

The Promotion of Cultural Community - Based Tourism of Chiang Khan District, Loei Province

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ABSTRACT

The purposes of the research were: 1) to study the potential of cultural community – based tourism attraction of Chiang Khan district, Loei province and 2) to study the guidelines for the tourism promotion in Chiang Khan district, Loei province. Research methodology was qualitative. The people relating to tourism management in Chiang Khan district, Loei province were determined as the sample groups. The in-depth interviews were used to collect the data from 20 relating people from government sectors, private sectors, community sectors and technical officers. Research tools consisted of the in-depth and semi-structure interview about the potential of tourism attraction in the community of Chiang Khan district and Marketing Mix '7Ps.

The result showed that cultural community – based tourism of Chiang Khan district, Loei province was presented through the unique local life style. There are distinctly unique religion, local culture, and handicraft in Chiang Khan community. The beauty of architecture of the temples is outstanding and significant in history. The cultural tourism is varied and unique in each community. There are unique and outstanding food, languages, costumes, and ways of life. There are also various kinds of distinct OTOP products in each area. The walking street is one of the most important tourist attractions at Chiang Khan Municipality. The tourists visiting Chiang Khan never miss religious tourism. Many gorgeous temples are famous for Buddhist art like enormous Buddha statues. Chiang Khan Skywalk at Phu Khok Ngio, a new tourist destination, is developed to attract more tourists. Therefore, the tourist attractions in each Chiang Khan community are distinctly unique and outstanding. The most important thing is strong co- operation from all sectors of Chiang Khan community to develop tourism to be sustainable tourist attractions

Keywords

Tourism Promotion, Culture, Chiang Khan District Community

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Introduction

The development of tourism is of great importance to economic growth and thus provides opportunities for income distribution to local communities and employment. The government has established a community tourism strategy. The Ministry of Tourism and Sports has encouraged local organizations to independently formulate tourism policies, goals, programs and activities. The government will support the knowledge, experience and budget through various forms of government mechanisms to develop community-based tourism for rapid expansion. It is also expected to be a viable tourism, cooperative tourism for the community, along with support for the conservation of natural resources and the environment and generate income for the community economy of local people. Community-based tourism management is the promotion of community-based tourism in its administration. It is likely to grow into more networks because the community-led model is expected to be a viable tourism management solution with an emphasis on community participation because it is the management of tourism resources in the community area. (Economic Development Plan No. 12 2017-2021) {1} Chiang Khan District, Loei Province, is a natural charming tourist destination located along the Mekong River as well as old wooden houses, old temples, local food and local shopping. Chiang Khan is also unique in terms of history, culture, traditions and way of life, folk wisdom and architecture to admire. Chiang Khan is now an ancient city,

which is a community that remains uniquely unique, causing tourists of all ages and genders to pay attention to travel. This might be because Chiang Khan has a quiet and uniquely retained atmosphere, but blends with the modernity that is not too much of Chiang Khan's style. People who live in Chiang Khan are friendly, friendly, and visiting Chiang Khan District is inexpensive. In the next few years, this Chiang Khan will become better known. However, Chiang Khan will not change if all the Chiang Khan people continue to help preserve the uniqueness, the way of life and culture in the Chiang Khan style to maintain its uniqueness. (Source: Loei Provincial Office <https://ww2.loei.go.th>) {2} The researcher was therefore interested to study on the promotion of cultural tourism by communities in Chiang Khan District, Loei Province, in order to use the obtained information as a guideline for cultural tourism development, uniqueness and important attractions of the Community of Chiang Khan District, Loei Province including Ban Na Pa Nat Tai Dam Ethnic Groups, offering alms to sticky rice on the walking street, art and religious culture, temples, archaeological sites, museums, skywalk architecture, traditions and ways of life of the people in the community and create tourism that conserve and cherish good art and culture in order to remain sustainable with the people of Chiang Khan.

Research Objectives

1. To study the potential of community cultural tourism sites in Chiang Khan District, Loei Province
2. To study the guidelines for tourism promotion in Chiang Khan District, Loei Province

Research scope

Research Methods

A. Research Design

The attractions used in this study are important cultural and natural attractions in Chiang Khan District, Loei Province and the way of life of the people in the community, such as Sun Watthanatham Thai Dam Ban Na Pa Nat, Phu Thok, Kaeng Khut Khu, offering alms to monks on the walking street, religious arts, temples, archaeological sites, museums, skywalk architecture, traditions and way of life of people in the Chiang Khan community.

B. Research Process

1. The researcher had studied secondary data, concepts, documents and related literature related to the research topic in order to analyze and find the correlation to the research and used as a preliminary data in determining the direction of collecting data in sequence.
2. Researcher studied by using interview form to survey opinions from representatives of government agencies or organizations, private sector, community people and academics Related to the promotion of cultural tourism in Chiang Khan district, Loei province.

