

THE POTENTIALITY DEVELOPMENT OF COMMUNITY AND ENTREPRENEURSHIP ON RELIGIOUS AND CULTURAL TOURISM IN SOUTHERN EASTERN, THAILAND

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Abstract - Religion is a culture of faith that influences the way of life of the people in society, as we can see, each social landscape has its own identity culture that conveys the overall values and virtues of that society, In the Lower Northeast, Thailand is an area of diverse ethnic groups, so this area is culturally interesting to visit, and of course the uninterrupted flow of people. It is something that helps to promote economic expansion as well. Therefore, the objectives of this research were to study the readiness of communities and entrepreneurs on religious and cultural tourism, the guidelines to develop the potentiality of communities and entrepreneurs on religious and cultural tourism, and the impact to communities and entrepreneurs on religious and cultural tourism in the lower southeast region of Thailand. It was a qualitative research. The research method was done by 3 types comprising (1) studying from the related documents, (2) In-depth interview from 32 key informants, and (3) The data was synthesized to build the route and network, the network strengthening, and the development of communities and entrepreneurs on religious and cultural tourism in the lower southeast region of Thailand. The results were found that:

- 1. The readiness of the community and business operators in religious and cultural tourism consists of the following: Tourist areas, accessibility to tourist attractions, facilities (accommodation, restaurants, transportation, recreational activities, other facilities, shops), environment and participation.*
- 2. Guidelines for developing community and business potential: Tourist attraction capacity management, facility capacity management, safety capacity management, area capacity management and tourism resource capacity management.*
- 3. The impact of tourism was found that the environment is destroyed, such as pollution problems in buildings, waste. More and more people in the community are fighting for expensive products. Foreign*

culture imitation because villagers do not have awareness of cultural preservation. There were conflicts within the community lead to insecurity of the property.

Keywords: /Development, Potentiality, Entrepreneur, Tourism, Religion, Culture

INTRODUCTION

Surin Province is located in the lower northeastern region of Thailand, Surin is counted as a province with charm of wisdom, identity, way of life and culture. There is a tourism strategy management model by defining tourism routes, integrating and driving the foundation economy, creating stability for communities by developing tourism personnel, developing tourist attractions, product development, tourism services and other things, facilitating the linking of each local tourist route, promotion of tourism community marketing, being creative to convert into income. It is also widely known to promote public relations in order to link the outstanding tourism routes to welcome tourists, along with the development of personnel, entrepreneurs and related people in the community to be more efficient, ability to think creatively and can be used as an extension of sustainable tourism management. It can be seen that the identity of tourism resources is positively related to the success of spatial tourism management in Surin Province. The way of life of the local people in Surin is consistent with the motto of Surin Province, namely (Surin, elephant, beautiful silk, beautiful beads, rich castle, turnip, sweet rice, fragrant rice, beautiful culture” It can be seen that Surin Province has traces of religion and culture that had flourished in this area from past to present as well (Taweesak Tongtip; Phrakrusrisunthonsarakit and PhramahaSombut Thanavaro. 2017). Thailand recognizes the importance of tourism as a vital tool in helping to stabilize and drive the country's economy by taking advantage of its location, the abundance of tourism resources and its diversity of cultures, including: Thai style has long been an important selling point in promoting the travel market. Tourism is an industry that plays an important role in the economic development of many countries around the world especially ASEAN has set up a marketing strategy to attract more global tourists to their countries, thus, Tourism mission is therefore a mission that is blended with the country's development in all dimensions. Therefore, the development strategy of countries has integrated tourism work as part of economic development, which if any country has a clear national development strategy based on a strong economy, good infrastructure, abundant natural resources and high potential for tourism personnel, will be a key factor in driving competitive advantages and enabling sustainable growth of their tourism.

