

## **Chapter 5**

### **Discussion and Conclusion**

This research aimed to study how local tourism enterprises and the wellness cluster in Chiang Mai benefit from fully integrated local knowledge. The migrant creative class can reverse knowledge along the tourism supply chain in the community using creative problem solving, which in turn will help creative city development by the local integration knowledge model. This study analyzed not only the current knowledge needs regarding senior tourism, but also the role of a successfully integrated migrant creative class in addressing those needs and thus promoting further sustainable creative city development.

Conclusions of this research align with the stated research objectives, which were;

1. To study senior tourists' demand for creative services in a creative city,
2. To suggest a local integration knowledge model as a solution for creative city development,
3. To prove that the creative problem solving process and capability maturity model are the processes for acceptance of new migrants.

#### **5.1 Discussion and conclusion**

##### **5.1.1 Senior tourists' demand for creative services in a creative city**

The conclusion regarding senior tourist guidelines showed that a knowledge audit employing a knowledge management assessment tool is useful in understanding more about senior tourist guidelines and the potential of various destinations in meeting those guidelines. The major findings of this study included the needs and behaviors of Thai and international senior tourists, which is critical knowledge for

effective tourism management. Senior tourists need easy access to their chosen destination via a good road, and located close to their accommodations. They need more amenities than other tourists, such as sitting areas, pathways, toilets, and first aid rooms. Advisory factor, such as tourist guides and tourism staff, are necessary for senior tourists due to their special needs and well take care. The destination's atmosphere is also significant, particularly in serving the nostalgic tendencies reported by some senior tourists. Activities are important, especially those that involve learning others about the local traditions and lifestyle, health and wellness, or history.

For the purpose of this study, the 5 A Criteria was developed as a tool to evaluate how well tourist destinations respond to the needs of senior tourists. The utilization of the 5 A Criteria allowed for the identification of several tourist destinations in northern Thailand with a high potential for meeting senior needs. These 5 A Criteria could also be used to assess tourist destinations in other areas to begin to prepare for and draw in the increasing senior tourist market.

#### **5.1.2 A Lan Na local integration knowledge model as a solution for creative city development**

This study suggest Lan La Local Integration Knowledge Model as a solution for creative city development. A Lan Na local integration knowledge model of the migrant creative class was classified and identified a set of indicators that could be used to measure the successful integration of a migrant creative class when building creative cities, particularly in Chiang Mai, Thailand. The local integration knowledge model consisted of four key domains: means and work, social connection, facilities, and foundations. It was determined that all four domains are necessary for the local integration of the creative class in creative cities.

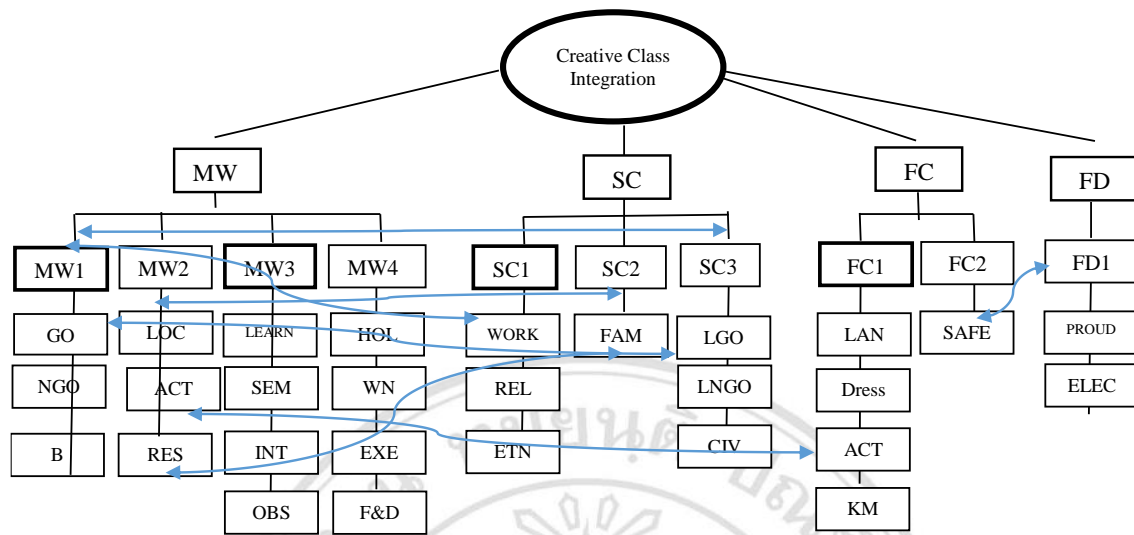
Each domain also included significant factors. Significant factors within the means and work domain are jobs, housing, training, and health. Significant factors within the social connection domain are the social bridges, social bonds,

and social links. In the facilities domain, significant factors include language and cultural knowledge and safety and stability. The significant factor in the foundations domain is rights and citizenship.

Further analysis found that many domains are interconnected with others. Job in the means and work domain links to social link in the social connection domain. Activities in housing link with activities in the facilities domain. Housing in the means and work domain links with social bonds in the social connection domain.

This step used Annotation Ontology to classify the integration model and find the most important factors for success for migrants in creative cities. The four most important factors are job, training, social bridge, and language and culture knowledge. A good job helps migrants meet with people engaged in similar professional activities who can help them begin to assimilate into a community. Training opportunities ensure that migrants who are attentive and interested in their new society will be able to access various types of Lan Na knowledge that they can then use in their daily lives. The social bridge, such as a migrant's work, national, ethnic or religious group, provides the opportunity for regular connection with other individuals or groups with similar interests or beliefs. Finally, migrants who are familiar with the language and cultural knowledge of their new society will face less social barriers and integrate more easily with local people.

