



Development of participatory cultural tourism management strategies case study of Baan Huay Hin Dum community. Amphoe Dan Chang, Changwat Suphanburi

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Abstract

This paper proposes to study the possibilities and/or strategy to effectively develop tourism in the field of art and culture in the community of Baan Huay Hin Dam, Amphoe Danchang in Suphanburi Province, and to advertise in accordance with the way of life thereof, by which the research was conducted in a quality way. The community's potential in tourism development and proper advertisements, by the tactics of managements of tourism in the field of art and culture, runs as follows: 1. Natural resources: the community has its own outstanding natural resources, as the areas remain intact and abound with coverage of thick jungles, along with the Karen tribes name Po, which is supposed to be so far conserved. 2. Community participation: the community has its own outstanding natural resources, as the areas community coordination and participation correspond to each other through local tourism and income thereof, which maintain the old way of life, or to pave way of making through other options. 3. Management: regarding the persistence of the surroundings, social affairs, and culture of the community, their role as a host may provide co-learning among locals and visitors. 4. Learning activities: activities should be designed in accordance with the management of natural resources, surroundings, and culture, and conserve the characteristics of the community. The tourism in the community may create awareness and knowledge into conserving natural resources and culture for both locals and visitors.

Keywords: Development of participatory, cultural tourism management strategies, Baan Huay Hin Dum community.

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1. Introduction

From the past, Tourism has been evolving from the leisure to the main of world-class business, and it has grown significantly. Since the last 30 years. International tourism has grown threefold, and the World Tourism Organization (WTO) has forecast that it will grow twice by the year of 2020. Thailand has seen the importance of economic tourism, and has been promoting the tourism industry since the beginning of the National Economic and Social Development Plan No. 1 (1961 – 1966). From that time, Tourism is the one of the key industries to help Thailand recover from past crises: for example, there are outbreaks in Asia and around the world, and the unrest in the south in 2004, and at the end of the same year, Tsunamis have lost a lot of tourists. That is why “Thailand Happiness on Earth” has been established to create a peaceful image for Thailand. In 2013, political unrest has taken

place in the country, so “The Fall in Love for Thailand” has been used to promote tourism in Thailand to become popular again. (Marketing Research Division, Tourism Authority of Thailand, 2557) The Tourism Development Plan 2555 – 2559 has a vision: “Thailand has the tourism resources that have been qualified and capable for the global travel competition. They can generate and distribute incomes by taking into account the fairness, balance and sustainability.” (Ministry of Tourism and Sports, 2558) It is evident that the competitiveness of Thai tourism is to achieve the global goals in order to bring revenues from tourism into the country. One of the most important factors to achieve this goal is to have good and suitable public relations. Then, the goal of Thai tourism is to distribute income fairly. It means that tourism should not be only concentrated but also be in the big or major cities, such as Bangkok, Chiangmai or Phuket.

Thailand is a country with a wide range of tourist attractions, and has many beautiful tourism places in almost every region. Most tourism places in Thailand

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are traditional, primitive and local cultures. Tourism will contribute to preserve the identity of local traditions and culture in the form of tourism products in Thailand. Therefore, it will contribute to preserve the identity of local traditions and cultures in the form of products in the official site of Tourism Authority of Thailand. Baan Huay Hin Dum community is located at Amphoe Danchang, Suphanburi which there is an identity of the cultural resource. In addition, Suphanburi is not far from Bangkok, so it can be used to create values for the community as well as to preserve the culture and traditions for people in the community

2. Research Objectives

1. To find guidelines and strategies for cultural tourism development in Baan Huay Hin Dum Community at Amphoe Danchang, Suphanburi effectively.

2. To bring the results in order to guide the development of tourism and public relations appropriate to the community of Baan Huay Hin Dum. Amphoe Danchang, Suphanburi. This paper is qualitative research methodology for data collection by using in depth-interview and focus group discussion from related stakeholders both from government sector and private sector such as director of local tourism, community leader, local people and also related documents. Then data analysis to evaluate, conclusion and evaluate the solutions.

