

Designation of Tourism Route and Activities to Experience the Culture of Ban Bang Mae Mai, Bang Yai Sub-district, Bang Pla Ma District Suphan Buri Province

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Abstract

This research article has a purpose to design routes and activities for community tourism to experience the culture of Ban Bang Mae Mai in the format of qualitative research. The research instrument used for data collection consisted of observation form, interview form, small group meeting with 25 key informants who were involved in tourism in Ban Bang Mae Mai community. Data was collected from field surveys that the researchers visited the community to collect information about the area and conducted group meetings for route design training including participatory action research (PAR) whereas the data analysis was content analysis in the format of narrative description. The research results showed that the designation of community tourism route to experience the culture of Ban Bang Mae Mai comprises the outstanding natural tourist resources include sightseeing hundred sugar palms in a row, sugar palm groves, herbs and boat trips to see the Tha Chin River lifestyle; Cultural tourism resources for 12 months include the festival of making merit and offering food to monks which is considered as a blessing across the year, loads of silver and gold, making gifts for rice and the Mae Phosop-goddess of agriculture-parade; Activities resources include hundred-year broom-making, water hyacinths weaving, local food cooking and Thai sponge cake making; Festival resources include the long drum dance, the legendary Bang Mae Mai dance and Service resources include homestay accommodations, restaurants and souvenir shops. After collecting information, the researchers cooperated with the community to design a cultural tourism route to experience the lifestyle of Ban Bang Mae Mai for 2 days and 1 night in the name of “Relaxing and Wandering in Bang Mae Mai style”

Index Terms— Designation, Route, Tourism activities, Culture experience community

I. INTRODUCTION

The tourism industry is one of the major industries that generate massive income for Thailand, which can confirm the overall figure of the country in the Report January 2020 that there were 3,810,155 foreign tourists, generating turnover income of 188,788.29 million baht (Tourism Marketing Research Center, 2020). According to UNWTO forecasts, more global tourists will travel to the Asia-Pacific region and the cost per tourism is also expected to rise due to the increasing trend of the global middle class, which will help support the growth of income from foreign tourists in Thailand. However, by assessing the growth of tourists in the past and the recession of mainstream tourists such as China, India and the United Kingdom, it was found that the growth in the number of tourists as in the past may be difficult. Therefore, an assessment and analysis of the suitability of the income objectives was assessed from foreign tourists in the next 5 years to respond to positive and negative factors and able to maintain a balanced growth potential with sustainable tourism supply at 10 per cent per year (National Tourism Development Plan No. 12, 2017-2021).

Thailand has become a tourist destination with the main products as the number of components of tourism resources that can be divided into 8 types of tourism activities, namely health tourism, adventure ecotourism, agricultural tourism, sports tourism, cultural tourism, religious tourism, boat trip tourism and tourism in man-made sources (Office of Economic and Social Statistics, 2014). Therefore, a new idea to meet the needs of quality tourism was proposed in order to find other suitable

forms of tourism and find new innovative approaches for tourism without creating negative effects like in the past which is in line with the 2nd National Tourism Development Plan (2017-2021). Strategic issues that are consistent with the 5 key areas are the development of tourism and product quality, travel services as well as promoting the sustainability of tourist attractions, the environment, and the Thai identity; Infrastructure development and tourism facilities without causing negative impacts on the community and the environment; Development of human resource capacity in tourism and creating tourism awareness for people by Department of Tourism; Balancing in different groups of tourists through niche marketing; Promotion of Thai way of life and building confidence of tourists; Promotion participation and integration of the public or private sectors and the public sector in tourism management including supporting international cooperation (Strategic plan for the development of tourist attractions of the country 2017-2021).

As a result of such growth, many countries have paid more importance to tourism promotion, especially Thailand, which is considered as one of the countries with the availability of tourism resources that are diverse in cultures, traditions and natural resources. At present, both government and private sector have continually emphasized on promoting and developing tourist attractions including the awakening of various communities that try to drive their own communities to become tourist attractions.

For this reason, it was seen that tourism is being promoted and organized by the community itself at this present causing more community-based tourism. Community-based tourism is a tourism with the awareness of the sustainability of the environment,

society and culture managed by the community for the community and the community to play an ownership role have the right to manage to provide education to visitors. At the same time, the overview of the tourism industry community tourism has played a role in creating a new quality of tourism to be more meaningful than general vacation by creating a career for the community and opened the dimension of tourism for exchanging knowledge and respecting local people (Community-Based Tourism Institute, 2015). Tourism management in Thailand is mainly based on economic principles-based management by finding an area with natural and cultural selling points to support it which causes a lot of new forms of tourism. Each community has different strengths and creates a unique identity for their community to create a selling point for tourists.

