

**บทความวิจัยจากงานประชุมวิชาการ มหาวิทยาลัยกาฬสินธุ์ ครั้งที่ 1
ที่ได้รับคัดเลือกให้ตีพิมพ์**

**Factors of Tourism Identity Determination in Dino
Road Walking Street, Sahatsakhan District,
Kalasin Province**

Praphon Niamsa¹, Araya Lanumtieng², Hassaya Singsri³ and
Montana Tongsupon⁴

Abstract

The Research aim to 1) Study the historical and context of Dino Road Walking Street 2) Analyze factors of tourism in Dino Road 3) Determine the factors of Tourism Identity in Dino Road. This study was a qualitative research which has total number of sampling population was 50 including the local 10 government sector, 15 local leaders, 25 local people entrepreneurs. The research instruments used in consisted of documentary research, fieldwork research including Interviews Target Sampling, Research Area Survey, Observation and group discussion. The data collecting from group discussion were most obtained to analyze in research which tells the situation of Dino Road from past to present. The Result revealed that, 1. Dino Road in past was the habitat, livelihood, 1st flourish district market, Supporting place for migration from land expropriated from Lampao Dam was built which was established to new district call as “Sahatsakhan District”. Present day the economic in walking street was dull which makes creating Dino Road as Walking Street. 2. Dino Road located on the center of Sahatsakhan district tourism under supervision of Sahatsakhan Tourism

^{1, 3, 4} Lecturer Industrial Design Program, Faculty of Engineering and Industrial technology,
Kalasin University

² Lecturer Communication Arts Program, Faculty of Liberal Arts, Kalasin University

Service Center, surrounding by many tourist attractions and tourist activities as follow 1) Historical Tourist 2) Religion Tourist 3) Agro Tourist as Walking Street itself has various tourists activities such as Walking Street, Local Product shopping, Local food, Folk Plays, Sports and Cultural activities. 3. Tourism Identity factors of Dino Road is to have the Community and Walking Street establishment, Residence Format, Dinosaur, Tradition and Culture following the ideal of Merit district.

Keywords: Tourism Identity, Dino Road Walking Street, Sahatsakhan District, Kalasin Province

Introduction

Dino Road Locate in Ban Nonburee, Nonburee sub-district, Sahatsakhan District, Kalasin Province. Historical of Dino Road begin in 1961 with the evacuation of people by from land expropriated from Lampao Dam was built and move to new land and establish as known as “New District” or “Sahatsakhan” during that time before evacuated people use to live in the land where is wealth and rich natural resource (Lam Pao Dam area in present). Until 2015 Dino Road was create as local community walking street tourist which has activities to present way of local community living in ways of cultural as 1) Folk wisdom inherit such as mat weaving, antiquity sweet and Thai massage 2) Folk tradition such as Candles festival of the Buddhist, elderly festival, Conga dance 3) Homestay residence service and 4) Sahatsakhan tourist service with cooperation from many organize following local education sector and community include people in community, student, elder and tourist to create the activities as alms monk giving in every Saturday morning for making the believe in

Religion and gather people around community to inherit for Buddhism way. Another activity is walking street on every Saturday evening for community tourist and night market, tourist can see the tradition of Conga dance, local product, souvenir and food also some of special event for special day in holiday will following special event such as playing water on Songran day. (Somwung Chaikammee, 2018). Although Dino Road has many value resources for tourist, its still not have tourist as much as it should be because the represent of Dino Road Identity still not shown the outstanding part enough, Tourist come to Dino Road only in big holiday ceremony beside that hardly find tourist in Dino Road. Although the community try to make the public relation by themselves, The strong identity has become the important direction of the community to create to making more interesting and attraction to tourist (Narong Koorooruk, 2018).

Identity is the concept of deep and complicate in modern and contemporary in society its contain the meaning activities of Beliefs, Values, Sanctions, Rules Motives and Satisfaction making the complex of Social Representative to the Identity (Lana Domsic, 2013). Sometimes Cultural creating Identity to separate ourselves out of the others to become the outstanding to create representative image by bring the special characteristic to create the visual memory. Identity connects with the context of space and time (Cultural and Historical) to define the meaning of value to the focus subject (Noochanat Chiangchai, 2015). Identity has effect to communication process by seeing through the creativity with the outstanding idea representative and encourage among different tradition and way of life, local values creation and identities interact and interface (Natasa Urosevic, 2012). The Local Cultural Identity will preserve and develop form the sustainable economic opportunities. The Global Economic leads the way of identity creation during long terms of business

strategies with understand and friendship ideas. The context of local esthetics and exotic tradition is shared makes the way of expanding the cultural heritage inherit effect to economics opportunity for local communities(ペンデル パトリス,2016).

