



SUSTAINABLE CREATIVE CULTURE TOURISM DEVELOPMENT BASED ON THAINESS AND LOCAL IDENTITIES IN PRANBURI RIVER BASIN

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ABSTRACT- This is a research and development with the objectives for (1) survey and evaluate the potential of culture attractions, (2) develop the Creative Culture Tourism, and (3) evaluate the Culture Tourism Development using survey, questionnaire, interview and evaluation forms as the research tools and evaluate with means and percentage. The research was done in Pranburi River Basin, Thailand, which found that there are diversity of culture sites in the basin which appropriated potential for developing Creative Culture Tourism in the very good level (74.24%) by 31 sites in numbers. The most potential culture sites are Pala-u and Pala-u Noi village in Huay Satyai sub-district community where become the representing village in the basin for developing Creative Culture Tourism managing by Pala-u Homestay Group. Most of tourists travelling in the basin were teenage students who need to see the tourism service providers develop their service skill (78.40%) especially in polite and friendly hospitality. Huay Satyai Community uses the distinctive culture constructs Creative Tourism Activities such as the making of Karen tribe's body-loomed cotton products to attract tourist. Then, 5 elements including potential tourism resources, the local readiness, the local participation, interesting culture and community identities are used for creating Culture Tourism Pattern with high propriety (73.75%). 9 Culture Tourism Routes in Huay Satyai community are created and 5 Pranburi River Basin Culture Tourism Routes are also created with high propriety (74.17%). Finally, VDO clip and Google Maps application are used for publicizing the Creative Culture Tourism in Pranburi River Basin area with medium propriety (65.42%).

Keyword: Sustainable, Creative, Culture Tourism.

I. INTRODUCTION

Tourism is an effective industry developing nation's economy and society which adding employment, occupation, income distribution, investment in related business (Sangcheay, T., 2007) and increasing nation and local income. Tourism is growing while negative impacts are also effecting to tourist attraction and its environment. Social and ecosystem are increasing more attention because all tourist activities are the cause of impact and local change. There is a clearly contrast between "conserve" and "develop" leading to a new concept of tourism resources and environment responsibility include reducing at least impact to local life and culture called "Sustainable Tourism" perform balancing of conservation and development. "Culture Tourism" is a kind of sustainable tourism which travelling in culture sites to understand local culture and get a new participatory experience with the local. Thai Government launch the campaign of "2015 Discover Thainess" presenting positive image of peace, love, unity, safe and Thai goodwill which normally happened all around Thailand let every tourist feel and touch the real Thainess through valuable tourism products and hospitality (Interior, Ministry, 2015). The success of 2015 Discovery Thainess cause to continue the next Discovery Thainess for more years with diversity of local heritages to build up new tourist experience in Culture Tourism.

"Pranburi River Basin" is a sub-basin of PrachupKirkhan Coast River Basin covering the area of 2,919 sq.km. in PrachupKirkhan and Phetchaburi province. There are mountain and highland on the west and getting lower land to the east. The main water line is "Pranburi River" origin at the "Panerntung Summit", Tanissarim Mountain Range in Kaeng Krachan district, Phetchaburi province. The river lines across many tribal village of Karen in upper river, town and crops cultivate area in middle river and fishing village at the river mouth, Gulf of Thailand with the total length of 155 km. Tribal, city, agriculture and fishing area present the potential and diversity of culture which are local capital for developing Culture Tourism. There are lots of culture sites in the basin but a few of them are known. So, the development of Creative Culture Tourism to design tourism pattern, tourist activities and touring routes would benefit and raise up the quality of local life.

Research Objective

The objectives of the research are:(a)to survey and estimate the local potential supporting Culture Tourism (2) to develop Creative Culture Tourism base on Thainess and Local Identities in Pranburi River Basin and (3) to evaluate the development of Creative Culture Tourism base on Thainess and Local Identities in Pranburi River Basin.

II. CONCEPT ABOUT CREATIVE CULTURE TOURISM

Tourism is a recreation pattern during leisure time related to travelling (Kanchanakit, S, 2001) differs from recreation that doing at home or nearby but tourism need travelling (Porananon, P., 1997) and it is said that travelling creates Tourism (Markchaeng, S., 1991) which consisting 3 solutions are (1) The travelling is temporary, (2) Traveler is willing to travel and (3) The travelling is not for carrying on an occupation or getting any income (Varakulvit, S., 2003). Tourism is an activity related to hospitality service making convenient travel (Pond, 1993: 35),constructing impression and satisfaction for Tourist (Mill, 1990: 359). Tourism is also a social and economic systematic activities consisting 3 elements which are attraction, service and marketing are combined into Tourism hospitality servicing for tourist (Vongvanich, W., 2003) and supporting by several tourism business (Chuchat, C., 2003) that shows the relation of tourist, tourist attraction provider, tourism business, community in tourist destination and government officer (Sujarinpong, P., 2006).

Important sector of Tourism is Tourism Resourceswhich attracted traveler visiting the place where is a tourist attraction, tourist activities and local culture (Bunyapak, V., 1987). There are 3 type of tourism resources are (1) nature (2) ancient and religious place and (3) cultural art, festival and activity (Veerayangkun, V., 1989). Tourism Resources has 4 elements which are (1) attraction (2) amenities (3) accessibility (Collier and Harraway, 1997) and local amity (Chittangwattana, B., 2005).

Culture is a well development situation that created by human and adapted nature for learning each other. It can be emotion, feeling and behavior pattern carrying on to next generation (Eiewsriwong, N., 1998), being in human live and always change (Nakornsuntharp, S., 1998) harmony with surrounding environment and accepted in one community (Srisantisuk, S., 1993). Culture can be tangible resources and intangible resources (Phongsapit, A., 1998) which used for attracting tourist to visit those cultural placesencourage the local culture being conserved and developed, then, Culture Tourism is operated for learning the other and understanding oneself (Kasetsiri, C, 1997). Culture Tourism lets tourist visiting local cultural festival or event that operated by local people which showing local identities, local participation, local interpretation and intend to let tourist getting a valuable experience in different social environment (Vongvanich, W., 2003). There are 9 characteristics of Culture Tourism (Namvong, P., 2009) that are: (1) culture conservation, (2) less impact to environment, (3) attract tourist, (4) giving new knowledge and experience, (5) local participation, (6) green business, (7) appropriated tourist activities, (8) under area carrying capacity and (9) well tourist safety. Community-based Tourism concept should be used for operating Local Culture Tourism(Vipatbavornwong, C., 2000).

