

Tourism Development Guidelines for Lao Krang's Weaving Villages, Srayaichi Villages Neunpo Parish, Samngam District, Phichit Province to be a Cultural Tourism Attraction

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Abstract

The objectives of this research were 1.to study the potentials of cultural tourism of Srayaichi villages, Neunpo parish, Samngam district, Phichit province. 2. to analysis and present the development guidelines Srayaichi villages to be a weaving's cultural villages. And 3.to study cultural tourism model that suitable for the contexts of community. This research applied both the qualitative and quantitative research technique. The target groups were Community Leaders, local residents and agencies involved in local government. This study is Divided into 3 parts 1. to study the contexts and potentials of community. 2.to study the format of Srayaichi villages 's tourism guidelines to be a weaving's cultural tourism destination. And 3. To find cultural tourism model that suitable. This research used participant observation, in-depth interview, structure interview, focus group and questionnaire to be used for various activities. The analysis of this research is used content analysis and then evaluation and conclusion for the results as The objectives of this research. Found that Srayaichi villages had the potentials' community in 2 aspects: 1. potential as a tourism destination was contain wisdom, culture, tourism attractions, access to tourism attractions.2. Availability of community for developed to be the cultural tourism. Srayaichi villages have a good social costs that is the harmony and respect. Apart from the costs of culture and identity of the outstanding weaving villages that shows Lao Krang's lifestyle which immigrated from Luang Prabang city, Lao People's Democratic Republic to be effected with this research could continue for used the tourism development guidelines to be fact. Analysis of the study results found that the suitable of Srayaichi villages' tourism development guidelines was the cultural Tourism excursions in one day trip to study the folkway , cultural , Lao Krang 's weaving wisdom and wake of the history from villages learning center. By set tourism activities and villages management to supported many tourists that considered of convenience, comfortable and still maintained traditional lifestyles.

Keywords : Cultural Tourism Destination, Cultural Tourism Conference

1. Introduce

Tourism is an important part that was set by The Thailand Development policy “11th Economic Development Planning” as the country was focus on supporting tourism by furtherance from the local wisdom to be a value as a source of current domestic. Because Thailand had a rate of tourist from abroad is increasing example from year 2544 - 2546 with foreign tourists in Thailand were increasing to 11.2 millions (TAT) and during the past several years which had support the development of the tourism industry for thoroughly that caused of the growth in the country and encouraged the wider distribution of income. Therefore, the tourism industry has been expanding. In many provinces that have the potential availability of cultural capital, but there're lack of opportunities and support the development of the cultural tourism. To support the quality of life of the local community and have sustainable growth. Which the supporting development in this case will help you achieve contribution of awareness and appreciation of the cultural heritage of the nation, which has been passed to next generation such as “Lao Krang” 's weaving cloth in Srayaichi villages, Neunpo parish, Samngam district, Phichit province.

Creative tourism is based on the local's cultural values or cultural capital that can be taken from the stories from history, local arts, folk music, folk way, literature, crafts, architectural etc. To managed it is so interesting in accordance with the values of a community or city. Which is an opportunity for visitors to get hands-on experience through learning from tourism. For example, to live with the villagers not to performance or fake. Such as the visitors can be travel and contact with lifestyle of the folk ways are made with hand-woven textiles. They also have the opportunity to hand-woven with local people who still maintain a folk way.

“Lao Krang” was originally immigrated from Luang Prabang city, Lao People's Democratic Republic. But for some reason, they had to relocated some livelihood to Thailand. “Lao Krang”'s belief were unique. They believed in mystery, nature, talented in agriculture or farm and weaving or dyeing to wore themselves from “Krang”. At present “Lao Krang” are living in Thailand about 90,000 people. They living with farm, crops, animal husbandry and weaving. The weaving is the excellent identity to used natural dyeing after weaving silk. The color is red hot. That makes the visitors are impressed by the beauty of colors or patterns. In addition, it have a complex patterns but so interested such as, gold sky, geometry, animals, Tor joke, Tor toen, Sin dok draw , etc. (Sudcheewan Nantawan Na Ayudhaya, 2552.)

So the encourage to preserved in culture and livelihood as the Lao identity that will required the development of systems and structures for developed into a tourist attraction as a new choices for tourists who travel to Srayaichi villages, Neunpo parish, Samngam district, Phichit province. In addition to agreeable with the development and promotion of tourism policy's Thailand to attended the occurrence ASEAN's social culture to focused on the supporting of basis to the region that citizens are aware of the joint identity in history and culture. The researchers are interested to study the tourism Development for Srayaichi villages to be Lao Krang 's a cultural weaving villages.

