

THE POTENTIALS OF CREATIVE TOURISM OF BAN CHIANG'S VOCATIONAL TRAINING COMMUNITY

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ABSTRACT

Abstract: The research “The Potentials of Creative Tourism of Ban Chiang’s Vocational Training Community” is about an analysis of creative tourism of Ban Chiang community, Udon Thani. The objective of the research are to 1.(select a group of Vocational Training community people for creative tourism and 2.(to study the potentials of creative tourism of the area. The participants were 2 Ban Chiang area experts, 5 specialists from Udon Thani Cultural Center, 3 creative tourism researchers. Random sampling method and 5A’s evaluation form were used in order to obtain data. Statistical calculation included frequency, standard deviation, and content analysis. The result found ‘pot painting’ situates at the top of the group, follow by the ‘weaving group’, and the ‘basketry’. ‘Pot painting’ group has the best facilities, management, and tourism activities.

Keywords: Creative Tourism, Ban Chiang’s Vocational, Training Community

INTRODUCTION

Tourism Authority of Thailand (TAT) had presented the Trend Watching 2018 Report in the category of “Local Love” that in present days; the consumers are looking for the more localness products and services, produced and distributed in that community area. The tourists may not decide to stay in the common hotel, but search for the unique and outstanding accommodation or shopping souvenirs which are distinctive handicrafts more than the factory-produced products. Besides, TAT and The Thailand Research Fund (TRF) had studied the survey of Thai tourists’ attitudes towards domestic tourism and local tourism, the result showed that the local tourism has grown up to 93% by involving with the local tourism activities and learning local ways of life. Thai tourists intended to travel to the unseen and unpopular destinations because they are likely to seek for novelty, attractiveness of places, peaceful and uncrowded. They are intended to attend the local activities such as local events to try the local food and learn the local’s culture.)TAT tourism Journal, 2018(whereas there are 55 additional towns and 18 of them are in the North-eastern region of Thailand.

Ban Chiang Community, Nong Harn District, Udon Thani locates the Ban Chiang’s Archeological Site which is the UNESCO’s world heritage. It was found the ruins aged more than 5,000 years; the ancient objects are exhibited in the Ban Chiang National Museum so that there are numerous of tourists all year round, also they recognized their habitats emigration and called themselves “ Thai Puan” with acknowledgment of their habitation and their unique cultures in dressing, cuisine and language which are the local tourism products. The government gave budget to bring out the products from their local community well-being. They divided into 4 vocational groups; Ban Chiang’s Homestays, Ban Chiang’s cloth weaving, Ban Chiang’s pottery and Ban Chiang’s wicker works.

Creative Tourism is a type of tourism that allow visitors to have a unique experience from ways of life, cultures or history. The development of creative tourism sustainability needs to have balanced 3 parts; which are economics, society and environment. If focusing only short term to make receipts for an enormous amount of tourists; it may destroy charms and ended the future of that destination, but focusing on the environment or culture conservative more than open for tourism, so that the community cannot receive any revenues from tourism. Hence, the creative tourism is the better model for Thailand’s tourism sustainability.) Teera Sindecharaks & Nalikatipak Sangsanit, 2013(Tourism builds the involvement progress with the process of creative culture process by focusing on the changes of local community’s opinions, when the community is ready to open for tourists to come to visit and exchange the local experiences may change their opinions to create the tourism identity of the places and minds relating to the local’s history of place and its cultures. The innovation of creative culture tourism conforms people in the community try to program the learning activities

for tourists. The local people may create the activities with the love of their hometowns and tourists are able to learn from cultural experiences.)Pichaet Saipan & Nalikatipak Sangsanit, 2013(

From all of the above, Ban Chiang's community formed a coalition of many vocational groups such as Bho Sri Nai pottery group, wicker work group, homestays group, cloth weaving group, fruit processing group and Ban Chiang's National Museum pottery; which all have potentials for creative tourism. The researcher interested in how to develop the creative tourism of the Ban Chiang community to develop new products and services or any government agents to help their vocational skills in order to create value of tourism in the community.