It can be seen that research on cultural tourism can create a great economic advantage, therefore, attractions that can “Pull” the ethnic culture as "Selling point" in tourism as well (Phramaha Pornchai Sirivaro; Phramaha Khwanchai Kittimedhi; Khaimook Laopipattana and Penphan Fuangooloy. 2020). Although the Isan people living in this Korat Plateau consist of many tribes such as Isan Thai people, Laos, Vietnam (Vietnamese), Khmer, Suai (Kui), Saek, Yo, Pha Thai, Kaiso (Chain) as well as Thai Korat, each tribe has different languages, arts and culture traditions, way of life, but the way of life that adheres to the traditions called "HeatBan: Khong Muang" or "Twelve Traditions: XIV Government" teaches to help and support one another, regularly participating in social activities and charity work until the coexistence of these peoples is peaceful throughout the present. Consequently, the development of community and religious and cultural tourism entrepreneurs in the South Isan therefore creates a balance in the community way of existence and the inheritance of valuable identity and the importance of conservation to the local economy from tourism. Cultural through income-generating channels and cultural tourism to support and promote the existence of identity (Boonrakorn Boriboon. 2017). The travel network route must consist of 1) a tourist attraction, 2) the development of routes and tourism networks that can be routed out in 3 routes: one day route (not overnight), one day route (overnight) and Route 2 days 1 night (Patchlada Suwannal; Phraathikan Thawatchai Saengsophon; Amphon Poonya and Suphaporn Sopha. 2019). Major tourism can attract a group of foreigners to come to experience and appreciate what is not in their own locality, it can be seen that the local culture and tourism are related and support each other. Tourism uses local cultures as a resource to operate, at the same time, culture-owned local communities benefit from tourism in terms of income generation, employment, and economic and

social development. The culture refers to the way of life of human beings in a society, a particular ethnic group, one ethnic group comprising of knowledge, beliefs, art, culture, law, traditions, rituals, science and everything that is thought to be made in that society. The cultures utilized in tourism are material or concrete cultures that will develop into the focus of tourists, including: Tourist attractions, antiques, historical sites, religious places, art, architecture, folk dance and play, traditional festivals, arts and handicrafts, local products, as well as the way of life and hospitality of the people.

Therefore, the research team is interested in studying the readiness of the community and business operators in religious and cultural tourism in South Isan, where the answers obtained from the study will bring value to the way of life of the community in the tourism economy, achieving academic value and the important was strengthening the institute of the local community in the Southern Isan area Such as family institutions, religious institutions, as well as relevant government agencies, this research will also provide useful planning for spatial development, especially in research areas.

RESEARCH OBJECTIVES

1. Explore the readiness of the community and business operators in religious and cultural tourism.
2. Study guidelines for developing potential of communities and entrepreneurs in religious and cultural tourism.
3. Analyze the impacts on communities and entrepreneurs in religious and cultural tourism.

RESEARCH METHODOLOGY

The research area is an area of outstanding religious and cultural tourism in Surin, namely Silverware Village, Ban Pakem and Ban Chok, Khwasinarin Subdistrict, Khwasinarin District, Surin Province, Thailand.

The Research sources and data collection methods were; (1) The study of documents is the study of research papers related to religious and cultural tourism. (2) In-depth-interview by interviewing the key-informants for 32 persons consist of 3 monks, 1 Cultural scholars, 1 Religion scholars, 1 tourism scholars, 1 School administrator, 1 Local organization executive, 3 folk philosophies, 11 representative of business mans and 10 tourists.

Data Analysis: The data obtained from document analysis and interviews are analyzed by content analysis method, and answers are synthesized according to research objectives.

RESEARCH RESULTS

1. The readiness of the community and business operators in religious and cultural tourism.

1.1 The tourism area, it was found that the potential of the area which was the attraction of tourist attractions was the route from the Surin Municipality to the Surin-Chom Phara route, reaching the 14 km point and then turning right into the Khwasinarin Subdistrict Municipality and Khwasinarin Subdistrict, Passed to Ban Na Pho and Ban Khwasinarin, which is the area coordinate of the silverware group, Baan Chok is the signature of Surin Province. Along the way, enjoy the diversity and nature of the village, culture, tourism through traditional handicrafts such as silverware making, enriched with local wisdom of local folk sages, and silk weaving, which is a handicraft of the community throughout the cultivation of organic rice.

1.2 The ease of access to tourist attractions was found Silverware group, Chok Village, has the potential for ease of access as follows: Travel to the community by using the Surin - Chom Phara - Khwasinarin Road along Patmanon Road, which is Highway 214, after reaching the intersection at Km 14, turn right onto Khwasinarin Road, Khwasinarin District about 5 kilometers, will reach the destination, namely Chok Village and Community Product Center, Khwasinarin District, Surin Province.

