Research for Development and Changing in Cultural Tourism toward Creative Economy through Participation Process of Sustainable Network Alliances in Ratchaburi Province

Narin Sangragsa[1*] and Somchai Lukhananuluk[2]

[1]Faculty of Education, Silpakorn University, Nakhon Pathom, Thailand
[2]Faculty of Human and Social Science,
Nakhon Pathom Rajabhat University, Nakhon Pathom, Thailand
*Corresponding author: narin2100@yahoo.com

Abstract

This research was aimed to 1) study the value of art and cultural tourism given along the way of creative economy 2)develop the one management model of cultural tourism 3) compare the successful and failure factors of cultural tourism management in communities 4) study the way of how to manage cultural tourism based on Self-Sufficient Economy Philosophy (3 loops and 2 conditions) through the participation of sustainable network alliances and 5) study the manipulation of significant trips in cultural tourism of Ratchaburi province.

Based on the two integrated research methodologies of research and development (R&D) and participatory action research (PAR), this research would be divided into 4 stages as follows: 1st stage: Explored and analyze the basic data. 2nd stage: Design and develop the research instruments based on the basic data mentioned earlier. 3rd stage: Try out the research instruments. 4th stage: Use the instruments to implement, analyze the collected data and conclusion the lesson learnt. The research instruments here were interviewing questionnaire, guideline for in-depth interview and guideline for meeting forum and focus group discussion. The collected data was quantitatively and qualitatively analyzed with Statistical Computer Program Package and technique of content analysis respectively.

The results were found and presented as follows: 1) The art and cultural tourism were value by the respondents (tourists and other related groups) at much level ($\overline{X}$=4.08, $\overline{X}$=4.16). 2) The one model was developed and so called to "RATCHABURI MODEL" and this abbreviated name was came from 1) R=Research (Research on Tourism) 2) A=Action Learning (Action Learning from Learning Sources) 3) T=Technology (Application of Technology) 4) C= Community of Practice 5) H =Horizontal (Horizontal Relationship of Organization) 6) A= Awareness 7) B=Best Practice (Best Practice accordingto Philosophy of Self-Sufficient Economy) 8) U=Universal (Universal Tourism) 9) R= Responsibility (Community Responsibility) 10) I= Identity (Construction of Outstanding Identity) 3) From the comparative study, the successful factors were the co-working together of three main components namely House, Wat (Temple) and School (HTS) in the tourism management. Furthermore these components also had many of their strengthening points as leaderships, structure of organization, participation of tourist members, technology, knowledge, skills/competencies, management, organizational cultures, public mind and community capitals. When considering into the failure factors they were jealousy, shortage of participation and conflict of interests among communities and tourist members. 4) To manage the cultural tourism it should be proceed on the way of self-sufficient economy and based on background, socio-landscape and interests of community. Also the management should be focused on cost-benefit in many more dimensions than cost recovery in term of economic value. 5) The tourist trips of Ratchaburi province would present to 4 trips as follows 1) Half-Day Trip 2) One Day Trip 3) One Day and One Night Trip 4) Two Days and Two Nights Trip.

Key Words*:* Cultural Tourism; Creative Economy; Participation; Network Alliances; Sustainable

Introduction

Ratchaburi province is one of the provinces located in west-central part of Thailand. It has many diverse landscapes and is known as the one land of rich cultures in Maeklong river basin and mist of Tanowsri mountain range. Its history can be traced back long time ago. The province also has many ethnic groups who can live together in peaceful ways. We can say to that Ratchaburi province is now widely known as the one province fulfilled with its historical issues, various arts, cultures and traditions. All of these are assimilated and perfectly merged together. For the tourists It has so many interesting and attractive sites and related activities for them to visit and these are such as historical sites, antiquities and local handmade handicrafts (master pieces of sculpture, interlace and weaving jobs). Moreover the province has a lot of beautiful natural resources and is not far from Bangkok. It can be of cited here to that Ratchaburi province is the one important tourist province in this region.

The cultural tourism is the one type of community tourism that can be self-managed by any one community. This can yield and change its art and cultural value toward the creative economic value. It also creates the natural way of living life in community and can lead to the sustainable development and self-sufficient economic income and living of community dwellers as well. From the two research projects studied in Ratchaburi province by our research members as "The Good Outcomes of Application in Philosophy of Self-Sufficient Economy in Learning and Management Processes of Community Enterprises of Ratchaburi province" and "The Lesson Learnt on Integrative Learning Processes of Community Enterprises for Well-Being Society in Ratchaburi province", it was found that if we want to change up the tourism management to have its more sustainable economic value it is indeed to set up the one model of tourism management through participative process of sustainable network alliances. And this should be significantly managed by their community dwellers.

