

Product Development and Creating Community Identity Tourism Program of Khuan Kreng Swamp Community, Cha-uat District, Nakhon Si Thammarat Province

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Abstract

This research study on product development and creating community identity tourism program of Khuan Kreng Swamp Community, Cha-uat District, Nakhon Si Thammarat Province, the purposes were 1.) to develop products and create community identity tourism program 2.) to create community-based tourism route and link to tourism network 3.) to promote community-based tourism market and link to domestic tourism network. This research is mixed methods research that used both qualitative research and quantitative research. The results showed that Khuan Kreng Swamp Community has identities as follows: Product identity; almost all households in Khuan Kreng Swamp Community do occupation of Krajoed handicraft until becoming "Krajoed Handicraft Village", Community identity; Khuan Kreng Swamp Community has interesting local identity that can attract tourists in the pattern of community handicraft tourism (people-forest-buffalo-lotus), Tourism program; can be brought community identity and lifestyle of people in Khuan Kreng Swamp Community to create 6 tourism programs, Tourism route; Khuan Kreng Swamp Community is a community with unique identity and has strength that is a community charm, which can be used to create 2 tourism routes. Route 1, "people-peat swamp forest-buffalo-lotus" are charm from cruise in peat swamp forest within area of Songkhla Lake. This cruise route is learning about community life on doing occupation amongst peat swamp forest where is sources of food. Route 2, learning route regarding "Wicker Handicraft Village", Community-based tourism market and link to domestic tourism market; from analysis, besides community-based tourism market also have knowledge of marketing, tour guide, public relations and continuous marketing which have mean of 2.17, was at low level and tourism network linking is at high level because received supporting or has linked tourism routes to private agencies which have mean of 3.43, at moderate level.

Keywords: Product Development, Program Creation, Tourism Routes

1. Introduction

Khuan Kreng Swamp Forest is in an area of the Royal-initiated Pak Phanang River Basin Development Project, has total area of approximately 166,000 Rai, besides consists of 4 national reserved forest, also consists of 2 non-hunting areas within an area, namely Thale Noi Non-Hunting Area and a preparatory area for notification as Bolo Non-Hunting Area. Information from the Office of Natural Resources and Environmental Policy and Planning indicates that Khuan Kreng Swamp Forest has problems with inappropriate water management. The cause is due to canal dredging to bring water for agriculture with placing an important on peat swamp forest areas less than agricultural areas.

According to the information from Disaster Prevention and Mitigation Provincial Office, Nakhon Si Thammarat, had reported wildfire situation that occurred in the past, on the issue measures to assist and rehabilitate after wildfire situation on TV program "Mahat Thai Chuan Roo" by presenting in the meeting of Sustainable Khuan Kreng Swamp Forest Management Committee on 6 September 2019.

Now, wildfire could be controlled, the situation has returned to normal, raining at Khuan Kreng Swamp Forest area and the Command Centers in all 5 districts were closed on 3 August 2019, but the Privy Councilor has ordered for monitoring wildfire and smog situation in Nakhon Si Thammarat Province as follows:

General Paiboon Khumchaya, the Privy Councilor, has issued an order on 21 August 2019, for creating consciousness of sacrifice, discipline, love in the forest and coexist with the forest to the volunteers.

General Dapong Rattanasuwan, the Privy Councilor, has issued an order on 10 August 2019 for the President of Nakhon Si Thammarat Rajabhat University to prepare the structure of understanding for the community according to His Majesty the King's initiative.

Minister of Interior issued an order on 15 August 2019 to allow localities/locals to make an understanding to people regarding coexistence of human and forests.

Nakhon Si Thammarat Governor had issued an order on 19 August 2019, to stimulate awareness and create participation of people in the area and reward the whistleblower.

