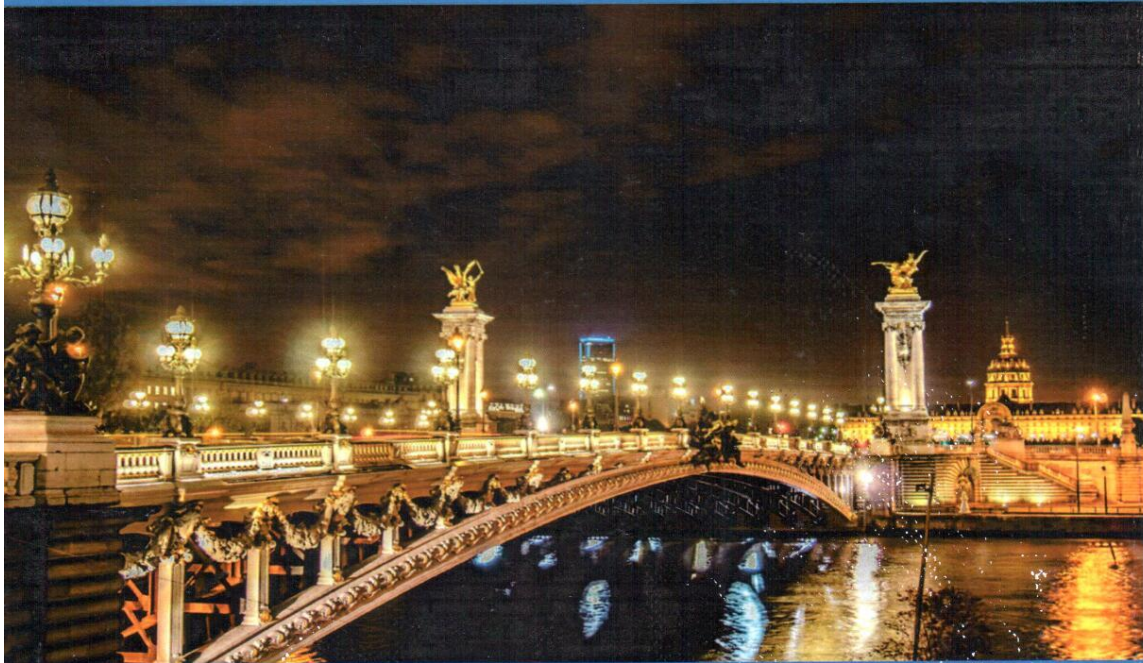




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EDITORIAL

It is my proud privilege to welcome you all to the Academics World International Conference at Paris, France. I am happy to see the papers from all part of the world and some of the best paper published in this proceedings. This proceeding brings out the various Research papers from diverse areas of Science, Engineering, Technology and Management. This platform is intended to provide a platform for researchers, educators and professionals to present their discoveries and innovative practice and to explore future trends and applications in the field Science and Engineering. However, this conference will also provide a forum for dissemination of knowledge on both theoretical and applied research on the above said area with an ultimate aim to bridge the gap between these coherent disciplines of knowledge. Thus the forum accelerates the trend of development of technology for next generation. Our goal is to make the Conference proceedings useful and interesting to audiences involved in research in these areas, as well as to those involved in design, implementation and operation, to achieve the goal.

I once again give thanks to the Academics World, Institute of Research and Journals & The IIER for organizing this event in Paris, France. I am sure the contributions by the authors shall add value to the research community. I also thank all the International Advisory members and Reviewers for making this event a Successful one.

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A STUDY ON THE FOLKWAY AND CULTURAL POTENTIAL OF HOMESTAY AT TALING CHAN DISTRICT, BANGKOK

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Abstract- This research aims to study the potential in the dimensions of folkways and cultures of homestay at Taling Chan District, Bangkok. The research concentrates on the qualitative outcomes which are collected the data by purposive sampling survey, observation, and interview from the targets and stakeholders in the mentioned area. With primary content analysis and examine, the consistency of the related issues gets re-examined once and until the data gets saturated. It is found that cultural asset and tourism resources in Taling Chan District are interesting and attractive to tourists. With potential assessment of the mentioned resources in the related fields, they have potential to manage and organize the homestay programs efficiently due to their various traditional cultural asset and tourism resources. So, this is suitable to develop the tourism programs and activities to be parts of the homestay corresponding to the community's context.

