

UPGRADING TOURISM PRODUCTS AND SERVICES BY CONNECTING LOCAL WISDOM UDON THANI, THAILAND

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ABSTRACT

Upgrading tourism products and services by connecting local wisdom in Udonthani Province, Aim to develop and increase the intellectual value of Mee Khit cloth, Udonthani province. and to upgrade tourism products and services by connecting local wisdom Mee Khit cloth, Udonthani province. The key informants were Ban Nakha community residents, relevant local organizations, community enterprise groups, Nakha fabric market operators, and village philosophers, including 15 sins, using in-depth interviews. and non-participatory observation Tools were used to collect data in this research. Use a structured interview form. Save data by writing and recording audio. and then analysing the data.

The results of the research found that tourism products and services connecting local wisdom related to Mee Khit cloth, Udonthani province. The study found that Ban Na Kha tourism's attraction in Udonthani Province is the main important activity. Weaving Mee Khit It is the wisdom that has been transferred from the ancestors of weaving. Accessibility to Ban Na Kha, Udonthani Province There are conditions for convenient travel routes. Access to tourist attractions on the main asphalt road. Facilities (Amenities) attractions of Ban Na Kha Udonthani have shops and restaurants. Accommodation, The community has provided accommodation of a homestay. In addition to taking activities about making Mudmee Khit cloth and also provides academic services.

Keywords: Upgrading tourism products, Mee Khit Cloth, Wisdom

INTRODUCTION

1. Introduction

Nowadays, tourism is an industry that is playing a role in national economic development and many countries around the world have given great importance to the tourism industry. Thailand has set goals for tourism in the national economic and social development plan. Issue 13 (2022-2026) Pin 2 Thailand is a tourism destination that emphasizes quality and sustainability. Thailand is a country with rich cultural tourism resources. It is a "cultural capital" that has goodness inherited from generation to generation. Thailand has a unique culture. It makes Thai people different from other nations in the world. There is a national identity that can be seen in the language used. Habits and feelings With these important and distinctive features Therefore, it attracts tourists from all over the world to visit this region. because it is a real way of life that can be experienced (Sukhothai Thammathirat Open University, 2014: 55-56). "wisdom" that is the capital or the foundation or the basis for conduct in order to reach needs and necessities. It comes from knowledge, and experience that goes through the process of thought and trial and error.

Creativity occurs to respond to and solve problems in life. by passing on from generation to generation able to improve life.

Udonthani is a province in the northeastern region that is popular with tourists, sightseers, and visitors both Thai and foreigners due to its diversity. tourism resources whether it is a natural attraction or man-made attraction together with the transportation system that can easily and quickly connect to other provinces both near and far, and due to the large number of visitors to Udonthani, it has to be improved. And develop the original tourist attraction to be in a condition ready to accommodate visitors at the same time, what must be done in parallel is to develop new tourist attractions to occur because new tourist attractions will help extend the stay of tourists. to add more Udonthani is therefore a world heritage city in the northeastern region where Ban Chiang is an important archaeological tourist attraction and also a source of local handicrafts, especially weaving and pottery. Weaving fabrics handcrafted by villagers of Thai Puan descent. The Weaving Group of Ban Chiang Sub-district Municipality, Nong Han District is characterized by using the surrounding nature as a model for creating patterns. (Tourism Authority of Thailand, 2017) and another unique fabric of Udonthani province is "Mee Kid cloth"



Mee Khit cloth is another product of the wisdom of the northeastern region. Hand-weaving cloth using the "Khit" technique is considered a basic art that reflects images, characteristics, and patterns that are unique to the people of Udonthani. And most of the production communities are located in Tambon Na Kha. Udonthani Province where each piece is weaved to collect Khit Each pattern of Khit will have a beautiful pattern, shiny, embossed, unique to Isaan cloth, and if wisdom is applied to benefit the creation of added value for the tourism industry by linking the route of Mi Khit cloth according to the policy. The Tourism Development Zone, in addition to promoting tourism, should be an economic, social, and cultural development in accordance with the Thailand 4.0 policy to build confidence, wealth, and sustainability.

