

Cultural Tourism Resources in the Case of Silk –Kok Mat Buriram Province

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ABSTRACT

Research on Cultural Tourism Resources in the Case of Silk - Mat Kok Buriram Province. The objectives were 1) To study the cultural tourism resources of Silk - Mat Kok Prakhon Chai District Buriram Province 2) To develop products Silk - Mat Kok Prakhon Chai District Buriram Province 3) To create added value of products Silk - Mat Kok Prakhonchai District Buriram Province. Methods of conducting is Descriptive Research by collecting data from Documents reports related Research and interviewing the target group namely Academics trader's groups and Merchants of Community. The Results showed that the surrounding of Phanom Rung Mountain is a land of history legend and religion from the past to the present. There are the cultural attractions such as Phanom Rung archaeological site Prasat Buriti Prasat Muang Tam. It is also a residential area of the people from the past to the present. Moreover it is a place of weaving silk and Kok mats which are a handicraft of this community. We found that the silk has a local identity that can create in various forms of Products also a unique identity and Designate of Patterns Showing the Historical Meaning. The Product Development of Silk-Kok Mats namely 1) Pattern aspect 2) Creativity 3) Historical 4) Power symbol and good fortune. Those products have become an important product and a cultural base affecting the tourism of the community. Additionally such Products can create tourism and a tourism Booster as well. To create value added of Products Silk-Kok Mats is to transform from its original appearance into a Manufacturing Process to meet the needs of consumers and attract the desired person namely (1) Service (2) Design. To stimulate and generate interest in the product and create value added are: 1) Storytelling 2) Production process 3) design skills 4) meaning 5) Based on local history. It is important to access the fundamental information towards community Development and Promotion of cultural tourism and annual traditions.

Keywords

Cultural Tourism Resources, Silk and Kok Mats, Prakhonchai District Buriram Province

INTRODUCTION

In the Isan area there are Cultures Traditions Beliefs and rituals arising from the base of Traditional beliefs mixed with Brahmanism Hinduism. These are the origins of today's culture and traditions and is still Preserved and inherited in the present. In Buriram Province especially the surrounding of Phanom Rung Mountain Park was originally a sacred area and become a Historically important area because there is a background and the importance of Thailand as a national cultural heritage. In this region the people in the community from thousands of years ago were smart in weaving, wickerwork from natural materials and unique clothing that are the identity of the people. It has become a valuable cultural area nowadays that is worth learning especially silk that has used as a garment for Hundreds of years. Moreover there are products produced by the local community that is Kok mat weaving. It is a handicraft of weaving for the family. If there are many it will be sold in the local community. A product can generate income and has a reputation in Buriram Province with a group of service users both domestically and internationally traveling in. Creating value in the trade of community products tourism culture traditions and identity. Therefore, silk and Kok mats are the main commodity of the

community. These products can be used universally or in a wide variety of new production styles. (Thai Encyclopedia for Youth, 2000:102-104). Silk and Kok mats have ties and are related to local beliefs, religions and the culture of people living in the surrounding the South Isan area (Yasothara S, 2018: 5). In terms of the way of life of Asian people for centuries has been a cultural heritage that reflects the past of derivation, immigration, social structure, trade, and abstract concepts, which distilled from the surrounding phenomena (Songsak Prangwattanakul. 1993: 21). Silk and Kok mats are not only being an apparel and accessories but also are an artistic work that indicates the culture, beliefs and way of life of the people in that society (Suriya Klangrit, 2017: 10). Beauty that appears in patterns and exquisite, showing the local wisdom, civilization, and the prosperity of the people who inherit the cultural heritage of weaving. Until being, the unique in the beauty of that product indicates the culture of each locality as well. Whether it is aesthetic or characteristics of local life. In Thailand, it is considered as a folk-art handicraft that are prevalent throughout every region and in each region, there are methods and local characteristics that have been passed down since ancient times (Tasane Buaraka, 1998: 22).