1.3 The facilities are divided into 6 groups: (1) *The accommodation* found that the Ban Chok Silverware Village community tourism group had little potential for accommodation and was under construction of a homestay. (2) *Restaurants* was found that the Ban Chok Silverware Community Tourism Group had

restaurant potential, namely Krua Ban Ban Chok, the gathering of Na Pho villagers, Ban Khwasinarin, Ban Chok and Ban Sado, in total 4 villages that opened restaurants Drinks are the kiosks that serve tourists throughout the day. In addition, it was found that the shops that were sold belong to the villagers at the community product center of the silverware village and in Khwa Sinarin district. Silk handicrafts also provide beverages to serve tourists all the time in order to encourage community members to participate and earn more. (3) *Transportation*: was found that the silverware group, Chok Village, was convenient to travel to the community by using the Surin-Chomphara-Khwasinarin Road along Pattamanon Road, Highway 214 to the intersection of Km 14, Then turn right onto Khwasinarin Road, Khwasinarin District, about 5 kilometers to Chok Village and Community Product Center, Khwasinarin District. (4) *Recreation Activities* was found that the Mu Puean Silverware Community Tourism Group had potential for recreational activities such as grouping to promote cultural tourism (5) *Other facilities are as follows*; (a) *The road signs* showed that the signs to the Lee Let Community Tourism Group (Ban Huai Sap Forest) were clear, allowing tourists to be more accessible. (b) *Map of the tourist attraction area*, it was found that the tourist area has a map showing the tourist route clearly including the place and the monkey feeding area. (c) *Meaningful signs*, it was found that at the tourist spots to the community forest there were signs that meant tourism. (d) *Electricity, water supply, communications and telecommunication* were found that the tourist area has such a convenient service for tourists. (e) *Parking places, toilets*, found in the tourist area have such a convenient service for tourists. And (6) *Shops* consist of (a) the tourist area has food kiosks to serve passersby or tourists every day, while the outer areas have convenience stores which are not far from tourist attractions, (b) In the tourist area, there is no travel agency yet, there are some that the villagers make themselves, and (c) there is no souvenir shop that is clearly seen.

1.4 Environment was found that the Ban Chok Silverware Community Tourism Group had the potential of the environment in which the Ban Chok Community was a cultural tourism community with a career of handicraft, agriculture and trade that could be reasonably self-sufficient.

1.5 Participation was found that there was a potential for participation, especially the village headman and the village committee with the villagers working together to develop the Khwasinarin District community clearly, in addition, it was found that the butler group, Housewives and youth groups donated and brought funds from the village's SML project to create a learning center for community products, silverware, and a silk weaving village.

2. Guidelines for developing potential of communities and entrepreneurs in religious and cultural tourism businesses.

2.1 Developing a system of routes to access tourist attractions, it was found that the government sector should cooperate with the private sector to produce a sufficient number of road signs to meet the needs by specifying the size of the signage, color and font size in both Thai and English languages which can be viewed easily seen, clearly under the same standard, along with installing distance signs of tourist attractions periodically, especially at turn or intersection, government agencies or those involved must set time and budget for the maintenance of the signs and various information signs inside of tourist attraction.

2.2 Facilities management found The government sector should create a map or map of the overall tourist attractions, including the district, by installing them in important places that tourists visit regularly, and in each tourist attraction there must be information of that tourist attraction, it must be installed in an area where tourists will reach first, provide a tourist service center with personnel to provide information and assistance to Thai tourists, foreign nationals and people with disabilities, increase the solid waste management system in each area by providing bins with adequate waste classification, should campaign for the private sector and tourists to dispose of trash according to the type of trash provided, and encourage entrepreneurs to use natural materials to reduce the problem, and control the prices of products and services to be appropriate. Therefore, to be effective, it is necessary to periodically hold an understanding meeting with local people and the private sector in order to develop new travel routes or routes based on specific interests in order to create guides for Tourists, pamphlets or other tourism documents to attract new tourists to visit in Khwasinarin District more.

2.3 The management of safety found that the government should set rules or regulations in each tourist attraction in accordance with the context of the site, with periodic observation and evaluation, then the results that was from the assessment of the work of the relevant staff to improve and find ways to develop safety potential.

2.4 Capacity development to support tourists found that 4 aspects These include economic, physical, ecological, and emotional aspects. The stakeholders of all sectors should work together to determine which areas provide the most economic benefits and study the physical characteristics of each attraction such as the size of the area, road characteristics, parking lot, various buildings, etc. to assess how much each attraction can accommodate the maximum number of tourists at a time. The actual physical capacity is then assessed by how much the available resources can accommodate, as well as the emotional capacity as measured by the satisfaction of tourists and local residents.

