including what travelers should do or should not do while in tourism, especially in the palace measure Monastery landmark cultural traditions, religious places in the tour, each guide can serve as a good model for travelers by providing accurate information, provide guidelines for the tourists to visit tourist attractions without distorting information or data casualness. If tourists should not behave improperly, guides must dare to monitor and explain what is required for visitors to understand the culture, regulatory or good things to do in tourism in the sights.

#### V. DISCUSSION

From the research Comments and role of the guide Thailand travel guide for tourists to raise awareness and consciousness. The results of the research into account and compared with the concepts and theories . And related research Discussions were as follows

The study found that Comments and role of the guide Thailand travel guide for tourists to raise awareness and consciousness. Most Awareness and the importance of tourism as a conscious desire for the tour is at the highest level. So in tours each guide must be those who have to behave as a good model for the tourists to see and seize regulatory compliance regulations for tourist attractions.

This is consistent with research Chantouch Wannathanom. (2014) have studied the subject Dress Style of Thailand Tour with the Promotion. To Guide the Nation Costume for the Tours. Grand Palace and Emerald Buddha Temple. The results found that Page. 107 section . 2 ways to create a guide dressed in national costume so easily noticed. And a joint awareness And create a unique and a good role model. Visitors can see [12].

#### VI. SUGGESTION

From the study, researcher found that the way to give tourists have a good attitude with the tour, guides should do as follows:

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