

THE DEVELOPMENT OF CREATIVE PARKS TO PROMOTE CULTURAL TOURISM

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ABSTRACT

A successful park must emphasize on different needs and interests of visitors. Also, the principles of sustainable development should be applied in the planning and development process of urban parks to promote a good quality of life and mental healing among people of all ages. Well-designed and maintained parks emphasize people's needs with creative space that can be utilized cost-effectively. Besides, there are diverse positive effects on humans and the environment. Meanwhile, human physical and mental health development enhances economic benefits, especially tourism which results in more visitors to the park. The park can also promote a valuable culture of the local community, which will enhance the public's interest in utilizing park services since culture is one of the key motives for visiting the park.

Introduction

In the past, parks in the city were designed to have large green spaces, considered a lung for the public. People can visit the park to relax and breathe fresh air under the shade of trees. Nowadays, most developed countries worldwide have realized the importance of using multi-purpose parks with sustainable development to support the needs of society. However, many parks that already exist in developing countries, including Thailand suffer from being abandoned or underused due to public unawareness, maintenance, unsafety, and inadequate facilities providing unequal service as well as no creative activities that attract people to visit the park.

Park is a symbol of green space for public activities such as exercise, recreational activities, and many other activities that benefit the public's physical and mental health. In addition, people tend to exercise as they believe regular exercise could prevent the risk of chronic diseases. For this reason, the park is considered very important to the.¹ However, the park's location and well management influence an intention to visit the park. For example, the park is located near the community, accessible without congestion, and atmosphere management ensures that the park is well-arranged. The park also can be a safe area for people's life and property.² In some areas, parks could be more challenging in catering to people with people's needs since parks are accessible to specific visitors.³ Some facilities are sufficient to meet people's needs, and these factors affect people's intention to visit the park, especially those who live in the neighborhood.⁴ In addition, many parks have been opening arts and culture entertainment while encouraging people of all ages to exercise.

This article states the success factors of park management that promote cultural tourism by presenting the issue of effective management to provide services that meet people's needs, including a measure of success in operating the park. The article describes the planning and development of urban parks under the concept of sustainable development and the benefits arising from the sustainable development of urban parks since some parks have opened an area for presenting cultural capital to enhance people's experience to ensure the park is getting more interested while promoting cultural tourism.

¹ Bauman, A.E. (2004). Updating the evidence that physical activity is good for health: an epidemiological review 2000–2003. *Journal of Science and Medicine in Sport* 7, 6–19

² Wendel-Vos, W., Droomers, M., Kremers, S., Brug, J., Van Lenthe, F. (2007). Potential environmental determinants of physical activity in adults: a systematic review. *Obesity Reviews* 8, 425–440.

³ Giles-Corti, B., Timperio, A., Bull, F., Pikora, T. (2005). Understanding physical activity environmental correlates: increased specificity for ecological models. *Exercise and Sport Science Reviews* 33, 175–181.

⁴ Kaczynski, A., Henderson, K. (2007). Environmental correlates of physical activity: a review of evidence about parks and recreation. *Leisure Sciences* 29, 315–354.

The Success of Park operation is to provide services emphasizes on people's needs.

The critical aspect of successful park design is that park designers must recognize the different needs and interests of park visitors. Drivers, Brown & Peterson Brown⁵ stated that park visitors would visit the park if the service offered meets their needs so that the park should be designed well to enhance intention to visit the park because the world is changing rapidly in terms of environment, population, and technology. Therefore, the assessment and survey of the park visitors should be conducted to ensure that urban parks can be used continuously under modern technology, as well as connected to the internet and facilitate that support to the public.

Successful parks always listen to community feedback, such as The High Line Park in New York, USA. High Line Park is located on one of New York City's historic railroads, and people want to change the area into a park. Therefore, the sky train has changed to the public areas until tourists admire the plant species that are born and grow up according to the geography of the rail. There are many abandoned trains, including in Singapore. There is a park called Bishan Park, which turns a concrete canal into a river to restore nature to Singaporeans. The area used to be a concrete water canal to drain the water out of the city. Instead, it became a problem, smashed the canal, and then adjusted it into a curved river as usual, adjusting the area not to flow with the water overflowing there, not flooding. Until it became a habitat for various creatures, with an ecosystem coming in with butterflies, birds, and bees, making the city more fertile with nature coming back. Currently, parks in major cities have been awarded as a park that can bring nature back. In Korea, there is also Cheonggyecheon Park which was renovated to bring nature back into the city, with the highway being demolished to restore the canal. After that, Cheonggyecheon Park has become a popular recreational destination for Seoul residents and tourists.