Scope of content

In this study, the researcher defined the content that was defined to cover the following issues:

- 1) To study the potential of community cultural tourism sites in Chiang Khan District, Loei Province in terms of history, culture, traditions and way of life, folk wisdom and architecture
- 2) To study the guidelines for tourism promotion in Chiang Khan District, Loei Province in terms of tourism components and marketing mix to use information as a guideline for promoting cultural tourism in the community Chiang Khan District, Loei Province

Time

Researchers conducted from January 2020 to April 2021.

Research conceptual framework

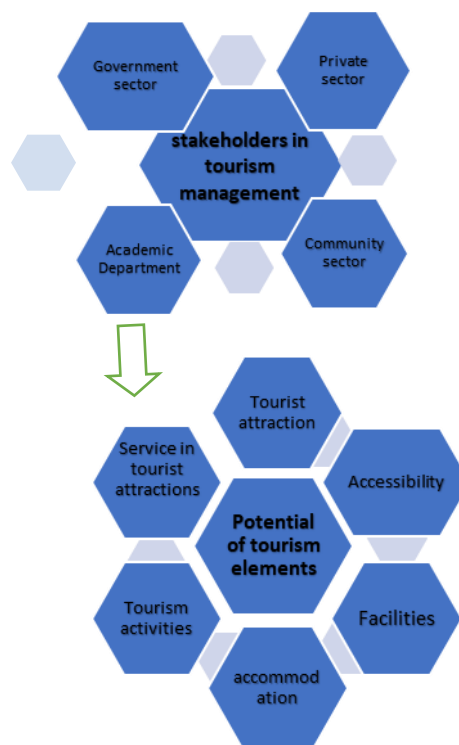


Figure The research framework of stakeholders in community-based cultural tourism management in Chiang Khan District, Loei Province in terms of tourism component potential.

Methodology

1. Resources

This research was a qualitative research. The researcher used tools, namely interview form. Data were collected from in-depth interviews and qualitative analyzes from 20 key informants. An analysis of the content, an implementation process consisting of books, documents, research related to tourism and related articles and documents was used.

2. Data Collection Tools

2.1 From the study of documents and research related to tourism, such as tourism situation, textbooks, printed materials and websites, it could be used as preliminary information in determining the direction for promotion of tourism in the primary hierarchy.

2.2 There was an examination of the potential of tourist resource resources such as natural resources, cultural resources, activity resources, and lifestyle and local wisdom resources to support cultural tourism to promote tourism.

2.3 In-depth Interview was a data collection tool, which was the collection of information from the key informant to provide in-depth details on the topic or issue to be interviewed. The researcher was the interviewer and records the information in the prepared documents.

3. Data Collection

3.1 The investigator verified the completeness of the information obtained from the collection of relevant research papers and research.

3.2 Collection of field data

3.1.1 Information on important resources in the area of cultural tourism to promote tourism in Chiang Khan District, Loei province was surveyed.

3.1.2 In the interview, researchers used an in-depth interview with 20 key informants to provide information for analysis of the situation, guidelines and impact on current tourism promotion.

Collecting information from the interviewees must be completed as planned. In the interview, the interviewee is able to express his or her opinion fully. The researcher had prepared an interview plan in advance so every question would be sorted. The key informant must answer the interview questions as provided by the researcher above in order to be consistent and useful for further analysis.

4. Method of data analysis

The researcher took all the data obtained from the interview for analysis, review and processing. The data collected were based on the qualitative research basis by interviews, and then classified by question issue, consideration of data integrity, consideration of the research conceptual framework and objectives and the accuracy of the information. The researcher would had a record and an audio recording during the interview. In addition, the researcher would categorize the data and analyze the following.

Based on the collected data, the researcher collected the data through in-depth interviews from the sample and performed all validation; the operator has taken the data into categories and analyzed the data as follows:

4.1 Researcher uses content analysis method: the words, sentences or texts of the interview and the information obtained from the interview is analyzed for content, grouping of the content, including analysis, classification and summarization of key points, was examined.

4.2 Researcher examined by data triangulation method:

Checking data from a data source in terms of time, place, and people at different locations by determining whether the key informant would still get the same information, the results of the data collected by the data triangulation method were the same findings, indicating that the data obtained by the researcher is accurate (Supang Chanthavanich, 2009) {3}.

Results

The researchers summarized the results of the in-depth interviews, key informant of all 4 groups of cultural tourism to cover the set research question. This was an interview from key informant aspects of cultural tourism elements including government agencies, private sectors, communities and academics as follows.

