

Potential Development in Community Tourism Attractions in Landokmai Sub-district, Kamphaeng Phet Province

Ogama Jakae¹

Itldharom Mitsuvan Singhara²

Supharit Tharathipnara³

Viyuda Thipviset⁴

Suttheera Kumboonruang⁵

ABSTRACT

Guidelines for Potential Sustainable Community Tourism Development consist of culture, identity, nature, strong community, self-management, good hospitality, and professional leadership as well as government sector support. This research aimed to study potential tourism attractions in Landokmai Sub-district and to find out the guidelines for the potential development of tourism attractions in Landokmai Sub-district and the results of using these guidelines for the potential development of tourism attractions in Landokmai Sub-district, Kamphaeng Phet Province, Thailand. This qualitative and quantitative research employed mixed methods, including a semi-structured interview, a community survey, a focus group

^{1 3 4 5} Faculty of Humanities and Social Sciences, Kamphaeng Phet Rajabhat University, Kamphaengphet, Thailand 63000.

² Community Researcher

discussion, and questionnaires. The analysis was separated into two parts: researchers and questionnaires. The key informants were the leaders of the villages or communities, the representatives of the communities, and the people in the communities, consisting of 110 people from 11 communities in Landokmai Sub-district. The research tool was a community tourism potential assessment to enter the community tourism certification process of special Designated Areas for Sustainable Tourism Administration (Public Organization) (DASTA), Sukhothai area. The data collected was analyzed by means of percentage, frequency, and standard deviation. Content analysis was also applied.

The results showed that (1) the potential tourist attractions in the social and cultural dimension were associated with a strong community and culture of local wisdom of foods and (2) the guidelines for potential development of tourism attractions in Landokmai Sub-district, including people, communities, and government sections will help collaborative learning for tourism sustainability. The community available dimension is related to the local wisdom of food and identities. In addition, the natural resources dimension is connected to the sufficiency economy philosophy. Here, the community organization gave the opinions that all were associated with the communities' participation. In terms of the location dimension, it had distinct of the nature and the ability to easily access dimension which was comfortable to link with the main route of tourism attractions. The opportunity for development dimension was related to the local wisdoms, cultures, resources, and

government section. The marketing and management for tourism dimension got the guidelines for running the plan in Landokmai local government administration. Finally, using the guidelines for the potential development of tourism attractions in Landokmai Sub-district resulted in 16 guidelines for tourism community plan into the main plan of Local government administration and they can be used as a framework for sustainable tourism community management.

Keywords: potential development, tourism attractions, cultural tourism concept

Introduction

The context of the world changes makes the tourists flow into the tourism. Tourism has become an important part of gross national income and manufactory development to the country under the capitalist economy and the development of the tourism industry in Thailand, focusing on tourism area for getting income and empowering the people for raising tourism community effectively. According to Richards (2001), the analysis of the National Tourism Development Board Policy Committee in 2012-2016 focused on the issues that was important to the tourism development of Thailand's Ministry of Tourism and Sports that identified the vary of strengths of the Thailand's tourism industry; for example, the dimension of economy of tourism of the country, and the creative tourism economy. Moreover, Thailand is the hub center of the South East Asia region and lead to the gate of the Mekong River Basin, having the unique and

identity of a new availability of innovation together with the government policy driving dynamic of Public-Private Collaboration of the provincial. The collaboration with the private, the people, and the government section has driven the area and community for the uplifting of the local product's innovation. "The movement of people to cultural attractions is from their normal place of residence with the intention of gathering new information and experiences to satisfy their cultural needs."

This concept is the preservation of true cultural heritage in that the inheritance of cultural heritage should be preserved and local cultural heritage should be inherited to promote and use research findings on the cultural heritage. Intangible cultural heritage consists of immaterial cultural expressions in a diverse representation of living human heritage and the most important vehicle of cultural diversity (United Nations Educational, Scientific and Cultural Organization [UNESCO], 2000). Cultural heritage is a major factor in creating and inheriting gender roles and identity, which is important for gender equality. Cultural heritage enables society to inherit values and norms, while creating expectations related to the gender and sexual identity of community members (United Nations Educational, Scientific and Cultural Organization [UNESCO], 2017). Modernity makes one part of the people turn to real life. The real-life community tourism makes the cost of living in the community, attraction, wisdom, lifestyle, culture, and creative economy changing income to be the value of what is already there. The community construction can bring out the wisdom that exists in the local community for empowerment to the guidelines for the potential development of tourism

attractions in Landokmai Sub-district, Kamphaeng Phet Province.