3. Reserch Results

1. Results for the contextual study of Baan Huay Hin Dum Community, Amphoe Danchang, Suphanburi

2. Results for the study of potential community for tourism of Baan Huay Hin Dum Community, Amphoe Danchang Suphanburi

3. Results of the study of development strategy in order to promote the participatory tourism.

3.1 *Results for the contextual study of Baan Huay Din Daam Community, Amphoe Danchang, Suphanburi*

The summaries of document analysis and interviews with Baan Huay Hin Dum community representatives, Wang Yao district, Amphoe Danchang, Suphanburi about the participatory cultural tourism can be divided into 4 parts as follows;

Part 1: Natural Resources and Culture

Part 2: The Organization of Community

Part 3: Management

Part 4: Learning

Part 1: Natural Resources and Culture

Baan Huay Hin community has the complete natural resource base due to mountainous conditions that are 700 meters above the sea level. Their beautiful and cool climate all year is suitable for agriculture. Most

of them are vegetables, fruits, and livestock, such as goats. It is also supported by the Agricultural Office of Dan Chang District to be opened as an agricultural tourism site. Therefore, there is a group of farmers in the community, which is established in the organic farming by the headman as the leader in order to carry out their own non-toxic vegetable cultivation. The usage of herbs is to prevent and eliminate pests. Organic vegetables are delicious and safe from toxic substances. It also has the beauty of the scenery and the completeness of nature, such as Putoey National Park, Suan Son Song Nai, and Tapuenkri waterfall as the nearby nature tourism.

Baan Huay Hin Dum Community also preserves the tradition, culture and environment to become last as long as possible because the community has the unique culture, tradition and way of life of Karen hill-tribe people as the local identity composed of the ritual beliefs of the Karen people.

– The sacrificed ceremony and exorcise was by using bamboo bracken the banyan tree. The banyan tree chosen by local people has been in the community with their ancestors. For bamboos used to brace it, each house would cut the bamboo rod equal to the number of members in the house, tie each of them together, decorate them with flowers, and take them to the ceremony with a community leader, who was an old man as a ritualist. The release of fish, turtles and wildlife was also another sacrificed ceremony and exorcise in order to buy life.

– With the faith and respect in the ghost and spirit, the Karen has had their own traditions and rituals related to the witchcraft. It is called Pong Ka Kaue, the witchcraft traditions on T-junction. About 6 months of every year, every house would bring the savory and sweet food to put together in a basket. Then put it to T-junction. It was the belief of the Karen people to feed food for the Abstain who have no relatives. This ceremony was considered as a kind of the charities of the Buddhist Karen people. It was made for the peace and calmness of the people in the village as well.

– The ceremony to tie the wrist has been made on the 15th day of the 5th waxing moon every year. It would be chanted by an abbot, who would use the yellow thread dyed for chanting with worshipping and praying. Participants would wrap the yellow thread that was chanted at his wrists all the time without removing until the new ceremony.

– Another was Sneaky tradition. The Karen people had a specific tradition, which was a Sneaking. This was an opportunity for young people in the village to have more private time to talk and learn to each other. However, because most of them worked in the daily time, they had to do at night instead by beginning with talking and feeling satisfied to each other. The man would find time to date a girl from the evening to late night He would go to the woman's house and climb up to the ladder. This was the first point that the parents

of the women who may not go to bed. If they knew that the young man who was looking for a daughter was a good man, they would go to sleep in order to let him enter the house. The next step was to invade the bedroom. The young man had to kindle the lamp to talk with the woman. If she trusted in him, the light lamp be extinguished. However in the opposite case, if parents disliked him, they might pretend to talk to each other or do any other businesses in order that he could not see her. Although this tradition was approaching in the bedroom, it did not mean that the girl was not going to get married for sure. If both parties were dissatisfied with each other later; for example, the man's habit became bad, there was no need to get married. This was not considered to become corrupted or wrong.

However, currently these traditions' roles have been reduced as with any other ways of life, especially to build the modern house. It has been modified from the wood house that has high basement to a cement house that has the room on the basement as the city house. Thus, Sneaky tradition has been faded away. The only remnants of old people who remember the past when they have had wives with this tradition.