Research Objectives

1. To study the values of art and cultural tourism given along the way of creative economy

2. To develop the one model of tourism management

3. To compare the successful and failure factors of tourism management in communities

4. To study the way of how to manage the tourism management under the three loops and two conditions of Self-Sufficient Economy Philosophy

5. To manipulate the trips of cultural tourism in Ratchaburi province

Materials and Methods, Area Descriptions, Techniques

This research would integrate both of Research and Development methodology and Participatory Action Research methodologies to give more of overview and clearer points of results in term of macro-micro linkage. The research processes were conducted as Multi-Sites and Multi-Cases Research and could be divided into 4 stages as follows:

1) Research1 (R1): The basic data was collected and analyzed to develop the research instruments

2) Development1 (D1): Based on the basic data mentioned earlier, the research instruments as two interviewing questionnaires, guidelines for in-depth interview, arrangement on focus group discussion, documentary analysis, set up forum on exchangeable learning through dialogue process, training session, and seminar for policy manipulation in additional to SWOT analysis were all designed, constructed and developed at this stage.

3) Research2 (R2): The research instruments were tried out and some were really implemented in the next action processes

4) Development2 (D2): The instruments tried out were evaluated and adjusted before using in the action processes.

5) Research3 (R3): The action processes were conducted and many of the research results as the lesson learnt were presented here.

Research Results

1) The art and cultural tourism given along the way of creative economy were valued by both of the tourists and the other related groups at much level. However the other groups gave this a little more value than the tourists ($\overline{X}_{tourists}$=4.08 and $\overline{X}_{groups}$=4.16 respectively). From the

synthesis on values of four important tourist sites well-known as the cradle of civilization of Ratchaburi province it was found that these values could be categorized into two parts as the values of personal development and social development. For the personal development they could develop and enhance any person to have his intelligence, emotion, psychical development and social adaptation. When considering into the latter part they could develop any society on education, ethic, arts, economy, community impression and identity. These could be shown as Figure 1.
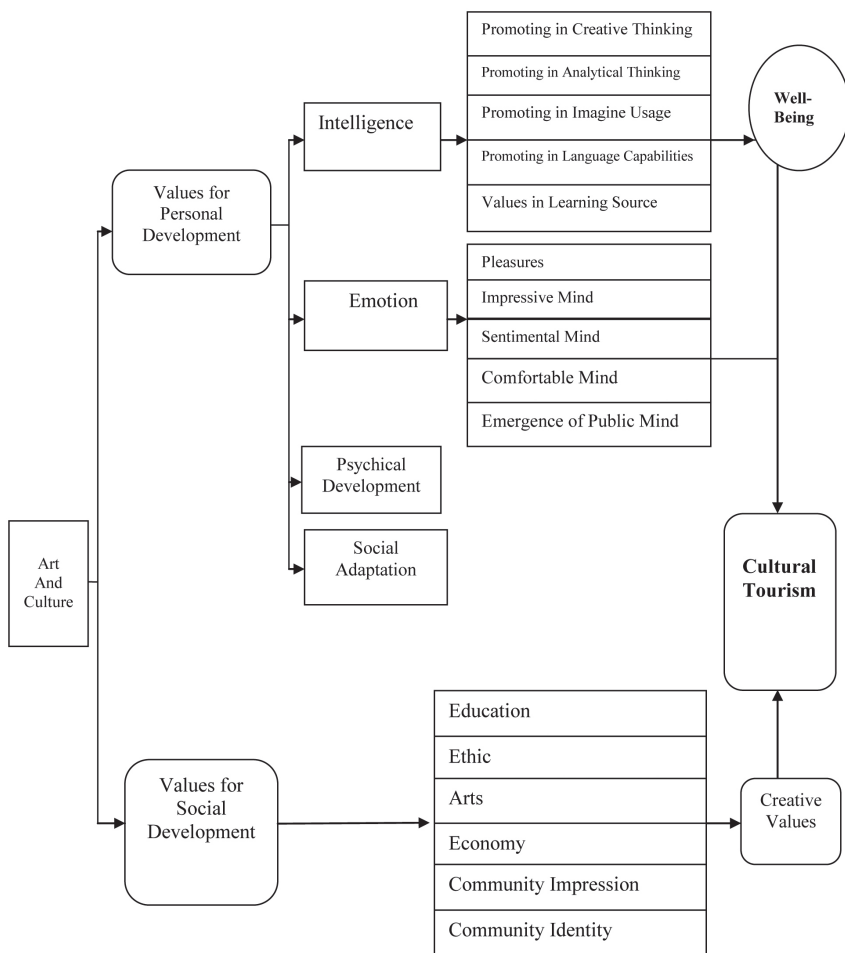

Figure 1 Demonstration to Values of Cultural Tourism in Ratchaburi province

2) The one model of tourism management could be developed and was named to "Ratchaburi Model". This was came from its major components as 1) R=Research (Research on Tourism) 2) A=Action Learning (Action Learning from Learning Sources) 3) T=Technology (Application of Technology) 4) C= Community of Practice (Community of Practices) 5) H=Horizontal (Horizontal Relationship of Organization) 6) A= Awareness 7) B= Best Practice (Best Practice according to Philosophy of Self-Sufficient Economy) 8) U= Universal (Universal Tourism) 9) R= Responsibility (Community Responsibility) 10) I = Identity (Construction of Outstanding Identity).

