Development Guideline for Cultural tourism of Thai Ethnic Group: A Case of Thai-Puan Community

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Abstract
This research was aimed to develop the guideline for cultural tourism of Thai-Puan ethnic group in Suphanburi Province, Thailand. The research can be devided into 2 phases as followed: Phase I the questionaires was utilized for survey 400 individual travellers who visited Thai-Puan cultural tourist destinations in Bang Pla Ma District, Suphanburi Province, Thailand about Thai-Puan Ethnic cultural tourism demand. The questionaires were analyzed interm of frequency, percentage, mean and standard deviation. Phase II Brainstorming workshop was conducted with 32 community members in Thai-Puan Community to brainstorm about the problems and obstacles related to Thai-Puan cultural tourism management and interpeted by utilizing content analysis. After workshop, the guideline for cultural toruism was developed. The result found that; There was a high demand for ethnic cultural tourism but the main problems and obstracles were lack of tourism community leader, tourism management knowledge and community participation. The guideline for ethnic cultural tourism development in accordance with the context of the Thai-Puan ethnic group can be presented as "PUAN": Participation, Unity, Achievement and Network.
Keywords: Guideline Development, Ethnic Tourism, Cultural Tourism, Thai-Puan

Introduction
In multiethnic societies, neighborhoods with high concentrations of individuals belonging to the same ethnic group often become tourism destinations. The ethnic boundary has been built through selection of cultural differences as symbols and making the past serve the present.(Chaichana, Jai-aree and Tanpichai, 2018). Cultural tourism Ethnic neighborhoods historically reputed as places to avoid are now home to celebrations of ethnic diversity and have become tourist attractions (Maruyama & Woosnam, 2015). "involves tourists experiencing and having contact with a host population and its cultural expressions, experiencing the uniqueness of culture, heritage and the characters of its place and people" (Wall & Mathieson, 2006, p. 261) and follows principles such as "ensuring authenticity and quality, the provision of a learning environment through interaction and involvement, conserving and protecting resources, and building partnerships" (Boyd, 2002, p. 221 and Lynch, Duinker, Sheehan and Chute, 2011).

Such ethnic cultural tourism is not new, many governments rely on it for economic and cultural development (Henderson, 2003; Walsh & Swain, 2004; Yea, 2002). It is often helpful to ethnic minorities to showcase their culture and revive their traditions (Santos & Yan, 2008; Swain, 1989, 1990). A large number of ethnic minorities are economically challenged…". Disempowerment is a history because discrimination has been a history; economic challenges are a reality because racism has been a reality (Arumugham, 2017). In the context of Thailand, Thailand is a highly multi-ethnic country, with more than 30 distinct ethnic groups. One of the most important ethnic groups in Thailand is the Thai-Puan, who are scattered throughout the country. The Thai-Puan people originally settled in Puan City, located at the northern end of the present-day Lao Democratic Republic. This ethnic group is one of the ethnic groups that have lived in Thailand for a long time. Thai-Puan still maintains its identity both in the way of life, traditions and culture which considered. Moreover, cultural tourism has been long ago and is something that expresses the uniqueness of that ethnicity. It is also a tool to create a tourism activity to respond to specific groups of tourists who are interested in cultural studies in ethnic groups. However, while ethnic tourism may bring economic and social benefits, it can also adversely impact culture and its sense of identity (Yang, 2011).

In order to better manage a cultural tourism site, it is important to understand the cultural tourist. The primary focus of many such sites is often retaining existing tourists due to the lower costs associated with this strategy (Chen and Chen, 2010 and Chen and Rahman, 2018). Moreover, those tourists are more likely to recommend their friends, relatives and other potential tourists to a cultural tourist destination by disseminating positive word-of mouth (Shoemaker and Lewis, 1999).While the number of studies on ethnic CBT and cultural tourism is growing, few focus on ethnic group tourism. Therefore, questions remain regarding the best development guideline. To fill this gap, this study examines cultural tourism development among the Thai-Puan in Suphanburi Province, Thailand. This study will contribute to filling the gap and provide the development guideline for Cultural tourism of Thai Ethnic Group in case of Thai-Puan community. The main contributions of this study are twofold. First, this paper examines the demand of cultural Thai tourists. Second, this study investigates the opinions of Thai Puan people in Suphanburi Province, Thailand for the management of Thai-Puan cultural tourism, and intention to recommend in a cultural tourism context. In particular, we focus on developing a guideline that examines the influence of cultural tourist and opinion of Thai-Puan people in the community.