From the said order, it shows that making an understanding on coexistence of human and forests is very important for the community to use resources in the area as valuable by value-adding. Because burned area in each year affects many districts. If the agencies lack of promotion and collaboration in integration to solve problems in the area causing some natural resources and raw materials are burnt that it is hard to recover. From areas experiencing such problems, therefore, the researcher wants to develop products and create identity tourism programs to increase efficiency and quality for the community. Because of the communities around Khuan Kreng Swamp Forest are different from other communities, both way of life, identity and culture, having capital and resources both tangible and intangible but unable to create value-added to products and tourism that can build on to generate income within the community or creating occupations. Besides the benefits from value-added to products, it also is improvement community product standard with expect that the villagers in Khuan Kreng Swamp Community help create standard for products in their own communities to be accepted by tourists, to cause creating a popular trend for using Thai products, it is considered to conserve local wisdom along with environment conservation, bringing income to people in the community, help alleviate problem of poverty, causing strengthen and promote sustainable grassroots rural development.

2. Purposes

1. To develop products and create community identity tourism program.
2. To create community-based tourism route and link to tourism network.
3. To promote community-based tourism market and link to domestic tourism network.

2.1 Conceptual Framework



Figure 1. *Conceptual Framework*

3. Literature Review

3.1 The Concept of Creating Tourism Route and Program

The Thailand Community Based Tourism Institute (2012: online) said about the key of a good tourism program, which is to build a relationship between tourists and host in order to learn and create an impression, consisting of 1) the principles of tourism program design 2) the key elements of tourism program design 3) the pattern of community-based tourism activity 4) the analysis of carrying capacity 5) the characteristics of carrying capacity 6) the supervision of utilization and rules for determining capacity.

The principles of tourism program design can be discussed as follows:

- Having enjoyable.
- Build knowledge and understanding to itself, area, local people and history.
- Build learning.
- Having good management causing tourists feel secure, safe and trust.
- Build a better understanding of the locality, nature and local culture.

3.2 The Key Elements of Tourism Program Design

- Consider activities and facilities.
- Assess ability and limitation of resources that will make tourists to have fun, happy, and without impact.
- Determine content of what needs to be presented which must be suitable for the target group.
- Must be suitable to target group and based on the principle (interesting, age, gender) of respect for community culture and without causing impact on the environment.

- Having a system for coordination and placement of suitable people.
- Having a system for assessing the impact of tourism.
- Having a system for assessing the satisfaction of tourists.

3.3 Product Development and Marketing Concepts

Academics have defined the meaning of product in a variety as follows:

Fuller, G.W. (1994) defined that product development has many purposes and has extensive coverage but has the same goal is to want a profitable new product for the company's survival. In general, the meaning of new product is divided into 7 categories as follows:

1. Products resulting from line expansions using existing production processes.
2. Repositioned existing product; being an adjustment of an existing product in terms of functionality without changing the main features which sometimes is based on consumer offers.
3. New form of existing products.
4. Reformulation of existing products.
5. New packaging of existing products.
6. Innovative products/make changes in an existing product; being change to get new product that is different from an existing product.
7. Creative product/ bring into existence, the rare, never before-seen product.

Pornsamong Wongsingthong (2002) said that new product development or changing existing products often starts with a distracting thought. The idea may come from whoever in an organization, who does not need to be responsible for new ideas but a good product designer often tends to be people with new ideas. Often times, ideas come from outsider organization, such as inventors come and offer ideas to companies or the new product's idea may have arisen in the product research itself and is often a by-product of research for other purposes.

4. Scope of the Research

1. Scope of area: the research area consisted of 4 villages, namely Village No. 1 Ban Khuan Pom, Village No. 3 Ban Khuan Yao, Village No. 4 Ban Khuan Kreng and Village No. 11 Ban Sai Khanun. The target area is Khuan Kreng Sub-district.

2. Scope of Content: study and assess the condition of Khuan Kreng Swamp area, Cha-uat District, product development and creating community identity tourism program and creating community-based tourism routes and links to tourism networks.

5. Hypothesis

Product development and creating identity tourism programs are key instruments and mechanisms for generating additional income for the community.

6. Methodology

This research is mixed method by using both quantitative research and qualitative research. The researcher used study method from documentary along with survey research by

using in-depth interview form to ask questions, in which the researcher proceeded the step as follows:

1. Documentary research; from collecting, synthesizing and analyzing documents by studying concepts, theories, research and articles on product development and creating community identity tourism program.

