

COMMUNITY PARTICIPATION IN CREATIVE CULTURAL TOURISM MANAGEMENT A CASE STUDY OF UMCHAN SUBDISTRICT, PRAJAKSILPAKOM DISTRICT. UDON THANI THAILAND

Ekkachai Sithamma ^{1*}, Wanthanee Wattanakhompratip ²

^{1*2}*Udonthani Education Center, Suan Sunandha Rajabhat University, Bangkok, Thailand*

E-Mail: ekkachai.si@ssru.ac.th^{1*}, Wanthanee.wa@ssru.ac.th²

ABSTRACT

This research aims to obtain quantitative data on community participation in managing creative cultural tourism. The study seeks to determine the level of community involvement in organizing creative cultural tourism and explore their knowledge and understanding of the same.

The findings indicate that people in the Umchan Subdistrict, Prajaksilpakom District, Udon Thani Province, are involved in organizing creative cultural tourism in various aspects. This includes presenting ideas, planning, and decision-making, whereas operations and benefit-sharing, monitoring, and evaluation are at a low level. People in the community are willing to participate in managing tourist attractions. The community has the potential to develop creative cultural tourism and become a specialized tourist destination that is popular in the current world and will continue to follow future trends.

Most people in the Umchan Subdistrict have the same idea that cultural tourism is visiting temples, old places, traditions, and ways of life in the community. However, they still lack an understanding of what creative cultural tourism means.

Keywords: Community participation, Creative Cultural Tourism, Management

INTRODUCTION

Thailand is a country with a wealth of cultural tourism resources. It's known as the "cultural capital," with traditions passed down through generations that make the Thai people unique from other nations. This distinct national identity is reflected in language, temperament, and the importance placed on characteristics that attract tourists from all over the world. Thailand's community way of life is another cultural identity that's unique to each community, with its society, culture, and wisdom that make it an attractive destination for those interested in learning about it.

Creative tourism is a newer form of tourism that's becoming more popular, and it's considered a part of cultural tourism. It promotes sustainable cultural tourism by balancing the economic, social, cultural, and environmental aspects of tourism while providing opportunities for tourists to participate in cultural experiences. This is a unique characteristic of tourist areas. The objective of this research is to study the level of community participation in organizing creative cultural tourism and to explore the knowledge and understanding of community creative cultural tourism.

Udon Thani Province is a large province in the northeastern region of Thailand, with one of the oldest civilizations in the country and the world. It's currently a city center for both land and air transportation, as well as the economic center of the upper northeastern region and the future Mekong Basin particle cluster. Prajaksilpakom District is the latest district of Udon Thani Province, with a small community that has a unique cultural capital. Community development and expansion to increase economic value from creative cultural tourism is an excellent way to promote community participation in concrete development and create stability and prosperity in the future.

METHODOLOGY

The research study focuses on community participation in organizing creative cultural tourism and uses the case study of Umchan Subdistrict, Prachaksilpakom District in Udon Thani Province. The study utilizes a survey research method with a quantitative approach to obtain data analysis results. The researcher has set guidelines, steps, and methods for conducting the study as follows:

- Population and sample
- Research tools are used to collect data.
- Creating research tools and checking the quality of research tools
- Data collection methods
- Data analysis

Population and sample

Population

The research was conducted in the Umchan Subdistrict area of Prajaksilpakom District, located in Udon Thani Province.

The population for this study consisted of individuals living in the Umchan Subdistrict. According to the National Statistical Office's records from 2022, there were a total of 7,779 people residing in this area. The researcher selected a quantitative sample group consisting of community leaders, government officials, entrepreneurs, and the public residing in the Umchan Subdistrict. The sample size was determined using Yamane's formula with an expected margin of error of 0.05, resulting in a sample size of 400 people. (Boontham Kitpreedabisut, quoted in Komlak Songthip, 2014).

According to the National Statistical Office, the population statistics of Um Chan Subdistrict in 2022 showed a total of 7,779 people. Out of these, 3,902 were men and 3,877 were women. This gives a male-to-female ratio of 53:47 when compared to the total population.

To gather data for research purposes, the researcher used a quota sampling method and collected 400 sets of questionnaires. Of these, 212 sets were from men and 188 sets were from women living in

the Um Chan Subdistrict. Convenience sampling was used to reach the required number of samples, which totaled 400 sets.

Research tools are used to collect data.

The research tools used to collect primary data are as follows. A questionnaire is a tool used to collect data in quantitative research. By collecting data from the public living in the Umchan Subdistrict, Prajaksilpakom District Udon Thani Province is divided into 3 parts as follows.

Part 1: This survey will collect personal information such as gender, status, age, education level, occupation, and monthly income.

Part 2: The questionnaire will focus on the level of community participation in organizing creative cultural tourism. The case study will be in Umchan Subdistrict, Prajaksilpakom District, Udon Thani Province. This will be a closed-ended questionnaire, based on the Likert principle. The rating scale will be divided into 5 levels.

