

THE BAMBOO RAFTING ROUTE MANAGEMENT TO PROMOTE TOURISM IN BAN WANG PAI, THA TON SUB-DISTRICT, CHIANG MAI PROVINCE

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ABSTRACT

Abstract— Ban Wang Pai Village is located in Tha Ton Sub-District, Chiang Mai Province, Thailand. It is the residence of Thai Lue, an ethnic group which still carries on their own culture and local wisdom.

Wang Pai Village would like to promote their community as cultural tourism destination. Their villager created many activities for tourist to lean about their culture such as traditional food, tea making, their local dessert, etc.

One of their activities for tourist is the bamboo rafting in Kok River. Nevertheless, to do this activity it still have some point that have to manage for effective bamboo rafting route.

Therefore, this research purposed to study water way route to promote cultural tourism in Ban Wang Pai, Tha Ton district, Chiang Mai province in order to manage the effective bamboo rafting route for tourist. Moreover, purpose to enhance cultural tourism in Ban Wang Pai village to be an interest tourist destination.

To accomplish the purposed, qualitative research was applied. The research instruments used were observation, in-depth interviews, and interview of key local people. The primary and secondary data were used.

The results found that rafting route in Ban Wang was used 4 hours per trip which is too long for tourist.

In addition, the bamboo raft was not in good condition and could not rafting along the way as sometime the level of Kok River is too shallow cause to damage bamboo raft. Furthermore, the Ban Wang Pai' bamboo rafting team still lack of knowledge to make corrected bamboo raft therefore it damage when face the shallow of Kok River.

It can conclude that the period of bamboo rafting trip should have only one and a half hours or two hours and the start point should be at Wat Phrathat Sop Fang which is an ancient temple in Tha Ton district. For the point down should be in front of Ban Wang Pai to facilitated tourist to walk shortly to homestay. Moreover, for the knowledge of how to make corrected bamboo raft, Mrs. Taptip Wannarat whose the owner of another bamboo rafting business pleasure to transfer their knowledge to Ban Wang Pai rafting team as to revived the bamboo rating in Tha Ton district to popular as the past.

Keywords— Rafting Route, Kok River, Thai Lue Tribe, Cultural Tourism, Tha Ton District, Mae Aei, Chiang Mai Province.

Figure 1
Bamboo Rafting in Mae Kok River



Source: Wanchoke hoonpadoungnat, December 15, 2018

INTRODUCTION

Thailand located in the continent of Asia, total area of 513,120 square kilometers border with 4 countries: Burma, Cambodia, Malaysia and Lao People's Democratic Republic [1]. Thailand divided into 77 provinces

Chiang Mai is one of provincial of Thailand located in north part of Thailand 720 km. far from Bangkok. It administration divided into 25 districts 204 sub-districts and 2,066 villages where tourism play a significance role drawn a large number of tourist in 2014 Total 8,665,502 persons generated tourism revenue 73,757.45 million baht in 2015 [2].

Mae Ai district is one of the districts in Chiang Mai which divided into 7 sub-districts and 93 villages which an important river is Kok River.

Tha Ton is a sub-district of Mae Ai where is the location Ban Wang Pai village. This village is a village of Thai Lue Tribe which was established 40 years ago (around 1977 A.D.).

Previously, Ban Wang Pai village was established tourism group to promote their cultural tourism in 2007 A.D. However, it was not success as their community was not readiness as lack of tourism knowledge.

Ban Wang Pai village restart to promote their cultural tourism again in 2016. At this time, they proceed gradually. Learn from failure lesson in the past and comeback with clear objective for sustainable progression [3].

The community prepare several activities for tourist to learn their way of life, culture, folk art such as learning bases which tourist will learn about local tea making, making food and desserts. In addition, they perform Thai Lue martial art and Thai Lue tradition dance and invited tourist to joined.

Figure 2

Learning base, Thai Lue dessert making



Source: Wanchoke hoonpadoungat, December 16, 2018

Aside from learning bases, there are out door activities trekking and bamboo rafting in Kok river for tourist. Tourist will learn to find konjac (kind of plant) which Thai Lue villager in Ban Wang Pai bring to cook for food and dessert.

Figure 3

Trekking in jungle seek for konjac



Source: Ban Wan Pai village committee

Nevertheless, Mr. Supachai Srisopha village committee stated that their community would like to revived bamboo rafting as it is a signature of Tha Ton district for a long time which now only two companies run these business [4].

Therefore, this research aims to study bamboo rafting route of Ban Wang Pai in order to develop rafting root to be more appropriately to reach tourist satisfaction.

