

## **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 important. Presentation and interpretation of the cultural heritage 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 local to enhance the economic 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<sup>th</sup> 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 11<sup>th</sup> 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 2<sup>nd</sup> 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 7<sup>th</sup> 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;

Table 1: The provincial provision of its cultural heritages

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

<p>-Suang Phee ta khon festival                  - Phu thai rumluek festival                  - Christmas star festival</p>	<p>center of loving and faith that everyone should help together to preserve them</p>	<p>have continually participated for long time in history.</p>	<p>their local traditions.</p>	<p>- Creative product                  - Creative activity                  - Creative organizing                  - Generate local income</p>
<p><b>3) Sports and Amusement Performances Aspect :</b>                  -Rum Muay ancient                  - Rum HangNok Yoong                  -So Thang bung                  - Youy Klong seng</p>	<p>people think it helps to be unite a society also enable create conflicting among the locals some times. Moreover people agree to preserve it for the reason that it will be not lost.</p>	<p>they appreciate of the province's uniqueness performances</p>	<p>people are pride on for graceful and meaningful performances</p>	<p>- Creative thinking                  - Creative routing                  - Creative packaging                  - Creative activity                  - Creative organizing                  - Generate local income</p>
<p><b>4) Racial Aspect :</b>                  -Thai loas Race                  - Thai Kaluang Race                  - Thaiyo Race                  -ThaiSo Race                  -Phuthai Race                  - Thai Youy Race</p>	<p>locals focus on multi-ethnics communities around province which consist of 7 ethnic groups.</p>	<p>various ethnic heritages have raised among local communities.</p>	<p>people are pride on for beautiful and colorful local costumes and enjoyable lives.</p>	<p>- Creative routing                  - Creative packaging                  - Creative activity                  - Creative organizing                  - Generate local income</p>

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 of cultural heritage. Property owners and local 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

Table 2: The strategy to achieve the project / activity

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

Strategy	Project	Goal / Achievement of project	Organization in charged
	2.Sakon Nakhon tourism Event calendar.	1. Visitor receives satisfied service, and there are various tourism activities 2.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	1. Numbers of cultural tourism attractions. 2. Percentage of communities where are effective in community management.  <b>Result</b> 1. Community preserves its culture, and develops product value to increase economic status in community. 2. Local community receives more income from tourism sector.	Community development office and community.
	3.Development cultural interpretation project	1. Tourism Center 2. Interpretation of cultural signs. 3. Brochure 3. Tourism exhibition  <b>Result</b> 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 training for researchers, designers, architects, planners, politicians, the interpretation of cultural heritage conservation and management responsible for the tourism To achieve an understanding of the principles, and can contribute to tourism management on the creative economy to tourism development still further

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