– Eating new rice tradition was another. The Karen people would organize the eating new rice ritual after harvesting rice. The ceremony was similar to the new home tradition. Each home would cook both paddy and sticky rice. The food must be composed of taro and bitter melon. The Karen people believed that the bitter melon had a slow walking style and made the rice abundant throughout the year. Then they would celebrate with the neighbors in the same village by alternating hosts. This tradition was held around February to April every year. The common people who were not Karen are still able to attend this even

– The culture of weaving in Karen Suphan style had the unique pattern. It was designed by the wisdom of the Karen people at Baan Huay Hin Dum.

Part 2: The Organization of Community

Baan Huay Hin Dum Community has been supported by the tourism network within Wanglang District as the existing fund, so people here have been combined to become a group in order to carry out the prototype community. The first sage and community leader said on behalf of the thought community, using local herbs to be conserve the herbs of the Karen people as follows: 1) to know the herbs, 2) to explore the forest with the staff of Putuey National Park, 3) to use herbs in the forest in the home that means some of the herbs from the forest to be planted in their own home, 4) to work with the villagers in the community, and 5) to propagate such a way by entering the competition at both provincial and country levels.

Part 3: Management

The heart of the tourism management serviced by the community is the participation of community members truly, so Baan Huay Hin Dum Commu-

nity found an organization as the driving force for sustainable tourism in the community. The members of the community are involved in problem solving and tourism development under the supervision of the Agricultural Tourism Board, Wang Yao District. These make the rules of the community with the measurement to manage the environment, culture and tourism so that people in the community and visitors can follow, to increase the income of households, and to have the solidarity between Thais and Thai Karens. There is also a fair distribution of benefits to members participating in three professional enterprise groups, as discussed in Part 2.

In addition, the sage and community leaders said that the traditions of Karen people would show the respect and firm commitment to the resources around important traditions, such as the tradition of making bridges, the tradition of bamboo bracken the banyan tree hat is still practiced every 6th month, the tradition of new rice merit or worship of Mae Phosop in the 3rd month. There are also teachings and beliefs about the utilization of forest resources including farming and gardening. Therefore, efforts should be made in order to encourage young people to understand and adhere to traditions and original beliefs related to forests and nature by maintaining traditional activities in each season and having the religious ceremony according to traditions. However, adults and seniors must have a duty to explain the meaning and importance of cultures and rituals.

The management of tourism by the community, CBT, is from Community based Tourism, so it is not easy to manage for maximum benefit in order to become sustainable and balanced in many people. However, interviewing and talking with community leaders makes us keep in mind that community leaders here have a strong role to play, being admitted, having an idea, and having a vision of tourism. They are also supported in many ways by government agencies who give them advices how sustainable tourism should be done, how the incomes should be distributed and allocated in order to prepare the community for sustainable tourism management

These data can be integrated with the management of tourism in the community as follows:

1. Governmental Sector

– Supporting budgets for the community development in tourism

– Supporting the personnel to supervise and provide information on various aspects of tourism in the community

– Supporting for public utilities and facilities for the hygiene and comfort of the community and visitors

– Supporting marketing and public relations activities, such as leaflets, brochures, tourism activities on the website.

2. Private Sector

– Promoting tourism network activities.

– Promoting marketing and public relations activities of the community

3. Local Sector

– Conserving the tourism, culture and environment resources

– Maintaining security in tourist attractions within the community

– Facilitating and providing services to travelers such as community information centers, local guide or a tour guide in the homestay community

– Participation of community in tourism management, such as planning, problem solving, making decisions on tourism activities and joining the benefits.

Part 4: Learning

Baan Huay Hin Dum Community not only has the potential of the area including the natural resources and cultural traditions of the local wisdom that can process the varieties of tourism industry, but also has the potential of local people to bring the readiness in many sectors. People in the community know their roots as well. They can inform data, be ready to learn, unite and work together.

The nature of tourism activities in the community is diverse. It can promote learning for visitors in the lifestyle, cultural tradition and the study of nature. It consists of:

– Visiting and studying the organic farming Visitors can learn how to grow non-toxic vegetables and can keep the vegetables back to cook at home.

– Visiting goats and tasting their milk

Visitors can visit the goat-free farmers group certified farm from the Department of Livestock. Listen to briefings on how to raise the farmer with goat milk rich in nutrition.