Cultural Tourism

Since the early 1980s, cultural tourism has been recognized as different from recreational tourism. However, there is no universally accepted definition of "cultural tourism" (Chen & Rahman, 2018; Dolnicar, 2002; Hughes, 2002). Reisinger (2009), for example, defines cultural tourism as a form of special interest and experiential tourism based on participation in new aesthetic, intellectual, emotional, or psychological cultural experiences. Kirshenblatt-Gimblett (1998) believed that heritage is actually a new mode of cultural production that gives a second life to dying ways of life, economies and places. As Mowforth and Munt (2016) have pointed out, culture is as dynamic a feature of human life as society or economy, and change is natural, so that processes of cultural adaptation and change should not be assumed to have negative effects in all cases. Cultural traditions, cultural identity and cultural aspirations give meaning and value to the environment (Robertson, 2009). One of the aims of this study is to provide a definition for cultural tourism specifically in the context of tourism management and the development of a specific vulnerable community.

The Participation of Thai-Puan Community

The Thai-Puan immigrated to provinces across Thailand, especially Suphanburi, where they are found in Bang Pla Ma District and other areas. While the Thai-Puan respect and adhere to

Buddhist practices, they also have their unique cultural practices and traditions inherited over the hundreds of years they have lived in Thailand (Sangsuwanasil, 2017). Many of these customs are related to agriculture and religion. For example, a common practice among the Thai-Puan is the Kam Fah tradition. Kam means respect/worship while Fah refers to the sky or heaven; therefore, this is a tradition of respect for and worship of the heavens. Today, tourism participation is one of the most critical aspects of understanding both tourism demand forecasting and tourism policy (Wu, Zhang, & Fujiwara, 2013). To protect the interests of both host communities and broader society, scholars have proposed involving various stakeholders in order to develop better-informed tourism planning strategies that are more effective, equitable, and legitimate (Lin & Simmons, 2017; Murphy, 1988; Simmons, 1994).

The motivation has the most significant positive effect on low-level community participation and opportunity has the greatest effect on high-level community participation (Rasoolimanesh, Jaafar, Ahmad, and Barghi, 2017). These results can be relevant to explore possible ways in which the Thai-Puan community can be encouraged to participate in the development of tourism by focusing on their motivation and fostering their awareness of the value of their local culture.

Research Objective

This research was aimed to develop the guideline for cultural tourism of Thai-Puan ethnic group in suphanburi province Thailand.

Research Methodology

This study included data for the cultural tourism sample, the following regions were chosen: Thai-Puan communities in the Bang Pla Ma District of Suphanburi Province. The study period lasted approximately 12 months and surveyed cultural tourism of Thai tourists and Thai-Puan in the community. All participants provided written informed consent. The Research Ethics Review Committee for Research Involving Human Research Participants of the Health Science Group at Chulalongkorn University approved the research proposal for this qualitative research.

This research can be divided into 2 phases: Quantitative phase and Qualitative phase

Phase I: Quantitative; Questionnaire: For the primary data, the researcher used questionnaire to collect on Thai tourists' demand with cultural tourism management from 400 people (Wanithbuncha, 2001). To create the questionnaire questions, the researcher studied the cultural tourism in community, using it to develop principles as a guideline for creating question topics and a questionnaire to provide clarity for the respondents on what issues were of interest, rooted in CBT (Suansri, 2003), the cultural tourism concept (Jittangwattana, 2005; Wongvipark, 2004; Timothy, 2011), and applied the principle of analysing tourism management (Buhalis, 2000). The sample was generated using a random or accidental sampling method (Patton, 2015). By choosing from tourists aged 18 years and over, in a similar amount to be able to give opinions, suggestions and be used to develop cultural tourism management. Questionnaire were contained 44 questions about the demand in Thai-Puan cultural tourism that takes about 20 minutes to answer the questionnaire. The questionaire found the content validity with 5 experts examining the accuracy of the content IOC value of 0.81. This questionaire was collected from Thai tourists who travel in Thai-Puan community area, Bang Pla Ma District, Suphanburi Province, Thailand between January - June 2016. Data was analyzed in term of frequency, Mean and Standard Deviation.

Phase II: Qualitative; Brainstorming Technique Workshop: Brainstorming Technique workshop was conducted with 32 selected Thai-Puan community members to analyze

community problems and obstacles in Thai-Puan cultural tourism management. The criteria of the intensity sampling group (Patton, 2015). These 32 people consisted of stakeholders such as; community leaders', local philosopher, chairman of the Thai-Puan Club Member of Suphanburi Province, community committee member and the representatives of people in the Thai-Puan community who had lived in the Thai-Puan community in the Bang Pla Ma District of Suphanburi Province at least 10 years. The brainstorming workshop was conduct on 28 May 2016 at the Lankha Temple, Bang Pla Ma District Suphanburi Province. The questionnaire result from the tourists was presented in brainstorming workshop to motivate workshop participants for considering about demanding of tourists as well as brainstorming for Thai-Puan cultural tourism guideline development. Content analysis was used to interpret the data from this phase.