Suphan Buri province is a province with readiness and diversity in history, culture and tourist attractions that are scattered in every district and can be visited all year round in terms of nature, way of life, history, Buddhism and buildings for tourism. The province emphasizes the tourism development and the participation of people in the community together with communities in Suphan Buri province. It is also very interesting and unique to attract tourists to travel in Suphan Buri province.

Ban Bang Mae Mai Community is a community located in Bang Yai sub-district, Bang Pla Ma district, Suphan Buri province which consists of 8 villages. Most of the occupations of the people in the community are farming with the Tha Chin River as the main river. There are homestays that have been awarded the Thai homestay standard and many important and valuable historical attractions. By visiting the area of the researchers with the use of research tools like ABC (Area-Based Collaborative Research for Development) to extract research problems by allowing the community to participate in thinking, analyzing and planning together with using community analytics tools in participative ways to extract spatial research problems, it is possible to analyze data according to each type of tool to obtain information for research questions that Ban Bang Mae Mai community participated in the analysis. Therefore, research was conducted on route design and community tourism activities to experience culture. Ban Bang Mae Mai, Bang Yai sub-district, Bang Pla Ma district, Suphan Buri province to design routes and activities for community tourism to experience the culture of Ban Bang Mae Mai.

II. RESEARCH OBJECTIVES

To design routes and activities for community tourism to experience the culture of Ban Bang Mae Mai.

III. LITERATURE REVIEW

Chantaj Wannathanom (2009) defined the meaning of tourism as the conduction of tourism service activities such as travel service, food and accommodation service and tour guide services which is run for profit that requires a lot of labor and investment by using specific academic techniques, planning, organization and marketing, covering many types of businesses both directly and indirectly related to tourism.

Nikhom Jarumani (1992, page 1) defined tourism as "traveling from one place that usually refers to a permanent residence to another place that is considered a tourist attraction to change the atmosphere and environment through the motivation from by physical, cultural, and interactive needs and in terms of status or prestige. The term "Tourism" has been variously defined as follows:

The United Nations organized the Conference on International Travel and Tourism in Rome, Italy in 1963 defined tourism as a journey with three conditions:

1) Travel means a journey that is not forced or for reward, in which the planning of traveling from one place to another and using a vehicle can be taken for short distances or long distances.

2) Destination means having the intention to stay temporarily and then have to travel back to the original address or domicile. It is a place where tourists choose to visit and spend some time there with enough facilities and services to meet the needs and satisfaction of tourists visiting.

3) Purpose means having the purpose or intension of traveling for any purpose other than for a career or income with the purpose of traveling in multiple sources. One traveler may have more than one meaning. The International Association of Scientific Experts in Tourism (IASET) defined tourism as traveling from one permanent place of residence to another temporarily and not involving any money-making activities as a form of tourism in Thailand. Tourism in Thailand has been developed since 1924 during the reign of King Boromwongse Krom Phra Kamphaeng Phet Akarayothin when he served as a railway commander which at that time tourism in Thailand was a tourism to see nature, government site, important places built by foreigners coming to Thailand. However, about 10 years ago, the World Tourism Organization (www.unwto.org) set the 3 main types of tourism which are (1) Natural Based Tourism (2) Cultural Based Tourism and (3) Special Interest Tourism. Each of which can be summarized as follows:

Natural Based Tourism consists of

1) Ecotourism refers to tourism in natural resources with unique endemic and cultural resources related to ecosystems. There is a collaborative learning process of those involved in environmental management and local participation tourism focusing on creating awareness of sustainable ecosystem preservation.

2) Marine Ecotourism refers to tourism responsible for endemic marine natural resources and tourist attractions related to marine ecosystems. There is a collaborative learning process among those involved in environmental management and local participation tourism with a purpose to create awareness of sustainable ecosystem preservation.

3) Geo-tourism refers to tourism in natural resources that are rock cliffs, sandstone terraces, hollow tunnels, Nam Lod caves and stalactites and stalagmites cave to see the beauty of the landscape with the strangeness of the changing of the world space, study the nature of rocks, soils, minerals and fossils, gain new knowledge and experience on the basis of responsible tourism with a sense of care for the environment where local people are involved in tourism management.

4) Agro tourism refers to traveling to agricultural areas, agricultural plantations, agro-forestry, herb gardens, livestock farms and animal husbandry to appreciate the beauty, success and enjoyment in the farm, to gain knowledge and to experience new experiences based on responsibility with a conscience towards preserving the environment of that place.

5) Astronomical Tourism refers to traveling to see the astronomical phenomena that occur in each agenda such as the solar eclipse, meteor shower, lunar eclipse and watching the zodiac stars that appear in the sky each month to learn the solar system, to gain knowledge, impressions, memories and experiences on the basis of responsible tourism with the awareness of preserving the local environment and culture

with the participation of local people towards sustainable co-management.

