

COMMUNITY CULTURAL IDENTITY TO LEAD TO THE DEVELOPMENT OF SOUVENIRS BASED ON SUSTAINABLE DEVELOPMENT SDGS BAN NON SAWAN, TAMBON THA LI, AMPHOE KUMPHAWAPI, UDON THANI PROVINCE

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Abstract

This research is about the cultural identity of the community to lead to the development of souvenirs based on sustainable development SDGS, Ban Non-Sawan, Tambon Tha Li, Amphoe Kumphawapi, Udon Thani Province, with the following objectives: 1. To study the cultural identity of the Ban Non Sawan community to lead to the development of souvenirs based on sustainable development SDGS, 2. To develop the design of souvenir products for tourism in the Non Sawan community, 3. To promote and develop souvenirs into new souvenir products for cultural tourism with community participation. Case study: Ban Non Sawan, Tambon Tha Li, Amphoe Kumphawapi, Udon Thani Province. In this research, the sample group is tourists who travel to Kumphawapi District, Udon Thani Province. The sample population of 400 people. The conclusion it was found that the development of souvenirs for tourism has many people who are satisfied with the development of souvenir products, whether in terms of design, quality, or local wisdom identity. However, some people are not satisfied and think that the materials used to make the packaging may be too difficult and complicated, and the production may be slower than the tourists' needs. The researcher sees the problems that need to be developed. In terms of the production of raw materials for packaging, in order to make community participation more effective, organizing training courses for service providers to have a good attitude that can be further developed in the work of the community enterprise effectively.

Keywords: Community cultural identity, Development of souvenirs, SDGs

Introduction

The northeastern region of Thailand is considered a region that is rich and full of cultural charm and lifestyle. It is also a region with cultural diversity. Udon Thani Province is located in the upper part of the northeastern region. It is convenient to travel and is a province that passes through to neighboring countries such as Laos. It has a convenient transportation system and transportation system. It is also a province that is known as a city of education. There are many higher education institutions and many foreigners travel here, both tourists and academics. (Svetarundra, 2018) As a result, Udon Thani Province is well-known internationally. There are also local foods, products, and famous and important places such as historical tourist attractions such as Ban Chiang archaeological site, Phu Phra Bat Historical Park, Kham Chanod, ancient Buddha images such as the Luang Pho Nak Buddha image, Wat Matchimwat. In addition, there are famous souvenir products that are well-known to tourists

such as hand-woven silk, red lotus tea, and sedge mats from Kumphawapi District. According to the report of the Tourism and Sports Office of Udon Thani Province, it provides interesting information that many tourists, both Thai and foreign, tend to pay attention to traveling to Udon Thani Province to pay homage to sacred objects and for education. It was also found that they are interested in the lifestyle and souvenir products that are products made by the villagers and handmade. Tourists are interested in the local production process, which is part of the attraction of tourism in Udon Thani Province to be wider (Somvorapong, 2018).

At present, Udon Thani Province has a policy to upgrade the economy through cultural tourism. Therefore, the development of souvenir products that reflect local identity is another business that is directly related to tourism, which is the main business or the so-called direct business that provides services to tourists and is important for the income of the local community. In addition, it is also a job creation, creating careers for local people. Developing souvenir products can reduce migration to work in other provinces of local people and promote the development of local potential, create communities to be strong, self-reliant, and make communities participate and create unity within the local area by using local wisdom resources that are cultural heritages that have been passed down to develop souvenir products that reflect the identity of being local, which in addition to generating income for the country and the locality, also makes Udon Thani Province famous as another tourist area in Thailand. Therefore, the researcher emphasizes the importance of local communities, focusing on the identity created in the culture of Udon Thani locality, which will lead to the development of souvenir products in various forms to be interesting and in demand by the tourism market. Including being a product of memories that respond to creative marketing that takes into account cultural heritage in terms of both form and original symbolism that is unique to the area, to suggest guidelines for developing this souvenir product for local communities in the province to further enhance economic value creation In developing society for people who are members of society Be a person of quality and morality. (Tiprungsri & Somcharoen, 2023).