Tourism identity is a type of creative tourism which allow tourist to join the experience in local community way of living doing and activities the same with the local people. By learning the new different tradition and culture makes tourist understand deeply to the cultural heritage inherit. (Suddan Wisudthiluck, 2014). The development of local community tourism has 5 elements adapted from Strasdas (2005) and Suansri (2004) following 1) Economic which are increase the income and creating jobs for local people 2) Political which are participate the people in community, increase the power of the community to others organize and increase more respectful from the other outside the community 3) environment which are control waste disposal, Environment awareness and pollution knowledge 4) Cultural which are understanding different culture and inherit culture 5) social which are improve quality of life, community pride and strong community management organization (Fariborz Aref, 2010). Tourism resource identity with cooperate with local community can classify following 1) Type of resident 2) Local Food 3) Local Products 4) Tradition and Culture 5) Tourism Activities 6) Tourism Attractions (Rapeepan Chantub, 2016).

Research Objectives

1. study the historical and context of Dino Road Walking Street
2. analyze factors of tourism in Dino Road Walking Street
3. Determine the factors of Tourism Identity in Dino Road Walking Street

Research Methodology

This study was a qualitative research following

1. Document Research to gather the data about tendency, situation, statistic about tourism in Kalasin Province. Theory and concept of identity in tourism.

2. Fieldwork research to gather the data from research instrument include in-depth interviews, survey, observation and group discussion with purposive sampling following 3 group include

- 2.1 10 members of Sahatsakhan District Tourism Service Center

- 2.2 15 community leaders and elderly people

- 2.3 25 local entrepreneurs and local people

3. Analyzing data from (1) and (2) and determine the factors of Tourism Identity in Dino Road Walking Street



Figure 1 : Group of local community discussion

Results

1. The Historical about Dino Road Walking Street

Dino Road Locate in Ban Nonburee, Nonburee sub-district, Sahatsakhan District, Kalasin Province. Historical of Dino Road begin in 1961 with the evacuation of people by from land expropriated from Lampao Dam was built and move to new land and establish as known as “New District” or “Sahatsakhan” during that time before evacuated people use

to live in the land where is wealth and rich natural resource (Lampao Dam area in present). After government designed to build Lampao Dam to solved drought problem in Kalasin to move people in the dam construction area to new land by allowing immigrant to deforest nearby new district and some of under dam getting lumber for build new resident which build house in a long dual row opposite with street cut through the middle. The house designed to shared the same wall in each house as a train bogies. This new community design following the government agreement to live in this street people must being trading goods and local products only making street as the center of local community market in Sahatsakhan district at that time. After that when dynamic of economic and the city nearby has growing people in Dino Road moved out to work in industry in the big city makes the community dulled, the community economic was deteriorated until 2015, the community design to revive the Wealth of community again by established the Walking Street known as “Dino Road” (Somwung Chaikammee, 2018)



Figure 2 : Dino Road Walikng Street

<https://nonburee.files.wordpress.com>

2. Factors analyzing of tourism in Dino Road Walking Street

Following the research conceptual framework from Rapeepan Chantub (2016) which shows the factor of classify the identity following 1) Type of Resident 2) Local Food 3) Local Products 4) Tradition and Culture 5) Tourism Activities 6) Tourism Attractions. These factor can analyze and compare to determine the identity of Dino Road into 6 factors as

1) Type of resident has shown in the community house as “Train Bogies” with antique wooden made from deforest and under dam which make the unique antique looks for tourist with the story of “Dedicate Local Community”.



Figure 3 : antique wooden house (Train bogie shaped)

2) Local Food has shown in the community as food product from Lampao Dam such as shrimp, fish, E-san food and sweet namely in theme of dinosaur made by people in Community.



Figure 4 : local food

3) Local Products has shown in the community as handcraft Souvenir, Herbal Product and Clothing made by people in community in each resident will share their product selling in Dino Road earn income for people.



Figure 5 : handcraft dinosaur doll and herbal

4) Tradition and Culture has shown in the community as Conga dance, Folk plays, Buddhist Ceremony which open experience of local tradition to tourist.



Figure 6 : Conga dance and coconut shell shoes

5) Tourism Activities has shown in the community and Tourism Attraction around Dino Road area such as Dam sailing, alms monk giving, shopping food from dam and local community dine (Pha-lang) which tourist can have more activity nearby Dino Road surrounding by many of activities in Sahatsakhan Tourism.



