

Ethnic Tourism in AEC on the Routes No.9 and No.12

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Abstract

This research aims to study the contexts and capabilities of tourism resources management, the directions of resources management towards cooperative personnel development and the evaluation of ethnic tourism capabilities along the routes of Nakhonphanom, Khammouan, Kwangbing, Kwangtri and Mukdahan. A designed questionnaire and interview form, camera and primary documents were used as research instruments in the process of data collection. The sampling population is the group of people selected from Thailand, Laos and Vietnam along the Routes No. 9 and No.12. The research results revealed that the ways of life has its own historical significance and particular community culture which are relevant to ways of living, rites of beliefs and unique spoken language. The coming as a group or the visits of the tourists provides such educational values. Each of ethnic tourists' attractions should, therefore, improve the methods of public relation, be safe, and have a tourist service center providing more necessary facilities for the tourists such as souvenirs stores, restaurants and clean toilets. The directions of capability development selected from each of ethnic groups has been concluded as the matter of fact that the concept of sustainable tourism development leads to have the format of independent or self administration community receiving supports and consults from external organizations. Moreover, there should have plans set for accommodation and facilities development and personnel development to support the growth of tourism, and also have a forms of committee group being able to specify the management directions that can directly manage and deal with tourism circumstances.

Keywords: Tourism, Ethnicity, AEC

1. Introduction

1.1 Introduce the Problem

Tourism is a significant kind of industry that can earn such amount money to the country and can beneficially support economic development of the country. In regards to Intra Region Tourism among six countries members in a group of the Greater Mekong Sub-Region: GMS—China (Yunan), Myanmar, Thailand, Cambodia, Lao and Vietnam, there is an approximate total amount of the population at 245 million people having their own unique social identities and cultures that can

ultimately attract the tourists from around the world to travel and visit. Indeed, there has been economical supports from ADB; Asian Development Bank for GMS group of the countries to join Cooperative Economic Development Project with its efforts to promote international collaboration, especially, for infrastructure development among the member group countries in order to be well-prepared for the growth of tourism economy and to support the free of trades and products in East-West Economic corridors: EWEC.

1.2 Explore Importance of the Problem

Nakhonphanom is one of the provinces in Thailand situated on the relative routes of East-West Economic corridors: EWEC - route No. 12 and No.9 under the collaborative economic of the Greater Mekong Sub-Region: GMS. Having such relative tribal diversities among Laos, Vietnam and Thailand becomes a significant feature that can be developed to be an important source of tourism among the three countries. The MOU between the high administrative from the three cooperative countries has held on August 24, 2007 at Nongkhai province coming up with the agreement of cooperative tourism for the development of tourism resources in group of provinces to be a regional center of tourism. Thus, the researcher decided to study for further knowledge about ethnic tourism in AEC under circumstances of cultural combinations and changes of tourisms in the globe.

2. Research Objectives

2.1 This research aimed 1) to study the contexts and capabilities of tourism resources along the routes of Nakhonphanom, Khammouan, Kwangbing, Kwangtri and Mukdahan. 2) to study the directions of resources management towards cooperative personnel development along the routes of Nakhonphanom, Khammouan, Kwangbing, Kwangtri and Mukdahan. 3) to evaluate capabilities of tourism resources along the routes of Nakhonphanom, Khammouan, Kwangbing, Kwangtri and Mukdahan.

2.2 Research Scopes

This research aimed 1) In Thailand, starting from a tribal group of *Sak* located in Artsamart Village, Meung District, Nakhonphanom Province. 2) On the route No. 12, in Laos, starting from Thakhak City, Khammouan province to Kwangbing province in Vietnam. 3) On the route No. 9, in Laos, starting from Thakhak City, Khammouan province to Kwangtri province in Vietnam. 4) Connected areas of border in Thailand, starting from a tribal group of *So* located in Nongyangnoi Village, Dongloun, Mukdahan province District, via a tribal group of *Kuan* and lastly ended at a tribal group of *PhuTai* where both located in the area of Thatphanom District, Nakhonphanom Province.

Research Sampled Population

90 people (30 each) were collected from three villages in Nakhonphanom Province-- Natonthung Village, Natonthung Sub-district, Tatphanom District, Renu Village, Renunakhon District, Artsamart, Meung District and 30 people from Nongyao, Dongleung District, Mukdahan Province. Also, the sampling were collected from Nongping village and Nonsrita from Laos and 60 people from Kwangbing and Kwangtri provinces, Vietnam (30 people each).

3. Methodology

3.1 Research Methodology

The researcher selected an area in Thailand starting from a tribal group of Sak in Artsamart Village, Meung District, Nakhonphanom province connected to Mekong river via border immigration office to Thakak district, Laos PDR and then driving on the route No. 12 through Mahachai-Yommarat- Laos border- Vietnam to Kwangbing, Vietnam, and through the route No. 9 crossing Mekong river at Nakhonphanom immigration to Thakkak, Laos PDR, and through the route No. 13 on the way down to Seno city, turning left on the route No. 9 through Pin City reaching a border of Dansawan (Laos), and in the side of Lawbao (Vietnam) to Kwang Ar (Vietnam) and connecting the areas of Thailand starting from So tribal, Nongyangnoi Village, Donglaung District, Mudahan province and a tribal group of Thaikuan, Natonthung, Tatpanom district and Phutai tribal, RenuNakhon district, Nakhonphanom province.

This research aims to focus on the study of contexts, capability and directions of ethnic tourism resources management, cooperative personnel development in tourism and service industry including the evaluation of ethnic tourism capabilities on the routes of Nakhonphanom, Khammouan, Kwangbing, Kwangtri and Mukdahan.

