



DEVELOPMENT GUIDELINE OF SUSTAINABLE CULTURAL TOURISM MANAGEMENT BASED
ON PEOPLE'S PARTICIPATION OF KLONG YAO VILLAGE, BAAN WHAY SUBDISTRICT,
WAPIPATUM DISTRICT, MAHASARAKHAM PROVINCE, THAILAND.

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ABSTRACT

This research aimed to investigate people's participation cultural tourism management and propose development guideline of sustainable cultural tourism management based on people's participation of Klong Yao village, Baan Whay sub-district, Wapipatum district, Mahasarakham province. Mixed method was utilized for this research. The set of questionnaires was used for collecting quantitative data with 158 local people while the structured interview was used for collecting qualitative data with 3 community leaders. The result of this research revealed that the overview of people's participation at Klong Yao village on sustainable cultural tourism management in all aspects were moderate ($X=3.10$). The participation in the benefit of receiving is the highest mean ($X = 3.36$) followed by the operation ($X = 3.17$), finding problems and causes of the problem ($X = 2.98$) and decision making and planning ($X = 2.89$) respectively while the community leader's participation in tourism of all aspects were excellent. In consequence, the sustainable cultural tourism development guideline are consisted of 1) Sustainable tourism administration and management 2) Good economic and quality of life management 3) Cultural heritage conservation and support 4) Sustainable natural and environmental management system and 5) Safety and service.

Keywords: People's Participation, Sustainable Cultural Tourism, Klong Yao Village

INTRODUCTION

As one of the biggest contributors to the global GDP, tourism industry directly employs nearly 77 million people worldwide, which comprises about 3% of the world's total employment. The tourism industry also contributes to indirect employment generation to the tune of 234 million or 8.7 % of the total employment implying that one in every twelve jobs in the world is in the tourism industry. The tourism industry also represents about 12% of the total world exports. Global market trends indicate that long-haul

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travel, neighboring country tourism, rural and ethnic tourism, wellness and health holidays, cultural tourism, spiritualism, ecotourism, sports and adventure holidays, and coastal tourism and cruises are a few emerging areas of tourist interest. Further, world tourist arrivals in Asia are likely to grow faster than arrivals in Europe and the Asian market share of world tourism would steadily increase until 2020. The shifts in key trends thus represent greater opportunities for developing economies (since tourism brings with it key benefits of boosting foreign exchange while creating jobs). It also creates avenues to develop niche areas such as coastal tourism, medical tourism and rural tourism to enhance the tourist value of destinations. (Gujarat Infrastructure Development Board (GIDB), 2020)

Tourism is one of the most important sectors driving the Thai economy, which can continuously generate high income for Thailand. The number of international tourist arrivals to Thailand in 2018 reached 38.12 million people, up 7.1 percent. Although the second half of 2018 has shown slow pace of international tourist arrivals due to the different factors from each nationality, the number recovered during the last 2 months of 2018 thanks to the tourist season and the Visa on Arrival fee waved for 21 countries. Hence, in 2018, Thailand received approximately THB 2.01 trillion in revenue from the arrival of international tourists. Tourists travelling from ASEAN, South Korea and Japan to Thailand shows promising signs, while clear recovery of Chinese tourists is expected during the second half of this year. However, the number of Chinese tourist arrivals to Thailand still depends on the Chinese economy, the Yuan currency and the highly competitive tourism sector in Japan, South Korea and Vietnam. (Kasikorn Bank, 2019)

Moreover, Tourism industry is currently high extension. It has an important role to economic system of Thailand. It is the source of foreign currency income, employment, infrastructure development and Tourism industry investment. Moreover, it distributes the progression to provincial part. In order to compete in the world tourism market, the cabinet announced tourism as the national agenda on April 17, 2009. Furthermore, the cabinet assigned the Ministry of Tourism and sports responds on the creation of short and long tourism recovery plan on April 20, 2009. The objectives of the plan are recovery and stimulation tourism industry to be expanded and sustainability, precipitation the quality of tourism income earning which lead to develop Thailand tourism for being readiness on quality and competitive potential with another country. In addition, it generates employment and distributes the tourism income to the provincial part which goes together with the sustainable development. (Ministry of Tourism and sports, 2011)