This research aimed to present the framework of potential tourism attractions in Landokmai Sub-district and the element of area development for tourism development together with the income to the community and locals. The guidelines for the potential development of tourism attractions in Landokmai Sub-district will be a framework for the local government administration and for others who are related to both community and government sector in supporting the local sustainability.

Purposes

The purposes of this research were to 1) study potential tourism attractions in Landokmai Sub-district, 2) to find out guidelines for potential development of tourism attractions in Landokmai Sub-district, and 3) to study the results of using guidelines for potential development of tourism attraction in Landokmai Sub-district, Kamphaeng Phet Province.

Literature Review

Potential Tourism Attraction and Tourism Management

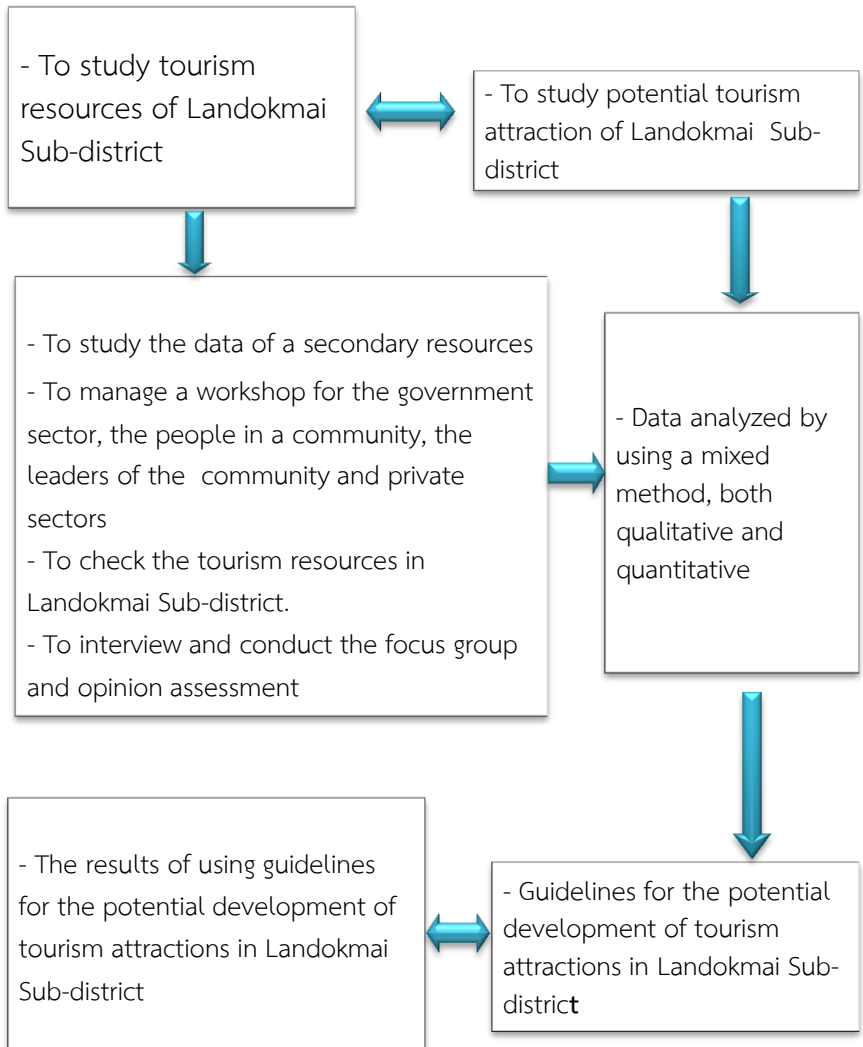
Sustainable tourism attraction was the availability of tourist attractions that has facilitated development, improvement or making changes as well as interesting locals whether or not that was a tourist attraction. The decision of the tourists was necessary as they came to the tourism attraction due to the beauty, the unique and identity, the old of history, the atmosphere, the natural view and the lifestyles, and comfort and

facility to communication (Tabsirak, 2012). Moreover, the ecotourism has to cover the issues of space or area, identity, interaction, and power relationship between host and the visitors (Kawinraweekul, 2018). They came to find out the authenticity of the visitors.

