

COMMUNITY-BASED CULTURAL TOURISM: A CASE STUDY OF BAN CHIANG COMMUNITY, UDON THANI PROVINCE, THAILAND

EKKACHAI SITHAMMA

Department of Tourism Industry and Hospitality Management, Suan Sunandha Rajabhat University, Thailand
Email: Ekkachai.si@ssru.ac.th

Abstract - Community-Based cultural tourism : Case study Baan Chiang Communities , Udonthani, Thailand For study lifestyle and culture of Ban Chiang community, UdonThani Province And guide the community-based cultural tourism management of Ban Chiang community, UdonThani Province This research has been use method of research in qualitative. Community-based cultural tourism management using the local cultural capital must have a substantial management Baan Chiang communities become unique and different than the others with all gather.

Keywords - Cultural Tourism, Community-Based Tourism, Baan Chiang communities

I. INTRODUCTION

Thailand is the land of multi-cultural society. Based on the combination of regional and national identities, Thus, Thai people can live happily together in society. For example, Indigenous knowledge, habitual behavior patterns, tradition, and vision. Those are capital, foundation or basis of conduct in order to access to needs and necessities of both same and different and both at the individual, community and social levels.)Theerayut Boonmee, 2003(

Nowadays, things are developing fast. The lifestyle and technologies have changed society a lot, people are ignoring the important heritage which is continued from generation to generation is "the cultural capital". There are the wisdoms of each region, which are caused by actions, experiments, and learning form mistakes. It finally becomes a unique ability.)Eiam Thongdee, 2005(Ban Chiang community, UdonThani province is one of the communities which have their own unique cultural identity, for instead, tradition, costume, language and lifestyle, Located on a slender oval slope from the east to the west. The outer areas are sparsely plains and fields, with most of them flowing through the creek. which were developed into cultural tourism resources with the community-based tourism management. Creative, refer to adding value that came from idea of mankind (Hawkins ,2010) to create new innovation combine with local wisdom and culture together with technology and new innovation to processed "creative idea" and build up inspiration from roots of culture and local wisdom that accumulated in society for increase value in economics and social values (Office of the nation Economics and Social Development Board 2009:20)

The community-based tourism management is the tourism alternative which is creatively and standardized management by community where learning occurred. Moreover, these lead to environmental and local cultural sustainability, and

good quality of life.)dasta ,2015(The community determines its process, direction, and tourism patterns. All villagers own such tourist resources and have a stake in tourism. It has developed a model for sustainability to its descendants and has a real local impact. (Phimrawee, 2010)

II. DETAILS EXPERIMENTAL

2.1 Objectives of study

To study lifestyle and culture of Ban Chiang community, UdonThani Province and to guide the community-based cultural tourism management of Ban Chiang community, UdonThani Province.

2.2 Scope of study

In this study, the researcher has scoped of the study community-based cultural tourism management: case study Ban Chiang community, UdonThani Province, Thailand as follows:

1. Population ,the researcher collected data by using in-dept interview with people who related to community-based cultural tourism management, for example, representatives of local community, local authority, travel club, and home stay club.
2. The scope of research area consisted of communities in Ban Chiang community, UdonThani Province.
3. The scope of research content was to study community-based cultural tourism management: case study Ban Chiang community, UdonThani province, Thailand. There are as follows: 1. Study lifestyle and culture of Ban Chiang community, UdonThani Province 2. To guide the community-based cultural tourism management of Ban Chiang community, UdonThani Province Duration of the study, this research was conducted in January 2017
4. Duration of the study, this research was conducted in January 2017

2.3 Methodology

In this study, the researcher conducted research in qualitative. It was defined as follows:

1. Methodology, this study is a qualitative research. The research aims to study phenomenology, for studying and understanding the community-based cultural tourism management: case study Ban Chiang community, Udon Thani Province by using Grounded Theory. The researcher collected data by interview the participants using verbatim transcriptions. After that, the researcher got more concepts and led them to the temporary hypothesis of the next interview questions. The researcher continues collecting data until saturation is reached, to wit there was no more new issues, therefore, the data collection was stopped. The researcher focused on the question form which made participants expressed things on their own conceptions, which can explain the process of situations, activities guide, things to do, and interaction occurs. (PithakSiriwong 2004:14)

2. The participants were selected by focused on the importance of population, which will get data on the purpose of the study. Therefore, the important people from major contributors to the development of each organization were selected. There were 12 key informant included

Status	Number(person)
1) People in Ban Chiang community	6
2) Related local organization authorities	2
3) Travel club officers	2
4) Home stay club members	2

3. Data collection, the data collection of this qualitative research was using in-depth Interview and non participant observation. The study was conducted in January 2017.

4. The research instruments, the researcher used writing and recording data. The research instruments were included question form, voice recorder, notebook, pen and camera.

The verification of data reliability process was conducted using a triangulation method as follows:

1. From the source of the data by using secondary sources: books, journals, and other relevant documents.
2. Using qualitative method: in-dept interview, and non participant observation.
3. Study various relevant concepts and theories in order to be guidance and considered the phenomenology of the activities related to a community-based cultural tourism management of Ban Chiang community.

2.4 Data Analysis

In this study, the researcher conducted the open-ended questions. The questions were examined the content validity by experts using descriptive analysis. The questions were classified into categories to analyze the data and defined the meaning in order to construct conclusions by discussion.

III. RESULTS AND CONCLUSIONS

Status	number (person)	percent
1. Gender		
Male	2	16.66
Female	10	83.33
2. Age		
30 - 40 years old	2	16.66
41 - 50 years old	5	41.66
51 - 60 years old	3	25.0
Over 61 years	2	16.66
3. Occupation		
-	1	8.33
Administrative Section	1	8.33
Municipal employee	1	8.33
Museum staff	9	75.0
Entrepreneurs in the community		

Interview respondents or key informants Most of them were female, 10 persons, 83.33% and 2 males, 16.66%. Most of them were 41-50 years old, 41.66%, 51-60 years old. Three people accounted for 25 percent and two with the same age range, 30-40 years old and over 61 years old, accounting for 16.66 percent of the total number of occupations. 9 people accounted for 75 percent and factions The management of the municipal employees of 2 and 1 Number of museum staff thought it was 8.33 percent. The important factor of sustainable tourism development is to create the community involved into the processes of development, thinking, making decision, and problem-solving. Moreover, focusing on the involvement of the community, solving problem by applying appropriate methods and support. As the result of the concurrence of demand, act of changing, and the agreement are enough to start the project. And development of creative idea are from organization, environment from knowledge and leading in person together with organization that has vision, mission and character of organization, leadership of innovation organization and person self-creativities that is center of organization Community-based cultural tourism management using the local cultural capital must

have a substantial management in terms of conservation and focus on the history, art and culture, tradition, economic, social and environmental sustainability. In addition, the valuable cultural tourism management has to comply with the needs of the whole community, tourists, and local potential. Moreover, focusing on a consideration of the value of the cultural capital is the outstanding (Suwannarit Wongcha-um and team, 2010).and different from others area. Ban Chiang community, UdonThani Province, Thailand become a widely well-known cultural tourism attraction due to the harmony of community. The power of potential development leads the community to the prototype community of community-based cultural tourism.

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