Besides the minor components were also developed and could be shown as: Component 1: Development on Competencies in Cultural Tourism Management. Component 2: Management of Cultural Tourism. Component 3: Participation of Network Alliances. Component 4: Development of Cultural Tourism along the Way of Self-Sufficient Economy. Component 5: Building up Self-Sufficient Value to Creative Values. Component 6: To Develop Tourist Groups for Enhancement on their Satisfaction, Responsibilities and Public Mind to the Communities. All of these were presented in Figure 2.

3) From the comparative study of the successful and failure factors related to Museum of Miscellaneous Products, Ban Khoobua, the successful factors were co-working together of the three main components namely House, Wat (Temple) and School (HTS) in the tourism management. Also all of them had their strengthening points in leadership, participation of tourist members, structure of organization, technologies, knowledge, skills/competencies, management, organizational cultures, public mind and community capitals. For their failure factors they were come from jealously, shortage of participation and conflicts of interests among tourist members and communities. These were depicted in Table 1-2.

4) The Guidelines of Management on Cultural Tourism along the Way of Self-Sufficient Economy Philosophy (3 Loops and 2 Conditions) through Participation of Sustainable Network Alliances

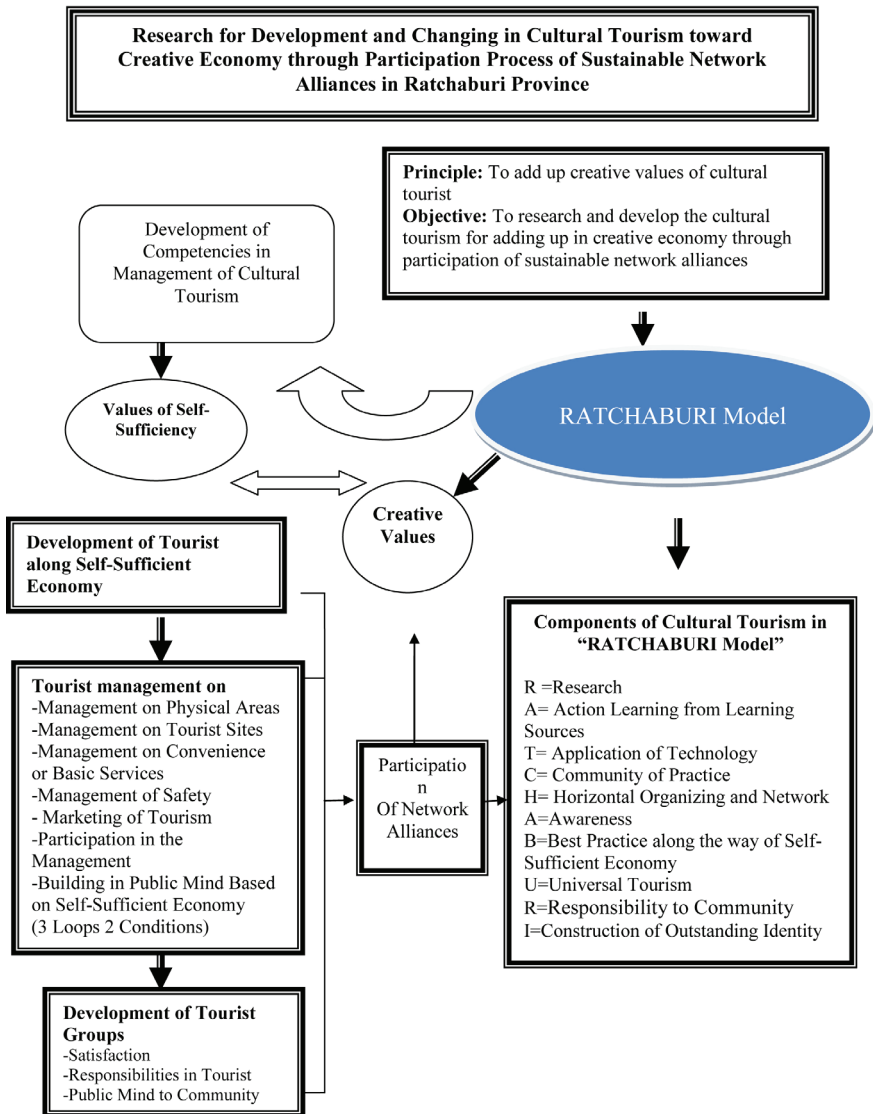The guidelines of management suggested from the respondents could be depicted here as follows:

Figure 2 Management Model of Cultural Tourism in Ratchaburi province

Table 1 The successful and failure factors in Museum of Miscellaneous Products, Ban Khoobua