Cultural Based Tourism consists of

1) Historical Tourism refers to traveling to archaeological sites and history to appreciate and enjoy the sights, to gain knowledge and understanding of history and archeology local basis of responsibility with a sense of preserving cultural heritage and values of the environment by the local people contribute to tourism management.

2) Cultural and Traditional Tourism refers to traveling to see the various festivals held by the local locals, to enjoy the amazing aesthetics, to study their beliefs, respects, various rituals and to gain knowledge and understanding of social and cultural conditions including new experiences based on the basis of responsibility with the awareness of preserving the environment and cultural heritage where local people are involved in tourism management.

3) Rural Tourism / Village Tourism refers to travel in the village, rural life style and unique creations that are unique and outstanding for the enjoyment of knowledge, to see the creations and folk wisdom, to have an understanding of local culture on the basis of responsibility with the awareness of preserving cultural heritage and values of the environment where local people are involved in tourism management.

Special Interest tourism refers to

1) Health tourism refers to tourism in natural and cultural sites to relax and learn how to maintain good physical and mental health and to gain Knowledge of preserving values and good quality of life, with awareness of preserving the environment and local culture, with the participation of local people in sustainable tourism management In addition, some of this health tourism may be formatted as health and beauty tourism (Health Beauty and Spa).

2) Edu-Meditation Tourism refers to traveling for excursions, exchanging knowledge from religious philosophies, seeking knowledge and the truth of life. Meditation is practiced to gain new experiences and knowledge and to increase value and good quality of life. The concepts of preserving the environment and local culture are concerned that local people participate in sustainable tourism management. In addition, some tourists focus on learning Thai culture and wisdom, such as Thai cooking, Thai massage, Thai dancing, Thai boxing, crafts and Thai arts and crafts including steering elephants and mahouts, etc.

3) Ethnic Tourism refers to traveling to learn about the way of life, lifestyle and culture of locals, ethnic minorities or tribes such as the Thai Song village, Phu Thai Village, Karen village, Kui village Chinese villages, etc., in order to gain new experiences and knowledge, to have more value and better quality of life with the awareness of the preservation of the local environment and culture where local people are involved in sustainable tourism management.

4) Sports tourism refers to traveling to play sports according to their aptitude and interest in sports such as golf, diving, fishing, snooker, surfing, water skiing, etc. to be enjoyed, fun and exciting, to gain more experience and new knowledge, to increase value and good quality of life and to be concerned about preserving the environment and local culture where local people are involved in sustainable tourism management.

5) Adventure Tourism refers to travel to natural attractions with special characteristics that tourists can have fun, excitement, fear, adventure, memories, safety and new experiences.

6) Home Stay & Farm Stay refers to a group of tourists who want to live close to their local families visiting to learn local wisdom and local culture and to gain more life experience with awareness of preserving the environment and local culture. It is a sustainable tourism management for the local community.

7) Longstay refers to a group of end-users after retirement from work and want to live abroad mainly to add the fifth factor of life which is travelling by traveling abroad on average 3-4 times a year, each time for at least 1 month.

8) Incentive Tourism refers to an organized tour for a group of successful companies (excellence) in selling that product according to or exceeded the target, such as a group of car dealerships, representative of the electrical distribution company, representative of the cosmetic company from different regions or provinces that can sell that kind of product as much as the local distributors are aiming for rewarding and organizing tours by paying travel expenses, accommodation and meals during the trip for traveling companions. It is a list of camping trips from 2-7 days as listed sightseeing tours that might be a blended tour program or a tour program in any form.

9) Tourism for meetings (MICE refers to M = Meeting / I = Incentive / C = Conference / E = Exhibition) refers to a tour arrangement for a group of customers of those who organize a meeting with a pre-meeting tour program (Pre-Tour) and organizing a tour after the meeting (Post - Tour) by organizing travel programs in various forms throughout the country to serve the attendees directly or for those traveling with the attendants (husband or wife). It may be a day trip program or a 2 – 4 day overnight stay program with a flat rate that includes food and travel services.

10) Mixed Tourism refers to another form of tourism that the tour manager selects the aforementioned travel styles and brings to the tour in order to allow tourists to get the difference between a long trip of 2-7 days or more such as Eco-Agro Tourism, Agro - Historical Tourism, Eco - Adventure Travel, Geo - Historical Tourism, Agro - Cultural Tourism, etc.

From the different meaning of tourism given by many experts according to each person's attitude, the researchers would like to summarize the meaning of tourism as follows: tourism is a voluntary journey from a regular place of residence to another location for a short period of time and with an overnight stay of at least one night or more than 24 hours for recreational purposes, business dealings, education, meetings, seminars, sports, visiting relatives, recreation, health and religion, etc., but not for occupation, earning money or going on a sedentary basis. It was also found that when tourism development has reached a point where tourism has been developed as well as the concept of tourism and trying to maintain the balance of tourism including the balance of nature and the environment so that future generations will continue to have beautiful nature in the future. In addition, there are 3 main forms of tourism which are 1) Natural Based Tourism, 2) Cultural Based Tourism, and 3) Special Interest Tourism, which adventure travel is part of the tourism model in special interest as well.