There are several production techniques, local fabrics that are woven by hand and are unique to each region. Weaving identity caused by the skill of the weavers descended from various ethnic groups such as Laos Khmer Kui-Sue who came to settle in Thailand. Now it is harmonious but one thing can be said that it is an ability of weaving that has been passed down through the blood and remains. Also found that there are other groups of people who have the ability to weave with a unique technique (Rengrit Wattanasuksa, 1990: 37). Because of the geographical diversity of Isa its historical and archaeological background has resulted in Isan being a hub of many ethnic groups leading to a variety of cultures (Supachai Singyabut. 2002: 40) Nowadays, cloth and Kok mat weaving have shifted from production for household using to business production. From the household industry it has expanded to become a village industry

Community locality and to an export industry according to the market demand. Passed down from ancestors, switching to teaching and learning. From an unconventional pattern to a conventional pattern. The utility was applied to fit the era (Sirinya Hanchaichana 2002: 4–5).

At present there are a large number of product manufacturers that affect the marketing competition strategy, from product design and price competition to symbolic competition, from concrete to abstract, as modern technology can design products with appearance, features, to customize the product as needed. Today's manufacturers are increasingly making efforts to provide information as consumers get less information. When manufacturers adopt a pricing strategy to compete in business, setting prices that are higher or lower than they really are is inevitable. Therefore manufacturers face economic problems and it has become an endless price competition. Consequently, today's manufacturers recognize the importance of uniqueness that deciphers the cultural identity to create new products to be attractive more service users and brand image. This idea leads to making a difference in the mind letting consumers know the value of the symbolic difference. It is the identity of difference hard to imitate and a cultural way of local wisdom. (Mukdahan Provincial Commerce Office 1991:23)

Buriram Province has formulated a strategy that is linked to the dimensions of development such as the development of cultural tourism, natural tourism with the way of life. It has a variety of tourism resources and has the potential to be suitable for tourism and adequate facilities. As a result each year there is an increasing number of tourists both Thais and foreigners, coming to visit. Accordingly, it is a good opportunity to create a tourism trend in the village that produces silk and kok mats Ban Tako - Ban Bu, Prakhon Chai District. Buriram Province which is a famous handicraft of Buriram Province.

The studied team is interested in studying cultural tourism resources in the case of Silk - Kok Mat, Buriram Province to show that the distinctive identity of the silk weaving that can be used to create value in various products and can be known as a base for tourism. It builds an economic base, increases income for professionals and communities further builds a reputation for province and country.

OBJECTIVES

1. To study the Tourism resources in the case of silk - Kok mat Prakhon Chai District, Buriram Province
2. To Develop silk - Kok mat Products Prakhon Chai District Buriram Province
3. To Create added value of silk - Kok mat products Prakhon Chai District Buriram Province

HYPOTHESIS

1. How is the identity obtained from the silk and Kok mats of the community?
2. How is the product development obtained from the silk and Kok mats of the community?
3. How is to create added value of the products obtained from silk and Kok mats of the community?

SCOPE OF RESEARCH

Study and analyze the related research papers and collecting data by observations, interviews and delving into key issues in the community or the weavers, the Kok mats weavers and focus group discussion. The scope of research are as follows:

Content

1. Gaining knowledge of the history of the area and the context of the tourist attraction village of silk and the Kok mats making.
2. Gaining knowledge of the historical information of geographic area Accessibility to silk and Kok mats weaving.
3. Gaining an innovation Product derived from identity tourism culture villages of silk and Kok mats weaving.
4. Gaining Knowledge of Tourism quality Products Accessibility and fair value to tourists.
5. Gaining an innovation of access to tourist attraction silk and Kok mats weaving village Buriram Province
6. Gaining an information from community innovation and products.

Area

In the area of Ban Tako - Ban Bu Khok Yang Subdistrict Prakhon Chai District, Buriram Province

Contributor Scope

A group of 3 Scholars a group of 5 silk Handicraft Manufacturers 3 Kok mat weavers / Weavers a group of Distributors 5 People of Representatives Organizations or those who are Responsible for Purchasing to sell in Handicrafts fair a total of 16 people.

