

CREATIVE AND INNOVATIVE SERVICES THAT LINK THE LOCAL CULTURE OF THE PROVINCE GROUP "NAKHRA THANI" TO PROMOTE COMMUNITY TOURISM

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ABSTRACT

The present study aims to 1) investigate the unique cultural practices of the "Nakhra Thani" province group. 2) to research the requirements visitor expectations and experiences in the "Nakhra Thani" provinces and surrounding areas, and 3) to create a model for innovative service delivery by connecting the local cultures of the "Nakhra Thani" provincial group. Qualitative research is the research paradigm to makes use of the ideas of culture, community tourism, innovation, and creative services. In Udon Thani Province, sports and tourism constitute the primary research areas. Thailand's Tourism Authority Udon Thani Office Provincial culture: Udon Thani, Nong Khai, and Bueng Kan, as well as local government officials and business owners Udon Thani Provincial Tourism Business Association, Nong Khai, Bueng Kan, 400 tourists, a sample group of 12 persons, and travelers in the Nakara Thani group in-depth interviews were used as a research tool. According to the study's findings, innovative approaches can be used to improve and sustainably alter the environment in the research provinces by combining information from both service innovation and research to improve the province's residents' standard of living in the research region to promote sustainability. This involves advocating for policies that have a broad influence and developing a new kind of community that serves as an example for other communities and provinces in the vicinity. Knowledge from the local wisdom culture transformed into innovation moving toward being an artistic community.

Keywords: Creative service innovation, community tourism, local culture, Nakhra Thani

INTRODUCTION

Innovation comes from the Latin word *innovare*, meaning to do something new. The ability to use knowledge. Creativity, skills, and experience in technology or management Come develop and produce new products. new production process or new service which responds to market needs The meaning of innovation in economics is Implementing a new idea or making use of it Using things that already exist in new ways To create economic benefits, or "doing things that are different from other people By using the various changes (Change) that occur around us to become opportunities. (Opportunity) and transfer it to new ideas that bring benefits to oneself and society" or to put it simply, picking up various technologies to create value and value by using various technologies To bring benefit and value, that is the definition of innovation, which is new and useful.

Community-based tourism management takes several forms, one of which is ecotourism. agriculture travel Traveler experiences like home stays, ecotourism, and cultural tourism are becoming increasingly popular with Thai and international travelers (Richards, 2007; Su, Bramwell, and Whalley, 2018). Cultural ecotourism This type of travel is regarded as an emerging form of alternative tourism. According to research, religious, cultural, and ecological tourism are the most well-liked travel pursuits among Thais To generate satisfaction

and draw tourists, a range of marketing tactics should be developed (Prayag, Hosany, and Odeh, 2013). In particular, the application of the tourism experience market has proven to be efficacious, as noted by Chen and Chen (2010). Positive word-of-mouth and visitor satisfaction are influenced by the creation of tourist experiences through the senses, emotions, behaviors, and thoughts (Mossberg, 2007). Furthermore, it has been discovered that cultural and ecotourism can be enjoyable in addition to educational. Recognizing the surroundings, different human-made concepts are held by different societies and cultures. But what appears has an effect on changing attitude characteristics. Socially accepted format: Until the community is able to develop its own unique style to respond and rationalize contemporary social impulses into a desire to imitate that behavior. In a contemporary appropriate way: Both directly and indirectly. Sonthichai (2022). The significance of earlier civilizations' prosperity.

Local culture of the province group "Nakhra Thani": Culture refers to a pattern of good living that has been continuously practiced in communities and society. Culture is based on the environment, such as geography, climate, religion, and beliefs. For culture in Thai communities, Phraya Anuman Ratchathon divides the elements of culture into 4 elements: 1. Thoughts, beliefs, understanding, opinions, as well as various ideologies that have been passed down from previous generations, such as beliefs in religion, sacred things, understanding of the universe, including accepting what is right or wrong. The value or decision-making standards of a society will be different. 2. Traditions expressed in various ceremonies such as wedding ceremonies, Naga ordination ceremonies, housewarming ceremonies. These ceremonies often have religious influences involved. 3. Groups that are organized in an orderly manner or have a formal structure with rules and regulations, such as various institutions, associations, clubs, political parties, etc. These groups have a clear objective to bind people who are members in expressing their feelings to one another. 4. All material culture such as housing, clothing, cars, and various tools and appliances are products of human art. It also includes signs or symbols used to communicate or convey meaning, such as spoken language, written language, and numbers.