The Successful Factors	The Failure Factors
1. The leaders had their knowledge, competencies and visions of development 2. The leaders had their public mind and commitment 3. The site had its administrative structure in the form of one committee 4. It used HWS (House, Wat and School) concept to build up public mind and cultural capitals in community 5. The public relation was done through Websites	1. If the operational goal was changed to be commerce its performances might not sustainable. The majority of committee was also elderly and this could cause it to lack of continuous performance. 2. The shortage of community participation and conflict of interests with the community dwellers 3. The high value things were hoarded by the dwellers such as the swellers tried to sell these things in market more than donate them to the museum 4. To transfer and propagate the in-depth knowledge of dwellers was difficult to practice 5. The shortage of contribution from government and private sectors

Table 2 The successful and failure factors of Local Museum, Ban Samrong

The successful factors	The failure factors
1. The leaders had their visions of development 2. The site had its administrative structure in the form of one committee 3. It used HWS concept to build up public mind and social capitals in community 4. It had the organizational cultures which could enable to the development such as the community had social cohesion and the dwellers also loved together and shared the one same goal on sustainable development 5. The committee had knowledge and skills in using of technologies for the management	1. If the administrative goal was changed into commercialization it might not be enduringly operated. 2. To hoard of high valued products by the dwellers such as they tried to sell their high valued things in market more than donated into the museum 3. To transfer the in-depth knowledge of dwellers was difficult to practice 4. A little supporting from government and private sectors

(1) The tourist groups: For the cultural tourism its overview was valued by the tourist groups at much level. The attractive and interesting resources and the basic services were firstly and secondly weighted by them respectively. And the services of how to travel were prioritized at the lowest level.

(2) The other related groups: For the overview of tourism it was weighted by them at much level as well.

Each of the tourist sites will have its different managements and practices. The leaders still have their important roles in the management. To pull out the community powers to participate in the development, it is known as the self-determination. Even though the sites will use the different means on management but finally these can lead to the one same goal known as the success along the way of Self-Sufficient Economy Philosophy. When saying about this self-sufficient way it has the guidelines of management which are based on the background, historical root, outstanding identities, and interests (allocated resources) of community. Moreover the management should be handled on the cost-benefits of more dimensions (such as cost-social benefits) than the only one dimension of monetary value.

These can be presented to Figure 3.

5) The Manipulation of Cultural Tourist Trips in Ratchaburi Province

From the research results, the tourist trips could be manipulated as shown below in Figure 4

Conceptual Framework from the Research

All of the four cultural tourist sites known as the cradle of civilization had their capacities and readiness in the management of cultural tourism. They had the six capital types and could be shown as follows:

-The Natural Capital: Each of the sites had its different characteristics and it had full-filled art and cultural values.

-The Physical Capital: Each of them also had its own management based on the socio-landscapes and community ways of life. It also had enough facilities to support the tourist groups.

Self-Sufficient Economy –Based Tourism Management

-Mobilization on Economy of Community with Gradual Paces, None Rising Debts , and Simplified Ways of Living
-Community had Incomes, Identities and Attractiveness-
-Treasury of Knowledge
-Self-Determination
-Local Study Course for Conservation
-Knowledge with Ethics
-Utilization of Community Power
-Integrated Agricultures

Tourist Activities

Conservative Actions in
-Songkran Festival
- Contest of Noppamas Consort –Management of Water Way
-Grand Shadow Play
- Khaochae Road Rehabilitation of Mon Cultures
-All About Arts
-Thai Classical Music
- Festival of Flowers Parade

Supporting Roles of Organizations

-Government sector and Private sector
 -Much
 -Little Supporting

The Guidelines of Management

Management of Cultural Tourism

-Modern Management, 4 Ms (man, money, materials and means)
-Management of Tourist Sites in facilities and safety
-Making of Public Relation and Marketing
-Modeling and Creating of Differentiation
-Work Development and Wat Centered

The Successful Factors
-Leaders, Participation, Public Relation, Integration, Social Cohesion, Faith, Knowledge, Public Mind and Strengthening Community

The Failure Factors
-Conflicts of Interests, Lack of Participation, jealously and Intolerance

Figure 3 The Guideline of Management in Cultural Tourism

Half-day Trip

(1) Wat Kongkaram
(2) Wat Khanon Yai
(3) Ancient Town and
Miscellaneous Products Museum
of Ban Khoobua (Wat Khlong
Suwannakiree)
(4) Chetsamian old market

**One Day Trip with
Night Stay**

(1) Wat Kongkaram
(2) Wat Khanon Yai
(3) Ancient Town and
Miscellaneous Products
Museum of Ban Khoobua
(Wat Khlong
Suwannakiree)
(4) Chetsamian old market
 4 Choices for Night Stay
 1. Ratchaburi town
 2.Damnoensaduak
 Floating Market
 3.Suanphueng
 Ratchaburi
 4.Amphawa Floating
 Market, Samutsongkram

