

Guidelines for The Development and Promotion of Community Based - Tourism in Sahatsakan Dino - Road, Sahatsakan District, Kalasin Province

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Abstract

The objectives of this research were to 1) study the potential of tourism resources of Sahatsakhan Dino Road community, Sahatsakhan District, Kalasin Province 2) find out how to develop and promote the tourism industry of Sahatsakhan Dino Road community. The data used in this research was collected from the group discussion. In-depth interview small group discussion and SWOT analyzed to get the true content of community. Then take all the results from every step of the study to analyze the content by triangular comparative study to find the conclusions of the corresponding study as a reliable conclusion in the study and then present the data with descriptive. The true content as the sample collected from all tourism stakeholders who related to the community, both of the representatives of government officers as a policy-makers and the private sector, entrepreneurs and community leaders, people, youth and more part of the community members who lived in the Sahatsakhan Dino road area. Kalasin Province. The research found that the tourism resources of the Sahatsakhan Dino Road community were ready and diversified tourism to present to all the visitors who wanted to learn more

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about the cultural tourism of the northeast of Thailand or E-searn region. The best activity among several activities in Sahatsakhan was “Saturday-Merit Road” which is located in Dino road. This activity is a representative as a tourism promote for the community Based Tourism in this community is the Saturday morning activity along the road that all people come to offer food to the monk, it has acknowledged a lot of attention and popularity from the tourist or visitor who live in other area and all hosts come. More over to promote tourism for Sahatsakhan Dino Road they also present the variety of activity which came from their daily life that was ever more popular in the past. Besides they also use the old traditional dancing show to all of the visitors to join and dance together that they call "Kong-Ka Dance". This activity would show in front of the tourist in the evening of the day, after that all the host would take care of guest to share the best time to learn and live together in the homestay and to learn a cultural tourism in the real community. According to the research results, the sahatsakhan community has the potential to promote the tourism development into Sahatsakhan Dino Road. Firstly, the local product should be developed to be a well-known meaningful, popular and unique. Secondary, the local guides should be improved in order to be able to development community and distribute in the tourism information of the sahatsakhan to the visitors. If the community follow the suggestions, they will they will be the best practice and get more popular and unique that become sustainable.

Keywords : Community-Based Tourism, Sahatsakhan Dino road, Tourism potential

Introduction

From the tourism policy since 2015 under the concept of “Discover Thainess 2015” has focused on the economic development of Thailand to be in the better condition by applying the tourism promotion to play a major role in the development throughout the process of collaboration lead by the Ministry of Tourism and Sports and the Thai Government in 2014 to be well-known. The major concept has presented the “Discover Thainess 2015” for tourists’ reassurance and rejuvenates Thailand’s tourism to be rigorous continually. The 3 major objectives were 1) *Product Approach*, which addressing at values and experiences from tourism and arise of “Amazing Happiness” in Thai’s ways of life 2) *to debut the “12 hidden cities, you can’t say no”*; where tourists are disorientated of their tourism in those cities so the policymaker would like to promote the learning and research to increase tourist visits. The 12 hidden cities have scattered in each region of Thailand, helps distribute incomes from tourism activities and 3) *to support the debut of “Discover Thainess Year”* by the Ministry of Tourism and Sports has created the activities from the festivals around Thailand to presented at the Rajaprosong Intersection and Lumpini Park in Bangkok and also through the “Discover Thainess” parade which reflecting the country’s image through the year 2015. Within the past 12 months, the activities were held in advanced and introduced to tourists through those activities.

Besides, the government sectors have anticipated in the tourism development continuously. The result of the promotion in 2015, the Ministry of Tourism and Sports had improved the strategic plans of Thai tourism reforms in the year 2015 - 2018 and the tourism development must employ the drives and supports from involved sectors seriously and into correct direction such as community; government; entrepreneur and

tourist. The tourism development requires fieldwork survey with local participation to be a success in the tourism development. (Rojrungsat, 2010) Moreover, the tourism development must concern in composed of community-based tourism in control and fully tourism management. Kowattanakul (2013) had stated that the community-based tourism is comprised of 4 areas; 1) natural and cultural resources, 2) community, 3) management and 4) learning which these significant issues have involved in the tourism development consideration altogether. The study of the direction and tendency in year 2020 in “Thai Tourism Scenario 2020” (TAT Marketing Research Department, 2015) able to conclude the direction of Thai tourism in the future in to 4 parts are 1) consumption, 2) infrastructure investment, 3) branding and reposition and 4) sustainability.

