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## **The Model of Cultural Based Tourism Management in Urban Community : A Case Study of Thai-Vietnamese Community in Mukdahan Province, Thailand<sup>1</sup>**

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## Abstract

This study was a qualitative research conducting the community-based participatory action research. The objectives of the research were to study key success factors of Cultural Based Tourism Management and to synthesize the model of Cultural Based Tourism Management which is appropriate for urban communities. By applying the process and the model of successful Cultural Based Tourism Management of PuThaiBaanpu Community, a rural village, TambonBaanpao, Nongsung District, Mukdahan Province, possessing the cultural identity, which is a key factor for effective promoting the community tourism in the concept of 5A's, was drawn and applied in the Cultural Based Tourism Management of Ruampattana Srimongkol Community: Thai-Vietnamese urban community in the municipality of Mukdahan Province. The qualitative research techniques, including focus group discussion, in-depth interview, participant, non-participant observation and community meeting were used to collect the data.

The results were revealed that the successful Cultural Based Tourism Management of PuThaiBaanpu Community, a rural village based on the concept of 5A's, can be applied to the Cultural Based Tourism Management of Ruampattana Srimongkol Community located in the municipality of Mukdahan Province with regard to the cultural capital which is the community identity.

**Keywords:** Cultural Based Tourism Management in Urban, Thai-Vietnamese Community in Mukdahan Province, Ruampattana Srimongkol Community, PuThaiBaanpu Community, 5A's in Urban Community, Community Identity

## 1. Introduction

According to the rapidly rising trend on Cultural Based Tourism in Southeast Asia, the tourists do not only travel to just one tourist attraction, but a variety and different types of tourist attractions are preferred. Also, this kind of travel can be connected and becomes an international tourism (Department of Tourism, 2012). One of the popular destinations for Cultural Based Tourism of Thai tourists is “Hoi-An: The World Heritage in Vietnam”. Tourists travel from Thailand through Thai-Laos friendship bridge II in Mukdahan Province, crossing the Mekong River to Sawannakhet in Laos. Then, they travel to the center of Vietnam to Hué, Danang, and Hoi-An, and head back the same route to Mukdahan Province.

The increasing numbers of Thai tourists travelling to Mukdahan rises up an inspiration of the community leaders and Mukdahan Thai-Vietnamese Association to develop Culturally Based Tourism process and promote Thai-Vietnamese Community as a new tourist attraction, in Mukdahan municipality which the identity of the ancestors who immigrated to Thailand to escape from the war is still well maintained. The researcher had chances to meet and exchange opinions with Thai-Vietnamese community leaders and the committee, so the researcher proposed the concept and the synthesis of Cultural Based Tourism of Ruampattana Srimongkol Community: Thai-Vietnamese urban community in the municipality of Mukdahan by applying the model of successful Culturally Based Tourism Management of Baanphu Community, a rural village, Tambon Baanpao, Nongsung District, Mukdahan Province as the guidelines of the research. The aim was to find the most suitable model of Culturally Based Tourism for other urban communities.

## 2. Objectives

1. To study the key success factors of Cultural Based Tourism Management in the urban community.
2. To synthesize the appropriate model of Cultural Based Tourism Management for the urban community.

### **3. Research Methodology**

#### *3.1 Conceptual framework*

Action research was used in the study to find the Cultural Based Tourism Management process by summarizing the success of the rural community and designing the research focusing on community participation in all study processes under the atmosphere of trust and information exchange and sharing in order to allow the results of Cultural Based Tourism in this study to be sustainable and meet the needs of the people in the community. The theoretical conclusion and the model of Cultural Based Tourism Management in the urban community as well as the factors and the conditions which influence the Cultural Based Tourism Management in the urban community were also expected.

According to the review of literature, it was found that there were 2 factors influencing the Culturally Based Tourism Management process: internal factors, including the community identity, the potential of community, the quality of the community leaders, the community development process; and the external factors, including the government policy, tourism trend and the economic condition of the city in the community.