1.1 Objectives of the research

1. To develop and increase the intellectual value of Meekhit cloth, Udon Thani Province.
2. To enhance tourism products and services by connecting local wisdom Mee Khit fabric, Udon Thani province

RESEARCH METHODOLOGY

2. Research methodology

2.1 Research design

Research Study: Upgrading tourism products and services by connecting local wisdom Udonthani, Thailand. This research used a qualitative research approach to collect data. to obtain a comprehensive study result.

2.2 Population and samples

The researcher used in-depth interviews (In-Depth interviews) with informants or knowledgeable people in the community (key informants) by using purposive sampling. The interview samples consisted of 4 groups as follows:

- 1) 6 community leaders, namely the village headman
- 2) Local municipal organizations, 2 people: deputy mayor and department officials
- 3) Community Enterprise Group Nakha fabric market entrepreneurs, amounting to 5 people
- 4) 2 Village Sages

2.3 Instrumentation

Semi-structured interview form

The researcher created an interview form for informants by interviewing a sample group, namely community leaders, and local municipal organizations. Director of Tourism Club Local philosopher on issues of identity and value of Mee Khit cloth Including the elements of the 5A's attractions as follows

1. Attraction
2. Accessibility
3. Facilities (Amenity)
4. Accommodation
5. Activity (Activity)

Observation: The researchers used participatory observation. by visiting the Na Kha community in Udonthani Province There is an observation form for various factors, including access signs. Tourist information center, restrooms, souvenir shop the presence of information signs at each point, the condition of the parking lot, and the supervision of safety in tourist attractions.

- voice recorder Make audio recordings of the interviewees.
- digital camera used for recording During the field interview.

2.4 Testing quality of research instrument

In this research the researcher proceeded with the following steps:

Step 1 The research team conducted a study of documents related to the physical characteristics of Mee Khit fabric. History, society, culture, natural state, and environment Including the nature of tourism Carry out data collection according to the framework and objectives as set.

Step 2: The research team conducted data collection through semi-structured interviews and using the population used to study the conceptual framework and issues set. from a total of 15 people involved, with open-ended questions as a guideline for determining the questionnaire in order to obtain a comprehensive questionnaire. This is based on flexibility. and suitable for the situation.

Step 3 Interview The researcher conducts an In-Depth Interview with key informants. according to research objectives with predetermined issues.

Step 4 Summarize information and enter the Ban Na Kha community area again. to investigate issues that are still unclear.

Step 5 Checking information The researcher brought the information obtained from the interview to the representatives of the sample to verify the content. And make additional suggestions before analyzing the data. ready to disseminate research.

2.4.1 Content validity

After the researcher has collected the data. The researcher organizes the data obtained from observations, interviews, and document reviews, and then presents the data in a descriptive form by linking the organized data together according to the research conceptual framework. To obtain a cultural tourism attraction management model, a case study of Ban Na Kha, Udonthani Province.

RESULTS AND FINDINGS

3. Results and Findings

3.1 General information

From interviews with important informants in the Ban Na Kha community in Udonthani Province, The researcher has summarized the issues of Upgrading products from the identity and value of Mee Khit cloth in Udonthani province and found that Mee Khit cloth is the wisdom of the Northeastern region. Hand-woven fabrics using the "Khit" technique. It is considered a basic art that reflects the image, style, pattern, and evolution of the original local area of Udonthani that has existed since ancient times. "Mee Khit Cloth" is a unique identity of the people of Udon Thani. And most of the production communities are located in Tambon Na Kha. Udon Thani Province each piece is weaved to collect Khit Each pattern of Khit has a beautiful pattern, glossy, embossed, and unique to Udonthani cloth.

3.2 Results

Tourism products and services by linking local knowledge related to Mee khit cloth, Udonthani Province The elements of tourism and community action that are consistent with the 5As tourist attraction element theory are as follows.

1. Attraction Ban Na Kha tourist attraction Udonthani Province There are main activities that are important Mee Khit weaving It is the wisdom that has been inherited from the ancestors of Khit Mudmee weaving. At first, it was weaving for home use and use. perform rituals Subsequently, we developed our skills and skills in weaving by using chemicals to create modern patterns and colors according to the needs of the market until it became a local identity. Mudmee



Khit cloth, is hand-woven, focusing on quality exquisite weaving, soft texture, and color that does not fall when worn and absorbs cold sweat.

