

CULTURAL LANDSCAPE MANAGEMENT TOWARDS GREEN NACHOMPPOO VILLAGE NAYOONG DISTRICT, UDON THANI PROVINCE

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ABSTRACT

This Article aimed to study 1. to study the resource base of tourist attractions of Nachompoo Vllillage Village 2. Conservation Process Interpretation and cultural landscape management, cultural landscape management in Nachompoo Vllillage Village, Na Yung District, Udon Thani Province 3. To propose cultural landscape management for tourism in Nachompoo Vllillage, Na Yung District, Udon Thani Province. The research model is Qualitative research uses the concept of cultural landscape. Interpretation planning and management and related research as a research framework the main research areas are Nachompoo Vllillage, Na Yung District, Udon Thani Province local community sample local community representatives and entrepreneurs, including the Udon Thani Tourism Business Association of 11 people and 400 tourists.

The research instrument using the In-depth Interview. The results showed that 1) there were distributed more income in the community can cover every household 2) The villagers are conscious of their hometown and together to conserve the local nature and culture. 3) Villagers understand and cooperate with Sectoral Agencies for Sustainable Management of Cultural Landscapes and the villagers have developed a life that is well-developed and happy and living in their own hometown, not having to go to work in big cities, which will ultimately lead to sustainable development.

Keywords: Cultural Landscape, Management, Cultural Landscape Management Process, Nachompoo Vllillage, Udon Thani

INTRODUCTION

Tourism is an industry that uses culture as a selling point to attract the attention of foreign tourists. Especially American and European tourists. who are interested in learning about culture historical

heritage Visit the architecture fair and experience the way of life The well-being of the people in that country Especially countries in Asia and Africa. Including buying souvenirs that are handicrafts and handicrafts that come from the wisdom of the people in that country. Such a type of tourism is called "tourism". Cultural tourism Pinkaew (2016).

Cultural landscape management is the art and science of dealing with everything humans due to the landscape environment. which has created prosperity for human society or conducting business with a geographic area which is related to the development of human society. What must be dealt with is Preventing rapid changes and not to change at all, but it is a gradual change. and can only be changed in certain areas that are allowed to be changed and how much and how much is acceptable? For the current cultural landscape of Thailand, it is a result of the change in the increase. and population migration and economic development over the past two centuries. According to government policy and the National Economic and Social Development Plan This causes the cultural landscape to change in both urban society and in rural society which the cultural landscape in Thailand It has not received as much attention and care from the government as it should. Relevant agencies are also more interested in architecture and archaeological sites. Definition and interpretation of the cultural landscape There are still many discrepancies. and is also used without dimensions. There is no concept in the local context.

The definition of cultural landscape has been written. and gives many different definitions, depending on whether we have basic knowledge How much understanding of the cultural landscape? But most of the principles are consistent and similar. The meaning of the cultural landscape can be summarized as follows. cultural landscape It is everything, both concrete and abstract, that the people in the group hold together (values) and act on the environment and geography. to create prosperity and develop human society It is a geographic area that contains cultural and natural resources. which is related to historical development and has beauty value. The cultural landscape shows the origins and development of a society. through the physical characteristics and use of space It is the result of the combination of nature and humans. It shows the evolution of human society and human settlements through time until the present. which makes it evident that A cultural landscape is the result of relationships or interactions. between culture and geographic environment, it reflects the development of that society or community. From the past to the present Through the physical characteristics of the space in that society or community Khaopongampai (2013).

Na Yung District, Udon Thani Province in addition to having nationally famous tourist attractions such as Wat Pa Phu Kon, Wat Pa Na Kham Noi, a source of Dhamma, there is Yung Thong Waterfall. At Na Yung-Nam Som National Park and many beautiful waterfalls During the winter each year, Na Yung District has the lowest temperature of 5-10 degrees, especially at Ban Khiri Wongkot. Community in the embrace of the mountains large strawberry growing area Winter flower garden Suitable for traveling for vacation. and explore nature during the cold weather for tourist attractions in Na Yung District which has a complex mountainous area There is beautiful nature. There is the famous Pa Phu Kon Temple. and Na Yung-Nam Som National Park In the past year, there have been a large number of

tourists traveling in the Na Yung District area. Create a large amount of income for the people in the area as well. In addition, the district also encourages farmers to grow Arabica coffee and winter crops. By the Na Yung Coffee Community Enterprise Group Ready to set up a coffee processing factory Produces both Arabica and Robusta coffee. In the form of roasted and ground coffee under the brand “Nayung's Coffee” to be an OTOP product of Udon Thani Province and also a source of learning for agencies. Educational institutions and interested people Came to visit the planting and production of Na Yung coffee in the area. There are activities to promote tourism in Na Yung. At the event “Na Yung Strawberry and Coffee Day Festival Annually during February for tourists to choose and see Choose to buy fruits, coffee, or community products as souvenirs as well.