METHODOLOGY

1. Sampling

The study was carried out at Ban Chiang community, Nong Han District, Udon Thani Province, Thailand. An on-site questionnaire was conducted with the representatives of each vocational group of 8 people; which were from Homestays group, cloth weaving group, pottery group, wicker work group, traditional dancing group and 4 people from government agents. Also, the surveys were conducted by travel agents, educators and stakeholders in the Ban Chiang community. This study worked during December 2018 – February 2019.

2. Instrument

2.1 The criteria were selected from the Ban Chiang vocational groups for creative tourism included the creative tourism attributes by analyzing and synthesizing creative tourism concepts.

2.2 The researcher designed the criteria for potentials evaluation of Ban Chiang vocational groups from the creative tourism concepts as follows; attractions, accessibilities, amenities, administration and activities.

3. Index of items – objective congruence

The tourism experts have evaluated the criteria to test the accuracy, the language used in the evaluation criteria. The researcher sets the average of IOC at 0.66 for each item.

4. Data Collection

This study was compiled data and reviewed literature from primary and secondary data from the Ban Chiang vocational group representatives and the tourism research experts.

5. Data Analyzed

The criteria for Ban Chiang vocational group representatives sample selected from analyzing and synthesizing from the tourism experts and giving 50 points for 10 items and selected 3 groups who received the highest scores to evaluate the creative tourism potentials of Ban Chiang vocational community, Ban Chiang, Udon Thani.

The criteria that used for evaluating the potentials for creative tourism with 5 rating scales, class interval, equal to 0.80 and giving the average as follows;

Average of 4.21 – 5.00 equal to the highest potential

Average of 3.41 – 4.20 equal to the high potential

Average of 2.61 – 3.40 equal to the medium potential

Average of 1.81 – 2.60 equal to the low potential

Average of 1.00 – 1.80 equal to the lowest potential

RESULTS AND DISCUSSION

The study was conducted with 8 groups of Ban Chiang's vocational groups as follows; homestays, cloth weaving, pottery, wicker work, dancing, Bho Sri Nai pottery, Ban Chiang National Museum pottery and fabrics. The researcher had reviewed literature for the definition of creative tourism and the attributes of creative tourism from the electronic data such as The Designated Areas for Sustainable Tourism Administration)DASTA(. Thai Library Integrated System) www.thailis.or.th(, National Research Fund) www.trf.or.th(, National Research Council of Thailand) www.nrct.go.th(, academic papers and published research papers for setting criteria for Ban Chiang vocational groups. The criteria are as follows;

1. The handicrafts or activities are unique and attractive, have aesthetics values and pleasurable.
2. There are the creative production for its community's products; fresh concepts, take local materials

to be the part of the products and activities.

3. There are the presentation of its interesting ways of life, cultures, and traditions.
4. The community has involve or participate in the tourism management; there are the sharing of knowledge between the locals and tourists about arts and cultural heritages.
5. There are the village scholars to pass on the wisdoms of handicraft making process for tourists.
6. The community is able to support tourists.
7. There are many activities available for tourists; focusing on the cultural conservative and less impacts to community and environment.
8. The tourism activities should relate to history, cultures and ways of life.
9. Tourists are able to create their works into the handicraft products or use their skills in their co-creation souvenirs.
10. There are convenience to receive tourism activities and tourism attractions information for tourists.

From this criteria, the researcher brought those items to assorted the Ban Chiang vocational groups for Ban Chiang creative tourism as table 1.

Table 1
Shows the Ban Chiang vocational groups for Ban Chiang creative tourism

Vocational Groups	Total Scores	Rank
1. Homestays	34	5
2. Cloth weaving	40	2
3. Pottery	34	4
4. Wicker work	37	3
5. Dancing	32	6
6. Bho Sri Nai pottery	30	7
7. Ban Chiang National Museum pottery	43	1
8. Fabrics	29	8