#### *3.2 Research Methodology*

The research process was divided into 2 stages. The first stage was to find out the best practices from successful Culturally Based Tourism Management communities. The second stage was to utilize the action research by adopting the processes and the forms of education from the first stage to implement in the target community that had been selected. Sampling was used to select the target community to obtain the successful Culturally Based Tourism Management community with the high collaboration within the community, and the community that received awards from organizations or government agencies which represented the success of the community. PuThaiBaanpu Community, Tambon Baanpao, Nongsung district, Mukdahan Province was selected as the target community. In addition, the process and the form of the successful Culturally Based Tourism Management were analyzed and learned.

For the implementation of the second stage, Ruampattana Srimongkol Community, the Thai-Vietnamese Community in the municipality of Mukdahan province with basic factors on its famous for the community identity, traditions, language, and Vietnamese cuisine was selected as the target community.

The techniques and the instruments used in this research were informal interview, focus group discussion, in-depth interview, small meeting, community meeting, participatory and non-participatory observation, brainstorming and training focusing on community participation in all of research process. Purposive sampling was conduct to select the target samples which included the community leaders both formal leaders and the leader by nature, the career groups, the community members participating in most community activities, and the development supporters from both private sectors and government offices.

#### **4. The results of the study**

The research process was divided into 2 stages. The first stage was the best practices findings and the second stage was action research implemented in the urban community.

##### **4.1 Stage 1: Best practices findings**

4.1.1 Basic potential of PuThaiBaanpu community: After the information had been collected from the leaders and the career groups' interviews, it was found that PuThaiBaanpu community possesses basic factors supporting the development such as rich natural resources and it is also located close to the water resource. These two factors are considered the key important factors for agricultural occupation which is the main occupation of the community. Moreover, the community has good weather all year round, beautiful sceneries and recreation areas, strong social capital from close relationship of the community members and clear kinship relationship, love and helps each other, strong community leaders with vision and great rules and regulations which bring peace to the community. More importantly, Baanpu Community owns the cultural capital of traditions from ancestors such as PuThai identity, language, costumes, food, and

traditional dances. The community has embraced and applied these identities as the key elements in Cultural Based Tourism Management until it is successful.



**4.1.2 Cultural Based Tourism Management process:** PuThaiBaanpu community has continuously changed from the regular community to the developed community and then the best practice model community with many community awards. After the community was selected by Mukdahan Province to join the volunteer development and self-protection village project in 1988, the community committee was set up. The community meeting was regularly held, and the rules and the regulations were also set up. Due to the participation in this project, the community chief and leaders could learn about the community driving development process such as grouping, delegating, knowledge sharing, group decision making and rules and punishment setting. From its earlier potential plus knowledge from training, PuThaiBaanpu community was selected to join the contest of the best practice village and the community was the winner in the provincial level and the regional level, respectively. The community was famous for being the best activity village with strong participation from the community members. As the government organizations realized the potential of the community that was ready to support the implementation of other projects, the community was supported with development activities such as group formation, training and support of materials as well as the participation in the village contests. PuThaiBaanpu community received many awards, namely the winner of the best cultural village of the region in 1998, the winner of smart village in 2005 and the winner of sustainable development village-regional level

in 2006. According to the success of PuThaiBaanpu community, the Community Development Center 3 (Ubonrachathani) created training program for 100 people (9 groups) by sending them to learn and stay with the villagers (Piromwong P., 2010). This was the step in learning Cultural Based Tourism Management of PuThaiBaanpu community. After that, the community began to organize learning program from visiting best practice Cultural Based Tourism Management communities and from the trainings supported by the government organizations. Furthermore, the community set the groups which were assigned to be in charge of each activity such as reception, food and shows. The rules of participation and income allocations from the community tourism management were also managed. Later, Baanpu was selected as the representative of Mukdahan Province to participate in “OTOP village for tourism” and became the winner in the regional level and the national level, respectively. Then, it has currently become Cultural Based Tourism Management homestay village.

The awards that Baanpu community had won were as follows.

- In 1987, the winner of Voluntary Development and Self-Defense: the Northeast of Thailand; from the Ministry of Interior.
- In 1998, the winner of the Best Cultural Village: Mukdahan Province, from the Ministry of Culture.
- In 2006, Royal Award of Sufficiency Economy Village from Her Royal Highness Princess MahaChakriSirindhorn and Standard OTOP Village Award: National Level, from the Ministry of Interior.
- In 2007, Outstanding Community Industry in Tourism: In Honor of the Auspicious Occasion of His Majesty the King's80th Birthday Anniversary, 5 December 2007.
- In 2008, Health Promotion Award: Regional Level, from the Ministry of Public Health.