In this regard, the area of Ban Na Chomphu There is a learning format for children and youth in the area. Through learning from Farm Ru, so that children and youth can experience nature and learn from it. This will create naturalist intelligence according to the theory of Professor Howard Gardner of Harvard University, who proposed the "The Theory of Multiple Intelligences". In addition, the Udon Thani Province Development Plan in 2019 set out the vision of "a livable city Center for trade and investment in the Mekong Subregion” Mission No. 4 is to raise the level of the tourism industry. Using the identity and potential of the location to create a city as a tourism center of the Mekong Subregion. The objective is to increase the quantity and value of tourism based on joint excellent management. There are goals and indicators for increasing the number of tourists. Percentage of satisfaction with access to tourist attractions/accommodations and promote public relations of selling points by emphasizing unique potential. To push Udon Thani, it is a smart tourism city.

This research article presents Cultural landscape management for green tourism: a case study of Ban Na Chomphu, Na Yung District, Udon Thani Province. By applying the concept of cultural landscape management that places importance on conservation management, development and interpretation. That is an important part that will bring sustainability to this area, being able to preserve the cultural landscape and create income for the local community. It is a suggestion for a management model for the community that takes into account the environment and traditional culture that will benefit each other in the future.

OBJECTIVE

1. To study the resource base of tourist attractions of Nachompoo Vllage Village
- 2.Conservation Process Interpretation and cultural landscape management, cultural landscape management in Nachompoo Vllage Village, Na Yung District, Udon Thani Province
3. To propose cultural landscape management for tourism in Nachompoo Vllage, Na Yung District, Udon Thani Province.

METHODOLOGY

The study team chose the tool used in the study, which is a qualitative study. in order to get comprehensive and complete information by using an in-depth interview (In-depth Interview)

Population and sample

The population and sample used in this study included the village headman of Village No. 4, Ban Na Chomphu, Na Yung District, Udon Thani Province.

Research tools are used to collect data.

Primary Data

Collect data yourself the researcher contacted and interviewed the village headman of Ban Na Chomphu, Na Yung District, Udon Thani Province.

Secondary Data

The researcher has collected documents such as articles and books related to cultural landscape management for tourism, a case study of Ban Na Chomphu, Na Yung District, Udon Thani Province. You can search for information from the following sources:

- Suan Sunandha Rajabhat University Library
- Information (INTERNET)

Data analysis

The study team used the data obtained from the In-depth Interview to analyze according to the following steps.

1. Analyze the questions used in the interview by grouping the main points of the questions in each part of the interview.
2. Analyze the data obtained from the interviews. and summarize the main points according to the specified content area.
3. Check the accuracy and completeness of all information according to the scope of the content.
4. Take all the examined data and organize them into categories and analyze them according to qualitative research methods.

Literature review

Cultural landscape

This classification of cultural landscapes may have been conceptually influenced by the International Organization for Conservation of Nature. (International Union for Conservation of Nature: IUCN) in conserving the integrity and diversity of nature to ensure that the use of natural resources is appropriate and ecologically sustainable, with an emphasis on organizing the area into a protected area. protected area, which emphasizes natural areas Including the land, coast, sea, which expresses the relationship of humans and nature in continuous time until making that area have specific characteristics complete with aesthetic value Ecology and culture that often comes with biological diversity Buhalis (2000). From this information it can be seen that the study of the Educational Organization the United

