

# SUSTAINABLE DEVELOPMENT FOR TOURISM OF RANONG THROUGH LOCAL IDENTITY

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## ABSTRACT

This research is conceptualized to study the identity of Ranong province to be applied to increase the competitiveness of tourism in secondary cities. The objective is to study the identity of Ranong province in terms of arts and culture and then use it to design tourism promotion media of Ranong province. Using qualitative research methods with area surveys and interviews with entrepreneurs, including: Apply quantitative research with questionnaires to target audiences.

The results showed that 1) the artistic and cultural identity of Ranong province, such as spoken language and letters, 2) natural identity and social environment such as rubber trees and fruits, 3) architectural identity and tourist attractions such as mineral springs, fishing ports. Derived from natural resources and culture, it presents a multicultural city story. It has a contemporary vernacular twist. The design uses illustrations to tell a story. Vernacular and contemporary as a guideline for sustainable tourism development.

**Keywords:** Sustainable Development, Tourism of Ranong, Local Identity

## INTRODUCTION

The idea behind the BCG Economy, an economic model for sustainable development, is to employ innovation, technology, and research to improve sustainable competitiveness in four target industries (S-curves), including the Agro - food sector. Innovation, science, and technology will boost the productivity of current producers—such as farmers and communities—and inspire business owners to create goods and services with significant added value. It also helps to foster the growth of technologies associated with the circular economy, like the capacity to design goods and manufacturing procedures to produce as little trash as possible (Eco-design & Zero-trash), encourage recycling, reusing, and refurbishing, and concentrate on waste management from both production and consumption. Sustainable production and consumption are part of BCG's goals for sustainable development (SDGs), in contrast to the traditional economy, which is concentrated on resource consumption, output, and waste generation (Linear Economy). Reaction to Climate Change preservation of variety Collaboration towards Sustainable Development and Inequality Reduction Additionally, it aligns with the Sufficiency Economy theory, which forms the basis of Thailand's economic and social advancement. BCG It matters in terms of the social, financial, and environmental spheres. It has a high GDP (gross domestic product) and employment rate, encompassing four industries: food and agriculture, health, and medicine. Although these four strategic domains can be developed separately, it will be most advantageous to link and develop them in tandem with People-Planet-Profit.

With a GDP of around one trillion-baht, tourism is the primary industry in the nation and has the ability to generate more wealth by expanding its tourist attractions into smaller communities. through building infrastructure for transit. Digital products and services run by regional groups Pay attention to the quality market. In addition to promoting the unique identity of each location by utilizing technology and innovation to methodically manage and care for

the ecosystem, set standards for convenience, cleanliness, and safety. By doing so, you can transform your area into a sustainable tourism model.

National Guidelines on the Carrying Capacity of Tourist Attractions are being prepared. Create a system in major tourist development zones to account for the costs associated with resources and the environment. This should include modifying the behavior of tourists, rehabilitating and transforming natural areas that have degraded into innovative tourist destinations, and training business owners on how to lessen the effects of climate change on their operations. Creation is the foundation for the growth of the creative economy. Utilizing creativity and knowledge Establish connections with biodiversity, cultural capital, and intellectual capital to produce high-value new goods and services. It can satisfy the intended clientele's needs. Growth in the three crucial areas mentioned above Through the creative economy, it can be connected to tourism by offering experiences to visitors through Thai culinary tourism, for example Travel for sports Linkages between Thai traditional medicine and health tourism Travel for Art and Culture This involves the creation of distinctively imaginative mementos as a means of exporting these goods and services. overseeing the rules and regulations that apply to pertinent companies globally, running sports federations, planning elite events, etc. Encourage and work together with the hospitality industry, which includes lodging, dining, and entertainment establishments, to develop digital advances. In the next five to ten years, the aging of the population will have a direct impact on tourism, which it supports. This might lead to a possible GDP growth of 1.4 trillion baht.

Tourism situation of Ranong Province Tourism is a service industry with tangible elements such as tourism products, accommodations, etc. Services & Transportation In addition, tourism has intangible elements. Intangible Elements, such as recreation culturally, adventurously, tourism has value and economic significance and is the world's largest industry. It affects businesses in many other sectors of the economy. Promote national development Social and Economic The tourism industry will be primarily concerned with economic benefits.