The concept of community-based tourism that views the community as a center or base to determine their own direction, work plan, action plan by simultaneous operation both political, economic, social, cultural and environmental, tourism activities are therefore part of the holistic development process and relate to many different groups of people. When view in the context of tourism development that requires community participation and benefit from travel, Therefore, there should be a common principle (Veraphon Thongma, 2008, pp. 15-17) as follows:

1. The community must consider the condition of the problem and the impact of tourism in all aspects. The community then decides to vote to proceed in accordance with the guidelines that the community deems appropriate.

2. Community members must be involved in thinking, planning, doing joint activities, following up and evaluating, learn and gain benefit together

3. The community must form a group, a club, an organization, or an original organization that already exists as well such as Sub-district Administrative Organization (SAO) to be a mechanism that acts on behalf of all members at a certain level and to carry out the direction, administration, management, and coordination policies to ensure that community-based tourism is in line with the mutual agreement of the community members.

4. Format and content of community-based tourism activities must be considered to coexistence with dignity, have equality, be fair and affect the environment, economy, politics, society and culture in a creative way and reduce the negative impact.

5. There must be explicit rules and regulations agreed by the community for tourism management and able to supervise accordingly.

6. Community that organizes tourism for community members, general locals and tourists should have a continuous learning process between each other to contribute to the development of the work process of community-based tourism to be correct, appropriate and explicit.

7. Community tourism must be standardized from consensus within the community, such as cleanliness, safety, fair distribution of income among those involved and consider together the capacity to support.

8. Received benefit from tourism must be contributed to supporting community development and environmental protection.

9. Tourism will not be the main occupation of the community and the community must be able to maintain their main occupation. It will evidently destroy the traditional life and spirit of the community.

10. Community organizations are strong enough to deal with the impact and ready to stop when it exceeds the ability to manage when considering the readiness of the community and efficiency in tourism management in community resolutions. The way community tourism going well must also consider the dimensions outside the community that are involved as well, such as marketing, government policies that support and behavior of tourists, etc., by which the model of community-based tourism can be adapted to suit the community itself appropriately.

A model of community-based tourism

The tourism is designed to allow visitors to experience the local lifestyle that both guests and community members have the opportunity to meet and learn from each other. It is run by community organizations with the divided roles, duties and responsibilities such as coordinator, local tour leader, homestay family, food and vehicle department, etc. The Community-based Tourism Institute (2015) divided three forms of community-based tourism as follows:

1. Exchanging knowledge: a normal tourism program of the community.

2. Field study: an organization of the learning process which has both lectures exchange ideas so that the learner who come and see the work can understand and apply it to the context or objectives of the study tour.

3. Volunteering: an additional activity for volunteers who want to do service activities in accordance with the needs of the community.

Community preparation for tourism management

Tourism is like a community development event. It's something that seems easy but hard to do because tourism is a development that responds to the consumerism trend, causing the community to fall out of the original production base in the agricultural sector to service business with higher purchasing power of tourists. Therefore, "products" and "services" can be defined according to their needs. The social and cultural conditions in tourist attractions are often dominated from the outside culture that comes with tourists as a double-edged sword and are extremely hazardous to use in development. However, before opening the village to welcome tourists, the community should "know", understand and be aware of this tourism as well as building immunity by preparing the community which carried out development. Community-based tourism should have a working process as (Potchana Suan Sri, 2003, pp. 189-190) said as follows:

Step 1: Provide tourism information to the community by considering both the positive and negative aspects of tourism. At this stage, there may be only leaders or interested groups.

Step 2: Create the participation by drawing groups interested in community-based tourism and various community organizations such as youth groups, women's groups, savings groups and official leaders and the natural leaders come to talk about the good and the bad again for them to make this decision together.

Step 3: Study the community with the locals by working with them to study the following topics: 1) physical survey (1) Map the periphery (Show natural resources and arable land) (2) Map around the village (Show the location of the human-made resources and natural resources) 2) Study the history of the community, wisdom, culture, tradition of the community 3) Study the relationship of communities with natural resources and resources for tourism 4) Study the various groups in the community. The results of this study will reveal the potential and limitations of the community and common community problems.

Step 4: Analyze the data together both in terms of potential, limitations, opportunities and risks. At this stage, the community will be able to see for themselves and can link tourism with community development. This analysis of the data will lead to the prioritization of problems and may find that it may not be necessary to use tourism to accurately solve the problem.

Step 5: Jointly develop potential and fix weaknesses, such as gathering knowledge. Each community has different unique identities. For example, some communities are outstanding in community development while some communities are characterized by an ecosystem management system that uses local wisdom appropriately. That is, the community must collectively draw on its identity to be seen together before being published and also provide training of tourism personnel in the community such as interpreters, creating a forum to learn about tourism, etc. In this process, it is possible to see the ability of the community to support tourism both the readiness, the number of personnel, and the capacity to support the natural area and activities that are in line with the way of life of the community.