With the development process, PuThaiBaanpu Community can raise itself from the regular urban community to the Cultural Based Tourism Management homestay village. This can indicate that Cultural Based Tourism Management process of PuThaiBaanpu Community starts from self-potential-estimate together with learning new things from outsiders, and it also increases its strength by participating in trainings provided by government organizations.

Informal group meetings are regularly held by the strong leaders to discuss about the selection of the right choices for the community. Thus, the learning can be thoroughly distributed to the community and it is frequently repeated by the community members, both before and after the implementation of activities in the community. Then, it becomes community practices which are used to develop the community to be the strong community with lots of best community awards. Finally, it becomes the community model, learning center, and famous for Cultural Based Tourism Management homestay village. This is a continuous cycle process, which is gradually increasing the development until it is successful.

4.1.3 Key Success Factors PuThaiBaanpu community possesses many successful factors as follows:

A.) Internal factors

- Social capital:

- PuThaiBaanpu Community has a kinship relation descending from the same ethnic group, so they have close relationship and unity in working and participating in the activities. The community also has strong and respectful leader with broad vision. He is also assertive and active and always realizes the benefits of the cooperation with third parties and government agencies.

- Effective communication with in the community is another successful factor. Community leaders meetings and community meetings are regularly held by the leaders of Baanpu Community to exchange knowledge and solve problems together.

- Tasks and responsibilities are clearly assigned.

- Rules and regulations are set and the allocation of revenue is equally shared.

- Cultural capital: The cultural capital includes community identity, pride of being PuThai, knowledge, wisdom, uniqueness of PuThai tradition, and well preserved PuThai culture.

- Nature resource capital: The community has plenty of nature resource capital which is suitable for agriculture which is the main career of the community. The community is also located close to nature making it a cool and quiet place which is ideal for recreation.

## B.) External factors

- Awards receiving from the village contests inspired the community members to regularly participate in activities which are to assure the quality of the community and also make the community famous.

- The outsiders and the government organizations also regularly and continuously provide support to the development of the community.

- The community has chances to learn to work academically by working with researchers who have knowledge about community wisdom, culture, and tradition.

- The community has also organized field trips to learn from other best practice Cultural Based Tourism Management communities. This allows the community to have the guidelines of suitable Cultural Based Tourism Management process.

- The community development organization also provides the opportunity and the community to join the database set up which is created as the learning source for visitors who visit and learn from the community.

### 4.1.4 The pattern of Cultural Based Tourism Management of PuThaiBaanpu community

In terms of the Cultural Based Tourism Management of PuThaiBaanpu community, it could be seen that the concept of 5A's is used (Tourism Western Australia, 2008). After analyzing the operation of the community, it was found that PuThaiBaanpu community is very well successful because of the 5A's as mentioned below.

#### 1) Attractions

- PuThai identity

- The reputation of local products which had presented to Her Majesty the Queen and the village contest

- Village development model based on the sufficiency economy according to His Majesty's initiative

2) Accessibility: The community has convenient transportation and communication making it easily accessible to the community in all seasons.

### 3) Accommodation

- The accommodation provided for participants participating in training and study visits.

### - Homestay

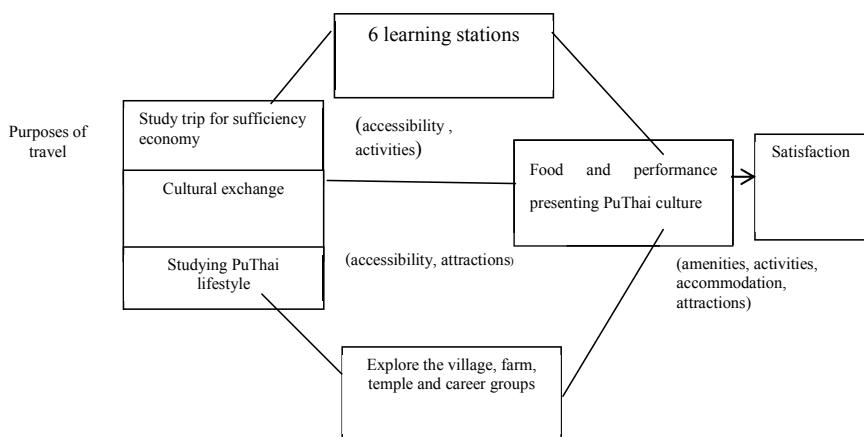
### 4) Amenities

- Standard services with service mind

### 5) Activities

- Learning the sufficiency economy according to His Majesty's initiative in 6 stations