Ranong is a province in the southern Andaman region. There are natural attractions. Famous natural mineral waters, potential historical and cultural sites. Ranong's development strategy is to promote and develop tourism as a health tourism city. Tourism promotion activities are organized, tourism publicity. Local products and souvenirs the development and promotion of tourism in Ranong province is important to help generate income for people in the community and is a driver of the economy of the province and the nation. Traditions towards tourism

Ranong's outstanding natural resources include mineral water sources, waterfalls, seawater. Canal and rainwater, natural marine attractions. archipelago Natural Land Attractions Mountains, caves, mangroves, hot springs, historical sites, archaeology, places of worship, temples, palaces, cultural sites. Folk communities Fishing villages, festival and traditional attractions, boat races, agricultural contests, vegetarian festivals, geographical indications of Ranong province include Manohra Bang Nam Chud, Konrawee dance, Kandi Island. "Mo Jo", a marine deity in Hokkian Chinese culture. Manta ray "Cayu" Mango nuts, maphan stones, Naka Plub Plueng Tarn canals, sulfur-free hot springs.

## **RESEARCH PROBLEMS**

Based on the above information, the researcher has an idea that the artistic and cultural identity of Ranong province. It is very prominent in building competitiveness in tourism for the sustainable economic development of Ranong province. The guideline for Ranong province to compete with the main tourism provinces is to apply marketing principles to manage arts and cultural capital in order to create recognition of the province's identity as shown in the

Ranong tourism publicity media. Research questions on how to use Ranong's artistic and cultural identity to build competitiveness in tourism.

## OBJECTIVES

To study the identity of Ranong province in terms of arts and culture and then use it to design tourism promotion media of Ranong province.

## METHODOLOGIES AND PROCEDURES

This research has been conducted with Qualitative research combined with Quantitative research as are:

1. Collect data with area surveys
2. Collect data by interviewing entrepreneurs
3. Collect data with questionnaires from tourists

There are 2 groups of research populations:

1. Entrepreneurs in Ranong Province
2. Tourists in Ranong

## RESULTS AND IMPLICATIONS

Creating memories in identities that define Ranong Creating an impression of a tourist attraction The arts, culture and lifestyle of the Ranong people, as well as the creation of new tourist routes for tourists who want to make choices as followed.

1. Local identity refers to the unique characteristics, culture, traditions, and sense of belonging associated with a specific geographic area or community. It is the collective identity and shared experiences of the people within a particular locality. Local identity is often shaped by a variety of factors, including history, geography, language, customs, traditions, and the overall way of life in a specific region. Research results reveal the evaluation of Local Identity of Ranong as are 1) Fruit, 2) Rubber tree, and 3) Building, as seen in Table 1.

Table 1: Evaluation of Local Identity of Ranong by experts

Local Identity of Ranong		Tourism Resource					
		Artistic and Cultural identity		Natural identity and Social environment		Architectural identity and Tourist attractions	
		Mean	S.D.	Mean	S.D.	Mean	S.D.
1.	Fruit	5.00	0.00	5.00	0.00	5.00	0.00
2.	Rubber tree	4.73	0.53	3.86	0.38	3.86	0.38
3.	Building	3.94	0.38	4.51	0.49	3.93	0.53
4.	Language	3.29	0.49	1.71	0.49	2.00	0.58
5.	Hot spring	1.96	0.38	3.29	0.49	2.14	0.38
6.	Seaside	1.69	0.49	1.57	0.53	2.43	0.53
7.	Mountain	1.59	0.49	2.00	0.58	1.71	0.49
8.	Food	1.41	0.49	2.86	0.38	1.71	0.49
<b>Total</b>		2.63	0.14	2.62	0.22	2.66	0.21