Nations Science and Culture Center (UNESCO) is a key player in the World Heritage Listing. It often emphasizes and gives importance to humans and human products, namely culture, and adds a human-centered dimension to valuing cultural landscapes. While the International Union for Conservation of Nature (IUCN) has placed greater importance on nature, this is evident in the importance given to protected areas. They view humans as products of nature. that need to take care of and be responsible for nature, however, there are still some agencies such as the National Park Service Center United States Birnbaum (1994) combined the two concepts and defined the cultural landscape based on the natural and cultural environment of American society as a geographic area that includes cultural and natural resources, wildlife, animals. party that is related to the event historical activity or person that express cultural or aesthetic values and reflect a relationship with nature The various behaviors that occur between individuals in society under racial identity (Race Identity) and cultural landscape (Cultural Landscape) show important factors for developing the potential of the area towards the community participation process (Public Participation Process) change in the way of being that relies on generating income from the process of self-development in the form of a community economy from the idea of strengthening strategies Identity spatial public relations That causes social comparisons to tend to decrease continuously. It is considered a characteristic of social influence that is clearly occurring today. For some reason, it was found that people from outside the community area entered the community. and express ideas that may not have been intended to emerge from the comparison of social hierarchies. But what appears has an effect on changing attitude characteristics. Socially accepted format Until the community is able to develop its own unique style to respond and rationalize contemporary social impulses into a desire to imitate that behavior. In a contemporary appropriate way Both directly and indirectly. Sonthichai (2022).

It can be concluded that A cultural landscape is an area that is defined or recognized as a geographic area. or property that represents nature and the work of humans with outstanding characteristics There is improvement and development between nature and culture. It is a landscape created by the intentions of humans who act intentionally or unintentionally. and is connected with religious values, art, culture, economy, government, society and natural elements.

Process and format of meaning communication

Process of meaning from the elements of communication which include the sender, the message, the communication channel and the receiver, Wilber Schram mentioned that the process of communication must go through various stages in order for the meaning to be conveyed.

A messenger is a person who wishes to send a message to a recipient or destination. In sending the message, it is necessary to adjust the message in one's thoughts in the form of language or signals (Signal). The nature of the signal is a combination of the content or story that needs to be sent with the media and channels.

In order for the recipient to understand their feelings and thoughts. In adapting thoughts into this language or signs The sender must use a method to encode the signal (Encode) and send the signal to the receiver. In order for the receiver to understand the sender's thoughts, it is necessary to decode the signal correctly before being able to understand the sender's thoughts. For example, a librarian does not want people reading to smoke. in the library the desire to prevent people from smoking is a message. Librarians (messengers) need to find ways to communicate this to others by encoding signals, such as posting no-smoking signs or directly verbalizing the message.

From the process of conveying the meaning mentioned above It was found that if the sender and receiver have a common field of experience (Field of Experience), the understanding of the signal will be similar. But if both the sender and receiver do not have the same scope of experience. The understanding of the signal may not match. Human communication generally occurs through exposure to stimuli. And when responding to a stimulus to another person, it will decode the signal from the signal or stimulus by the process of interpretation. (Interpreter) and when wanting to convey meaning back, it encodes the signal as a response to the stimulus (Response).

In a two-way communication system, a person will have the status of sender and receiver at the same time. And this type of news that is reversed is called Feedback.

Cultural landscape management

Cultural landscape management Therefore, it is the management of various aspects. that happened to that society Both the topography, climate, nature, man-made things and the way of life of people in that ecological manner. Because the cultural landscape is an image that appears according to a way of life that has existed continuously for a long time. They also created mottos, beliefs, art, and beauty according to the tastes of the work and the group. Join in creating traditions to preserve elements of life for many years to come. generation until it becomes the culture of each locality When there is continuous development until technology comes into the community Make life change the lifestyle and ecosystem of the community has also changed. It would be impossible to continue living the same life as before. But there must be changes according to the generations of people. The older generation has their own way of life. The next generation lives with new equipment and ways of living. What must be dealt with is Preventing changes quickly and from changing at all but make the change gradually. and can only change certain parts that are allowed to be changed and how much and how much is acceptable? Cultural landscape management must therefore deal with topography, climate, humans, and community elements. In order to preserve the original environment as much as possible. which will also have a landscape that is closest to the original.

However, as time passes Living life has changed and we must allow the landscape to change somewhat. Management therefore must not cause changes to the original characteristics of each generation. and each area, each neighborhood, to preserve its original characteristics Let the next generation study Feeling grateful and thinking about the lifestyle of their ancestors These matters are the

study of the past as knowledge for the correct development of one's present and future. and continue following the path that their ancestors had made.