Step 6: Establish a management model. At this stage, an organization will be established to work or may use an organization that exists in the existing community but adds roles and duties. The objectives are clearly defined as well as the form of tourism, programs and prices are determined and allocate benefits to locals and communities and measures

to prevent impacts. This may be to create rules and regulations as a guideline for both locals and tourists.

Step 7: Coordinate with relevant departments to recognize and support information to those who are interested.

Step 8: Examine tourism activities. At this stage, pilot tours may be organized to test the readiness of the community by inviting an experienced person or external agency or involved in community-based tourism participating in activities. The comments and suggestions may be given comments and suggestions to be the next direction in the future.

Step 9: Evaluation the implementation. This step can be divided into two parts namely the evaluation and the summary of lessons after every activity and periodic evaluations every 3-6 months, etc. The evaluation will help to create a self-review and fix errors.

Step 10: Organization Development 1) Training such as management, participation, interpretation, etc. 2) Field study for the leaders of the organization to organize tourism, to enhance the worldview improve management skills in other communities with similar characteristics as an example to apply or as a lesson that the community must be aware of potential impacts and put preventive measures in place from the start.

The process of all aforementioned 10 steps will be the same as normal development work. However, the hard thing is travel stories that the locals are not familiar with before and is not confident that they could do it. Each question at each step in the community preparation process therefore must be to incite local awareness for local people to know and to be proud of themselves. Tourism will become clearer that it is to allow the community to present an example to the public. Exchanging knowledge is the heart of tourism. In addition to raising awareness of the community, it also creates awareness among tourists about environmental conservation and appreciation of the cultural values of the communities that are visited.

The researchers studied the documents and research related to tourism that the communities recognize the importance and necessity of applying it to the relevant theoretical concepts and the principle emphasizes the process and participation from all sectors of the community.

Concept of arranging traffic routes for tourism.

City Route (Harvey M. Rubenstein, 1992, pp. 21-22) Walking route is available in most cities and is considerably independent. It is convenient for small and large groups of tourists since walking has no time limit. Visitors can stop at points of interest as needed and stop for as long as they want, making it possible to see the details of the state of the city. The way of life of people in different cities is a method that does not cause pollution to the city and it's also an exercise. Meanwhile, organizing a pedestrian walkway in the city is easy, require little space and investment, and the city's population benefits from pedestrian.

Decha Boonkham (1996) stated that the main reason for the development of urban pedestrian walkways is the expansion and development of areas in the shopping center or create a new image for the city It creates a variety of activities such as exhibitions, festivals and other events. Facilities must be prepared, including pedestrian walkways, resting seats, sculptures, fountains, restaurants, shops, and nightlife activities. If pedestrian walkways are designed with good planning, it will help to improve the environment, society and related areas to be developed as well.

The benefits of Walking Route (Richard K. Untermann, 1984, P.135) are as follows.

1. Preserve and restore the economy and prevent the city center from expanding to the suburbs used in urban planning to improve access to the downtown area and maintain the urban environment.

2. Ensure safety for pedestrians as well as to encourage the purchase

3. Reduce traffic problems and roadblocking problems of vehicles

4. Improve the imaginary character of the urban community to be more beautiful and clear

5. Reduce noise and air pollution caused by road traffic

6. Support the number of tourists and bring tourists into the place with ease and closer

7. Promote social relations within the city by providing public services and public activities such as social gatherings, performances, etc

8. Promote the conservation of ancient sites historical building and protect the site from deteriorating due to the vibration of the car, etc

Historical Route (Edward Inskeep, 1999, pp. 80-85)

Historical city tourism is the most popular form of tourism today because these historical cities and cultures are planned in conservation as well as the development of a variety of activities such as exhibitions, festivals, light and sound shows to increase the interest of tourists.

Principles of arranging historical tourist routes

Principles of arranging historical tourist routes are as follows:

1. Present culture, beliefs, way of life including customs, traditions, dress, rules of life, religion and participation in the local way of life.

2. Present local arts such as music, plays, dances and handicrafts such as paintings and sculptures. In addition, the architectural style is also an important tourist attraction.

3. Present economic activities. According to a successful travel survey, there is a result of interesting economic activities of that tourist attraction such as elephant shows in tropical forests, hunting festival, agricultural fair depending on the management technique of the attraction. A tour of local industries and community markets has attracted the attention of tourist in large scale and is one of the activities that are included in the travel program of general travel agencies.

