

## **THE MANAGEMENT APPROACH FOR CREATIVE CULTURAL TOURISM ATTRactions: A CASE STUDY OF UMJAN SUBDISTRICT, PRACHAK SILAPAKHAM DISTRICT, UDON THANI PROVINCE**

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### **Abstract**

The Management Approach for Creative Cultural Tourism Attractions: A Case Study of Umjan Subdistrict, Prachak Silapakham District, Udon Thani Province, is a research study to obtain quality information about the management approach to creative cultural tourism attractions. The objectives are to study the way of life and culture in cultural tourism destinations and to explore the management approach for creative cultural tourism attractions. Key informants or community leaders from the Um Jan Subdistrict included residents, representatives from relevant local organizations, members of community enterprises, and local business operators. The study employed in-depth interviews with these key informants using purposive sampling. The tools used for data collection in this research included written records and audio recordings. Instruments for data collection comprised interview forms. The research findings revealed that the study of the way of life, culture, and cultural tourism in the Umjan Subdistrict shows that the community places great importance on love, and cherishes their heritage, including the historical story. The community continues to preserve the cultural traditions of their ancestors, including their way of life, livelihood, language, clothing, and the weaving of local textiles, as well as customs and rituals. The study of creative cultural tourism guidelines found that managing creative cultural tourism in the Um Jan Subdistrict requires concrete and clear measures. These include the preservation and emphasis on history, art, culture, and traditions; ensuring sustainability in economic, social, and environmental aspects; maintaining the local way of life; ensuring safety for tourists' lives and property; and considering the carrying capacity for accommodating tourists.

**Keywords:** Tourism Management, Cultural tourism, Creative tourism

### **Introduction**

Tourism is currently an industry that plays a significant role in the economic development of nations. Many countries worldwide place great importance on the tourism industry, which encompasses various forms of tourism, including eco-tourism and healthy tourism. Another form of tourism that Thailand emphasizes is “cultural tourism.” Thailand is a country rich in diverse cultural tourism attractions, regarded as “cultural capital,” passed down from generation to generation. Udon Thani, a major province in northeastern Thailand, is home to one of the country's and the world's oldest civilizations. Na Kha Village, a small village in Mueang District, Udon Thani, possesses a unique cultural heritage that is distinctive to the community. Udon Thani attracts tourists, and visiting cultural tourism sites is among the popular activities. Engaging in creative hands-on activities allows visitors to experience the beauty and uniqueness of the local culture while also providing additional income for the villagers. In addition, this research serves as a guideline for the management of creative cultural

tourism attractions and fosters tangible development, leading to stability, prosperity, and sustainability in the future.

### **Objectives**

1. To study the way of life and culture in cultural tourism sites in the Um Jan Subdistrict, Prachaksinlapakhom District, Udon Thani Province.
2. To explore guidelines for managing creative cultural tourism in the Um Jan Subdistrict, Prachaksinlapakhom District, Udon Thani Province.

### **Methodology**

The research, titled *Guidelines for Managing Creative Cultural Tourism: A Case Study of Um Jan Subdistrict, Prachaksinlapakhom District, Udon Thani Province*, focuses on studying the way of life, culture, and cultural tourism sites, as well as exploring management guidelines for creative cultural tourism in Um Jan Subdistrict, Prachaksinlapakhom District, Udon Thani Province. The study examines the Um Jan community, relevant local organizations, tourism associations, and community entrepreneurs using a qualitative research approach to obtain analytical data.