1.1 Objective

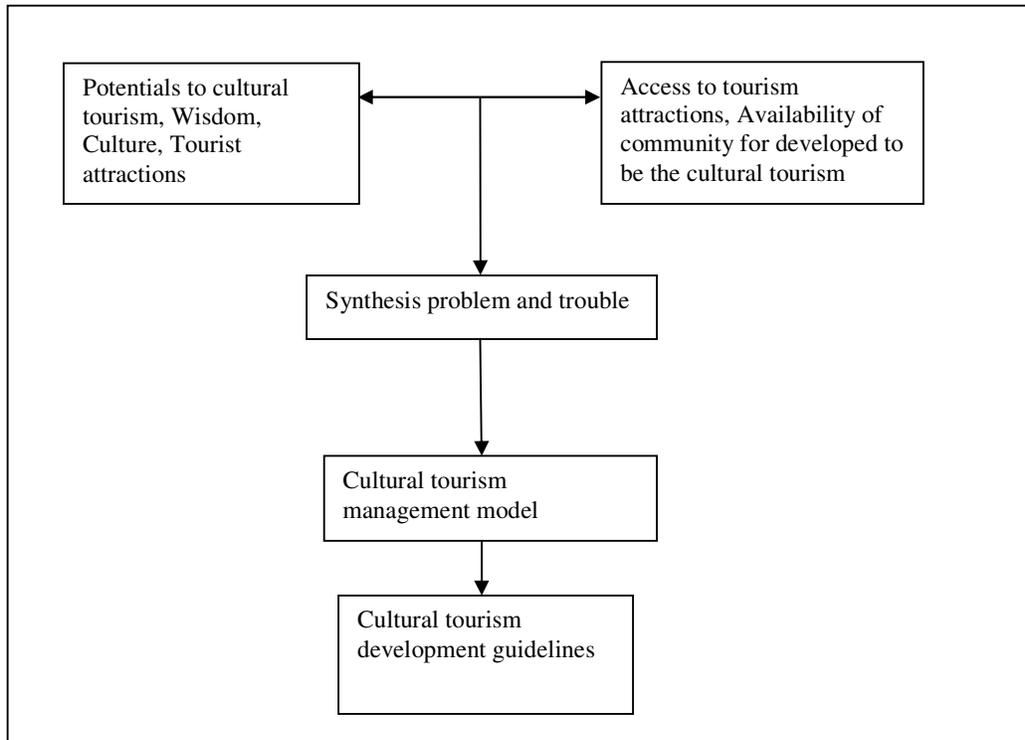
This study follows research.

1. To study the potentials of cultural tourism of Srayaichi villages , Neunpo parish, Samngam district, Phichit province.
2. To analysis and present the development guidelines Srayaichi villages to be a weaving's cultural Villages.
3. To study cultural tourism model that suitable for the contexts of community.

1.2 Conceptual Framework

The researchers were conclusion and synthesis consist of 1.Independent variables including The Potentials to cultural tourism, Wisdom, Culture, Tourist attractions, Access to tourism attractions, and Availability of community for developed to be the cultural tourism. 2. Dependent variables including with Synthesis problem and trouble, Cultural tourism management model, and Cultural tourism development guidelines. Look at Chart 1.

Chart 1. Conceptual Framework



2. Research Methodology

Population and sample

Population in this research lived in Moo 5 Srayaichi villages, Neunpo parish, Samngam district, Phichit province. (JPT, 2556) The sample had used in this research were community leaders and local residents who live in Srayaichi Villages, Neunpo Parish, Samngam District, Phichit Province 250 peoples.

This research has data collected from two sources include 1.Primary Data. Received from the The locals seminar, Leaders interview, Group interview, It was a participation research process. And for the locals were involve to set model of cultural tourism management. As follows, the potentials of cultural tourism of Srayaichi villages, Neunpo parish, Samngam district, Phichit province. The model of participation tourism to develop Lao Krang's weaving villages. Secondary Data received from documents, Internet, Research and Independent Study.

2.1 Research Tools.

Tools had used in this study were questionnaire and interview:

The questionnaire as following 4 question parts includes Part1.Questions about the demographics of Srayaichi villages is the current status, sex, age, education, occupation and income. Which is multiple choice

questions. Part2. Questions about the potentials of cultural tourism of Srayaichi villages. Which is multiple choice questions. Part3. Questions about the attitudes toward cultural tourism of Srayaichi villages. It's a rating scale. The researcher had determined scoring into 5 levels. Sorted from most to least is 5-4-3-2-1. And Part4. Questions about the cultural tourism model. Which is multiple choice questions.

