

Abstract

Project Code: RDG5750077
 Research Name: The Cultural Tourism Management in Mid Northeastern: Case Study
 Khon Kaen Province and Mahasarakham Province
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The purposes of this research were to 1) study and combine the body of knowledge and information of monasteries, meditation locations, handicraft weaving villages, archaeological sites and antiques for the cultural tourism, the stage of society, the way of life and the culture of the central Isan communities; the case study in Khon Kean and Mahasarakham provinces, 2) study the cultural tourism management of the central Isan communities. We focus to study tourist attractions where relates to Khon Kean and Mahasarakham provinces, and 3) present the strategically information in the cultural tourism management ability in Central Isan; the case of the tourism connection between Khon Kean and Mahasarakham provinces.

The result of this research operation synthesizes from the result of subprojects of cultural tourism projects in the central Isan; the case study in Khon Kean and Mahasarakham provinces. The cultural tourism project consist of 3 projects which are 1) the cultural tourism management project by the local tourism network in Khon Kean and Mahasarakham provinces, 2) the religion and meditation tourism project in Khon Kean and Mahasarakham provinces, and 3) The Isan handicraft weaving management project to develop the cultural tourism route which link Khon Kean and Mahasarakham provinces.

The researches of the previous projects use qualitative methodology which has participated from all parties who associate with cultural tourism management in the study area. The study uses Participatory Action Research (PAR) which consists of 3 parts; the research, the operation and the participation of community, and 4 groups of the parties which are communities, local organizations, researchers and, government and private organizations or specialist from different fields who will pass on and exchange the body of knowledge about the cultural tourism management to locals and parties. We collected data from field works, interviews, open-ended questionnaires, and forums to find out and understand the cultural tourism management guidelines of each area. The cultural tourism management guidelines have 3 main issues which are 1) the cultural information which is the base of tourism, 2) the planning, development and tourism management, and 3) the cultural

management by the central Isan communities; the case study in Khon Kean and Mahasarakham provinces.

The result of the study exhibits that, the overall image of the management at the link level between two provinces shown the geographical environment, the way of life, and the folk tradition and culture in Khon Kean and Mahasarakham provinces which are the relevant local's cultural information of two provinces. The information is prominent and high potential which lead us to develop the environment to be study resources and attract tourists who are locals and non-locals. This research is PAR with the local group which is the main sector to participate and share their opinion to maintain and restore the local cultural heritage to be "selling point" of the local. The selling point is the foundation of the sustainable tourism management, it will make the local stronger and realize the worth of the local cultural wisdoms in the provinces to maintain them up to date. In addition, it will indicate to the "starting point" of the system which has to develop the tourism to be complete and create the knowledge base of the local tourism, contributing to the continuous and stable further.

Moreover, there is more the management of cultural tourism in the area which links Khon Kean and Mahasarakham province, the management focuses on to develop the local tourism. We try to create the network between the party; the government sector, the business sector, the public sector, the development organization, and tourists who study the tourism management's way and potential of each network.

The result of the research of the team who research with the locals creates the learning between researchers and locals. The problem we discovered in this study makes visible the cultural tourism management of the locals in width and depth view which is from the previous 3 subprojects' presentation. The subproject's quality is the integration of the tourism knowledge and the cultural management which can see and understand the analysis and synthesis views in the relevant sections and the point of view that links to the cultural tourism management by the locals and the network in diverse dimensions and views obviously.

Finally, for this project, the researcher team expects this analysis and synthesis result will inspire and guide the party network which relates to the local tourism of the potential development between two provinces; Khon Kean and Mahasarakham provinces, to get the viewpoint on the development and guidelines of the proper and sustainable tourism management, both in terms of the subject matter and the process of the party; specially the party in the local who is the ownership of information and tourist attractions. The result of this research will provide visible deeply and round up the aspect of the cultural tourism with diverse views and aspects which present the concept view, the joint approach, and point us the illustrated case study co-occurring with the cultural tourism management in Khon Kean and Mahasarakham provinces.

Key Words: Tourism Management, Cultural Tourism, the Central North East, Khon Kaen Province, Mahasarakham Province

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