For the study, the researcher established guidelines, procedures, and methods for researching as follows:

#### **Sample in Research**

The researcher used in-depth interviews with key informants in the community, employing purposive sampling. The sample interviewed consisted of 4 groups, including:

1. 6 residents from the Um Jan Subdistrict
2. 2 representatives from relevant local organizations
3. 2 members of community enterprises
4. 6 local business operators

#### **Research Tools**

The researcher gathered data from relevant research documents, including general information about the community and the history of the village. A semi-structured interview guide was developed to interview key informants, including community residents, relevant local organizations, community enterprise groups, and local business operators. The interviews focused on the following topics:

1. The importance of history, historical sites, art, culture, and traditions.
2. Sustainable management in terms of economy, society, and the environment.
3. Preservation of the local way of life, both socially and culturally.
4. Providing knowledge to all stakeholders.
5. Cultural and environmental preservation.
6. Enhancing tourist satisfaction.
7. Considering the capacity for accommodating tourists in the area.
8. Ensuring safety for tourists' lives and property.

#### **Observation Tool**

The researcher conducted participant observation, collecting data by observing the study participants during interviews or tourism activities. This included relevant local organizations, community enterprise groups, and business operators. Over time, the interviewer and interviewees became familiar with each other, creating a comfortable environment where

the interviewees were willing to share information. A voice recorder was used to capture the interviews.

### **Data Collection Method**

In this research, the researcher followed these steps:

Step 1. Collect documents from books, textbooks, academic papers, research studies, and publications related to the Na Kha villagers. These documents were then summarized to highlight key points for use in developing a management model for cultural tourism in the Um Jan Subdistrict, Prachaksinlapakhom District, Udon Thani Province.

Step 2. Observation and site survey. The researcher collected data on community tourism sites to study the context of the area and build relationships with community members. Data was gathered through conversations, observations, inquiries, and note-taking.

Step 3. In-depth interviews with key informants were conducted based on the research objectives, addressing the various predetermined topics.

Step 4. Summarize the data and revisit the community to clarify any unclear issues.

Step 5. Data validation. The researcher provided the data obtained from interviews to the representatives of the sample groups for verification of content accuracy and additional suggestions before proceeding with data analysis and dissemination of the research.

### **Data Analysis**

After the data collection, the researcher organized the information obtained from observations, interviews, and document reviews. The researcher then presented the data in a descriptive form by linking the organized data together according to the research framework. This process aimed to develop guidelines for managing creative cultural tourism, using the Um Jan Subdistrict, Prachaksinlapakhom District, Udon Thani Province as a case study.

### **Research Results**

The research findings reveal that the study of the way of life, culture, and creative cultural tourism in Um Jan Subdistrict, Prachaksinlapakhom District, Udon Thani Province showed that the community places great importance on, and has deep affection and attachment to, the history of Luang Pu Kam, the monk at Matchimwattana Temple, an ancient temple that has long been a part of the local heritage. There are stories about the sacredness of the Buddha statue, which has inspired local faith and settlement in this area. The community continues to preserve the cultural traditions of their ancestors, including their way of life, language, clothing, and the weaving of traditional textiles, along with their customs and rituals. In terms of sustainable management in the economic, social, and environmental aspects, there has been the formation of occupational groups based on local wisdom, developing supplementary income from agriculture, which is the primary occupation of the community. For example, there are groups focused on traditional handicrafts and local craftsmanship. These skills are passed down through generations, with community members producing and using the products themselves, while also selling them, thus generating additional income.

#### **Guidelines for Managing Creative Cultural Tourism**

1. The importance of History, Historical Sites, Art, Culture, and Traditions has emphasized and promoted the importance of cultural sites, customs, and traditions, using cultural attractions as a key draw for tourism.

2. Sustainable Management in Economic, Social, and Environmental Aspects In terms of sustainable management in the economic, social, and environmental sectors, local occupational groups based on indigenous wisdom have been formed. These groups help

generate supplementary income from agriculture, which is the main livelihood of the community. For example, there are groups focused on traditional handicrafts and local craftsmanship, with members producing and selling these items, creating additional income.

3. Preserving the Local Way of Life in Social and Cultural Aspects. The local way of life has been well preserved, with the community living a simple lifestyle.

1) Language: The Isaan language is still commonly used in daily communication.

