

# Area Potential in Creative Tourism Management of Lao Krang Ethnic Group in Nakhon Pathom Province through Social Network

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**Abstract** - The The objectives of this study were to: 1) analyze components of area potential in creative tourism of Lao Krang ethnic group, Nakhon Pathom province and 2) creating advantage on creative tourism. A set of questionnaires was used for data collection administered with 300 Lao Krang people. Also, an interview schedule was conducted with 13 personnel of concerned public agencies and 12 leaders of Lao Krang ethnic group. Findings showed that potential in tourist attractions had the highest average mean score and followed by potential in activities. According to an exploratory factor analysis, 6 new components were found and used for preparing structured in-depth interview. It was found that the area of Lao Krang ethnic group in Nakhon Pathom was ready in terms of unique tourism resources. Tourists participated in tourism activities with local Lao Krang people. Also, it was ready in accommodation, convenient facilities and accessibility to tourist attractions of Lao Krang community.

**Keywords** - Area Potential, Lao Krang Ethnic Group, Creative Tourism

## I. INTRODUCTION

Creative tourism can be regarded as a kind of tourism which interests tourists at present. In this respect, tourists participate in tourism activities and, at the same time, learn and gain new tourism experience. As a matter of fact, Nakhon Pathom province has interesting creative tourism particularly on that of Lao Krang ethnic group there. This is because they still conserve their arts & culture, tradition, beliefs and traditional way of life among rapid change of the society in various aspects. Creative tourism activities are consistent with traditional arts & culture which make tourists have a chance to learn and gain experience in creative tourism (Krajangmek, 2017). However, the form of creative tourism of Lao Krang ethnic group does not only exist in Nakhon Pathom but also in neighboring provinces such as Ratchaburi, Kanchanaburi, Supanburi and Ang Thong. Therefore, the researcher wishes to analyze components of area potential in the management of creative tourism of Lao Krang ethnic group. Results of the study can be a guideline for creating advantage in creative tourism.

## II. OBJECTIVE OF THE STUDY

Specifically, this study aimed to analyze components of area potential in the management of creative tourism of Lao Krang ethnic group in Nakhon Pathom province.

## III. POPULATION AND SAMPLE GROUP

They were classified on the basis of research instruments as follows: 1) A set of questionnaires was administered with 300 Lao Krang people and they were obtained by the formula of Krejcie and Morgan (1970) as cited in Akakul (2000) and 2) structured semi-interview was conducted with two informant groups: 13 personnel of concerned public agencies and 12 leaders of Lao Krang ethnic group obtained by snowball sampling.

## IV. RESEARCH INSTRUMENTS

Questionnaire and structured in-depth interview were used for data collection. The questionnaire comprised the following:

**Part 1:** Personal data of Lao Krang respondents in Nakhon Pathom province. It was in the form of close-ended with multiple choices i.e. sex, age, marital status, educational attainment, occupation and monthly income.

**Part 2:** Data related to area potential in the management of creative tourism of Lao Krang ethnic group, Nakhon Pathom province. It consisted of 5 variables and the question items were in the form of 5-rating-scale for the assessment of opinions of the respondents.

**Part 3:** Data related to components of area potential to be managed for creative tourism of Lao Krang ethnic group in Nakhon Pathom province (6 components). The questions were in a form of interview.

## V. DATA ANALYSIS

**Part 1:** Personal data of the respondents Descriptive statistics were employed (frequency and percentage).

**Part 2:** Data related to area potential Descriptive statistics was employed (mean and standard deviation).

**Part 3:** Exploratory factor analysis of area potential obtained data were used as a guideline for the preparation of structured in-depth interview.

## VI. RESULTS OF STUDY

### *Part 1: Personal Data of the Respondents*

Results of the study revealed that most the respondents were female (66.0%). Their age range was 15-24 year (31.30%), followed by 35-44 years (23.70%), and 45-54 years (18.30%). Almost one-half of the respondents (48.00%) were married and 46.70 percent were single. About one fifth of the respondents (26.30%) were lower secondary school graduates, followed by elementary school graduates (24.70%) and upper secondary school graduates (19.70%). About one-fifth of the respondents (22.0%), farmers (18.70%), company employees (9.70%), and only 8.30 percent were business owners. In addition, most of the respondents (43.30%) had a monthly income of 15,000 baht and below and 20 percent did not have income.

