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APPLYING THE COMPASSIONATE LOVE FOR THE PASSION TO ACHIEVE TRANSFORMATION TOWARDS CREATIVE TOURISM OF CHAINAT PROVINCIAL ADMINISTRATIVE ORGANIZATION, THAILAND AFTER COVID-19 ENDEMIC

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Abstract

The aim of this study is to present the results of applying compassionate love for passion to achieve transformation towards creative tourism concept framework. The conducted research used qualitative methods, especially literature on research methodologies is the mandate of the key engines of the results and discussion. It is the highlights of profound effect based on the way a research is designed and the outcome of revitalizing Thailand's tourism sector to enable both policy at macro level (provincial) and at micro level (the firm) concept. This study objective was responses to served and designed the implications of the transformation to achieve creative tourism concept framework. With the mandate of the key engines of the results and discussion on revitalizing Thailand's tourism sector to enable policy at macro level and at micro level concept. The study results and discussions to this case studies of Chainat Provincial Administrative Organization. It can be used by literature study of compassionate love for the passion to applying the transformations to achieve the conceptualization framework of creative tourism. Originally, this implications of the transformation towards compassionate love for the passion that influenced able strategy on culminates in a new positioning for a new opportunity that concerned to various benefits for creative tourism strategy on transforming tourism economy of Chainat Provincial Administrative Organization after COVID-19 endemic.

Keywords: Transforming Tourism Sector, Creative Tourism Strategy, Compassionate Love for the Passion

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Introduction

Currently, the conceptualization of the compassionate love for the passion is to helpful to applied to achieve transformation towards creative tourism after COVID-19 endemic. Under this concept leading to achieve the purpose study based on the field of compassionate love for the passion and the identify the analysis covered creative tourism for achieving the expected results. It is a core concept closely related to using to integrated with the transformation of creative tourism after COVID-19 endemic for Chainat Provincial Administrative Organization, including to achieve the purpose study. As implied in the purpose study, it was in the field of compassionate love for the passion and to identify the analysis covered creative tourism for achieving the expected results. Clearly, let the study will be briefly discussing for the sake of grounded understanding as presented in these ideas of being guidance for the reader to scope and emphasis to perceive the behind ideas of this article again. The most popular of new positioning in terms of new opportunity appeals to attraction for the contribution and support of tourism sector. This vision needed to conduct transformation of strong values, persistence and luck contribute to success, following compassionate love for the passion can make business, industry and career success than money (Alhanati, 2022).

Discussing the compassionate love for passion and explaining its significance as the possibility of passionate contribution. Possibly, it contributes to most notable who used the concept of the compassionate love for the passion, for example,

- 1) Steve Jobs believed in the power of passion that can change the world for the better and made all the difference that ever existed.
- 2) Warren Buffett known as “the Oracle of Omaha”, believed the most inspiring leaders are the secret to success.
- 3) Mark Zuckerberg suggested following the characteristics is the following the passion, not money that led to success (adapted from Alhanati, 2022).

Applying these above reasons are useful in literature engages to compassionate love for the passion that treat the concept of tourism attraction. It can be contributed to identified with the compassionate love relationship theory applying the appropriate wording for “facets”. It is possible to think about loving kindness or love for another, and response of the heart (Saxena, O’Connell & Underwood, 2002). Clearly, apply to human happy fit the concept of compassionate love for the passion. Also, another God mandate such as the Muslim in the group (from Indonesia, India and Turkey), including the western (from Catholicism, Protestant) were adamant that compassionate was “love” needed the passion as in the feeling of love, the elements of affect applied to attraction. In addition to it as in cum-passion and also cum-compassion means to feel with love (adapted from Underwood, 2008; Vacek & Collins, 1994; WHOQOL SRPB Group, 2006). Benefit from the previous reason can be useful for the conceptualization of Chainat Provincial Administrative Organization for transformation towards creative tourism and applied fit together to creative tourism strategy of Chainat Provincial Administrative Organization after COVID-19 endemic Ultimately, the objective of this study is to response and designed the implications of the transformation to achieve the conceptualization framework of creative tourism.