Culture Tourism is a kind of Creative Tourism trying to engaged visitor and host with active participation build up real experience for understanding specific cultural features of a place. Creative Tourism is a tourism which offer visitors the opportunities to develop their creative potential through active participation in courses and learning experiences which are characteristic of the holiday destination where they are undertaken (Richards and Raymond, 2000). This is the changing of Culture Tourism from using tangible cultural resources to more understanding in intangible cultural resources. In the past, tourist use to interest in high culture visiting castle, art collection or museum while new generation tourist is likely interesting in everyday culturevisiting local restaurant, fresh market and local life that they could participate in the real local life and need more time in the destination. In case of Creative Tourist, they are active to participate in local culture during visiting their destination. While culture tourist want to observe Ceramic factory, creative tourist need to do a ceramic cup by themselves. Then, Creative Culture Tourism becomes a new world tourism helping tourist understand the value of diversity in several cultures.

III. METHODOLOGY

Data and Data Source

Primary datais from theField Researchby survey, collect, record and estimate tourist attraction potential carrying Culture Tourism in study area while secondary datais from the Documentary Research by

searching for information, article, concept and the research related to Creative Culture Tourism based on Thainess and Local Identities in Pranburi River Basin.

Selection of Study Area

Pranburi River Basin is a rich area of cultural resources. Interesting local life and valuable local wisdom can be seen in all community in the basin. These are excellence social capital that could let the local recognize their own culture heritage leading the local to give their participation for developing Culture Tourism in their community. The local can use Culture Tourism for understanding their identities, conserve their cultural heritage and raising the local economy as well.

Research Conduction

Qualitative Research together with Research and Development are used in the research as:

Stage 1: Survey and Potential Estimation of Culture Sites for supporting Creative Culture Tourism based on Thainess and Local Identities in Pranburi River Basin

This stage is Survey Research using area survey, observation, tourism potential evaluation, in-depth and semi-structured interviewing local leader and stakeholder. Analyzing data and selecting representative community for developing Creative Culture Tourism.

Stage 2: Development of Creative Culture Tourism based on Thainess and Local Identities in Pranburi River Basin

This stage is the Research and Development operated in (1) finding potential model carrying Local Creative Culture Tourism (2) Culture Tourism routes designing and (3) PR channel using Participation Action Research/PAR.

Stage 3: Evaluation of Creative Culture Tourism Development based on Thainess and Local Identities in Pranburi River Basin

This stage is Evaluation Research which analyzing and processing the appropriation and satisfaction of the expert, stakeholder and experimental tourist related to Creative Culture Tourism Pattern, Routes and PR media.

Population and Sampling

Stage 1: There are 3 groups of population in this stage as:

Group 1: Population are 4 groups of Local Culture Tourism Development stakeholder which are academic, local leader, government officer and private entrepreneur. 40 persons from the stakeholder by purposive sampling as the sampling group.

Group 2: Population are Tourism and Environmental Academic together with the expert in Culture Tourism in Pranburi River Basin who could estimated potential level of culture attraction in study area. 8 key informants, 2 persons from Academic and 6 persons from the expert, are selected by purposive sampling as the sampling group.

Group 3: Population is tourist who traveling in Pranburi River Basin in both Phetchaburi and Prachuap Kirikhan province area. 400 tourist are selected by accidental sampling calculated by Taro Yamane (1970).

Stage 2: Population is 20 local persons who could participated in Creative Culture Tourism based on Thainess and Local Identities in Pranburi River Basin development and all of them are sampling group.

Stage 3: There are 3 groups of population in this stage as:

Group 1: Population is the expert who could estimate the appropriation of (1) Tourism pattern (2) Tourist route and (3) Culture Tourism PR media. 3 key informants, 1 person from the expert in Culture Tourism, 1 person from the expert in Thainess Tourism and 1 person from the expert in Local Pranburi Basin Identities are selected by purposive sampling as the sampling group.

Group 2: Population are 4 groups of Local Culture Tourism Development stakeholder which are academic, local leader, government officer and private entrepreneur. 40 persons from group 2 population are selected by purposive sampling as the sampling group.

Group 3: Population is Thai Tourist of age over 15 who participated in experimental Creative Culture Tour based on Thainess and Local Identities in Pranburi River Basin. 40 tourists are selected by accidental sampling as the sampling group.

Research Tools

Stage 1: Semi-Structured Interviews together used with In-depth Interview while Culture Attraction Potential Evaluation Form is adapted from Quality Standard of Culture Attraction Handbook published by Department of Tourism, Ministry of Tourism and Sports (2007).

Table 1: Indicator and Evaluation Scale of Quality Standard of Culture Attraction

Content	Scale
1. Tourism Attractive	50
2. Tourism Carrying Capacity	10
3. Tourism Administration	40
Total	100

Questionnaire of Tourist needs related to Creative Culture Tourism based on Thainess and Local Identities in Pranburi River Basin Development is used which Quality of Culture Attraction score will be compared with Quality Standard Level of Culture Attraction Determination as shown in Table 2.

Table 2: Quality Standard Level of Culture Attraction

Scale	Standard Level	Symbol
>80	Excellence	★★★★★
71 - 80	Very Good	★★★★
61 - 70	Good	★★★
51 - 60	Medium	★★
<51	Low	★

Stage 2: Participatory Rural Appraisal/PRA, SWOT Analysis, workshop and Focus Group Discussion are used in this stage.

Stage 3: Satisfaction Questionnaire and Evaluation form of Local Creative Culture Tourism pattern, Tourist routes and PR media appropriation are used in the stage.

Data Collecting

Letter of access to the area is sent to the local leader and related local organization telling research detail and asking for data collecting permission. Qualitative data is collected by depth-interview and participant observation while Quantitative data is collected by using questionnaire and non-participant observation.

Analysis and Processing

Content Analysis is used for managing qualitative data in 3 steps as: (1) data reduction (2) data display (3) conclusion and verification.

Quantitative Data is analyzed and processed by (1) collect and select completely questionnaires (2) check and coding (3) process all data with SPSS.