**One Day Trip
(No Night Stay)**

(1) Wat Kongkaram
(2) Wat Khanon
(3) Ancient Town and
Miscellaneous
Products Museum,
Ban Khoobua (Wat
Khlong Suwannakiree)
(4) Chetsamian old
market

**Manipulation of Tourist
Trips**

Two Day Two Night Trip

**Type I: Pray to Buddha Image at
9 Wats and Visit to 2 Caves**

1st Day
(1)Siam Cultural Park
(2) Wat Kongkaram
(3) Wat Khanon
(4) Chetsamian old market (Wat
Chetsamian)
(5) Ratchaburi Museum
(6)Pagoda of Wat Prasrimahatath

2nd Day
(7) Ancient Town and
Miscellaneous Products Museum,
Ban Khoobua (Wat Khlong
Suwannakiree)
(8) Khao Kanchan Cave
(9) Wat Nonghoi
(10) Khao Bin Cave
(11) Khaongu Cave (Wat Khaongu)
(12) Wat Khao Chongpran
 Night Stay in Ratchaburi Town/
Travelling Back

**Type II: Pray to Image Buddha in
Sites and Visit many more Natural**

1st Day
(1) Siam Cultural Park
(2) Wat Kongkaram
(3) Wat Khanon
(4) Chetsamian old market
(5) Ratchaburi Museum
(6) Pagoda of Wat Prasrimahatath

2nd Day
(7) Ancient Town and Miscellaneous
Products Museum, Ban Khoobua (Wat
Khlong Suwannakiree)
(8) Khao Kanchan Cave
(9) Khao Bin Cave
(10) Visit Natural Site at Suanphueng
such as Tan Numron Borklung,
Kaojone Waterfall, Pongyub, Sheep
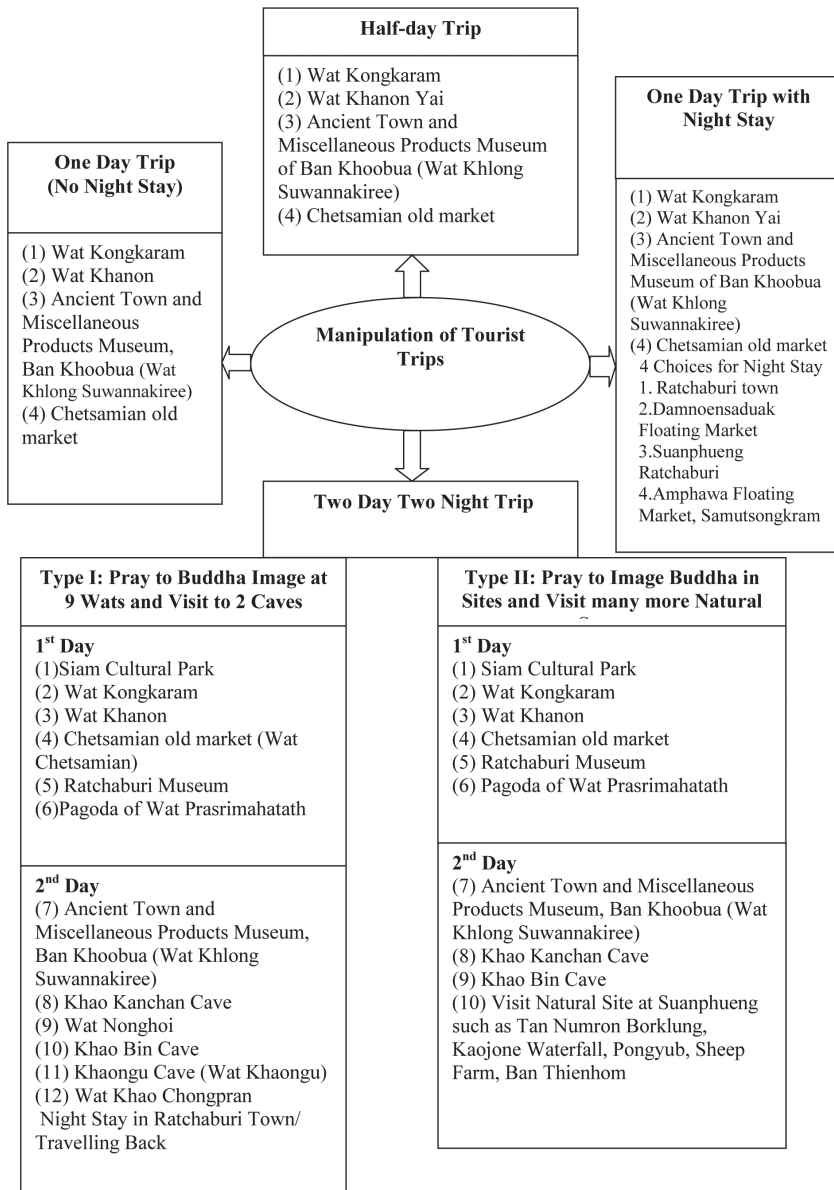Farm, Ban Thienhom