Theoretical Approaches to the Literature Review

Compassionate Love Relationship Theory Contribution to the Compassionate Love for the Passion

Consequently, to the continuation of the conceptual relationship in compassionate love relationship theory, to talk specifically about things refers to passion that audiences or consumers satisfaction (excluding only other people). It is positive affect covered the lower-arousal emotions termed “affection” (Thomson et al., 2005) and “warm-hearted” feeling (Richins, 1997) typical of compassionate love for the passion. (Hatfield, 1988; Neto & Wilks,

2017: 606-617), including the higher-arousal emotions or hotter aspects referred “passion” (Belk et al., 2003). About “passion” Albert et al. (2008) Batra et al. (2012) find the passion is the first dimension in tourism attraction. Bauer et al. (2009) pointed out that passion is the most managerially relevant aspect of satisfaction with tourism attraction was combined with passionate love at first sight from passionate desire (adapted from Batra et al., 2012: 4). These reasons have implication for the strength of attitude to be more strongly catch, consumer attitudes toward compassionate love for the passion. Therefore, it should come to be strongly catch (adapted from Batra et al., 2012: 4). As stated, Krosnick et al. (1993) noticeable to the typical indicators of the attitude object are logical elements of passion consisted of greater-cognitive consistency, faster response tendency, more frequent thinking, greater attitude extremity, more certainly and important. In conclusion, passion to support compassionate love relationship strongly identified with the term compassionate love applying these previous reasons to link the concept of cum-passion (as affix = with, relative to, the etymology of Latin). Clearly, compassionate love is to feel with thing that live (adapted from Batra et al., 2012; Presenza, Yucelen & Camillo, 2015: 1-15). Relative to enable the previous reason from the concept of passion or cum-passion means to things refers to tourism attraction that facilitates the growth and development of tourism sector related industry or business in order to make a long-term, sustainable and viable living, including working in a field of particular passion knowledge and high degree of expertise (Presenza, Yucelen & Camillo, 2015: 1-15). To apply this above practically, the goals of this purpose study based on revitalizing, Thailand tourism sector for in search of enablers for future (after COVID-19 endemic) to reap benefits from policy at macro level (provincial) needed to transformation of the compassionate love for the passion led to creative tourism strategy of Chainat Provincial Administrative Organization after COVID-19 endemic.

Therefore, compassionate love is to feel with thing that live. Obviously, to enable the previous reason from the concept of passion means to things can be using to tourism attraction that in relationship to consumers satisfaction. It is obvious that fit for the concept of compassionate love for the passion means to feel with things that satisfy for applied in this section. Furthermore, can be defined applied to the creative tourism concept to connection with passion, includes all the definitions activities of attitudes led by compassionate love for the passion in designed creative tourism strategy after COVID-19 endemic. That are on the prescribed pathway with the goal of how to use these new approaches from the purposive are a study.

Transformations to achieve revitalizing Thailand’s tourism sector after COVID-19 will be living with the Coronavirus Disease 2019 (COVID-19)

Concerning to Thailand's pandemic has heavily disrupted as interruption the country's economy. The Coronavirus Disease 2019 (COVID-19) pandemic has affected virtually all aspects of economy, especially tourism is a significant sector to helping industry and business to developed revitalizing Thailand's tourism sector. Thailand's government see the new opportunity of using in search of enablers for future sustainability by policy (to upgrade tourism sector for living with the Coronavirus Disease 2019 (COVID-19) in the concept of endemic not only pandemic). This study as useful and transformations to achieve tourism sector is one of the primary engines driving Thailand's economy. Using all above due to the Thailand’s policy at macro level and policy at the firm level based on Thailand’s tourism sector as follows: (Figure 1)

