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PROCEEDINGS OF  
**THE IRES**  
**103<sup>rd</sup> INTERNATIONAL CONFERENCE**  
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- ❖ To help them in getting feedback on their research work for improving the same and making them more relevant and meaningful, through collective efforts.
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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.

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# CREATIVE TOURISM DEVELOPMENT IN BAN CHIANG, UDONTHANI

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**Abstract** - This research aims to suggest Creative Tourism Development in Ban Chiang, UdonThani. The samples and key informants were the representative from community and involved authorities by using the purposive sampling. The focus group and card techniques were used as the research method to sorting out the importance or the urgency to develop. The researcher analyzed the data, synthesized the content or main points which are related to form in the same group and presented in a composition. The research result of Creative Tourism Development in Ban Chiang, UdonThani Province, Thailand were to represent the local way of life of the community in historical tourism attractions together with the tourism activities such as to bring the pottery pattern design of ancient Ban Chiang pottery to be the pattern for tourists to draw the Ban Chiang's pottery pattern on the copy of Ban Chiang pottery. The decoration along the access way to the tourism attractions with local handicrafts from the way in. The amenity arrangements and accommodation to harmonized with the tourism attraction by fetching the pottery pattern design, pottery or hand weaved cloth to decorate such as signs; restrooms; and trash bins. In addition to accommodation, tourists have chances to cook "Tai-Puan" food as well as creating the activities for tourists to portray the "Tai-Puan" people by wearing their traditional dress and taking photos; also doing tourism activities in traditional festival of the community with the local mentor to pass on knowledge, skills and experience to tourists.

**Index Terms** - Ban Chiang Community, Creative Tourism

## I. INTRODUCTION

Thailand Tourism Authority launched the 2017 tourism marketing plan in order to create the highest and most efficient benefits to the nation to be the sustainable preferred destination by increase income from tourism altogether with tourism sustainability. The marketing plan accentuated with strengths building of the nation and linking the Thai economy with the world economy with efficiency by using Thai local way of life; pass the delivery of local experience which can add worth and values to Thailand's tourism to make Thai people see the Thai values and become love and proud to their country; build the sense of belonging to protect the environment; remain the Thainess and be the good hosts which the diversity are Thailand's tourism strengths under the marketing communication campaign "Amazing Thailand Tourism Year", besides the campaign emphasized to conscious mind building as the good hosts so it is the important value chain in tourism to impress tourists to have the repeat visits and stress the strengths of Thai people as the good hosts to welcome tourists with courtesy, warmth and generous which make the Thainess so unique and cannot be imitate. [1]

Creative tourism is a form of tourism which use the historical and cultural tourism resources of each attraction as the base. The attraction can bring the arts, cultures, tradition, or activities in the local to create the creative tourism by using the culture as the base resources. [2] North-eastern of Thailand is a region full of traditions, archaeological sites, religions, faiths, and Ban Chiang ancient archaeological site in UdonThani which was founded the ancient archaeological finds and historical evidence in 1972. The archaeological

finds were pottery with red pattern, bones, equipment made from stone and bronze. The pottery with the red pattern was so distinction, so it was acquiesced with Thai and foreign archaeologists that Ban Chiang archaeological site is the trace of world's culture. In 1992, the World Heritage Commission registered Ban Chiang as the Cultural World Heritage of Thailand. (Counted as no. 4 from 5 places in Thailand) [3] And the archaeological finds were pottery such as pots and earthen jars, the pattern designs were Ban Chiang uniqueness like spiral, animal, imaginative designs. The materials drawn with red pattern, bones, ornaments, farm tools, etc found in the Po Si Nai Temple and Ban Tai Puan digs are kept in Ban Chiang Historical Museum. [4]

World heritage tourism attractions in Ban Chiang's area that is to say, it has the high values intensively in history and high values in culture. Tai Puan Community living with the world heritage area so this community has the uniqueness of language, traditional dress, dance, and food which create value to its local way of life and attract tourists to visit each year. Ban Chiang Municipality give the importance and promote people in the community see the importance of archaeological sites, according to the rules of UNESCO announced Ban Chiang as the World Heritage Site which is the national treasure that need to be cherished. Including the history of Tai Puan people who migrated to live in Ban Chiang's area. The keep on cultural and traditional from Tai-Puan's ancestors, such as local way of life, language, dress, and tradition are charms to attract the tourists. [5] Hence, the researcher foresee the importance of Creative Tourism Development in Ban Chiang, UdonThani to bring together between guests and hosts to understand the

values of their own community to form a self-conscious about protecting the historical heritage. The government and private agencies or community can use the research results to improve the tourism attractions, traffic, amenities, facilities, accommodation and activities to more tourists' satisfaction and promote wider to increase tourists and make the re-visits.