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**Figure 5.1** Mind map of Lan Na Local Integration Knowledge Model

The creative class sample cases in this study were successful in their work to the point where they were recognized by other local people for their achievements. The entire set of sample cases shared some distinctive similarities that were helpful to their successful integration; they are employed in good jobs in government organizations, non-government organizations, and in businesses. They are interested in Lan Na culture and holistic wellness, and join in traditional and local activities. They have good social connections with others, and are proud to be Lan Na people and can be electorate in Chiang Mai.

The use of local integration ontology is beneficial in classifying important integration factors for the migrant creative class. The understanding of how migrants in the creative class successfully integrate in Chiang Mai specifically is gained using the new Lan Na local integration knowledge model applied in this study. This model is quite different from the local integration metric, and can be used to help the creative city of Chiang Mai know the factors necessary for the positive integration of the creative class, which is critical in driving the creative economy. Additionally, the Lan Na local integration knowledge model can be used as an example for other creative cities looking to refine a local integration to specifically apply to their creative class.

### **5.1.3 The creative problem solving process and capability maturity model are the processes for acceptance of new migrants**

In this study used creative problem solving process and capability maturity model proved acceptance of new migrants by local Lan Na experts. The results found that new education migrants were the most accepted, especially those who had previous work experience and high education. The new research and innovator migrants were unacceptable in budget and profit. Because they have limited budget for investment and difficult to run business if they don't know the context of the community. Some new migrants were unacceptable in financial capital due to they just graduate and would like to try new opportunity in new city. Some of them were unacceptable in social connection cause of they don't know how to link with local people. These results indicate that they might be unsuccessful in their work and ability to integrate in local community in the next future.

Then, comparing the acceptance result of creative problem solving with Capability maturity model (CMM) which adapt follow Lan Na local integration knowledge model found that all educator migrants are high acceptance rating, comparing with optimizing level. Their background are lecturers in the university. They can continuous improve their work and well integrate with local people. One researcher is also in optimizing level due to his education background and the experience in his work. Others new migrant cases are in predictable level. They can empower and integrate workforce competency manage quantitatively.

## **5.2 Beneficiaries**

There are three main groups of beneficiaries of the local integration knowledge model of creative class for creative city sustainable development study, and they are delineated as follows;

*Academic beneficiaries:*

This paper contributes to the knowledge repository of two fields: studies in senior tourism, which is a growing area of research, and the creative class, of which there has been little research focusing specifically in an Asian context. The tools used in this paper, particularly the Lan Na local integration knowledge model, but also the 5 A criteria, can also be used or further adapted to fit similar studies in other geographical locations.

*Business beneficiaries:*

Businesses can benefit from the results of this study by understanding clearly what senior tourists need so that they may cater more specifically to those requirements, and draw in more business from this burgeoning and potentially lucrative sector. They also benefit from seeing clearly how the reverse feedback from the senior migrant creative class can provide essential information on how to improve their services most effectively.

*Social and community beneficiaries:*

- The Lan Na local integration knowledge model for the creative class can offer insights to both creative class migrants and host communities on how successful integration can occur, leading to wide-ranging benefits for both groups. Additionally, this metric can be applied or adapted to consider the integration of other types of migrants, such as laborers, or to analyze the process of integration in a different geographical and cultural context. The use of this metric can offer valuable understanding of the key factors involved in integration, which can be used by a variety of community stakeholders.

### **5.3 Unexpected finding**

While conducting this research, it was found that some of the senior tourists were also members of the creative class. This led to the realization that senior tourists who are creative class members may one day also be creative class migrants to the city of their visit. This finding spurred greater consideration of how to utilize this particular type of visitor in further understanding senior tourism, as well as sustainably developing a creative city.

### **5.4 Novel aspects of the study**

The novel aspects of this thesis are as follows;

#### **1) Lan Na local integration knowledge model**

This study developed the Lan Na local integration knowledge model from a previous local integration model which was used to analyze migrant integration in Europe. The Lan Na local integration knowledge model, however, was designed specifically for the creative class within the Lan Na community in Chiang Mai city. This study shows how to evaluate the potential of migrant creative class with social capital by Lan Na local integration knowledge model. The successful use of this adapted model shows that it may be further altered to be used in other cities, or with other target groups.

#### **2) Creative problem solving process in knowledge management**

In this study, using creative problem solving as knowledge management process to close gap between migrant creative class and new migrant. This step develop to create creative city and capitalize creative product. It's should find new creative who different expert for creative city.

## **5.5 Research Limitations**

Followings are limitation of this research.

1. The samples case of on migrant creative class in this study focus only who can drive creative city. By the way, should study more on the migrant unskilled labor who are the workers in creative city.
2. This study integrated the migrant creative class and senior tourists in Chiang Mai.

## **5.6 Recommendation for future research**

Followings are issues for future research.

1. Continue to expand the current study to other group of migrant to creative city, such as the students, the unskilled labor, etc.
2. Focus on how to develop the potential of these tourist destinations to ensure their attractiveness to the senior market.

## **5.7 Conclusion**

The setting of Chiang Mai provides an interesting microcosm of larger global trends; an aging society, urbanization, and the emergence of modern creative cities. This study explores the potential of harnessing the creative energies of a successfully integrated migrant creative class to solve problems related to the growing senior tourism sector.