

# **The Study on the Community Potential as a Tourism Product : Case Study at the Area of Chee-Tuan Sub District Administrative Organization, Khueang Nai District, Ubon Ratchathani Province**

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## **Abstract**

The objective of this study was to study the community potential as a tourism product. Moreover, this research examined the needs of tourists for the community tourism. The samples were 400 citizens in Ubon Ratchathani province. The structured questionnaire was used as a tool in this study.

The findings of community potential as a tourism product found that there were 7 villages in Chee-Tuan sub district that had the high potential to be tourism products. These were village 5 (Tasala), village 7 (Nongkan), village 6 (Wang), village 4 (Tasala), village 1 (Chee-tuan), village 11 (Nong-no) and village 3 (Chee-tuan) respectively. While 4 villages had an average at medium level, there were village 2 (Chee-tuan), village 10 (Nong-doon), village 8 (Nong-hee) respectively, and there was village 9 (Ma-prig) had the low level of average.

The result of the need of tourists for community tourism at Chee-Tuan sub district found that most of tourists were female (53.50%), the range of age were 15-24 years old (37.80%), hometown at North East of Thailand (66.75%), educational level was at bachelor degree (38.50%), mostly were a college student (39.50%), average income was under 10,000 Baht per month (60.50%), likely to travel in group (66.50%), religious was an absolutely in Buddhism (96.50%), tourists which never been to Chee-tuan sub district (67.25%), the need for community tourism was very high (80.25%).

The reasons for community tourism were to get an experience in a kindness and a friendship feelings of natives or the local residence, to see customs and cultural and also various traditions of natives, and to get and to know local wisdoms respectively and all have high significance in interesting.

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The results for hypothesis 1: the personal factors were related to the need of community tourism found that;

Most of tourists were female, the range of age were 15-24 years old, hometown at North East of Thailand, educational level was at bachelor degree, mostly were a college students, average income was under 10,000 Baht per month, religious was Buddhism, likely to travel in group, have related to the need for community tourism at Chee-tuan sub district , Ubon Ratchathani Province.

**Keywords:** Community Tourism, Community Potential

## **Background and Significance of the Problems**

Ubon Ratchathani is a province located in the Northeast of Thailand with strategic developments to improve the province to become a “strong community, lively town, gate to trading and tourism, and potential agriculture area”. The strategy aims to promote tourism and investment along with developing the quality of life and enhancing the strength of the community. Ubon Ratchathani has high potential in terms of tourism due to its geography, arts, cultures, and traditional customs. Moreover, its bordering country is Lao People’s Democratic Republic which is also a gateway to other Indochina countries. In addition, there are many attractions that catch tourists’ interest in forms of natural attractions, historical sites, arts, and unique communities which can fulfill the needs of tourists. Hence, there are various tourism products in Ubon Ratchathani.

The Study on the Community Potential as a Tourism Product in Chee-Tuan Sub District Administrative Organization, Khueang Nai District, Ubon Ratchathani Province included 1,438 households with the population of 7,123. The territorial authorities were divided into 10 villages consisting of Chee-Tuan Village 1, Chee-Tuan Village 2, Chee-Tuan Village 3, Tasala Village 4, Tasala Village 5, Ban Wang Village 6, Ban Nong Kan Village 7, Nong He Village 8, Ban Nong Doon Village 10, and Ban Nong No Village 11. The interesting areas for this study were 7 educational institutes, 4 health service provision centers, 1 attraction which was Chom Tawan Beach, 11 monasteries which were Wat Pa Prommatanusorn, Wat Nongno Hnongdoon, Wat Sriboonrueang, Wat Sritatjaroensuk, Wat Thatsuantan, Wat Srisang Sawangaram, Wat Aumpwannaram, Wat Sriri Mongkol, Wat Srabua, Wat Buraphapisai, and Wat Posriwanaram. (Thailand Information Center). Natural resources, cultures, and lifestyles, knowledge, folk wisdom, and management of tourism in terms of natural resource were investigated to see if the community had abundant natural resources with sustained nature and if the area was appropriate to be a tourism product in terms of culture, lifestyle, and folk wisdom.

In addition, the organization, the community system, and the management within the community were also investigated to see if basic facilities were provided to the tourists. As a result, the potential of the community to become a tourism product would be apparent and the community would become a sustained attraction. Moreover, the study would reveal the needs of the villages towards whether they wanted their community to become an attraction which would prevent unnecessary construction of shops or buildings that were harmful to the natural resources.

Therefore, it was necessary that the community and the local administrative organization collaborate and set the standards in order to develop their community. Rules for the tourists also needed to be set and the basic facilities needed to be made

available, such as clean water, accommodation, sanitation, etc. When the tourists came, they brought in their innovations, technology, and different lifestyles. The community needed to accept possible circumstances and adjust to changes in order to maintain its economy which would result in good quality of life and make it a good community. Since everyone in the community would be affected positively and negatively, it was crucial for them to participate in creating their own rules and follow them. As a result, the community would be strengthened under the vision “sustainability of the tourism lies in the community”.

