

An Approach to The Development and The Promotion of Ban Pla Kao Performing Arts Creative Tourism

Angkhana Intasorn¹ and Seri Wongmontha²

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Abstract

This research titled “An Approach to the Development and the Promotion of in Ban Pla Kao Performing Arts Creative Tourism” is a quantitative study aiming to identify approaches for developing and promoting creative community art tourism in Ban Pla Khao. The study focuses on creating opportunities for tourists to practice *mor lam* (a traditional Isan performance art) and other cultural performances through in-depth interviews with informants from government, private, community, and academic sectors. The findings reveal that Ban Pla Kao has strong potential to develop as a creative tourism community, with its outstanding *mor lam* performances and other tourism resources enhancing visitor experiences. Weaknesses include limited recognition and inadequate infrastructure and facilities. Opportunities arise from government policies promoting secondary cities and community economic development. However, challenges include competition from neighboring provinces with superior tourism resources and marketing. Therefore, successful implementation requires community participation from planning to evaluation, infrastructure improvement, intensive marketing communication using digital media, and building networks among all community sectors and tourists to sustain and preserve local culture. The researcher proposes a strategic framework titled MORLUM to develop and promote the creative tourism by having tourists learn Morlum dances, including Motivation, Opportunities, Resources, Learning, Unity, and Marketing. Suggestions Establish a working group by creating a network among various sectors to collaborate in an integrated manner to develop and promote creative tourism related to Mor Lam (traditional Northeastern Thai folk music).and Educate community members on the importance of developing and promoting community tourism and encourage their participation from the initial planning and decision-making stages to evaluation.

^{1,2} College of Management, University of Phayao

Email: pearchiiz@gmail.com



Keywords: creative tourism, mor lam folk art, development, promotion, community participation

Introductions

This is an example of an integrated, sustainable creative tourism development model based on community-level cultural identity. This development approach is known as the Creative Tourism Business Model (CTBM). This can be applied to communities at the village, sub-district, district, province, regional, national, and even ASEAN levels. This is also the goal of research on approaches to developing creative tourism based on integrated and sustainable Thai identity at a deep structural level. Therefore, the research aims to create guidelines for developing creative tourism businesses. (Dhamabutra, P.(2019)

The Second National Tourism Development Plan (2017-2021) prioritizes increasing public access to knowledge of arts and culture, establishing guidelines for developing potential cultural and artistic tourist attractions to international standards, and ensuring readiness to accommodate tourists. This aims to promote appreciation for the cultural heritage of these attractions among visitors and support public participation in tourism development. The plan also focuses on developing and disseminating knowledge of cultural heritage to the public, with strategies to strengthen and develop skilled personnel to provide services at tourist destinations. Furthermore, the Fine Arts Department's strategic plan includes contexts related to creating, enhancing, and adding value to cultural heritage, leading to the development of cultural and artistic tourist attractions, and supporting the development of community cultural products, resulting in the creation of cultural souvenirs (Office of the Permanent Secretary, Ministry of Tourism and Sports, 2020).

This research, "Guidelines for Developing and Promoting Creative Tourism in Mor Lam (traditional Northeastern Thai folk music) at Ban Plakhao," stems from the idea that local community culture serves as a mechanism for developing creative tourism. This type of tourism builds upon cultural tourism, offering tourists opportunities to participate with the community in creating activities. The researcher chose to develop and promote Ban Plakhao as a target area for creative tourism focused on Mor Lam performance. The researcher is interested in exploring ways to develop and promote Ban Plakhao as a destination for creative tourism related to Mor Lam learning.



Research Objectives

1. To study the potential of Ban Plakhao in developing and promoting creative tourism, specifically Mor Lam (traditional Northeastern Thai folk music), to become a creative tourism village.

2. To study the roles of various sectors in developing and promoting Ban Plakhao as a creative tourism community.

3. To propose marketing strategies to attract tourists to participate in creative activities in Ban Plakhao.

Scope of research

The scope of the study, "An Approach to The Development and The Promotion of Ban Pla Kao Performing Arts Creative Tourism," includes Creative Tourism, Experiential Marketing, Content Marketing, Social Marketing, Engagement Marketing, Viral Marketing, Community Marketing, and the use of Influencer Marketing to inspire and expand the tourist base.

The scope of populations key Informants from the government, private sector, community, and academia provided the research findings on Ban Pla Khaw.