4. Presents the differences of cities, communities, rural houses, well-being of the people in the city, downtowns, shops, restaurants, amenities, parks, museums and public buildings which is suitable for tourists who like to study and absorb the feeling of that tourist city. Proving driving program along the main roads in the city through the landmarks, some tourist towns also organize outdoor activities to attract the attention of tourists which these shows always get the attention of tourists.

5. Present cultural themes through the museum to tell the story of history, civilization, ethnicity, local art or the advancement of science and technology by the main objective of the museum to educate the people of the city and attract foreign tourists

6. Present tradition, local festivals, beliefs, local values or religious influences, traditions and festivals.

Nature Route (USDA Forest Service 1964, quoted in Kalayarat Sirirat) Nature route is an important route for ecotourism because in addition to acting as a link to tourist spots, it also helps to preserve natural resources in tourist attractions from the effects of trampling and various utilization activities as well. Nature route can be a medium that will allow tourists

to learn to create understanding and appreciate the nature more closely.

Principles of arranging natural tourism routes

1. Nature walking route has a purpose to bring tourists to appreciate nature. During the use of the route, there may be some study of nature.

2. Long-distance hiking route is a nature walking route to strengthen the body or for learning and understand the possibilities of nature.

3. Nature interpretive route is a route created to interpret, educate and enjoy tourists. It is not a long distance that should be a circular route which the beginning and the end point of the route should converge in the same area. This interpretive route can be divided into an interpretive route led by a person or by allowing them to study nature on their own.

4. Tourist attraction linking spots or facilities route or facilities is a route created for the main purpose of bringing tourists from one destination to another in a tourist attraction. It is often designed for the shortest distance to reach the desired destination as quickly as possible.

Mixed tourism routes (Decha Boonkha, 1996, page 1)

Principles of arranging a mixed tourism route

1. The route should be surveyed and observed on the behavior of tourists together with the supposed trend in routing beginning from considering the location of different types of tourist attractions, prioritizing the level of interests then considering the ability in connecting various tourist attractions together.

2. The route designation in a converging circuit allows tourists to see something new enjoyment along the way without having to go back to the original route.

3. Different route designation: route designation can be made up of multiple routes or systems as an alternative for tourists with different time due to the interest of tourists, such as routes for those interested in art and culture may take tourists along the canals to see the way of life and the state of the city. It may be a path that is diverse and has many interesting aspects coexisting.

4. Vehicle classification according to terrain and climate. Each route may use a different vehicle to travel that cause different interest according to the terrain climate and the peculiarities of that city.

5. Continuity with tourist routes outside the city travel routes should not be limited within the city only but should continue with the natural tourist route.

IV. RESEARCH METHODOLOGY

The study title "Route design and cultural tourism activities Ban Bang Mae Mai, Bang Yai sub-district, Bang Pla Ma district Suphan Buri province" is a quantitative research.

Population and Sample

1) The community leaders include the village headmen, the village headmen's assistant, community group president and locals in Bang Yai sub-district, Bang Pla Ma district, Suphan Buri province.

2) The public sector including the Sub-district Administrative Organization, Provincial Administrative Organization, Department of Tourism, Suphan Buri Provincial Tourism and Sports Office, Tourism Authority of Thailand, Suphan Buri Province, Bang Mae Mai Wittaya Rangsarit School.

3) Private sector including tour companies, Suphanburi Provincial Tourism Business Office, and related independent organizations.

The sample groups: were community leaders and Bang Mae Mai locals, group of tourism business operators and

information providers from relevant government agencies in the area chosen by purposive sampling.

V. RESEARCH INSTRUMENTS

The research instruments used to design routes and activities for community tourism to experience the culture of Ban Bang Mae Mai with the method Participatory Action Research (PAR) were as follows:

1. Semi-structured interview form (Tourist Resource Monitoring)
2. Observation
3. Survey form
4. Training
5. Route design

Data Collection

Data were collected from field surveys that researchers visited to collect information about the area, group meetings including participatory action research (PAR).

Data Analysis

Data analysis is content analysis with descriptive description.

VI. RESEARCH RESULTS

The researchers used participatory action research (PAR) to use the data obtained to design a community tourism route to experience the culture of Ban Bang Mae Mai under the information as follows: 1) Natural resources (1) Hundred palm trees are in Village 2 and Village 4. The palm trees in Village 2 are planted along the fields, while the ones in Village 4 are planted in a tilted manner with supplementary activities of shrimp grilling in the palm tree area in the evening and the products obtained from the palm tree will be processed into sugar candy, sugar cane, and herbal juice. (2) Palm tree bushes (in another village) are filming location located in the middle of the field where during the harvest season will be golden and will look like a reservoir in water season. (3) A cruise to see the Tha Chin River lifestyle and a point of cruising through including watching the flying-fox bats available all day. 2) Cultural and Traditional Resources.