Research Statistic

Descriptive Statistics is used with frequency, percentage, mean, standard deviation, minimum and maximum for analyzing research data.

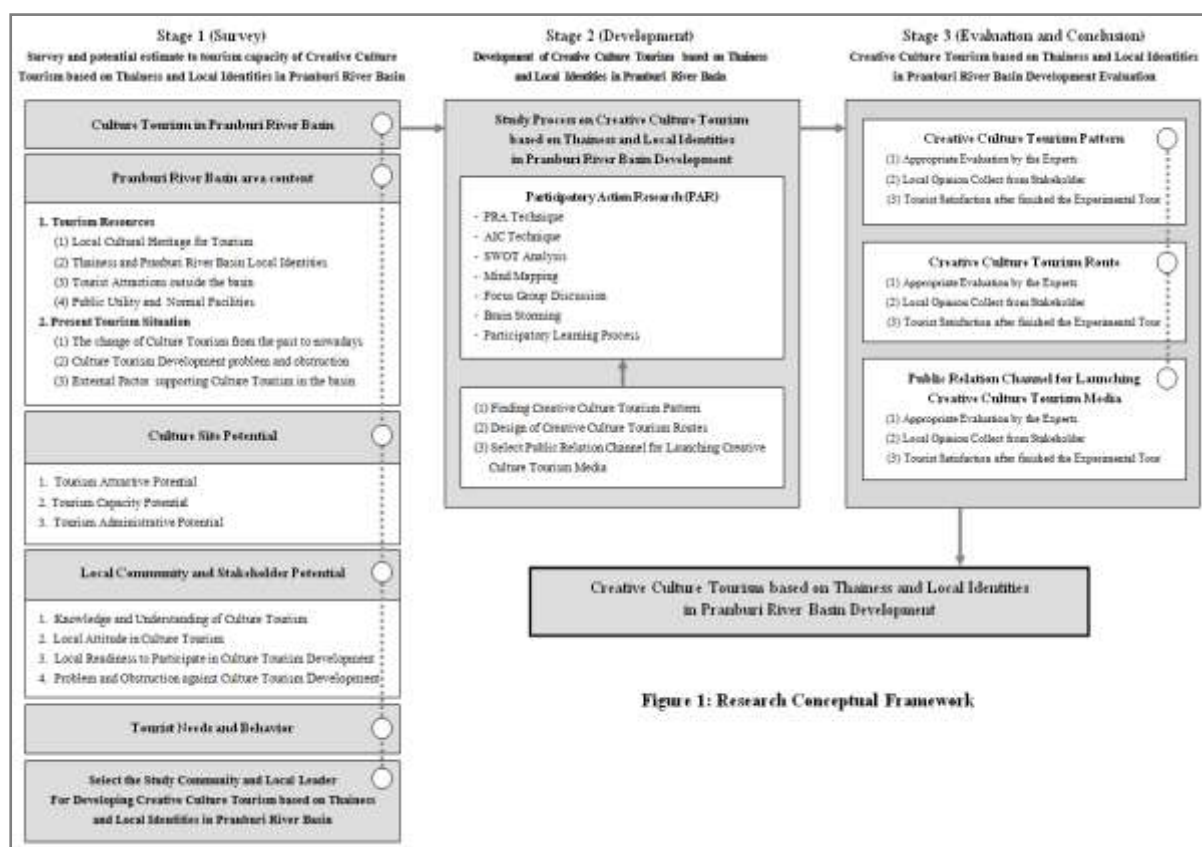


Figure 1: Research Conceptual Framework

IV. RESULTS AND DISCUSSIONS

Stage 1: Survey and Potential Estimation of Culture Sites for supporting Creative Culture Tourism based on Thainess and Local Identities in Pranburi River Basin

1. Pranburi River Basin

Pranburi river source which originates on Panerntung Mount in KaengKrachan National Park, Phetchaburi province and many branches are gathering into main Pranburi river line flowing through KaengKrachan district in Phetchaburi province, Huahin district, PrachuapKirikhan province ending at the river mount of Gulf of Thailand in Pranburi district, PrachuapKirikhan province. The river length is 189 km. which could divided into 4 parts as:

1.1 The origin area of Pranburi River in KaengKrachan National Park

This part of the river is in Maeprieng and Padeng sub-district, KaengKrachan district, Phetchaburi province where is in the protection area of KaengKrachan National Park. The river keeps the forest green, builds up strong ecology and biodiversity. No local land use and no Culture Tourism in this area.

1.2 Pranburi River from Padeng sub-district to Pranburi Dam

This part starts at the border line of protection of KaengKrachan National Park and community area of Padeng sub-district, KaengKrachan district, Phetchaburi province flowing through BungNakorn sub-district, Huahin district, PrachuapKirikhan province and KhaoJao sub-district, Pranburi district, PrachuapKirikhan province. There is a river branch from Salalai sub-district, Samroiyod district, PrachuapKirikhan province gathering into the main river ending this part at Pranburi Dam, NongTatamsub-district, Pranburi district, PrachuapKirikhan province. River water is managed for sending to agriculture plantation area and making water supply for tourism area like Huahin downtown. Many Karen hill tribe groups located their villages in this area such as Padeng Tai, Pala-u, PreakTakro and Pamark village becoming the area of Karen tribal group where Ethnic Karen Tribal Tourism and Voluntourism (grant food and belonging to the poverty) are operated.

1.3 Pranburi River from Pranburi Dam to southern railway line

There is irrigation in this part of the river but main river line still flowing through NongTatam, KhaoNoi sub-district and Pranburi downtown and ending this part at the southern railway line in Pranburi district, PrachuapKirikhan province. River water is used for agriculture activities and making water supply in the municipality. There are historical site in Dhanarat Infantry Headquarters and local everyday life in Pranburi downtown. Many temples in this area are interesting such as NongTatam temple, KaoNoi temple, SitthiSangkaram temple and Pranburi temple which already be tourist attractions. The most attractive place is Old Town Pranburi night market and walking street where welcoming tourist once a week on Saturday evening from 04.00 to 09.00 pm. This night market is popular for tourist where they can enjoy seeking local products and taste many delicious local food.