Cultural Tourism Concept

Cultural tourism is traveling to a local place to seek new experiences and learn about the culture of that area and attractive local identities in every area such as language, architecture, tradition, ancient sites, and artifacts. Tourists are drawn to that area by these attractions. More importantly, cultural tourism supports mutual benefit (Rodtassana, 2014). Tongpeng (2011) recognizes the importance of economic, social and environmental sustainability, and adheres to the principle of causing minimal impact on the environment. Kawinraweekul (2018) presented areas, identity, interaction, and power relationship between host and the visitors, and the researcher came to find out the authenticity of the visitors. Besides, the concept of culture is what attracts the visitors to sightseeing and rewarding, makes the income to the community as well as understands heart to heart as the value of lifestyle to the community. The community tourism still helps the conservation of the culture and traditional community both awareness and development for distinct identity to be proud of the products of the community and creative economy can bring income to the community together with the distributors by the local wisdom (Jirinang, 2016).

Conceptual Framework



Picture 1 Conceptual Framework

1.1 Samples

The key informants were the leaders from the villages or communities, the representatives from the communities, and 110 people from 11 communities in Landokmai Sub-district, Kamphaeng Phet Province.

1.2 Research Instruments

This qualitative and quantitative research applied a semi-structured interview, a community survey, a focus group discussion and questionnaires as a mixed method. The analysis was separated into two parts via researchers and questionnaires. The questionnaires were divided into 3 sections: the first section was community data, the second section was general of tourism resources in the community, and the third section was the community availability, including natural resources, culture, community organization, location, opportunity in development, management, and tourism marketing and other suggestions. The research tool was a community tourism potential assessment entering the community tourism certification process of special Designated Areas for Sustainable Tourism Administration (Public Organization) (DASTA): Sukhothai area.

1.3 Data Collection

110 people in the communities in Landokmai Sub-district were the leaders of the villages and people, the representatives in the community. These people were from 11 communities in Landokmai Sub-district.

1.4 Data Analysis

The data collected were analyzed by means of percentage, frequency, standard deviation, and content analysis. The questionnaires were rated to find the mean and standard deviation, based on the criterion development, namely Rating Scale 5 levels (Likert Scale, 1961) in the third section of the community tourism potential assessment to enter the community tourism certification process of special Designated Areas for Sustainable Tourism Administration (Public Organization) (DASTA): Sukhothai area. The 5 levels of rating scale are described as followed:

Level 4	indicates High	means 3.51 - 4.50
Level 3	indicates Moderate	means 2.51 - 3.50
Level 2	indicates Low	means 1.51 - 2.50
Level 1	indicates Rarely low	means 1.00 - 1.50
Level 0	indicates None	means 0 – 09

Results

Part 1: The Potential Tourism Attractions in Landokmai Sub-district, Kamphaeng Phet Province

Section 1: The context in Landokmai Sub-district and general of tourism resources

The Landokmai Sub-district has 11 communities and that it is reachable and comfortable for the tourists to visit. The communities are close to or adjacent to historic site such as Wat Pa Chai Rang Sri (Vihara Buddha Parinirvana), Wat Aran Yi Ka Was

(LuangPorPo Soontaro) and Wat Kalpa Pruek (Vihara 700 years) that are cultural tourism and landscape or beautiful view of Mae Ping river. Pra Ruang Hot Spring is the only one in Thailand that does not smell of sulfur and the tourists can soak or bathe the body for healthy healing.

Section 2: The Context in Landokmai Sub-district

Table 1 shows the identity of the Landokmai Sub-district.

Identity, culture, local wisdom of foods in Landokmai Sub-district	
Local wisdom handicraft	- Bamboo fan handmade and auspicious wooden sign for the houses and shops
The important tradition	- Sprinkle water onto a Buddha image and a gesture of worship during the annual on new Year festival
Beverage as unique	- Herbal Drink (Tamaidaengtai's Signature)
Sweet as signature	- Toddy Palm Cake with Minibanana and Young Coconut Topping (Kanom Tan)
Local wisdom foods	<ul style="list-style-type: none"> - Tamaidaengtai Minibanana Stalk Curry - Tamaidaengtai Thai Pork Curry with Morning Glory - Spicy Minced Catfish Salad with Banana Heart and Fried Banana Cracking - Pea Eggplants in Chilli Dip (Namprik) and Fermented Damocles Tree

