PROCEEDINGS OF
The IRES
INTERNATIONAL CONFERENCE

Date: 16th-17th February, 2018  I  Venue: Zurich, Switzerland

In Association With
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- To use the research output of the conference in the class room for the benefits of the students.
- To encourage researchers to identify significant research issues in identified areas, in the field of Science, Engineering, Technology and Management.
- To help dissemination of their work through publications in a journal or in the form of conference proceedings or books.
- To help them in getting feedback on their research work for improving the same and making them more relevant and meaningful, through collective efforts.
- To encourage regional and international communication and collaboration; promote professional interaction and lifelong learning; recognize outstanding contributions of individuals and organizations; encourage scholar researchers to pursue studies and careers in circuit branches and its applications.
- To set up, establish, maintain and manage centers of excellence for the study of related subjects and discipline and also to run self supporting projects for the benefit of needy persons, irrespective of their caste, creed or religion.

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The Institute of Research Engineers and Scientists (TheIRES) is a non-profit organization that promotes the Engineering and Technology, related latest developments and issues to be discussed and experimented through interactions amongst the researchers and academician across the globe at a common platform in association with The IIER, Academics World & ISER.
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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, TheIIER, 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

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

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Abstract - The knowledge and understanding of community in creative cultural tourism: Oum Chan community, Prachaksilapakhom, Udonthani Province. This research has been used method of research in quantitative research and survey research by using questionnaires to collect 406 people in Oum Chan sub-district for sampling. 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.

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 makes 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. (Sukhothai Thammathirat Open University, 2014: 55-56). Community lifestyle is 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 Oum Chan 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. Prachaksilapakhom 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, Prachaksilapakhom District Udonthani Province

2.2 Scope of study

1. Scope of area: Oum Chan Sub-district, Prachaksilapakhom 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 Oum 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 tool’s 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.

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<tr>
<th>Contents</th>
<th>X</th>
<th>level of Understanding</th>
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<tr>
<td>1) There are local traditional festivals in Oum Chan Sub-district and traditionally held every year(I-San moris)</td>
<td>15.7</td>
<td>High Understanding</td>
</tr>
<tr>
<td>2) There are tourists or non-residents join in festival</td>
<td>14.4</td>
<td>High Understanding</td>
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<td>3) Oum Chan Sub-district has an old place that can be promoted as a tourist attraction, such as temples, ancient houses, archaeological site</td>
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<td>4) Those old places allow to visit in</td>
<td>11.4</td>
<td>Moderate Understanding</td>
</tr>
<tr>
<td>5) Oum Chan Sub-district has a collection of old objects</td>
<td>10.2</td>
<td>Moderate Understanding</td>
</tr>
<tr>
<td>6) There is managed and opened for visiting in ancient collection places</td>
<td>7.12</td>
<td>Moderate Understanding</td>
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<tr>
<td>7) Oum Chan Sub-district offers a variety of local wisdom products, such as weaving, basketry, construction, handicrafts</td>
<td>17.3</td>
<td>High Understanding</td>
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<td>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</td>
<td>16.5</td>
<td>High Understanding</td>
</tr>
<tr>
<td>9) There are own accommodations or house divided into accommodation for welcome tourists to stay</td>
<td>12.6</td>
<td>Moderate Understanding</td>
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<tr>
<td>10) visitors gain knowledge about local traditions(I-San Moris)</td>
<td>11.3</td>
<td>Moderate Understanding</td>
</tr>
<tr>
<td>11) Visitors gain knowledge and participate in preserving ancient house and archaeological site</td>
<td>5.6</td>
<td>Low Understanding</td>
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<tr>
<td>12) Visitors have skills and knowledge in using and importance of those old objects</td>
<td>4.6</td>
<td>Low Understanding</td>
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<tr>
<td>13) Visitors have been involved in preserving those old objects</td>
<td>3.4</td>
<td>Low Understanding</td>
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<td>14) Visitors get chance in learning about the local craft from local wisdom,</td>
<td>11.6</td>
<td>Moderate Understanding</td>
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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

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<td>15)</td>
<td>Visitors do activities or try to produce own handicraft from the local wisdom such as weaving, basketry, construction or others</td>
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16) Visitors participate in community-based activities such as agriculture, product trading in the community.

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<td>16)</td>
<td>Visitors participate in community-based activities such as agriculture, product trading in the community.</td>
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17) Visitors learn the way of life from staying in Oum Chan Sub-district

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<td>17)</td>
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18) The souvenirs that visitors is a work that they have been implemented by themselves

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<td>The souvenirs that visitors is a work that they have been implemented by themselves</td>
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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 (Suwanit et al., 2010), they can develop a sustainability in creative cultural tourism.

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REFERENCES


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