From table 1, the 3 vocational groups who received the highest scores were Ban Chiang National Museum pottery, cloth weaving and wicker works. The researcher selected those 3 groups to be the subjective to study the potentials of creative tourism by the community vocational groups of Ban Chiang, Udon Thani Province, Thailand with the tourism attributes and 10 items criteria to be the part of the evaluation in 5 category; attractions, accessibilities, amenities, administration and activities. The results show that; the altogether 3 groups are high potential $\bar{x} = 4.05$ (, with the highest scores received was the Ban Chiang National Museum pottery group ($\bar{x} = 4.42$ (, followed with the cloth weaving group $\bar{x} = 3.97$ (and the wicker work group $\bar{x} = 3.77$ (. When considering to each attributes, the results show that

1. Attractions: the study found out that 3 groups have potentials in the highest level $\bar{x} = 4.31$ (, the cloth weaving group in the attractions attribute of creative tourism has the highest potentials $\bar{x} = 4.48$ (, followed by the wicker work group $\bar{x} = 4.24$ (and the lowest potentials in this category is the Ban Chiang National Museum pottery $\bar{x} = 4.20$ (

2. Accessibilities: the result showed that 3 groups have potentials in this category at high level $\bar{x} = 3.71$ (, Ban Chiang National Museum pottery has the highest potential $\bar{x} = 4.44$ (, followed by the wicker work group $\bar{x} = 3.56$ (and the cloth weaving group $\bar{x} = 3.12$ (

3. Amenities: the study found out that all 3 groups have potentials in this category at high level $\bar{x} = 3.60$ (, the Ban Chiang National Museum pottery group has this type of potential $\bar{x} = 3.96$ (, the wicker work $\bar{x} = 3.48$ (and the cloth weaving group $\bar{x} = 3.36$ (

4. Administration: the result showed that the 3 groups have highest potential scores $\bar{x} = 4.41$ (with the Ban Chiang National Museum pottery has the highest scores in this type of attribute $\bar{x} = 4.72$ (, followed by the cloth weaving group $\bar{x} = 4.60$ (and the wicker work group $\bar{x} = 3.92$ (

5. Activities: the study showed that all 3 groups have highest potential $\bar{x} = 4.23$ (; the Ban Chiang National Museum pottery $\bar{x} = 4.76$ (, the cloth weaving group $\bar{x} = 4.28$ (and the wicker work group $\bar{x} = 3.64$ (as table 2.

Table 2

Shows the potentials in creative tourism of Ban Chiang vocational groups, Udon Thani

Attributes of creative tourism	Ban Chiang National Museum pottery group	Cloth weaving group	Wicker work group	\bar{X}	S.D.	Level of potentials
1. Attractions	4.20	4.48	4.24	4.31	0.151	highest
2. Accessibilities	4.44	3.12	3.56	3.71	0.672	high
3. Amenities	3.96	3.36	3.48	3.60	0.317	high
4. Administration	4.72	4.60	3.92	4.41	0.431	highest
5. Activities	4.76	4.28	3.64	4.23	0.562	highest
Total Average	4.42	3.97	3.77	4.05	0.332	high

From the table 2, when study with the 5A's tourism attributes seeing that all 3 groups have the potentials according to these attributes in consequence as follows; the Ban Chiang National Museum pottery group has the highest potentials in creative tourism $\bar{x} = 4.42$ (, activities $\bar{x} = 4.76$ (, administration $\bar{x} = 4.72$ (, accessibilities $\bar{x} = 4.44$ (, attractions $\bar{x} = 4.20$ (and amenities $\bar{x} = 3.96$ (. The cloth weaving group has the creative tourism potential in high level $\bar{x} = 3.97$ (with the attribute of administration is the highest potential $\bar{x} = 4.60$ (, attractions $\bar{x} = 4.48$ (, activities $\bar{x} = 4.28$ (, amenities $\bar{x} = 3.36$ (and accessibilities $\bar{x} = 3.12$ (is the lowest. Besides, the wicker work group have the high potential in creative tourism $\bar{x} = 3.77$ (; it received the scores for attractions at the highest level $\bar{x} = 4.24$ (, administrations $\bar{x} = 3.92$ (, activities $\bar{x} = 3.64$ (, accessibilities $\bar{x} = 3.56$ (and amenities $\bar{x} = 3.48$ (respectively.

