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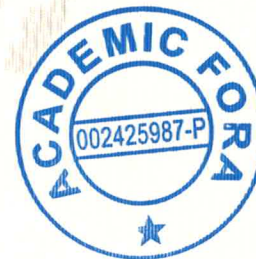
Kham Chanot Community's Potential and Their Tactics and Mechanisms for Development of Homestay House Construction: A Case Study of Non Mueang Village, Village No. 11, Ban Muang Sub-district, Ban Dung District, Udon Thani Province

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Dr. Malika Ait Nasser (Ph.D.)
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I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Malika Ait Nasser

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BESSH-16**Kham Chanot Community's Potential Tactics and Mechanism for Development of Homestay House Construction: A Case Study of Non Mueang Village, Village No. 11, Ban Muang Sub-district, Ban Dung District, Udon Thani Province**

Pennapa Palapin*

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Abstract

This study is aimed to assess the potential for development of accommodation shelter in homestay style and to find the proper guideline for promoting tourism of homestay style at Ban Non Mueang Community, Ban Muang Sub-district, Ban Dung District, Udon Thani Province. The data were collected with qualitative research methods with Non-Participant Observation and organization of Focus Group Discussion which consisted of the community leaders, community committee of Non Mueang Village, and the community's representatives. The data were brought to be summarized and discussion of the outcome consistently with the objective, thereafter, the result was presented in form of lecture. The study result was found that Ban Non Mueang Community has the potential to develop accommodation or residential shelter in homestay style as follows: 1) Tourists, both Thai and foreigners like to travel all year round to worship or pay respect to the sacred things and places according to their belief on the myth about the Naga (Serpent) legend 2) Villagers are ready to welcome tourists and can arrange the homestay accommodation by modifying their house for additional living space that visitors can stay temporarily and can appreciate the villagers' hospitality to welcome tourists as their relative 3) Ban Kham Chanot Community has outstanding unique identity and many tourist attraction places nearby, both the tour about the Naga legend i.e. "Kham Chanot" still maintain the lifestyle and culture which are unique in the Northeastern folks, such as the sticky rice aims, tradition of oblation to Chao Poo or great grandfather's spirit (sky rocket launching), cloth weaving, mat weaving, basketry handicraft tools of daily living such as threshing basket, covered bamboo basket for steaming, serving and carrying sticky rice etc.

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Keywords— Kham Chanot, Potential, Development, Homestay

Introduction

The tourism industry is an industry which is highly expanding. It plays a vital role very much to the country's economic and social system, extremely important as a source of income, bringing in foreign currency. Government and tourism businesses have continually promoted homestay service throughout the country. However, this still encounters with no servicing standard which fails to reach tourists' expectation. To understand tourists' behaviors and support community's potential and mechanism can help homestay entrepreneurs benefit themselves and improve better service provision to comply with the international standard. Job creation and distribution of prosperity to the regions of Thailand which utilize the tourism potential in tourism advantage point of view. There are many basic tourism resources dispersing in every province which are ready to welcome tourists. Many tourist attraction places are beautiful in worldly level. The northeastern part of Thailand has identity different from the other regions. The eco-tourism presently is more popular in Thai and foreign tourist groups. There are a great number of events or tourist activities in many communities so that the tourist can learn the way of people's living, cultures, local handicrafts in the accommodation of homestay style where they can contact the rural cultures. Homestay tourism is popular in many destinations; it adds authentic sociocultural richness to the tourist's experience. For a nation that cannot make extensive infrastructural investment a priority but which possesses an abundance of tourism richness in remote communities, homestays are an attractive alternative tourism product. This paper discusses a case study of Phu Kham Chanot community, located in Udon Thani Province, Thailand. The essence of tourism lies in naturally beautiful rural hills and mountains and its indigenous communities with their mystical lifestyle and culture. These natural and cultural attributes can be showcased best through homestays. This research helped promote sustainable community development in setting-up the homestay management. The management of residential place in homestay style, hosting visitors as friend and relatives can be considered as a value-addition to communities' economy with community engagement and participation in resource management to preserve natural resources and the local cultures. From the importance of the staying accommodation availability, rural culture contact and homestay style, these parts are composed as a part of economic added value to communities. The researcher was therefore interested in studying the

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potential to organize homestay residential place and study the guidelines how to promote homestay housing organization. Ban Non Mueang Community, Ban Muang Sub-district, Ban Dung District, Udon Thani Province was selected as the area of study because it is a community that is located nearby many tourist attractions place and importantly cultural beliefs of Kham Chanot community. Whereas the community can participate directly and indirectly from a tourists' visitation to worship the sacred things or places of tourists from every direction with piety, faith to Srisuttho Naga and other activities. This research had objectives to create the potentiality and capability in the economic development sustainably in community level with the focus on the people or villagers' participation in the management and sharing the benefits.

Results

Ban Non Mueang Community, Ban Muang Sub-district, Ban Dung District, Udon Thani Province, is a community which has many local wisdom, a wide variety of styles and characteristics, and it is one of the most important tourist attraction place in the province, well known to both Thai people and foreigners. They know it as the site of "the City of the Big Serpent – Naga" and the myth or legend of "Phi Chang Nang" (Ghost Employed Movies Showing) and, by succession telling from ancestors to present generation, the belief and faith in "Wang Nakhin" (Naga Palace) has become a part of the way of living of the villagers of Ban Non Mueang Community which consistently linked between the villagers with their thinking, belief, culture, tradition, oblation ritual and local wisdom in different aspects, including the community's career including Naga throne building, Naga serpent statue, planting marigolds for garland making to pay homage to Phaya Srisuttho Nagarat, planting a tree name Chanot and weaving fabrics of serpent ornamental decoration etc.