Planning and Development of Urban Parks under Sustainable Development Concept.

Satterthwaite⁶ stated that Parks could contribute to sustainable development by 1) Meeting people's preferences. 2) Preserving the natural environment of the local area at regional and national levels. 3) Promote valuable culture. The principles of sustainable development should be applied in planning and developing urban parks to support a good quality of life and enhance urban

⁵ Driver, Beverly L., Perry J. Brown, and George L. Peterson. "Benefits of leisure." *Preliminary drafts of the chapters in this volume were presented at a workshop of the authors in Snowbird, Utah, May 1989.* Venture Publishing, 1991.

⁶ D. Satterthwaite (Ed.), *The Earthscan Reader in Sustainable Cities*, Earthscan Routledge, London, New York (1999), pp. 80-106

people who live and work near the park.⁷ Green urban parks contribute to the sustainability of the ecosystem as it is essential for environmental services such as air and water filtration, wind and noise filtration, and weather stabilization. The park also provides social and psychological benefits, which are essential for the well-being of the people. Using parks and green spaces can reduce stress while enhancing good mental health and promoting social relations development.

Therefore, continuously managing the park can maintain the sustainability of urban ecosystems.⁸ Sustainable urban development should be based on a balanced relationship between human needs and environmental values linked to biodiversity.⁹ This balance needs to be met in the design and development of parks in three dimensions of sustainable development, including social, economic, and environmental (Luis, 2007).¹⁰

Benefits of Sustainable Development of Urban Parks

Well-designed and maintained parks emphasize user preferences and are adapted to the natural environment to provide usable green spaces, which positively affects humans and the natural environment. It also affects human physical and mental health development because parks are areas that purify the climate and preserve biodiversity.¹¹ Sustainable management of urban parks also brings economic benefits, especially tourism that enhances opportunities, employment, and the value of land and property for the area and surrounding communities in another way.¹² Moreover, city parks may have educational benefits as they can be used as outdoor classrooms for schools and universities to practice environmental studies or conduct research projects. The educational experience aims to connect youth with the natural world so that they understand the value and importance of a sustainable environment. Therefore, the park city can be seen as an open-air laboratory for environmental geo-biologists and social scientists.

Culture: The reason to visit the park

⁷ M. Suhardi. (2016). *Preferences for Usability at Taman Tasik Seremban*, Malaysia Universiti Putra Malaysia. Alam Cipta, 8 (1) (2016)

⁸ G. Cranz, M. (2004). Boland Defining the sustainable park: a fifth model for urban parks Landsc.J., 23 (2004), pp. 102-120

⁹ D. Maguelonne. (2006). The European landscape conservation Landsc. Res. J., 31 (4) (2006).

¹⁰ L. Luis, S. Raúl, P. Thomas. (2007). Urban Parks and sustainable city planning - the case of Portimão, Portugal Wseas Trans. Environ. Devel., 3 (10) (2007), pp. 171-180

¹¹ L. Luis, S. Raúl, P. Thomas. (2007). Urban Parks and sustainable city planning - the case of Portimão, Portugal Wseas Trans. Environ. Devel., 3 (10) (2007), pp. 171-180

¹² D. Nigel, S. Carys, W. Helen (2002). *Improving Urban Parks, Play Areas and Green Spaces* Department for Transport, Local Government and the Regions Publications Sales Centre, London. pp. 73-83

People aim to visit urban parks for the following purposes: 1) cultural, 2) recreational, 3) social, 4) heritage, and 5) education. Different zones in different park areas and facilities can fulfill public needs. Especially for the people most in need of assistance, such as low-income people. Elderly people and people with disabilities.¹³

Culture motivates people to visit the park, so the park should provide facilities to promote cultural activities, such as arts, music, and festivals. All mentioned activities enhance the city parks with good surroundings and are conducive to organizing cultural activities in various forms. This can be seen in the open-air concerts and theatrical performances that create memorable experiences, such as "Shakespeare in the Park", an open-air theater in New York City's Central Park managed by the Public Theater and offers free tickets for performance days. It is an example of a popular cultural event. With the restoration of Lithia Park Ashland in Oregon, this theater was built specifically to present Shakespeare plays during the Shakespeare Festival. Public parks may offer free musical performances as gathering points and public attractions.