CONCLUSION

For the attribute of attractions of Ban Chiang Community, Udon Thani Province, Thailand appears that the local people are "Tai-Puan" race, migrated from Laos People of Democratic by crossing Khong River near Nong Khai Province and expanded their habitation to Ban Chiang World Heritage Area in Udon Thani Province more than 220 years. Nowadays, there are various activities based on creative tourism with the Ban Chiang vocational group and they try to create new tourism activities such as the Ban Chiang National Museum pottery bring the imitation of antiques which were founded in the Bho Sri Nai archeology site for tourists to paint on the pottery. In present days, this vocational group bring other forms of pottery for tourists to create their creative pottery paintings. For the cloth weaving group, they used the "Kram" indigo; *indigofera tinctoria*(dyed fabrics to make the ready-to-wear clothing and dress. Then, they copied the pattern from the design of Ban Chiang's pottery to put in to their handwoven fabrics by using local looms. Their products included scarfs, shirts, 2 or 3 heddles Mudmee skirts, shawls, loincloths. For the wicker work group, they developed from the wicker work to make a living to be the part of creative tourism. They started with the wicker of sticky rice baskets, wicker ware steamer, bamboo fish traps, baby hammocks and baskets and they used the local materials to be the parts of their works. According to Pisal Geawyo (2015), had studied the creative tourism model to develop the handicrafts from water hyacinths in Phayao Province that the creative tourism has to use the local materials to be the part of production process inside community in order to reduce costs and add some values for the community and the local people can earn the living from it so that the community will share with tourism sustainability.

For accessibilities; from Ban Chiang Community to Udon Thani Province that they can travel through the highway 22 Udon Thani – Sakon Nakorn(, when arrive at Pulu Village around 50 kilometers from town will see the sign shows way to National Museum then turn left to road number 2225 about 6 kilometers. The tourists can find the information from the Thailand Tourism Authority brochures and the internet or other Medias. However, the travel to Ban Chiang Community by public bus will spend a lot of time because the tourists have to drop off at Nong Mek Village and hire the motorcycle taxi to enter the community. According to Boonlert Jittangwattana (2008) has proposed the concept about to accessibility to the attractions and nearby places, if the attractions are easy to access so that tourists will come to visit or become popular than the rough ones.

For the amenities which received the lowest scores $\bar{x} = 3.60$ (, the result shows that the basic facilities of each vocational groups are difference such as the National Museum potter group and the wicker work group have the exhibition about the production process nearby the Ban Chiang National Museum so that there are

some resting areas for tourists and they are very near to shops, restaurants and public toilets as the advantages. For the cloth weaving group, it is very far from the touristic area concordantly with Supranee Udampol)2014(who has studied the community context to be the tourism sustainability promotion; case study of Sam Kok, Pathumthani found out that the attribute of amenities is the necessary for travel decision such as tourism services, information services, souvenir shops, restaurants and standard toilets.

For the administration, all 3 groups are the assemble of the entrepreneurs and they form the groups with functional structure. Each member is able to speak or voice to their products development to urge the conscious of next generation to continue their local wisdom. The village scholars may teach some skills to local people and tourists. Next, Nong Han Cooperation, Industrial Promotion Bureau of Thailand, Department of Community Development, Ministry of Interior and Udon Thani Industrial Office allowed budgets to the community to create the new and creative products. This made the wicker work group received the standard of community products award agreeably with Piran Chinnachot and Teerawat Jantuk)2016(who have studied the attributes of creative tourism at Suan Phueng and the study of the involvement of community in creative cultural management at Um Jan District, Prajak Silpakom, Udon Thani by Ekkachai Sithamma et al.)2017(, they proposed that the creative tourism must create products and services to attract tourists and also allow the community to conserve their environment for tourism sustainability.

For activities; the study found out that only the National Museum has the creative activities for tourists by allowing tourists to co-creation their unique souvenirs. But the wicker work group and the cloth weaving group are only shows for tourists in some famous events like the world heritage event or if tourists interested in trying to do so, they will allow tourists to have some experiences with the group without the products that tourists can take home. Richards, G.)2010(stated that the activities which can create the skills or experiences for tourists will allow tourists to impress and make memorable experiences so that such tourism will increase income to the community and also cultural exchanges.

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