2. Accessibility Ban Na Kha, Udon Thani Province There is a condition of a convenient travel route, especially the main route of travel. Access to tourist attractions, the main asphalt road, Udonthani - Nongkhai road.

3. Facilities (Amenities) Tourist attraction of Ban Na Kha Udonthani province has shops and restaurants, but there are still weaknesses in the community such as bathrooms that serve enough tourists. But there are still limited places to support. because it is in a community area.



4. Accommodation The community has provided accommodation to accommodate tourists traveling from other provinces. or who want to absorb the culture of the people in the community by providing accommodation in the form of a homestay where tourists can stay with the owner of the house and the members of the house were delighted and willing to welcome tourists.



5. Activities Ban Na Kha, Udonthani Province in addition to taking activities related to Mud Mee Khit fabric making and also provides academic services.



CONCLUSION

4. Conclusion

4.1 General information

Ban Na Kha tourism's attraction in Udonthani Province is the main important activity. Weaving Mee Khit It is the wisdom that has been transferred from the ancestors of weaving. Accessibility to Ban Na Kha, Udonthani Province There are conditions for convenient travel routes. Access to tourist attractions on the main asphalt road. Facilities (Amenities) attractions of Ban Na Kha Udonthani have shops and restaurants. Accommodation, the community has provided accommodation of a homestay. In addition to taking activities about making Mudmee Khit cloth and also provides academic services.

DISCUSSION

5. Discussion

The study of Upgrading tourism products and services by connecting local wisdom Udonthani, Thailand in collaboration between the workshop participants and the key support groups that will facilitate the exchange of ideas according to the research goals that follow.

Upgrading products from the identity and value of Mee Khit cloth in Udonthani province found that Mee Khit cloth is the wisdom of the Northeastern region. Hand-woven cloth using the "Khit" technique is considered a basic art that reflects the image, style, pattern, and evolution of the original local area of Udonthani that has existed since ancient times. It is consistent with the research of Isaree Tiyaiphapath and others (2018). the study about the creative tourism development of the Ban Chiang community, a world heritage site in Udon Thani Province mentions the people of the Ban Chiang community There is a unique way of living that has been practiced since the past. The way of life and the traditional way of life of the people in the community are simple, and peaceful, have a unique language, and have their own unique culture and traditions, which are the pride of the people in the community.

Tourism products and services by linking local knowledge related to Mee khit cloth, Udonthani Province From the study, it was found that the attraction (Attraction) Ban Na Kha tourist attraction. Udonthani Province, there are main activities that are important Mee Khit weaving It is the wisdom that has been inherited from the ancestors of Khit Mudmee weaving. Accessibility, Ban Na Kha, Udon Thani Province There is a condition of a convenient travel route, especially the main route of travel. Access to tourist attractions, the main asphalt road, Udonthani - Nongkhai road, various facilities (Amenities), tourist attractions of Ban Na Kha Udon Thani province have shops and restaurants, but there are still weaknesses in the community such as bathrooms that serve a sufficient number of tourists. Accommodation The community has provided accommodations to accommodate tourists traveling from other provinces. or who want to absorb the culture of the people in the community by making accommodations in the form of homestays, various activities (Activities) Ban Na Kha, Udon Thani Province In addition to taking activities related to Mudmee Khit fabric making and also provides academic services Consistent with the research of Suwannarit Wongcha-um and others (2010). that conducts a study on the integration of cultural capital into the creation of tourism routes with The value of Tha Kha Sub-district, Amphawa District, Samut Songkhram Province, mentions the development of cultural heritage management guidelines for Tha Kha tourism. It should start by analyzing factors that may affect the value of the value. and thus, leads to a cultural tourism route that is consistent with cultural values to the needs of the people in the area and the needs of tourists

SUGGESTIONS

6. Suggestions

- 1 Make a route to connect fabric-related tourism in nearby provinces.
- 2 The important thing that will make tourism development sustainable success is to create a process for the community to be involved in the development work together, think together, make decisions, and solve problems by themselves. Emphasize the active involvement of the community.

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