Udon Thani Province is one of the great commercial and tourism cities in the northeastern region of Thailand. It covers an area of approximately 11,730 square kilometers and is the 11th largest in the country. Because Udon Thani is the center of trade and tourism in the northeastern region and is also a gateway to Laos, northern Vietnam and southern China, it is considered a good destination for tourists and business people. In addition, Udon Thani is a Mice city, so it is considered an important city for both tourism and business. (Strategy and Information for Provincial Development, 2018, pp. 71-72)

From the 2nd National Tourism Development Plan (2017 - 2021), it aims to set the framework and guidelines for driving the country's tourism in the next 5 years, which is a good opportunity for Thailand to set a vision for tourism development for 20 years to be consistent with the situation and keep up with changes so that Thai tourism can continue to play a key role in maintaining stability and driving the country's economy. As a result, each province gives importance to the tourism industry in Udon Thani Province. There is a complete promotion of tourism in various forms. There are important tourist attractions that can attract tourists to visit the province. When considering the tourism situation in Udon Thani Province in 2017, there was an increase in both the number of tourists, which increased by 8.38 percent from 2016, and the income from tourism, which increased by 15.59 percent from 2016. The ratio of guests increased by 2.331 percent, and the number of guests in Udon Thani Province increased by 11.29 percent. The factors that affected the expansion of tourism in Udon Thani Province were partly due to Udon Thani being the center of the upper northeastern region, where a large number of tourists travel to visit. (Tourism Authority of Thailand, 2018) In addition, tourism stimulus measures from the government and related agencies have been publicized and

organized various activities to promote tourism in the province. In addition, the province also has unique tourist attractions that are popular with tourists. Non Sawan Community Non Sawan Community is located in Village No. 8, Tha Li Subdistrict, Kumphawapi District, Udon Thani Province. In 1932, the community migrated from other settlements. I came to see the location as a high hill suitable for setting up.

Research Objectives

1. To study the cultural identity of Non Sawan community to lead to the development of souvenirs based on sustainable development SDGS
2. To develop the design of souvenir products for tourism in Non Sawan community
3. To promote and develop souvenirs for tourism with community participation based on sustainable development SDGS.

Scope of the Research

1. Scope of area

In this study, the researcher has determined the scope of the study in Ban Non Sawan, Tambon Tha Li, Amphoe Kumphawapi, Udon Thani Province.

2. Scope of population

In the study of Community cultural identity to lead to the development of souvenirs based on sustainable development SDGS, the researcher has determined the sample population as follows:

- Collect data from in-depth interviews with relevant persons, including relevant agencies and people in the community who produce products.
- Tourists traveling to Kumphawapi District, Udon Thani Province

3. Scope of content

In the study of the research on “Udon Thani Province”, the researcher has studied the development of souvenir products in Ban Non Sawan, Tambon Tha Li, Amphoe Kumphawapi, Udon Thani Province and has developed souvenir products to be more diverse.

4. Scope of time

The research on “Community cultural identity to lead to the development of souvenirs based on sustainable development SDGS, the case study of Ban Non Sawan, Tambon Tha Li, Amphoe Kumphawapi, Udon Thani Province, the researcher has determined the research period to be 10 months.

Research Methodology

1. Research Methodology

In the study on “Community cultural identity to lead to the development of souvenirs based on sustainable development SDGS: A Case Study of Ban Non Sawan, Tambon Tha Li, Amphoe Kumphawapi, Udon Thani Province”, the researcher chose to use a qualitative method combined with quantitative research by conducting field interviews with those involved in this research.

2. Research Steps

- 2.1 Sample population
- 2.2 Research instruments
- 2.3 Data collection
- 2.4 Instrument validation
- 2.5 Data analysis and processing
- 2.6 Research duration

2.7 Data presentation guidelines

3. Data Collection

Data collection for this research collected primary and secondary data from various sources as follows:

3.1 Primary Data Collection Primary data was collected using structured questionnaires and in-depth interviews.

3.2 Secondary Data Collection by studying and analyzing documents and related research, as well as articles, news, and information from the Internet media of government and private agencies, including:

- 1) Udon Thani Provincial Office
- 2) Kumphawapi District Community Development Office
- 3) Udon Thani Provincial Development Plan
- 4) Non Sawan O-Top Product Development Model

4. Data Analysis

Analysis and processing of primary data collection the researcher divided the analysis and processing into 3 parts as follows:

4.1 Analysis of data from the survey

1) Analysis steps from the survey on the development of souvenir products for tourism with community participation

2) Analysis steps from the survey on the sharing and distribution of benefits from the development of souvenir products for tourism with community participation

3) Analysis steps from the survey on the development of souvenir products for tourism with community participation

4.2 Analysis of data from the interview

The data obtained from the interview was organized into groups of questions to analyze the data for the Community cultural identity to lead to the development of souvenirs based on sustainable development SDGs: A Case Study of Ban Non Sawan, Tambon Tha Li, Amphoe Kumphawapi, Udon Thani Province.