- Knowledge exchange about the lifestyle and PuThai culture



The chart of Cultural Based Tourism Management of PuThaiBaanpu community

The Cultural Based Tourism Management of PuThaibaanpu community as mentioned above highlights the identity which is the cultural capital of the community to properly apply to the needs and the objectives of tourists. As a result, PuThaibaanpu community succeeds in Cultural Based Tourism Management. It can also be a good model of Cultural Based Tourism Management for other communities.

## **4.2 Stage 2: Action research implemented in the urban community**

### *4.2.1 Basic potential of RuampattanaSrimongkol in urban area of Mukdahan Province*

RuampattanaSrimongkol Community, a target community of the study is a Thai-Vietnamese community in urban area of Mukdahan Province. Its basic background is similar to those of PuThaibaanpu Community. The potential for development as a culturally based tourism of the community can be described as follows:

#### **a.) Identity**

The people living in Ruampattana Srimongkol Community are mostly Thai-Vietnamese. Their ancestors immigrated from Vietnam and Laos which crossing the Mekong River to Mukdahan province during the year 1945 to 1946. Although they have been living in Thailand for almost 80 years, they still well remain their tradition identity such as language, food, costumes, religion ceremony and beliefs which can be obviously observed when traveling to the community.

#### **b.) Location**

Ruampattana Srimongkol Community is located in urban area. The careers of the people in the community are mostly merchants and service providers. The community is closed to major transportation services, land, river, and Indo-China market on the Mekong River bank. It is perfectly suitable for trading all services.

#### **c.) Unity of the community**

Thai-Vietnamese community is famous for their love and care given to each other. They have unity and treat others like they are a relative which is dominant Vietnamese culture. Also,

at the beginning of the immigration, they had to struggle living in the area and helped each other. This leads to close relationship, love, and unity within the community.

d.) Strong community leaders

Although Thai-Vietnamese people living in the urban area of Mukdahan province had established the Thai-Vietnamese Association administrated by the president and the committee of the association in order to help the members and public services and charities of the community, the researcher found that the members and the committee of the association paid respect and listened to Mr. Tin Ngian Wan even he is not only the president of the association but also the leader by nature. He has good financial status, sacrifices and helps the association and the community in all activities. He usually initiates about the community management such as the renovation of Yeow-Yak-Tue Temple, initiating cultural and traditional activities, including social and economic supports such as organizing “Color Share” and International Women’s Day.

*4.2.2 The promotion of Cultural Based Tourism Management in urban community*

According to the objectives of this research were to study and develop Cultural Based Tourism Management factors and the conditions of Cultural Based Tourism Management process in order to analyze and develop the appropriate model of Cultural Based Tourism Management for urban areas, the researcher had presented the Cultural Based Tourism Management process of PuThaibaanpu Community to the committee and the community leaders in the Thai-Vietnamese Association meeting in Mukdahan province. The concepts, theories, and best practices of other areas were also presented in order to provide the understanding of community participation and good management. The results from meeting led to the establishment of the action plan of Ruampattana Srimongko Community with 5 processes are as follows:

### *Phase 1: Finding the community potential*

In addition to the basic potential of RuampattanaSrimongkol Community, including identity, location, unity, and strong leaders, when visiting the community to introduce and promote culturally based tourism by organizing group meeting and interviewing the community members, it was found that the community members were aware and proud of their identity. Many of them used this identity to generate income such as selling Vietnamese food, costumes, and souvenirs. Moreover, the community had objects and materials inherited from their ancestors which could be used as raw materials to create the symbol of Vietnam to impress tourists, such as old photographs from ancient times, utensils, suitcases and antique baggage, including lifestyle recreation activities of the people in the past such as the culture of discussing and drinking tea or coffee and playing Chinese chess. These were all potential of the community that had not yet managed or made use. For the relationship among the people in the society, the researcher noted that the community had a close relationship like relatives. They had love, unity and respected to the leaders considered strong social and cultural capital of the community. In order to allow the data collection and the research process to operate smoothly, 3 specialists from the Community Based Tourism Institutes (CBTI), Thailand, were asked for approval and assistance in this study for the preparation to the community