With these reasons mentioned, Chee-Tuan Sub District, Khueang Nai District, Ubon Ratchathani Province earned a large amount of income from the tourists which was the main factor that led to the development of Ubon Ratchathani. Nevertheless, due to the harvesting season, most of the service labors went back to harvest their crops. This phenomenon affects the entrepreneurs and other labors including related businesses. As a result, it could lead to labor smuggling, job vacancy problems, and poverty.

Therefore, the researcher saw that it was necessary to investigate if the community had enough potential in developing its tourism product. The results of this study would benefit the public organizations and local organizations to develop their strategies to improve their tourism products. Moreover, the results would benefit the community network so that more job were created and labors did not have to immigrate to find a job which would help reduce the vacancy problem as well as strengthening the economy in the community.

## **Purposes of the study**

The Study on the Community Potential as a Tourism Product in Chee-Tuan sub district, Khueang Nai District, Ubon Ratchathani Province aims to:

1. Investigate the potential of the community to become a tourism product, Chee-Tuan sub district, Khueang Nai District, Ubon Ratchathani Province
2. Investigate the needs of tourists towards Chee-Tuan sub district, Khueang Nai District, Ubon Ratchathani Province.

## **Hypothesis**

The Study on the Community Potential as a Tourism Product in Chee-Tuan sub district, Khueang Nai District, Ubon Ratchathani Province proposed a hypothesis to serve the purposes as follows:

Hypothesis 1: Personal factors are related to the needs of community tourism

## Scope of the study

### Scope of content

The Study on the Community Potential as a Tourism Product: Case study at the area of Chee-Tuan Sub District Administrative Organization, Khueang Nai District, Ubon Ratchathani Province

1. The potential of Chee-Tuan sub district, Khueang Nai District, Ubon Ratchathani Province
2. The needs of tourists for visiting Chee-Tuan sub district, Khueang Nai District, Ubon Ratchathani Province

### Scope of Population

The population of this study included males and females in Chee-Tuan sub district, Khueang Nai District, Ubon Ratchathani Province

### Scope of Time

The research study was conducted from October to September, 2014

### Scope of Sample

#### Sample Size

Average is used to determine the sample size in case the population was large and uncertain. The following is a formula (Siljaru, 2008)

$$n = \frac{p(1-p)z^2}{e^2} \quad (1)$$

where:

n represents the sample size

p represents the proportion of the population sampled, past statistics could be used instead

Z represents significant statistics where 0.05 equals 1.96 (95% confident)

e represents error in the formula

Therefore, the sample size included at least 385 samples

## Data Analysis

Statistical Package for the Social Sciences was used to analyze the data.

1. Descriptive Statistics was used to analyze the general information of the people who answered the questionnaire. Frequency, percentage, chi-square, and data were analyzed by Likelihood Ratio.
2. Five Likert Scale was used to analyze the need of tourists for visiting the community; the scales ranged from Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree.

## Results

### **Section 1 Results of the Potential of Chee-Tuan Sub District, Khueang Nai District, Ubon Ratchathani Province**

It was found that 7 villages in Chee-Tuan Sub District, Khueang Nai District, Ubon Ratchathani Province had high potential (H) to become a tourism product which were Tasala Village 5 ( $H=2.70$ ), Bannongkan Village 7 ( $H=2.40$ ), Banwan Village 6 ( $H=2.35$ ), Tasala Village 4 ( $H=2.30$ ), Cheetuan Village 1 ( $H=2.28$ ), Bannongno Village 11 ( $H=2.25$ ), and Cheetuan Village 3 ( $H=2.15$ ). There were 3 villages that had medium potential (M) which were Cheetuan Village 2 ( $M=1.78$ ), Bannongdoon Village 10 ( $M=1.75$ ) and Nonghe Village 8 ( $M=1.47$ ). There was 1 village that had low potential (L) which was Maprik Village 9 ( $L=0.95$ ).

### **Section 2 Results of the need of tourists for visiting Chee-Tuan Sub District, Khueang Nai District, Ubon Ratchathani Province**

It was found that most of the tourists were 214 females (53.50%). There were 151 participants who were between 15-24 years old (37.80%). There were 267 participants whose hometown was in the northeast (66.75%). There were 154 participants who had bachelor's degree (38.50%), and 158 were students (39.50%). There were 266 participants who had income lower than 10,000 Baht (66.50%), and 386 were Buddhist (96.50%). In addition, there were 296 participants who traveled as a group (74.00%). There were 269 participants who had never been to Chee-Tuan Sub District, Khueang Nai District, Ubon Ratchathani Province (67.25%), and 321 wanted to visit the community (80.25%)

### **Section 3 Results of Hypothesis 1: Personal Factors Related to the Needs of Tourists for Visiting the Community**

It was found that:

Most of the participants who needed to visit the community were female

Most of the participants who needed to visit the community were between 15 and 24 years old

Most of the participants who needed to visit the community were from the northeast

Most of the participants who needed to visit the community had bachelor's degree

Most of the participants who needed to visit the community were students

Most of the participants who needed to visit the community had income lower than 10,000

Most of the participants who needed to visit the community were Buddhists.