1. Accessibility - The journey to Chiang Khan is convenient and comprehensive because the transportation includes both air and land transportation (by car and by bus). Currently, there are 3 airlines serving Air Sierra, Nok Air and Thai

Smile, thus making traveling to Loei with ease. Travel to the tourist attractions in Chiang Khan is convenient and easy to access various areas of the tourist attractions.

2. Attraction - Natural, cultural, traditions and way of life of the people in the community, including Sun Watthanatham Thai Dam Ban Na Pa Nat, Phu Thok, Kaeng Kut Khu, giving monk on sticky rice on walking street, art and religious culture, temples, archaeological sites, museums, skywalk architecture, traditions and way of life of the people in Chiang Khan community, beautiful tourist attractions. In addition, infrastructure and ancillary businesses such as accommodations, restaurants and souvenir shops are also being developed to ensure the availability of tourist services. The government agency also promotes the comprehensive tourism image in terms of convenience, cleanliness and safety.

3. Activities - Chiang Khan has the beauty of natural attractions, culture, museums and activities for tourists to learn. There are cultural resources for learning, including 1) Active activities are activities that do yourself, such as exercise and cycling, etc. 2) It is an activity that the participants can do on their own, such as massage lessons and cooking lessons, etc. 3) Passive activities are activities that other people make, such as quilt making and keyring as souvenirs.

4. Accommodation - This place is readily available: 1) Chiang Khan is ready to accommodate tourists of all tastes, needs and income levels at a very affordable price. 2) Hotels in Chiang Khan have both hotels in the city and hotels outside the city in a quiet resort style. 3) Chiang Khan has a guest house for budget travelers. 4) Chiang Khan has a Home Stay in the community to accommodate tourists who want a cultural experience of the people in the community.

5. Facilities - Chiang Khan must receive tourism promotion and development, which includes the development of various tourist attractions, for example, there are many forms of activities to promote happiness, including seeing, participating in activities, being entertained, being part of the happy atmosphere, festivals and walking street tours that are part of today's traveler experience. This will make tourists remember and impress for the trip.

6. Service in tourist attractions - Chiang Khan still needs to increase the efficiency in the development of additional services to cover the area of tourist attractions so that tourists can easily visit various tourist attractions. Good telecommunication and information services will enable tourists to communicate easily anytime, anywhere as well as digital search using Google Map for tourism navigation. The use of the Internet to communicate is open to the phone for communication at all times, so Wi Fi is essential for travelers in the highly connected era. Connectivity is a key factor in life, so Chiang Khan needs to have sufficient communication devices and facilities to create a memorable experience for tourists in this digital age.

In terms of promoting cultural tourism in Chiang Khan district

Roles and duties of various agencies that support and promote tourism, all agencies have to cooperate to promote tourism attractions continuously and create interest along with adding more activities to promote tourism in Chiang as follows

1. Product - Chiang Khan is a tourist city with a unique culture and nature: Sun Watthanatham Thai Dam Ban Na Pa Nat, Phu Thok, Kaeng Kut Khu, giving monk on sticky rice on walking street, art and religious culture, temples, archaeological sites, museums, contemporary architecture, traditions and way of life of the people in Chiang Khan community, these can be presented in different types of tourism by tourists to get to know and visit Chiang Khan. Tourism also distributes income to all groups in the community involved in tourism. In particular, cultural tourism products where the community still preserves the traditional way of life. Annual traditions and cultural events are held, allowing visitors to experience the culture throughout the year, because Chiang Khan has a tourist attraction that is full of culture and uniqueness.

2. Price - The expenses for accommodation, food, souvenirs and souvenirs in Chiang Khan District are not too high depending on the choice of tourists. Accommodation prices are not very high, but there are different prices. Travelers often look at the value for money and the service provided by hotels and homestays. Communities must be trained by government agencies on standardized services. In portions that have to be paid for on the tour such as flowers, objects used for worship, car park and toilets are not priced in a faith-based donor.

3. Place - Accessibility: Most tourist sites are increasingly using applications and digital technologies to access them, making the connection and communication more convenient and faster. The use of the Internet requires a comprehensive development of the Wi fi signal. Public sector administrators must recognize the need for digital infrastructure development, with the goal of covering all areas and sufficient for use as the basis for the most efficient development of tourism. This is a key factor in promoting convenience-based services that make it more accessible to travelers.

4. Promotion - Nowadays, online media is the most effective means of communication to capture the attention of tourists, it is a fast channel and there are no restrictions on time and place. Success in online publicity often depends on the ability to write outstanding content and appropriate communication. The integration of public relations through offline and online communication will help to achieve the goal of promoting tourism of Chiang Khan to be more efficient.