## II. OBJECTIVE

To suggest Creative Tourism Development in Ban Chiang, Udon Thani Province, Thailand

## III. SCOPE OF RESEARCH

### A. Scope of Content

The model to develop the creative tourism at Ban Chiang community, Udon Thani, Thailand are 1) Attraction 2) Accessibility 3) Amenity 4) Accommodation and 5) Activity

### B. Scope of Area

The researcher took the study and data collection inside Ban Chiang Community (Ban Chiang National Museum, Udon Thani

### C. Scope of Demographic

The samples were people who are involved with the development of creative tourism at Ban Chiang Community, Udon Thani; they were stakeholders' i.e. representative from Ban Chiang Municipal, representative from Homestay group, representative from cloth weaving group, representative from pottery makers, representative from wickerwork group, and representative from traditional dance group.

## IV. RESEARCH METHODOLOGY

### A. Samples and Key Informants

The key informants were 8 representatives from community and involved agencies selected by purposive sampling which were 2 representatives from Ban Chiang Community, a representative from Homestay group, a representative from cloth weaving group, 2 representatives from pottery makers, a representative from wickerwork group, and a representative from traditional dance group.

### B. Research Methods

This research used the focus group and card techniques to sorting out the importance or the urgency to develop.

### C. Data Collection

As since this research article is a part of the research paper "The Model of The Development of Creative Tourism at Ban Chiang Community, Udon Thani". The researcher collected data from tourists' behavior and satisfaction surveys of 400 tourists who have visited Ban Chiang Community between February – March

2017 followed by the research methods; then analyzed and synthesized data to form a model, along with the focus group holding with representatives from stakeholders with card techniques to sorting out for the importance or the urgency to develop. After that, the model was brought out to be considered to get suggestion to develop the creative tourism at Ban Chiang Community, Udon Thani in each issue.

### D. Data Analysis

The data was analyzed and synthesized the contents or main points which can be grouping into groups and categories and present in a composition.

## V. FINDINGS

From the focus group with representatives from community and involved agencies with the use of card techniques to sorting out the opinions and recommendations from the attendants found out that the representatives from both community and involved agencies were agreeably with the study of tourists' behavior and satisfaction at Ban Chiang Community, Udon Thani in 5 sections; they should develop creative tourism in attraction at the highest level; activity, accessibility, amenity and accommodation at the lowest level.

### Attraction:

At archaeological site of Ban Chiang, it is the famous and important site in Thailand locates at Nong Han District, Udon Thani Province. It was registered as the World Heritage in 1992 at Santa Fe, U.S.A. with the criteria that referred to presence appearance or extinct civilization. It was the place which subsist to the pre-historic humanity more than 4,000 years ago and found the traces of humanity showed the wisdom of hand-tools and lived in a community. The digs at Phosi-Nai Temple showed the living of pre-historic humans with rice farming, domestication animals for food, earthen wares and pottery making, cloth weaving, tools making, bronze and iron ornaments making, pattern of funeral with buried dead people with earthen wares and ornaments for dedication to the dead. The earthen wares and potteries are distinct and unique; showed the living culture as the evidence of antiques as a part of Ban Chiang's culture. [7] As well as Ban Chiang National Museum had been built after the observation visit of King Rama 9 and Queen Sirikit which made the local people alert to preserve the archaeological objects not to be stolen and sold in the black market, including preserve the archaeological dig sites to the public.

Besides Ban Chiang's Tai-Puan Community has the habitation history from Xieng Khouang, Laos PDR to find the suitable areas to settled down at Dong-Tow Forest, and the location was the plateau and ponds full of water all year round so they settled the habitation here for 220 years ago. Those Tai-Puan people speak

their own language in Tai-Kadai Language family same as Thai-Laos ethnicity which share the vocabularies with Laos more than Thai but the accent is similar to Central Thai. Tai Puan's local food are variety such as Laarb (ground beef salad), Koi (raw meat salad), Jaew-som (sour dipping sauce), Jaew-waan (sweet dipping sauce), bamboo shoots, water ferns, and rice wine and whisky. When they are gathering for religious ceremonies; they often make Kanom-jin (rice noodles), Kow-larm (sticky rice roasted in bamboo joints) and other dishes that can find ingredients at local. For the Tai-Puan's dress, they dress with cotton shirt with string tie and cotton trousers indigo dyed or ebony dyed called Pa-gom. Men wear loincloth around shoulders or waists. Women wear sarong with red part of sarong live woven with silk and breast wrapper (Hang-tu). For the unique Tai-Puan's houses; formerly fastening together with wooden pins instead of nails, square plan with partitions made of strips of split bamboos, the roofs were grasses or scales, the gable carved in the forms of animals and flowers i.e. lions, serpents, crocodiles, lotus. The focus group attendees agreed to sort out the importance to develop creative tourism at Ban Chiang Community in Attraction section are;