Guidelines for the development of administrative strategy of national 18 provincial clusters which directly reporting to the Office of the Strategic Management for coordinating with those 18 provincial cluster networks and bringing up to effectiveness. (Ministry of Interior, 2015) The provincial cluster was outstanding in tourism development and has focused on Thai uniqueness and prominent in culture heritages and the variety of tourism attractions is the Mid - Northeastern Provincial Cluster, which comprised of Roi-et, Khon Kaen, Maharakam and Kalasin under the name “Roikeansarasin”. From the assigned strategy, Kalasin is one of the outstanding province for tourism development because the variety of tourism attractions for tourists depend on their interests and its carrying capacity.

Sahatsakhan, this district is regarded as the center of Kalasin’s tourism dues to the fact that it bears the well-known tourism attractions among tourists such as Sirindhorn Museum of Pu kum Kao where many of tourist visits all year round but during the visits; tourists are not interested in the near by tourism attractions even the places are not very far from the

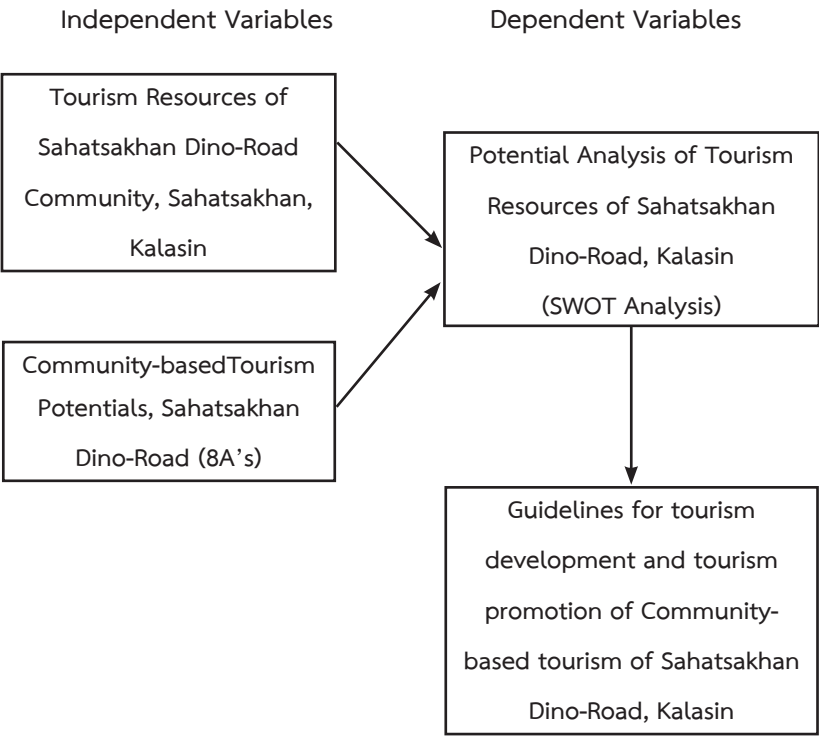
museum for example 1) Pu Kao Buddha Nimit Temple, 2) Pu Singha: the stairways which enshrined the Bhrama Bhalo, 3) Thepsuda Bridge, Lam Pao Dam and 4) Dino Road where communes the cultures. As all tourism attractions mentioned earlier, the tourists are not intended to visit, albeit the places are full of interesting tourism attractions e.g. wear sarong, sit on the mat, giving alms to monks of 9 temple culture and Kong Ka Dance. Such activities came from the community collaboration to conserve the beauty of their cultures. Also, the supportive of Noanburi Municipality to its tourism development. Nevertheless, this community needs to increase the visits that not tufted in one place and bring up the most benefits for the community.