Research Results

The results are divided into the main contributions of this study are twofold. First, this paper examines the demand of cultural Thai tourists. Second, this study investigates the opinions of Thai Puan people in Suphanburi Province, Thailand for the management of Thai-Puan cultural tourism, and intention to recommend in a cultural tourism context. In particular, we focus on developing a guideline that examines the influence of cultural tourist and opinion of Thai-Puan people in the community.

Phase 1: The Demand for Thai tourist in Thai-Puan Cultural Tourism: Tables 1 and 2 summarize the results of quantitative data analysis of Thai questionnaire. Most respondents within the Thai tourist by themselves.

Table 1 Results of questionnaire survey

Component or Element	Frequency	Percentage (%)
Sex		
Male	153	38.25
Female	247	61.75
The number of times that Thai-Puan cultural travel		
First time	144	36.00
More than 2 times	169	42.25
Travel	263	65.75
Study the knowledge of Thai-Puan culture	191	47.75
Recognition of tourist information from sources		
Word of Mouth	222	55.50
Publications / brochures / newspapers	161	40.25
demand for travel again	320	80.00
May return to travel again	80	20.00
Demand for Thai-Puan's products or souvenirs		
Souvenirs from traditional performances	158	39.50
Handicrafts of Thai-Puan weave machinery	156	39.00
Demand for Thai-Puan's Activities		
Thai-Puan cultural learning	260	65.00
Worship sacred sites	203	50.75
Demand for Thai-Puan's Attraction		
Uniqueness of the attraction	273	68.25
The beauty of cultural attractions in Thai-Puan community	209	52.25

Table 1 (Con.)

Component or Element	Frequency	Percentage (%)
Cost demand		
500-1,000 baht	229	57.25
1,001-1,500 baht	106	26.50
Physiological demand		
Basic facilities for tourists	219	54.75
Infrastructures of tourist attractions	200	50.00
Advertising and public relations demand		
Publications / brochures / newspapers / journals /	202	50.50
Website / Electronic Media / Internet	185	46.25
Personnel demand		
Good hospitality and service mind of Thai-Puan People	230	57.50
Knowledge and understanding of cultural tourism and community services	217	54.25
Educational and knowledge demand		
Local guide	247	61.75
Learning about occupation / way of life of Thai-Puan community	147	36.75

Table 1 The researcher presented the information in the top two opinion with the most respondents asking each question. The table outlines shows the number of respondents who agreed that they wanted community-led cultural tourism management. For Thai tourist can answer more than 1 answer in each question. The average score on all questionnaire items show that demand of Attraction: uniqueness distinction in local culture was 68.25, with tourism's attractions scoring the highest. In terms of demand of Activities: study of Thai-Puan culture have the highest level overall, with an average of 65.00. Regarding in educational and develop knowledge demand: local guide, the average is 61.75. In other words, local citizens pay more attention to the development of the most attractive sites, seeing this as the best way to develop local cultural attractions.

Table 2 Thai tourist's opinions on satisfaction in Thai-Puan cultural tourism

Component or element	Mean	Standard
The attraction of cultural tourism in the community	3.84	.673
Physical aspects of Thai-Puan cultural attractions	3.61	.732
Marketing and communication for tourists	3.45	.738
Personnel in tourism destinations	3.81	.710
Learning / Participation	3.70	.798
Tourism activities	3.65	.783

Table 2 shows that most respondents focused on the attraction of cultural tourism within the Thai-Puan community in order to maintain the uniqueness of Thai-Puan culture. This item had the highest level of demand. The mean value is 3.84, with a standard deviation of .673. These results are indicative of Thai tourist views on cultural tourism development. The Thai tourist demand to focus on the personnel in tourism destinations in the community demand to support them by providing history information to achievement participate in tourism development. The mean value is 3.81, with a standard deviation of .710.

Phase 2: Brainstroming: Brainstroming workshop was conduct for brainstorming about problems and obstacles related to Thai-Puan cultural tourism management. The result found that participants lacked in confidence in their ability to manage cultural tourism and lacked of understanding in tourism management. Qualitative data by using content analysis can be presented in table 3

Table 3 Thai-Puan' opinions on analyze the problems of the Thai-Puan community by brainstorming methods**.**

Component or element	Thai-Puan's Opinion
The Facility in Thai-Puan	Transportation within community area was not complete
The attraction of cultural tourism	There are no archaeological sites or museum for tourists
The public relation	Lack of tourism public relations and tourism
Homestay	Thai-Puan community are not interested in providing homestay services.