2. Holding meeting, orientation and selecting community researchers in order to make an understanding about problems and research process by using participation with local intellectuals and to coordinate understanding of the operation and develop instruments/skills in the community-scale research process in the manner of on-the-job training to create participatory learning process (PLP) in the community.

3. Qualitative Data Collection; uses in-depth interviews to collect data from informants, i.e., people in the community, by selecting purposive sampling from informants, according to Macmillan (1999) and Textor (1980) criteria for collecting data to get an overview to show the conditions and linkage of things, which will be collected from informants in qualitative research. From interviews people involved in product development and creating community identity tourism programs at Khuan Kreng Swamp Community, Cha-uat District, Nakhon Si Thammarat Province, products, tourism, natural resources and culture, community organization, management and learning, totaling 17 persons by using purposive sampling. Informants are 2 community leaders and 2 villagers in each village from 4 villages, totaling 8 persons, 2 local intellectuals, and tourism officials or important people of informants.

4. Quantitative data collection is a questionnaire on tourist behavior who visit in Kreng Sub-district, Cha-uat District, Nakhon Si Thammarat Province. The sample sizes used in the research were determined according to formula of W.G. Cochran (referenced in Thanin Sincharu, 2012), by specifying that shall have error no more than 5% or 95% confidence interval of used sample size, therefore, the sample size is 400 persons. The researcher defined sample group as accidental sampling.

5. Research instruments are interview forms and questionnaires that have been through the process of designing and creating questionnaires by studying articles, books, research related to product development and creating community identity tourism programs to be used as a guideline for creating an interview form and questionnaires, study the research purposes and conceptual framework, define variables to create a questionnaire to cover the variables defined in the research. After that verify the completeness and correctness in terms of structure, content and language then test to collect data from designated sample of 30 persons. Calculate to find reliability of the questionnaire and Cronbach's Alpha-Coefficient causing a questionnaire that passed the quality validation for content validity and confidence in applying it to the sample group defined in this research. The statistics used in the research consisted of percentage, mean, standard deviation, and confirmatory factor analysis.

7. Results

7.1 Qualitative Research Results

According to the researcher has in-depth interviewed informants and analyzed executive interviews as defined in the research methodology, data obtained appears as follows:

1.1 Product identity of Khuan Kreng Swamp Community, Cha-uat District, Nakhon Si Thammarat Province; the research shows that almost all households are "Krajoed Handicraft

Villages", it can be called that almost all households do Krajoed basketry as the family main occupation and found that Krajoed in Peat Swamp Forest, be able to generate annual income to each household not the less. Therefore, most products are made from Krajoed, such as mats, bags, hats, etc.

1.2 Community identity tourism of Khuan Kreng Swamp Community, Cha-uat District, Nakhon Si Thammarat Province; has an interesting local identity and can be attracted tourists to visit and participate in a variety of activities, in the pattern of community handicraft tourism (people-forest-buffalo-lotus) as follows:

1.2.1 Tourist attractions include

1) Khuan Kreng Swamp: with the way of life and living of the community that live in the surrounding natural beauty of Peat Swamp Forest on both sides of the canal where Krajoed covered all around. Utilization of Khuan Kreng Swamp Forest by people living around this Peat Swamp Forest, it also reduces food expenditures and carry on the wisdom of Krajoed basketry. The most important aspect of Peat Swamp Forest is "Being food bank" that has been nourishing people in the community for a long time until now.

2) Wat Khuan Kreng is an old temple that people in Kreng Sub-district used as spiritual anchor and faith, shady with full of beautiful colorful trees.

3) Cruise in peat swamp forest; it is the unique identity of Khuan Kreng Swamp Community, sit on boat, sip coffee amongst red lotus field, cruise to lift fish-trap at fishing tower in the middle of a swamp. On the way, visiting home stay, watching buffalo where the only place to experience buffalo swimming amongst the lake closely.

4) 3 provinces milestone is considered a highlight of tourism because few people know that in the middle of Songkhla Lake has 3 provinces milestone. It is a water boundary between 3 provinces, namely Nakhon Si Thammarat Province, Phatthalung Province and Songkhla Province.