Figure 1.1 Shakespeare in the Park

Source: <https://publictheater.org/programs/shakespeare-in-the-park/>

¹³ E. David, S. Ryan, *The Roles of an Urban Parks System*, (2016). Available at: <https://www.worldurbanparks.org/images/Documents/The-Roles-of-an-Urban-Parks-System.pdf> (retrieved 9 -11-2021).

Presenting art in the park is an excellent way to showcase local culture as it can stimulate people's creativity. Central Memorial Park in Calgary, Canada is a great example of how incorporating art in a park can enhance the good experience for visitors visiting Calgary as a place to relax and learn. In addition, the natural environment is the place where artists can inspire and facilitate the creation of art¹⁴ that responds to diverse groups, such as the showing of Wes Anderson's *Isle of Dogs*, without charge. The activity is operated by a private agency called The Underwood using the area of Central Memorial Park. There will be a live DJ, and visitors can freely bring their friends, family, and blankets to enjoy an evening event.



Figure 1.2 Film screenings at Central Memorial Park

Source: https://www.beltlineyc.ca/movie_in_the_park_2019

Creative Park in Taiwan by the Ministry of Culture has the policy to create a place for people to relax and create a space for artists, craftsmen, musicians, and designers to present their

¹⁴ E. David, S. Ryan, *The Roles of an Urban Parks System*, (2016). Available at: <https://www.worldurbanparks.org/images/Documents/The-Roles-of-an-Urban-Parks-System.pdf> (retrieved 9 -11-2021).

work. The Taiwanese government emphasizes the power of creativity as a soft power that can be used to develop the country in the future. Therefore, Taiwan's Creative Park has two areas: a park and a creative place for everyone. This component of Creative Park has green areas central space for music performances, street shows, exhibition rooms, theaters, rehearsal rooms for artists, workshops, local designer shops, food and beverage shops. There are also many photo spots for snapping and sharing.¹⁵



Figure 1.3 Creative Park in Taiwan

Source: <https://readthecloud.co/publicspace-10/>

Public Parks in Thailand

Parks in Bangkok have a lower rate of park space per capita. People in some districts need a single park for recreation, but existing parks cannot provide services to people of all ages, there is a recommendation to increase the number of public parks (Amornrat Krittyanawat, 1983). However, large parks in Bangkok can organize activities, such as Suan Rumaninat, known as the Old Prison, where a newly built public park. The area is approximately 30 rai, with the original building as a prison being kept as a museum. A skateboard rink was put into it since the place has been analyzed that Children and youth in this area would love active activities, including the basketball court. In the past, there would not be this activity, but there was only a path for running, an exercise station, and a healthy garden, with various activities to make the park not just a park but a place for enhancing knowledge. There are more sports parks added as well. The other corner is a recreational area with trees, fountains, and chairs.

¹⁵ The Cloud. I love the hill garden. Retrieved on 19 November 2021. <https://readthecloud.co/publicspace->

Meanwhile, Lumpini Park initially had the idea of being a place for relaxing. The design is curved back and forth to make the area look like nature by adding public activities such as running tracks, bicycle tracks, sports fields, gymnasiums, and meeting buildings. There is a public library and event pavilion. There was a dance building that closed later, the pavilion that hosts an outdoor concert stage, and a pool for pedal cars and rowing boats. These activities support people's needs very well.

Nowadays, parks have been developing to be the greatest park using the least budget due to the limited government budget. The design will gradually add activity areas, such as sports parks, volleyball courts, basketball courts, and football fields, by converting the area to be useful. For example, the train park was converted from the original condition of a golf course with modifications from the original to the new park without a new park building.