Northeast Thailand, also known as Isan, is home to 20 provinces. Sharing borders with Laos and Cambodia, it is Thailand's largest region. There are four main cities, often collectively referred to as "The Big Four": Nakhon Ratchasima, Ubon Ratchathani, Udon Thani, and Khon Kaen. There are many differences as similarities to the rest of Thailand. The language, food and culture are more Lao than Thai, with hearty helpings of Khmer and Vietnamese thrown into the mix. Isan is as its home to some of Thailand's best historic sites, national parks and festivals. Moreover, the fantastic attractions and daily interactions could end up being highlights to travel for both of Thai and foreign tourist.



Maharakham province locates in the center of Northeastern, Thailand. It was called Takasila Nakorn (City of Education) where is peace atmosphere. Moreover, it was publicized as the province of Thailand that people are happiness the most. The index that make the trustworthiness to the tourists when they come to visit Maharakham are No illness, peaceful city, good environment, safety of life and goodness city (Department of Mental Health, 2006). In order that, there are many places and attraction for travelling in Maharakham province such as Santarat stupa, Mahachai temple museum, Mahathat stupa, The Research Institute of Northeastern Art and Culture, Phra That Na dun (Nadun stupa), Nongkuanchang handicraft village, Mongkol Standing Buddha, Mingmuang Buddha Image, Ban Paeng Weaving Reed Mat Agro Tourism Center, Pottery village, Klong Yao Village etc. (Maythawin, 2009)

Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions (World Tourism Organization (UNWTO), 2019).

Klong Yao is the Thai word for calling the long drum. In Maharakham province, there is one village that produce Klong Yao by hand. It is unique culture and valuable wisdom that took place in the long past and was passed down to younger generation ever since. Klong Yao relates to local people at Wapipatum district for a long time. It is produced for using in cultural activity and trade. Nowadays, the use of or playing the long drums are for competition at the district's annual Amazing Long Drum Playing Festival (On son klong yao chao Wapi khong dee puen ban of Maharakham) began for the first time in 1996 (Sitthisak, 2018). This festival is annual event that tourists can entertain themselves with Thai cultural activities from the folkway with long drum such as the drum producing, local dance with long drum, annual long drum celebration, agriculture and learn how local people pass on their knowledge to the next generation but lack of stakeholders's participation of Klong Yao village, Baan Whay sub-district, Wapipatum district, Maharakham province.

As aforementioned above, this research aims to investigate people's participation on cultural tourism management and propose development guideline on sustainable cultural tourism management based on people's participation of Klong Yao village, Baan Whay sub-district, Wapipatum district, Maharakham province to be cultural tourist destination following the national agenda upon the sustainable people's participation.

LITERATURE REVIEW

Cultural tourism

The main usage of the term cultural tourism involves the consumption of a wide range of cultural manifestations like heritage, art, folklore and etc. by tourists. Cultural tourism can be generally seen as a



sociocultural relationship between people which is promoted, moderated and mediated by a range of various factors including, planners, politicians, researchers, marketing professionals, travel agencies and so on. Cultural tourism can be regarded as a meeting between social systems and cultures which will produce changes in both of them (Smith, 1992). As a social practice, cultural tourism reconstructs or constructs identities (e.g. nationalism, social identities, and transnationalism) and will eventually contribute to globalization and framing a globalized world. (Bauman, 1999). Bonink (1992) identifies two approaches regarding the definition of cultural tourism; the sites and monuments approach, focusing on explaining the type of attractions visited by cultural tourists, which mainly describes culture as a product (Richards, 1996). This quantitative approach simply assumes cultural tourism as a consumer of cultural attractions and proposes a relatively limited view of the motivations and activities of cultural tourists, thus restricting its analysis to specific attractions and sites (Sina, Naciye, Nima and Fereshte, 2016).