Figure 4

Ban Wan Pai committee prepare bamboo rafting



Source: Wanchoke hoonpadoungrat, December 15, 2018

RESEARCH METHODOLOGY

This research focus on the study of bamboo rafting route of Ban Wang Pai in Kok River purposed to develop bamboo rafting route to be more effective to reach tourist satisfaction. To accomplish the purposed, qualitative research was applied. The research instruments used were research fieldwork, in-depth interviews, and interview of key local people. The primary and secondary data were used. The study also uses both primary and secondary data.

RESULTS

Research result founded that there are 3 weak spots of Ban Wang Pai bamboo rafting route which are as follows:

Firstly, the period of time is too long hours. The rafting start from Tha Ton' bridge then heading to Ban Wang Pai waterside. Along the way, it took 4 hours which is too long hours for tourist. Tourist will have pains and aches as they have to sit on the bamboo raft floor for long hours.

Figure 5

Tourist sitting on the raft floor for long hours



Source: Nawarat Yingyuad, December 15, 2018

Moreover, there is no toilet for tourist between rafting route. Therefore, it was not comfortable for tourist when they want to use toilet.

Secondly, as it have 4 sand suction stations along river side of Kok River which cause shoal river. When bamboo raft arrived at that area, it jammed and could not continue rafting. Tourist then had to get down form the raft to help for bamboo raft lighten.

Figure 6

Bamboo raft jam on the shoal river



Source: Pornnapat Berndt, December 15, 2018

Thirdly, the bamboo rafting was not durable enough. Research fieldwork shown that bamboo rafting was broken before reach the destination and it nearly sink in to the river. This was because of Ban Wang Pai build bamboo rafting with wrong method as lack of skill for build durable raft.

Figure 7
Bamboo raft nearly drawn in the river



Source: Pornnapat Berndt, December 15, 2018

Therefore, researcher would suggest guideline for improve bamboo rafting route as following:
In term of too long hour bamboo rafting, it should reduce time from 4 hours to 1.30 or 2 hours. Besides, it should change starting point from Tha Ton' bridge to start at 'Wat Phra That Sop Fang' which is an ancient temple in Tha Ton Sub-district instead. In addition, it will enhance tourist awareness of Wat Phra That Sop Fang which is an ancient temple with long history of Tha Ton Sub-district.

Figure. 8
Wat Phra That Sop Fang



Source: Pornnapat Berndt, December 16, 2018

In term of sand suction stations, the government sector whose responsible for allowed them to do the business should realized of it effect to tourism sector. Besides, it also destroy natural resources and causing damage of personal land of people whose have land along river side.

Figure.9

The bank erosion from sand suction



Source: Pornnapat Berndt, December 16, 2018

Regarding to bamboo raft building' corrected method.

It was a good opportunity for Ban Wang Pai village committee as Mrs. Taptip Wannarat, the owner of Chaopare Tip Travel who is a pioneer of bamboo rafting tour in Tha Ton district willing to pass on her knowledge about corrected bamboo raft building method.

Mrs. Taptip Wannarat would like to conserve the bamboo rafting as a signature of Tha Ton Sub-district. Moreover, it had cultural significance as an occupation heritage continues from generation to generation [5].

Figure 10

Mrs. Taptip Wannarat (Left)



Source: Ms. Nawarat Yingyuad, December 16, 2018

This research result related to research of Pornnapat Berndt and Teera Intararuang on the topic of “The waterway route management for cultural tourism promotion at Angsila District: Challenge and Opportunities.” which local community would like to conserve their occupation heritage [6].

CONCLUSIONS AND DISCUSSION

A. Conclusion

Ban Wang Pai village is the home of Thai Lue tribe in Tha Ton district which have interesting unique cultural heritage. Villagers would like to promote their cultural and debut their village to be a tourist destination.

However, there still had obstacles which are tourism management skill and financial support. Therefore, it challenges to manage tourism in Ban Wang Pai village in order to generate income to local community.

B. Discussion

As above-mentioned, even Ban Wang Pai village had valuable cultural heritage however there are still lack of management skill. Nevertheless, wish their villager intention to promote cultural tourism for their community, it would be a good signal that Ban Wang Pai will be one of the interesting tourist destination.

SUGGESTION

All stakeholders should support Ban Wang Pai committee in term of tourism knowledge management. Due to their tourism resources, their village had interesting cultural and natural heritage therefore if they have effective tourism management, Ban Wang Pai village will be the one of most interesting tourist destination.

Besides of lack of tourism knowledge, they also lack of financial support for develop their activities. The villager committee operated tourism by themselves. Therefor they have not enough money to manage the importance thing to enhance value of their cultural significance such as travel sign, Tourist information sign. etc.

Tourism Authority of Thailand (TAT), Education institution, Hospitality Sector, etc. should involve to educated them and support them in any dimension in order to generate in come to local community while conserve this unique traditional and culture of Tai Lue Tribe in Ban Wang Pai village.

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Fig. 11

Ms.Nanmanut Loedsirikankun



Source: Pornnapat, December 16, 2018

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