**Table 1** Hypothesis: Personal Factors Related to the Need of Tourists for Visiting the Community

	Sex	Age	Hometown	Education	Occupation	Monthly income	Religion
1. You have seen nature that most of people never get to see.	*	*	*	*	*	*	-
2. You have seen the local tradition and cultures.	-	*	*	*	*	*	-
3. You have met the local people in the community.	*	*	*	*	*	*	-
4. You have felt the hospitality and generosity of the local people.	*	*	-	*	*	*	-
5. You have learned the folk wisdom.	-	*	-	*	*	*	-
6. You have learned their lifestyles and how the local people make a living	*	*	*	*	*	*	*
7. There are various traveling activities.	*	*	*	*	*	*	*
8. The transportation is convenient.	*	*	*	*	*	*	*
9. It is safe.	*	*	*	*	*	*	*

**Note**

\* the relation has 0.05 significant statistics

- no relation

**According to Table 1, it was found that:**

**Sex** related to the needs of tourists for visiting the community in items 1, 3, 4, 6, 7, 8, and 9.

**Age** related to the needs of tourists for visiting the community in items 1, 2, 3, 4, 5, 6, 7, 8, and 9.

**Hometown** related to the needs of tourists for visiting the community in items 1, 2, 3, 5, 6, 7, 8, and 9.

**Education** related to the needs of tourists for visiting the community in items 1, 2, 3, 4, 5, 6, 7, 8, and 9.

**Occupation** related to the needs of tourists for visiting the community in items 1, 2, 3, 4, 5, 6, 7, 8, and 9.

**Monthly** income related to the needs of tourists for visiting the community in items

1, 2, 3, 4, 5, 6, 7, 8, and 9.

**Religion** related to the needs of tourists for visiting the community in items 6, 7, 8, and 9.

## Discussion

**Point 1:** In terms of the potential of the community to become a tourism product of Chee-Tuan Sub District, Khueang Nai District, Ubon Ratchathani Province, each of the villages had its specific and different potential. All of the eleven villages had different lifestyles which were influenced by their folk wisdom, beliefs, and natural resources available in the area, and some of the villages had specific history. What was interesting about the results was that all of the eleven villages still shared some similar traditions, such as water-pouring ceremony to ask for a blessing from a respected elder, Bai Sri or soul welcoming ceremony, drum dancing, etc. In addition, they had four requisites folk wisdom as seen in local dishes and local desserts. Basketwork was applied as local utensils, such as mats made of their local plants, and fish traps. In terms of agriculture and tourism management, the people needed knowledge about how to organize and manage their tourism product since the results showed that they lacked knowledge and understanding about tourism management which conformed to the research study by Pornprommin (1986) that investigated the roles of public sector for developing the tourism product. In the study, it was found that regional private tourism businesses like Phuket Tourism Business Community played a role in developing facilities and convenience and overcoming the obstacles. The project in the study was based on 6 objectives which were:

1. To carry out the government policy for supporting tourism
2. To support regional tourism
3. To collaborate with the public and private sectors and other organizations related in terms of planning the developments along with solving the regional tourism problems
4. To support service standards in the region to be accepted and to publicize the tourist product to the foreign tourism markets
5. To foster the good relationship and exchange knowledge and information among the regional entrepreneurs
6. To earn income for supporting the regional tourism product

Thus, it was necessary to give knowledge and develop the community organization in order to establish a stable tourism product

**Point 2:** There were 321 (80.25%) participants who wanted to visit the community because they enjoyed the hospitality of the local people and got to see and learn traditions, customs, and folk wisdom, which conformed to the research

study conducted by World Tourism Organization (WTO) in terms of factors that influenced the global traveling trend in the next ten years. The study found that the local people and the tourists were responsible for the development of the tourism product because they had realized the significance of the natural resources and felt that they needed to be preserved from the effects resulted from the tourism industry itself, which conformed to the research study by Tantiwit (1995). The study investigated conservative tourism: case study of participation of Koh Lan Community and found that raising the awareness in the community to preserve the tourist product by educating the people to be proud of their unique environment and local culture was crucial. In addition to self-awareness in the community, it was essential to pass on the knowledge to the next generation, which conformed to the research study by Plynoi et al (1996). It investigated the domestic traveling behaviors of Thai people and found that 48.0% of the participants expected to do a domestic trip to Chiangmai, Phuket, Chol Buri (Pattaya) due to the physical characteristics of the area, weather, hospitality of the local people, and the attractions in the province.

#### **Part 4: Result Summary and Suggestion from the Sample Group**

1. There should be a lecture about tourism management and natural resources protection as well as the environment in the community.
2. There should be measures for managing natural resources in Chee-Tuah Sub District, Khueang Nai District, Ubon Ratchathani Province in order to maintain the stable resources.
3. The community should be strengthened in order to organize a trip in the community. The producers should be sincere in the process of delivering the service and product and be able to communicate the quality of the product to the people.

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