### *Part 2: Data Related to Area Potential to be Analyzed for Creative Tourism Management of Lao Krang Ethnic Group, Nakhon Pathom Province*

As a whole, it was found that area potential for creative tourism management of the Lao Krang ethnic group was at a high level ( $\bar{x}$  range = 3.94 – 3.37, S.D. range = 0.83, 0.95). Based on its details, tourist attraction was found at a high level ( $\bar{x}$  = 3.94). This was followed by: activities ( $\bar{x}$  = 3.65), accessibility to tourist attractions ( $\bar{x}$  = 3.54), and convenient facilities ( $\bar{x}$  = 3.54). However, accommodation was found at the lowest (moderate) level ( $\bar{x}$  = 3.37).

The researcher had analyzed area potential for creative tourism management of the Lao Krang ethnic group based on 5 aspects.

The first tourist attractions were found at a high level ( $\bar{x} = 3.94$ ). Based on its details, there was a high level of the following: importance in history, sanctuaries, ancient objects, uniqueness of arts & culture, tradition and activities ( $\bar{x} = 4.06$ ). The rest were also found at a high level.

The second was a high level of potential in the accessibility to tourist spots ( $\bar{x} = 3.59$ ). Based on its details, all aspects were at the highest ( $\bar{x} = 3.78$ ) and reasonable travelling expenses was found at the lowest ( $\bar{x} = 3.44$ ).

The third all aspects of potential in convenient facilities were found at a high level, except on the aspect “Souvenir shop is area identity” which was found at a moderate level ( $\bar{x} = 3.94$ ). In this respect, adequate parking lot area for tourists had the highest average mean score ( $\bar{x} = 3.67$ ). This was followed by: 1) information service is suitable for providing convenience to tourists ( $\bar{x} = 3.66$ ); 2) activity court can adequately accommodate tourists ( $\bar{x} = 3.65$ ); and 3) appropriate provision of data/information and public relations ( $\bar{x} = 3.61$ ), respectively.

The fourth was a moderate level of accommodation ( $\bar{x} = 3.30$ ). Based on its details, there was a high level in terms of the following: 1) the accommodation clearly shows cultural identity ( $\bar{x} = 3.52$ ); 2) the accommodation can create good relationships between the host and tourists ( $\bar{x} = 3.42$ ); and 3) the accommodation can impress tourists ( $\bar{x} = 3.41$ ), respectively. Reasonable price of the accommodation service charge gained the lowest average mean score ( $\bar{x} = 3.29$ ), a moderate level.

The fifth was a high level of potential in activities in the area of Lao Krang ethnic group, Nakhon Pathom province ( $\bar{x} = 3.65$ ). Based on its details, all aspects of potential in activities they were found at a high level; tourism activities clearly show cultural identity was the highest ( $\bar{x} = 3.76$ ) and diversity in tourism

activities was the lowest ( $\bar{x} = 3.54$ ).

### **Part 3: Data Related to Components of Area Potential for Creative Tourism Management of Lao Krang Ethnic Group, Nakhon Pathom**

The researcher had done the Exploratory Factor Analysis: EFA as follows: Pearson’s Product Moment Correlation Coefficient, Kaiser-Meyer-Olkin Measure of Sampling Adequacy: KMO, Communality: h<sup>2</sup>, Total Variance Explained, Rotated Component Matrix using Orthogonal Rotation by way of Varimax. These had been employed to analyze the indicators of components, and the results of the component analysis are as follows:

#### **1. The Result of Pearson’s Product Moment Correlation Coefficient**

It was found that the correlation coefficient was statistically related in significance at the level of 0.01 and 0.05 in total of 1,176. This revealed that the variables were in relation, and thus could be categorized in the same component.

#### **2. The Result of Kaiser-Meyer-Olkin Measure of Sampling Adequacy: KMO**

**TABLE I  
KMO AND BARTLETT’S TEST OF AREA POTENTIAL IN CREATIVE TOURISM MANAGEMENT OF LAO KRANG ETHNIC GROUP, NAKHON PATHOM PROVINCE**

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.963
Bartlett's Test of Sphericity	Approx. Chi-Square	17780.125
	df	1176
	Sig.	0.000

According to Table I, it revealed that Bartlett’s Test of Sphericity was equal to 17780.125 in which  $p < 0.01$ . The correlation matrix of the indicators was different from unit matrix in statistical significance, thus, this set of data is suitable for future confirmatory factor analysis. It also conformed to Kaiser-Meyer-Olkin Measure of Sampling Adequacy; the

analyzed result was equal to 0.963 which means the samples are highly suitable.

