Conservations and Developments of Tribal Village in Thailand for Sustainable Development Goals: A Case Study of Thai Song Dam Cultural Center, Phetchaburi *Province.*[*]

การอนุรักษ์และพัฒนาหมู่บ้านชาวเขาของประเทศไทยเพื่อเป้าหมายแห่งการพัฒนาอย่างยั่งยืน: กรณีศึกษาศูนย์วัฒนธรรมไทยทรงดำ จังหวัดเพชรบุรี

Received: *November 14, 2018*
Revised: *September 4, 2019*
Accepted: *September 5, 2019*

Nopparat Boonpienpon (นพรัตน์ บุญเพียรผล)[**]
Busarin Wongwiwattana (บุษริน วงศ์วิวัฒนา)[***]

Abstract

This article related to "Conservation and Development of Tribal Village in Thailand for Sustainable Development Goals: A Case Study of Thai Song Dam Cultural Center, Phetchaburi Province." It discussed Thai Song Dam or Lao Song who are tribal villagers in Thailand, especially, Thai Song Dam Cultural Center in order to generate the creative on cultural heritage tourism concept. This tribal village could develop and generate a benefit to all concerns under cultural heritage tourism.

Then, this cultural heritage tourism also could be the one sector which be an important tool for all concerns, especially, those community and villager to development their quality of life under the concept of sustainable development goals. This goal was a practical idea which United Nations was establish in order to lead all concerns to understand and enhance their community for their long-life development. The result has described a good management guideline for the cultural heritage tourism, which 9+1 building box management. This management could conserve and develop a good practice on cultural heritage management. The beneficiary will deliver to all concerns in a better way which related to the goal of sustainable development by United Nations that all community with a good management could generate a good quality of life and community at last.

[*] This article aims to discuss Thai Song Dam or Lao Song who are tribal villagers in Thailand, especially, Thai Song Dam Cultural Center in order to generate the creative on cultural heritage tourism concept.

[**] Nopparat Boonpienpon, Ph.D. in Tourism and Hospitality Innovation Management, Lecturer in Exhibition and Event Management, Faculty of Management Science, Silpakorn University - Phetchaburi IT Campus. (E-mail: nopparat@ms.su.ac.th Tel: +66819416336)

[***] Busarin Wongwiwattana, Lecturer in Hotel Management, Faculty of Management Science, Silpakorn University - Phetchaburi IT Campus. (E-mail: busarin@ms.su.ac.th)

Keywords: Tribal Village, Cultural Heritage Tourism, Sustainable Development Goal

Introduction

At present, society is aware of the importance of art and cultural heritage. Cultural tourism has become the center of the tourism industry. Cultural tourism is also a tool to inherit the culture to continue. For Thailand, tourist attractions and cultural heritage are unique. Cultural heritage has been inherited for a long time. In addition, creative tourism is an alternative tourism developed from community-based tourism. It creates a sustainable tourism that focus on the host communities or tourism planning as well as the benefit management within community. (Suttipisan, 2014) It could be said that most sustainable tourism would generate the beneficiary to all concerns in the field of economic benefit, social benefit and environmental benefit. Hence, this article focuses on conservation and development of cultural heritage tourism in Thailand.

Thai Song Dam or Lao Song

Thai Song Dam or Lao Song is an ethnic group that speak Tai language, called Phutai, which is divided by the color of the costumes, such as Phutai Khao, Phutai Daeng and Phutai Dam. Phutai Dam or people have been addressed by various names such as Song, Lao Song, Tai Song, Thai Song Dam, Tai Dam or Black Tai. The name Thai Song Dam refers to people dressed in black costumes. The original country of the Thai Song was Sip Song Chu Tai or the Twelve Tai Principalities in northern Laos and northwestern Vietnam, now Dien Bien Phu to the Lao border, talking to their own separate communities. Under King Taksin they were in 1779 Vietnamese prisoners of war to Thailand deported as and here in the villages around Petchaburi forcibly settled among others. Most Lao Song came in a second wave of resettlement 1826 Khao Yoi, King Rama III with a fresh attack in Vietnam remembered as.