Boundaries do not exist among the tourism places of today, or region or a number of places that are solely used as tourist destinations. However, the idea can be applied to goods as well. Different local experiences and services: Travelers can also identify this as a significant component of their travel destinations. Therefore, improving regional goods is crucial to drawing tourists. By incorporating concepts in that neighborhood to uplift visitors' spirits and help them feel more connected to tourism destinations, showcasing originality. Developing local products to have greater value and worth is in addition to the charm of supporting local businesses in aiding tourists in remembering. Additionally, it benefits the community's inhabitants to have higher earnings. In addition, it benefits the government's initiative to improve job prospects as well as the economics and general well-being of the province group of Nakhra Thani. Having a steady, profitable, and sustainable income through fostering community and local area development, in line with His Majesty King Rama IX's Sufficiency Economy Philosophy. It is imperative that one studies and investigates "Innovative creative services to support community tourism by connecting," given the significance and history described above. Cultural practices of the "Nakhra Thani" province group are being integrated by the research team with cross-disciplinary studies, including behavioral sciences, health sciences, accountancy, marketing, product promotion, history, and ethnicity. As a result, people will be able to adapt and enjoy a high standard of living in the context of the new tourism marketing dynamics. "Nakhra Thani" provinces can improve their capacity to compete in the future commercial market with sustainability and high quality.

OBJECTIVE

1. To study the distinctive culture of the “Nakhra Thani” province group.
2. To study needs Expectations and travel experiences of tourists in the provinces of “Nakhra Thani” and nearby contexts
3. To develop a creative service innovation model by connecting the local culture of the “Nakhra Thani” province group.

METHODOLOGY

Local Chun culture of the province group "Nakhra Thani" Culture refers to a pattern of good living that has been continuously practiced in communities and society. Culture is based on the environment, such as geography, climate, religion, and beliefs. For culture in Thai communities, Phraya Anuman Ratchathon Divide the elements of culture into 4 elements:

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4. All material culture such as housing, clothing Cars and various tools and appliances are products of human art. It also includes signs or symbols used to communicate or convey meaning, such as spoken language, written language, and numbers.

In each community, there are cultures and traditions that have been passed down from ancestors that express the way of life of each community. Culture and traditions have many characteristics, which can be classified as follows. Housing construction, such as the different styles and styles of houses in each region and houseboats that are the residences of people living along the banks of the river.

Weaving: In the past, people in each community would weave cloth for their own use. By using local materials for weaving. Each community's woven fabric has a dyeing process. and different patterns which shows the uniqueness of each community The weaving methods of the people in each community are wisdom that arises from learning, observation, and actual practice until becoming skilled. and passed on to children and grandchildren

In summary, the creation of community-based products and skills can be used to advance tourism. It is therefore a crucial procedure. should have specifics since it ought to be something that accurately captures the history and culture of that area. There's a compelling narrative. in keeping with the local ecological and cultural setting It's a product derived from the traditional wisdom or knowledge base. Additionally, new product development and creation are required to satisfy consumer and visitor demands. Additionally, a product is required. that are not just offered for sale However, it also needs to be something that inspires study and activities. on the production method, source, and value by using all six senses to provide visitors with an experience. Alternatively, it may be a product that facilitates learning anywhere. which crafts narratives for incorporation into the product It's

RESULTS

The research results found that Innovative creative services to support community tourism by connecting The local culture of the “Nakhra Thani” province group has the objectives of the study: 1) to study the distinctive culture of the “Nakhra Thani” province group 2) to study the needs Expectations and travel experiences of tourists in the “Nakhra Thani” province group and nearby contexts, and 3) to develop a creative service innovation model by linking the local culture of the “Nakhra Thani” province group. The results of the study can be summarized.as follows: Tourists' attitudes towards creative tourism services of communities in the "Nakhra Thani" province group were at the level of "Strongly Agree" with the majority of tourists buying souvenirs. and handicrafts. The total cost of purchasing local products is between 1,001-1,500 baht by purchasing local products on Saturday-Sunday between 3:01-6:00 p.m. and those involved in the decision to purchase local products are friends or friends. Participate and creative service innovations to connect with community tourism in the "Nakhra Thani" province group, namely, marketing promotion and development of creative service models and local products should be carried out to increase diversity. climb To use those local products as media for public relations. By managing community knowledge in order to support the development of local products to have wisdom passed on. and culture of local products

CONCLUSION AND FUTURE WORK

1. A thorough analysis of service innovations in the province group of Nakhara Thani should be conducted.

2. To develop models for sustainable service innovation, researchers who are affiliated with academics should collaborate with local villages on research projects.

3. It is important to build competencies in premium product design, accounting, and production costs. Providing significant goods in communities that participate

In order to create a network, there ought to be connections at the village, sub-district, district, and province levels. being an example of innovative and inventive service design Other parts of Thailand's local identities are still being shaped via community tourism.

4. In order to create a network, there ought to be connections at the village, sub-district, district, and province levels. to serve as an example of innovative and creative service design Community tourism keeps forming local identities in different parts of Thailand.

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