## *Phase 2: Community potential development*

From the observation and the in-depth interview of the community leaders, it was found that apart from the potential mentioned, RuampattanaSrimongkol Community also had treasures which can be brought and improved to be 3 new attractions.

a.) Food: The ingredients of Vietnamese food are mostly vegetables which are herbs. The ingredients and cooking are the cultures transmitted from generation to generation which should have been collected into categories, both meat dishes and desserts in order to develop and promote as Cultural Based Tourism Management.

b.) Important places in the community: There are 2 important places which should be promoted to be the new attractions. 1) Ha-yak market: a morning Vietnamese food market selling Vietnamese noodles (Kao Peak Sen), KanomBuang, Kanom Pak-mor, Laud-plang and Kow-tom. The market starts from 6:00 a.m. to 10:00 a.m. every day. 2) Yeow-Yak-Tue Temple or Wat Yuan: a Buddhist Temple and a Thai-Vietnamese Association of Mukdahan. It is famous for the 1,000 eyes and hands Guan Yin Image beautifully carved from a big tree and Vietnamese temple built from craftsmen hiring from Hué, Vietnam which was finished at the end of the year 2014.

c.) Vietnamese history: RuampattanaSrimongkol Community was related with the Vietnam Independence War. The objects inherited from the ancestor's occurred when they came to Thailand such as the photos of President Ho Chi Minh, ancient photos, suitcases and baggage are well kept as well as the community needs to gather them up as a museum.

The researcher and team had brought up the issues on the potential and treasures of the community to share and create Cultural Based Tourism Management process with the community through group discussion and group meetings. Examples and experiences of other communities were presented. The suggestion which to provide new trainings and field trip study were also proposed for continuous development of the community potential.

### *Phase 3: Identification of attractions and activities*

After Cultural Based Tourism Management had been promoted through group meetings, community workshops, and informal operation, including in-depth interview and consulting with community leaders. The researcher and team had set up the meeting with the community leaders, the members, and the committee of Thai-Vietnamese Association, Mukdahan Province to analyze and select new attractions, and activities attracting tourists to visit. The concept of 5A's in Cultural Based Tourism Management of PuThaibaanpu Community was then conducted. The attractions and the activities were proposed as follows:

1) Attractions: The main tourists attractions are as follows:

- Ha-yak market presenting Vietnamese breakfast
- Yeow-Yak-Tue Temple presenting the worship of 1,000 eyes and hands Guan Yin Image and Vietnamese style temple.
- Indochina market offering OTOP products, souvenirs and goods from neighboring countries and China



2) Accessibilities: RuampattanaSrimongkol Community is located in the city center near the government offices and Indochina market. Transport and communication are convenient, which facilitate traveling at any time. It has known by tour companies and tourists as the travel community which is famous for Vietnamese cuisine in both domestic and foreign tourists frequently visit the community. In addition, the community has been cooperating with the three-wheeled taxi club to facilitate tourists in the community and take them to tourist destinations at any time. This is the way to enhance the effective access to the community and generate revenue for the community and three-wheeled taxi riders.

3) Accommodation: Since RuampattanaSrimongkol community is located in the municipality of Mukdahan province which is a tourist city along the Mekong River, there are a number of hotels provided. The accommodation service for tourists by the community is not needed. However, the community has discussed about the cooperation with some hotels about the renovation of buildings to have Vietnam atmosphere in order to attract tourists but this has not been operated yet.

4) Amenities: According to the advancement of communication and technology, RuampattanaSrimongkol community is not necessary to prepare the facility for tourists. However, the improvement of the standards of attractions and restaurants must be taken into account. The improvement of the standards can be done by informing and clarifying with the entrepreneurs to clean up the places and the equipment according to the food safety program. Toilets must also be cleaned and comfortable. Parking space should also be adequately provided. Agreements with the three-wheeled taxi club in the municipality should also be done in order to facilitate tourists to travel to various tourist destinations. The three-wheeled taxi known as “Sky-Llab” is a unique indigenous wisdom of the provinces in the Northeast.