Interview as follows:

1. Interview. It is a semi-structured interview for leadership.

About the suitable tourism model and the development guidelines Srayaichi villages to be a weaving's cultural villages.

2. The locals seminar. To studying and listening to the potentials and the context of community to be a weaving's cultural villages as well as listening to problem in the past. Includes the participation tourism model to develop Lao Krang's weaving villages.

3. The Workshop. For seminars and lectures to develop Lao Krang's weaving villages to raise people's awareness and understand the tourism management model depend on the community participation. In addition, It held a brainstorming together for residents to express ideas and discuss the process of planning about Srayaichi villages' tourism.

2.2 Statistical Analysis

This research, researchers had collect and analyze data that was divided into two parts: the study for personal factors of the samples. the potentials of cultural tourism of Srayaichi villages. By using statistics Percentage, Mean and Standard Deviation

2.3 Quantitative Analysis

Analysis of primary data by analyzed of the summary from the locals seminar, the focus group, the described for the analysis report. And analysis of secondary data by sing content analysis as described for the analysis report.

3. Research results

From amount of 250 respondents. The most was female that amount of 155 (62%) and 95 was male (38%). The most was aged between 51- 60 years that amount of 81 (32.40%) and the second was older than 60 years that amount of 58 (23.20%) and the next was aged between 41-50 years that amount of 47 (18.80%) respective. The most was married that amount of 166 (66.40%) and the second was single that amount of 51 (20.40%) and the next was widowed/divorced that amount of 33 (13.20%) respective.

3.1 Tourist Attractions

The study found that highlights of the tourism attractions in Srayaichi villages, Neunpo Parish, Samngam district, Phichit province. From the opinions of villagers in community. The most was the weaving stayed at massive level with an average at 4.46 (89.20%). The second was the tradition at massive level with an average at 3.77 (75.40 and the next was the folk show stayed at moderate level with an average at 3.23 (64.60%) respective. See the table.

Table 1. The opinions the local community about tourism attractions in Srayaichi villages, Neunpo parish, Samngam district, Phichit province

Tourist Attractions	\bar{x}	S.D	Level of opinions
Tradition	3.77	0.42	massive
Folk show	3.23	0.42	moderate
Weaving	4.46	0.50	massive
Folk way	3.23	0.42	moderate
Total	3.67	0.12	massive

3.2 The model of participation tourism to develop Lao Krang's weaving villages.

The study found that the cultural tourism model that suitable for Srayaichi villages was the cultural tourism excursions in one day trip to study the folkway, cultural, Lao Krang's weaving wisdom and wake of the history from villages learning centre. By set tourism activities and villages management to supported many tourists that considered of convenience, comfortable and still maintained traditional lifestyles. See the table.

Table 2. The cultural tourism excursions in one day trip program.

May, 13	Activities
-	Go to Lao Krang's weaving villages, Srayaichi villages, Neunpo parish, Samngam district, Phichit province.
07.00 AM. – 09.00 AM.	Join Buddhism ceremony activities in ancient Thai's new year/Songkran day at Srayaichi Temple and have a breakfast.
09.00 AM. – 10.00 AM.	Join Songkran day ceremony with villagers and watch Lao Krang's weaving villages' folk music.
10.00 AM. – 12.00 AM.	Watching and learning the Lao Krang's folk cooking.
12.00 AM. – 13.00 PM.	Have a lunch.
13.00 PM. - 16.00 PM.	Learning Lao Krang's weaving wisdom and shopping at learning centre.

Table 3. The cultural tourism excursions in one day trip program

15 May	Activities
-	Go to Lao Krang's weaving villages Srayaichi villages, Neunpo parish, Samngam district, Phichit province.
07.00 AM. – 09.00 AM.	Join the Buddha statue bathe and the elders bathe ceremony at Srayaichi Temple and have a breakfast.
09.00 AM. – 10.00 AM.	Join Songkran day ceremony with villagers and watch Lao Krang's weaving villages' folk music.
10.00 AM. – 12.00 AM	Watching and learning the Lao Krang's folk cooking.
12.00 AM. – 13.00 PM.	Have a lunch.
13.00 PM. - 16.00 PM.	Learning Lao Krang's weaving wisdom and shopping at learning centre.
16.00 PM. - 18.00 PM.	Join the closing Songkran day ceremony at Srayaichi Temple.

Table 4. The cultural tourism excursions in Phichit province

All year	Activities
09.00 AM. - 10.00 AM.	Worship to Luang Phor Phet at Thaluang Temple (Royal monastery) Naimuang Parish, Muang Phichit District, Phichit Province.
10.00 AM. – 12.00 AM.	Watch the nature and some rare Fish species, Take some photos in front of Praya Chalawan Statue at Sifai pond and have lunch.
12.00 AM. – 14.00 PM.	Watch ancient city.
14.00 PM. - 17.00 PM.	Learning Lao Krang's weaving wisdom and shopping at learning center.