Identity, culture, local wisdom of foods in Landokmai Sub-district	
4-5 stars OTOP	<ul style="list-style-type: none"> - Thai Sweet Cereal Bar : Krayasart Ban Ta Mai Daeng (Housewives Group) - Stirred Banana : Tong Kaew Brand (Kor Nam Joan Samakkee Famer Housewives Group)
Religious Sites or Historic Sites	<ul style="list-style-type: none"> - Wat Pa Chai Rang Sri (Vihara Buddha Parinirvana) - Wat Aran Yi Ka Was (LuangPorPo Soontaro) - Wat Kalpa Pruek (Vihara 700 years)

Section 3: The availability of the community in natural resources.

It was found that the potential tourism attractions in Landokmai Sub-district are able to be the guidelines for the potential development of tourism attractions in Landokmai Sub-district, Kamphaeng Phet Provincem, and each dimension of community's readiness is shown in Table 2.

Table 2 The overview of the average and standard deviation of the community tourism potential assessment to enter the community tourism certification process of special Designated Areas for Sustainable Tourism Administration (Public Organization) (DASTA)

contents	\bar{X}	S.D	Readiness community level
1. Natural resources	1.72	0.1193	low
2. Culture	2.12	0.1062	low
3. Community organization	2.76	0.158	Moderate
4. Location	3.15	0.058	Moderate
5. Development opportunity	2.63	0.049	Moderate
6. Management and marketing for tourism	0.0	0.0	None
Total	2.06	0.082	Low

As shown in the table above, the results showed the natural resources ($\bar{x} = 1.72$, S.D = 0.1193) and ($\bar{x} = 2.12$, S.D = 0.1062) of the culture. The community organization ($\bar{x} = 3.58$, S.D = 0.02), location ($\bar{x} = 3.58$, S.D = 0.02) and ($\bar{x} = 3.58$, S.D = 0.02) development opportunity were in moderate, while the management and marketing for tourism did not have the management of assessment to enter the community tourism

certification process of special Designated Areas for Sustainable Tourism Administration ($\bar{x} = 0.0$, S.D = 0.0) due to Landokmai Sub-district was new for a community tourism.

Discussion

This part discusses on the guidelines for each dimension of the tourism attractions in Landokmai Sub-district. The results from this study showed the potential tourism attractions, the guidelines for potential development of tourism attractions, and the results of using guidelines for potential development of tourism attractions in Landokmai Sub-district, Kamphaeng Phet Province. The discussion is divided into three main parts of the purposes as follows.

1. The potential tourism attractions in Landokmai Sub-district, Kamphaeng Phet Province

First, the geographical areas showed dimension of Landokmai, comforted to reach out in the tourism community and there was a natural resource that is Pra Ruang Hot Spring similarly. A study by Min (2015) found that migrant factory workers had low salaries and suffered from problems related to their work and living conditions due to limited support and social security from the government and factories that lack of skills in managing finances and making improvements through work knowledge. Cultural tourism means the journey of people or group of people from a place where was habitat to other places by variety of purposes. This seeks for a new experiences to learn, to sightseeing, and to appreciate the unique and a beautiful culture,

and the value of history as well as the lifestyles of the people in the community. The third of tourists' behavior dimension is related to the respect to each other and the expression of the individual involvement of the people to develop a stronger community. The fourth potential of tourism attractions in Landokmai Sub-district dimension was associated with the cultural food, local wisdom for development to the tourism community as well as to the OTOP lifestyles in Tamaidaengtai community with a local cultural tourism and the local food culture. The fifth attraction dimension was natural tourism, namely Pra Ruang Hot Spring. In the sixth of the facility dimension, it is easy to go for accommodation and travelling together with a good atmosphere of the restaurants alongside the Mae Ping River.

2. The guidelines for potential development of tourism attractions in Landokmai Sub-district, Kamphaeng Phet Province

People, community, and government section would have to learn regarding tourism conservation and resources development in the fullest of hospitality for the tourists. The study concurs with studies by Prastio, Nurzafira, Ibrahim, Susanto, and Roekhan (2020). ADJT uses three types of speech acts, which are directive with the function of prohibiting, ordering, and asking, expressive with the function of thankfulness and commissive speech acts in the function of refusing. It can be concluded that ADJT frequently uses illocutionary acts to deliver information to interlocutors. The factor which is the main element of local cultural heritage shows this by indicating the creator's and inheritor's identities as basic

components of cultural identity with constant creation in response to the historical and social evolution of communities and related persons by connecting with the community culture and the groups of people. True cultural heritage is an inseparable relationship between heritage and human rights (Lenzerini, 2011). In the recent research by Wisuthilak (2017), entitled “Creative Tourism Model Project”, the work group proposed that attributes for creative tourism need to involve local and process attributes based on the attributes of creative tourism activities.