1.4 Pranburi River from southern railway line to the river mouth

The river flow through Pranburi, Wangpong sub-district reaching Gulf of Thailand at the river mouth in Paknampran sub-district, Pranburi district, PrachuapKirikhan province. The river is getting wider when close to the sea, getting salty and water tide changing by sea level. Water body is using for local transportation by long-tailed boat, fishing and docking large fishing boats. This is the village of seafood where seafood restaurant is plenty. Tourist would enjoy their meal all day long. There are 2 protected mangrove forests where tourist can take a boat trip observing local fishing life, visiting 100 years old mangrove forest and many temples in the community such as Pakklongpran temple, Nahuay temple, KhaoNoi Old temple and KhaoKalok temple.

2. Local Tourism Situation

Tourism Situation in Pranburi River Basin is continue growing related to the seeking for new places of Huahin tourist which extending to Pranburi area. It is just 180 km. from Bangkok and drive further more for 30 km., tourist can easy make alternative touring to Pranburi. Tourism in Pranburi River Basin is intensify in the area along the Pranburi River from southern railway line to the river mouth. In Pranburi sub-district, Old Town Pranburi night market and walking street is popular for tourist while seafood tasting is popular in Paknampran sub-district where welcoming all tourist with many tourist activities and facility. Tourism in the area of Pranburi River from Padeng sub-district to Pranburi Dam is highlighting in Ethnic Karen Tribal Tourism, but access and local infrastructure are less than the river mouth area.

3. Culture Sites for Tourism in Pranburi River Basin

Area based survey in Pranburi River Basin for specifying culture site was considering in 5 contents as (1) Culture site created by human (2) Thainess can be seen in the culture site (3) Local identities is shown in the culture site (4) The culture site is located in 10 sub-districts of Pranburi River Basin which are: [1] Padeng sub-district, KaengKrachan district, Phetchaburi province, [2] HuaySatyai and [3] Bung Nakorn sub-district, Huahin district, PrachuapKirikhan province, [4] Salalai sub-district, Samriyod district, PrachuapKirikhan province, [5] KhaoJao, [6] NongTatam, [7] KhaoNoi [8] Pranburi [9] Wangpong and [10] Paknampran sub-district, Pranburi district, PrachuapKirikhan province and (5) Being the culture site that already operated tourism.

Culture sites where attracting tourist in Pranburi River Basin are shown in Table 3.

Table 3: Culture Attractions in Pranburi River Basin

Sub-district	Culture Attraction	Briefly Detail
Padeng	Phetchaburi Highland People Learning Center Museum	Collection of the Every Day Life Karen Belonging and Karen Culture Exhibition
	Padeng Tai Village	Karen Hill Tribe Village
	Padeng Thamaram Temple	Buddhist Monastery
HuaySatyai	Pala-u and Pala-u Noi Village	Karen Hill Tribe Village
	Grandfather-Grandmother Shrine	Shrine of Ancestor who is the first man entered the forest
	Karen House	King Rama 9 bestowed to the first Karen Village Headman
	Aunt Chuan's Durian Orchard	Durian Tree bestowed by The Royal Grandmother
	Anan Temple	Buddhist Monastery
	Chareamphon Forest Temple	Buddhist Monastery
	Phormyan Rangsang Temple	Buddhist Monastery
Bung Nakorn	Praek Takro Village	Karen Hill Tribe Village
	Chalitanusorn Forest Temple	Buddhist Monastery

Salalai	Pamark Village	Karen Hill Tribe Village
	Salalai Temple	Buddhist Monastery
	Tanjetyod Temple	Buddhist Monastery
KhaoJao	Cave KhaoJao Temple	Archaeological Site and Buddhist Temple
NongTatam	NongTatam Temple	Buddhist Monastery
	KhaoKheiw Temple	Buddhist Monastery
KhaoNoi	KhaoNoi Temple	Buddhist Monastery
	MarshalDhanarat Memorial, Infantry Museum and Sadej Pier	Military Exhibition and Historical Site
Pranburi	Old Town Pranburi Night Market	Street Food Stalls in Tourist Night Market and Walking Street
	Pranburi Temple	Buddhist Monastery
	SitthiSangkaram Temple	Buddhist Monastery
	Nahuay Temple	Buddhist Monastery and Folk Museum
Wangpong	Wangpong Temple	Buddhist Monastery
Paknampran	Pakklongpran Temple	Buddhist Monastery
	KhaoNoi Old Temple	Buddhist Monastery
	KhaoKalok Temple	Buddhist Monastery
	Tabtimthong Chinese Shrine	Chinese Buddhist Shrine
	Prince Chomphon Shrine	Shrine of Prince of King Rama 5
	Paknampran Community	Fishing Village

There are 31 culture attractions in 10 sub-districts of Pranburi River Basin consisting of ethnic hill tribe, fishing life, religious places, museum, shrine, archeology site, architect building, historic site and local market showing diversity of culture sites in the basin.

4. Potential of Culture Attraction

Potential of Culture Attractions in Pranburi River Basin was estimated, the result is in Table 4.

Table 4: Potential of Culture Attractions in Pranburi River Basin

Culture Attraction	Culture Attraction Potential(n = 8)						Total (100)
	Tourism Attractive (50)		Tourism Carrying Capacity (10)		Tourism Administration (40)		
	Fine Art and Culture Value (35)	Physical and Tourist Activity Management (15)	Elementary Facility Development (5)	Tourism Development by External Factors (5)	Tourist Attraction Conservation (15)	Tourism Management (25)	
Pala-u and Pala-u NoiVillage	27.375	12.375	4.625	4.75	11.125	19.75	80
Old Town Pranburi Market and Walking Street	25	12.625	4.75	4.75	11.125	21.125	79.375
Paknampran Community	25	12.375	4.75	4.625	12	19.25	78
Phetchaburi Highland People Leaning Center Museum	25.25	11.75	4.5	4.75	11.125	19.75	77.125
Padeng TaiVillage	25.625	12.125	4.25	4.375	11.25	19.25	76.875
Pamark Village	24.875	12.375	4.25	4.75	11.25	19.25	76.75
Tan Jetyod Monastery	24.625	11.125	4.75	4.25	10.625	21.125	76.5
Karen House	25	12.375	4.375	4.5	11.25	18.875	76.375