Culture of Thai Song Dam

The term Thai Song Dam or Lao Song has a lot to do with their clothing. "Song" originally meant trousers but was later adopted as a general term for clothing, and "Dam" means black. The men wear black trousers with buttoned black jackets. The women dress in a black buttoned closed Baumwollsarong along with dark blue blouses. Her long black hair, they wear on their heads together put a Haardutt into which they weave sometimes even into fresh grass. (Tourism Authority of Thailand, 2018)

In addition, their houses are wooden stilt houses standing lengthwise, with the reed plates are covered out of each other. The roof is in its base from an always odd arrangement of bamboo bars and points in its outer shape of a turtle back, because the turtle enjoys among the Lao song in high regard. The raised living area is reached by a wooden staircase railing loose. Up there, there is always a pleasant living environment, since construction and the use of pure natural materials never gets hot is the open is through. The floor plan is divided into three parts and consists of an open wooden porch to the front side, a large central living and sleeping area and a rear compartment space for the house spirit. There are no windows, no room and no doors. The space underneath the house consists of a clean work surface for everyday tasks such as cooking, weaving, and spinning. Tools and household utensils are made exclusively of natural materials such as bamboo, wood and clay made with bamboo is the base material. For example, many kitchen and attachments are made of bamboo, yes, bamboo is even - in addition to sticky rice - a staple ingredient of their cuisine.

Thai Song Dam Cultural Center, Khao Yoi *District,* Phetchaburi Province

Thai Song Dam Cultural Center is a cultural center that provides knowledge and cultural management of the largest and oldest Thai Song Dam or Lao Song people in Phetchaburi. It is at Moo 5, Khao Yoi sub-district, Phetchaburi Province, which is the place where most Thai Song Dam or Lao Song people live (Thai Song Dam Cultural Center, 2012). Thai Song Dam Cultural Center, Khao Yoi was established under the management of Khao Yoi Municipality with the purpose is to be a cultural center for interested persons and their children to be aware of the history, importance, way of life and customs. Thai Song Dam Cultural Center, Khao Yoi promotes cultural heritage tourism in the community, which is managed directly by the people in the community for the sustainability of tourism and local communities. (Thai Song Dam Cultural Center, 2012)

The limitations and the challenges for the development of Thai Song Dam Cultural Center

The long-term management of the Thai Song Dam Cultural Center has changed, especially when there is a change in the organization that deals with political change. In the past, the management was the power of the village headman and the local people. At present, Thai Song Dam Cultural Center, Khao Yoi is under the supervision of the Khao Yoi municipality. It has brought many changes which can be divided into the major issues as follows.

1) Location and Site, in the area of exhibits, museums and homestays is cramped and it can accommodate only 16 people or only 2 buildings that can open to tourists or interested guests because of there are few guests, some of the homestay area has been abandoned and finally collapsed. The management is still difficult due to lack of activities or facilities to meet the needs of tourists. At present, the kitchen or cooking facilities have been partially adapted for the activity hall and the auditorium, so that overnight visitors cannot carry out their cooking activities.

2) The management system of cultural heritage tourism. At present, the outside of Thai Cultural Center has been dilapidated. Museums and exhibitions were destroyed, and only four buildings, some of the buildings were altered to accommodate the management of the municipality, such as the allocation of space for the management of education. In addition, the area is not clearly divided: the area of the exhibit, area of the museum, or area of public relations. The presentation of the show is also a local type of exhibition to support Thai tourists with some basic knowledge of Thai Song Dam people. However, there is no suggestion or explanation for this. If tourists who do not have basic knowledge of Thai Song Dam people, they will not be able to understand all. The last thing: the parking, toilets and activity fields are also disrupted and inadequate in case of large tourist.

3) The financial support from the government sector or related organizations due to the change in the management structure of Thai Song Dam Cultural Center, Khao Yoi which was originally managed by the village headman and the villagers. After that, the municipality took over management, resulting in the lack of continuity in the budget structure and management system. In addition, the change in governance from the support of the government and related agencies has not continued, resulting in the lack of direct personnel, no integrated work from government, private and community which cause the problems such as migration and the lack of jealousy in the community.

4) The competition situation among Thai Song Dam Cultural Center and others Thai Song Dam Center, which is the problems in changing, the transfer of power and management. Some of the co-founders have conducted self-management, with the museum opening and management of other Thai Song Dam Cultural Center, such as Panthanom Museum, which operated and managed by Thanom Kong yimlamai. One of the co-founders of Thai Song Dam Cultural Center, Khao Yoi.

The conservation and development guideline of Thai Song Dam Cultural Center

Thai Song Dam Cultural Center, Khao Yoi is a center for the development and creativity of people in the community. Nowadays, the changes in various aspects of Thai Song Dam Cultural Center, Khao Yoi have changed dramatically. Therefore, the management of Thai Song Dam Cultural Center, Khao Yoi is important. The study on the development of cultural heritage tourism at Thai Song Dam Cultural Center, Khao Yoi is essential for the form of creative and sustainable development.