### *3. The Result of Communalities: $h^2$*

It was found that the result of communalities was from 0.691 to 0.854. Therefore, this could explain the result of the variation of the variables, and also each message could be measured in terms of communalities components.

### *4. Total Variance Explained*

It was found that the % of variance of the 1st component was equal to  $27.780/49 \times 100 = 56.694\%$  which means the 1<sup>st</sup> component could be used to explain all of the 56.694% of the variance. While the % of variance of the 2<sup>nd</sup> component was equal to  $4.218/49 \times 100 = 8.607\%$ ; this means that the 2<sup>nd</sup> components could be used to explain all of the 8.607% of the variance. When all 6 components combined, they could explain the variance of all 49 questions by 77.488%, and this number was enough in order to be a representative of the components considering its Eigenvalue that was more than 1.

### *5. Rotated Component Matrix*

The components could be categorized into 6 components, and the value indicator was between 0.500 – 0.830. The 6 components were as follows: 1) Impressive things in tourist spots, 2) Provision of accommodation service in tourist spots, 3) Interesting activities in tourist spots, 4) Convenience facilities in tourist spots, 5) Appropriateness in accessibility to tourist spots, and 6) Convenience in the accessibility to tourist spots.

The researcher had compared all the questions involving the issue of area potential in creative tourism management of Lao Krang ethnic group, Nakhon Pathom province concerning those 4 components and come up with a new set of questions in order to be used in constructing an interview with the samples. The results of the interview are as follows:

#### *1) Impressive Things in Tourist Spots*

The tourism area of Lao Krang ethnic group in Nakhon Pathom province was attractive in terms of arts & culture, tradition and beliefs which were consistent with Lao Krang way of life due to its uniqueness. Besides, there were historical ruins since the late Ayutthaya kingdom such as Maha-ut temple established by Luang Por Wong monk, a Lao Krang descendant. Not only this, there was a local museum of Lao Krang ethnic group showing objects and way of life of Lao Krang ethnic group. Tourist spot image of Lao Krang ethnic group was distinct since it revealed way of life, arts & culture, tradition, and beliefs of Lao Krang ethnic group. Their tourism activities emphasize on participation between tourists and people in the community. It was found that most tourists visiting there wished to learn and gain experience about way of life of Lao Krang ethnic group. Tourism resources of Lao Krang ethnic group in Nakhon Pathom was still perfect. This was because tourism resources of Lao Krang in Nakhon Pathom conformed to their way of life so they had a sense of belonging which resulted in conservation and rehabilitation. Also, it conformed to local wisdoms of people in the community. In this study, tourism resources were divided into 2 types: touchable and untouchable. The former referred to Maha-ut temple old dresses and object, etc. The latter referred to arts & culture and tradition or beliefs. In addition, tourists visiting the area of Lao Krang ethnic group could enjoy or participate in various activities such as cooking, sweet making, folk dance, etc. In this case, they truly gained knowledge and direct experience related to identity of Lao Krang ethnic group in Nakhon Pathom province.

#### *2) Provision of Accommodation Service in Tourist Spots*

Accommodation in tourist spots of Lao Krang area in Nakhon Pathom was appropriate and it consisted of 5 houses (Homestay) of Lao Krang people. The service charge was 150 baht/person/night including morning meal which was a very reasonable price. The houses

were enough for tourists since most of them travelled in a one-day trip. Actually, the accommodation clearly showed the identity of Lao Krang ethnic group due to its architectural style. The interior design and decoration were consistent with their tradition and beliefs. For example, there was a spirit shelf that they paid respect and believed that it would protect them. Moreover, tourists could join local meals with the host.

### *3) Interesting Activities in Tourist Spots*

Tourism activities of Lao Krang ethnic group in Nakhon Pathom clearly showed cultural identity of Lao Krang people. This was because it was consistent with their historical background, arts & culture, tradition, beliefs and way of life such as spirit worship, folk dance, cooking, handicrafts and educational activities related to their background. Additionally, tourism activities of Lao Krang ethnic group put the importance on continual conservation and development of tourism resources. This was because the activities were transferred from arts & culture, tradition, and beliefs which tourists could join the activities. These activities included both one day trip and stay overnight such as making Songran flag, folk dance, spirit worship ceremony, etc. Tourism activities of Lao Krang ethnic group welcomed tourists to join it in order to learn and gain experience. Hence, tourists were warmly treated like relatives and impressed by the hospitality of Lao Kang people.