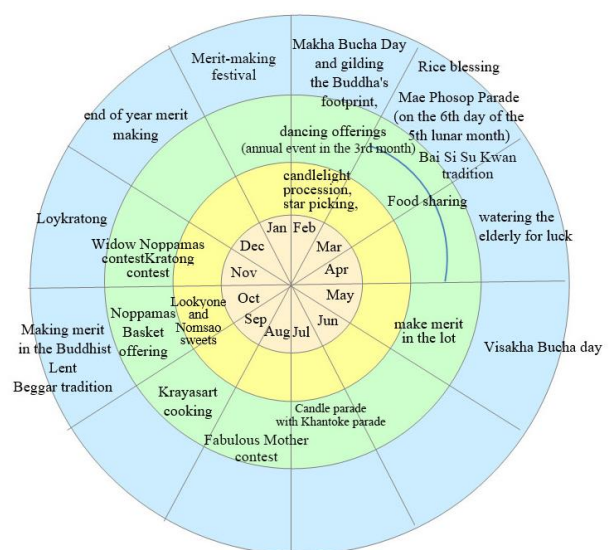


Fig.1 Cultural and Traditional Resources

January: a merit-making festival considered as a blessing across the year for wealth, silver and gold loads.

February: Makha Bucha Day and the annual gilding of the Buddha's footprint, candlelight procession, star picking, offerings dancing for vows at the annual event including food sharing.

March: rice blessing ceremony and Goddess Mae Phosop parade which is a tradition of food sharing on the 6th day of the 5th lunar month until April.

April: traditional waterings at Wat Bang Mae Mai to receive benediction from the elderly and bring gifts to them.

May: a merit-making raffle (dye lot) on Visakha Bucha Day that lots with smart words are given to the donor and the locals will carry Khantoke to the temple. There is also Khan Tok show in the morning of the end of Buddhist Lent.

June: no events or traditions in the community.

July: candle parade with a parade to carry Khantoke from Wat An to Wat Bang Mae Mai with a long drum bands. This is an ancient candle parade of Ban Bang Mae Mai.

August: the event fabulous mother contest is held on Mother's Day according to the international calendar.

September, the 10th lunar month festival is held including boating and Krayasart cooking.

October: a merit-making ceremony by offering a basket on the day of making merit considering as a beggar tradition. There is also sweets called Luk Yon and Kanom Nom Sao (Khanom Thien) cooking.

November: Loy Krathong festival with a Noppamas Widow contest, Krathong contest and a Noppamas beauty contest. There is also traditional "Loy Krathong Midnight" that the locals will pour water into the blister at midnight for good fortune.

December: a merit making ceremony at end of year.

3) Resources for lifestyle activities: visit households and participate in broom-making activities, woven products made by water hyacinths, dress traditional Thai dress on the Buddhist holy day to make merit at the temple. On Saturday and Sunday at the cultural market, Shirts of sleeves, Ngob and Jong Kraben will be worn on Saturdays and purple will be worn on Saturdays and red on Sunday. 4) Festival resources: folk play, legendary Bang Mae Mai dance, long drum dance. 5) Service resources: homestay accommodation, restaurants, souvenir shops.

The researchers cooperated with the community after receiving the information to design a cultural tourism route to experience the lifestyle of Ban Bang Mae Mai for 2 days and 1 night in the name of "Relaxing and Wandering in Bang Mae Mai style"

First day

09.00 a.m. Get ready at Wat Ann, have a warm and joyful welcome from the community and paying respect to Luang Por Chanthara Rangsi

10.30 a.m. Experience the different atmosphere of rural, take an E-Ten car and visit the old market of Bang Mae Mai along with a demonstration of folk handicrafts, 100-year reed mats of Bang Mae Mai

11.30 a.m. Take a cruise to see the lifestyle and nature along the Tha Chin River and see hundreds of flying-fox bats, take a boat trip to Wat Bang Len, carry a pinto, sit on a raft and take in the view along the Tha Chin River with local lunch in Ban Bang Mae Mai style

12.30 a.m. After finishing the traditional lunch, go paying respects to Luang Pu Khai Thammarangsi at Bang Len Temple and visit the antique museum.

1.30 p.m. Take the E-Ten car on the shore and to enter the base of learning local wisdom. Have fun with the Work Shop activities within the community's tourism routes like watching the sufficiency lifestyle with mixed agriculture / water hyacinth basketry / learning to make pear snacks / 100 years of broomsticks.

4 p.m. Enter the homestay accommodation. Have free time in Thai houses in the central region that still retain the beautiful identity of Bang Mae Mai.

5.00 p.m. See the beauty of the palm tree bushes and the hundred palm trees lined up in rows in the midst of green fields. Ready to check in and say goodbye to the dappled sunlight before it goes down to the horizon.

6.30 p.m. Have dinner at the community learning center and ready to watch the show The legend of Ban Mae Mai and various activities from the community.