Sustainable tourism

Sustainable tourism is a tourism which is an achieving growth in a manner that does not deplete the natural and built environment and preserve the cultural, history, heritage, and arts of the local community (Edgell, 2006). Moreover, it means achieving a particular combination of numbers and types of visitors, the cumulative effect of whose activities at a given destination, together with the actions of servicing businesses, can continue into the foreseeable future without damaging the quality of the environment on which the activities are based (Middleton, 1998). In addition, sustainable tourism is tourism which people can participate and gain benefit from such as income or even facilities in community which are developed from tourism activities. Not only will the resources and local people get benefit from sustainable tourism, but also the private sector. In terms of tourists, sustainable tourism is an instrument to make them realize about the importance of resources, when they are satisfied with tourism, at the same time they might not destroy tourism resources because they will keep in their mind that the resources belong to them. Nevertheless, sustainable tourism effort should be realized with effective, which should not be left behind to the next generations to solve it because they like the present generation will use the resources without solving the problems from the former generation as the concept of sustainable development (Maythawin & Suwattana, 2015).

People's participation

Participation is the result of an overall agreement between members of a group whose intention and direction for changing are enough to generating a new project. The National Village and Urban Community Fund Office, the Office of Institute of Rajabhat Council and the Office of the Higher Education Commission (2002) specified participation as that people or community can participate in decision on local development policy and participate in benefit distribution as well as participate in any projects evaluation control of their local. Furthermore, Wanruks Mingmaneeakin (1988) summarized that people participation is an active and full participation of stakeholders in every step of community development project,



especially participation in power, decision and responsibility. Participation assures that stakeholders meet their demand and get benefit equally which were related with the Ladder of citizen participation concept of Sherry Arnstein (1969) who has been writing in 1969 about citizen involvement in planning processes in the United States, described a “ladder of citizen participation” that showed participation ranging from high to low. The ladder is a guide to seeing who has power when important decisions are being made. It has survived for so long because people continue to confront processes that refuse to consider anything beyond the bottom rungs. In conclusion, participation means that people are closely involved in the economic, social and cultural and political processes that affect their lives. People may in some cases have a complete and direct control over these processes – in other cases the control may be partial or indirect. People have constant access to decision making and power. Participation in this sense is an essential element of human development. It generally refers to people’s involvement in particular projects or programs. But today, participation means an overall development strategy focusing on the central role that people should play in all spheres of life. Human development involves widening their choice and greater participation enables people to gain for themselves, access to a much broader range of opportunities (Maythawin & Suwattana, 2015).

METHODOLOGY

Population

1. Population: people at Klong Yao village, Baan Whay sub- district, Wapipatum district, Mahasarakham province with 74 families which are 126 males and 135 females in total 261 people.
2. Community leaders: Village leader, Chairman of Klong Yao producing group and local governmental representative

Sampling group and key informants

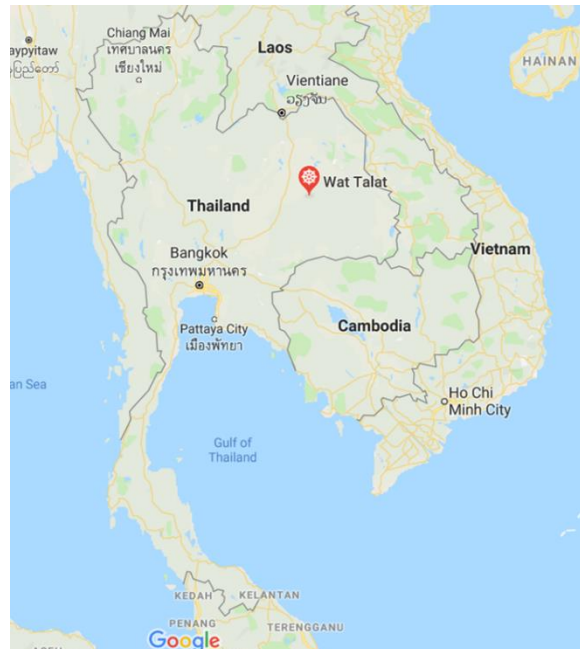
The number of sampling group are 158 local people and 3 key informants are Village leader, Chairman of Klong Yao producing group and local governmental representative

In order that these sampling group and key informants were selected by the purposive sampling method which based on the researcher's decision and related with the research objectives.