In addition, tourism activities of Lao Krang ethnic group could be responsive to needs of tourists visiting their community. This was because there were various forms of tourism activities such as visiting Maha-ut temple, learning historical background through the local museum of Lao Krang ethnic group, joining local food cooking and handicraft making. Furthermore, tourists in a group could contact community leaders for joining interesting local activities.

### *4) Convenient Facilities in Tourist Spots*

There were direction/information signs on boards in tourist spots providing convenience to tourists. Besides, there were rest areas for tourists to take a rest or relax and big yards suitable for doing activities between tourists and Lao Krang people. There was a souvenir shop in the local museum in which the products were made by local Lao Krang people such as part of skirt live dress woven with silk, Lao Krang bags and key rings. Moreover, there was food and beverage service both made to order and local food. Parking lot area and lavatory were enough for tourists. Not only this, there were civil protection volunteers within the Lao Krang community to assure safety to both local people and tourists. As a whole, the Lao Krang community in Nakhon Pathom was convenient in terms of infrastructure such as electricity, water work, communicative system and public health.

### *5) Appropriateness in Accessibility to Tourist Spots*

The distance from Nakhon Pathom city to the Lao Krang community is not far and there are routes from the following communities to Lao Krang community: 1) Nakhon Pathom city, 2) Nakhon Chaisi district, 3) Banglen district, and 4) Donruak sub-district. There are public buses in these routes but tourists preferred to use their own cars or car rent service. It was found that most tourists there used map application which was convenient to go to Lao Krang community.

### *6) Convenient Facilities in Tourist Spots*

The transportation to tourist spots of Lao Krang community was not rather convenient since there was public car service from and to Nakhon Pathom city every hour with 20 baht one-way service charge. However, it was convenient to go to neighboring tourist spots such as Phrapathom Chedi pagoda, Tai Dum village, the goddess of compassion and mercy, and Bang Luang market.

## **VII. DISCUSSIONS**

### **1) *Impressive Things in Tourist Spots***

The informants in this study expressed, their opinions which conform to a study of Wattana et al. (2016) which found that potential of distinct attractive things of Mae Chaem community was local wisdom community inherited from generation to generation such as cloth weaving and hairpin making. Besides, interesting way of life included tradition, beliefs and ritual ceremony such as Songkran first day ceremony and offering new harvested rice grain to monks ceremony (without husk).

### **2) *Accommodation Service in Tourist Spots***

The potential in appropriateness of accommodation service in tourists spots of Lao Krang community in Nakhon Pathom was expressed by the informants of this study. It was found to be consistent with a study of Sarantakou and Terkenli (2019). It was found that planning of accommodation management must be appropriate and consistent with scenery in tourist spots. A number of accommodation rooms must be appropriate with a number of tourists.

### **3) *Piquancy of Activities in Tourist Spots***

Regarding the potential in impression of activities in tourist spots of Lao Krang community, opinions of the informants in this study did not conform to a study of Kim et al. (2013) which found that tourists focus on the interest in local ritual ceremony and they are satisfied with cultural heritage cites. However, they do not put the importance on the participation in ritual practice in tourist spots. This was due to the difference in beliefs and faith which, consequently, they do not appreciate the beliefs in ritual ceremony and they might not truly gain tourism experience.

### **4) *Readiness in Convenient Facilities in Tourist Spots***

According to readiness in convenient facilities in tourist spots of Lao Krang community in

Nakhon Pathom, opinions of the informants in this study conformed to a study of Meebua (2012) which found that potential development of tourism should put the importance on the improvement of convenience facilities particularly on parking lot area, food & beverage shop and exhibition center. Besides, there was an attempt to develop English for communication of people in the community.

### **5) *Appropriateness in the Accessibility to Tourist Spots***

In this respect, informants of the study showed their opinions which conformed to a study of Sinworn et al. (2003). It was found that the extension of a route to Talingchan floating market is a form of tourism market promotion. This helped facilitate convenience in the accessibility to the floating market for tourists and the project was successful.

### **6) *Convenience in Travelling to Tourist Spots***

Opinions of the informants in this study conformed to a study of Israeli and Mansfeld (2003). It was found that the development of tourist spots should realize the strategies on the management of infrastructure based on the accessibility to tourist spots. This would conform to the convenient facilitation to tourists. This could be done by decentralization in transportation management to effectively accommodate tourists visiting tourist spots.

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