9.00 p.m Good Night and sleep tight

Second Day

6.00 a.m. Have a good morning while sipping tea/coffee and dress Thai clothes for making merit

7.00 a.m. Offer alms and make merit, feel the mental happiness at Wat Bang Mae Mai and ready for breakfast

9.00 a.m Have fun with rafting activity and see the way of life of the river of Ban Bang Mae Mai community.

10:00 a.m. After enjoying the activities, back to the hotel to pack luggage

11.00 a.m. Visit cultural market and buy souvenirs and local products from the community. Have lunch at your leisure before saying goodbye and keeping the impression.

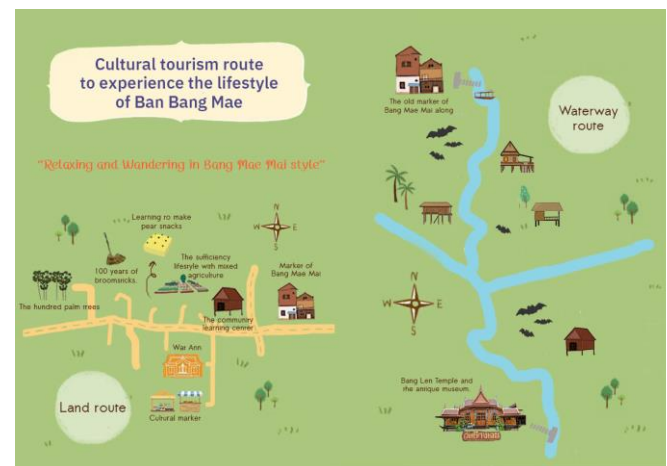


Fig.2 A cultural tourism route to experience the lifestyle of Ban Bang Mae Mai for 2 days and 1 night in the name of "Relaxing and Wandering in Bang Mae Mai style"

VII. DISCUSSION

The research results revealed that the design of community tourism routes to experience the culture of Ban Bang Mae Mai consists of outstanding natural tourist resources such as hundred palm trees in-a-row, palm trees bushes, herbs and boat trips to see the Tha Chin River lifestyle; 12 months Cultural tourism resources including the festival of making merit which is considered as a blessing for wealth across the year, silver and gold loads, rice blessing and the Goddess Mae Phosop parade; Activities resources include the hundred-year broom-making activity, water hyacinths weaving activity, local cooking activity and Thai sponge cake cooking activity; Festival resources include the long drum dance, the legendary Bang Mae Mai dance and Service resources include homestay accommodation, restaurants, souvenir shops. This is in line with Warat Mathayombut (2012) who studied the guideline for the development of tourism routes for elderly tourists by studying the area around the Mae Moh Electricity Generating Authority of Lampang province. It was found that tourism is for learning and relies on building facilities

for tourists but not to destroy nature (tourism route) with more diverse information and have in-depth information as well as suitable for all types of tourists and cultural tourism routes to experience the lifestyle of Ban Bang Mae Mai, 2 days 1 night, namely, "Bang Mae Mai" style travel which is consistent with Decha Boonkha, 1996, page 1 that discusses the principle of arranging a mixed tourism route.

1) Route designation should be surveyed and observed on the behavior of tourists together with the supposed trend in routing beginning from considering the location of different types of tourist attractions, prioritizing the level of interests then considering the ability in connecting various tourist attractions together.

2) Route designation in a converging circuit allows tourists to see something new enjoyment along the way without having to go back to the original route.

3) Different route designation: route designation can be made up of multiple routes or systems as an alternative for tourists with different time due to the interest of tourists, such as routes for those interested in art and culture may take tourists along the canals to see the way of life and the state of the city. It may be a path that is diverse and has many interesting aspects coexisting.

4) Vehicle classification according to terrain and climate. Each route may use a different vehicle to travel that cause different interest according to the terrain climate and the peculiarities of that city.

5) Continuity with tourist routes outside the city travel routes should not be limited to within the city only but should continue with the natural tourist route.

CONCLUSION

The researchers would like to present the key points and findings from the study and summarized according to the following objectives: Bang Mae Mai Community is a community located at Villlage No. 4, Bang Yai sub-district, Bang Pla Ma district, Suphanburi province. It is a community with a long history since the Ayutthaya period age 300 years old, with outstanding resources such as Wat Ann Saksit, hundreds of Thai houses, 100 years of brooms, the nature of the fields and hundred palm trees in-a-rows, watching birds on both sides of the canal. There are traditional traditions and lifestyles that are ready for tourists to get in touch with many community tourism activities such as paying respect to Luang Por Wat Ann, learning how to make a coconut fiber broom, Thai sponge cake, stork's eggs sweets, weaving water hyacinths, taking boat trip to see the way of life, rowing boat in the canal, taking an E-Tan car to see the fields and Tan Roi Ton Viewpoint. The designing of a cultural tourism route to experience the lifestyle of Ban Bang Mae Mai for 2 days and 1 night, is called "Bang Mae Mai" style travel.

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