– Activities for community forest

Baan Huay Hin Dum is a Thai-Karen ethnic group with a settlement of over 200 years. Visitors can study the livelihood of the community with the forest. Exploitation of forests, and listen to the old man tell stories about Karen community, including cultural traditions, dance performances, wildlife walks.

– Activities for eco-wildlife tourism

The community area has trees ages 500 years old and still has abundance of forest. There is also wildlife in order to see and study, such as tigers, tapirs, red bulls, gibbons, great hornbills, Asiatic black bear, buffalo, banking deer, deer, chamois, etc.

– Visiting processed agricultural products, such as Filipino Banana, fresh Tong Muan, fresh tamarind, including making dishwashing and shampoo from herbs

– Visiting a weaving group

Visitors can learn how to weave in Karen style, and the souvenirs are sold as well.

– Visiting Karen Herb Group

Visitors can study the local wisdom on the use of herbs for life and treatment.

These activities have established the concept of sustainable tourism, the learning process between local

communities and visitors. It is also a conscious effort to conserve natural resources and culture between the community people and visitors as well. It can be determined from four elements as follows:

1. The community has activities in the area of community capacity in terms of the natural resources, manners, traditions, cultures and lifestyle of the community sustainably.

2. The community is aware of tourism activities that affect the community in all aspects, such as the environment, manners, cultures and lifestyle of the community.

3. Considering the participation of all sectors in tourism activities that can affect ecology in the community, traditions, culture and way of life towards tourism.

4. Coordinating the economic demanding, the survival of society and the environmental conservation, manners, cultures and way of life of the community sustainably.

3.2 *Strategic management of cultural tourism in collaboration with the tourism community Baan Huay Hin Dum, Wang Yai District, Amphur Dan-chang, Suphanburi*

The potential for tourism in Baan Huay Din Daam area is as follows:

1. Tourism resources Baan Huay Hin Dum Community is unique and distinctive of natural resources because the area is still abundant with the plants and forest, including the uniqueness of the local Karen culture. That should be worth to preserve. The unique nature of tourism resources can be a point of sale or attraction to tourists, especially traveling to learn the culture and way of life of the local people. Thus, to make tourism become a tool for community development, there should be a guideline for managing cultural tourism.

– Encourage and support children and young people in the community to learn and inherit the local culture continuously, such as weaving the bamboo basket, traditional dance, and ancient weaving. It is also a cultural transfer from the inside to the outside as well.

– Encourage the community to be beautiful in order to show the unique identity and to attract tourists.

– Encourage maps and tourist guides in the community by using the information network as an aid in marketing and public relations for the cultural tourism of the community.

– Encourage the creation of signage at the points of attraction and cultural resources in the community in order to educate and prevent the loss of tourists.

2. Community of Organization and Participation. The community tourism contributes to support the economy of the community and the quality of life of local people. Tourism is an additional income, which can bring income to life because the community people

still continue their traditional way of life, or to create income options for some families. Therefore, the community should have the following guidelines:

- Professional enterprises should be allocated revenue from tourism fairly, and support the development of community and public interest in order to add convenience to tourists and local people themselves.
- The community should provide opportunities for all sectors to participate in planning or making tourism activities in the community, and have a mutual income among the people in community.
- The community should be involved in the planning of community tourism together with all sectors in order to exchange learning and to help to promote cultural tourism on the right way.

3. Management

Community tourism is a tourism, which regards into account the environmental, social and cultural sustainability of the community. It should be determined the direction, management and doing for the community. Community also has an active role in the management of learning for visitors. There are guidelines for doing so.

- To have an organization or mechanism and participation in the community development of the pipeline clearly
- To have the tourism management system of the community and the rule of law in order to manage the tourism of the community to be concrete, and linked to other developments
- To strengthen the community, which should be empowered by the people in the tourism community, such as the training of local guides or tour guide, foreign language training, etc., in order to further the preservation and revitalization of local culture
- To have a systematic and continuing promotion of marketing and public relations
- To have a good service and security in life and property to tourists in terms of hotels, vehicles, tourist guides, as well as good coordination between groups in the community for tourist services

4. Learning Activities

- There should be a design for tourism activities that take the management of natural resources, environment and culture into account.
- Tourism activities can create learning and understanding the way of life. They can build up the culture of the community sustainably and be still uniqueness in themselves.
- Travel activities in the community can create consciousness and knowledge in the conservation of natural resources and culture for the people in the community and visitors.