Firstly, the development to present the archaeological site and Ban Chiang National Museum there are 4 buildings for exhibition. The presentation is about the living history more than 4,300 years. In giving knowledge to tourists, there should let tourist participate through activities i.e. studio for retro photography with a set of ancient potteries as a scene or application for smart phones for picture decoration in vintage style or QR Code in order to giving information.

Secondly, to reflect the Tai-Puan Community's identity to tourists then campaign to wear the Tai-Puan's traditional dress for both locals and tourists in annual festivals or any religious ceremonies such as the local cloth shops and restaurants in front of Ban Chiang National Museum. The sellers should wear Tai-Puan's traditional dress, speak Tai-Puan language as well as homestays in the community which received Thailand Tourism's award; some houses are built in the Tai-Puan's styles and these making tourists appreciate, seeing values to conserve the local way of life and re-visit.

Thirdly, to present the values of Ban Chiang Communication handicrafts i.e. cloth weaving, potteries making, painting, wicker working with local materials and locals are the producers and designers. In each group, they are represent their handicrafts. As well as, the story telling in making process or the designs of cloth weaving from the ancient's jars patterns, the indigo for dying cloth, how to make potteries and how to make the wicker work.

#### **Activity:**

Ban Chiang Community tourism attractions are distinct in history, culture, local way of life of Tai-Puan people, local handicraft and long history of tradition. The group of people for promoting culture and tourism activities are homestay group, cloth weaving group, painting group, pottery making group, wicker work group, traditional dance group, agriculture products processing group and Ban Chiang National Museum as tourism attraction which under care of government agencies to help promoting tourism such as Ban Chiang Municipality; there is officers to help introduce local's tourism attractions and budget to held the Ban Chiang World Heritage Annual Festival with the support of Tourism Authority of Thailand, UdonThani Office. UdonThaniRajabhat University supports with the Ban Chiang Dance course, wicker work, cloth weaving into its curriculum teach by the head of each groups. The study of tourists' satisfaction at Ban Chiang found out that tourists want to visit the Ban Chiang National Museum and the archaeological dig sites at the highest level, then shopping the souvenirs like indigo dyed cloths, pottery making, Tai-Puan's way of life observing. [6] The focus group attendees agreed that the importance of activities at Ban Chiang Community are as followed.

Firstly, to sharing knowledge between guests and hosts i.e. cloth weaving group's activity present the studio for retro photography, indigo dying activity, or cloth weaving with the learning process of dying without chemicals from the indigo trees. When the indigo tree age of 4-5 months, the villagers will take the tree parts such as leaf or stalks to ferment for one night then let dry and repeat this process 4-5 times to get 1 cloth. For the homestays should have story telling about the Tai-Puan's architecture with the teaching of local food cooking. For pottery making group, there are already pottery making demonstration and pottery paintings imitate the archaeological objects found at Phosi-Nai Temple but they should giving information about the design of each painting. The wicker work group has the same activities like cloth weaving that should bring tourists to learn the product processing and let the tourists participate to interlace small products and able to take home with elation. At the Ban Chiang World Heritage Annual Festival, Ban Chiang Community's people will dance the traditional dance. The traditional dance group will teach tourists about the dance and the dance song sings about how importance to conserve their own local way of life.

Secondly, they should let tourists the opportunity to give comments, ask about the handicraft demonstration in order to let tourists aware that they are part of the activities.

#### **Accessibility:**

The focus group attendees agreed with the study of tourists' satisfaction at Ban Chiang Community. They agreed that the road to Ban Chiang is very convenient

and very safety. There are clear signs and signals in tourism area. There are suggestion giving about how to access to tourism attractions in Ban Chiang Community. The transportation routes are very convenient but the community is a small area so they do not need the traffic management. Moreover, the TAT (Tourism Authority of Thailand) brochures show the tourism attractions in the area and how to access there and also many Medias from the internet. Now, Ban Chiang Municipality serve the tram to service tourists with officer to introduce the tourism in the area. The focus group attendees agreed that the most important to develop in Accessibility section are as followed.