RESULTS

The research results found that Cultural landscape management for green tourism: a case study of Ban Na Chomphu, Na Yung District, Udon Thani Province. The objectives of the study are 1) to study information about the tourism area context of Na Chomphu, Na Yung District, Udon Thani Province, 2) to analyze the guidelines for managing the cultural landscape for tourism at Ban Na Chomphu, Na Yung District, Udon Thani Province, and 3) to propose guidelines for managing the cultural landscape for tourism at Ban Na Chomphu, Na Yung District, Udon Thani Province. The results of the study can be summarized as follows: The study of the concept of cultural landscape management in the Ban Na Chomphu area, Na Yung District, Udon Thani Province, was conducted. It reveals the general problem conditions of the area and guidelines for managing the cultural landscape in the area. There are three approaches to cultural landscape management: for cultural landscape management; for tourism and to develop a sustainable cultural landscape This will focus on the communities of that area that will receive the following benefits: 1) There will be more distribution of income in the community. Can cover every household. 2) Hometown residents are conscious of their love for their homeland and work together to conserve local nature and culture. 3) Hometown residents understand and cooperate with various government agencies for sustainable management of the cultural landscape. and 4) villagers have a developed life Live happily and live in your hometown without having to go to work in a big city, which will ultimately lead to sustainable development.

CONCLUSION AND FUTURE WORK

Results from research objective 1: Cultural Landscape is an area that has been defined or accepted as an outstanding geographic area. or property that represents nature and the work of humans with outstanding characteristics There is improvement and development between nature and culture. It is a landscape created by the intentions of humans who act intentionally or unintentionally. and is connected with religious values, art, culture, economy, government, society and natural elements.

Results from research objective 2 found that positioning or positioning of tourism products Important things should Consider the special characteristics of unique tourist attractions or the uniqueness of tourist attractions, including the abundance of nature.

Providing knowledge and experience Meaningful communication helps tourists gain knowledge. understanding of value and the importance of natural resources history and arts and culture in tourist attractions. This may be in the concrete or abstract form of the local culture that has been passed down for a long time. Helps tourists have an impression of the value of tourist attractions as well as helping Tourists feel moved by what the messenger presents, such as feeling grateful for the story.

History presented the feeling of being amazed at the beauty of nature. creating enjoyment Communication plays an important role in creating a good impression. and travel experiences directly to tourists Helps increase the chances of tourists coming back to visit again. Interpreting activities should be fun. and can create more entertainment. Provide only knowledge Communication should not only present historical events or people. But it should arouse the interest of tourists and make them feel as if they are actually in the event. Poses to create feelings of gratitude or having fun and enjoying the events that are being presented which enhances the learning atmosphere to attract attention and encourage people to follow the story, including Meaningful signs Meaningful pictures and interpretive activities of Na Chomphu, Na Yung District, Udon Thani Province, such as utensils used for eating. Vehicles used for traveling in the village that can reflect and convey the meaning of the way of life of the villagers of Kiri Wongkot Village very well.

Creating a branding symbol (Branding). For a tourist destination, a logo for that tourist destination (Destination Branding), creating a reputation for symbols, logos, specifying colors, special words used to create a special identity for a tourist destination. The importance of creating a tourist attraction's logo is to convey meaning in the words of the source to create recognition If we compare tourist attractions to products How do we want travelers to remember us? and viewing the sea of mist which is the highlight activity of visiting Nachomphu Village They can be used to create slogans and logos for tourist attractions.

Results from research objective 3 found that cultural landscape management for sustainability.

- The area has a landscape and culture that has been passed down sustainably.
- Landscape and culture can be applied according to the current world situation.
- Environment, culture and people can live together sustainably.

It can be concluded that from the study of cultural landscape management for tourism at Ban Na Chomphu, Na Yung District, Udon Thani Province

1. Environmental dimension. Contributes to conservation of forests, nature, and learning and cooperation to conserve the environment of the community. To be sustainable
2. Political and administrative dimensions It is part of the campaign for citizens to participate in the management of the cultural landscape in their own communities.
3. Social and cultural dimensions It creates an exchange of knowledge from different cultures. Promote understanding and awareness of the value of local communities.
4. Economic dimension It's a distribution of income. Raise the level of the community Create economic growth without conflicting with natural resource conservation. and fair sharing of revenues from tourism management and cultural landscape management.

Suggestions

1. There should be a comprehensive study of the cultural landscape in the area of Na Chomphu Village. for sustainable management and conservation
2. Academics and related people should conduct joint research studies with villagers in the area in order to create a sustainable management process.

3. There should be development that covers all dimensions, including conservation, promotion, and tourism. income distribution and all other aspects that are involved.

4. There should be links to develop a network at the village level, sub-district level, district level, and provincial level. To provide a model and guideline for managing the cultural landscape for other areas in Thailand.

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