3.3 Results of the study of development strategy in order to promote the participatory tourism

Community tourism contributes to the economy of the community and the quality of life of local people.

Traveling is an additional income, which can bring that income to life whereas people in the community still continue their traditional way of life, or create income options for some families.

Baan Huay Hin Dum Community is unique and distinctive of natural resources because their area is still abundant from plants and forest. Their local culture is unique to Karen people, and it should be worth keeping to stay. The unique nature of tourism resources can be a point of sale or attraction to tourists, especially the visit to learn the culture and way of life of the local people.

From the above, many communities have developed themselves into tourism, but some of them have become poor quality tourist destinations because of lack of appropriate tourism management in terms of society, culture and environment. Some tourist attractions have been developed according to government policy, while the community personnel are much less contributed in the management of tourist attractions in the community. These make community members lack the knowledge and understanding of community based planning and management. Therefore, the Sustainable Cultural Tourism Management needs to integrate strategies from many fields, such as cultural tourism planning, designing tools for cultural tourism development and creating the network of cooperation organizations as follows.

3.3.1 Strategy: 1 planning cultural development

Planning for tourism development aims to maximize the benefits of both economics and society. It is important that planning is carefully and clearly planned because the tourism industry is associated with natural, cultural, and lifestyle resources. These things are inevitable. Thus planning for tourism development is an important and necessary process to set the framework, direction, steps, and goals for development tourism in order to prevent the development of tourism as a crime and be ultimately detrimental to society.

Therefore, in preparing the cultural tourism development plan of the local community and stakeholders including various agencies need to have meeting or public hearing to be held for comment and acceptance so that they can have mutual understanding and agreement. They must be under the guidance and advice of experts, for the plan must be implemented correctly. Development plan must be easy to understand and may determine a few issues, which must be clear enough to enable stakeholders both inside and outside the community. They can follow in the same direction.

3.3.2 Strategy 2: networking, community organization and participation

Networking is an important strategy for building synergies in management, collaboration, assistance and encouragement to each other in order to promote

the development of tourism by the community. Community tourism is a tourism, which regards into account the sustainability of the environment, society and culture. It must be directed, managed and done by the community that can be an active role in the management and care of learning for visitors. There are guidelines for performances as follows: 1. Create the network of cooperation between organizations, communities and groups related to tourism.

2. Establish the policy, planning and marketing both public and private sectors that are responsible in tourism, such as governmental officers, local politicians, local business owners, tourism associations, shop or souvenir shops owners, and community enterprises, etc.

3. Establish a cooperative network for community tourism management, especially rules to govern the cultural tourism of the community. It can be linked to other developments.

4. The community should have an organization or mechanism. They need to participate in the community development clearly in order to strengthen the community. Therefore, there should be a network of cooperation with all sectors to strengthen the potential of the community in tourism, such as the training of local guides or tour guide, foreign language training, etc. to further the preservation and revitalization of local culture.

5. The community should contribute to the planning of community tourism together with all sectors in order to exchange learning and help to promote cultural tourism on the right way. It should allow all sectors to participate in planning or tourism activities in the community to have a mutual income in both young (pupils / students) and old people,

Therefore, appropriate strategies for developing appropriate tourism and for people to participate in tourism management are as follows:

- Strategic management of natural resources environment and ecology
- Strategy for conservation and inheritance the arts and cultures, traditions and local wisdom
- Strategy for agricultural tourism and economic development in accordance with Sufficiency Economy Philosophy
- Strategy for developing the quality of life of people in the community

4. Conclusion

In conclusion, the community of Baan Huay Hin Dum has the ability for tourism development and promotion for Suphanburi Province. Anyway, the cooperation among stakeholders is the need for the successful tourism management.

The discussion of this research are 2 strategies as follows.

1. Cultural Tourism Planning.
2. Community Network and Participation for Tourism.

The recommendations from the research are

1. The Committee of the community should study the communities which they have the same development concept or plan.
2. The committee of the community should have fair Benefit Sharing system.
3. The committee of the community should have Monitoring and Evaluation system for Tourism Development

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