Transforming Tourism Sector to reap benefits and to Achieve New Positioning as New Attraction	
Policy at Macro Level (National and Provincial)	Policy at the Firm Level (Design Area-based Incentive Policy to Tourism Sector)
<p>1) Attraction implementation</p> <ul style="list-style-type: none"> - Create premium tourism landscape as product and using marketing campaigns to attract new targets and increase spending among tourists. - e.g. medical tourism, golf tours, scuba driving tour, business meeting, MICE, international events, transformative tourism, Routes, goods. - Using tourism platforms to market both travel experiences and goods. - Digital infrastructure. - Financial supports, regulations, upskill-reskill program. - Inter-provinces connections. - Non-digital infrastructure, by train, by bus, by air. <p>2) Implement incentive policies to create a more diversified tourist portfolio.</p> <ul style="list-style-type: none"> - Offer incentives such a tourism tax and subsidy to increase domestic and regional tourists. <p>3) Design area-based incentive policies to reduce over tourism, preserve tourism attraction and increase income distribution.</p> <ul style="list-style-type: none"> - Set KRIs which focus on service innovation to increased revenue for each province. - Impose budget allocation. - Set quotas and price mechanisms, such as a tourism tax. <p>4) Improve infrastructure for seamless and safer travel.</p> <ul style="list-style-type: none"> - Apply contact less platforms for the tourism supply chain. - Implement a robust track and trace system to give tourists confidence that Thailand is safe. 	<p>1) People and business</p> <ul style="list-style-type: none"> - Provide financial support such as tax incentive and grants. - Provide a safer and more sustainable industry, including businesses. - Provide upskilling and reskilling for workers, opening up more employment opportunities for them. - Provide service sectors. - Meet the needs of the new tourism trends, including upgrades to smart city, existing attractions for policy tourism governance both support to national and provincial destinations. - Using premium, health and safety purposes, investment to develop technology including automation, smart devices for contactless tourism, tourism platform and virtual tourism.

Figure 1 Transforming Tourism Sector to reap benefits and to Achieve New Positioning as New Attraction

