



The Promotion and People Participation for Cultural Tourism: A Case Study of Khanmark Pathom Tradition in Klong Dan Community, Ranot District, Songkhla Province.

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Abstract

The objectives of this research were 1) to study the levels of people participation in the restoration of Khanmark Pathom tradition in the Klong Dan community and 2) to study the ways to promote Khanmark Pathom tradition as cultural tourism. The mixed approach method was used in this study. The key informants included the officials, leaders of the community, and philosophers. The sample in this study was 214 local residents of the Klong Dan community.

The results of the study indicated that the overall level of people participation in the restoration of Khanmark Pathom in the Klong Dan community for all dimensions was at a low level, ranging from making a decision (mean = 1.93), implementation (mean = 1.90), evaluation (mean = 1.87), and benefit (mean = 1.85) respectively. Also, the overall level of people participation in the restoration of Khanmark Pathom tradition was at a low level (mean = 1.89). There were three ways to promote Khanmark Pathom as cultural tourism of Klong Dan community: 1) cooperation with the government agency, 2) cooperation with the tour operator and 3) increase in the channel to promote Khanmark Pathom tradition.

Keywords: Khanmark Pathom Tradition, Cultural Tourism, People Participation



Introduction

The Community Based Tourism (CBT) is one of the tourism types that serves the experiences of Thainess to the tourist with the value of culture, tradition, and local wisdom. Nowadays, there are more than a hundred communities in Thailand that are operating CBT: 52 communities in the Northern region, 59 communities in the East-North region, 24 communities in the central region, 12 communities in the Eastern region, 4 communities in the Western region, and 20 communities in the Southern region. (Department of Tourism, 2018) However, the CBT in regions of Thailand have their own unique it depends on the way of life or the environment surrounding the community. Meanwhile, the tourism resources of CBT could be divided into 3 mains types including nature, cultural and the way of life. In Thailand, there are many communities operate the CBT for a long time and well-known to the tourist such as Baan Ja Bo in the North, Baan Prasat in the East-North, or Klong Dan community in the South. (Prachyakorn Chaiyakot, 2014)

Klong Dan community is one of the famous CBT in the Southern regions, it's located in the area of Songkhla lake basin between the border of Songkhla and Nakorn Si Thammarat. The CBT of Klong Dan is operating under the concept of the way of Buddhism. The uniqueness of culture and traditional architectures of the community were used to attract tourists as tourism products. In 2009, Klong Dan has been launched the floating market to attracted tourists and present its value of culture. However, it's not only floating market but also the local tradition that can attract the tourist. Furthermore, CBT also brought back the important local tradition of the community as well as the spirit of the community. In 2017, Klong Dan received the Thailand Tourism Awards (the excellence of tourism support and promotion organization) by using the uniqueness of the community to attract tourists such as the local architecture, floating market, the local wisdom learning center, as well as the promoting of a local tradition of the community that reflexing the uniqueness of the community. (TAT, 2018).

The information above shows that Klong Dan community has a long history and many important local traditions. However, after launched the floating market it still maintain's its culture as well as the support from the government agency to brought back Khanmark Pathom tradition one of the important local culture of the community. Therefore, the researchers are interested to study the people participation level in



restoration Khanmark Pathom tradition and the concept to promote Khanmark Pathom tradition as cultural tourism of the Klong Dan community.

Objectives

1. To study the level of people participation in the restoration Khanmark Pathom tradition in Klong Dan community
2. To study the way to promote Khanmark Pathom tradition as cultural tourism

Literature Review

1. Culture

Saylor Academy (2012) defined that the culture consists of the shared beliefs, values, and assumptions of a group of people who learn from one another and teach to others that their behaviors, attitudes, and perspectives are the correct ways to think, act, and feel.

