

Vietnamese Cultural Wisdom to Promote Tourism Activities in Ban Mae PhraPrajak Community, Song Phi Nong District, Suphanburi Province

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Abstract

The objectives of this research are 1) to study cultural wisdom of the Vietnamese ethnic community and 2) to propose activities and travel routes for the Mae PhraPrajak Vietnamese community. This research study is a qualitative research, using a purposive sampling method from 15 key informants, namely government, private and community sectors. The data were collected from in-depth interviews and participatory action research (PAR) in the design of community tourism routes with the method of content analysis and presented the study results in a descriptive. The results of the study found that cultural wisdom of the Vietnamese ethnic group in Ban Mae PhraPrajak community, includes the wisdom of local food culture, community handicraft, dress culture, traditions and way of life of ethnic groups which has a distinctive cultural identity. The results of the study can be applied to design tourism activities to learn and engage with the community in creating a tourism experience through activities on the wisdom and culture of the community as follows: "Making Pra Mom" or food from fish preservation activities with Vietnamese wisdom, food menu from Pra Mom, Vietnamese roast suckling pig, Vietnamese Bua Loi desserts, Mudd Tai desserts, Vietnamese hammock handicrafts, traditional dress; riding sidecar to see the beauty of Ban Mae PhraPrachak Church and Chom Tung Tower; take a boat trip to see the waterfront community lifestyle. These activities can be offered in the pattern of 2 types of tourism routes as follows: Type 1- 2 days 1 night, "Visiting the riverside village lifestyle in Ban Mae PhraPrajak community- The only one in Suphan" and the second one-day trip as "one day trip to visit the only Vietnamese culture in Suphan"

Index Terms— Tourism activities, Vietnamese, Wisdom

I. INTRODUCTION

Tourism is a large industry sector comprises of many other businesses and has an important role in driving the country's economy as tourism uses a portion of the country's natural resources to make it a destination which attracts both Thai and foreign tourists who come to travel and create new experiences. Before the outbreak of the COVID-19 virus, both Thai and foreign tourists traveled in a large number which generates up to 952,572 million baht in current income in the country (Z3). The outbreak of the COVID-19 virus caused the change in tourism patterns and tourist behaviors that tourists are more concerned with safety and hygiene than ever before. Similarly, various workplaces entrepreneurs must adjusted their business pattern in order to accommodate tourists who changed their behavior and allow their own business to survive in the current situation. Both government and private agencies are focusing on and devising new ideas to help the tourism industry to be driven including the tourist attractions themselves are adapting and creating a selling point to be more attractive to meet the needs of tourists. Thailand is located in Southeast Asia that is rich with a variety of natural resources as a Thai proverb that says " There are fish in the water and rice in the fields" which reflects the fertilization of Thailand. According to the geography, upper Thailand has a high mountain landscape which is the origin of 4 rivers namely the Ping, Wang, Yom and Nan rivers that are converged in Nakhon Sawan province and become the source of the Chao Phraya River (2) which is an important river in Thailand that nourishes the people of the country in a fertile river basin that is suitable for cultivation. From such abundance, many areas of the country are home to

various communities, including local Thai people and other ethnic groups, thus making Thailand a multicultural society that combines cultural and racial diversity, creating a new interesting culture worth preserving and inheriting. Wisdom is something that comes from accumulating experience, learning, experimenting and adapting to the lifestyle of each group. It is a body of knowledge that arises from the wisdom of the locals as the potential or ability to solve problems lifestyle and occupation of the locals in accordance with the context of the local community (4). Wisdom is a cultural cost that arises from long-term learning and is passed on from generation to generation. It is a cost that does not need to be rebuilt, does not require investment, but is only used to add value to cultural costs that are valuable and beneficial to the community by using tourism to drive the community. In addition to preserving and disseminating the culture of the community, it is also another opportunity to increase income for people in the community.

Suphan Buri province is located in the central region of Thailand. It is a province with a long history and fertile areas and also an important cultivation area of the country. As a result, Suphan Buri province is a province that has a large number of ancient peoples so the population in Suphan Buri province is considerable diverse in terms of ethnicity. From the information, it was found that Suphan Buri province There has up to 10 ethnic groups. which consists of Lao Wiang, Lao Khrang, Lao Wiang, Lao Puan, Thai Dam, Karen, Lawa, Khmer, Vietnamese and indigenous Thais. (8) Each ethnic group has its own unique culture. Although some cultures have begun to change with the modern era, the communities still have cultural preservation

and their own wisdom. Encouraging communities to live in their own locality without migrating to that place of residence would have a positive effect on the community because it will not cause congestion in urban society and also improves the quality of the locals as well.