Literature Review and Concepts

Creative tourism is a concept that emphasizes the participation of tourists with local communities through activities that provide opportunities to learn about and experience the culture in depth. identifies 11 key factors for the success of creative tourism: diverse and distributed tourism resources, community involvement, networking, long-term planning, clear objectives, creation of distinctive activities, independent management, effective communication and marketing, sufficient funding, strong leadership, and political stability in the community. The participation of all sectors is crucial for sustainable development. (Murphy, P.E. (1985) ; Richard, G. (2010); L., & Bergeron, F. (2008).

Add that creative tourism should provide opportunities for tourists to develop their creative potential through participation in distinctive community activities, such as learning to sing traditional folk songs, learning handicrafts, or participating in local traditions. These activities not only create direct experiences but also foster a deeper understanding of local culture. However, it also helps add value to the culture and way of life of the community. suggested that the success of creative tourism depends on three main factors: (1) creative



activities must be charming and attractive; (2) people in the community must be ready to welcome and take care of tourists; and (3) the use of unique cultural capital to create differentiation and a competitive advantage, especially using local wisdom and community elders to transmit experiences. (Richard, G. (2000); Richard, G. (2019) introduced the VURIO concept for selecting creative activities, which means the activities must be valuable, unique, rare, inimitable, and the organization must be able to utilize resources to create lasting impressions and memorable experiences for tourists.(Xu, H., & Sofield. (2013);Techakana, J. (2022)

In the field of marketing, Techakana, J. (2022) Emphasizes the importance of using electronic media in the present era, recommending the use of various digital marketing strategies such as experiential marketing, content marketing, social marketing, engagement marketing, viral marketing, community marketing, and influencer marketing to inspire and expand the tourist base.

Furthermore, research and case studies from abroad have shown that successful creative tourism requires the creation of collaborative networks between communities, government, private sectors, and academia to exchange knowledge and new innovations, as well as to develop infrastructure and facilities to effectively support the growth of tourism.

Research Methodology

This qualitative research analyzed and synthesized documents and research related to experiential marketing, content marketing, social marketing, engagement marketing, viral marketing, community marketing, and influencer marketing from both Thai and international research documents and articles.

A validated in-depth interview questionnaire, reviewed by three experts, was used. The reliability and validity of the questionnaire were found to be 0.87. The interview questions covered the research objectives and were easy to understand.

Informants came from the government, private sector, community, and academic sectors involved in the development and promotion of tourism in Ban Plakhao community, Amnat Charoen Province.

The analysis and synthesis are presented descriptively.



Research Results

Objective 1. Potential of Ban Plakhao for Developing and Promoting Creative Tourism in Mor Lam (traditional Northeastern Thai folk music) Community. The study found outstanding potential for developing Ban Plakhao as a creative tourism destination focusing on Mor Lam art. This is because it has the largest concentration of Mor Lam troupes in Thailand and maintains a strong cultural identity. Beyond Mor Lam, Ban Plakhao also boasts important historical sites, unique local cuisine, and the lifestyle of the Phu Thai ethnic group, who continue to preserve their traditional customs. Creative activities such as learning Mor Lam singing, preparing local food, learning handicrafts, and participating in local festivals all offer valuable experiences and generate income for the community. Furthermore, they stimulate the local and provincial economy as a whole. The roles of various sectors in development and promotion include:

Developing Ban Plakhao into a creative tourism community requires systematic cooperation from all sectors. The government plays a role in policy setting, budget allocation, infrastructure development, and marketing support. The private sector invests and develops quality products/services based on local culture, including personnel training and community branding. The community itself must participate in every stage, from planning and decision-making to implementation and evaluation. The academic sector supports research, technology transfer, and innovation. As well as training local people to have the necessary skills to provide standardized tourist services.

The strengths of Ban Plakhao lie in its unique Mor Lam culture, way of life, customs, traditions, and festivals of the Phu Thai ethnic group, which can be effectively used as a selling point to attract tourists. However, Ban Plakhao also has significant weaknesses, such as insufficient infrastructure and facilities, the need to improve the foreign language skills of local people, and a lack of awareness among some community members regarding the importance of community-based tourism, resulting in incomplete participation in the development and promotion of tourism.