3.2 Research Instruments

Interview questions and forms, as research instruments used in field survey, were designed in both structured and semi-structured patterns.

3.3 Data Collection

In data collection, the researcher collected data via using an approach of interview, both formal and informal approach, including a participative observation in such activities allowed by the villagers to study the understanding about their own identities of living, tradition, culture, traditional dressing and local behaviors in each area of selected sampling population.

3.4 Data Analysis

An analysis of the data collected from personal point of views towards the perception of cultures needs to rely on the uses of questionnaire and interview, and some parts of the data needs basic statistical analysis.

4. Research Conclusion

It was found that tourism leads to the changes in the ways of living into three aspects – economic, society and culture. The way of life has been changed due to the tourism development.

In aspect of economic changes in the community, it was found that it has been changed from self or independent economic conducting for consumption in the family not for selling or trading. Once the community has been development into a source of tourism center, the way of life in an aspect of economy was changed. The infrastructure has been growing up and there were variety of careers in the community. The ways of food production, dressing and living were also changed into a modern way influenced by such media and technology.

In aspect of social changes in the community, the results revealed that general condition of the villagers is governing by the different types of local administration, being self-dependent in the way of living and having close relatives family kind of relationship. With general type of micro family, the member of the family has his/her own freedom to decide and choose a couple.

In aspect of education, it has been widely developed and supported from the government. There are a child care center, primary school, secondary school and higher levels of education.

In aspect of public health promotion campaign and development, it has been different from the past that the supports and knowledge from the government lead to a more effective health care promotion to the community.

In aspect of infrastructure, it had been totally different from the past that everything was in ease and had no such comfortable facilities like in the present time. When there was a festival in community, there was only a local celebration and merits. On the other hand, there are a lot of facilities and comfortable infrastructures in the community—electricity, water supply and telephone services.

In regards to cultural changes in the community, it was found that the tradition and culture has been thoroughly conserved well from the past time but there are some changes in a way of traditional celebration for example wedding ceremony and HeetSibsong Celebration. Therefore, in aspect beliefs, there is a strong string of belief in the community rooted from the past which can be referred to a power of culture that can easily set a society into disciplines. That is, the community would be sustainably strong, harmonious and peaceful in the living.

Capabilities in Ethnic Tourism Management

The researcher has brought the components of tourism into consideration—influencing matters and acquisition of comfortable facilities in the community, the readiness of personnel and levels of tourism efficiency in the areas. According to the research study, there are two factors appropriate for ethnic tourism management—the influencing matters and the acquisitions. Therefore, the other component, comfortable facilities still need more development and adjustments in the areas of Langsum tribal, Phutai Katang in Kham Moua district, Khung tribal in Kwangbing and Ngernkiew tribal in Kwangtri province.

5. Discussion

There are some notices that can be discussed Starting from a tribal of Sak in Artsamart Village, Meung Distric, Nakhonphanom province connected to Mekhong river via border immigration office to Thakak district, Laos PDR and then driving on the rout No. 12 through Mahachai-Yommarat-Laos border- Vietnam to Kwangbing, Vietnam, and through the route No. 9 crossing Mekong river at Nakhonphanom immigration to Thakkak, Laos PDR, and through the route No. 13 on the way down to Seno city, turning left on the route No. 9 through Pin City reaching a border of Dansawan (Laos), and in the side of Lawbao (Vietnam) to KwangAr (Vietnam) and connecting the areas of Thailand strating from So tribal, Nongyangnoi Village, Donglaung District, Mudahan province and a tribal group of Thaikuan, Natonthung, Tatpanom district and Phutai tribal, RenuNakhon district, Nakhonphanom province.

In regards to the concept of SommaiChinak, the developmental ways of cultural arts, traditional of unique identity of spoken dialects showing its own ethnical tribal derive from a well-combination of cultures from different groups of tribal those gradually becoming specific cultures of community. Moreover, these groups of tribal have a social learning process to preserve and maintain their own culture received from the ancestors as a relative social structure. In relevance to Choosit, Choochat and Manat Suwan and members, the preserved in customs, traditions, original handcrafts and beliefs can lead to the creation the capabilities in ethnic tourism management and be valuable to an education about culture that is significant to tourism industry.

Family takes important roles in the participation of community in tourism activities of each groups of tribal. Yuwadee Niratrakul presents the dimension of geographic, management and administration of ethnic tourism to be a path of sustainable development in ethnic tourism administered by community themselves in order to reduce conflicts and plan to have a pattern of tourism including tourism routes management. Yet, supports and consults from the government are still needed.

Indeed, an overview of this research can lead to tourism capabilities development to be a resource of sustainable ethnic tourism because of readiness of community in terms of tourism resources that include culture, archaeological sites, traditional festival and natural tourist attraction. The paths to tourism resources development shall need to perceive and understand in identities of each ethnic groups of tribal in the areas otherwise the tourist will find it disappointed to what they seek for and may decide not to come back to the area again.

Recommendations

1. There should be a creation and election of the committee to clearly precede the activities of the tourism in order to get the accomplishment of community participation in accountability of the committee.

2. There should have personnel development prepared to be local guides as a kind of tourism service for the tourists providing knowledge about ethnic tourism. This is a good sign of being a nice host in a sustainable source of ethnic tourism.

3. There should have public relation for ethnic tourism to promote the unique and outstanding ways of customs and traditions in the community, and should have plans of waste management distributed from the tourists in the community.

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