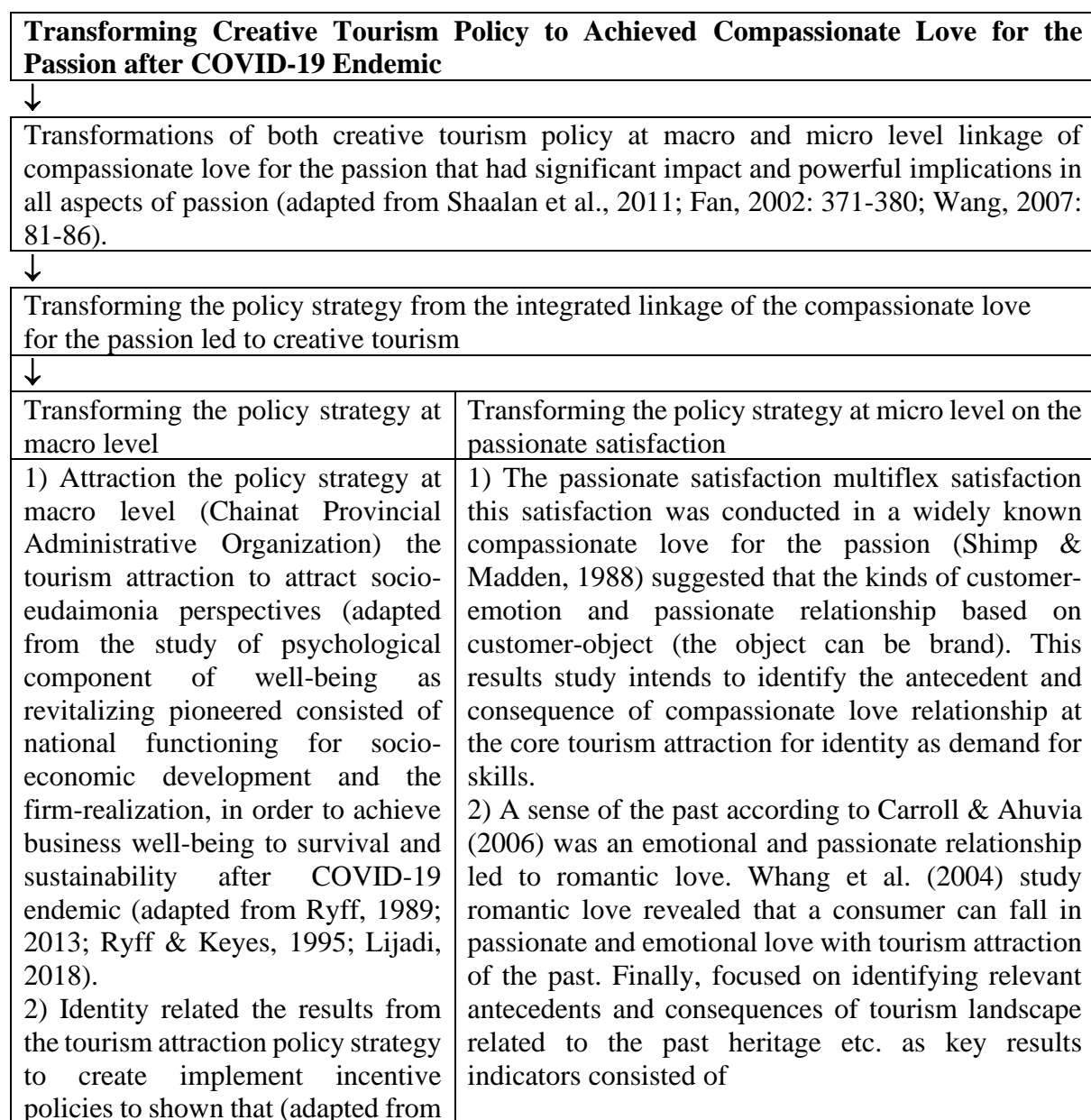
Finally, in general, policy does not only establish where the organization applied to tourism sector wants to go, it also tells how to get there, by other meaning in terms of strategic policy.

It clarifies the directions and the actions that should take place in order to meet the objectives strategic policy tell the organization how the organization proposes to attain objectives (Noaman, 2003).

As the authors previously mentioned, this results outcomes contributes to a blending literature of the compassionate love for the passion and revitalizing Thailand's tourism sector for in search of enablers for future sustainability (after COVID-19 endemic) to reap benefits both policy at macro (provincial) and micro (the firm) level. Clearly, more details of results and discussion are shown in the next section.

Research Results

In this section, the study reflected on the result, given that discussion in view of relevant literature on transforming creative tourism both policy at provincial level and policy at the firm level. Furthermore, this section absolutely as the path way to conclusion in the next section on the following: (Figure 2)