Figure 4 The Manipulation of Cultural Tourism

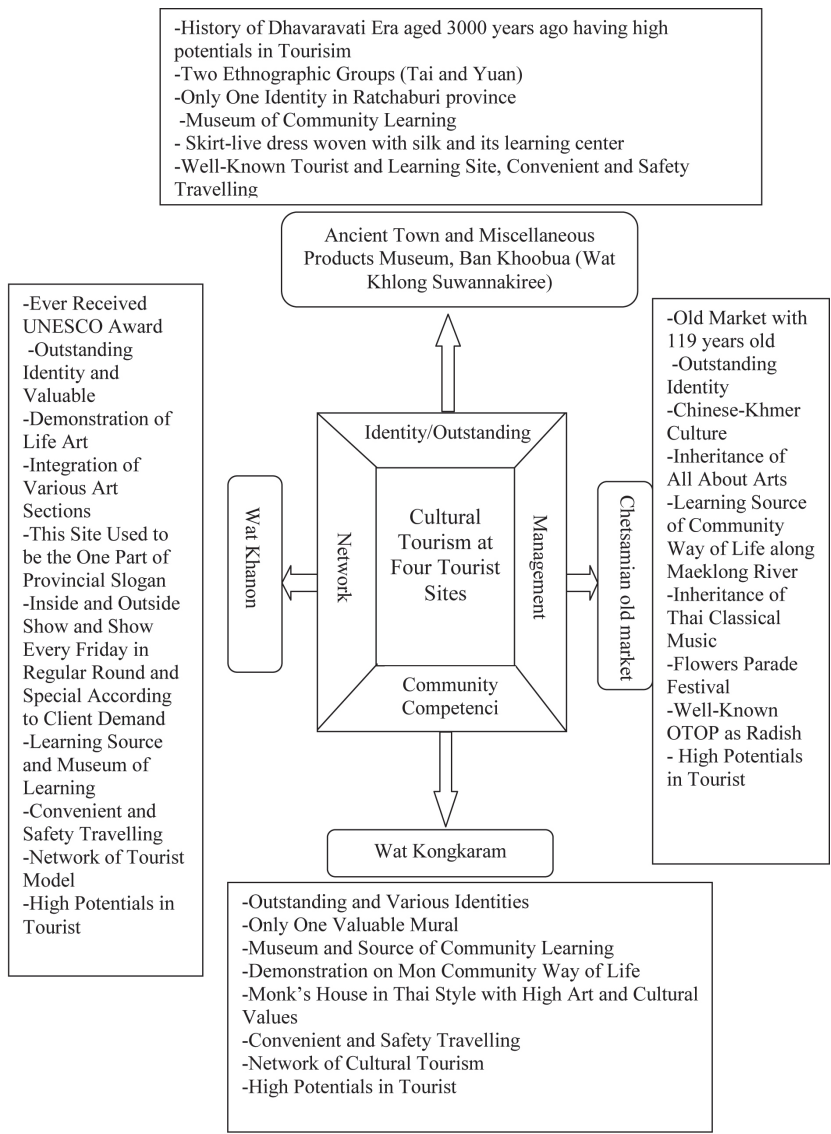The researchers synthesize the capacities of four cultural tourist sites as shown in Figure 5

-History of Dhavaravati Era aged 3000 years ago having high potentials in Tourisim
-Two Ethnographic Groups (Tai and Yuan)
-Only One Identity in Ratchaburi province
 -Museum of Community Learning
- Skirt-live dress woven with silk and its learning center
-Well-Known Tourist and Learning Site, Convenient and Safety Travelling

Ancient Town and Miscellaneous Products Museum, Ban Khoobua (Wat Khlong Suwannakiree)

-Ever Received UNESCO Award
 -Outstanding Identity and Valuable
-Demonstration of Life Art
-Integration of Various Art Sections
-This Site Used to be the One Part of Provincial Slogan
-Inside and Outside Show and Show Every Friday in Regular Round and Special According to Client Demand
-Learning Source and Museum of Learning
-Convenient and Safety Travelling
-Network of Tourist Model
-High Potentials in Tourist

Identity/Outstanding

Wat Khanon

Network

Cultural Tourism at Four Tourist Sites

Management

Chetsamian old market

Community Competenci

-Old Market with 119 years old
 -Outstanding Identity
-Chinese-Khmer Culture
-Inheritance of All About Arts
-Learning Source of Community Way of Life along Maeklong River
-Inheritance of Thai Classical Music
-Flowers Parade Festival
-Well-Known OTOP as Radish
- High Potentials in Tourist

Wat Kongkaram

-Outstanding and Various Identities
-Only One Valuable Mural
-Museum and Source of Community Learning
-Demonstration on Mon Community Way of Life
-Monk's House in Thai Style with High Art and Cultural Values
-Convenient and Safety Travelling
-Network of Cultural Tourism
-High Potentials in Tourist

Figure 5 Synthesis in Capacities of Cultural Tourist in Four Studied Sites

-The Human Capital: They were received and supported from the participation of community leaders, tourist members and network of alliances.

