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EDITORIAL

It is my proud privilege to welcome you all to the TheIRES International Conference at Zurich, Switzerland. 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 Institute of Research and Journals, TheIIR, TheIRES for organizing this event in Zurich, Switzerland. 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.

Editor-In-Chief

Dr. P. Suresh

M.E, Ph.D. Professor and Controller of Examinations,
Karpagam College of Engineering.,
Coimbatore, India



THE KNOWLEDGE AND UNDERSTANDING OF COMMUNITY IN CREATIVE CULTURAL TOURISM A CASE STUDY OF OUMCHAN COMMUNITY, PRACHAKSILAPAKHOM, UDONTHANI, THAILAND

EKKACHAI SITHAMMA

Department of Tourism Industry and Hospitality Management, SuanSunandhaRajabhatUniversity,Thailand
Email: Ekkachai.si@ssru.ac.th

Abstract - The knowledge and understanding of community in creative cultural tourism :Oumchan community PrachaksilapakhomUdonthani. This research has been use method of research in quantitative research and survey research by using questionnaires to collect 400 people in Oumchan sub-district for sampling. The research found that The majority of people in OumChan Sub-district have the same idea that the Cultural tourism is Visiting the temple or ancient place, traditions and way of life in the community but they still do not understand what the creative cultural tourism is.

Keywords - Community, Cultural Tourism, Creative

I. INTRODUCTION

Thailand is a country with wealth of cultural tourism resources, a "cultural capital" that is inherited from generation to generation. Thailand has a distinctive culture that make Thai people different from other countries in the world. There is a national identity which is visible from the language used and unique characteristics. These attract visitors from all over the world to visit this region. It is a real life that can be touched. (SukhothaiThammathirat Open University, 2014: 55-56). Community lifestyle is the one of Thai cultural identities. Each community has a different culture and local wisdom. It is an attractive resource for tourists or those who are interested in visiting the community as OumChan Sub-district Prachaksilapakhom District UdonThani Province, There are various of cultural tourism resources and ready for development by community's participation. Nowadays, one of the attractive forms of tourism is Creative Tourism. It is considered as part of cultural tourism (DOT, 2015) and also promotes cultural tourism into sustainability with the balancing the economic, social, cultural and environmental. It support opportunity for tourists to participate in the cultural experience. That is the characteristic of tourism attraction. Prachaksilapakom District, The latest district of UdonThani. It is a small district with distinctive cultural capital. It can be develop community and increase the economic value of cultural tourism. This research is one of methods that can promote community participation in concrete development and sustainable prosperity.

II. DETAILS EXPERIMENTAL

2.1 Objectives of study

1. To explore the understanding of cultural tourism in the community.

2. To study community lifestyle and culture of Oum Chan Sub-district. Prachaksilapakom District UdonThani Province

2.2 Scope of study

1. Scope of area: Oum Chan Sub-district. Prachaksilapakom District UdonThani Province

2. Scope of population: In-depth interviews are as follows: 1) Representatives of groups or clubs related to tourism and products in Oum Chan sub-district 2) Entrepreneurs in Umm Chan Sub-district 3) Community leaders

3. Scope of Content: A study of the community



cultural heritage

2.3 Methodology

This research is a survey research by conducting with quantitative research which used the population of Oum Chan Sub-district, population sample 400 people. The research tool is a closed-ended questionnaire with two options (Yes or No Answer). by cover the Creative Cultural Tourism Content. The data is analysed by using frequency, percentage and descriptive. Research tools design and assessment of research tools. The research use questionnaire as a research tool. There are steps to create and assessment of research tools to examine the quality of research tools as follows

- 1) Study related documents, research and electronic resources, then comply with experts recommendations for creating the questionnaire.
- 2) Create a questionnaire for the community by consistent with the objectives, variables, conceptual research framework and scope of content, then let the experts check for validity, after that improve it
- 3) Using the pre-test questionnaire test with 40 similar samples for checking reliability of research tools.
- 4) Take the validity and reliability questionnaire tested use to collect data with the community including the general public for 400 people in Oum Chan Sub-district. Prachaksilapakom District

Data collection

This study collected from 2 sources as follows:

1. Secondary data is information from related documents, books, research articles, websites to increase knowledge and use as a guideline for research.
2. Primary data is data from participatory observation during taking field trip.

2.4 Data analysis

This research using computer program to process data as a basic step. After checking the completeness of the questionnaire, the data is converted to a code and stored in the computer. Descriptive statistics is used to analyse the data on knowledge and understanding of Creative cultural tourism of the community by Using Frequency, Percentage and Mean.

III. RESULTS AND CONCLUSIONS

The research found that The majority of people in Oum Chan Sub-district have the same idea that the Cultural tourism is Visiting the temple or ancient place, traditions and way of life in the community but they still do not understand what the creative cultural tourism is. As the questions in Table number 1-9 are the questions about cultural tourism, and number 10-18 are questions about creative tourism.

Contents	X	level of Understanding
1) There are local traditional festivals in Oum Chan Sub-district and traditionally held every year(I-San moris)	15.7	High Understanding
2) There are tourists or non-residents join in festival	14.4	High Understanding
3) Oum Chan Sub-district has an old place that can be	15.7	High Understanding

promoted as a tourist attraction, such as temples, ancient houses, archaeological site		
4) Those old places allow to visit in	11.4	Moderate Understanding
5) Oum Chan Sub-district has a collection of old objects	10.2	Moderate Understanding
6) There is managed and opened for visiting in ancient collection places	7.12	Moderate Understanding
7) Oum Chan Sub-district offers a variety of local wisdom products, such as weaving, basketry, construction, handicrafts	17.3	High Understanding
8) The villagers or people who living in Oum Chan Sub-district still follow the local way of life in career such as agriculture, trading local products	16.5	High Understanding
9) There are own accommodations or house divided into accommodation for welcome tourists to stay	12.6	Moderate Understanding
10) visitors gain knowledge about local traditions.(I-San Moris)	11.3	Moderate Understanding
11) Visitors gain knowledge and participate in preserving ancient house and archaeological site	5.6	Low Understanding
12) Visitors have skills and knowledge in using and importance of those old objects	4.6	Low Understanding
13) Visitors have been involved in preserving those old objects	3.4	Low Understanding
14) Visitors get chance in learning about the local craft from local wisdom,	11.6	Moderate Understanding

such as weaving, basketry, construction, crafting, etc.		
15) Visitors do activities or try to produce own handicraft from the local wisdom such as weaving, basketry, construction or others	13.7	High Understanding
16) Visitors participate in community-based activities such as agriculture, product trading in the community.	5.4	Low Understanding
17) Visitors learn the way of life from staying in Oum Chan Sub-district	4.8	Low Understanding
18) The souvenirs that visitors is a work that they has been implemented by themselves	11.3	Moderate Understanding

Creativity is the value created by human thinking (Howekins, 2010), as a new creation. It is linked to community cultural foundation. It's accumulated from Thai local wisdom and Integrated with modern technology / innovation. It's lead into the process "Creative Thinking" and inspired from the roots of the culture and local wisdom. As long as the

community participates to create tourism by using local cultural capital in balancing between the demand and supply side needs including community potential, considering in values of community cultural capital (Suwannit et al., 2010), they can develop a sustainability in creative cultural tourism.

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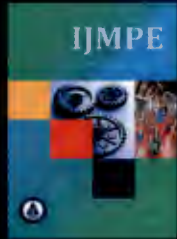
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