2.5 Conservation of tourism resources: It was found that stakeholders, both public, private and local people should meet or discuss together to propose the authority to consider issuing regulations on the construction development guidelines within tourist sites, including records and making references about buildings with guidelines for construction development to distribute to entrepreneurs who are interested in the construction of buildings or other structures within tourist sites. In addition, tourism should be promoted to conserve local tourism resources in order to make the community aware of the joint maintenance of tourist sites, traditions and traditional ways of life on a regular basis, as well as, Periodic observation and maintenance of tourist sites in order to monitor potential natural disasters and prevent any intrusion from any group of people who will misuse the area.

2.6 the tourism resource development, it was found that all stakeholders in the public, private and local sectors should jointly explore and collect tourism statistics by Organizing periodic meetings to jointly assess and present the impacts that arise on the attractions and develop management guidelines to be appropriate and timely. In addition, activities in tourist destinations that may adversely affect tourism resources should be managed and studied for the mitigation of these impacts by jointly studying and analyzing the management and issuing regulations or Tourist practices in each place.

2.7 The development of community participation was found the government sector should provide training, educate and promote the community to be aware of the impacts of tourism so that the community can understand and avoid any action that will affect the economy, society, culture and environment. In addition, the tourism site management project implementation committee should be established, starting from site survey, data collection, planning, setting up guidelines, monitoring and evaluating the project, as well as establishing a fund for the development of tourism attractions management. In the long run, to provide members with funding sources to carry out activities beneficial to tourism and society.

3. The impact on the community and business operators as follows:

3.1 Environmental impacts: It was found that the environment was destroyed, causing pollution problems in buildings, creating a lot of solid waste, however, for the solution, should be able to remedy the waste in the right place and manage the problem of solid waste properly.

3.2 The impact on the economy shows that more and more people travel into the community, thus increasing the demand for goods and services that make them more expensive than standard. For the remedy, there is a need to control prices of goods, but also to promote and stimulate the country's economy, generating more income and promoting more intense tourism.

3.3 The impact on culture was found to imitate foreign cultures, the villagers had no conscience to preserve their own culture. The solution is a campaign to raise awareness of the culture of the local community by raising awareness that focuses on the preservation of the good local culture.

3.4 Social Impact was found that there was a conflict within the community due to the economic benefits that resulted in the insecurity of the property. Guidelines for prevention and correction by building unity in

the community, beginning with a meeting for clarification, consultation, understanding, building unity and cooperation with villagers.

Discussion

The results of the research revealed that there are the guidelines for promoting religious and cultural tourism have the following important issues;

1. **Management of potential access to tourist attractions:** The government sector should manage transportation and traffic by setting tourist parking areas to prevent damage that may occur from transportation and transportation within tourist attractions such as tour bus schedules, road sign management, installation of distance signs The way of the tourist attraction, support the budget for maintenance , these consistent with the research Supatsara Panyorattaroj (2018) found that the the tourists' needs were to develop more tourist attractions, more suitable parking, and more guide signs. The opinion of community in tourist attraction and the readiness in logistic management were totally in moderate. The opinion was the highest in road improvement, improved the guide signs and people cooperate in community for improved the landscape in tourist attraction respectively.

2. *Facilities capacity management:* The government sector should develop a map of tourist sites by identifying the important places installed in the area that tourists will reach first, in addition, a visitor center should be provided with personnel to provide information and facilities to Increase the safety of property and tourists as well as the same research results of Atthawit Silanoi, Nattapong Chaisaengpratheep, Wanthakarn Seemaroorit and Wattana Tanongphaeng (2019) found that the concerning the guidelines, relevant agencies were to improve facilities according to the standard of the ministerial regulations and the tourists should be able to fully and easily access the facilities.

3. *Safety potential management* ; the government sector should set rules or regulations in each tourist attraction in accordance with the context of the location by providing an assessment of the work of relevant personnel and then improving and finding ways to develop safety potential consistent with the research of Mutchima Udomsilp and Narin Sungrugsa (2016) found that findings were concluded as follows the conditions of travel tourism in the Western region tourism strategic plan dimension towards ASEAN community should be management to be trust travel in Thai people and foreigner safety management of Travel Tourism in the western region: tourism strategic plan dimension towards ASEAN community shall be include Strategic Issues the first strategic is measures to manage the safety of the people travel. The second strategic is measures to manage of road safety and structure. The third strategic is safety management in the vehicle travel. The fourth strategic is Environmental management Technology and Law.

