CREATIVE ECONOMY – BASED CULTURAL TOURISM MANAGEMENT STRATEGIC APPROACH TO SUSTAINABLE TOURISM DEVELOPMENT OF SAKON NAKHON PROVINCE

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-Abstract -

Cultural heritage is a living pattern formed by community, and transferred to the next generation in that society. Cultural heritage has considered as an evidence of local development in many perspectives such as social, history, local aesthetics, social spirit, local identity, and also play an important role in the contemporary lifestyle. This research main purposed to study local identity which is considered as cultural capital of Sakon Nakhon Province, and to create strategic in cultural tourism management based on creative economy of Sakon Nakhon Province Approach to Sustainable Tourism, The information was reviewed by related documents. Fieldwork was collected by purposive interview, group discussion, and participatory and non – participatory observation, its integration of concepts related to the concept of Criteria for classifying the cultural heritage, cultural tourism, identity and the concept of sustainable tourism management. In order to achieve these objectives, the paper will analyze the tangible cultural heritage, with its capacity for artistry which can be defined with all of the forms of traditional and popular or vernacular culture, the collective works originating in a given community and based on tradition such as residential building, town, arts, handicraft and tools. The intangible culture heritage included about the ways of life, traditions, vernacular culture such as literature, customs, languages, music, dance, rituals, festivals, wisdom and food.

The results of the study found that the province still lack of the cultural heritage reservation strategy development, and the suitable approach in tourism management in a systematic and effective, that would result in the cultural capital that is available to promote cultural and creative tourism. An important issue supported the development of Creative Economy – Based Cultural Tourism successful that is; participation of stakeholders in the planning of cultural heritage management. Community, organizations, and etc should participate in the planning of cultural heritage management and tourism also. In addition, a respect of community right in the access of cultural heritage also Presentation heritage important. and interpretation of the cultural of their creative, and promote the production and sale of local handicrafts or produce other products, causing local income it is on the basis of an economic community measures to promote the distribution of income from tourism more widely for balanced in both national and economic local to enhance the development community approach to sustainable tourism development.

Key Words: Cultural Tourism, Sustainable Tourism, Identity value Creative Economy.

JEL Classification: L83 - Sports; Gambling; Recreation; Tourism

1. INTRODUCTION

Cultural heritage is a community's living pattern that is created and transferred from generation to generation. Cultural heritage and arises from local development is comes in many forms, such as arts and religions and beliefs, and so on aesthetics, also plays an important role in the contemporary lifestyle in the society (ICOMOS, 2002). To preserve cultural heritage, it is necessary to foster a clear understanding and awareness among tourists and local hosts (Melanie K. Smith, 2006) In other words, tourism culture heritage gives chances for both visitors and local people to learn and share cultures together.

Since Thailand 8^{th} National Economic and Social development plan (NESDP) during October 25-27, 2006) value creation of product and service become a – talk of the town – issue for government, entrepreneurs have paid more attention to issue

Now we're at the 11th National Economic and Social Development Plan (NESDP) pays focuses on adjusting Thai production structure to a value 3 added production responding to global tourism demands present. In addition, the plan also issues an approach of creative economy development as a subplan under the national economic recovery plan. (Soraya Homchuan, 2011). The creative economy development plan covers 6 development issues as following;

1) cultural heritage, folklore, and natural diversity

2) arts and cultural identity

3) handcrafts

- 4) entertainment media and software industry
- 5) creative product design and development
- 6) creative economy development

The subplan of creative economy was later developed to be a plan for creative tourism for local areas, includes in Sakon Nakhon Province where is known for its geography and cultural values. The outstanding historical and cultural attractions in the Sakon Nakhon Province consist of 1) local history and historical traces around the Nong Han lake, the 2nd largest lake in Thailand. 2) archaeological objects in Tavaravade reign 3) local buildings and architectures which were very unique for the Isan housing style mixed with French - Vietnamese styles 4) arts, handcrafts, sculptures related to local beliefs and cultures appearing around the province 5) attraction sites related to famous forest-

monks lives such as the Wat Pa Suthawas (Suthawas Forest Temple) and so on 6) local traditional music 7) folklore related to local myths local language and literature 8) local contemporary lifestyle 9) local traditions and festivals involves multi-ethnics cultures; for example, Phu Tai, Yor, even Loas, and 10) local intelligences (The 7th Archaeological Office and Khon Kaen's National Museum, 1997). Although there is a diversity of of cultural heritages in Sakon Nakhon province as mentioned, it was found that the province still lacking of suitable development approach in its cultural tourism management based. So, researcher has decided to study a strategic plan of Sakon Nakhon province as a tool to find out suitable approach in cultural tourism management based on creative economy.

This research aims to 1) investigate the provision of the cultural heritage of Sakon Nakhon in provincial identity, and 2) to develop guidelines for developing a cultural tourism plan compatible with the values of a creative economy.

Concept and theory used in this study are creative economy, identity, criteria for classifying the cultural heritage which can be classified into 2 groups that are tangible cultural heritage such as residence, village, city, building, document, art, handcraft, music instrument, silk, and accessories in daily life. And intangible cultural heritage such as way of life, tradition, folklore, language, ritual, local intelligence, and etc (UNESCO, 2003). The concept of cultural tourism is key important and The leading features of what has been "new tourism" it's flexible, culturally sensitive and friendly nature with the environmentally of tourism Cultural tourism. that is what will replace the more traditional mass tourism (Greg Richard, 2001). Strategic management, and motivation also used in literature review and conceptual framework.

