

# THE STUDY OF THE NEED FOR INTERPRETATION TO PROMOTING CULTURAL TOURISM AT BAN WANG PAI VILLAGE IN CHIANG MAI

Kanyarat Kankaew\*, Teera Intararuang\*\*, Dr.Komon Paisal \*\*\*, Warangkana Kongsil\*\*\*\*

*Faculty of Humanities and Social Science, Suan Sunandha Rajabhat University,  
Bangkok Thailand,*

*E-Mail: [kanyarat.ka@ssru.ac.th](mailto:kanyarat.ka@ssru.ac.th), [teera.in@ssru.ac.th](mailto:teera.in@ssru.ac.th),  
[komol.pa@ssru.ac.th](mailto:kamol.pa@ssru.ac.th), [warangkana.ko@ssru.ac.th](mailto:warangkana.ko@ssru.ac.th)*

## ABSTRACT

Abstract— This research was study on the requirement of interpretation to promote cultural tourism in Ban Wang Pai, Tha Ton district, Chiang Mai province, Thailand. To accomplish the objectives, qualitative research was applied. The research instruments used were observation, in-depth interviews of key local people. The study used both primary and secondary data. The results found that Ban Wang Pai still lack of effective interpretation to promote cultural tourism in their community due to the lack of knowledge and financial support even though Ban Wang Pai have many potential tourism resources and unique culture.

After interview with The Chairman of the Wang Pai village, Mr. Supachai Srisopa stated that there are 7 points that need tourism interpretation such as, overview of village history should be provided as part of a tourist welcoming function [1]. Moreover, interpretations in Wang Pai village had only Thai language which foreign tourist is not understood. Besides, it is not enhance tourist awareness as it should be.

Therefore, this research aims to study on interpretation requirement in order to improve Wang Pai village' interpretation to enhance tourism awareness.

Keywords— Chiang Mai Province, Wang Pai Village, Cultural Tourism, Interpretation

## INTRODUCTION

Freeman Tilden, the founding of interpretation, the principles and theories of Heritage Interpretation. He defined interpretation as an “An educational activity which aims to reveal meaning and relationships through the use of original objects, by first-hand experience, and by illustrative media, rather than simply to communicate factual information.” [2].

The ICOMOS Charter, worldwide acceptable charter definitions interpretation as “Interpretation refers to the full range of potential activities intended to heighten public awareness and enhance understanding of cultural heritage site.

Teera Intararuang, the Faculty of Humanities and Social Science, Suan Sunandha Rajabhat University, Bangkok 10300 Thailand (phone: +6689-669-9298; e-mail: [aketira@gmail.com](mailto:aketira@gmail.com)).

These can include print and electronic publications, public lectures, on-site and directly related off-site installations, educational programmes, community activities and ongoing research, training, and evaluation of the interpretation process itself [3].”

These related to Interpretation Canada which definite interpretation as “Interpretation is a communication process, designed to reveal meanings and relationships of our cultural and natural heritage, through involvement with objects, artifacts, landscapes and sites.” [4].

It can conclude that interpretation is a communication tool to reveal meaning of natural and cultural heritage intended to enhance people awareness.

Thailand is a country at the center of the Southeast Asian Indochinese peninsula composed of 76 provinces [5]. Chiang Mai is one of the provincial, located in north part of Thailand, approximately 700 kilometers from Bangkok. It has a distinctive unique culture integrate without a remainder. There are at least ten different hill tribes in northern Thailand which migrating from various parts of China and Southeast Asia, most arrived in Thailand in the 12th century and have tribal relatives in other parts of Southeast Asia [6].

Wang Pai Village is located in Tha Ton sub-district, Mae Ai district Chiang Mai Province. It is a residence one of hill tribe in Chiang Mai, Lue Tribe in Thailand. The Thai Lue villager of Wang Pai would like to promote their community as cultural tourism destination.



Fig. 1 Wang Pai Village, Chiang Mai province  
Source: Pornnapat Berndt, December 13, 2018

However, with lack of experience and financial budget, interpretation with is a tool to communicated to tourist is have not effective as it should be [7].

Therefore, this research then was study on the need for interpretation to promoting cultural tourism at Wang Pai village in Chiang Mai purposed to improve their interpretation to increased tourist awareness.

### RESEARCH METHODOLOGY

This research focused on Wang Pai village, Tha Ton District Ma Aei, Chian Mai province only. Research instruments used are observation, and in-depth interviews of key local performance. The study also uses both primary and secondary data. To accomplish the purpose, qualitative was applied.

### RESULTS

Research resulted shown that Wang Pai Village lack of effective interpretation to promote cultural tourism for their village even though they have worthy unique culture and way of life. The village should improve their interpretation as follow:

In term of homestay section, Wang Pai village was lack of interpretation to explain food ingredient for tourist. Wang Pai village have 3 homestay and they cook local food for tourist as breakfast, lunch and dinner. For Thai tourist they could clear explain as Thai people known much of Thai food ingredients. In contrast, for foreigner tourist, it complicated for villager to explain about food ingredient. Moreover, it expose to risk in case of tourist had allergy. Therefore, it should have English language for foreigner tourist as reason above.



Fig. 2 Homestay lunch for tourist  
Source: Teera Intararuang, December 13, 2018

In term of learning bases, Wang Pai village had various activities for tourism to join as follows: Learning base no.1 is ‘Tea making’. In this base, tourist will get knowledge about tea making. They make tea from local leave call “Learn” which have only their community.