1. Guidelines for development and management of cultural heritage tourism

According to Designated Areas for Sustainable Tourism Administration (Public Organization) or DASTA (2018) was designed the 9+1 Building Box which is an important tool for community development under the sustainable concept. This 9+1 Building Box is the concept of tourism management which developed from the concept of business model by canvas.

This concept has generated with 10 guidelines for community to be developed for tourism business which could apply for this study of Thai Song Dam Cultural Center. This guideline is following as;

1) Key Partners. The Song Dam Cultural Center is required to have a key partner who will be support this center for long. There will be those local people who could create the local product and be the host for all tourists and visitor during the trip.

2) Key Activities. Most activity will present the Thai Song Dam culture with a uniqueness and identity of Thai Song Dam wisdom such as their local song, local play, local food, some local wisdom of their clothes and housing. In the meanwhile, all this activity will not disturb or destroy the way of life of Thai Song Dam Tribal villagers.

3) Key Resources. Thai Song Dam Tribal Villagers are villagers who have their own resource which is a wisdom such as Thai Song Dam custom, their own language (Black Thai language), Thai Song festive and ceremony which could manage and control their own community well.

4) Value Proposition. Thai Song Dam housing and architecture are main valuable tangible product there, while, Thai Song Dam ritual and ceremony are another intangible wisdom of this tribal villagers. All these are the value proposition where all tourist and visitor could see and participate during the event.

5) Segments. The target market of this cultural center will be those tourists and visitors who are interested in cultural tourism and some cultural heritage products. These tourists and visitors will be anyone who have the same interests with specific purpose. The idea of this center will serve all interest with special idea and ceremony which will be hold on occasion.

6) Relationships. To create the good relationship among target market and the host. Thai Song Dam Cultural Center will pay attention to detail for all visitors since the prior arrival until their departure. With two-way communication between center and visitors could assist the center to understand all visitor and could serve them satisfaction.

7) Channels. Various methods are provided in order to attract those target market to Thai Song Dam cultural center. Both online and off line were applied according to each market of visitors such as social media will be fit to those teenagers and some educator visitors, whereas, some agency will be used for those special interest and visitor in abroad.

8) Impacts. With all attempts that Thai Song Dam cultural center generate lot of impacts to all concerns. Not only visitors could receive a good experience, but also, supplier and local people could get a good feedback and knowledge among each other.

9) Revenues. The fruitful of this management will represent in both term of income and reputation. An income could enhance the quality of life of all concerns, while, the reputation could enhance the pride and self-esteem of tribal villagers itself. Moreover, this could generate the self-learning of villager according to the visitor experience and opinion.

10) Dialogue. In order to prolong this management, it requires to have a feedback from all concerns (both of host and guest). All feedback will create the development step where could be a pathway for this dialogue.

With all above 9+1 building box could generate a good management guideline for Thai Song Dam cultural center, this create a best practice of cultural heritage management where could bring the profit to all concerns.

2. Cultural Heritage Tourism: The Road to Sustainable Tourism Goals

Cultural heritage tourism is the preservation of cultural heritage for the benefit of knowledge and value to society (Muller, 1994). The provision of the management guidelines about cultural heritage tourism is importance. Then, the main purpose of this study is to generate the implementation plan of Thai Song Dam cultural center under the concept of two parts of 1) The concept of sustainable tourism development and 2) The concept of creative tourism.

2.1) The concept of sustainable tourism development

Swarbrooke (1999) to focus on the balance of tourism development, leading to economic growth and cultural heritage preservation. This concept is based on the definition that sustainable tourism is tourism which results in a thriving economy but does not destroy tourism-related resources and must not negatively impact on the cultural value of the tourist attraction include the social structure of that area. The main development of Swarbrooke (1999) focuses on the parallel development of cultural value and growth. This concept will focus on proper planning and management to avoid problems of changing the culture or way of life in the community, including the economy society and politics. Good cultural tourism management should not be viewed as a cultural heritage or tourist attraction, just a commodity to bring income into the country. However, it should be regarded as the heritage of the nation that should be preserved to continue.