Table 3 shown that the present opinions and find guideline to develop Thai-Puan cultural tourism of people in the community. For many factors, it was found that lack of budget for managing, lack of understanding of tourism in the community as well as the lack of continuous cooperation to support tourism from local authorities / government agencies which people in the Thai-Puan community still have to rely on from the local government. Moreover, in terms of public relations, tourism is not comprehensive including lack of clarity in the management of public relations media in the manner of publications meaningful signs such as Thai-Puan cultural tourism guide, leaflets, video media etc. are in the plan to proceed.

Discussions and Recommendation

According to the result of the Thai tourist show that the demand of attraction: uniqueness distinction in local culture was 68.25, with tourism's attractions scoring the highest. In terms of demand of activities: study of Thai-Puan culture have the highest level overall, with an average of 65.00. Regarding in educational and develop knowledge demand: local guide, the average is 61.75 which corresponds to the concept of tourist behavior as various exchange behavior that always happens to tourists and proceed under the reflection of the environment (Jittangwattana, 2005. The results in the demand of Thai tourists are consistent with the concepts of many authors, Chen and Rahman (2018) examine that when a tourist is seeking a deep experience in regard to a new culture, the tourist will be more open to interacting with the new culture, and in the process the tourist will get to experience the culture more closely and is more likely to appreciate the culture. Tourists increasingly want to 'live like a local', whether it is to avoid being labelled as a tourist, or if it is because the 'local' has become the new touchstone of authenticity (Russo & Richards, 2016). What is the meaning of the 'local' for the 'locals' themselves, as well as the other groups who pass through the community? This is a question that tourists struggle with, as do many destinations, who create a new range of labels for visitors as 'temporary citizens' or 'global citizens' or 'global nomads' (Kannisto, 2018).

From the Brainstorming, our results showed that community-led tourism management lacks leadership, knowledge, and participation. In the case of the Thai-Puan people in our study, this was due to a variety of factors, including the relocation of working-age adults to other occupations. As a result, Thai-Puan culture was diminishing instead of being passed from one generation to the next, and local wisdom was being lost. The value focus of cultural tourism also often depends on the governance style. But there has been little research on the types of

governance arrangements or 'regimes' that promote, support and develop cultural tourism, how these operate and the consequences they have (Greg, 2018).

One solution to such problems is to encourage community participation and to create a space where people come together to share their ideas, make decisions, and solve problems themselves. As well as effective management techniques, including an awareness of how input, method, output, and feedback (Griffin, 1999) can be used to effectively organize, staff, and direct tourism efforts. Finally, an understanding of local culture is imperative for active cultural tourism, which must be adapted to local cultural needs (Lawler, Nadler, & Cammann, 1980; Moulin, 1995).

After conducting a survey of the demand of Thai tourist and the opinion of Thai-Puan people cultural tourism management among the Thai-Puan community, can be used as a guideline for cultural tourism development in accordance with the context of the Thai-Puan ethnic group which can present the guidelines for promoting Thai-Puan cultural tourism in Thailand by using the potential of the area, namely "Puan"

P = Participation; raise the community participation to improve potentiality of the community for Thai-Puan cultural management.

U = Unity; creating harmony in the community for developing cultural tourism in community area.

A = Achievement is creating guidelines for managing cultural tourism in accordance with the area context to achieve the goals of community success.

N = Network is creating a network for tourism management in order to network Thai-Puan communities in other areas.

Using this guidelines can be result for Thai-Puan cultural tourism development. This guidelines can also promote the uniqueness of the community. And can be used as tools to make Thai-Puan community consider their cultural tourism resource. However, the guideline used with considering about the community context. Community leaders and local citizens should manage Thai-Puan cultural tourism themselves for maximizing the benefits of cultural tourism and fully participate without changing their way of life.

This study would provide the Thai-Puan community with personnel resources to manage and develop cultural tourism in a tangible way and develop more knowledge in tourism management of Thai-Puan communities in other provinces.

However, this study has some limitations, including its duration and the difficulties inherent in coordinating willing participants. In addition, this research was conducted in a Thai-Puan community in the Suphanburi Province: future research must examine if these results differ in other regions.

Future research should promote participation and PAR principles in Thai-Puan communities in other provinces. Cultural tourism management should be promote participation in these communities, and we aim to strengthen the Thai and Thai-Puan cultural network.

Acknowledgments

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