5) Krajoed basketry learning base; it is a learning base that the community wants to transfer basketry to tourists to see the way and identity of Khuan Kreng Swamp Community.

6) Developed identity of 2 products from Peat Swamp Forest, namely lotus tea and Krajoed products which is an important natural plant and involved with the way of life of Khuan Kreng Swamp villagers that brought to be an activity for tourists.

1.2.2 Tourism route; the thought process and community involvement were clear, which corresponded with the active participation concept and theory, especially community leaders and group leaders. All parties had a meeting together and lessons learned according to recommendations, both development of water tourism route and products. The researcher and tourists had the same opinion and participated to synthesize with the community, the results found that should develop water and land tourism route to link to tourism in the community also people in the community want to link more tourism from outside.

7.2 Quantitative Research Results

2.1 Primary data of target group; respondent was 400 tourists who visited Khuan Kreng Swamp Community, in which 180 were male, representing 45.0%, and 220 were female, 55.0%. Most aged are under 20 years, amount of 232 persons, representing 58.0%, followed by aged between 20-30 years, amount of 104 persons, representing 26.0%.

2.1.1 Tourist behavior towards identity tourism of Khuan Kreng Swamp Community, Cha-uat District, Nakhon Si Thammarat Province.

Table 1. *Tourist Behavior towards Identity Tourism of Khuan Kreng Peat Swamp Community, Cha-uat District, Nakhon Si Thammarat Province*

Tourist behavior	Amount (person)	Percentage
Purpose of tourism		
(1) Take a rest	0	0
(2) Field trip	204	51.0
(3) Seek knowledge & experience	112	28.0
(4) Find new friends/people	0	0
(5) Study local culture & tradition	84	21.0
Total	400	100
Person who influences on tourism		
(1) Family	74	18.5
(2) Friend	156	39.0
(3) Lover	0	0
(4) Oneself	0	0
(5) Workplace/School	165	41.3
(6) Travel agency	5.0	1.2
Total	400	100
Vehicles		
(1) Bicycle	0	0
(2) Motorcycle	26	6.4
(3) Car	96	24.0
(4) Bus	15	3.8
(5) Coach buses, vans	263	65.8
Total	400	100
Travel time		
(1) Weekdays (Monday-Friday)	271	67.8
(2) Weekend (Saturday-Sunday)	86	21.5
(3) Public holidays	43	10.7
Total	400	100

From table, it shows the results of tourist behavior analysis by interviewed 400 tourists who visited Khuan Kreng t Swamp Community, can be classified as follows:

Purpose of tourism; found that most purpose was field trips, representing 51.0%, followed by to seek knowledge and experience, representing 28.0% and to study local culture and traditions, representing 21.0%.

Person who influences on tourism; found that most tourists were people from workplace/school, representing 41.3%, followed by friend, representing 39.0%, family, representing 18.5% and travel agency, representing 1.2%.

Vehicles that used in community identity tourism; found that most tourists hired a vehicle such as coach buses, vans, representing 65.8%, followed by cars, representing 24.0%, motorcycles, representing 6.4% and buses, representing 3.8%. Travel time; found that most tourists spent their time on weekdays (Monday - Friday), representing 67.8%, followed by weekends (Saturday - Sunday), representing 21.5% and public holidays, representing 10.7%.

Table 2. *Community-Based Tourism Market and Link to Domestic Tourism Networks*

Opinion	\bar{x}	S.D.	Meaning
Opinion on community-based tourism market			
1. Community has knowledge about community market	2.25	0.452	Low
2. Community has a tour guide who can describe the community identity	2.33	0.778	Low
3. Public relations and continuous marketing	1.92	0.793	Low
Total	2.17	.674	Low
Opinion on linking to domestic tourism network			
1. Had been supported or linked to tourism routes of private agencies such as tour packages from travel agencies	2.75	0.754	Moderate
2. Had been supported or linked to tourism routes of government agencies, such as, link tourism through various government projects, study visits for students.	4.10	0.568	High
Total	3.43	.661	Moderate

From the table, found that the opinion level on community-based tourism market, the overall was at a low level ($\bar{x}= 2.17$) when considered the details, it would find that opinion levels were as follows: the community has tour guide who can describe the community identity was at low level ($\bar{x}= 2.33$), followed by the community has knowledge on community market was at low level ($\bar{x}= 2.25$) and the community has public relations and continuous marketing was at low level ($\bar{x}= 1.92$).