5) Activities: Apart from the main event of tasting Vietnam breakfast, paying respect to Guan Yin Image and Vietnamese temple and buying souvenirs in Indo-China market, RuampattanaSrimongkol community also presents a new activity for exchanging and learning of Thai-Vietnamese culture which is held two times per month at Yeow-Yak-Tue Temple. For doing the activity, the community members are gathered and organized into groups according to colors. Then, they rotate cooking and help funding for the community members in the form of non-profit sharing. On the day of non-profit sharing, singing to entertain the members is also done. The community leader proposes this event in some occasions to welcome visitors and provide Vietnam cultural performances. Moreover, there are also efforts to support the International Women's Day which has been run by the community for many consecutive years to be the activity in order to promote tourism activities in the future.



The researcher had exchanged ideas with the community leaders, particularly the leader by nature of Thai-Vietnamese Association about the improvement of Cultural Based Tourism Management of RuampattanaSrimongkol community. There was an agreement to operate Cultural Based Tourism Management pilot to check the community's readiness in running Cultural Based Tourism Management and to see how the community solves problems. When the Cultural Based Tourism Management pilot was brought to the community meeting, it was approved. The pilot was held on December 14, 2014 as a One Day Tour.

#### *Phase 4: Trial Action*

On 14 December 2014 when the pilot of Cultural Based Tourism Management as One Day Tour was organized, the people who were interested in Cultural Based Tourism from Bangkok were invited to join the tour. The tour was defined as the travel for learning about the lifestyle and the culture of the community and the following activities were done.

- In the morning: Sticky rice offering to monks, watching sun rises at Mekong River and having Vietnamese breakfast at Ha-yak market.

- In the afternoon: Exploring tourist attractions in Mukdahan province and Indo-China market.

- In the evening: Having dinner and learning Vietnamese ways of life and Vietnamese arts and culture at Yeow-Yak-Tue Temple.

There were 40 people joining the pilot trip, and 200 people, including the members of Thai-Vietnamese Association and the members of RuampattanaSrimongkol community in Mukdahan, participated in the activity; both participating and observing.

The pilot project ran smoothly and orderly as designed from the morning to the evening. For the activity at Yeow-Yak-Tue Temple, both male and female tourists were provided with Vietnamese costumes by the Thai-Vietnamese Association. So, the tourists wore the costumes and took memorable photos. Moreover, the tourists watched Vietnamese traditional dances. During dinner, the tourists were served with Vietnamese cuisine. Some foods were cooked at the area, so the tourists could see how to cook and they could also try to cook themselves.



### *Phase 5: Evaluation*

After all activities had been done, the management team held the group meeting with the tourists, the community leaders, and the committee organized the tour to evaluate the Cultural Based Tourism Management of RuampattanaSrimongkol community. The results of the pilot project can be concluded as follows:

a.) RuampattanaSrimongkol community was aware and realized its potential that they could provide good services to the tourists. All of the members could realize that the activities could be possibly organized and it might be useful for the community in the future.

b.) All levels of community leaders had more understanding on the Cultural Based Tourism Management process. The potential, the strength, the weakness and the limitations of the community were recognized. According to the analysis, it was found that the suitable models of Cultural Based Tourism Management can be various depending on the interests and needs of the tourists and the community.

c.) The community needs for training in various fields in order to provide services and facilitate to the tourists such as local guide

training and preparation of the community guide book. The preparation of the information and the document was also required.

d.) The community leaders proposed the improvement plan of activities. They agreed to have a guide to provide the information about the temple and the community at Yeow-Yak-Tue Temple. At the beginning, a volunteer from the community would be preferred.

### **4.3 Conclusion**

According to the action research conducted in PuThaibaanpu community and Ruampattana Srimongkol community, a Thai-Vietnamese community in urban area of Mukdahan Province, it was found that both communities had similar basic potential, particularly, the cultural capital which is the ethnic identity of the community. PuThaibaanpu community used the identity and the potential as the factors of the Cultural Based Tourism Management by following the concept of 5A's. When the researcher introduced the Culturally Based Tourism Management of PuThaibaanpu community as the model for conducting the action research in Ruampattana Srimongkol community, it was also successful in a similar manner. However, some factors should have been modified in accordance with the different social landscape such as accommodations and amenities provided for the tourists based on the condition of the community. However, the researcher believed that the Cultural Based Tourism Management based on the concept of 5A's is probably the key success factor of Cultural Based Tourism Management.