Part 3: This section will focus on the knowledge and understanding of community creative cultural tourism. It will have 18 questions in a closed-ended questionnaire format, with only two answer options: Yes or No. The questions will cover the content of knowledge on creative cultural tourism. There will be 9 positive questions and 9 negative questions, with scores assigned accordingly.

Creating research tools and checking the quality of research tools

To ensure the quality of a research instrument, it is necessary to follow a systematic approach. Below are the steps for creating and validating research tools:

1. First, study relevant documents, research, and other electronic media sources. Seek advice from experts to guide you in creating questions for the questionnaire.
2. Create a questionnaire that is consistent with the research objectives, variables, framework, and content scope. Then, have an expert review it to ensure its accuracy. Revise as necessary.
3. Pre-test the revised questionnaire by experimenting with 40 sets of similar samples to check the quality of the tool. Test the reliability of the questionnaire.
4. After testing for validity and reliability, use the questionnaires to collect data from the community. In this case, the community is the Umchan Subdistrict, Prajaksilpakom District, Udon Thani Province, and the sample size is 400 people.

Data collection methods

In this research study, the researcher has collected data from 2 sources as follows.

1. Primary data Includes information from documents, books, articles, and research that is related, as well as information sources from related websites to increase knowledge and use it as a guideline for research.
2. Secondary data includes data from participant observation during field visits.

Data collection involves a few important steps that need to be followed. First, it's important to conduct a preliminary survey of the area you want to collect data from. This will help you understand the general condition of the Umchan Subdistrict, as well as the activities and interesting things within the area. Additionally, you should identify the travel modes and access routes, as well as the appropriate time to collect the data.

Once you have completed this preliminary survey, you can move on to the next step, which is to distribute questionnaires to the public in the Umchan Subdistrict community. This should be done in Prajaksilpakom District, Udon Thani Province.

After distributing the questionnaires, you should collect the data from the completed questionnaires for analysis, statistical processing, interpretation, and summarization. This will help you make sense of the data and draw useful conclusions from it.

Data analysis

For this research study, a computer was used to analyze the data. A pre-existing program was utilized to process the data in several steps. Once the questionnaire was checked for accuracy and completeness, the data was converted into a numerical code and recorded on the computer. Descriptive statistics were then applied to analyze the data.

Part 1: This section is designed to gather general information about the sample. It is in the form of a checklist and will use a method to determine the frequency of responses, which will then be summarized as a percentage.

Part 2: This section will gather information about community participation in organizing tourism and creative culture. The analysis will use the percentage and standard deviation methods.

Part 3: This section will focus on the community's knowledge and understanding of tourism and creative culture. The analysis will use the frequency, percentage, and average methods.

RESULTS

The overall level of community participation in organizing creative cultural tourism was low. which has a total mean of 2.57 and a standard deviation of 0.86. When considering each aspect, it was found that people had the highest level of opinion regarding operations. with a mean of 2.89 and a standard deviation of 0.93, followed by offering opinions on planning and judgment in the Sharing of benefits and monitoring and evaluation with average values equal to 2.56, 2.47 and 2.34 respectively. From Table 1.

Table 1
Mean and standard deviation of community participation in creative cultural tourism management, case study: Umchan Subdistrict, Prajaksilpakom District. Udon Thani Province
Classified by Aspect

Participation in the overall management of tourist attractions	Opinion level			
	$\bar{x}$	S.D.	Result	No.
1. Presenting ideas, planning, and decision-making	2.56	1.04	Little contribution	2
2. Operations and operations	2.89	0.93	Moderate	1
3. Benefit sharing	2.47	0.89	Little contribution	3
4. Monitoring and evaluation	2.34	1.04	Little contribution	4
5. Participation in the overall management of tourist attractions	2.57	0.86	Little	

It was discovered that people had varying levels of knowledge and understanding when it comes to creative cultural tourism. The top five items that people answered correctly were ranked in order of percentage values, starting with the highest: Item 18 (98%), Item 5 (97%), Item 1 (96.5%), Item 2

(96.5%), and Item 12 (95%). Conversely, people answered the following five items the most incorrectly: Item 7 (49.5%), Item 3 (35.5%), Item 15 (35%), Item 8 (31.5%), and Item 4 (20.5%). From Table 2.

Table 2
Knowledge and understanding of creative cultural tourism.