Thai-Vietnamese Baan Mae Phra Prajak community is a Vietnamese community that migrated from Vietnam and settled in Sam Sen district, Bangkok, before immigrated to Song Phi Nong district, Suphan Buri province. Formerly, this Vietnamese community was primarily engaged in fishing. So when they moved, they chose to settle down near rivers and canals due to the abundance of water for consumption. In addition to being a community with strong cultural leaders, Baan Mae Phra Prajak's Vietnamese community is also a community that is famous for its community product, the hammock, which has a distinctive identity, weaved by hand. Therefore, the weave yarn is dense, strong, durable and is in demand in the market. It is also the only community in Suphan Buri province that continues to preserve and carry on the culture for a long time.

For these reasons, the researchers are interested in studying the cultural wisdom of the Vietnamese community at Baan Mae Phra Prajak to apply the result for designing activities and tourism routes for the community and to guide the design of tourism routes. It is also the preservation and dissemination of community culture to be known.

II. RESEARCH OBJECTIVES

1. To study the cultural wisdom of the Vietnamese ethnic community at Baan Mae Phra Prajak, Song Phi Nong district, Suphan Buri province
2. To propose activities and travel routes for the Vietnamese ethnic community at Baan Mae Phra Prajak, Song Phi Nong district, Suphan Buri province

III. RESEARCH METHODS

A. Research Design

This research study is a qualitative research using primary data collection methods from key informants such as government agencies, private agencies and the ethnic community consisting of 15 people, namely community leaders, representatives from accommodation, restaurant and shop entrepreneurs including community scholars chosen by specific sample selection method. The tool used was an in-depth interview and group discussions (Focus Group) to obtain information about the history, context and cultural wisdom of the community Including activities and tourism routes with the participation of the community as well as a secondary data collection method from the documents, related articles and research about the history of the community. The results were used for content analysis and descriptive writing.

B. Research Process

This research is a qualitative research conducted by collecting related concepts and theorized and determined the research process by researchers as follows;



Fig.1 The research process

IV. RESULTS

The researcher interviewed the key informants and conducted group discussions (Focus Group) to obtain information and summarized the results according to the following objectives:

Objective 1: The results of the study of cultural wisdom of the Vietnamese ethnic community at Baan Mae Phra Prajak, Song Phi Nong district, Suphan Buri province revealed that the Vietnamese community at Baan Mae Phra Prajak, Song Phi Nong district, Suphan Buri province is the only Vietnamese community in Suphan Buri province that immigrated from Vietnam during the reign of King Rama III (Rama 3). King Rama III, with his kindness, gave the area around Wat Samsen Temple, Bangkok and built a large pavilion to be a residence including a church with bamboo in A.D. 1835 called Wat Saint-François Xavier Temple. Since the immigrants who migrated to Thailand were Catholicism, and most of them were fishermen, they therefore sailed to Song Phi Nong district which was found to be a fertile area and settled in Baan Mae Phra Prajak since then. The study on cultural wisdom of Baan Mae Phra Prajak's Vietnamese community found that the community has a distinctive point of cultural wisdom of the community that is unique such as food wisdom of Pla Mum cooking. The origin of Pla Mum cooking was due to the fishing skill of the locals which enable them to catch fish in large amount. The locals therefore know how to preserve food by cooking Pla Mum that Mum is a Vietnamese language that means fermentation. They will cut snakehead fish or stripe snakehead fish that have been cleaned into pieces, added roasted rice and pineapple and fermented for 6 months. Pla Mum can be cooked in various menus, such as Yum Pla Mum Ron which is Pla Mum cooked by using thick coconut milk and seasoned in 3 flavors, sour, salty, sweet. This curry-like food is less watery and thick, often eaten with fresh vegetables. Pla Mun can also be fried as well. Pla Mum is the wisdom of the Vietnamese culture to preserve the food for all year round. There is also popular savory dish such as suckling pig which is whole pig grilling for long time. This will make the pig's skin crispy while the pork is tender. Vietnamese suckling pig is commonly eaten with a dipping sauce that is unique to the Vietnamese.



Fig.2 Food preservation wisdom of Vietnamese (Pla Mum)

Sweet foods include Vietnamese Bua Loi , Kanom Mud Tai and another wisdom is handicraft hammock made from yarns

In addition, there may be education or development to ensure that the taste does not change when tourists buy cooked Phra Mum as a souvenir.

2.2 The community has cultural potential as a tourist attraction yet there should be a study and development of the spatial potential of the community such as designing and adjusting the landscape in order to be ready to develop into a complete cultural tourism destination.

CONCLUSION

The study on cultural wisdom of Baan Mae Phra Prajak to promotes community tourism activities found that cultural wisdom of the Mae Phra Prajak community are the wisdom of community handicrafts of hammock which is famous and known from outside agencies. It is commonly bought for use and decoration in the accommodation business due to strength and value for use. There is also the wisdom of food where tourists can learn the wisdom of food preservation and cooking savory and sweet food in the Vietnamese style, such as cooking Pla Mum, Vietnamese Bua Loi, Khanom Mud Tai and sailing to see the way of life along the banks of the canal.

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