5. People - The potential of tourism and service personnel of Chiang Khan District arises from the cultivation of service mind to meet international standards and is impressed with tourists, ability to provide the traveler with the necessary information, the ability to provide advice and guidance and providing assistance when tourists need it. These things will build trust among tourists. Tourists will be happy, feel confident, feel safe, and gain confidence in tourist care measures. It is also important to develop language skills for effective communication.

6. Process - Today, tourism is a business that relies on information technology as a basis for transactions in terms of booking and ordering to provide travelers with convenience, speed, and accuracy. Transactions must be performed via application and web site. Information searching, purchasing air tickets, hotel reservations, restaurant reservations and various purchases in the travel

industry, travelers operate using technology as a medium for facilitating accessible tourists.

7. Physical Evidence - Chiang Khan's tourist attractions overall include outstanding in terms of atmosphere, cleanliness and beauty. For tourism facilitation, all sectors must prepare to accommodate tourists such as drawing clear traffic lanes and updating the road signs up to date in order to preserve the scenic beauty of Chiang Khan. Some tourist areas should have a seating area for tourists to sit and relax when traveling for a long time. Chiang Khan is a beautiful, clean and air-conditioned city, so it is urgently needed to develop these things to facilitate tourists.

Recommendations

From the study of community-led cultural tourism promotion in Chiang Khan District, Loei Province, the researcher was able to explain the results as follows: 1) The study of documents and research related to tourism could be used as a preliminary information in determining the direction of tourism promotion. 2) Inspecting the potential of tourist resources such as natural resources, cultural resources, activity resources and resources on way of life and local wisdom to support cultural tourism to promote tourism. 3) In-depth interviews were a data collection tool, which is a collection of information from key informants, issues to be interviewed and recorded in the document form provided. The researcher discussed the research results according to the objectives as follows:

1. Potential of cultural tourism sites by communities in Chiang Khan District, Loei Province - The potential of the area in cultural attractions in terms of accessibility, attractions, activities, accommodations, amenities and services in the tourist sites were examined. Cultural, traditions and way of life of the people in the community were Sun Watthanatham Thai Dam Ban Na Pa Nat, Phu Thok, Kaeng Kut Khu, giving monk on sticky rice on walking street, art and religious culture, temples, archaeological sites, museums, contemporary architecture traditions and way of life of the people in Chiang Khan Community. Corresponds to La-aet Silanoi (2014) {4} described cultural tourism as a purposeful or motivational tourism for participation in activities, education, cultural learning and livelihoods. Infrastructure had been developed and added businesses such as accommodations, restaurants and souvenir shops have been established in order to make community tourism sites more readily available to serve tourists. This affected the tourism composition, making it more attractive to tourists to decide to visit Chiang Khan. In line with Wirasara Boonsomkiat (2011) {5} researched the development of cultural tourism sites in Nakhon Si Thammarat Province at Wat Phra Mahathat Woramahawihan, Wat That Noi and Wat Mokkalan, it was found that the results of Wat Phra Mahathat Woramahawihan were considered as a tourist attraction with the potential to develop into a cultural tourism attraction. From a tourist's point of view, there was a high level of physical satisfaction, access to attractions, value, attractiveness and amenities.

2. Guidelines for promoting tourism in Chiang Khan District, Loei Province - For those involved in the management of cultural tourism, guidelines and proposals

from the interviewees were obtained to use information in the marketing mix to be a part of tourism promotion such as products, prices, distribution channels, marketing promotion, personnel and physical aspects. Most of the key informants commented that Chiang Khan's tourist areas were interesting and beautiful cultural, natural and man-made attractions. These were the sights suitable for tourism. Tourist attractions were Sun Watthanatham Thai Dam Ban Na Pa Nat, Phu Thok, Kaeng Kut Khu, giving monk on sticky rice on walking street, art and religious culture, temples, archaeological sites, museums, contemporary architecture traditions and way of life of the people in Chiang Khan Community. Travelers could afford this price, which was not too high. There were different prices, with tourists taking into account the value for money. In accordance with Seree Wongmonta (2560) {6} explained that marketing mix meant having products that meet the needs of target customers, selling them at acceptable prices and consumers were willing to pay because they saw that it is worthwhile. Travelers used applications and digital technology to reach most tourist destinations, making them more accessible through convenient connections and communication. Today, online media is the most effective means of communication for traveler decisions. All these things make tourists would like to visit and experienced this beautiful nature.

Conclusion

From this study, it was found that there are some interesting points for further study of the results as follows.

1. There should be a study on branding to create a clear identity in the tourist attractions of Chiang Khan District in order to create brand recognition for tourists.
2. There should be studies on the factors related to tourism management in order to promote tourist attractions in terms of capacity to accommodate tourists during festivals or traditions because it is a time when tourists are concentrated very well, which may adversely affect the tourist resources of that area.

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