
**THAI LOCAL TEXTILES ADAPTIVE USING GUIDELINES FOR THAI AND FOREIGN TOURISTS
IN MICE BUSINESS****Donruetai Kovathanakul**

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ABSTRACT

The research project “Thai Local Textiles Adaptive Using Guidelines for Thai and Foreign Tourists in MICE Business” under the research plan “Adaptive Using Local Textiles Guidelines for Creative Cultural Heritage Tourism Development” aims to study the physical evidence and quality of local textiles, by value interpretation to tourists; analyzing the Thai and foreign MICE tourists’ behavior; and proposing an adaptive using local textile innovation. The literature review covers 1. Local textiles, 2. Cultural Heritage, 3. Interpretation for Tourism, 4. Tourists’ Behavior, 5. Meetings, Incentives, Conventions and Exhibitions, and 6. Local Textiles and Consumer Behavior. The research methodology was quantitative research, tourists’ questionnaires and qualitative research, site surveying forms and interview forms. The data analysis is of Thai and foreign tourists who buy local textiles as souvenirs and gifts, not only for themselves but for others. The period of buying is festivals. Foreign tourists buy, more often, on special days and they buy hand-made items more than the ready-made. But Thai tourists favor Thai patterns more than fashion styles. Their favorite colors are solids, light and fresh, in that order. The most popular purchasing channels are department stores and the sites that are off by themselves. They prefer what tourists esteem or souvenirs. The researcher developed the guidelines for the adaptive using guidelines for Thai and foreign MICE tourists from interviews and questionnaires.

Keywords: Local Textile, Adaptive Using, Cultural Heritage Tourism, Creative Tourism

INTRODUCTION**1. The Textile Industry**

“The Textile Industry, from the Latin *texere*, to weave, was originally applied to the weaving of fabrics from fibres, but now it includes a broad range of other processes such as knitting, tufting, felting and so on. It has also been extended to include the making of yarn from natural or synthetic fibres as well as the finishing and dyeing of fabrics.” (International Labour Organization, 2011)

Southeast Asian textiles first served as markers of ethnic identity, created from an extensive range of locally produced and imported raw materials, and were designed using an astonishing number of techniques, distinguishing neighboring communities by pattern, color, and technique, including different types of applique, decorative weaving, tie-dying, batik, and embroidery. The interpretation through the social, cultural, and religious dimensions of this art, the factors that condition how people create textiles, the way these are used, and the meaning of motifs and symbols are explored in detail. Now it has been transformed for use in commercial production which challenges these practices. (adapted from The Textile Museum, 2013; and Maxwell, 1990)

2. Thailand Local Textiles

Textiles are one of the most important features of Thai heritage and culture. The various tribes in southwestern China, Laos, Northern Thailand and Northern Burma developed societies in which clothing represented much more than protection from the elements or economic activity. The colors, patterns and weave all designated the specific tribe, the exact village and the status of the individual villagers. When the Thais moved southward into their present homeland, they brought their clothing and textile culture with them. (Chiangmai & Chiangrai Magazine, 2013)

Figure 1
The Process of Thai Dying and Weaving Textile (Chiangmai & Chiangrai Magazine, 2013)



3. The objectives of this research;

1. To study the physical evidence and quality of the local textiles, by value interpretation to tourists.
2. To analyze the Thai and foreign MICE tourists' behavior to Thai local textiles.
3. To propose an adaptive using local textile innovation conception.

METHODOLOGY

This article uses quantitative research, tourists' questionnaires, and qualitative research, site surveying forms and interview forms.

RESULT

The data analysis is of Thai and foreign tourists who buy local textiles as souvenirs and gifts, not only themselves but for others. The period of buying is festivals. Foreign tourists buy on special days, and buy hand-made items more than the ready-made. But Thai tourists favor Thai patterns more than fashion styles. The favorite colors are solids, light and fresh, in that order. The most popular purchasing channels are department stores, and the sites that are off by themselves. They prefer what tourists esteem or souvenirs. The researcher developed the guidelines for the adaptive using guidelines for Thai and foreign MICE tourists from interviews and questionnaires.