Firstly, the tour programs at Ban Chiang Community should clearly connect with neighborhood tourism routes. From the study of tourists' satisfaction at Ban Chiang Community found out that most of tourists are from nearby provinces and the tourists from central part of Thailand. The neighborhood tourism areas are KamChanod at Ban Dung District the sacred place of faith and rock salt fields. Moreover, the lake of red water lilies at Kumpawapi District, where the Nong Han Lake full of red water lilies between December – February and it is the habitats of animals in many species.

Secondly, they should manage the cycling tourism route for tourists to observe the people ways of life of each groups of work. Starts with the Ban Chiang National Museum to each group such as cloth weaving group, pottery group, painting group, wicker work group, agriculture products processing group, as well as the support youth group of Ban Chiang to do the activities in helping preserve community's arts and culture i.e. youth guide to impress tourists.

#### **Amenity:**

The focus group attendees also agreed that nowadays tourists can access to Ban Chiang Community in any season. Especially the Ban Chiang World Heritage Annual Festival held about 4-7 days which is the big event, there are many people from all over the country to attend this event. The attendees agreed that they should develop the Amenity section as followed.

Firstly, the amenity should develop harmoniously with archaeological sites. They should use red color like the archaeological objects found in the dig sites or build the buildings refer to ancient city. The restaurants should use the Ban Chiang's antique imitation utensils, also trash bins, doors or partitions, and benches should convey communication to tourists.

Secondly, there should be the development of food and beverage sectors with local cuisine cooking course and decorate restaurants fit the Tai-Paun's culture. The sellers and servers should speak Tai-Puan's language.

#### **Accommodation:**

Ban Chiang's homestays started in 2004, it has been 20 years of operation aiming to increase income for people in the community. Within the advantage of locating inside the Ban Chiang's archaeological sites where the pre-historic cultural area in Asia was. The people in the community open their houses as homestays to tourists to feel the local way of life, pottery making and spirit calling. There are about 50 members in the homestay group with 12 houses and more members every year. Some houses are Tai-Puan's style, some houses are half-wood and received Tourism Awards. From the study of tourists' satisfaction at Ban Chiang Community and the attendees also agreed that there are already standards in their homestays and tourists only need basic facilities like air conditioner and wifi but the most satisfy to tourists are the homestays which near the Ban Chiang National Museum and cleanliness. The activities inside homestays should have other tourism relate activities and local breakfast for tourists. Then, the attendees gave the suggestion that the most important in accommodation which needs development is;

To develop creative tourism in homestay base from the owners' occupation by applying materials find in the local to do the activities with tourists. For instance; if the owner's occupation is farmer, they should add agriculture activities. If the owner's occupation is wicker ware making, they should add wicker work activities. If the owner's occupation is cloth weaving, they should add cloth weaving activity. Moreover, the local breakfast cooking activity for tourists and shopping for ingredients activity for each meal.

#### **CONCLUSION**

Creative Tourism Development in Ban Chiang, UdonThani based from the community where locates inside the archaeological sites and also Tai-Puan's habitation. Nowadays, Ban Chiang Community are agriculturists but when free from hard work they practice handicrafts to increase income and developed an idea of tourism tally with V. Seriwitthayasawas [2] and T. Lertchamrit [8] suggested that the creative tourism should base from the activities inside the community by bringing arts, cultures, traditions and activities in the community to manage to be the creative tourism. Each activity should be flexible within time or seasons. Like the Ban Chiang World Heritage Annual Festival that locals attend the event and do not properly take care of tourists which conformed to the process of manage cultural resources to achieve. The cultural resource manager should plan the process and procedures because the activities cannot conduct in the same time depends on circumstance and strategy. Anyway, the safety of tourism attraction is very important. Community and involved agencies should help tourists feel safe and secure by adding road lights, fire extinguishers in

homestays and museums or souvenir shops which making tourists feel relieved and making the re-visits.

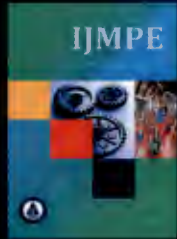
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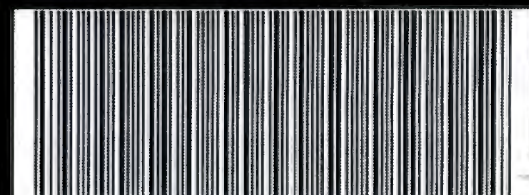


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