The prompt of community in the overview for the potential development in the areas showed that Landokmai Sub-district had distinct of the local wisdom foods for the community tourism promoted community tourism, it would make its sustainability as follows: 1) in the natural resources, Mae Ping River and Sustainable Economy Philosophy are the value and beautiful resources in Landokmai Sub-district; 2) The culture and tradition; 3) the community organization; 4) the location; 5) the sightseeing and accessible and comfortable area; 6) the opportunity for development which matches in the opinion of the potential new tourism attractions, strong community, and support from the government section continuously, for example, the Tamaidaengtai community was welcoming the diplomatic groups from 15 countries where were from Latin-America, Asia Pacific, and Africa that came from the DAWAWONGSE WAROPAKARN Institute of Foreign Affairs of Thailand for a field trip in studying the “SEP” (Sufficiency Economy Philosophy) in the Landokmai Sub-district on March 1, 2018; 7) in the management and marketing for tourism. Tamaidaengtai was selected from the provincial to be a

community tourism or lifestyles' OTOP. However, the most important is that the local government administration will have to make a plan for tourism management for having the community for self-management and a local government organization which is concerned as a manager or supporter to the knowledge, training, and young tour guide training.

3. The results of using guidelines for potential development of tourism attractions in Landokmai Sub-district, Kamphaengphet Province

Landokmai local government administration had used the main the guidelines for the potential development of tourism attractions and the first time of making the tourism plan for Landokmai Sub-district in order to construct the value of community tourism. This is parallel to the research of the OTOP lifestyles for the provincial and the planning for the government section that is Landokmai local government administration for supporting tourism community, in addition, it can bring the results of using guidelines for the potential development of sustainable tourism attractions. The community identity is the social construction by the community, but it might be different from the one created by the social process. Then, it can be fixed, modified or even changed (Jenkins, 1996: p. 3-4 and Berger and Luckman, 1967: p. 173). Moreover, this research can take the benefits for creative economy of community products in building the income back to the people in the community.

The results of using guidelines for the potential development of tourism attraction in Landokmai sub-district can

help the local government administration and related organization bring the process of the arrangement to make the plans in Landokmai Sub-district. The benefits of this research study can lead the community and educational institutions as well as the local service providers to apply the benefits to the communities; moreover, the educational institutes and the communities had participatory action. People in each community will make their own income. The people's occupation in each community could help community increase their income. Therefore, guidelines for the potential development of tourism attractions in Landokmai Sub-district can lead to prosperity, security, and sustainability as showed in the tourism community mapping.



Picture 2 Tourism community mapping in Landokmai Sub-district, Khamphaeng Phet Province



Picture 3 Tourism community in Landokmai Sub-district, Khamphaeng Phet Province

Conclusion and Recommendation

Further study should focus on applying research results to the management of tourism management in Landokmai Sub district. First, the policy includes the self-management in the community, consultant, and management by professional such as educators from a local university. Moreover, young tour guide training will support the community and a good hospitality. The strong community leads an arrangement in tourism activity to show or present the potential of the community to the Thai Authority Tourism of Thailand. Second, government section or Landokmai local government administration makes understanding to the entrepreneurs, the people in the community as well as the tourists; besides, all stakeholders understand government policies and all tourism activities can run effectively. Third,

travel agents, the community, government section, private section, people, and community could collaborate and show the importance of community tourism. Conservation and improvement of tourist resources in the area for running would be in the process from collecting the data, planning, duty, and responsibility in establishing regulations in tourist attractions, monitoring and evaluating all operations to release the bias effect in the future. Moreover, the right of public relation must be clear to the tourists in the same way for preventing and missing everything in reality. Finally, the tourists should practice on the right that established regulations at the tourist attractions as well as respect the community, traditions, community culture which is related to them. The resource conservation in tourism for sustainability and heritage must be identified the value for the next generation.



Picture 4 Tourism community in Landokmai Sub-district, Khamphaeng Phet Province

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