Objective 2. To study the roles of various sectors in developing and promoting Ban Plakhao as a creative tourism community. The findings reveal that:

Opportunities and Challenges for Ban Plakhao: Ban Plakhao has opportunities to develop and promote creative tourism due to government policies supporting community



and creative tourism, as well as the growing popularity of tourists seeking authentic local experiences. Transportation routes connecting to important provinces like Amnat Charoen and Ubon Ratchathani enhance its potential to attract tourists. However, significant challenges include the fact that the main roads passing through the community are often used as transit routes to other tourist attractions with more diverse activities, such as historical or natural sites in nearby provinces. Furthermore, Ban Plakhao's marketing efforts are not yet strong enough.

Objective 3 : Developmnt guidelines to make Ban Plakhao community a target community for creative tourism. Development should focus on improving convenience in 5 key areas

Tabel 1 Show Development should focus on improving convenience in 5 key areas

Accessibility	Improve public transportation and develop signage.
Accommodation	Promote homestays and standard accommodations.
Activities	Create activities that encourage tourist participation, such as learning to sing Mor Lam (traditional Northeastern Thai folk music), writing poetry, cooking local dishes, weaving, and handicrafts.
Ancillaries	Develop infrastructure such as public restrooms and tourist service centers.
Amenities	Promote local restaurants, night markets, and entertainment activities that reflect the community's identity.

Development should focus on improving convenience in 5 key areas is Accessibility, Accommodation, Activities, Ancillaries and Amenities use to Digital technology should be used to facilitate and create modern experiences for tourists.

Creative Tourism Resources in Mor Lam Art: Ban Plakhao possesses outstanding Mor Lam art resources that can be developed into diverse creative activities. These include learning to sing and dance Mor Lam with local artists, learning to compose Mor Lam poems, preparing local dishes using local ingredients, participating in traditional handicrafts, and joining various community traditions. These activities allow tourists to learn, participate hands-on, and interact closely with local experts, creating a memorable and unique experience compared to other tourist destinations.

Tourism Resources Regarding History and Ethnography: The Ban Plakhao community has a unique blend of Thai, Lao, and Vietnamese cultures, reflected in its customs, traditions, way



of life, and festivals. Cultural and historical tourism here is therefore diverse and profound. Tourists can learn about traditional ways of life, participate in traditional activities, or visit artifacts and historical sites in the area, adding cultural value and dimensions to the tourism experience.

Approaches to Promoting Creative Tourism in Mor Lam Art: A omnichannel online and offline marketing plan should be developed, focusing on creating content marketing that tells the story of the Ban Plakhao community and its creative activities to inspire tourists to visit. This should be coupled with the use of viral marketing and influencer marketing to spread information and create buzz online. A convenient and fast online booking and payment system should also be developed. This includes organizing promotions for various target groups, such as family tourists, senior citizens, students, and those traveling during the low season.

Projects for the development and promotion of creative tourism should include diverse initiatives such as folk music training programs that offer tourists the opportunity to learn and practice with local artists, homestay development projects to allow tourists to experience the Phu Thai way of life, historical and nature tourism projects that visit important temples and archaeological sites, handicraft and traditional craft training programs, ecotourism projects along the Mekong River, and annual folk music festivals. All of these will help generate income, create jobs, and sustainably preserve local culture.

Summary, Discussion, and recommendations.

Summary

An Approach to The Development and The Promotion of Ban Pla Kao Preforming Arts Creative Tourism findings reveal that Ban Pla Kao has strong potential to develop as a creative tourism community, with its outstanding mor lam performances and other tourism resources enhancing visitor experiences. Weaknesses include limited recognition and inadequate infrastructure and facilities. Opportunities arise from government policies promoting secondary cities and community economic development. However, challenges include competition from neighboring provinces with superior tourism resources and marketing. Therefore, successful implementation requires community participation from planning to evaluation, infrastructure improvement, intensive marketing communication using digital media, and building networks among all community sectors and tourists to sustain and preserve local culture. The



researcher proposes a strategic framework titled MORLUM to develop and promote the creative tourism by having tourists learn Morlum dances, including Motivation, Opportunities, Resources, Learning, Unity, and Marketing.

Discussion

Objective 1. Potential of Ban Plakhao for Developing and Promoting Creative Tourism in Mor Lam (traditional Northeastern Thai folk music) Community. The Uniqueness of the Community and Mor Lam Art: Ban Plakhao is a community with a distinct Mor Lam art form. It boasts numerous Mor Lam troupes and is recognized as an important center for preserving and transmitting traditional folk arts in the Northeast of Thailand. Mor Lam activities are not just performances; they reflect the lifestyle, happiness, and pride of the community.