2. RESEARCH METHODOLOGY

Several qualitative research methods namely the in – depth interview with 20 key informations, field observation, and 6 group interviews were used to collect data from all stakeholders in the Sakon Nakhon province's tourism development. Then the field data had been analyzing with SWOT analysis method, and, of course, the analysed data was re - checking with a tourism involvers group interview in Sakon Nakhon about its results.

3. CONCLUSION

The results were found that elements are most important factors in determining a creative economy – based cultural tourism management strategic approach to development of sustainable tourism, are stability is the local cultural identity of province, which effected In a cultural (spiritual) value, In a historical value, in an aesthetic value and in a creative economy value and the resulting has shown in the two following tables;

The	In a cultural	In a	In an	In a
local cultural	(spiritual) value	historical	aesthetic	creative
identity		value	value	economy
				value
1) Building	people having	they feel	people's	
and	very highly	about the	acceptance	- Creative
Architecture	worship on	famous	for graceful	thinking
Aspect :	Buddhist	temples as	architectural	- Creative
- Wat Prathat	temples and	contemporary	building	routing
chuangchoom	viewing these	showcases	structures	- Creative
-Wat Prathat	places as very	from		activity
naraichengweng	important	prosperous		- Creative
-Wat Pa	historical sites	ancient times		organizing
Suthawat	related to the			- Generate
- <u>Sakon</u>	local society's			local income
Nakhon Gate sc	religious belief			
ulpture.	which has to			
	pass on from			
	ancestors to			
	descendants.			
2) Traditional	they feel the	they are	people's	- Creative
Aspect :	provincial	appreciating	thinking	thinking
-Wax castle	indigenous	the provincial	about the	- Creative
festival	traditions are a	traditions that	exquisite of	routing

Table 1: The provincial provision of its cultural heritages

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According to Table 1, the Sakon Nakhon's provision of cultural heritages about proposed cultural identity to be cultural tourism strategy, through a process of participation in the planning, conservation and management of cultural heritage. Which held that the participation of all sectors in every part. Participation of the community and local residents, should be

involved in planning. conservation and management heritage. of cultural local Property owners and residents have with the opportunity to participate in setting goals. How to policy and scope of the planned conservation management, presentation and interpretation of their cultural heritage. While for the valuable cultural heritage significance, should respect the needs and wishes of the local community to management into the strategy to achieve the project / activity. as this table

Strategy	Project	Goal / Achievement of project	Organization in charged
Management.	1. The	1. The visitor center responds to	Sakon Nakhon
Organization	Provincial	the needs of the local	sport and
-al	Tourism	community and culture.	tourism office,
development,	Development	2.Opportunities for both	and
cultural touri	network for	private and public participation in	community.
sm network.	sustainable	the management of the sustainable	
	tourism	tourism management project. And	
	management	monitoring to	
	in Sakon	achieve efficiency and	
	Nakhon	effectiveness	
	provice	Result	
		1.Community leaders and entrepre	
		neurs in	
		the tourism culture. Coordinate the	
		creation and development	
		of sustainable	
		community tourism network with	
		other communities in the province	

Table 2: The strategy to achieve the project / activity

Strategy	Project	Goal / Achievement of project	Organization in charged
	2.Sakon Nakhon tourism Event calendar.	 Visitor receives satisfied service, and there are various tourism activities Tourism attractions, activities, traditions, and cultures are better well-known in national and international levels. 	Sakon Nakhon sport and tourism office, Sakon Nakhon Rajabhat university, and community
	3.Community development and community Development and cultural tourism Project	 Numbers of cultural tourism attractions. Percentage of communities where are effective in community management. Result Community preserves its culture, and develops product value to increase economic status in community. Local community receives more income from tourism sector. 	Community development office and community.
	3.Development cultural interpretation project	 Tourism Center Interpretation of cultural signs. Brochure Tourism exhibition Result The visitor center to serve tourists, students and the general public. 	Tourism Authority of Thailand, and Community

Summary table of the management strategy of cultural tourism on the creative economy, stakeholders such strategies can be adopted to adapt to meet the tourism development plan appropriately and effectively.

The study of Creative economy – based cultural tourism management strategic approach to sustainable tourism development of sakon nakhon province, aims to investigate the provision of the cultural heritage of Sakon Nakhon in provincial identity, and to develop guidelines for developing a cultural tourism plan compatible with the values of a creative economy.

The way to enhance economic value added products and promote the source of local products into cultural tourism places can operate by many way; for example developing forms or styles of local products into modern products which have various uses, reducing cost of production by using local materials but maintaining the quality of products, enhancing vacations for local people and handing down local wisdom to younger generation and organizing local demonstrative center of all of local production for exhibition and distribution in order to inspire and facilitate the visitors who are fond of cultural tourism.

3. SUGGESTION

Recommendation of this study is to convey the value of cultural heritage. Occurring within the local community, it must facilitate the development of the academic quality of the data sources in the pipeline aimed at the public to know and respect the cultural heritage in order to realize the value of their cultural identity. This will lead to a strategic plan for the development of tourism. The need to focus on education and researchers. designers, architects, training for planners, politicians. the interpretation of cultural heritage conservation and management responsible for the tourism To achieve an understanding of the principles, and can contribute tourism creative economy tourism to management on the to development still further

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