Figure 7 : Dam sailing and alms monk giving

6) Tourism Attractions has shown place of tourism attraction in Sahatsakhan District such as Wat Phuttawat Phu Sing, Sirindhorn Dinosaur Museum, Wat Pootha nimit Phu Khao



Figure 8 : Phu Sing and Thepsuda Bridge

3. Factors Determination of Tourism Identity in Dino Road Walking Street

Dino Road Walking Street has many tourism resources and strong potential local community which can develop to be one of the good place to visit for tourist in Kalasin Province by creating identity from the local high value tourist resources. The most important identity for Dino Road goes to

1) Historical of “Dedicate Cocal community” to leave their wealth land move to the new place for build dam for others people which making their life more uncomfortable and changed their living forever which including the way of their residence change to live together by sharing

the same wall as a shape of train bogie with the unique wooden house format makes the building in Dino Road has more antique, vintage and nostalgia experience feels for tourist

2) Sahatsakhan known as “Merit District” which has strongly worship in Buddhism Religion with less allurements. By surrounding with many of Buddhist temple make Dino Road Waling Street create the event of alms giving to the monk known as “Merit Road” on every Saturday morning with cooperate from many sectors such as government sector, local sector, education sector and local community people which make the alms giving to the monk events is more special for community also the buddhist ceremony holiday annual makes the community organize the event for.

3) Dino Road under the supervision of Sahatsakhan Tourism Service Center was created the Tourist Package known as “Route of Dinosaur Footprint” by making the route to travel in attraction tourism surround Dino road such as Sirindhorn Museum, Wat Phuttawat Phu Sing, Wat Pootha nimit Phu Khao, Lampao Dam and Thepsuda Bridge

4) Tourism activities its on Dino Road and Attraction place around. On the road tourist will have experience to done with the local community people as Folk plays, Dance, Walking on street at night, Alms giving to the monk in the morning, dining local food and sweet (Pha lang), shopping community products, bicycling, running and some special event on buddhist ceremony holiday. Others activities outside walking street has many kind of activities following sailing on dam, eating shrimp and fish food from dam, visit and study the historical of dinosaur which found in Sahatsakhan, seen the fossil of ancient shell, take a view from Thepsuda long bridge across the dam and stay in Homestay.

Discussion

1. From the historical of Dino Road shows that in the past when people move out from the community makes the economic of popular market dulled, people try to survive from the situation by creating the walking street as the new economic to revive the community again as it use to be in the past consist with Fariborz Aref (2010) tells about the economic element will increase the income and creating a job for the people in community and people will awareness and com back to thinking or the community with pride and community will get the development itself

2. Analyzing the community identity will creating the special culture to separate from each others form familiar to becoming the outstanding and create the visual memory in the long terms which will relate to time and space meaning of cultural and Historical relate to idea of development identity of Dino Road consist with the concept from Noochanat Chiangchai (2015)

3. The identity determination of Dino Road in 4 factors by arranging from area data research and analyz of most effectiveness of factors as historical of 1. “Dedicate Local Community”, 2. “Merit District”, as 3. “Route of Dinosaur Footprint” and 4. Tourism Activities which consist with the conceptual framework of Rapee Chantub (2016) which classify type of identity local community tourism to 6 factors. Dino Road has found and arrange group of most effective of the research area as 1) Type of Resident and History or Story behind 2) Tradition and Cultural by creating the characteristic for it 3) Tourism Attraction which makes tourist has more various choice to make the destination following various interest 4) Tourism Activity, Local Food and Products will create new experience to Tourist and Inherit and pride to the local community people.

Conclusion

The Idea of determine the identity of Dino Road walking street comes with the Historical behind the street. Story of people dedicate themselves for many others people and build the new community to wealth in economic and dull by the time has passed by and revive themselves again with the creative way of tourism with the strong connection of people in any sectors in social. After created the identity of visual memory will bring to the next step of development the media in public relation and adding design art work concept to make continuously and endure for the local community tourism.

References

- Fariborz Aref. (2010). Tourism Development in local Communities: As a Community Development Approach. *Journal of American Science, USA*.
- Lana Domsic. (2013). Cultural Heritage and Identity in the Contemporary Tourism Development. *DIEM : Dubrovnik International Economic Meeting, 1(1), Croatia*.
- Narong koorooruk, Interview. (2018). *Historical of Dino Road*. Thailand.
- Natasa Urošević. (2012). Cultural Identity and Cultural Tourism - Between the Local and the Global (A case study of Pula, Croatia). *Singidunum Journal, Croatia*.
- Noochanat Chiangchai. (2015). *The Identity using to Promote Tourism in Lampang Province*. Graduate School, Silpakorn, Thailand.
- Rapeepan Chantub. (2016). *Tourism Identity Factors Affecting the Success of Tourism Management in Chang Ta Kanf. Surin*.
- Suddan Wisudthiluck. 2014. *Creative Tourism in Thailand: Problems and Obstacles Case Studies of Ceramic and Cotton Quilt Making*. Thammasat Review, Thailand.

Somwung Chaikammee, Interview. (2018). *Historical of Sahatsakhan District*.
Thailand.

(ペンデル パトリス, (2016). *Cultural Identity : Tourism Innovation and
Management. The Nagoya Gakuin Daigaku Ronshu ; Journal of
Nagiya Gakuin University; Language and Culture, Japan*