*Source: Waijitragum, 2022*

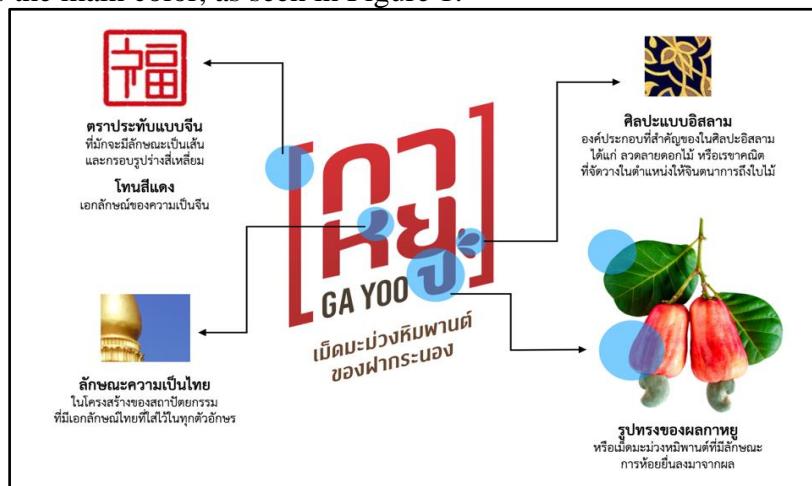
2. Tourism resources are the assets, attractions, and amenities within a destination that attract and cater to tourists. These resources can be natural, cultural, historical, or man-made, and they contribute to the overall appeal and competitiveness of a tourist destination. Tourism resources play a crucial role in the development and promotion of tourism in a particular area. The satisfaction levels from using those 3 Tourism Resource as are 1) Artistic and Cultural identity, 2) Architectural identity and Tourist attractions, and 3) Natural identity and social environment, as seen in Table 2.

Table 2: Satisfaction levels from Tourism Resource

Tourism Resource		Satisfaction Levels		
		$\bar{x}$	S.D.	Level
1.	Artistic and Cultural identity	4.73	0.75	highest
2.	Architectural identity and Tourist attractions	3.99	0.79	high
3.	Natural identity and social environment	3.84	0.81	high
<b>Total</b>		4.35	0.49	high

Source: Waijittragum, 2022

3. Creating an identity for public relations from arts and culture resources. Logotype or Wordmark design using the word “Cayu” to convey the local identity using rounded and delicate patterns that show the Thai characteristics of the unique pagoda shape. It has a vowel that looks like a Cayu fruit with seeds hanging out as lobes on the back of the fruit, and a leaf-like pattern cut from Islamic geometric shapes. After that, they added frame-like lines on both sides of the letters to resemble the ancient Chinese seal, and chose red, the auspicious color of the Chinese, as the main color, as seen in Figure 1.



**Fig. 1.** Logotype design using the word “Cayu” to convey the local identity s  
 Source: *Journal of the Faculty of Architecture King Mongkut's Institute of Technology Ladkrabang*  
 Vol. 34 No. 1 (2022): January-June 2022

4. Creating visual recognition from natural identity and social environment. Ranong is a quiet small town. There are buildings and traditional buses. Tin mining used to flourish in the old days. Today, it is a source of processed seafood products. There are images of nature, such as hot springs. Islands, mountains, old buildings Ancient House bus Tin Mine is a truncated image from the actual image, choosing a visual angle of a familiar tourist attraction. Then trim the image to look informal. Add a natural tone. Not flashy. Include text related to the location. For example, Raksa Warin Hot Spring is known as the Onsen of Thailand. Payam Island is

known as the Maldives of Thailand. Grass Mountain is known as the Thai savannah. There are buildings and traditional buses. It is known as a city with 8 months of rain and 4 months of sunshine, as seen in Figure 2.



**Fig. 2.** Ranong's visual recognition from natural identity and social environment  
*Source: Journal of the Faculty of Architecture King Mongkut's Institute of Technology  
 Ladkrabang  
 Vol. 34 No. 1 (2022): January-June 2022*

5. Creating interactive media to promote tourism from arts and culture. Current Ranong Province It has strong tourism potential, especially natural, artistic and cultural. Several new tourist routes have been developed. Push for application design, using data from surveys on tourist behavior, tourism supply and demand, image of a sea fishing city, a port for mineral transportation, an old mine. Palm grove, coconut grove Tropical fruits and vegetables. A conceptual sample of the user experience (UX) design for Ranong Province tourism website; Visit Ranong: Your Gateway to Nature's Beauty:

1. Home Page:

Welcome Banner: A visually appealing banner showcasing Ranong's natural beauty, hot springs, and cultural richness.

Quick Navigation Tiles: Easy-to-access tiles for "Explore Attractions," "Accommodations," "Events & Festivals," and "Plan Your Visit."

2. Explore Attractions:

Interactive Map: An interactive map featuring key attractions, hot springs, and islands. Users can click on markers for more information.

Attraction Cards: Each attraction has a dedicated card with high-quality images, a brief description, and relevant details.

