

Developing guidelines for ethnic tourism in U Thong District, Suphanburi

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Abstract

The purpose of this research had developing guidelines for ethnic tourism in U Thong District, Suphanburi. This was qualitative research with data collection by indepth interviews involving key data providers, namely, Lecturer in the Department of Tourism Industry in the University, Cultural Tourism Specialist and community leaders of ethnic groups in U Thong, Suphanburi. Data analysis was by content analysis with triangulation data verification. The research found that guidelines for ethnic tourism in U Thong District, Suphanburi has 4 Components 1) Appearance and tourist attractions such as build landmark in the community to stimulate interest for tourists, had a continuous publicity of tourism, 2) Public and private sector support such as increase the budget to stimulate tourism, find an agency directly responsible for tourism in U Thong District, local government heads need to pay more attention to tourism within the community, 3) Community staff participation such as encourage people within the community to see the importance of theis own culture, people within the community must participate in tourism management, and 4) Basic infrastructure such as cut to make a route linking tourism within U Thong District, eliminate water shortage problems, Public relations signs at tourist destinations in U Thong. The suggestions of this study were 1) Government agencies and communities should use the research findings as data to create strategies for developing community based cultural tourism, and 2) Government agencies should allocate budgets to stimulate tourism while reducing complicated procedures.

Index Terms— Developing guidelines, Ethnic tourism, U Thong District

I. INTRODUCTION

U Thong District, Suphan Buri Province, there are many interesting ethnic tourisms. The ethnic tourism causing more income to the community affect the quality of life of people in the community to improve conform to [1] said to ethnic tourism will be able to stimulate the economy at the foundation level by creating jobs distribution of income to the community to alleviating poverty.

But the ethnic tourism in U Thong District, Suphanburi, it has not received much attention from tourists. Caused by external and internal factors. This caused the researcher to be interested in studying the guidelines for ethnic tourism in U Thong District Suphanburi. To be important information in the development of sustainable ethnic tourism.

II. RESEARCH OBJECTIVES

Seek guidelines for developing ethnic tourism in U Thong, Suphanburi.

III. RESEARCH METHODS

A. Research Design

Qualitative research used research tool was interview. Data collected from indepth interview involving key data providers, namely, Lecturer in the Department of Tourism Industry in the University, Cultural Tourism Specialist and community leaders of ethnic groups in U Thong, Suphanburi. The process of implementation consisted of 1) studied documents of the developing guidelines for ethnic tourism, 2) studied spatial data through indepth interview and observed within the area 3) Data analysis was by content analysis with triangulation data verification and 4) Research finding

B. Research Process

Research process of this research had 4 steps consisted of to analyze concept, created research tools, conduct the experiment, and to assess experimental results. Steps were shown in Fig. 1.

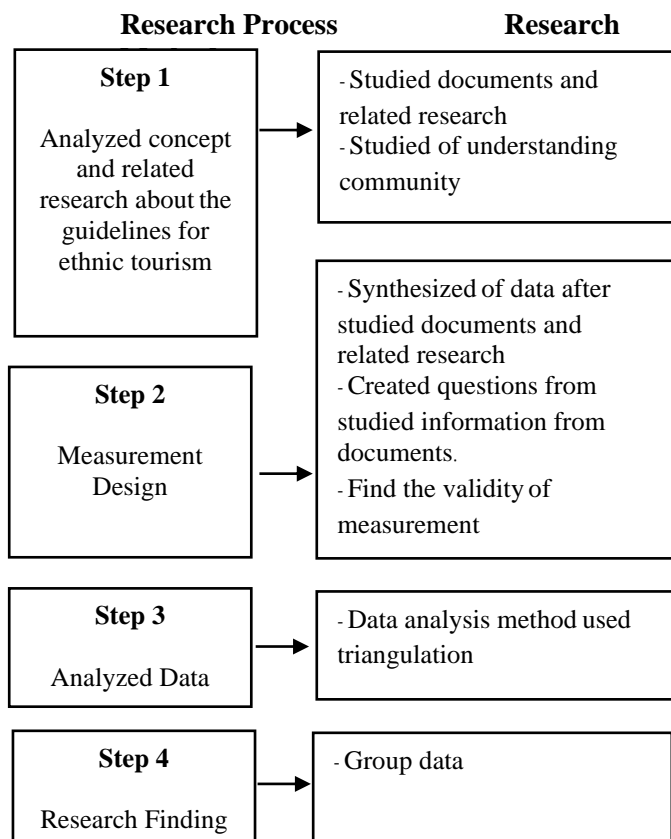


Fig. 1 Research process for the developing guidelines for ethnic tourism in U Thong, Suphanburi province

IV. RESULTS

The results of indepth interview and the triangulation method revealed the developing guidelines for ethnic tourism in U Thong, Suphanburi, can be summarized as follows:

1) Appearance and tourist attractions

1.1) Build landmark in the community to stimulate interest for tourists. It may be a building that shows the identity of the communities themself or a unique product such as woven fabrics, jewelry, unique clothing, etc.

