

Abstract

Project Code: RDG5750077
Research Name: The Esan Weaving Village Management for Development
Cultural Tourist Route Links Khon Kaen Province and
Mahasarakham Province
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Project Timeline: 1 year

This research aims to study three objectives: (i) Combining knowledge and weaving database of communities in Khon Kean and Mahasarakham provinces for promoting travel activities and developing cultural travel routes between two provinces. (ii) Studying the travel management way of weaving communities in Khon Kean and Mahasarakham provinces. I study in potential, social and the way of communities to develop cultural travel routes which connect two provinces together where Khon Kean province is the center of the community. (iii) Exhibiting suggests strategies to develop cultural travel routes which have communities participation in the weaving between Khon Kean and Mahasarakham provinces. This research is quality community participation based. The data in this research was collected from documents and fieldwork which are the survey, observation, discussion with participants who are stakeholders of the tourism. There are several groups of tourism stakeholders: truism business owners, people who live in the area, government organization, private organization and tourists who visit eight weaving community's areas where the operation area of this research.

The result of this study exhibits that the management of eight weaving communities in Khon Kean and Mahasarakham provinces are different depend on the uniqueness of each area. There are three groups of prominent of weaving wisdom resources: production villages, distribution villages and both production and distribution villages. For the weaving village management, it is developed into cultural tourism in Khon Kean and Mahasarakham provinces. The operational methodologies have five steps which operate between operation, weaving women's communities, Sub-district Administration Organization, and businessperson. The first step is strategic planning. In the second step, we deal with stakeholders. The third step is the operation. The fourth step is the coordination. The fifth step, we arrange for knowledge. The

result of the research operation presents that the cultural travel development model of Northeast weaving communities consists of five components which are travel management by the staff, the participation by communities, travel resources of the community development, the tourism landscape management and travel programs for learning occupations and homestays in villages. This management approach is based on community participation consist of meetings, seminars and discussions. For participations, we discuss about promoting weaving villages to be educational tourism which associates to cultural ways, such as legends, history, tradition, worship, performance arts and other handicrafts which are unique of each community to develop infrastructure systems better for example travel activities, lounges, restaurant, goods and souvenir shops and public relations.

As for the travel routes development approach of Northeast weaving villages in cultural dimension, I found that travel routes of Northeast weaving villages which connect Khon Kean and Mahasarakham provinces together. There are eight travel routes consist of 1) the natural dyeing 2) the silk road 3) the weaving village and homestay 4) the route to visit production sources 5) the pilgrim's route 6) the local silk production's route 7) the local cotton production's route and 8) the civilization of the ancient textile route. For participation from communities about Northeast weaving village management to develop cultural tourism in Khon Kean and Mahasarakham provinces, the result of this research found that the appropriate management approach is the development approach that based on the travel development model and sustainable tourism which is community-based tourism. By this model, there is cooperation from the public sector. Another approach is the project of creative tourism. Tourists will acquire how to weave. Moreover, they can learn the lifestyle of local people in the same time. It reflects the unique cultural wisdoms of communities. Besides, it also can stimulate conservation and raise the community's awareness to set up the knowledge base for the creative and sustainable tourism development.

Key words: the Weaving Village Management, Cultural Tourism, Tourist Route, Khon Kaen Province, Mahasarakham Province