Study area

The study area is at Klong Yao village, Baan Whay sub- district, Wapipatum district, Mahasarakham province, Thailand.

Figure 1 Location of Klong Yao village



Source: Google maps

Research instruments

The research instruments were questionnaire and interview-form which were created following the research objectives and framework which consist the area as follow:

- Participation in tourism problem finding
- Participation in tourism decision and planning
- Participation in tourism operation
- Participation in tourism benefit receiving

RESULT

Result from questionnaire with Local people

General data

The majority of local people is female (68%), follows by male (32%). The most of local's age is between 41-50 year (32%), follows by age between 51- 60 year (27%). The most of local people's education is primary school level (71%), follows by high school level (14%). The most of local's occupation is an agriculture (37%), follows by a private entrepreneur (21%). The most of local people's monthly income is between 10,001-20,000Baht (47%), follows by monthly income less than 10,000 Baht (41%)



Local people's participation on sustainable tourism management of Klong Yao village, Baan Whay sub-district, Wapipatum district, Mahasarakham province

The overview of people's participation on sustainable cultural tourism management of Klong Yao village, Baan Whay sub-district, Wapipatum district, Mahasarakham province was shown in table 1.

Table 1 The overview of local people's participation in sustainable tourism management in all aspects

Area	X	SD	Level
1.Participation in tourism problem finding	2.98	1.317	Moderate
2.Participation in tourism decision and planning	2.89	1.383	Moderate
3.Participation in tourism operation	3.17	1.343	Moderate
4.Participation in tourism benefit receiving	3.36	1.299	Moderate
Total	3.10	1.336	Moderate

Source: Author

According to table 1, the overview of local people's participation on sustainable cultural tourism management in all area is moderate ($X=3.10$). The highest mean is participation in tourism benefit receiving ($X=3.36$), follows by participation in tourism operation ($X=3.17$) and participation in tourism problem finding ($X=2.98$) while the lowest mean is participation tourism decision and planning ($X=2.89$) respectively which were moderate.

Result from interview-form with the community's leaders

According to interviewing with the community leaders in term of participation on sustainable cultural tourism management of Klong Yao village, Baan Whay sub- district, Wapipatum district, Mahasarakham province in all aspects found that they participated on the excellent level which were participation in tourism problem finding, participation in tourism decision and planning, participation in tourism operation and participation in tourism benefit receiving.

The recommendation of all community leaders are being concerned with the importance of sustainable tourism development by utilizing the principles of community-based tourism (CBT) along with the people's participation. Community-based tourism is one form of sustainable tourism which focused on all aspects. The importance of the political aspect lies on the people's participation in the local administration. Environmental aspect refers to the local resources that all stakeholders have to protect and conserve together. Social aspect refers to all stakeholders in the area. They are responsible for protecting themselves from any harm and their continual development for better livelihood. The cultural aspect includes those that are tangible and intangible which are deemed important in the preservation of the uniqueness of local culture, which may be passed on to the next generation. Finally, economic aspect refers to the revenue that drives any aspect to achieve the stakeholders' participation concept.



Development Guideline of Sustainable Cultural Tourism Management of Klong Yao Village, Banwhay Sub-District, Wapipatum District, Mahasarakham Province

1.Sustainable tourism administration and management

-Emphasizing the people's participation in tourism administration following the transparency and monitoring way.

-Creating the community network for cooperating in tourism development of besides tourism destination for distributing income and development to other community.

- Building the volunteer tourism staff which lead to the good performance tourism staff who do not concentrate on the tourism benefit.

2.Good economic and quality of life management

- Cultural tourism in the local community should bring benefit in all dimensions including; economic, social and environment to the community. Moreover, it leads the quality of life and generates the employment to the community which leads the development of infrastructure to the community as well.

-Other than the tourism season, the community should use the folkway as an cultural tourism instrument for creating the interesting of tourist to visit in the community such as local productivity, homestay, agriculture, fishery and so on. Moreover, local should emphasize cooperation with other outside organization such as private sectors, governmental agency, etc. At the same time, the people participation on tourism activity should be used as the tool of a good economic and quality of life management.