1.1 Elements of Culture

Libraries (2010) explained there are two components of culture 1) Nonmaterial culture includes the values, beliefs, symbols, and language that defines society and 2) Material culture includes all the society's physical objects such as its tools and technology, clothing, eating utensils, and means of transportation. However, Saylor Academy (2012) explained the five ways of the elements of Culture as followed:

1) Culture is Learned Culture consists of software of mind and related with the thinking, feeling, and potential actions of the people which were learned throughout their lifetime. The conscious and unconscious learning turns into beliefs and after that teach each other that these beliefs are cultural norms.

2) Culture is Shared Culture is a shared learning experience such as beliefs, rituals, ceremonies, and traditions. The patterns of culture bind us together and enable us to get along with each other. It is easier to relate to someone who has shared value systems than someone who does not share the same values.

3) Culture is Dynamic Culture changes all the time in subtle and tangible ways because the communication and expression of human's culture are in a variety of ways.



4) Culture is Systemic The behavior of humans is the systems that we can see only outside – behavior but we do not see what contributes to those behaviors because it happens inside their body. For example, the people who grow up in a culture that doesn't like Black men they will don't like Black men too.

5) Culture is Symbolic The cultural systems have both verbal symbols and nonverbal symbols. The different interpretations of a symbol can occur in different cultural contexts.

1.2 Levels of Culture

The culture can divide into five levels: national, regional, organizational, team, and individual. Within each of these levels are both tangible and intangible sublevels of culture.

1) National culture

The culture has an impact on the countries that result National characteristics.

2) Regional Culture

The national cultures consist of regional subcultures that influence the characteristics of one group. For example, in same word but have difference meaning in difference region.

3) Organizational Culture

The organizational Culture is a specific culture in an organization that makes it distinctive from competitors. It reflects the beliefs, values, and assumptions of an organization.

4) Team Culture

In team environments have the values, beliefs, and norms of culture that dictating the team's operations and efficiency.

5) Individual Culture

The personal experiences in family, school, with co-workers and so on are influence individual culture.



2. Cultural tourism

2.1 Definition

The World Tourism Organization (WTO) (1985) defined cultural tourism as the movements of persons who satisfy the human need for diversity, tending to raise the cultural level of the individual and giving rise to new knowledge, experience and encounters. CBI Ministry of Foreign Affairs (2018) explained that the cultural tourism is international travel directed towards experiencing local arts, heritage, landscapes, traditions, and lifestyles, and Hayley Stainton (2020) explained the cultural tourism is the act of travelers visiting particular destinations in order to experience and learn about a particular culture.

2.2 Element of cultural tourism

Yanika Chuentako (2021) explained that the elements of cultural tourism consist of;

1) Tourism

Cultural Tourism is a form of tourism based on sounds, Commercial Tourism Reasons and Cultural Heritage Management Reasons. The activity will attract the tourists who know little about the significance of the assets being visited

2) Use of Cultural Heritage Assets

The Cultural Heritage Assets can divide into 2 types;

- Tangible assets such as Historical Places, Encompassing Landscape, Natural/Cultural Environments
- Intangible assets such as Past and Continuing Cultural Practices, Knowledge, Living Experience

The use of cultural heritage assets;

- To identify and conserve the extrinsic values or significance to a community
- The value assets group such as user groups, tourists, traditional owner, and other local residents.

3) Consumption of Experiences and Products

Cultural tourists want to consume a variety of cultural experiences. While cultural heritage assets must be transformed into cultural tourism products. A cultural or heritage asset represents the uncommodified that is identified for its intrinsic values as



well as represents an asset that has been transformed or commodified specifically for tourism consumption.

4) The Tourist

The cultural tourists motivated to travel for deep learning, experiential or self-exploration. The cultural tourist can be divided into five types;

- The purposeful cultural tourists.
- The sightseeing cultural tourists.
- The casual cultural tourists.
- The incidental cultural tourists.

3. People participation

The classification of participation by Cohen and Uphoff's

3.1 Types of participation

1) Participation in decision-making

This kind of participation relates with the 'inputs' of rural development, to plans, labor and other resources. It centers on the generation of ideas the formulation and assessment of options, and making choices about them, including the formulation of plans for putting selected options into effect. The participation in decision-making can divide into 3 types: initial decisions, ongoing decisions and operational decisions.