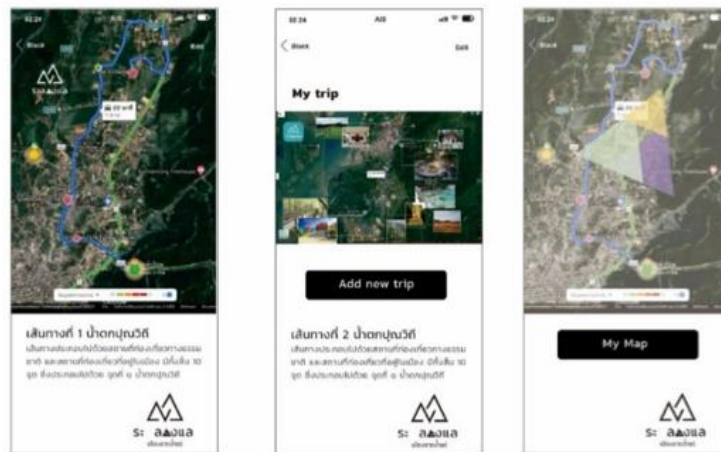
3. Accommodations:

Accommodation Finder: A search tool allowing users to filter accommodations based on preferences (e.g., hotels, resorts, guesthouses).

Reviews and Ratings: User reviews and ratings for each accommodation, ensuring transparency and helping visitors make informed decisions.

#### 4. Events & Festivals:

Upcoming Events Calendar: A dynamic calendar showcasing local events and festivals. Clicking on an event provides detailed information and the option to add it to the user's itinerary, as seen in Figure 3.



**Fig. 3.** Conceptual sample of a user experience (UX) design for Ranong Province  
*Source: Journal of the Faculty of Architecture King Mongkut's Institute of Technology  
Ladkrabang*

*Vol. 34 No. 1 (2022): January-June 2022*

## CONCLUSIONS

Cultural capital is a good source of information for the synthesis of tangible graphic forms. Used to develop the brand and appearance of packaging of agricultural processed products. Make tourists memorable. Add value to goods or souvenir products for selling to tourists. This will allow them to sell more products, resulting in revenue that will occur in the future. From the original small entrepreneurs often have design problems. This makes the product unattractive and lacks an indication of Ranong identity to tell a story to consumers.

Ranong's distinctive identity is Raksa Warin Hot Spring, which the subjects know and perceive the Raksa Warin Hot Spring tourist attraction number 1 both before visiting and after traveling in Ranong Province. Ranong province's identity as the No. 1 health tourism city is in line with the findings of Theeravechpolkul and Chetthamrongchai (2018), who conducted a study on marketing strategies to promote health tourism. Muang District, Ranong Province. Waijitragum (2020) who stated that you can find out the types of audience research. Research that you conduct yourself or commission specifically for your project.

Graphic design for souvenir goods, focusing on arts and culture, lifestyle and nature. Take the memorable places of Ranong province. The results of the study were in line with the results of the study. Development of commemorative products for tourism by Ban Bak Chum community Non Kao Subdistrict, Sirindhorn District Srijongsaeng (2018), which found that tourists value art and beauty. It is linked to the guidelines for the development of souvenir products in arts, culture and tradition to add economic value in the urban area of Nakhon Si Thammarat province of Jaigrajang (2016), which found that products should be in line with consumer interests. Focus on beauty, good quality, uniqueness and in line with the findings of Jongrak (2018) study. Graphic design for souvenir production and conveying tourist attractions in Khao Kho Subdistrict, Phetchabun Province, found that consumer satisfaction with souvenir products. The arrangement of graphic pattern elements is appropriate, harmonious. It can be

applied to a variety of other products. It can convey the attractions of Khao Kho. Therefore, it can be concluded that tourists will be satisfied with tourist souvenir products in terms of beauty. Emphasis on local identity. Wongtanasuporn (2019) who stated that visual design needs to communicate the product characters reflected in the color tones and atmosphere.

Travel routes and behavior of using interaction media (Application) on tourists' mobile phones This led to the creation of guidelines for designing interactive media to promote tourism in Ranong province that is in line with the needs of the target group of the new generation. Stay informed and pass on information quickly. With the behavior of using various communication tools such as mobile phones, tablets and notebook computers. It can stimulate tourism behavior in Ranong province. 8 newly designed tourist routes It is appropriate, safe and easily accessible. It is not difficult to increase the number of both Thai and foreign tourists.

## ACKNOWLEDGMENTS

With an uncountable thanks to Faculty of Industrial Technology and Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, without their support this research will have not been completed.

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