Hence, the authors see the importance of the readiness for its community-based tourism development which requisites the right process and integration of its stakeholder's collaboration; the core will start with the community and expand to the stakeholder of its community's tourism; to counsel, to plan, to manage and to promote its tourism to be in the way of community required. Also, the institution should be the center to drive the tourism development of this community. After the reviews and field surveys with tourism issues in Sahatsakhan District, the authors affirmed to study the guidelines for the development and promotion of community-based tourism in Sahatsakhan Dino-road, Sahatsakhan District, Kalasin Province to create a better understanding and benefits for tourism development to its community within ethical research.

Objectives

- 1) To study the potential of tourism resources of Dino-Road Sahatsakhan Community, Sahatsakhan District, Kalasin Province, Thailand.
- 2) To find guidelines for tourism development and tourism promotion of Dino-Road Sahatsakhan Community, Sahatsakhan District, Kalasin Province, Thailand.

Conceptual Framework



Research Methodology

This study structured from interviews and questionnaires; so that the authors had participated in their community's tourism activities for additional research, besides the review literature to make the descriptive analysis and the study conclusion altogether with the propose of guidelines to reach the community's goal of tourism development.

This study was a descriptive research in order to study the present tourism situation of the community's area which conducted with surveys and applied research. Nonetheless, the qualitative research came from

the focus groups, in-depth interviews and SWOT analysis and applied content analysis also the information gathered from the previous focus group discussions were taken to create the research instrument. The authors collected all needed information and concluded tourism issues from the interviews and triangulation try outs to summarize the study with descriptive research. The data acquisition came from multiple methods, can be detailed as:

Step 1:

The authors had reviewed and collected information needed from theories, documents, and related literatures.

Step 2: Qualitative Research

The authors collected information from the surveys to create the research instrument, also the in-depth interviews with 3 people of administrative authorities in the area (key informants) and the small group discussions with the community's leader at least 5 people gather the significant information to meet the research's objectives. Furthermore, the focus group discussions had been held with the community's representatives who involved driving the tourism to seek out the information from different factors such as time, place, and diverge roles into 4 groups; each group contained 8 people, altogether 32 people.

Step 3

After all information collective and the participation in the community's tourism activities; then SWOT analysis and content analysis.

Step 4

Besides the acquiring analysis, the triangulation was applied to find the conclusion and describe the information with quantitative and qualitative research. Then, return the results and proposed the tourism development and promotion guidelines to its community to improve its tourism in Sahatsakhan Dino-Road Community as follows.

Conclusion

Noanburi community is a township lifestyle. Moo 1 (village/sub-district) of Noanburi Municipality is a trading economy, but there was the conservative of houses and wooden commercial buildings since 1967 which is rare in the present days. The people in the community carry on the wisdoms and traditions for example; mat woven, ancient desserts making, annual festivals, new year merits making, candle festivals, Kongka Dance, water blessing from elders, National Mother Day and Devorohana at the end of Buddhist Lent. Such activities are schedule to be held annually. The Noanburi Municipality with Noanburi's local villagers leads from the Sahatsakhan Tourism Society and Rak Ban kerd Society were pioneers the tourism development in the community. The government and private sectors are agreed to conserve the wooden houses and ancient commercial buildings to be one of the Sahatsakhan tourism resources. Afterwards, the project of Dinosaur's Town (promenade) sprang the Sahatsakhan Dino-Road to promote and develop the area to be one another tourism attraction, so that the tourists are able to learn and see the ancient atmosphere of ways of life along with Noanburi's lifestyle. The project of Sahatsakhan Dino-Road aims for adjoining other near by tourism attractions, and can be divided tourism resources categories as follows.

The natural tourism resources are varieties in the Sahatsakhan Dino-Road Community, they are able to attract tourists of its uniqueness and dignify. Also, the tourism resources in historical and antiques category is magnificent. Besides the arts, cultures, traditions and activities, it should include the identity of "food". There are many local recipes and ingredients with local wisdoms.