2) Participation in implementation

The implementation aspects of a project have three principal ways: resource contributions, administration/coordination efforts and program enlistment activities.

3) Participation in benefits

The possible benefits consist of 3 kinds: Material benefits, Social benefits and Personal benefits

4) Participation in evaluation

Direct or indirect participation uses the project-centered evaluation. There are three major activities can use to evaluate project depends on the types of participation;

- Evaluate through the political activities
- Evaluate through some organization
- Evaluate through the media such as a letter to the editor



3.2 The person who participates

- Local residents
- Local leaders can be divide into three kinds; informal leaders, associational heads elected and local office holders
- Government personnel
- Foreign personnel

3.3 The ways to create the participation;

- Basis of participation
- Form of participation
- Extent of participation
- Effect of participation

Research Methodology

This research was the mixed approach method research. The qualitative research instruments consist of in-depth interviews, focus groups, and questionnaires. The sample in this research was twenty key informants including the officer, leaders of the community, and philosopher in the Klong Dan community. According to the statistic of Klong Dan municipality, there are 480 residents in the Klong Dan community. (Klong Dan municipality, 2561) Refer to Krejcie and Morgan's sample size calculation with the confidence at 95%, the number of samples in this research are 214 samples. (Krejcie & Morgan, 1970) The quota sampling was used to select the respondent who is the representative of each house in the Klong Dan community. Descriptive statistics including frequency, percentage, mean, and standard deviation were used to analyze the level of people participation to restored the Khanmark Pathom tradition.



Results

The results of the promoting cultural tourism in Klong Dan community, a case study of Khanmark Pathom tradition, can explained as follows:

1. The results of the levels of people participation in restoration Khanmark Pathom tradition

The Linkert five scales were used to study the levels of people participation in restoration Khanmark Pathom tradition in the Klong Dan community. However, the concept of participation was adopted from four dimensions of Cohen and Uphoff including, decision making, implementation, benefit, and evaluation.

Table 1 The results of the participation in decision-making dimension

Participation of decision making	mean	S.D.	level
Explore the loss local tradition of the community	1.88	0.88	Low
Suggestion of local tradition in the community	1.98	0.79	Low
Planning to prepared the facilities to restore the tradition of the community	1.95	0.79	Low
Suggestion of the local tradition event with the local resident in community	1.89	0.81	Low
Suggestion of the problem that can happen in the local tradition restore process	1.91	0.79	Low
Overall, the participation in the decision-making dimension	1.92	0.72	Low

The results in table 1 showed that the overall of the participation in decision making dimension of the people in Klong Dan community was at a low level (mean = 1.92).

Table 2: The results of the participation in implementation dimension

Participation in implementation dimension	mean	S.D.	level
Work following the budget or material plan to restore the local tradition	1.90	0.77	Low
Woke following the cooperation plan to restore the local tradition	1.93	0.74	Low
Work following the action plan to restore the local tradition	1.90	0.75	Low
Promote the local tradition of community	1.87	0.74	Low



Participation in implementation dimension	mean	S.D.	level
Develop the activity to restore the local tradition	1.91	0.79	Low
Overall, the participation in implementation dimension	1.90	0.66	Low

The results in table 2 showed that the overall participation in the implementation dimension of the people in Klong Dan community was at a low level (mean = 1.90).

Table 3 The results of the participation in benefit dimension

Participation in benefit dimension	mean	S.D.	level
Receive the benefit as a team member of the local tradition restoration	1.80	0.81	Low
Being proud of the local tradition restoration of the community	1.82	0.81	Low
Receive the benefit of the infrastructure and facility development	1.98	0.84	Low
Increasing the knowledge and important of local tradition conservation and	1.80	0.81	Low
Overall, the participation in benefit dimension	1.85	0.71	Low

The results in table 3 showed that the overall participation in benefit dimension of the people in the Klong Dan community was at a low level (mean = 1.85).

