

UPGRADING TOURISM PRODUCTS AND SERVICES BY CONNECTING LOCAL WISDOM, UDON THANI PROVINCE

Thanadol Armartpon^{*}, Ekkachai Sithamma^{**}, Kanda Teelanont^{***}

^{*, **, ***} *Tourism Industry and Hospitality Management, Udon Thani Education Center*

Email: ^{}tanadol.ar@ssru.ac.th, ^{**}ekkachai.si@ssru.ac.th, ^{***}kanda.te@ssru.ac.th*

ABSTRACT

The purpose of this research is to study upgrading tourism products and services by connecting local wisdom in Udon Thani Province, this aims to develop and increase the intellectual value of Mee Khit cloth in Udon Thani province, and to upgrade tourism products and services by connecting local wisdom Mee Khit cloth, Udon Thani province. The Key informants or community leaders who are residents of Ban Na Kha community, comprising of 6 people, 2 related local organizations, 5 entrepreneurs from community enterprise group in Nakha cloth market, 2 village sages, in total 15 people and used to analyze general data using in-depth interview methods and non-participant observation which uses the data collection in period between March 2022.

The researcher has used data collection to record the data by writing and sound recording and the tools for collecting data are questionnaires, audio recorders, notebooks, pens, and cameras. The results of the research on product upgrading from the identity and value of Mee Khit cloth in Udon Thani province found that Mee Khit cloth is the local wisdom of Isaan (northeastern) region. Hand-woven fabrics with the "Khit" technique are considered a basic art that reflects the images, styles, patterns, and evolution of the ancient region of Udon Thani since ancient times.

Keywords: Local wisdom, Mee Khit Cloth, Tourism

INTRODUCTION

At present, tourism is an industry that is playing a role in national economic development and many countries around the world have given great importance to the tourism industry. Thailand has set the goals for tourism in the (draft) economic development plan and National Society Issue No. 13 (2022-2026) pin no. 2 Thailand is a tourism destination that emphasizes quality and sustainability, and Thailand is also a country with rich cultural tourism resources which is called a "cultural capital" that has goodness inherited from generation to generation. Thailand has a unique culture that makes Thai people different from other nations in the world. There is a national identity that can be seen from the language used, habits, and feelings. These important and distinctive features, therefore, attract tourists from all over the world to visit this region because it is a real way of life that can be touched (Sukhothai Thammathirat Open University, 2014: 55-56. "Wisdom" is the capital or the foundation or the basis for conduct to reach needs and necessities. It comes from knowledge and experience

that goes through the process of thought to create respond and solve problems in life by passing on from generation to generation for a better life. Udon Thani is a province in the northeastern region that is popular with tourists, sightseers, and visitors both Thais and foreigners due to its diversity, tourism resources whether it is a natural attraction or man-made attraction together with the transportation system that can connect to various provinces near and far away easily, quickly and due to the large number of visitors to Udon Thani, it needs to be improved. And develop the original tourist attraction to be in a condition ready to accommodate visitors at the same time, what must be done in parallel is to develop new tourist attractions to occur because new tourist attractions will help extend the stay of tourists. Udon Thani is a world heritage city in the Northeast region with Ban Chiang being an important archaeological tourist attraction Weaving fabrics handcrafted by villagers of Thai Puan descent. The Weaving Group of Ban Chiang subdistrict municipality, Nong Han district is characterized by using the surrounding nature as a model for creating patterns. (Tourism Authority of Thailand, 2017) and another unique fabric of Udon Thani province is "Mee Khit cloth".

Mee Khit cloth is another product of the wisdom of the northeastern region, hand-weaving cloth using the "Khit" technique is considered a basic art that reflects images, characteristics, and patterns that are unique to the people of Udon Thani. Most of the production communities are located in Tambon Na Kha, Udon Thani Province where each piece is weaved to collect Khit, the pattern of each pattern will have a beautiful pattern It is glossy, shiny, and embossed. It is a unique identity of Isaan fabrics. If the wisdom is applied to benefit in creating value added for the tourism industry by connecting the Mee Khit fabric route according to the Tourism Development Zone Policy, in addition to tourism promoting, it should be worthwhile, it is an economic, social and cultural development by with the Thailand 4.0 policy, creating confidence, wealth and sustainability.

OBJECTIVES

1. To develop and increase the intellectual value of Mee Khit cloth, Udon Thani Province.
2. To enhance tourism products and services by connecting local wisdom Mee Khit fabric, Udon Thani province

METHODOLOGY

Research Study: Enhancement of Tourism Products and Services by Local Wisdom Linkage Udon Thani Province. This research used a qualitative research approach to collect data to obtain a comprehensive study result conducting a study The researcher has defined the guidelines, procedures, and methods of conducting the study as follows:

1. Samples used in research

The researcher used in-depth interviews (in-depth interviews) with informants or knowledgeable people in the community (key informants) by using purposive sampling. The interview samples consisted of 4 groups as follows:

1) Six community leaders, namely the village headman

2) Local municipal organizations, 2 people: Deputy Mayor and Department officials
3) Community Enterprise Group Na kha fabric market entrepreneurs, amounting to 5 people

4) Two Village Sages

2. Research tools

Semi-structured interview form

The researcher created an interview form for informants by interviewing a sample group, namely community leaders, and local municipal organizations. Director of Tourism Club Local philosopher on issues of identity and value of Mee Khit cloth, including the elements of the 5A's attractions as follows:

1. Attractions

2. Accessibilities

3. Amenities

4. Accommodations

5. Activities

Observation:

The researchers used participatory observation. by visiting the Na Kha community Udon Thani Province There is an observation form for various factors, including access signs. Tourist information center, restrooms, souvenir shop the presence of information signs at each point, the condition of the parking lot, and the supervision of safety in tourist attractions

- voice recorder Make audio recordings of the interviewees.