## **5. Discussion**

Although Ruampattana Srimongkol community, a Thai-Vietnamese community in the urban area of Mukdahan, has the same basic potential as PuThaibaanpu community such as location, unity and strong leaders facilitating the development of Cultural Based Tourism Management, after the action research had been conducted in the community for more than 2 years, the researcher found that Cultural Based Tourism Management in the urban area was different from those of in the rural area in many aspects. When the theories and the research related to Cultural Based Tourism Management such

as the important factors of tourism based on 5A's (Tourism Western Australia, 2009), Community Based Tourism Management (Rocharungsat P., 2008) and community participation were analyzed with the support of the Cultural Based Tourism Management of Ruampattana Srimongkol community, it was revealed that the factors influencing the success of Cultural Based Tourism Management could be described as follows:

## 5.1 Factors

### 5.1.1 Internal factors:

The internal factors were analyzed from group discussion, in-depth interviews, and observation. The internal factors considered the capitals of the Ruampattana Srimongkol community included 4 capitals as follows.

a.) Culture capital: Culture capital includes Vietnamese identity on language, food, costumes, traditions, stories, and objects inherited from the ancestors.

b.) Social capital: It includes unity within the community, close relationship, sacrifice and the ability of dancing and singing.

c.) Human capital: This includes a strong leader by nature and a visionary leader, continuously learns, and supports his offspring on education.

d.) Environment capital: It includes the location of the community which is close to the market, convenient transportation and easy access to the community.

### 5.1.2 External factors

Trends in cultural tourism in Thailand and neighboring countries and the supporting from the government policy are the main reasons to increase the numbers of tourists to travel to Mukdahan province has been increasing sharply. However, it started to slow down due to the economic condition of the country. Still, the community leaders have an inspiration to improve the community as the tourist attraction to attract the greater numbers of the tourists to travel in the community and to generate income for the community.

After having the experiences with Cultural Based Tourism Management pilot project, the importance of potential development of the community to facilitate the tourists was clearly seen. Also, the external support included guide tour training and the development of the capacity in the community information system and public relation were also needed. Therefore, continuously support from the government and the local organization (Mukdahan Municipality) is also required.

As Ruampattana Srimongkol community is an open-urban community. A lot of tourists and outsiders visit the community every day. However, with rough objectives of the tourists and spent a little time in the community such as coming to buy Indochina products or eating Vietnamese food, and traders and service providers considered the majority occupations of the community members, it is necessary to have a proper management to allow the community members to participate in and satisfactorily meet the diverse needs of the tourists.

## 5.2 Forms of tourism

The pilot of cultural based tourism management which was organized on December 14, 2014 made the community proud and more confident of their cultural capital. They also believed that it can be an important factor in the promotion of cultural based tourism. The concept of 5A's may be applied with Thai-Vietnamese identity. Then, the various forms of tourism allowing the tourists to choose as per their interests and time availability are prepared.

Attractions 1) Vietnamese breakfast which is available at any time

- In the morning: Ha-yak market: the tourists can eat Vietnamese foods like Kao Peak Sen or Vietnamese noodle, Kanom Pak-mor, Kow-tom-moo, Laud-plang-moo, Kow-tom-ped, Laud-plang-ped, coffee and Vietnamese bread.

- In the afternoon and in the morning: The tourists can eat Namnuang, Pher or Vietnamese noodle, and many kinds of Vietnamese food which can be taken home or buying as souvenirs.

2) The souvenirs from Indochina market: There are various products from China and neighboring countries, including the OTOP products of Mukdahan Province and neighboring provinces.

Activities: Ruampattana Srimongkol community created 2 activities for promoting cultural based tourism which are Vietnamese temple and 1,000 eyes and hands Guan Yin Image at Yeow-Yak-Tue Temple in order to persuade the tourists to visit and pay homage. There is also a social activity which the community members can have dinner and sing a song together. It is organized twice a month in the form of sharing eating based on colors. This activity can be expanded as the activity to attract the tourists for exchanging knowledge of Vietnamese art through the shows. Sometimes, the tourists can wear Vietnamese costumes which would make the activity more interesting.