Public parks in Bangkok have a high potential to accommodate recreational activities for the public. When considering public parks such as Lumpini Park, people use public parks for most exercise, followed by sitting and chatting to relax (Tidarat Saenphi, 2016). In addition, there is also participation in various club activities provided by the park. Besides, there is also a social need for meeting and talking with other service users (Prinya Munprasert, 2009).

The park's goal focuses on maintaining the public utilities system, which is the primary plan for the development of the park. For this reason, the park is ready and suitable for the benefit of the public, with the potential to accommodate people of all ages. Starting from improving essential utilities, including underground drainage systems, maintenance hole covers, sidewalks, underground electrical systems, and dams to be ready for usage. The functional area is divided into parts, and the construction area is completely blocked for the public's safety. In addition, ramps on sidewalks and buildings have been renovated for wheelchair users according to the principles of Universal Design (Newswit, 2019).

A limited budget for the park is essential (Secretary of the Council of Education, 2005) to facilitate people to use the park only. As a result, renovating the park to be a creative area is consistent with the needs of people in modern society. For this reason, there needs to be more activities consistent with people's needs under the limited budget. Most parks are places for agencies to use service that responds to a narrow target audience. The target group is only widely distributed to some groups of people, for example, opening space for the Community Development Office to organize vocational training activities, Private organizations to organize Walk Rally

activities for employees, and CSR activities for employees, while the government agency contains the competency test of the personnel (The Secretariat of the Council of Education, 2005).

However, some parks, such as Lumpini Park are designed as urban society. Lumpini Park is a social center for people of all genders, ages, professions, and functions. In other words, Lumpini Park is suitable for various activities such as knowledge, recreation, exercise, and sports. There are also special activities on many occasions, such as exhibitions or exhibitions to provide knowledge in various fields, activities related to exercise, music in the garden, Thailand Tourism Festival, Bangkok Street Show, religious activities, and political activities. However, the problem is that there are few organized activities compared to the quantity and demand of visitors in Lumpini that needs variety, and most of them do not interact or talk to other users (Phongsathorn Netwician, 2009).

Cultural Transformation for Tourism

Thailand has a very high cost of arts and culture, which is like an accumulated asset to be valued. Therefore, the inheritance of Thai arts and culture is very important to maintain the Thai identity. This will show the way of being Thai in terms of customs, traditions, beliefs, and local wisdom passed down from one generation to another. In addition, the value of arts and culture is great for economic value as it can generate income for society to have a good life and stability. Culture is considered a mechanism that can bring revenue to the country and distribute income to the community. Besides, Thailand has a policy to promote community tourism. It is a service industry that enhances revenue in the country by using arts and cultural capital to elevate community tourism. It creates added value in the form of Cultural Tourism by bringing natural resources into the community, wisdom, heritage, community history, handicrafts, and community traditions as a starting point in organizing a tourism model under the concept of sustainable management. These activities can generate income directly because local Thailand has many resources, including natural attractions and cultural attractions that are waiting to be developed into Creative Assets and Creative Industry, which means production activities that emphasize creativity (Department of Cultural Promotion, 2019).

Value and beauty of culture can enhance people's appreciation and understanding and act appropriately when visiting cultural areas in different places through a cultural interpretation process. Cultural communication is part of cultural heritage management. With the approach of translating and conveying "messages" to the recipients, there are narrative forms from interpretation to explain or communicate to people in society to understand. Therefore, cultural

communication is an activity that is a medium for communication between the sender and the receiver to achieve the same understanding that makes the recipient aware of cultural values. To attain cultural meaning, mutual understanding between the sender and the receiver depends on skill-related factors and a specific way to make the audience Listeners have the same knowledge required, resulting in cultural management that aims to preserve cultural heritage went effectively (Ponlapat Unaprom, 2013).

Nowadays, communication technology can elevate cultural meaning. It creates high efficiency in creating knowledge for the audience and listeners. Visitors to cultural products such as traffic archaeological site Admission to the permanent cultural exhibition Or exhibitions from learning sources such as schools, libraries, and museums, using a variety of media as a channel to communicate cultural meaning more effectively, such as audio-visual media, knowledge-promoting activities, exciting presentations Exciting use of light, color, and sound for the audience to experience the tangible culture or intangible through speakers or people with knowledge and skills in transferring culture about activities, exhibitions of cultural works in the form of exhibitions. Currently, the exhibition has considered the style of the show to communicate to visitors to understand or be excited.