3.Cultural heritage conservation and support

- The local people should give a good hand to conserve and support the cultural heritage as well as the folkway by making a note of community legend. Moreover, the local community should broadcast or describe the community legend to the next generation as well publish in the internet or handbook.

- Carry on the tradition, cultural heritage by performing it in daily life such as local food cooking, weaving, local performing art and so on. At the same time, it responds the national agenda in term of Cultural tourism.

4.Sustainable natural and environmental management system

- The local people should cooperate with each other to take care of the destroying of the natural resources from the insider and outsider.

- The regulation and rule or even law have to be launched for protecting the natural resources and can be the tool to punish the people who destroy public resources and environment.



- Requiring the cooperation of other sectors such as governmental agency and private sectors to train the local people in natural resources and environmental conservation following the correct way. Moreover, the local people should present the conservation project for requiring the budget from the government to protect its natural resources and environment.

- Raising the awareness to the local people by showing the benefit of the resources conservation and the risk of resources destroying.

5.Safety and service

- Local people should be good host and willing to welcome the visitors. Moreover, local people is willing to be the volunteer in taking care of insider and outsider from any harm such as the guard or rescue.

- Indicating the regulation and punishment to the person who break the rule or do some harm activity to both local people and tourist.

CONCLUSION AND DISCUSSION

The result from this research shown that the participation of local people on sustainable cultural tourism management in all aspects were moderate ($X=3.10$) while the participation of community leaders on sustainable cultural tourism management in all aspects were excellent. It shows that the participation on sustainable cultural tourism management at the area between local people and community leaders is different and it will affects to the sustainability of tourism at the community so the community leader should practice and make a clear understanding in tourism to the local people as well as the benefit that they will get from the tourism. While, being concerned with the importance of sustainable tourism development by utilizing the principles of community-based tourism (CBT) along with the people's participation.

Klong Yao is Thai word for calling the long drum. In Mahasarakham province, there is one village that produce Klong Yao by hand. It is unique culture and valuable wisdom that took place in the long past and was passed down to younger generation ever since. Klong Yao relates to local people at Wapipatum district for a long time. It is produced for using in cultural activity and trade. Nowadays, the use of or playing the long drums are for competition at the district's annual Amazing Long Drum Playing Festival (On son klong yao chao Wapi khong dee puen ban of Mahasarakham) began for the first time in 1996 (Sittthisak, 2018). In term of people's participation in tourism at the area is moderate. The local government should promote local people to participate more than now. Moreover, the local government should select the local representatives from direct stakeholder that are local people, leader of Klong Yao band and member of Klong Yao producing group to advice, operate, receive the benefit and evaluate in tourism and act as a committee in Klong Yao annual festival. Meanwhile, this activity can promote all stakeholder's participation to conserve and develop Klong Yao in annual festival equality and sustainability (Tinnakorn, 2018).



In term of development for annual Amazing Long Drum Playing Festival (On son klong yao chao Wapi khong dee puen ban of Mahasarakham, the process of tourism management by local people at Klong Yao village should consist of 1) assessment the possibility of community in tourism management by local people 2) identifying the mission 3) setting the goal and 4) preparing the community in tourism management (Weerapol & Prajet, 2004). Moreover, the local government and local people should sustain Klong Yao producing by training the producing staff to be a professional and produce it properly. At the same time, the local government should support Klong Yao village in budget and OTOP center in Wapipatum district that can be placed Klong Yao for trade and public relation to the tourist and outsider that can bring the income to local community. In addition, local people can realize the important of Klong Yao and conserve the Klong Yao producing as the local wisdom and heritage (Sumitra, 2009).

Finally, the development of Klong Yao village to be sustainable cultural tourism destination are consisted of 1) Sustainable tourism administration and management 2) Good economic and quality of life management 3) Cultural heritage conservation and support 4) Sustainable natural and environmental management system and 5) Safety and service. (Maythawin, 2015).

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