Amenities: In order to accommodate the tourists, the standard of Vietnamese restaurants, the cleanliness of the facility and the equipment at the attractions should be improved. The parking should be convenient, safe and adequate. Toilets must be clean and odor-free. Services with service mind are also recommended. Moreover, if the shop assistants dress in Vietnamese costumes and greet the tourists with Vietnamese language as well as provide photos taking or objects that symbolize Vietnamese at various points, it will be an interesting point for the tourists. The tourists who like to take selfie will share their photos on the social media which can create the popularity among tourists as many tourist attractions have already achieved.

Accessibility: The community provided more routing to access the community by inviting three-wheeled taxi, which is known as Sky Lab to join a network of cultural tourism. Sky Lab becomes an exotic vehicle for tourists and it is increasingly popular. In addition, the community received a very good cooperation from Association of Thai Tourism Industry of Mukdahan which regularly supports and promotes the activities. However, the community should enhance communication channels and try to promote the activities via social media such as facebook, Tweeter, youtube and Instragram. Also, the website of the community should also be created.

Accommodation: Accommodation is not a problem. The community is located in the municipality area where a lot of hotels are provided. But if Ruampattana Srimongkol community wants to develop the community as Vietnam Town or Vietnam village, including the provision of pedestrian streets, shops and hotels in Vietnam atmosphere in the future, this issue should be seriously taken into the consideration.

Ruampattana Srimongkol community should provide package tours of various tourist attractions for the tourists. The examples are as follows.

Package tour1: Offering food to the monks and having Vietnamese breakfast: The tour starts by taking tourists to leave the hotel early in order to offer food to the monks along the Mekong River including watch the sunrise on the banks of the Mekong River and have Vietnamese breakfast at Ha-yak market.

Package tour 2: Sightseeing Vietnam Temple and the beauty of Guan Yin and tasting Vietnamese cuisine: The travel is organized during the day. The tourists will visit Yeow-Yak-Tue Temple and Vietnamese temple and pay respect to the 1,000 eyes and hands Guan Yin Image beautifully carved from a big tree and have lunch with a variety of Vietnamese cuisine.

The cultural based tourism management model of Ruampattana Srimongkol community is a result of the action research conducted in the community with the community leaders and the committee of Thai-Vietnamese Association. The action research also got a lot of attention from the community members. They always followed and cooperated in the activities. It is the social capital obtained from the unity and the faith towards the leaders who always sacrifice for the community. The basic potential with the strong identity and the goodness of the community coupled with the appropriate management of various factors allows the Cultural Based Tourism Management of Ruampattana Srimongkol community to achieve the objectives set by the community.

## 6. Recommendations from Research

In order to achieve the goals of the Cultural Based Tourism Management in Ruampattana Srimongkhon community and meet the needs of the community, it is needed to follow the recommendations provided as follows:

### 6.1 Ruampattana Srimongkhon Community

6.1.1 To created the model of Cultural Based Tourism Management which is concise, consumes less time and contains a variety of activities according to the interests of the tourists and the needs of the community should be established.

6.1.2 Training courses for local guides and young local guides in the community should be arranged.

6.1.3 Community maps, layouts and guidebooks should be prepared.

6.1.4 More Vietnamese symbols in the community should be added.

### 6.2 Mukdahan Thai-Vietnamese Association

6.2.1 A small museum as a learning resource informing about the community's background and conserving the traditions of the community should be established.

6.2.2 Yeow-Yak-Tue Temple should be renovated as the place supporting Cultural Based Tourism Management.

6.2.3 Vietnamese language learning and Vietnamese costumes should be promoted in order to conserve and transfer the tradition to the next generation.

### 6.3 Suggestions for future studies

Since the importance of Cultural Based Tourism Management depends on the understanding and the needs of the community while the rate of physical and population are dramatically changing and increasing in the urban community increased, the leaders and the senior members of Ruampattana Srimongkhon community are worried about the transmission of culture and tradition which are considered the identity of the community to the next generation. Therefore, the research or the studies about the pride in the community's identity and the expectations of the new generation or the young

people in the transmission of culture, tradition and identity of the community will be useful for the promotion of cultural tourism in urban communities in the future.

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