According to previous research, the park's service model responds to specific groups of users, especially visitors who exercise and relax at the park. Sometimes, visitors who exercise may find it inconvenient to use the park with others, such as their children. The parks, therefore, provide unequal service arrangements (Chandrasiri, Orana, and Sigit Arifwidodo, 2017) so that everyone can use parks (Kabisch, Nadja, and Roland Kraemer, 2020). Besides, the equipment should be expanded the wasteland into a public park while issuing measures to regulate public spaces (Nonthaphot Dechachat, 2013). The research by Jennarong Sompong, and Waralak Konguan (Jennarong Sompong, and Waralak Konguan, 2016) proposed a consistent issue stating that the area of Lumpini Park, stated that public park that can accommodate people of all genders and ages has a higher intention to see the environment in the park. For this reason, development is needed for the cluttered area to maintain security and should support the usage of everyone. Khemachot Phuprasert's (1972) research also stated that park design and layout should emphasize respecting the area's original context to promote Suan Rom Klao Kanlapaphruek as a public park with sustainable development, especially the importance of the area's ecology. Park designs also set up a jogging route system. Pedestrian paths and bicycle paths are connected and connect the activity areas without disturbing security control.

The interested park is Provincial parks, which are being renovated and applied the concept of sustainable park development. The research of Yiemwattana, Suthat, and Sasima Charoenkit (2019) presents the public park design of Phitsanulok municipality. The design allows everyone to visit, while the park design is also connected with the city's history, sharing memorable moments. Besides, environmental sustainability aims to strengthen the community's identity with the heritage of the town and locals. Thus, the park has fostered social harmony through recreational and leisure activities.

This park is designed for over 10,000 visitors to visit cultural events conducted under environmental sustainability. This park is considered an engaging, inclusive, and meaningful space for Phitsanulok. Another interesting provincial park is in Sisaket. Thiwakorn Jaikon (2017) research studied the case of Somdet Phra Srinagarindra Park. A park is also a place for relaxation, exercise, and other purposes according to the diverse and ever-changing needs of the general public. The research of Seksan Niyompheng and Patcharin Sirasunthorn also indicates that the Nong Naree Park in Phetchabun needs to develop physical, social, and economic areas by adding activities for learning and participation. The development plan should be driven by social leaders (Seksan Niyompheng, and Patcharin Sirasunthorn, 2016). This is in line with the research of Devakula, Jiratip (2007), who stated that the resulting park should have space to support activities that promote learning activities related to Natural values and health promotion activities that are consistent with the urban context. The design guidelines are preservation, treatment of environmental improvement, and reinvention to enhance the identity and natural environment of the area.

Related research revealed that long-established urban parks still focus on maintaining physical readiness and allowing everyone to visit the park. However, in practice, usage is still group-specific, and people are unfairly used. In contrast, parks in other provinces have yet to be developed. A park design improvement project has been initiated based on sustainable park development. The identity of each area is adopted as a design concept that meets the community's needs. Thus, the design is important in promoting tourist attraction in such provinces. If there is an extension of sustainable park development in terms of presenting local identity by introducing engaging cultural activities, it will promote the park with a variety of colors under the beautiful local culture and support local community's economy through cultural tourism.

Summary and Recommendations

A successful park recognizes the different needs and interests of park visitors, and the principles of sustainable development should be applied in planning and developing urban parks to support the quality of life and healing minds of everyone. Well-designed park that emphasizes user needs and supports the natural environment provides usable green space, resulting in positive effects on humans and the environment. The development of human physical and mental health improved as well. A well-designed park brings economic benefits and significantly higher numbers of visitors. Public parks in Thailand should take action to develop sustainable parks and spaces to present Thai culture to people around the world by promoting cultural tourism through cultural festivals or exhibitions such as art, music, festivals, and history, along with learning and preserving the environment throughout Thailand. Nowadays, public parks in today's society play an essential part in promoting good quality of life for people and are considered the successful model for developing public parks in modern society.

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