-The Social Capital: This capital was occurred from all of the groups mentioned above had their public mind and sacrifices for the mobilization of this tourism.

-The Cultural Capital: The sites had varieties of community cultures and these could be used as the one community base of development

-The Money Capital: All the sites had a few of this capital but they could self-develop with their gradual paces. When considering into the self-determination of community, the community could draw up the community powers for this and it could be categorized into the five areas of self-determination as mind, social, resources, appropriate technologies and economy. All of these could be pulled out from the community powers and could lead to their self-standing. To achieve the stabilities of development it was however needed to have some monetary and academic supports from the government sector. Its outcomes could therefore lead to the one model of creative tourism so called to "RATCHABURI Model". This could be presented to Figure 6.

Recommendations from the Research

Policy Recommendations

1. From the one model generated from this study named to"RATCHABURI Model", therefore the related government offices at all levels should promote and support the cultural tourism in Ratchaburi province seriously and continuously. These are included into the one part of its preparation of readiness for Asean Community in 2015.

2. From "RATCHABURI Model" the government offices in Ratchaburi province should transform this model to be the strategic plan and the action plan of cultural tourism. These should be responded and served to the strategic of Ministry of Tourist and Sport and the strategic of Ratchaburi Tourist. It is needed to earnestly mobilize "RATCHABURI Model" in Ratchaburi province and this can lead to the sustainability of cultural tourism in this province.
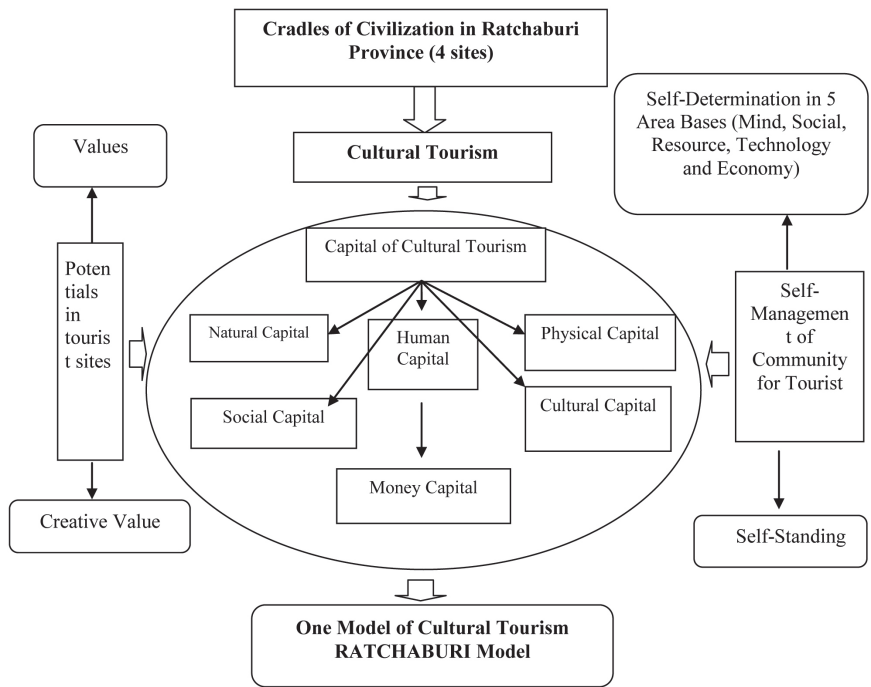
Figure 6   Conceptual Frame Taken From This Research

3. From the one result about the activities in each tourist sites could not be concretely happened, for tackle on this problem the related offices in Ratchaburi province should therefore develop their personnel at all levels through the training and seminar sessions. These sessions should be added up with the contents of how to make and mobilize the creative economy and outstanding identities occur in the cultural tourism.

4. From the one result about that some of the tourist sites still were lacked of continuous budget and academic supports from the government and local sectors. These sectors should support and full fill in them. This could lead to the mobilization of sustainable development.

Recommendations for the Usage of Research Results

1. From the one result which could be presented here to that some parts of the network alliances had a lot of their strong points in participation and some had a few of them. These problems were come from their conflicts

of interests. Some of them were come from the actions of local political and the misunderstanding among tourist members. The stakeholders and the community leaders should use the peaceful ways and held on the conceptual framework of co-working together among House, Wat (Temple) and School (HWT) to solve these problems. The community powers known as community capitals should be pulled out or draw up to use and joint in the activities of management in cultural tourism.