Keywords- Potential, Folkways, Culture, Homestay

I. INTRODUCTION

There are various tourism models in each province of Thailand; for example, natural tourism, cultural tourism, folkway tourism which we can do activities like buying local items, etc. Each tourism model has its own uniqueness that impresses tourists. Taling Chan District in Bangkok is one place where there are many important ecotourism and cultural tourism attractions such as floating markets (like Khlong Lat Mayom floating market, Wat Taling Chan floating market), temples (like Wat Champa temple, Wat Saphan temple). Particularly, the tourists can enjoy touching and learning the ways of life in the community along the canal which stay traditional and agricultural.

One most important factors playing significant role in the tourism and affecting the tourist's decision is the accommodation, in particular homestay accommodation where appropriate activities related to community's context should sustainably provide to tourists. According to the mentioned factor, there is plenty of homestays in the area of Taling Chan. Therefore, the researcher selects to study the folkways and cultures in this community in order to sustainably manage the appropriate programs and activities which are the database decision of the tourists on the visit and stay, and also lead to the community's income distribution.

II. OBJECTIVES

2.1 To study the cultural asset and tourism resources in Taling Chan District, Bangkok

2.2 To study the potential in the dimensions of folkways and cultures of homestay accommodations located in Taling Chan District, Bangkok.

III. LITERATURE REVIEW

Pharadet Phayakvichian (2001) has mentioned that homestay tourism is the tourism model which community rejoices in welcoming and hosting tourists, and also sharing folkways, cultures, social environment, and the ecosystem of attractions, and probably exchanging cultural experiences and differences between tourists, hosts, and local people. Natchamon Suvittayapan (2002) (cited from Karuna Dechativong Na Ayuttaya, 1994) has divided homestay tourism resources into groups which are related to the mentioned definition of homestay tourism which are suitable to study and examine the cultural asset of homestay tourism management as follows;

1. Local existing resources
 - a. Marketing resources – local traditions and cultures, natural environment – attractions of community
 - b. Facilities, accommodation and food offered to tourists to participate the activities and folkways such as staying with the local people, trying local food, observing lifestyles, and also experiencing mental impression like getting warming welcome and hospitality
2. Operating resources
 - a. Tentative plans and interesting programs – Thai cooking course, integrated agriculture and local daily routines learning
 - b. Tourism supportive system – Health care center, Security management, and natural food sources

- c. No unwanted environment or creations among the original resources

According to the definition and principals mentioned above, it is related to the research of Kusuma Promchan (2008) on the study of cultural homestay tourism potential at Baan Khlong Ruea, Pato District, Chumphon. It is found that homestays in Baan Khlong Ruea have arranged the tourism activities related to their context such as bamboo rafting, fishing, natural trekking, and aerobic exercising with local people so that awareness of natural conservation is mentally created in tourist's minds. Besides, it is also agreed with the study of Onchana Saenchai Chantraprayun and Wachareewan Sasiphlin (2001) that cultural homestay tourism is the model which causes no natural resources, environmental and cultural destruction based on the case study of Homestay management in Baan Mho community, Pa Phai, San Sai District, Chiang Mai. That ecotourism and cultural attraction potential (without tourism management) assessment shows that 100 percentage of local cultures and accommodation where the tourists easily experience the taste of rural lifestyle reflect the potential on local tradition, natural sources and the coherence of cultural-traditional inheritance, and 60 percentage agree with the artistic and cultural beauty, mental local connection and the strong resolution on cultural maintenance (60%).