4.3 Analysis of data obtained from the distribution of questionnaires

The researcher will analyze the data obtained from the questionnaires with a ready-made statistical processing program that can analyze data efficiently. The analysis uses descriptive statistics by displaying the results of the statistical data analysis, which will analyze the results as percentages, means, and standard deviations.

Research Results

From the research on the Community cultural identity to lead to the development of souvenirs based on sustainable development SDGs: A Case Study of Ban Non Sawan, Tambon Tha Li, Amphoe Kumphawapi, Udon Thani Province, the researcher can summarize the results of the study according to the objectives of the study, theoretical concepts, documents, related research, and research methods as follows.

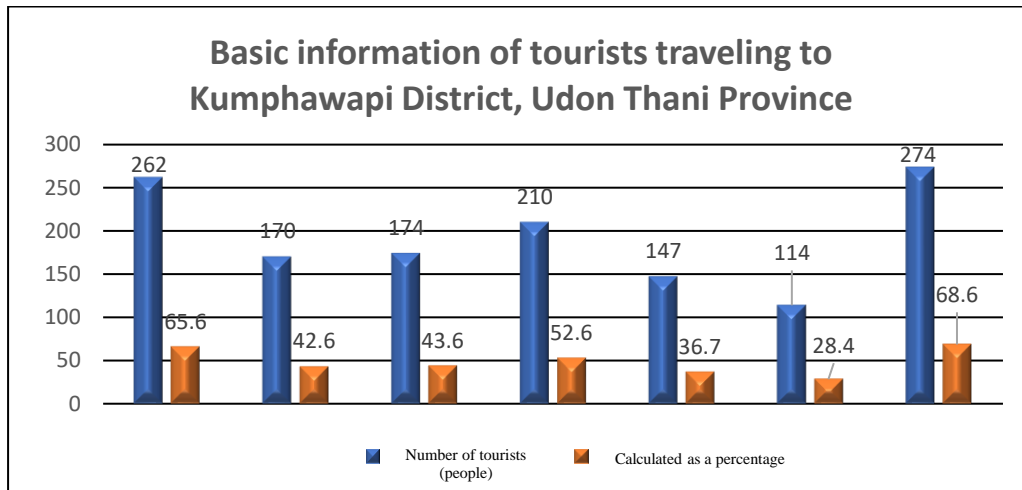


Figure 1: Overview of preliminary data of tourists traveling to Kumphawapi District, Udon Thani Province

From Picture 1, it was found that the tourists who traveled to Kumphawapi District, Udon Thani Province, were mostly female. The majority of them were between 31-40 years old. Their status was mostly married. Their education level was mostly at the secondary/vocational certificate level. Most of them were general laborers with an average monthly income of 7,001-10,000 baht. Most of them were domiciled in the Northeast. From the general information of tourists who traveled to Kumphawapi District, Udon Thani Province, they had opinions on the development of souvenirs for tourism with community participation. The case study of Ban Non Sawan, Tambon Tha Li, Kumphawapi District, Udon Thani Province, is as follows:

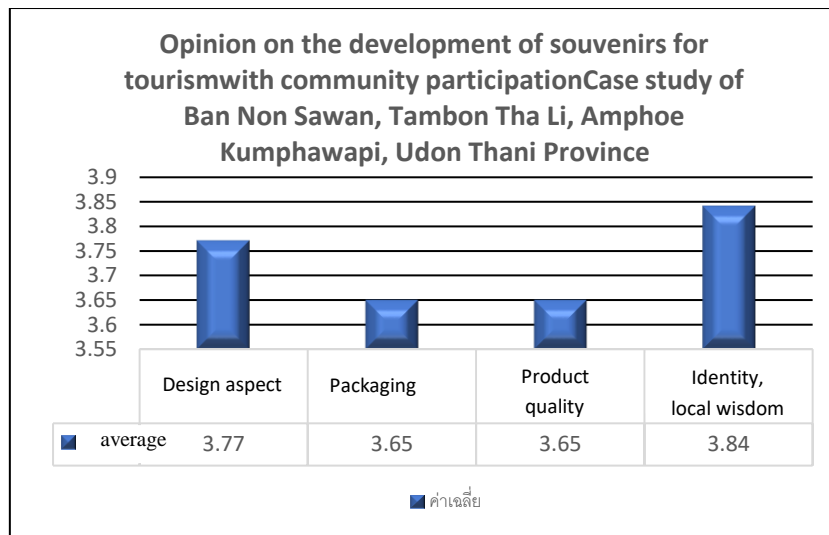


Figure 2: Overview of opinions of tourists who traveled to Kumphawapi District, Udon Thani Province