Tabtimthong Chinese Shrine	24.75	11.75	4.625	4.625	11.125	19.25	76.125
SitthiSangkaram Temple	24.75	11.125	4.75	4.625	10.625	19.75	75.625
NongTatam Temple	24.125	11.75	4.75	4.625	10.625	19.75	75.625
PraekTakro Village	24.375	11.75	4.25	4.5	11.25	18.875	75
KhaoKalok Temple	23.75	11.5	4.75	4.75	10.5	19.75	75
Pakklongpran Temple	24.125	11.625	4.625	4.625	10.625	19.25	74.875
KhaoNoi Old Temple	23.625	11.25	4.75	4.5	10.625	19.25	74
KhaoKheiw Temple	24	11.625	4.5	4.5	10.125	19.25	74
Khao Noi Temple	24	11.5	4.75	4.125	10.125	19.25	73.75
Pranburi Temple	23.75	11.25	4.75	4.125	10.625	19.25	73.75
Salalai Temple	23.625	11.625	4.5	4.125	10.25	19.25	73.375
Wangpong Temple	23.75	11.25	4.625	4.5	10.125	18.875	73.125
MarshalDhanarat Memorial, Infantry Museum & Sadej Pier	23.375	10.75	4.625	4.625	10.625	19.125	73.125
Nahuay Temple	23.25	11.125	4.625	4.75	10.25	19.25	73
Chareamphon Forest Temple	23.125	10.75	4.375	4.375	10.625	18.875	72.125
PadengThamaramTemple	23	10.875	4.25	4.375	10.625	18.875	72
Anan Temple	23	10.625	4.375	4.5	10.625	18.875	72
Prince Chomphon Shrine	22.625	10.875	4.625	4.5	10.125	18.875	71.625
PhormyanRangsan Temple	23	10.875	4.375	4.125	10.625	18.5	71.5
Cave KhaoJao Temple	23.125	10.625	4.125	4.125	10.625	18.5	71.125
Chalitanusorn Forest Temple	22.5	10.625	4.125	4.125	10.125	18.5	70
Grandfather-mother Shrine	22.5	10.5	4.125	4.125	10.125	18.5	69.875
Aunty Chuan's Durian Orchard	22.5	10.5	4.125	4.125	10.125	18.5	69.875
Average							74.24

Table 4 shows that 28 culture sites (from 31 sites) in Pranburi are excellence culture attractive sites (score 71-80). The most attractive culture site is HuaySatyai community where operating Ethnic Karen Tribal Culture Tourism in Pala-u and Pala-u Noi village (score 80) while the average overview potential score for culturesite in Pranburi River basin is 74.24.

5. Local community and stakeholder tourism potential

Most of culture attraction in Pranburi River Basin is temple where there is indirect tourism management and less local participation, tourist would easy visit without local contact in advance. It is as same as in Paknampran community, tourist can take a boat trip along Pranburi river visiting mangrove area or observing local fishing life and entering in restaurant by the beach tasting local seafood menu by themselves. Only 2 communities are operating Community Tourism which are HuaySatyai community, HuaySatyai sub-district, Huahin district, PrachuapKirikhan province and Old town Pranburi night market and walking street in Pranburi sub-district, Pranburi district, PrachuapKirikhan province.

6. Tourist need and behavior

Most of tourist who travel in Pranburi River Basin area is "female"(56.75%), age between "21-40 years old"(40.50) and the second most is between "41-60 years old" (33.75%), most of them is "marriage" (41.25%) and the second most is "single" (31.50%), most of them is "studying in degree" (50.25%) and the second most is "lower than degree" (30.00%), most of them is "student" (24.00%) and the second most is

“having private business” (19.50%), most of them stays in “PrachuapKirikhan province” (27.25%)while the second most is from “Bangkok” (25.50%) in order.

Most of tourist use to travel in Pranburi River Basin (59.75%), getting tourist information from radio/television programs/website/social media (61.25%), travelling purpose is to learn and get in nature environment (32.50%), travel by private motorcycle/car (63.25%), travel with their colleagues or office welfare (38.25), there are not over 5 person in the group (65.00%), not stay over in the basin area (72.00%)but stay in accommodation business if travelling more than a day (75.89% of overnight staying group), travel duration is not over 5 hours in average (75.69%), most of them perform nature activities (beach/waterfall visiting) (67.50%)while the second most are culture activities (make merit in/visit the temple) (39.25%), activities related to local life (visit fishing village/walking street) (27.50%)and activities related to business/site visit/sport (12.25%).

Tourist press their need related to Culture Tourism in Pranburi River Basin as in table 5.

Table 5: Tourist Need related to Culture Tourism in Pranburi River Basin

Physical Generality Need	\bar{x}	S.D.	Level
1. The beauty of Culture Attraction	4.28	0.68	High
2. Clean surrounding the Culture Attraction	4.09	0.69	High
3. Readiness in public utility	3.99	0.66	High
4.Area scenery and shady	3.71	0.75	High
5.Not hike up too high / not too steep /not too far	3.69	0.77	High
6.Enough space for numbers of tourist	3.38	0.79	Moderate
Service Personality Need	\bar{x}	S.D.	Level
1. Polite / kindly / friendly hospitality	4.08	0.73	High
2. External personality of service provider	3.93	0.76	High
3. Good healthy	3.89	0.80	High
Service Personality Need	\bar{x}	S.D.	Level
4. Enthusiastic and readiness for service	3.89	0.78	High
5. Willing and ready to hand	3.88	0.70	High
6. Capability and skillful hospitality service	3.83	0.84	High
Tourist Service Need	\bar{x}	S.D.	Level
1.There are information providers or tour guides in culture site	3.97	0.63	High
2. There are F/B service	3.93	0.75	High
3. There are local product and souvenir shop	3.87	0.81	High
4. There are plentyand many kind of accommodation	3.79	0.81	High
5. Convenient contract for tourist service	3.73	0.90	High
6. There are Information and Tourist Center	3.71	0.88	High
Marketing Need	\bar{x}	S.D.	Level
1.PR and social media	3.99	0.77	High
2. Website / QR Code	3.81	0.75	High
3. Brochure / leaflet	3.64	0.93	High
4. Local identity product and souvenir	3.61	0.93	High
5.Media through television program	3.39	0.89	Moderate
6. Culture event information launching	3.17	0.98	Moderate
Tourist Expenditure Need	\bar{x}	S.D.	Level
1. No enter fee	3.83	0.75	High
2. Suitable travelling expenditure	3.81	0.84	High
3. Reasonable price for accommodation	3.77	0.88	High
4. Reasonable price for F/B	3.66	0.87	High
5. Reasonable price for local product and souvenir	3.60	0.93	High
6. Reasonable price for recreational expenditure	3.58	0.94	High