2) Clothing: Traditional weaving for clothing is still practiced, and the sewing techniques are maintained, while also being adapted to modern times. Additionally, local textiles have been given added value and sold.

3) Cultural Traditions: The community continues to preserve and follow traditional customs, such as weaving unique fabrics, and observing the “12 Heat and 14 Klong” traditions in line with Isaan practices.

4. Providing Knowledge to All Stakeholders

There has been a development in learning and raising awareness about the value of local wisdom. Government agencies, including the local municipality and the Department of Community Development, have organized training sessions for the villagers. Experts have been invited to provide knowledge about product development, increasing value, and pricing. Additionally, study tours to other areas have been arranged, along with the transmission of local wisdom from one generation to the next.

5. Cultural and Environmental Preservation

1) Cultural Preservation: Traditional clothing, such as the “Sin Lai Mi Kit”, which is a signature design of the village, is still worn, and the Isaan language continues to be used in daily conversations. Annual activities are regularly organized to promote and preserve community traditions.

2) Environmental Preservation: Regarding sanitation systems, there are controls in place for wastewater disposal from households, and a waste management system is maintained to ensure cleanliness.

3) Sustainability of Raw Materials: The raw materials used for products in each group or club are biodegradable or can be reused.

6. Ensuring Tourist Satisfaction

The villagers, community members, and business operators focus on producing high-quality products at reasonable prices, with attractive colors, and they maintain good interpersonal relations with tourists.

7. Considering the Capacity of the Area

1) The area is spacious and has several cultural tourism spots, making it well-suited to accommodate tourists. The environment is lush, which creates a comfortable atmosphere without feeling cramped. The area can handle an unlimited number of visitors.

2) There are sufficient parking spaces, along with bathrooms and various facilities. An ATM is also available in the market for financial convenience.

8. Safety of Tourists' Lives and Property

1) There are not enough security personnel to match the number of tourists.

2) The Umjan Police Station is located nearby, but there are no smaller sub-stations within the area.

3) The community is equipped with streetlights to ensure visibility and safety at night.

## Discussion

The study found that creatively managing cultural tourism requires clear and tangible management strategies. These include focusing on the preservation and importance of history, art, culture, and traditions, sustainability in terms of economy, society, and the environment, and the preservation of local lifestyles. This is consistent with the research conducted by Teerarat Amnartchareon and colleagues (2024) on the Cultural landscape management towards Green Nachompoo Village Nayoong District, Udonthani Province, which highlighted the community's unique way of life, passed down from the past, with simple living, peaceful values, a distinctive language, and cultural traditions that are a source of pride for the community. Regarding the safety of tourists' lives and property, as well as considering the capacity for tourist accommodation, the research also aligns with the findings of Suwannarit Wongchaoim and colleagues (2010), who studied the integration of cultural assets into tourism development in Tha Ka, Samut Songkhram. They emphasized the importance of analyzing factors affecting the value of cultural heritage before creating cultural tourism routes that align with the cultural values, the needs of the local people, and the demands of tourists.

## Recommendations

1. Greater emphasis should be placed on the safety of tourists' property, including the establishment of a sub-station for the Umjan Police Station within the community, or increasing the number of security personnel to provide information to tourists.

2. An essential factor in ensuring the sustainable success of tourism development is involving the community in the planning and decision-making processes. The community should actively participate in addressing challenges. The Umjan community already shows strong collaboration in promoting culturally valuable tourism that attracts attention. This positions the Umjan community in Udonthani as a well-recognized model with great potential for further development. This model can be used to develop other communities and lead to sustainable community-driven cultural tourism management.

3. Udonthani Province should provide more support and encouragement, including creating a tourism strategy plan for the province and using the Umjan community as a model for future development. Additionally, there should be efforts to increase publicity to raise awareness and attract more visitors.

## Acknowledgment

The author would like to express sincere thanks to Suan Sunandha Rajabhat University for its kindness and support of this paper.

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