The privacy data analysis: the population was mostly female, as Pensri Charoenwanich et al. (2005), Wibul Janyam (2008), Supitchaya Sornbalee (2005), researched. Definitely, females appreciate beauty and seek products for themselves and others. The population age was between 15-34 years old, students, private company, bachelor's degree, with income around 20,000 Baht. This age is ready for travelling, maturity, studying, graduating, and working, they make decisions about purchasing, their being single or married was the same ranking.

DISCUSSION

The physical evidence and quality of the local textiles

The first objective: studying the physical evidence and quality of the local textiles, by value interpretation to tourists. The tool used was the local textile surveying form. The definition of Local Textiles (Ministry of Education, 2012; Silpakorn University, 2001; Wutikarn Kruamas, 2001; Youth Encyclopedia; www.kanchanapisek.or.th, 2010; Thailand Office of National Economic and Social Development, 2006) is used by the Thai local textile which is produced from natural fibers that are silk and cotton. The materials are different, depending on the native sites. The silk is more complex and more difficult than the cotton. This is why silk was only used occasionally e.g. in the alms traditions, and rituals. But cotton is used in daily life. These materials indicate the social status of the users. From the interviews, the researcher found that the artisans wore out the machines in the process, as stated by Wanna Wuttakul and Yurarat Punyura (1994). In the past, the weaving of handicraft was done as a family duty, or for the community but not for sale. There is a lack of data collection for the local textiles so Silpakorn University (2001) researched a variety of local textile designs for development in adaptive usage. For example, Institutes of Small and Medium Businesses (2013) cited adaptive usage of Thai local textiles for dolls and luxury frame decorations for Thai literature actors. An outstanding case is that of Jim Thompson (www.jimthompson.com, 2010) who designs Thai Silk for bags, scarves and pen cases, etc. The weaving development center (n.d.) states that the assortment of textile adaptives being used creates a contemporary design, the process is to collect data from the Cultural Heritage (Ministry of Culture, 2010), in the form of a databank. UNESCO mentioned this at the Intangible Heritage Convention; the member states signed a memorandum for the protection of the intangible heritage and to preserve the local wisdom as intellectual property thereby, allowing the community and the villagers to get the rights to usage.

Tourism interpretation (Russel Staiff, 2003; after Dean MacCannell, 1976; and John Urry, 1995) defines the significance and value of a site, by its ability to interpret to tourists. The model of material culture is (Barnett W. Pearce, 1994), integrated with the model of Interpretation. The Model of Tourists Attractions and Model of Material Culture, includes a model for the Selection of Content for Material Culture & Interpretation (Russel Staiff, 2003) to generate the concept of cultural heritage interpretation and tourism, as a model for Thailand's best practice, for designing the physical evidence and characteristics of the local textile form.

Tourists' behavior develops the framework, from Chavalnuch Uttayan (2008), the external physical appearance of each person reflects directly to the product and service in the tourism industry, including the process of decision making, the classification of tourists and benefits to the tourists by strategic and marketing activity. Siriwan Sereerat (1994) addresses consumer behaviors in conjunction with product buying by Sandra Forsythe, et al. (n.d.), either conventionally or by the Internet with online purchasing encompassing the buyers' advantages, financial risks, products, and time. However, the questionnaire of Yupin Pongsiri (2003), regarding the cotton purchasing behavior of Thai and foreign tourists, is different. Thais mostly like hand-made cotton, but Japanese, American, and Chinese prefer the ready-made. Elizabeth Kastenholz et al. (2004) mentioned that the social effect to the cultural tourists' behavior is the motivation for the questionnaire data. The case of consumption, the image of the destination, social concerns, and types of travelling, adapted to the research of Rien Lorwimongkol (2006) which studied MICE businesses, found that in the collection data the questionnaire used it as a tool that focused on the MICE tourists. The research's results agreed with the results of ACORN Marketing and Research Consultant (2007). The high-end customers are the target, especially the central, northern, northeastern, southern, and government officer MICE tourists, but the obstacle is the distance to destinations.

The researcher developed the framework from Danai Chanchaochai (2006), who referred to the Combined Destination, the cooperation between the government and the private sector in supporting the linkage between the neighboring countries and increasing domestic tourism's revenue. Kasetsart University (n.d.), and Thailand Convention and Exhibition Bureau (TCEB, 2010), states the expenditure comes from the MICE businesses.