From the study of the context of the community, it was found that Ban Non Mueang Community has the potential to develop accommodation or residential shelter in homestay style as follows: Firstly, Tourists, both Thai and foreigners like to travel all year round to worship or pay respect to the sacred things and places according to their belief on the myth about the Naga (Serpent) legend. Secondly, villagers are ready to welcome tourists and can arrange the homestay accommodation by modifying their houses for additional living space that visitors can stay temporarily and can appreciate the villagers' hospitality to welcome tourists as their relative. Thirdly, Ban Kham Chanot Community has outstanding unique identity and many tourist attraction places nearby, both the tour about the Naga legend i.e. "Kham Chanot" still maintain the lifestyle and culture which are unique in the Northeastern folks, such as the sticky rice alms, tradition of oblation to Chao Poo or great grandfather's spirit (sky rocket launching), cloth weaving, mat weaving, basketry handicraft tools of daily living such as threshing basket, covered bamboo basket for steaming, serving and carrying sticky rice etc.

And from the research, the proper guidelines have been found as the approach for promoting tourism in homestay style for Ban Non Mueang Community. It includes 1) Government sector should provide support for the promotion and development of residential construction as homestay style by organization of competent officers to train or educate the villagers how to construct or develop their houses according to the standard of homestay in Thailand. Make public relation by distribution of tourist information documents, leaflets or brochures and advertisement via various websites to publicize various tourist areas in the community, and persuade tourists to visit and stay in homestay accommodation to touch the way of living of the communities etc. 2) All sectors should cooperate to revitalize or improve the tourist attraction places not to be deteriorated or worn out, maintain them in the stable and preserved condition. 3) Development of tourist attraction place in diversified activities, such as kayaking or boat cruising around the island to admire the natural scenery, to ride bicycle to see the way of life of the villagers and arrangement of nature trails, etc.

Discussion and Conclusion

Ban Non Mueang Community, Village No. 11 is a community of many diversified local wisdom, multi-characteristics where is well known to both Thai people and foreigners that it is the name of "Kham Chanot" - "the City of the Big Serpent – Naga" and the legendary story of "Phi Chang Nang" (Ghost Employed Movies Showing). The belief and faith in "Kham Chanot Wang Nakhin- Naga Palace". The subsistence of people in Ban Non Mueang has consistent link between the people and belief and faith to the sacredness of Naga – Serpent City, in all view points of thoughts, beliefs, culture, tradition, oblation ritual, and local wisdom in different aspects, including the community's occupational continuance. From the community context study, it was discovered that the Ban Non Mueang Community has potential in the development to modify their houses to homestay tourism with various supporting reasons, namely. Firstly, tourists, both Thai and foreigners, prefer to traveling to pay homage to things about Naga (Serpent), legend of sacred beliefs all year-round. Secondly, the villagers are ready to welcome tourists to arrange their houses into homestay style by modifying houses for visitors' accommodation to stay temporarily and they are friendly and generous to welcome tourists as their relatives. And final supporting reason, Kham Chanot Community has unique and outstanding identity because they have many things and places interesting tourists such as belief about the myths of Naga and they have lifestyle and cultures which are still unique folklore in the Northeast. This is satisfied with the study conducted by Arisra Seyanond (Mor Mor Por. : Abstract) who found that the tourists'

requirement about the homestay could be classified in 5 levels, namely 1) Tourists require the willing and friendly welcoming 2) Good human relation between service provider and service receiver 3) Safe in life and property 4) Generosity and making at home feeling and 5) Scenery surrounding homestay place. This is harmonized with Salinee Thippeng (Mor Mor Por. : Abstract) who had found that this community had potential tourist sources, and had plans to develop the area as a cultural tourism recognizing the uniqueness of local culture and folklore architecture of the community and had guideline for development by building various facilities within the community.

And from this study, we could find suitable approaches for promoting homestay tourism of Ban Non Mueang Community consisting of the following factors. Government agencies should provide the support, promotion and development of homestay residential houses such as provision of engineering or architectural officers to educate the villagers to develop housing according to the standard homestaying in Thailand. The publicity can be done by distribution of the information documents, leaflets or websites about the community and welcome tourists in the homestay residential style to absorb the life style of the communities. Every sector should collaborate to revitalize tourist attractions of Kham Chanot not to be deteriorated and maintain its identity forever. 3) Development of tourist attractions in the community, such as boat-riding around the island of Kham Chanot to admire scenery and natural views. The cycling to see folklore life style and nature-sighting trails arrangement etc. The study result was satisfied with the work of Phaichit Praditphon and Nonsicha Phetcharanon (2010: Abstract) who found that the community and the Government sector should give importance to economic development and revenue from tourism being distributed to the community. It was also satisfied with the work of Panphrae Chaoprayoon (2013: Abstract) who found that the villagers required the development of their community to arrange homestay tourism to support the number of tourists and to request for the tourism management standard for the accommodation where the visitors can touch rural culture (Home stay) from the Ministry of Tourism and Sports, whereby the community has to focus on their participation in the management and creation of network with surrounding communities in the management of tourist routes, including all sightseeing activities.

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