Knowledge and understanding of creative cultural tourism	Correct answer (%)	Wrong answer (%)
1. Various temples in the Um Chan Subdistrict It is considered a cultural tourist attraction.	96.5	3.5
2. Creative tourism emphasizes the use of local products and services.	96.5	3.5
3. Providing knowledge and understanding about the importance of lifestyle, culture, and environment to people in the community is not necessary. Because people in the community already know.	64.5	35.5
4. Maintenance of property in tourist attraction areas is the responsibility of area care staff only.	79.5	20.5
5. Participation in the practice It is important to create tourism.	97.0	3.0
6. Community tourism management is the responsibility of government agencies only. Because it is beyond the ability of community leaders and people in the community to do	81.0	19.0
7. Many tourists come to the same place. At the same time, it has a positive effect on preserving culture.	50.0	49.5
8. Cultural tourism is tourism that focuses on preserving culture, not nature.	68.5	31.5
9. Tourists are the people who bring income to the community. Therefore, there is no need to follow the rules set by the community.	85.5	14.5
10. The development of creative cultural tourist attractions must focus on creating as many facilities as possible for tourists.	82.5	17.5
11. Creating values and instilling awareness in tourists about traveling with appreciation is considered a part of organizing creative cultural tourism.	93.5	17.5
12. Sharing benefits back to the local community and conservation of natural resources is part of sustainable cultural tourism management.	95.0	5.0
13. Receiving donations or collecting admission fees or the cost of using the facility, such as toilets and parking fees. All this income is used to maintain the facility in good condition for long-term use.	87.0	13.0
14. Creative cultural tourism places importance on safety in tourist destinations.	94.5	5.5
15. Creative cultural tourism focuses on sightseeing for entertainment.	65.5	35.0
16. The changing way of life of people in the community is something that must be realized in organizing creative cultural tourism.	93.5	6.5
17. Publicizing activities related to creative cultural tourism is the responsibility of government agencies alone.	90.5	9.5
18. Creative cultural tourism helps build a good image of tourist destinations and local communities.	98.0	2.0

CONCLUSION AND FUTURE WORK

People participate in organizing creative cultural tourism. There was a low level of opinion because people had knowledge and understanding of the process of participating in creative cultural tourism management. However, there is still a lack of cooperation in operations and the use of creativity. When

considering each aspect, it was found that People's opinions were at a low level because people received public relations from relevant agencies such as municipalities, and sub-district administrative organizations. village fund etc. It is not yet comprehensive and should be widely publicized. Have regular meetings to discuss the development of the area for the better.

The community in Umchan Subdistrict, Prachaksilpakom District, Udon Thani Province, is actively involved in organizing creative cultural tourism. They contribute to different aspects such as generating ideas, planning, decision-making, and monitoring and evaluation. However, the level of benefit-sharing is still low. This aligns with the findings of Kuljira Saowalakchinda's (2012) study on community participation in tourist attraction management in Inburi District, Singburi Province. The study concluded that people are willing to participate in managing tourist attractions, but they lack proper guidance and support.

The people in Umchan Subdistrict have expressed their interest in developing creative cultural tourism. However, they are not clear on what it is. Creative cultural tourism involves creating new values from human thought by linking it to cultural roots and integrating modern technology and innovation. It is essential to involve the community in using their local cultural capital to create tourism that meets the needs of tourists and locals while preserving the community's important cultural values (Suwanrit et al., 2010).

Sirimarn Wattana and colleagues (2016) studied the potential of the community and the development of cultural tourist attractions in Mae Chaem District. They found that the community has the potential to develop Mae Chaem into a cultural tourist destination. Such specialized tourism is becoming increasingly popular globally and will continue to follow future trends.

To develop creative cultural tourism, various agencies involved in organizing such activities should focus on presenting opinions, planning, and decision-making. They should also arrange visits to other cultural tourism events to improve the tourist attractions of the area and promote more creative tourism activities.

In terms of benefit sharing, there should be a committee to allocate the proportion of sales and profit sharing in various activities to achieve equality. It's important to have thorough public relations with all citizens, inviting them to participate in various activities.

Finally, relevant agencies should monitor and evaluate the work or various activities more closely and allow the community to participate. This will help to identify any shortcomings and fix them for the betterment of the community.

ACKNOWLEDGEMENTS

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

REFERENCES

- Adhikary, M. (1995). Management of Ecotourism. Bangkok: Srinakarinwirot University.
- Burkart, A. J. and S. Medrik. (1981). Tourism: Part Present and Future. Oxford: ButterworthHienemari Ltd.
- Mill, R. & Morrison, A. M. (1992). The Tourism System: and Introductory Text. New Jersey:Prince - Hall Intentional Inc. 80
- Kuljira Saowalakchinda. (2012). Community participation in tourist attraction management, case study: Inburi District. Singburi Province. independent research General Management major Rajamangala University of Technology Thanyaburi
- Sirimarn Wattana et al. (2016). Community potential and the development of cultural tourist attractions in Mae Chaem District. Chiang Mai Province. Journal of Research and Development, Humanities and Social Sciences Edition Suan Sunandha Rajabhat University
- Suwanrith Wongcha-um et al. (2010). Integrating cultural capital into creating valuable tourist routes of Tha Kha Subdistrict, Amphawa District, Samut Songkhram Province. Research and development institute. Suan Sunandha Rajabhat University.
- Thanet Srisathit, Wanna Khampuanbutr and others. (2013). Research project on community participation in tourism management on an eco-cultural basis in the area of Phra That Subdistrict, Na Dun District, Maha Sarakham Province. Thailand Research Fund.
- Udon Thani Provincial Cultural Office. Name of house, city, Prachak district Retrieved on 5 March 2023, from https://www.m-culture.go.th/udonthani/download/Bannammeung/Home_Prachaksinlapakhom.pdf.