1.2) had a continuous publicity of tourism. Public relations give tourists important information and can arouse the interest of tourists. Public relations should be both internally and internationally.

2) Public and private sector support

2.1) increase the budget to stimulate tourism. Budget is very important to drive the process. there should be a budget for each year that is specifically used for tourism investments.

2.2) find an agency directly responsible for tourism in U Thong District.

Having a dedicated local tourism agency will ensure continued tourism promotion activities.

2. 3) local government heads need to pay more attention to tourism within the community. Local government heads should be involved in tourism management, support tourism policy to be concrete and reduce the complicated process related to tourism promotion.

3) Community staff participation

3.1) encourage people within the community to see the importance of their own culture especially teenagers.

3. 2) people within the community must participate in tourism management. It is an important factor that will lead to success and sustainable progress, such as being a good host, reduce conflicts within the community, together to clean up the sights etc.

4) Basic infrastructure

4. 1) cut to make a route linking tourism within U Thong District Because there are many tourist attractions in U-Thong district, the creation of route linking tourism will allow tourists to plan for the tourism they want.

4. 2) eliminate water shortage problems, which is a fundamental problem facing local people. It is a problem affecting many aspects.

4. 3) Public relations signs at tourist destinations in U Thong, many tourist destinations are not yet complete, which may cause confusion for tourists to travel.

V. DISCUSSIONS

1) Budgeting to stimulate tourism within the community. If local government agencies want to promote sustainable tourism need to allocate the budget in accordance with [2] said budget allocation for the development of tourist attractions continued would be able to expand the development of tourist attractions to connect with community development in various fields more widely. This allows the community to benefit from the allocation of investment budgets.

2) Build cooperation among people within the community. It is an important factor that leads to the success of community-based cultural tourism, in line with [3] said operational factors that lead to the success of community-based tourism management. The first factor is the needs and unity of the people in the community.

3) Should find Landmark in the community to create attraction for tourists to travel If there is

no highlight in the community. There is inevitably something that attracts the attention of tourists, consistent with [3] said that the Phu Tai people have brought their own wisdom to create a homestay. but not successful Because there is no attraction of people or tourists. Until the village was awarded the OTOP village for tourism, making it a famous tourist destination.

4) Find a way to send drainage to the community. water shortage has affected tourists in consumption and water tourism. Consistent with the interview of [4] said that U Thong water tourism is difficult to do such as floating around the community. It is not suitable for traveling.

5) Promote public relations for more tourist attractions in U-Thong District. Because public relations have resulted in tourists getting information and motivating tourists, they also want to travel as well, in accordance with [5] said that public relations is a media that spreads. It has a huge effect that will make consumers interested.

6) Should find an agency that is the main host for organizing tourism. to be responsible for planning control of various tasks Budget allocation, evaluation and direct responsibility for tourism, in line with [6] said that tourism management requires a co-operation agency on tourism planning. Management of responsible persons, control, budget allocation, evaluation and reporting of tourism related results.

7) There should be a promotion for people in the area. get to know the roots of their own culture To prevent forgetfulness and instill awareness among people in their communities to know their own culture in accordance with [7] said the principles of cultural tourism. It is imperative to instill the awareness of people in the local community to love, cherish, preserve and engage the local community in managing their resources and benefiting from tourism.

8) Local administrators need to take the lead in promoting tourism within the community. Because local administrators can create a project to support tourism budgets within the community, in accordance with [2] said that having an official leader to promote tourism. This makes it possible to receive a budget for the development of tourist attractions continuously. as well as being able to develop tourist attractions to connect with community development in various fields.

9) There should be a link to each ethnic tourism. By improving roads to reach tourist attractions easily, in line with [8] said that transportation is an important component of the tourism industry.

VI. RECOMMENDATIONS

A. Recommendations for Practices

1) Government agencies and communities should use the research findings as data to create strategies for developing community based cultural tourism.

2) Government agencies should allocate budgets to stimulate tourism while reducing complicated procedures.

B. Recommendations for Further Research

Should study, monitor and assess the impact of the activities Cultural Tourism Project by Community to find a way to prevent and solve problems that may arise that will lead to the deterioration of tourist attractions, environment and culture within the community.

CONCLUSION

U-Thong District, Suphan Buri Province. It is a place of many ethnicities. Each ethnicity has its own identity. causing many tourist attractions but there are not many tourists traveling in U-Thong District. After the researcher studied the guidelines for the development of ethnic tourism in U-Thong District, Suphanburi can be summarized into 4 components: 1) Appearance and tourist attractions, 2) Public and private sector support, 3) Community staff participation, and 4) Basic infrastructure.

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