IV. METHODOLOGY

This study of the potential in the dimensions of folkways and cultures of homestay accommodations is a qualitative research collecting data by purposive sampling survey, observation and interview the targets and stakeholders living in the selected area. The primary analyzed and examined data in the related issued is re-examined once from the stakeholders by content analysis technique until the data gets saturated. (Waltz, Strickland and Lenz 1991)

V. RESULTS AND DISCUSSION

Based on the survey and observation the homestay in Taling Chan District located in the area of Koh San Chao community, it is found that cultural asset in the folkway there, most people living along the canal travel by boat. It is an agricultural society where raised gardens, lotus planting and ditches (for draining wet land) are still found. For the local food and dessert, those are made from ingredients easily found in the community such as acacia, coconut, banana, and lotus stem, to cook and serve like green curry with chicken, omelet with acacia, deletable imitation fruits (Look Chup), herbal drinks etc. Moreover, some folk wisdoms and arts which are going to be abandoned such as banana stalk carving,

Thai fruit carving, coconut leaf basketry, pandanus leaf folding, chalk powder, perfumed oil, those are still found in the community. Furthermore, religious activities and traditional living are conserved and supported. For the outstanding attractions, there are two places such as Wat Champa temple and Chao Poh Jui shrine. The first place, Wat Champa temple, Luang Por Chokh Dee Fig.1, the old historical temple in the age of Ayuttaya, is the center of Koh San Chao community. Another place is Chao Poh Jui shrine where is respectful for seamen and villagers, and where there is annually festival and a grand festival every three years. About the architecture of the accommodation, some of them are still original as we could see in the central area of Thailand now.

Refer to the mentioned result above, it is evaluated and concluded as follows: -

Folkway living Fig.2 – water resources in the community play an important role in people's way of life while horticulture has been a major vocation from the past until today.

- Local food and dessert – most menus are mainly made from ingredients easily found in the community which help to reduce costs and also show the potential on using resources efficiently.

- Folk wisdom – it is found that most original folk wisdom has been passed on the knowledge from the past to the new generation. Not only the original ones, but also the other folk wisdoms are supported to the community in order to accommodate the future tourism.

- Local tourism – there are lots of cultural and historical attractions originally built in the late of Ayuttaya era, where they are the sentimental value of local people. Besides, traditional festivals are organized annually.



Fig.1. Luang Por Chokh Dee (Wat Champa)



Fig.2 Folkway living

According to the mentioned potential evaluation, it shows that cultural assets and tourism resources in Taling Chan district and Koh San Chao community have the ability to develop and manage the homestay tourism programs by using resources and original assets in the area to initiate the tourism activities related to the folkway seamlessly. Discussion According to the result on the study on the Folkway and Cultural Potential of Homestay Accommodation in the Area of Taling Chan District, Bangkok, it points that the cultural assets and tourism resources in this community are remarkable and attractive to the tourists. With their diversity and primitiveness, it is appropriate to develop and manage the homestay tourism programs as mentioned in the study of cultural folkway, social surrounding, and the ecosystem of tourist attraction which cultural experience exchanges possibly occur between tourists, local hosts and people (Pharadet Phayakvichian, 2001).

In addition, it is found that each cultural assets and tourism resources have reached the potential to efficiently manage the homestay programs based on the local existing and also operating resources (Natchamon Suvittayapan, 2002 cited from Karuna

Dechativong Na Ayuttaya, 1994). Thus, those mentioned cultural assets and tourism resources in the area of Koh San Chao community are suitable to apply and develop to become tourism activities related to the community background and context which sort with the study of cultural homestay tourism potential at Baan Khlong Ruea, Pato District, Chumphon. It is found that homestays in Baan Khlong Ruea have arranged the tourism activities related to their context without natural resources, environmental, and cultural destruction, Kusuma Promchan (2008) and the study on the homestay management in Baan Mho community, Pa Phai, San Sai District, Chiang Mai of Onchana Saenchai Chantraprayun and Wachareewan Sasiphlin which the potential in the dimension of cultures obviously plays the significant role in the community more than 60%.

RECOMMENDATION

There should be a prototype activities within the mentioned areas to use as a role model in making an example of more concrete homestay tourists.

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