The overall of Sahatsakhan Dino-Road Community's tourism resources revealed that its potential of community-based tourism which has influence, impressed, met the requirement to tourists are the tourism

promotion through the historical and antiques, and arts, cultures, traditions and activities namely 1) merit road of Sahatsakhan Dino-Road “Saturday-mat sit- 9 temples of alms given”, 2) Devorohana at the end of Buddhist Lent related to religious activities and 3) Kongka Dance and Long Lam Pao Folk Dance, both of them are used for promoting tourism as the warm welcome to tourists and are able to make tourists participate in the activities. All of them are able to create benefits to the community and bring them up to be the uniqueness tourism resources. The impressive experiences arose from visitors to hosts and then create the revisits and word-of-mouth continuously.

Aside from its tourism potentials which are able to support the tourists, there are other services had received standardized awards to guarantee the quality to special interest of tourists to enjoy, learn and experiment Sahatsakhan Dino-Road Community lifestyle and cultures are as follows;

1) Homestays under the name “Sahatsakhan Dinoroad Homestay” was received the evaluation test and homestay standard in 2016 from Department of Tourism and from Kalasin Province committee.



Picture 1 : Sahatsakhan Dinoroad Homestay

Source: Poom Munpolsri (2016)

2) Rattanyoo-wittaya School or “Home Sook Senior School” began from the average population age in the community; the involved authorities have been supported their health and minds through activities.

Table 1 : Show the SWOT analysis (Strengths, Weaknesses, Opportunities and Threats Analysis) of Sahatsakhan Dino-Road Community

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none">- community has positive attitudes to wards Buddhist cultures- community are good hosts- leaders are forming together and strong will to develop their community- community are collaborative at any age | <ul style="list-style-type: none">- community are lacking of public relation skills- community are lacking of distinctive products- unclear of tourism promotion as the groups (separation and not integration)- unplan in community-based tourism management |
| Opportunities | Threats |
| <ul style="list-style-type: none">- varieties of tourism resources- there are supportive from organizations- standardized homestay- trend of community-based tourism- OTOP village for tourism | <ul style="list-style-type: none">- less perception of tourists to the community- no link with nearby community-based tourism- tourists usually visit the Sirindhorn museum but no further visit Sahatsakhan Dino-Road Community- the community representatives are not tourism driven independently |

With observation, interviews, focus group, and participation in the field study with its community tourism has revealed that some guidelines in tourism development and promotion as:

1. Sahatsakhan Dino-Road community tourism must improve to fully services and standardize its services started from members of tourism club in the community to have knowledge to develop and promote tourism continuously through the designed operation guidelines such as marketing promotion, products development, and creative production for support local villagers' careers and receive incomes from tourism. Self-efficiency theory has been applied with tourism development and promotion follows with the concept of "Dharma lead to development"; which is support the activities related to Dharma for example Home Sook Senior School harmonize with the 3D concept and the threefold training (donate, virtue, pray) and inherit their local wisdoms arrived from small things cumulate to expertise and sustainability.

2. Community should hastily create the tourism itineraries to fit different target groups and able to visit the place all year round. Hence, the field study must have conducted from the community philosophers themselves because the philosophers are aging and born within the knowledge and experience with the place but there might be their health condition concerned with the pass on knowledge. Necessarily to survey and collect information to cover all issues for instance; Kongka Dance, Phu Singha Legend, Phu Singha Eco-Tourism Route from the local philosopher and cultural and historical wisdoms.

3. Promote and create community's identity from the local traditional dress code such as Dino-Road shirts and sarongs. Besides, the education about "good hosts" should be conduct to people in the community. So that, the community-based tourism is driven from the home-stay activities, integrate with alliances to share the same objectives and goals in sustainable development.

Discussion

From the study to find the potential of Sahatsakhan Dino-Road community-based tourism and guidelines to development and tourism promotion revealed that;

1. The potential of community-based tourism resources of Sahatsakhan Dino-Road Community is unique and distinction came after from the merit making trend, wear sarongs, mat sit, 9 temples of giving alms every Saturday morning have practiced continually for 3 years from the beginning of community-based tourism promotion and accepted widely accorded with Pongsakornrangsilp (2014) had studied the community-based tourism management in Ban Krok Krai, Pangna Province, component analysis and the importance to Ban Krok Krai community-based tourism with the used of both participated and not participated in tourism activities, also the in-depth interviews with the community leaders. The study revealed that Ban Krok Krai community-based tourism has operated in the form of community enterprise to serve both international and domestic tourists by raising the outstanding tourism activities. The potentials of Ban Krok Krai community-based tourism are 1) potential of tourism resources, 2) potential of services and quality experiences giving to tourists and 4) potential in participation among community. The major components of sustainability community-based tourism of Ban Krok Krai are the potential of its tourism resources, communities conscious about the natural resources conservation and tourism sustainability more than income benefits. Also, included of the potential of the leaders who are open in both directly and indirectly to the tourism members in the community.