From Picture 2, it was found that tourists who traveled to Kumphawapi District, Udon Thani Province, most had the following opinions on the development of souvenirs for tourism through community participation: Case study: Ban Non Sawan, Tha Li Subdistrict,

Kumphawapi District, Udon Thani Province: 1. Style: at a high level; 2. Packaging: at a high level; 3. Product quality: at a high level; 4. Identity and local wisdom: at a high level.

Discussion

In discussing the results of the study, the researcher divided it into 2 parts as follows: Community cultural identity to lead to the development of souvenirs based on sustainable development SDGs: A Case Study of Ban Non Sawan, Tambon Tha Li, Amphoe Kumphawapi, Udon Thani Province.

The study found that the Community cultural identity to lead to the development of souvenirs based on sustainable development SDGs: A Case Study of Ban Non Sawan, Tambon Tha Li, Amphoe Kumphawapi, Udon Thani Province, has 4 aspects of operation: 1. Design aspect 2. Packaging aspect 3. Product quality aspect 4. Identity aspect Local wisdom of souvenir product development is consistent with the concept, theory, documents and related research as follows:

1. Design aspect

From the analysis of tourists' opinions on the development of souvenir products for tourism with community participation: a case study of Ban Non Sawan, Tambon Ta Li, Amphoe Kumphawapi, the overall design aspect was found to be at a high level ($\bar{x} = 3.77$), which is consistent who studied the development of Lanna souvenir products and found that souvenir products sold at tourist attractions have both Thai and foreign target groups. The two groups of tourists have different tastes, preferences and satisfaction with the products. Part of it is due to different family backgrounds, society, culture, beliefs and values, which results in different products to be purchased. Therefore, designing and developing souvenir products that meet the needs of foreign tourists is an important issue in making consumers decide to buy.

2. Packaging

From the analysis of tourists' opinions on the development of souvenir products for tourism with community participation, a case study of Ban Non Sawan, Tambon Tha Li, Amphoe Kumphawapi, Udon Thani Province, the overall packaging was found to be at a high level ($\bar{x} = 3.65$), which is consistent with Jitima who studied the development of Thong Phop product packaging by the Khiao Khachee Housewives Group in Nonthaburi Province. It was found that the Khiao Khachee Housewives Group in Nonthaburi Province was satisfied and chose the development approach for Thong Phop product packaging, approach 2, as the appropriate design approach to be further developed into Thong Phop product packaging.

3. Product quality

From the analysis of tourists' opinions on the development of souvenir products for tourism with community participation, a case study of Ban Non Sawan, Tambon Tha Li, Amphoe Kumphawapi Udon Thani Province In terms of packaging, overall, it was found to be at a high level ($\bar{x} = 3.65$), which is consistent who studied the development of formats and management standards for OTOP product and community souvenir shops in Ranong Province. It was found that in terms of production, there was management of production with products that were similar in almost every shop, namely cashew nuts, shrimp paste, and dried seafood. The highlight of the product is the freshness and cleanliness of the product, and the production process that the shop owners carried out all by themselves, from the selection of raw materials, production process, packaging, and distribution.

4. Identity, local wisdom

From the analysis of tourists' opinions on the development of souvenir products for tourism with community participation, a case study of Ban Non Sawan, Tambon Tha Li, Amphoe Kumphawapi, Udon Thani Province,

In terms of packaging, overall, it was found to be at a high level ($\bar{x} = 3.84$), which is consistent who studied the development of products from local wisdom to increase efficiency in sustainable community management. The Thai Muslim community in Cha-am District, Phetchaburi Province found that the developed products should reflect the products that are the result of local wisdom and can add value to the products, making the products look valuable, standardized, and unique, emphasizing the stories, lifestyles of Thai Muslim villagers and environmental conservation, which will strengthen the economy of the people in the community and generate more income for the villagers. 5.1.2 Business readiness in distributing souvenir product development trends for tourism with community participation: A case study of Ban Non Sawan, Tambon Tha Li, Amphoe Kumphawapi, Udon Thani Province