Tourist Facility Need	\bar{x}	S.D.	Level
1. Easy to access the Culture Site	3.91	0.73	High
2. Convenient to enter several part of the Culture Site	3.83	0.81	High
3. Available Parking Lot	3.71	0.88	High
4. Available Restroom and Toilet	3.66	0.88	High
5. Available Relaxing Area	3.64	0.89	High
6. Disable Care	3.51	0.92	High
Overview Tourist Need	\bar{x}	S.D.	Level
1. Service Personality	3.92	0.62	High
2. Physical Generality	3.90	0.53	High
3. Tourist Service	3.86	0.60	High
4. Tourist Expenditure	3.71	0.71	High
5. Tourist Facility	3.71	0.69	High
6. Marketing	3.60	0.60	High

Table 5 shows that the most tourist need in physical generality is “the beauty of culture attractions” (4.28), the most tourist need in service personality is “polite/kindly/friendly hospitality” of the service provider (4.08), the most tourist need in tourist service is “There are information providers or tour guides in culture site(3.97), the most tourist need in marketing is “PR and social media” (3.99), the most tourist need in tourist expenditure is “no enter fee” (3.83), the most tourist need in tourist facility is “easy to access the culture site (3.91) and the overview tourist need is “service personality” (3.92). These tourist needs would become the necessary information for developing Creative Culture Tourism in the basin.

7. Study Area and Local Leader Selection

The result of community potential evaluation shows that HuaySatyai sub-district is the most appropriated community (located in Huahin district, PrachuapKitikhan province) for being deputy community developing Creative Culture Tourism based on Thainess and Local Identities in Pranburi River Basin. There are 6 reasons supporting HuaySatyai community readiness as the following information: (1) There are diverse Culture Tourism resources such as Pala-u GI Durian cultivation, Karen highland rice cultivation, nature herb using in Karen life, dairy farm management and Pala-u homestay group. (2) Many local attractions named Pala-u are already well known by tourist such as Pala-u waterfall, Pala-u Karen tribe, Pala-u wild elephant and Pala-u GI durian. (3) There are Huay Satyai sufficiently economy learning center and tourist center. (4) This is the first community where centering Karen people into the village in Prachuap Kirikhan province. (5) OTOP Village Champion (OVC) was the recent Project given Tourism Management experience. (6) There are several hospitality service place related to Tourism such as accommodation service, restaurant, local product shop and local logistic.

Local information was given by HuaySatyai sub-district office shows that there are 5 local groups ready to be operative sector in Creative Culture Tourism based on Thainess and Local Identities development, those are (1) Woven fabric conservation group (2) Ethnic Karen tribal group (3) Pala-u GI durian plantation group (4) HuaySatyai dairy group and (5) Pala-u Homestay group. Then, Pala-u Homestay group was chosen to operate HuaySatyai Creative Culture Tourism based on Thainess and Local Identities because most of Pala-u Homestay members are also in the other groups and homestay is operated directly to tourism.

Stage 2: Development of Sustainable Creative Culture Tourism based on Thainess and Local Identities In Pranburi River Basin

1. Finding Creative Culture Tourism Pattern in HuaySatyai Community

HuaySatyai Community shows 5 interesting local things which are: (1) Pala-u GI durian (2) Wild elephant (3) Dairy farm (4) Karen hill tribe and (5) Thai and Karen woven fabric that clearly reflecting its local identities in overview. The most persuading nature attractions introducing by the local are: (1) Pala-u waterfall (2) Emerald pond and (3) Kirikhan Crab and its habitat. The most persuading religious and sacred place attractions introducing by the local are: (1) Ancestor Shrine and (2) Anan Temple. The most persuading local festival/event/activity introducing by the local are: (1) Huay Satyai

fair (2) Karen New Year day and (3) Karen Ancestor Respecting Ceremony. The most persuading learning places introducing by the local are: (1) HuaySatyai Dairy Cooperative in the Royal Project (2) Pala-u GI durian cultivation and (3) Karen tribal culture. Tourist activities that the local need to develop are: (1) Visiting durian plantation when its flower is blooming (2) CSR activity related to local conservation and preventing wild elephant damage agriculture plantation and (3) Marketing activity for promoting Karen body loom weaving. These attractions would be used in Huay Satyai Creative Culture Tourism based on Thainess and Local Identities Model designation.

2. HuaySatyai Creative Culture Tourism Management Model

HuaySatyai local stakeholder launch their suggestion in brainstorming to construct the HuaySatyai Creative Culture Tourism Management Model consisting 5 linking elements are: (1) Attractive Culture Sites (2) Local readiness (3) Local Participation and Related Organization (4) Thai Folk Way and (5) Local Identities as shown in figure 2.

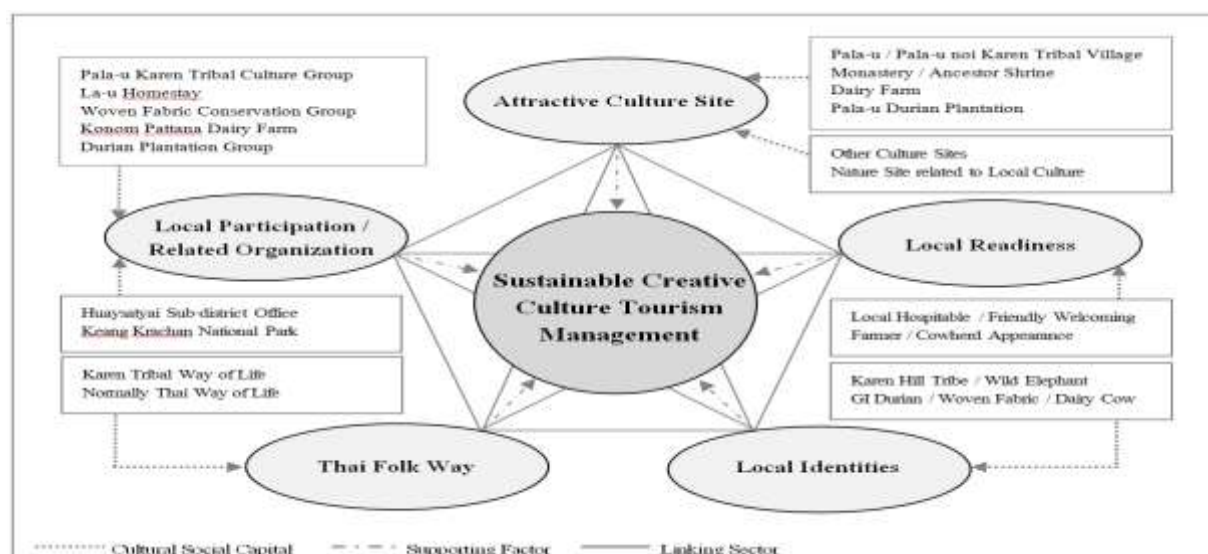


Figure 2: Huay Satyai Creative Culture Tourism based on Thainess and Local Identities Star model