The opinion level on linkage with domestic tourism networks, the overall was at moderate level ($\bar{x}= 3.43$) when considered the details, it would find that opinion levels were as follows: had been supported and linked to tourism route by government agencies, such as study visit for students was at high level ($\bar{x}= 4.10$), followed by had been supported or linked to tourism route by private agencies, such as tour packages from travel agencies was at moderate level ($\bar{x}= 2.75$).

8. Results and Discussion

The identity of Khuan Kreng Swamp Community, Cha-uat District, Nakhon Si Thammarat Province that bring to develop products and tourism programs when analysis in each aspect then will find details as follows:

Community product; from area visit to study the identity of Khuan Kreng Swamp Community, Cha-uat District, Nakhon Si Thammarat Province, found strengths in a variety of community products such as Krajood, catfish and honey from peat swamp forest but still lacking in the development and build on new products. Therefore, the researcher has developed 2 products that are the identity of Khuan Kreng Peat Swamp Forest by pulling on the identity of the peat swamp forest where is full of seasonal lotus then processed it into red lotus tea and

developed products which the original was just Krajoed to become a tie-dyed shirt from Krajoed by using old Krajoed and remaining Krajoed, which still keeping local wisdom through transforming process into interesting community products, diversity that can attract tourists to visit and participate in activities.

Tourism program; can be brought community identity to create 6 tourism programs as follows: Program 1; (1 day trip) Community lifestyle and community handicraft tourism activity, "Sipping coffee, birdwatching, lifting fish-trap and buffalo watching". Program 2: (1 day trip) "Kreng; this name has story". Program 3: (1 day trip) Creative tourism activity "Creative with our two hands". Program 4: (1 day trip) Creative tourism activity "Chef from Peat Swamp Forest". Program 5: (1 day trip) Creative tourism activity "Before becoming Krajoed". Program 6: (2 days trip) Creative tourism activity "Lifestyle of people in Peat Swamp Community"

Tourism route: from area visit to study the identity of Khuan Kreng Peat Swamp Community, Cha-uat District, Nakhon Si Thammarat Province, found that Khuan Kreng Peat Swamp Community is a community with unique identity and has strength that is a community charm that create impression for tourists and the general public. Route 1, "people-peat swamp forest-buffalo-lotus" are charm from cruise in peat swamp forest within area of Songkhla Lake. This cruise route is learning about community life on doing occupation amongst peat swamp forest where is sources of food. Route 2, learning route regarding "Wicker Handicraft Village" it is learning about Krajoed planting, Krajoed pulling, Krajoed tying, Krajoed drying, Krajoed rolling, Krajoed cutting, Krajoed basketry, Krajoed dyeing, etc., but this route also needs to create more knowing.

Community-based tourism market and link to domestic tourism market; from analysis, besides community-based tourism market also have knowledge of marketing, tour guide, public relations and continuous marketing because the movement of people in the community has just occurred.

Tourism network linkage; shows the network linkage is at a high level because has been supported or is linked to tourism routes of private agencies, such as tour packages from travel agencies who are starting to give an interest, and from tourism operators who are interested in products and has been supported or linked to tourism routes of government agencies, such as, link tourism through various government projects, study visits for students and also linked to Songkhla Community Tourism Association and community-based tourism network in Phatthalung Province and community enterprises of tourism and processing of agriculture in Peat Swamp Forest.

9. Suggestions

1. Local organizations should provide public relations support in order to create knowing to people and tourists as more.
2. Agencies related to the elderly should participate in supporting traditional activities and health and sufficiency economy activities to make the elderly to learn and develop themselves to be strong continually.

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