2. From the one result was that the tourist sites were valued at much level, this value is therefore needed to keep on continuously and the tourist groups must be activated to have their public mind and responsibilities about how to keep the tourism being in its sustainable ways. The tourist groups must be forced to concern about the ways of how to get the maximized benefits of tourism. It should promote the three different age groups as children, youth, working and elderly groups in community to share their love and self-belonging in additional to take care in the tourist sites. From their participation and mobilization mentioned earlier it can be surely made to that their tourist sites and cultural roots are continually kept on for long times. Furthermore they should be advised to recognize and have their good roles as tourist host and enabler to the tourist groups.

3. Based on the one finding about the four tourist sites had their management of cultural tourism along the way of Self-Sufficient Economy Philosophy (3 Loops and 2 Conditions) and this management was determined and gradually proceed by themselves, so the government offices should focus on this management and it should be adjusted to serve communities which has their different socio-landscapes. The officers should explore and rise up the outstanding identities of each tourist sites and this can lead to the sustainable development.

4. From the one result which was found that the tourist sites had their potentials in cultural tourism however the related groups still lacked their skills and techniques in this management, therefore the government offices should develop and enhance the competencies in tourism management for these groups through the arrangement of interesting and appropriate activities. These can make the groups have their knowledge, understanding

and skills in practices about the tourist management.

5. From the results about that the tourist sites still had their problems of development and improvement especially in the problems of tourist management, shortage in facilities or basic services, tourist marketing, management of security, public relation in active approaches and building up in public mind, therefore the three stakeholders as government, local community and private sectors should co-work together for solving these problems along its operational plan.

6. Even though the tourist groups had their satisfaction toward the tourism at much level however this satisfaction should be increased or developed to have more responsibilities to the cultural tourism than being.

Recommendation for Future Research

1. It should have the new one research about Ratchaburi Study and this should be done with integrated research methodologies and in various dimensions. Furthermore the research should be implemented in eight ethnic groups through Participatory Action Research. To do like this it is aimed to promote the well-being of all community dwellers in Ratchaburi province.

2. The RATCHABURI Model should be applied to use in other cultural tourism sites especially in the tourism network of four Dvaravati provinces namely Ratchabri, Nakhon Phathom, Kanchanaburi and Suphaburi province. To do like this it is expected to make the tourist sites increase more expand and cover than the being sites.

3. It should develop the one type of integrative tourism management through the management of clustered sites along the different tourist sites of this province. It should be included to the enhancement of competencies in competitions for the related groups

4. It should have the one research about how to develop the creative economic activities related to the tourist products and OTOP commodities in Ratchaburi province.

5. It should have the one research to explore about the behavioral patterns and motivation of tourism in foreign tourist groups. Based on the explored data it can be used to set up and launch the tourism campaign to

serve their wants in more active approaches. This is the one way of how to prepare ourselves to serve and enter ASEAN Community in 2015.

6. It should have the one study about how to develop the one management model of tourist site with its creative approaches and this will be used to link with the tourism network of four Dvaravati provinces.

References

Aesichaikul, R. (2011) "Introduction about Knowledge Tourism Resource."
In *Sustainable Tourism Resource Management Set.* Nonthaburi :
Sukhothai Thammathirat University Printing.

Creative Industries Task Force. (2001) *The Creative Industries Mapping*.
London : UK Department of Culture, Media and Sport.

Greg, R. (2008) *"*Creativetourism and Local Development." In *Creative
Tourism, a Global Conversation : How to Provide Unique Creative
Experience for Travelers Worldwide*, edited by R. Wurzburger, T.
Aageson, A. Pattakos and S. Pratt. Santa Fe, New Mexico : Sunstone
Press.

Mitchop, C. (2010) "Creative economy : New concept in economic driven
in the decade." in *Sukhothai Thammathirat University Journal,* 5
(1 June): 81-114.

Ministry of Tourism and Sports. (2009) *Strategies for Tourism 2009-2013*.
Bangkok : Policy and Plan Department.

Ralf, B. (1994) *International Center for Ecotourism Research*. (Research
Report, 1993) ICER : Gold Coast.

Sigala, M., and Leslie, D. (Eds.) (2005) *International Cultural Tourism:
Management, Implications and Cases*. USA : Elsevier Science and
Technology.

Sungrugsa, N. (2010) The Research Report; *A Study of Situation of Cultural
Tourism in Nakhon Pathom Province.* Nakhon Pathom : Faculty of
Education, Silpakorn University.

_____ . (2012 a). *Research and Development in Education Book.*
Nakhon Pathom : Faculty of Education, Silpakorn University.

_____ . (2012 b) *Tourism for Education Book*. Nakhon Pathom :
Faculty of Education, Silpakorn University.

Sunkakon, K. (2009) The Research Report; *Application for Sufficiency
Economic Guideline for Sustainable Community Tourism
Development.* Changmai : Social Research Institution, Changmai
University.