Management Star model shows the linking of all elements supporting HuaySatyaiCreative Culture Tourism based on Thainess and Local Identitiesand all elements support each other also, for example, when culture sites are so attractive, it make the local people ready to welcome tourist, or something in the local shows Thainess, it could become a local identities. These are simply elements that seem to be in most community. This model could be used in HuaySatyai community, then, it could be used in other communities in the basin also.In fact, characters in each communities are different, so the model has to be adapted in details harmonizing with those characters to carry local community tourism.

3. Culture Tourism Route Design

3.1HuaySatyai Culture Tourism Route

There are 9 Culture Tourism routes in HuaySatyai, tourist could visit all year round:

Route 1: Into the Karen Tribal Way

Visit Karen House taste Karen food, watch Karen traditional dance, observe ceremony house and see the Karen everyday life at Pala-u and Pala-u Noi village.

Route 2: The Beauty of HuaySatyai Woven Fabric

Observe Karen body loom weaving, try weaving and take a fabric souvenir from the local in Pala-u and Pala-u Noi village after that visit woven fabric conservation group, observe loom weaving, try weaving and take fabric souvenir from local shop in ChareamkrietPattana village.

Route 3: Fruit Mania

Visit fruit garden and taste delicious seasonal GI Pala-u Durian, Golden Banana, Rambutan, Mangosteen, Jack Fruit etc. in ChareamkrietPattana, KonomPattana, Chareamrach and Pakklong village.

Route 4: Sufficient Economic Life

Visit sufficiently integrated garden in Pala-u village and observe biogas producing from cow dropping following the Royal Adviser in Chareamrach village.

Route 5: Western Thai Forest Waterline Venture

Trekking along the waterline to Pala-u Noi Waterfall in Pala-u Noi village and to Pala-u Waterfall in Fahpratan village, learning how to use nature herbal plants and surviving in the forest in Karen alike.

Route 6: Night in the Forest with Big Brother

Participate patrolling with KaengKrachan National Park ranger monitoring wild elephants preventing enter the village in the night time in ChareamkrietPattana village.

Route 7: Healthy Dairy Homestay

Site visit in milk factory of HuaySatyai Royal Dairy Co-operative office, dairy farm, do milking, stay overnight in dairy homestay and taste morning fresh boiled milk in Konom Pattana village.

Route 8: Buddhism Pilgrimage

Make merit in 9 Buddhist Temples in Huay Satyai community.

Route 9: Voluntourism

Grant food and belonging to children and elder poverty in Pala-u and Pala-u Noi village, build forest check dam in Pala-u Noi village and monitor wild elephant in ChareamkrietPattana village.

3.2 Pranburi River Basin Culture Tourism Routes

After HuaySatyai Tourism routes were designed then Pranburi River Basin Culture Tourism routes are set by using the same idea of HuaySatyai Tourism route design. 5 themed Culture Tourism routes are designed by linking possibility culture sites in Pranburi River Basin that also travel in any time of year:

Route 1: Sufficient and Delightful Karen Culture

Linking sites: Padeng Tai Village, Padeng sub-district – Pala-u and Pala-u Noi Village, Huay Satyai sub-district – Pamark Village, Salalai sub-district

Tour pattern: Ethnic Tourism and Voluntourism

Time: 2 days or more

Duration: November to February or June and July for Pala-u Durian harvest season

Activities: Participate in Karen everyday life, see traditional dance, grant food and belonging to poverty and build forest check dam.

Route 2: From Mountain to the Ocean

Linking sites: Pala-u and Pala-u Noi, HuaySatyai sub-district – Pranburi Night Market and Walking Street, Pranburi sub-district – Paknampran Fishing Village, Paknampransub-district

Tour pattern: Mixed Culture Tourism

Time: 1 day or more

Duration: All year round

Activities: Participate in Karen everyday life, see traditional dance, lunch by the beach, boat site-seeing in mangrove and fishing village, gazing street food and getting some of plenty local products.

Route 3: Willing with 9 Temples AlongPranburi River

Linking sites: KhaoNoi Temple, KhaoNoi sub-district – KhaoKiew Temple, Nong Tatamsub-district – NongTatam Temple, NongTatam sub-district – Sitthi SangkaramTemple, Pranburi sub-district – Pranburi Temple, Pranburisub-district–Nahuay Temple, Pranburi sub-district – Khao Noi Old Temple, Paknampransub-district – Pakklongpran Temple, Paknampran sub-district –KhaoKalokTemple, Paknampran sub-district

Tour pattern: Buddhist Pilgrimage Tourism

Time: 1 or 2 days

Duration: All year round

Activities: Make a supreme merit in 9 temples in one day related Buddhist belief.

Route 4: Shop, Taste and Cheerful in Local Community

Linking sites: Local Shops in Paknampran sub-district – Walking Street in Pranburi sub-district

Tour pattern: Food Tourism and Shopping

Time: 1 day or more (walking street open on only Saturday)

Duration: All year round

Activities: Dry seafood local product shopping and have a fresh seafood lunch in restaurants by the sea and gazing local street food in Old Town Pranburi Night Market and Walking Street.