Fig. 3 Tea making at learning base no.1  
Source: Teera Intararuang, December 13, 2018

Learning base no.2 is 'Dessert cooking' This base, tourist will watching demonstrate of Thai Lue dessert name "Wong"



Fig. 4 Villager made Thai Lue dessert call "Wong".  
Source: Teera Intararuang, December 13, 2018

Learning base no.3 is to demonstrate step of making *Amorphophallus campanulatus* noodle (kind of plant). This is a local wisdom of Thai Lue at Wang Pai village as their village has *Amorphophallus campanulatus* plants which grow naturally, then villager making them for food.



Fig. 5 Villager demonstrate how to make *Amorphophallus campanulatus* noodle  
Source: Teera Intararuang, December 13, 2018

Learning base no.4, tourism will experience Thia Lue meal which cook form *Amorphophallus campanulatus* plant call "Kao Soi No".



Fig. 6 Villager cooked “Kao Soi No”.  
Source: Teera Intararuang, December 13, 2018

Learning base no.5 is trekking. Tourist trekking in the jungle and learn to find local herbs as it is one activity of Thai Lue way of life.



Fig. 7 Tourist trekking at Wang Pai village  
Source: Wang Pai Village committee

According from 5 learning base, all interpretation have no English language for foreigner. All interpretation explains in Thai language only. Moreover, it is not durability as it make from paper as villagers make it by them self as lack of financial support. Unfortunately, 5 learning base are interesting, tourist will experience way of life, food and activities from villager and have fun however, if it have good interpretation tourist could learn more about their culture and way of life.

Moreover, another place that villager still lack of interpretation is the tourist welcome point. The chairman of villager gave information that they would like to create interpretation to interpret their village history as to introduce themselves to tourist. As above mentioned, they need interpretation in both Thai and English for 5 learning based and welcome tourist point. [8].



Fig. 8 Learning base interpretation which not durable  
Source: Teera Intararuang, December 13, 2018

In term of traditional performance, Tai Lue in Wang Pai village have performance to shows tourist which are Thai Lue martial art and Thai Lue traditional dance. Wang Pai village only have interpretation only Thai Lue martial art, it have no information about Thai Lue traditional dance to give knowledge of their culture to customer.



Fig. 9 Thai Lue tradition dancing

Source: Teera Intararuang, December 14, 2018

In term of Thai Lue believe, it is a tradition that all tourist have to come to pay respect to Wang Pai Spirit House which is sanctity for villager to ask for permission for visit village. In this holy place still have not interpretation to communicate to tourist.



Fig. 10 Tourist pay respected to Thai Lue holy place

Source: Teera Intararuang, December 13, 2018

Besides, in term of local tradition, Thai Lue wrist-binding ceremony call in Thai as "Bai-Sri-Su-Kuan" which set up to welcome tourist to the their group which impress tourist very much, This local tradition also still have no interpretation for enhance tourist awareness.



Fig. 11 Thai Lue wrist-binding ceremony

Source: Teera Intararuang, December 13, 2018

## CONCLUSIONS AND DISCUSSION

### A. Conclusion

Wang Pai village had lack of effective interpretation to publicize their tourism resources to enhance tourist awareness even they have enough potential to be an attractive tourist destination. Therefore, it diminished the value of their community. This research resulted conform to Pornnapat Berndt research on the topic of “Interpretation and Tourism perception: Case Study of Surin Island National Park, Thailand” which indicated that poor interpretation could not enhance tourist awareness as it should be [9]. Therefore, Wang Pai need to improve the interpretation in order to be more attractive as it should be.

### B. Discussion

This research resulted was not cover in all contents as limit of research budget. However, this research made productivities which are seven vinyl which had two language Thai and English to enhance foreigner tourist awareness.

## ACKNOWLEDGMENT

Researcher deeply appreciated to all villager committee of Wang Pai village for warm welcome. Moreover, researcher would like to thank you Mr. Wanchoke hoonpadoungat and Ms.Nanmanut Loedsirikankun for all support. At last, Researcher would like to thank you for research budget supported by Suan Sunandha Rajabhat University.

## REFERENCES

- [1] Mr. Supachai Srisopa, The Chairman of Wang Pai village. Interview 13 December 2018.
- [2] Freeman Tilden, *Interpreting Our Heritage*, (Chapel Hill: The University of North Carolina Press, 1957)
- [3] The ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites, Definition [Online], accessed 29 December 2018. Available from [http://www.international.icomos.org/charters/interpretation\\_e.pdf](http://www.international.icomos.org/charters/interpretation_e.pdf)
- [4] John Veverka & Associates. What is interpretation [Online], accessed 29 December 2018. Available from <http://www.heritageinterp.com/whatis.htm>
- [5] Wikipedia, The free encyclopedia. Thailand [Online], accessed 25 December 2018. Available from <https://en.wikipedia.org/wiki/Thailand>
- [6] YNoei. The 7 Different Hill Tribes in Northern Thailand [Online], accessed 29 December 2018. Available from <https://www.chiangmaitraveller.com/7-hill-tribes-northern-thailand/>
- [7] Mr. Supachai Srisopa, The Chairman of Wang pai village. Interview 13 December 2018.
- [8] Ibid.
- [9] Pornnapat Berndt 2016. *Interpretation and Tourism perception: Case Study of Surin Island National Park, Thailand*.