- digital camera used for recording During the field interview

3. Method of data collection

In this research, the researcher proceeded with the following steps:

Step 1

The research team conducted a study of documents related to the physical characteristics of Mee Khit fabric, history, society, culture, natural state, and environment Including the nature of tourism carry out data collection according to the framework and objectives as set.

Step 2: The research team collected data collection through semi-structured interviews and using the population used to study the conceptual framework and issues set. from a total of 15 people involved, with open-ended questions as a guideline for determining the questionnaire to obtain a comprehensive questionnaire. This is based on flexibility. and suitable for the situation

Step 3 Interview The researcher conducts an in-depth interview (In-Depth Interview) with key informants. according to research objectives with predetermined issues

Step 4 Summarize information and enter the Ban Na Kha community area again. to investigate issues that are still unclear

Step 5 Checking information: The researcher brought the information obtained from the interview to the representatives of the sample to verify the content. And make additional suggestions before analyzing the data ready to disseminate the research.

4. Data analysis

After the researcher has collected the data. The researcher organizes the data obtained from observations, interviews, and document reviews, and then presents the data in a descriptive form by linking the organized data together according to the research conceptual framework. To obtain a cultural tourist attraction management model, a case study of Ban Na Kha, Udon Thani Province.

RESULTS

From interviews with important informants in the Ban Na Kha community in Udon Thani Province, the researcher has summarized the issues of Upgrading products from the identity and value of Mee-Khit cloth in Udon Thani province and found that Mee-Khit cloth is the wisdom of the Northeastern region, hand-weaving cloth using the "Khit" technique is considered a basic art that reflects images, characteristics, patterns, and the evolution of the original locality of Udon Thani that has existed since ancient times.

"Mee Khit cloth" is one of the uniqueness of the people of Udon Thani province, and most of the production communities are located in Tambon Na Kha, Mueang Udon Thani. Each piece is weaved to collect Khit, and each pattern of Khit has a beautiful pattern, glossy, embossed, and unique to Udon Thani cloth, tourism products, and services by linking local knowledge related to Mee-khit cloth, Udon Thani Province. The elements of tourism and community action that are consistent with the 5As tourist attraction element theory are as follows.

1. Attractions: Ban Na Kha tourist attraction Udon Thani Province There are main important activity is Mee Khit weaving. It is the local wisdom that has been inherited from the ancestors of Khit Mudmee weaving. At first, it was weaving for home utilization and performed rituals only. Subsequently, we developed our skills and weaving skills by using chemicals to create modern patterns and colors according to the market demand until it became a local identity. Mudmee Khit cloth is hand-woven, focusing on quality exquisite weaving, soft texture, and color that does not fall while wearing and absorbing cold sweat.

2. Accessibilities: Ban Na Kha, Udon Thani Province is a condition of a convenient travel route, especially the main route of travel. People can access to tourist attractions, the main asphalt road, and Udon Thani-Nong Khai road.

3. Amenities: Tourist attraction of Ban Na Kha Udon Thani province has shops and restaurants, but there are still weaknesses in the community such as bathrooms that serve a sufficient number of tourists, but there are still limited places to support because it is located in a community area

4. Accommodations: The community has provided accommodation to accommodate tourists traveling from other provinces or who want to absorb the culture of the people in the community by providing accommodation in the form of a homestay where tourists can stay with the owner of the house, and the members of the house are delighted and willing to welcome tourists. along with transmitting traditions and good culture of the local community for tourists and taking tourists to visit tourist attractions and do various activities in the

community such as giving alms to monks, including having a meal with the owner of the house, etc.

5. Activities: Ban Na Kha, Udon Thani Province, in addition to taking activities related to making Khit Mudmee cloth and also provides academic services

Research suggestions:

1. Make a route to connect fabric-related tourism in nearby provinces.
2. The important thing that will make tourism development sustainable and successful is to create a process for the community to be involved in the development work together, think together, make decisions, and solve problems by themselves. Emphasize the active involvement of the community.

CONCLUSION AND FUTURE WORK

The findings from the interviews with important informants found that the issues of upgrading products from the identity and value of Mee-Khit cloth in Udon Thani province are the local wisdom of the Northeastern region, hand-weaving cloth using the "Khit" technique is considered a basic art that reflects images, characteristics, patterns, and the evolution of the original locality of Udon Thani that has existed since ancient times.

Furthermore, Mee Khit cloth" is one of the uniqueness of Udon Thani, and most of the production communities are located in Na Kha subdistrict, Mueang Udon Thani. Each piece is weaved to collect Khit, each pattern of Khit has beautiful, glossy, embossed, and unique to Udon Thani's cloth, tourism products, and services by local wisdom linkage related to Mee-khit cloth of Udon Thani Province. The main elements of tourism and community action that are consistent with the 5As tourist attraction element; are attractions, accessibilities, activities, accommodations, and amenities. For further fieldwork, make a route to connect the fabric-related tourism industry to nearby provinces. The important thing that will make tourism development sustainable and successful is to create a process for the community to be involved in the development work together, think together, make decisions, and solve problems by themselves, and also emphasize the active involvement of the community.

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