The behavior of Thai and foreign MICE tourists, to local textile adaptive usage in Thailand

Secondly, the objective is to study the behavior of Thai and foreign MICE tourists, to adaptive usage in Thailand. Chavalnuch Uttayan (2008), states that the tourists' behavior reflects the external appearance of the products and services in the tourism industry. Siriwan Sereerat (1994) addressed consumer behavior. The results showed that, Thai and foreign MICE tourists (six W: who, what, why, why, when, and where; and one H how, along with Ruedee Theerawanich and Pimpan Sujarinpong (n.d.)), of the sampling favored shopping in the local Thai textile shops, department stores, and producer shops, for gifts and souvenirs during the periods of New Year, Songkran, and End of Buddhist Lent Festival which is the high season. The solids and pastel colors are popular for dresses on any occasion. However, the main reasons for non-use of the local textiles were because of the high expense, difficulty to up-keep, and the amount of time they can be used, as Supitchaya Sornbalee

(2005), referred to concerning Thai tourists' buying behavior on Sunday Walking Street, Ratchadamnoen, Muang District, Chiangmai. Kritika Sairatchai (2011), found another reason that the sampling did not buy, not just because of price but the ready-made textiles were also more convenient for dress. The results of this research agree with Pensri Charoenwanich et al. (2005), who stated the buying factors consist of product, price, place, and promotion. This is the same result as Kritika Sairatchai (2011), concerning the marketing mix of products and souvenirs for Bangkok tourists, where the questionnaire was the tool and the sample was four hundred Thai and foreign tourists, which showed that the product, price, and place, were in the high rank, and the promotion was in the medium. This differed from Vibul Janyam's (2008), study about the souvenir buying behavior of Lopburee tourists. The local textiles, the color and pattern affected the selecting of the product; the colorful cloths attracted customers. Rapeepat Mundprom and Niruch Sutsung (2011), referred to the existing product, when compared with the developed product, would be appropriate if the new structure still preserved the art value and the site's culture with added value in the functioning. Satisfaction from the product would further motivate the tourists to concentrate on the products, which would increase income to the fabricators and distributors.

Innovations for Thailand local textile adaptive using for MICE Thai and Foreign Tourists

In proposing innovations for Thailand local textile adaptive usage for MICE Thai and Foreign Tourists, the researcher suggests developing modern products and packaging that are more beautiful. The ready-made artifacts should be adapted for routine use. The materials of the local textiles should be of good quality and conserve nature; the foreigners' personality and culture should be the reason for development. The related stakeholders should develop a greater capacity for sales and service. The places of distribution and the advertising should be convenient for buying and selling, and prices should be fair. This agrees with Vibul Janyam (2008), Supitchaya Sornbalee (2005), Aroonwan Tungjantorn and Niruch Sutsung (2011), Ruedee Teeravanich and Pimpun Sujarinpong (n.d.), Rapeepat Munprom and Niruch Sutsung (2011), and Pensri Jaroenwanich et al. (2005). Furthermore, the researcher should study the souvenir buying behavior every two years, and compare this with others destinations.

Guidelines for Thailand local textile adaptive usage for MICE Thai and Foreign Tourists

1. To establish a better understanding with the community
2. Research and study authentic documents and related local textiles.
3. Create a databank of local textiles by using an interpretation surveying form to study the physical characteristics and quality of local textiles.
4. Coordinate with the designers by using an education network, or related stakeholders' designs.

Newly designed products

Figure 2
The new shop display of Banrai District, Utaithani Province, Thailand



Figure 3
Pencil holders, iPhone case, and iPad case of Pua District, Nan Province, Thailand



Figure 4
designed dress of Kokkong District, Kalasin Province



Figure 5
New logo of Khiriwong District, Nakorn Sritammarat Province



Recommendation

The researcher’s development came from interviewing and questionnaires. There should be a variety of products which are new and attractively designed. The service employees should be knowledgeable. The owners should create their own colorful websites with many distribution channels. Prices should be shown in English. Public relations should be more focused. The shows should be separated based on zoning.

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