<p>Seligman & Csikszentmihalyi, 2000: 5-14).</p> <p>: Positive emotions</p> <p>- Were an essential part of both community applied to provincial and the firm applied to tourism sector that related to industry and business.</p> <p>: Engagement - focused on truly enjoying and caring about compassionate love for the passion to engage completely both national and provincial level and at the firm level.</p> <p>It's applied to revitalizing tourism sector.</p> <p>: Meaning - that might be revitalizing to faith or trust, community work applied to tourism sector activities, professional creative goal.</p> <p>: Accomplishment - everyone needs to win and to achieve new positioning to link with attractions and implementation both business and their life. This concept must be able to the key results as indicators of accomplishment at the Chainat Provincial Administrative Organization.</p> <p>: Relationship - everyone needs someone.</p> <p>This concept enhanced applied to compassionate love for the passion to connecting both business network and individual romanticism etc.</p>	<p>: Satisfaction is likely to lead to emotional attachment, multiple interactions with the tourism attraction (Thomson et al., 2005: 77-91).</p> <p>: Individual romanticism - was highly emotional and seeks pleasure (Olney et al., 1991). Such as museum warship ethos etc.</p> <p>3) A sense of identity - Lee (1977) identity experience to engaged supply for skills defined love was an attitude. So, this definition related to passionate satisfaction was also an attitude towards the compassionate love relationship for the passion.</p> <p>: Customer delight - according to De Almeida & Nique (2005) showed that when a customer is delighted with a passion to develop an emotional bonding.</p> <p>Consequently, the consequence of passionate satisfaction.</p> <p>: Intention to pay price premium.</p> <p>: Passionate loyalty - this was strong emotional bonding and expected to purchase repeatedly the same tourism destination ignoring another competitor.</p> <p>This love will tend towards loyalty (Carroll & Ahuvia, 2006).</p> <p>: Positive word-of-mouth this was applied to popularity can be also expected that in terms of the passionate satisfaction.</p> <p>According to the passionate Satisfaction Carroll & Ahuvia (2006) has also shown that compassionate love positively influences.</p> <p>The positive word-of-mouth for to build the popularity towards the satisfaction.</p> <p>: Mediator as mediator of the passionate experience-satisfaction loyalty (Ferreira, Rodrigues & Rodrigues, 2019: 278-291).</p> <p>: Positive word of mouth (adapted from Ranaweera & Menon, 2013; Terblanche & Boshoff, 2010: 25-36; Chandrashekar et al., 2007).</p> <p>: Action loyalty and positive word-of-mouth based on the conceptualization of a loyal consumer must be satisfied and that the passionate satisfaction will be motive the person to spread.</p>
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Figure 2 Transforming policy strategy at macro and micro level from integrated linkage of compassionate love for the passion and creative tourism

Conclusion and Discussion

This study findings indicated transformation policy strategy that the influenced of new tourism strategies, applied to Chainat Provincial Administrative Organization such transformation, and need to compassionate love for the passion of tourism attraction can learn from all of the key engines related to tourism platform to attract tourism landscape, new targets and increase

tourism both demand and supply chain, including to improve infrastructure for seamless and safer travel. Consequently, needs to transformation, to adopt and thrive, include to be revitalised. Inseparably, Thailand tourism was in transitions which influences tourism competitiveness in after COVID-19 endemic era (living with the Coronavirus Disease 2019 (COVID-19)). Thailand's best model of pursuing to transformation of the policy approach was to creating new values that lead to a more resilient tourism sector has been one of the revitalising key engines of Thailand economy and enhanced future sustainability. After COVID-19 endemic (living with the Coronavirus Disease 2019 (COVID-19)), literature tourism required to transformational in the followings these revitalising for Thailand tourism sector is proposed a nation branding. The transformation of the results showed that the design of the implications of the transforming policy strategy. It is led to the creation of most strongly affected impulse Thailand's competitiveness in transition and tourism attraction areas for reborn both in-bond (domestic tourism) and out-bound (international or business alliance countries).

Beneficially, applying to this transforming model concept, the link between findings and revitalising policy has been viewed as a set of ultimate findings is shifted from the literature sphere over to policy sphere that impact on policy makers decision. In the framework, this study uptake is seen as a function of the interaction of context links, and credibility, and links between tourism sector and national and provincial (Chainat Provincial Administrative Organization) level (adapted from Court & Young, 2003: 8; Crewe & Young, 2002; Organisation for Economic Co-operation and Development, 2020: 1-75).

In summary, the previous content synthesis in the conceptual framework for the future research is considered and applied to transforming the policy strategy at macro level to adapt effectively to passionate satisfaction. Furthermore, to achieve transforming creative tourism in Chainat Provincial Administrative Organization after COVID-19 endemic, respectively.

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