Figure 3: Sample packaging design by the researcher

The study found that Kumphawapi District, Udon Thani Province, is ready for the souvenir business, whether it be sedge mats, local woven fabrics, grass brooms, cotton shoulder cloths, indigo-dyed fabrics, red lotus tea, Mahachanok mango wine. Since Kumphawapi District, Udon Thani Province is considered a famous district in important tourist attractions that are widely known throughout the country, there are always tourists coming in. In order to increase the potential in the souvenir business, it is necessary to improve, develop, and promote the production, processing, and distribution of souvenir products. There is a variety in every form, beautiful, high quality and safe.

It was also found that in Kumphawapi District, Udon Thani Province, there are agencies involved in the development of souvenir products to support the potential of tourism in Udon Thani Province as follows:

Agencies involved in the development of souvenir products

From the study of secondary data and using in-depth interviews with relevant agencies, government and private sectors, who are involved or have a role in the development of souvenirs for tourism, with community participation. The case study is Ban Non Sawan, Tambon Tha Li, Kumphawapi District, Udon Thani Province, as follows:

1) Kumphawapi District Community Development Office, Udon Thani Province is a government agency that operates in the part of promoting the grassroots economy. The involvement in the development of souvenir products, such as community products, OTOP products, etc., provides support, assistance, and advice in promoting the potential of

communities, community organizations, and community organization networks in community management, promoting learning processes and community participation, promoting community enterprises at the district, sub-district, and village levels in terms of academics and operations, coordinating and working with other government agencies, local administrative organizations, private development organizations, community leaders, volunteers, community organizations, and community organization networks.

2) Kumphawapi Sub-district Administrative Organization, Udon Thani Province, has a role and duty in developing and assisting community enterprises to develop products to generate income for occupational groups and community enterprises in the areas under its responsibility, such as woven fabrics, sedge mats, and red lotus tea, which are local products that can be developed into souvenir products.

3) Tha Li Sub-district Administrative Organization, Udon Thani Province, supports groups of villagers to form groups to produce souvenirs and publicize them through various online channels.

4) Non Sawan Community Enterprise Entrepreneurs, Kumphawapi District Udon Thani Province has a significant part in developing souvenir products because it already has its own raw materials, making it easy to develop and transform them into a variety of souvenir products in order to increase the value of the products in its area, generate additional income, and create jobs for people in the community to have additional income.

Recommendations

1. Recommendations for the application of research results

The researcher's suggestions were developed from in-depth interviews and overall surveys of the area to lead to the Community cultural identity to lead to the development of souvenirs based on sustainable development SDGs: A Case Study of Ban Non Sawan, Tambon Tha Li, Amphoe Kumphawapi, Udon Thani Province, was developed to be a souvenir product in Amphoe Kumphawapi, Udon Thani Province. This led to the development of business readiness in distribution for the trend of souvenir development for tourism with community participation. The case study of Ban Non Sawan, Tambon Tha Li, Amphoe Kumphawapi, Udon Thani Province, consists of the following details:

- 1) Design
 - 1.1) The design must be beautiful so that tourists who buy it can keep it for use.
 - 1.2) The design must be colorful to attract more attention.
- 2) Packaging
 - 2.1) Packaging development should consider the use of natural materials or materials that are environmentally friendly or materials that can be reused.
 - 2.2) Packaging should have a variety of designs and must be appropriate for the product.
- 3) Product quality
 - 3.1) Developing product quality to increase product efficiency Must focus on safety.
 - 3.2) Products made from natural raw materials must not contain chemicals in the Ingredients.
- 4) Identity, local wisdom
 - 4.1) There should be more development of products that are the identity of the local Community based on sustainable development SDGs.
 - 4.2) There should be more development of products that are the wisdom of the local Community based on sustainable development SDGs.

2. Recommendations for future research

2.1 The next research study should collect data from foreign tourists because there are more foreign tourists traveling to visit.

2.2 A matrix table should be made to compare readiness in each area so that we can see the shortcomings of readiness in each area and can develop at the right point.

2.3 Increase the research area on souvenir product development in the Northeast.

2.4 The next research study should provide more complete details of the souvenir product development project.

2.5 The next research should study the readiness of souvenir business in more than 4 areas. It should be more or the same as before to prepare the souvenir business more.

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