2.2) The concept of creative tourism

Creative tourism is supported by UNESCO, focusing on the development and creation of a creative urban network that promotes the understanding of the identity culture of each community through its experience. The concept of creative tourism is focused on reflecting on life and way of life. In addition, the concept of creative tourism has become more popular as tourists interact, gain knowledge and the enjoyment of tourism in the context of cultural heritage.

According to the study of this Thai Song Dam cultural center which is a cultural heritage management on tourism sector. Therefore, the implementation plan for this cultural center could be in the business model by canvas. This management could also generate a roadmap for the sustainable goals for tourism and community which mentioned by United Nations. This guideline management could assist the tribal villagers, community, visitor, government, supplier, and all concerns to be realize and aware on the significance of this development guideline. With all this 9+1 building box management could generate a good quality of life, income, knowledge, learning process, environmental awareness and so on, which is a part of 17 sustainable development goals (United Nations, 2018). These sustainable development goals has an intended to all community to be developed with the good outcome in each items as followed: no poverty, no hunger, good health and well-being, quality education, gender equity, clean water and sanitation, affordable and clean energy, decent work and economic growth, industry, innovation and infrastructure, reduce inequalities, sustainable cities and communities, responsible consumption and production, climate action, life below water, life on land, peace, justice and strong institutions, and partnerships for the goals.

Whenever, the tribal villager could be able to work and earn money by themselves, then, they also could be able to develop their own house, develop quality of life, educational system, all villagers have an equality, an awareness of their community, environmental conservation, and everything around them as all these are their resource and revenue source. When people have enough income and good quality of life, they will share all this good thing to other community and this will be a good practice for other tribal villager as well.

Recommendation and the Next Research

1. This study focuses on conservation and development of Thai Song Dam Cultural Center, Khao Yoi District, Phetchaburi Province only. Then, for next study may be done in other areas of study or community.

2. This study focuses on the sustainable development goal of the community. According to the guideline provide by United Nations was concentrated on community only. Therefore, there will no less concern about business profitability which could be done for next study.

3. This study concentrate on Thai Song Dam cultural center only, and it would be only one study, for next study could generate in the field of two sites comparison and benchmarking study.

References

Butler, R.W. (1980). **The concept of the tourist area life-cycle of evolution: implications for management of resources**. Canadian Geographer 24(1), 5-12

Designated Areas for Sustainable Tourism Administration (Public Organization). (2018). **9+1 Building Box for Community Development** Retrieved on May 21, 2018. from http://www.dasta.or.th/dastaarea7/attachments/article/228/SAR.pdf

Division for Sustainable Development Goals, United Nations. (2018). **Sustainable Development Goals**. Retrieved on May 21, 2018. from https://sustainabledevelopment.un.org/

Muller, H-R. (1994). **The thorny path to sustainable tourism development**. Journal of Sustainable Tourism.

Swarbrooke, J. (1999). **Sustainable Tourism Management**. London: CABI.

Suttipisan, S. (2013). **Adaptive Uses of Local Textiles for Creative Tourism Product Development in Thailand**. International Journal of Cultural and Tourism Research,6(1), 47-55.

Thai Song Dam Cultural Center. (2012). **Thai Song Dam - Tribal Village in Phetchburi, Thailand.** Retrieved on May 21, 2018. from http://www.khaoyoi-thaisongdam.com/

Tourism Authority of Thailand. (2011). **Tour of Community**. Retrieved on May 21, 2018.from http://www.etatjournal.com/web/etatjournal/2011/2011aprjun/319situationtravel 2010

Tourism Authority of Thailand. (2012). **Guide of Phetchaburi Province.** Retrieved on May 20, 2018. from http://thai.tourismthailand.org

Tourism Authority of Thailand. (2018). **Thai Song Dam Cultural Center**. Retrieved on May 20, 2018. from https://thai.tourismthailand.org

Tourism Western Australia. (2011). **5As of Tourism Development**. Retrieved on May 20, 2018. from http://ebookbrowse.com/5-a-s-of-tourism-development-nov08-pdf-d347521536

World Tourism Organization. (1993). **UNWTO Tourism Highlights**. Retrieved on May 20, 2018. from http://mkt.unwto.org/sites/all/files/docpdf/unwtohighlights 12enlr.pdf

Wurzburger, R., Aagesen, T., Pattakos, A., & Pratt, S. (2009). **Creative Tourism: A Global Conversation: How to Provide Unique Creative Experiences for Travelers Worldwide**. Paper Presented at the 2008 Santa Fe & UNESCO International Conference on Creative Tourism in Santa Fe, New Mexico, USA.