Development and Promotion of Creative Tourism: Creative tourism in Ban Plakhao emphasizes active participation, such as learning to sing Mor Lam, learning local handicrafts, and experiencing the Phu Thai way of life firsthand. This approach allows tourists to gain direct experiences and a deeper understanding of the culture.

Community Participation: Promoting creative tourism raises awareness and pride in the community's identity, leading to the sustainable preservation and conservation of arts and culture. Furthermore, there is support from government and private sectors in developing the potential and models of tourism.

Economic and Social Impact: The development of creative tourism generates income and economic opportunities for the community through activities, the sale of local products such as woven fabrics, and homestay services. It also promotes community cooperation and the creation of external networks.

Objective 2. To study the roles of various sectors in developing and promoting Ban Plakhao as a creative tourism community. Strategies for Promoting Creative Tourism through Mor Lam Learning:

- Create participatory activities. Organize activities that allow tourists to try learning to sing or dance Mor Lam themselves, as well as learn other folk arts, to create direct experiences and lasting impressions.

- Communicate and transmit the community's identity. • Focus on presenting the stories, lifestyles, and Mor Lam culture of the community through activities and promotional media to foster understanding and pride in local identity.



- Marketing and public relations: Utilize marketing strategies such as creating tourism packages, using online media, and networking with relevant agencies to attract target tourist groups.
- Community participation: Encourage community members to play a role in organizing activities and being good hosts to create a friendly and sustainable atmosphere.
- Development of local products and services: Upgrade products such as souvenirs, handicrafts, or local food to be linked with Mor Lam activities, adding options and value to tourism.
- Networking and collaboration: Coordinate with government agencies, private sectors, and educational institutions to support the continuous development and promotion of activities.
- Mor Lam performances are a key mechanism for preserving and promoting community cultural traditions.
- Mor Lam is a folk performing art that fully reflects the lifestyle, wisdom, and worldview of the people of Isan through the use of the Isan language in the lyrics and verses, which helps preserve and pass on the language within the community.
- The storytelling and vocal embellishments in Mor Lam transmit valuable stories, history, and folklore, allowing younger generations to learn and understand their cultural roots deeply.
- Mor Lam is also a communication tool that helps build pride in local identity. • Promoting community participation in cultural preservation.
- Developing modern versions of Mor Lam and disseminating them through online media stimulates the interest of younger generations and expands the audience base, ensuring that Mor Lam culture and local languages remain vibrant and thrive in the present era.

Objective 3 : Development guidelines to make Ban Plakhao community a target community for creative tourism. Therefore, Mor Lam is a crucial mechanism for the sustainable preservation and promotion of the language and culture of the Isaan community.

New Knowledge form Research

Based on the research results, the researcher presents a strategic framework using the MORLUM paradigm to develop and promote creative tourism by allowing tourists to learn Mor Lam, as follows:



Table 2 : Strategic Framework using the MORLUM Paradigm

M: Motivation	Motivate tourists to be interested in and want to participate in Mor Lam activities, such as communicating cultural values and the unique experiences they will receive.
O: Opportunity	It provides tourists with the opportunity to experience and practice authentic Mor Lam (traditional Thai folk singing), as well as other supplementary activities based on local resources.
R: Resource	Leverage the cultural and natural resources of Amnat Charoen, such as community folk artists, tourist attractions, and local wisdom.
L: Learning	This Organize training activities and workshops that emphasize participatory learning, enabling tourists to develop skills and gain a deeper understanding of Mor Lam culture.
U: Unity	To establish collaboration between the community, local artists, and relevant sectors to promote and develop sustainable tourism.
M: Marketing	Plan and implement appropriate marketing strategies, especially utilizing online media and social media, to reach target audiences and build brand awareness.

Suggestions

1. Establish a working group by creating a network among various sectors to collaborate in an integrated manner to develop and promote creative tourism related to Mor Lam (traditional Northeastern Thai folk music).
2. Educate community members on the importance of developing and promoting community tourism and encourage their participation from the initial planning and decision-making stages to evaluation.
3. Seek government support for the development of infrastructure and facilities.
4. Emphasize the preservation and continuation of cultural traditions among all generations of the community to ensure sustainability.
5. Prioritize marketing communication for public relations and promotion of community tourism through digital platforms.

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