Concord and assure with the potential of community-based tourism in the part of “Attitude”, the positive attitudes among community’s members started with positive thinking in the beginning period of the

tourism development. It is necessary for members who has the devotion for community, ready to drive the community-based tourism and focused on the success and continuously with investigation, follow ups, action and evaluation. Besides, the involvement of the potential of “Leaders” to give opportunities to members to participate in direct and indirect tourism activities, which create the “Participation” and support the democratic action. Asavachai (2015) had studied the community-based tourism development of San Jao Rong Thong Sub-district, Wiseschaichan District, Ang-Thong Province to find its identities in history, traditions, cultures, local wisdom, lifestyle and local products with the participation of community members. This study showed that the San Jao Rong Thong Sub-district has outstanding identities based with which was mentioned earlier to bring up the community values to attract tourists to visit the community into 4 issues are; 1) historical identity, 2) traditional and cultural identity, 3) arts identity and 4) lifestyle identity; which harmonized with Sahatsakhan Dino-Road Community in the participation among community members.

The guidelines for tourism promotion of Sahatsakhan Dino-Road and give importance with the Sahatsakhan Dino-Road must develop to fully service in tourism and make the service standard into the same path started with individual development by educating tourism members of community to apply the designed operation plan. According to Sangngern et al., (2014) had studied the potential of community in the Klong Pra Udom Floating Market operation, Pakkret District, Nonthaburi Province to find the potential of its community to operate the floating market and other affected factors, included with the guidelines of opportunities and threats in the floating market operation. The study showed that the main problem affected to the floating market operation was the community's

public facilities, municipal solid waste, industrial water waste, poor public relations and the lack of natural and environmental conservation, as well as the keep up of the archeological sites in the area. All of mention earlier are the problems occurring in the developing tourism community so the proposed guidelines were that the community should invent the model scheme to solute those problems. Sahatsakhan Dino-Road Community is also using the tourism model scheme to be the operational plan and action.

Recommendations

From the study, field surveyed, and collected with clear process closely with community. The authors gave recommendations into two ways; the research utilization and the future research recommendation.

1) From the study, the Merit Road is the most success in the community-based tourism and can be stated that this is the potential of Sahatsakhan Dino-Road Community that showed the participation among attendees every Saturday morning and form the morning coffee talks after the “giving alms” activities. This research aims to support and give importance of positive image through the effective online channels such as photo activities in Facebook Fanpage and the warm welcome of Sahatsakhan Dino-Road Homestay.

2) To hasty invent the model scheme in the community-based tourism development which gathered from the stakeholders to be the guidelines in clearly operation in the issue of public facilities, also the tourism attraction access and landscape improvement.

3) To promote the tourism activities conservation among community members and pass on the wisdoms and local culture like “Kongka Dance”.

4) To evaluate the homestay operation after the national evaluation to be more improvement and readiness for the ASEAN standard in the next level.

5) After the clearly itineraries, community should spend the time with those itineraries and promote to other people to join the tourism under the name of “Sahatsakhan Dino-Road”.

Future Research Recommendations

For the further research; the authors considered some issues as follows; -

1) the local wisdoms collection to conserve and pass on local cultural heritage to the next generation in the form of documentations for example; urban legends and Phu Singha eco-tourism route.

2) the research of tourism activities which link to the nearby tourism areas and in community.

3) the operational research about the potential of community-based tourism within the local participation to enhance the standard of community-based tourism services to be universally and accepted widely.

4) the approach and active public relations using new technology.

5) the tourism personnel and entrepreneur development in order to support the tourism products and services.

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