Route 5: Fun Recreation

Linking sites: Dhanarat Infantry Headquarter in KhaoNoi sub-district –KhaoKalok Hill inPaknampran sub-district
Tour pattern: Historical, Adventure and Semi-extreme Sport Tourism
Time: 1 day or more
Duration: All year round
Activities: Visit Marshal Dhanarat Memorial, Infantry Museum and Royal Pier for Historical Tourism and take a survival military course leaning how to survive in the forest for Adventure Tourism in Military Site.
Hill trekking,Cliff Climbing at KhaoKalok in Tow Kosa Forest Park and fly Kite Serf on Pranburi Beach

These 5 Culture Tourism Routes would promote Pranburi River Basin Creative Culture Tourism based on Thainess and Local Identities. Every suggested routes are flexible, tourist can design their owntailor-made itinerary to explore the basin by choosing from 31 culture sites and also mix with nature sites or other site outside the basindepend on what they want to tour.

4. Choosing Public Relation Channel for Launching Creative Culture Tourism Media

Local people has an experience in making many kind of community public relation such as handbook, leaflet and brochure, after using all of them, the local cannot make any more copies because of budget problem. There are some suggestion by the local to alternate public relation on internet that would be easily used in everyday life with smart phone. HuaySatyai and Pranburi River Basin Creative Culture Tourism information could be up loaded to Social Media with no expenditure. Then, Creative Culture Tourism VDO clip was produced and up loaded on YouTube and 31 culture sites in the basin were reviewed on Google Maps application. At first, researcher would make the review, after that, the local could review by themselves and updating in often. Google Maps make the local convenient for reviewing and image adding in anytime. The local should continue reviewing and image adding or parallel using other social media application like Facebook or LINE.

Stage 3: Evaluation of Sustainable Creative Culture Tourism Development based on Thainess and Local Identities in Pranburi River Basin

The results of Tourism Model, Touring Route and Public Relation Media of Creative Culture Tourism base on Thainess and Local Identities in Pranburi River Basin Evaluation

It is found that most of tourist participated in experimental tour is female (62.5%) who is not over 20 year old (55%), most of them is single (67.5%) not congratulated in degree yet (725.%) be student in the present day (60%) and stay in Prachuap Kirikhan (47.5%). They gave their opinion that the Huay Satyai Culture Tourism based on Thainess and Local Identities Model which linking to other sub-district in Pranburi River Basin is appropriate in high level (3.69). They showed their satisfaction on Huay Satyai Creative Culture Tourism Routes based on Thainessand Local Identities in Pranburi River Basin in high level (3.71). They gave their opinion that the public relation channel for promoting Creative Culture Tourism based on Thainess and Local Identities in Pranburi River Basin is appropriate in medium level (3.27).

V. CONCLUSION

There are 31 appropriated culture sites for supporting Creative Culture Tourism based on Thainess and Local Identities in Pranburi River Basin located in 10 sub-districts of 2 provinces. Attractive tourist activities are Ethnic Tourism, Buddhist Pilgrimage Tourism and Community-based Tourism are found in the basin area. There is outstanding Ethnic Karen Tribal Culture in Pala-u village, HuaySatyai sub-district, Huahin district, PrachuapKirikhan province while outstanding Community Tourism of Old Town PranburiNight Market and Walking Street is in Pranburi sub-district, Pranburi district, PrachuapKirikhan province and outstanding Community Tourism of the local fishing way of life is in Paknampran sub-district, Pranburi district, PrachuapKirikhan province. These culture attractions are the social heritage that should be conserved like the recent study in Chiang Rai province by Na Pikul and Mathayomburut (2010) suggest that Culture is a social heritage that should be conserved. HuaySatyai sub-district community was chosen to be study area in Pranburi River Basin for developing Creative Culture Tourism managing by Pala-u Homestay Group. Creative Culture Tourism Management Pattern is formed into STAR Model consisting of 5 elements that are: (1) Attractive culture sites (2) Local readiness in hospitality mind

(3) Local participation and related local organization (4) Thai folk way and (5) Local identities. This STAR Model could be used in other community in the basin because most of them have resemble context but need to adapt with their own identities. Culture Tourism in all 10 sub-districts in the basin could be linked as tourism network divided into 2 parts of the basin which the upper parts is likely difficult to access the culture sites than lower part. It is as same as in Mon community in PathumThani province that Kitcharernpisan (2010) suggest that local organization should renovate the local roads linking tourist attractions make more easier to access the culture sites. Some Karen village is located in remote area, villager need local organization's support like the study of Yaiying and Thiravong (2011) found that Ethnic Mlabri tribal group in Phrae province needs government and private support. Most of culture attractions in the basin are Buddhist Temple where opening to public, tourist could easily visit by themselves without contact the local in advance like travelling in Mae Ngon River Basin in Chiang Mai province, studied by Thongma, Leelapattana and Thongma (2011) found that the relation between culture site potential and local participation in Yang village Culture Tourism development is non-correlation. 9 Creative Culture Tourism routes in HuaySatyai sub-district community were designed which are cultural and mixing routes. There are agriculture sites and nature sites combine in some of these Creative Culture Tourism routes make them more interesting same as the study of Suwannin (2014) added 8 temples in 2 Culture Tourism routes to make more interesting supporting Culture Tourism in PathumThani province. 5 Creative Culture Tourism routes linking culture sites in the basin were also designed. They are sample flexible routes which tourist can adapt by choosing 31 culture sites or other attractions creating their own route to explore the basin. VDO clip was produced for promoting Huay Satyai Tourism then uploaded on YouTube together with uploading 31 cultures sites on Google Maps by reviewing related information and updating every month by Pala-u Homestay member. These public relations channels make tourist convenient to fine travelling information that conform with the using of Social Media on smart phone in present everyday life. Evaluation by local stakeholder was done after the experimental tour finished found that the STAR model of Creative Culture Tourism based on Thainess and Local Identities in HuaySatyai sub-district is appropriate in high level and tourist satisfaction on Creative Culture Tourism routes in HuaySatyai sub-district is also high while public relation channel is appropriate in medium level. Finally, Culture Tourism in Pranburi River Basin was already done in good operation in 3 communities that are ethnic tourism of Karen tribe culture in HuaySatyai sub-district, community tourism of old town Pranburi night market and walking street in Pranburi sub-district and community tourism of observing fishing village life in Paknampran sub-district that all of them are in Prachuap Kirikhan province. There are many type of attractions in Pranburi River Basin, so Creative Culture Tourism based on Thainess and Local Identities is become an alternative of local tourism for conserving cultural heritages in Pranburi River Basin for long.

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