Table 4 The results of the participation in evaluation dimension

Participation in evaluation dimension	mean	S.D.	level
Monitor and evaluate the expenses of the local tradition restoration	1.82	0.74	Low
Monitor and evaluate the problem of the local tradition restoration activity	1.90	0.78	Low
Monitor and evaluate the operation of the local tradition restoration committee	1.90	0.78	Low
Evaluate the community impact of local tradition restoration	1.89	0.77	Low
Monitor and evaluate the achieve of the local tradition restoration project	1.82	0.77	Low
Overall, the participation in evaluation dimension	1.87	0.69	Low

The results in table 4 showed that the overall participation in the evaluation dimension of the people in the Klong Dan community was at a low level (mean = 1.87).



As a result of data analysis to study the levels of people participation to restore the Khanmark Pathom in the Klong Dan community, it found that all participation dimensions were at a low-level, ranging from making decision dimension (mean = 1.93) followed by implementation dimension (mean = 1.90), evaluation dimension (mean = 1.87), and benefit dimension (mean = 1.85), as well as the overall of people participation in restoration of Khanmark Pathom tradition was at a low level (mean = 1.89).

2. The results of study the way to promote Khanmark Pathom tradition as cultural tourism

To promote the Khanmark Pathom tradition, there are three methods as follows:

1) Collaborating with the government to promote Khanmark Pathom tradition.

As the Khanmark Pathom tradition of Klong Dan community was a project to conserve and restore the important local tradition following the policy from the Ministry of Culture. However, this project will support by the government for only three years but the members of the community was agreeing to maintain and conserve this local tradition of community by promoting Khanmark Pathom as culture tourism of the community.

Nowadays, the community had been cooperating with the Ministry of Tourism and Sport of Songkhla province to set Khanmark Pathom ceremony in the tourism calendar of Songkhla province.

2) Collaborating with tourism operators

Cooperate with a tour operator is one of the options that the Klong Dan community will use to promote their cultural tourism. Meanwhile, there are many tour operators that interested to cooperate with the community but the community still looking for the tour operator that understands the culture of the community and let the tourist participates in the activity in Khanmark Pathom ceremony not only sightseeing.

3) Increasing channels to promote Khanmark Pathom traditions in order to reach more groups of tourists.

The results of the study showed that less promotion within the community was one of the factors that affected to the level of people participating in the Khanmark Pathom restoration project. Meanwhile, the Facebook fan page is the only channel that used to communicate to the tourists. Therefore, the community will use more channels to promote the Khanmark Pathom such as radio, newspaper, and other online media.



Conclusion and Discussion

According to the concept of participation adopted from four dimensions of Cohen and Uphoff, the results of the study showed that the overall of participation was at a low level (mean = 1.89) as well as the result of each dimensions including decision making (mean = 1.93), implementation (mean = 1.90), benefit (mean = 1.85), and evaluation (mean = 1.87). However, even the result of participation level to restore the Khanmark Pathom tradition was low but there were many local people who co-operated and participated in the Khanmark Pathom ceremony. However, more information of the study found that the project of restoration of Khanmark Pathom tradition was promoted by the government agency, cooperated with the community, therefore, even though many local people participated in the Khanmark Pathom ceremony, but the preparation process and management was handled by the group of the leader of the community; thus, the local people felt less involved with this restoration project.

Meanwhile, the ways to promote the Khanmark Pathom tradition as a cultural tourism product will have a positive impact on the community in the future because the community will have many channels to create the perception to tourists as well as the cooperation with a tour operator that will increase the number of tourists and create the value to the local tradition and the attitude of the members of community.

Suggestions

This study was focus on the participation level to restore the local tradition of Klong Dan community and the concept to promote culture tourism by using local tradition. However, for future study, there are many interesting topics such as the impact of local traditions, the marketing the strategy of cultural tourism, or the economic impact of cultural tourism of Klong Dan community.

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