3.3 Tourism Development Guidelines for Srayaichi villages to be Lao Krang's a Cultural Weaving Villages.

The study found that the tourism development guidelines had 4 subjects include tourist attractions, tourism accessibility, tourism facility, leader's influence in area management. See the table.

Table 5 Tourism Development Guidelines for Srayaichi villages to be Lao Krang 's a Cultural Weaving villages.

subjects	Guidelines
Tourist attractions	<ul style="list-style-type: none"> -To Improve the landscape in the community by develop area around the community to beautiful and shady especially the way side in the village. -The Lao Krang's weaving wisdom inheritance is Labour craftsmen development. -To build Crafts standard for supports tourists. -To encourage Lao Krang's original dress especially religion day, local tradition. -To encourage staff in local organization to have clothing local woven. -To creating community identity by encourage to planting mulberry and feeding silkworm and Folk Show.
Tourism accessibility	<ul style="list-style-type: none"> -To planning the Proactive public relation about community identity -To connects tourism routes in province and others.
Tourism facility	<ul style="list-style-type: none"> -To add tourism facilities such as tourist information service center for present about history, local arts, folk music, folk way, literature, crafts, architectural, etc. -To improve the place where local have weave to be in order beautiful and add tourist service area to introduce about weaving activities - To add foods , drinks and toilet service points. In addition to add souvenir shops, trams to service tourists to see around the villages. By Community Board to manages all of this.
Leader's influence in area management	<ul style="list-style-type: none"> -Community leaders have to be farsighted for the development of sustainable communities by preserve local wisdoms, traditions, and cultures for the next generations.
- Vision	
- Thought leaders	<ul style="list-style-type: none"> - Community leaders have to build and preserve credibility to be community's accept as well to have a thought processes and decisions by thinking to community benefits.

- External network	-Community leaders have to take knowledge exchange activities local wisdoms, traditions, cultures with community or other organizations outside the community for make a good relations in individual level and public level
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4. Conclusions and Suggestions

From the study of “Tourism Development Guidelines for Lao Krang’s Weaving Villages, Srayaichi Villages Neunpo Parish, Samngam District, Phichit Province to be a Cultural Tourism Attraction” found that all of community leaders have desired to develop Lao Krang’s weaving villages to be a cultural tourism attraction. As the researchers will present Tourism Development Guidelines to the community leaders following.

1. Should to study the tourism marketing by community because the marketing is a one processing to makes community to be widely known in tourism market. However, because Srayaichi Villages have not been truly promoted and developed to be cultural tourism attraction. Because of several factors including the community abilities especially “A good thing of the community” which was the first factor that affect with tourists’ decision to come to community. In the past many communities found “a good thing of the community” by research. In addition, research to made the community is aware of the good thing in their communities, it also helped the community could solve the community’s problem and developed community’s abilities especially the development of the necessary basic factors for tourism management.

2. Should to takes cultural capital to activities designs and tourism programs including set directions, goals or “Tourism products” could communicate to make tourists understanding with community and choose community to visits that meets the tourists’ demand.

3. Should to prepare to makes information for support the tourism in community have presented to tourists such as accommodations, facilities, services, travel, safety and cultural products. This information will be an important factors for the tourists decision.

4. Should to role in tourism management that will affects the marketing significantly. When the community can makes tourism management by local people, it could be makes the community to understands about their Capabilities. In addition, the community can thinking and creating tourism programs and tourism activities that suitable for community context such as the activities that are environmentally friendly, the activities that provide opportunities for tourists to learn the culture of the community.

5. Should to set tourism management’s objectives and goals especially the creation of cultural values that community already has. These are Lao Krang’s weaving products.

6. To founded the community tourism management that makes division of roles of the community to be clearly and has an awareness of the community together. Also, people in the community have to receive the development potential and skills such as training local guides, training features as a good host. All of these are the factors that help strengthen the community can make an impression for tourists and they want to returned to the community in the next times.

7. Should to have proactive public relations. The media that used in public relations have to make in various formats such as brochures, posters, tourism guides, website and invite media to study or learn in the area, etc. Although the community will had public relations themselves by the events and festivals but that was not enough to truly public relations community. So public relations tourism in the community through the media will makes the community to connects with tourists and tourism. This is a process that supports access to main tourist groups directly.

8. To create a tourism network by community at different levels such as district, provincial, regional, national and international. Because the tourism network induces cooperation in tourism development by community in various dimensions.

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