4. *Management capabilities and scalability of the area:* the relevant dimensions of economic, physical, ecological and emotional aspects should be taken into account, and the true physical assessment, especially tourism resources, should be measured based on the satisfaction of tourists and local residents. It was consistent with the research of Bunluesak Wongpakdee (2009) found that evaluation of management practices and services found that both were appropriate at 'moderate'. Physical carrying capacities were attained from level of use compared with carrying capacity at four levels: 'Below CC', 'At & Approaching CC', 'Exceeding CC', and 'Over CC'. The results showed that recreational areas, the visitors' centre, and shower rooms were over their carrying capacity. The food shop exceeded its carrying capacity, but restrooms were at and approaching carrying capacity. Other facilities such as nature trails, picnic areas, car parks, and garbage bins were below carrying capacity. Study of psychological carrying capacities found that below carrying capacity is desirable for recreational areas and an acceptable number of visitors is 100. The results of this study can be used for the administration and management of protected areas of Khao Chamao - Khao Wong National Park. They can also be applied to the study of the carrying capacity of other protected areas throughout Thailand.

5. *Strategic planning and conservation of tourism resources;* Stakeholders should meet and discuss, presenting regulations on the construction development guidelines in tourist sites, in addition, local

resource conservation tourism should be promoted to make the community aware of the maintenance, restoration of tourist sites, traditions and customs including regular way of life Consistent with the research of Noppawat Detchatree et al (2017) found that there were four proposed management strategies for tourist attractions at the sacred site of Khamchanod as follows: Strategy I: Tourism Promotion, Strategy II: Development of products and services, Strategy III: Tourism administration and management, and Strategy IV: Development of human resources in tourism. 4) The evaluation of feasibility and utilization of management strategy for tourist attractions at the sacred site of Khamchanod was found that the overall scores were above 60 percent which passed the evaluation criteria.

6. Formulation of tourism resource management and development strategies: the interested parties should jointly explore and collect tourism statistics to jointly assess and present impacts and to find appropriate management solutions by jointly studying and analyzing management and issuing regulations or Tourist practices in each place consistent with the research of Sirinan Pongnirundorn; Ochanya Buatham and Chatchaya Yodsuan. (2016) found that the guidelines for effective tourism management in the 6 aspects consisted of tourism resources, access to attractions, facilities, security, capability of the area, and community participation.

Recommendations

Based on the results of this research, the researcher has the following important recommendations.

1. Policy recommendations

1.1 The “LIFE SMILE” route policy should be established as a new body of knowledge about tourism routes by the relevant agencies at all levels should work to support the development of potential communities and business operators in religious and cultural tourism in South Isan, especially using the community as a learning center and community-based tourism in the Southern Isan area. Seriously and continuously.

1.2 the relevant government agencies in Surin Province should formulate strategic plans and action plans that are in line with the Ministry's tourism strategy and the provincial strategy, as well as to vigorously drive “LIFE SMILE” in order to build the sustainability of the government. The path to developing community potential and related business entrepreneurs.

2. Recommendations for applications

2.1 The community and tourism entrepreneurs lack support from government agencies, so the community tourism group, Ban Chok Silverware should be built into the local tourism development plan of Khwasinarin Municipality, especially the school Knowing about local handicrafts

2.2 the Ease of Access Ban Chok Silverware Travel Group found that both Thai and foreign tourists were interested in visiting and creating added value in the community as well, therefore, Access to tourist attractions for freshness, faster, faster travel.

2.3 the inadequate accommodation facilities and other facilities such as layout, signboard meaningful parking places, therefore, develop a map of the tourist sites, signboards, especially community tourism groups, should increase the parking area. Cars as well as signposts to be more clear

2.4 The environment in each area remains as natural as the village, however, due to the large number of shops and restaurants serving tourists, they should help maintain cleanliness and proper waste disposal.

2.5 The public sector and the public have few participations, so the participation of communities, government agencies and the private sector should be fostered in the service of shops, souvenir shops, restaurants to the community has a career and extra income and is involved in vocational training.

3. Recommendations for further research

3.1 Research should be done about expanding the "LIFE SMILE" route in ecotourism sites in the South Isan.

3.2 Research on how to develop ecotourism networks to lead to more concrete networking that will aid in teamwork and tourism promotion.

3.4 Research on the potential of tourist attractions, routes and ecotourism network in Surin Province, especially the behavior of ecotourists, to gain clearer information and the research is more complete.

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