BENEFITS OF RESEARCH

1. To obtain an information identity tourism resources of silk and Kok mat weaving village Buriram Province.
2. To Obtain quality product information obtained from the community.
3. To Understand the products obtained from the community that to promote and develop community tourism and to know the information of the service user that they are satisfied with any piece of work and can lead to other markets more internationally.

Preliminary Agreement and Limitation of the Study

THE RESULTS OF THE STUDY FOUND THAT IDENTITY OF TOURISM RESOURCES BASE OF SILK AND KOK MAT WEAVING VILLAGE

PRODUCT DEVELOPMENT SILK - KOK MAT PRAKHON CHAI DISTRICT BURIRAM PROVINCE

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origins and symbols to convey the meaning of legends and beliefs in order to add more value.

(2) Weaving of Kok mats with the development of quality products research on patterns and teachings in Buriram Province the researcher used a qualitative research method by selecting the Ban Tako-Ban Bu community Khok Yang sub-district Prakhon Chai district Buriram Province as a case study to provide an overview of the analysis. Quality of Kok mats weaving products have been developed as follows: (2.1) the pattern of the Kok mat such as Prasat Phanom Rung, Prasat Muang Tum Nagas Elephants Nang Apsara Thep Apsara (2.2) the identity of the Kok mat.

CREATING ADDED VALUE OF SILK PRODUCTS - KOK MATS PRAKHON CHAI DISTRICT BURIRAM PROVINCE

(1) Creating value added products, there are products to transform from the original appearance. It may be caused by natural transformation to be different from the original to match consumer demand such as apparel and jewelry. It has to attract those who need it.

(2) Bringing community innovation to create value for products and services. New idea of innovations is a strategic concept that allows competition, and creativity. The development of things sometimes completely change the existing form to create new marketing opportunities and adapt to the changes of the times. Innovation is used by businesses and entrepreneurs to add value to their products and services.

(3) Product innovation is an improvement and development to create new products and adding value to the original product for example increasing the efficiency of the product in us simplify usage and extend the service life longer than before to make a difference that leads to meet the needs of customers directly. As a result, customers realize the value of the product and pay for those products even though the price is higher.

(4) Service innovation is an improvement in order to satisfy customers as much as possible such as offering a variety of service options suitable convenient making users feel the value of that service. Tools to help improve existing products and services to the creation of new things very well in this era is bringing technology to apply in areas as follows:

(4.1) Creating value for services

(4.2) Creating value for products, and packaging design to be beautiful, efficiency development and product maintaining for longer distribution period.

The researchers have proposed five value creation approaches as follows:

1. Raw material source storytelling has to pay attention to the origin of the raw materials used to make that product that is a good and rare raw material.

2. Production process storytelling makes customers feel that are not easy to obtain.

3. Producers storytelling writer has to focus on people who produce it that must be well-known people.

4. Beliefs storytelling can bring beliefs as a selling point adding a miracle or a believable sign that there will be a miracle.

5. Based on history background storytelling legends beliefs and bringing historical stories to make the products look valuable in the eyes of people who like history.

SUGGESTIONS

Suggestions for further use

1. All sectors both the public and private sectors and the community must join together to discuss and exchange the creative ideas in order to develop quality work in various dimensions.

2. The community develops skills, patterns can be utilized to make money and participate in conservation as part of their community's resources.

4. Tourism Authority of Thailand Buriram Province should organize activities to enhance community products in the event annual tradition to attract more tourism.

5. Subdistrict Administrative Organization must promote and seek management approaches to create stability and confidence in the community by providing comprehensive and detailed public relations media to make it accessible to community products in the area and to attract tourists.

General Suggestions

1. Basic information, the importance of community and folk wisdom heritage in each area should be collected, as well as knowledge management for communities and youth in each area to understand for further development.

2. Should create appropriate public relations media for each tourist attraction as well as suggesting more places to be diverse and continuous.

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