A MODEL FOR ENHANCING THE BUDDHIST TOURISM NETWORK DEVELOPMENT NETWORK IN NAKHON PHANOM PROVINCE

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Abstract

This research has the following objectives: 1) to study the enhancement of the Buddhist tourism development network; 2) to study the model for enhancing the Buddhist tourism development network in Nakhon Phanom Province; 3) to propose a model for enhancing the Buddhist tourism development network in Nakhon Phanom Province. This study was carried out by means of qualitative research by using an interview form to collect data from 30 key informants. The obtained data were interpreted by descriptive analysis. The research results were as follows: Enhancing the Buddhist tourism development network: Thailand has Buddhist tourist attractions scattered throughout all provinces. In each context, the area is different. There is a story of the origin of the tourist attraction. To develop tourism, many factors are required, which can be summarized as (1) tourist attractions and good tourism activities; (2) environmental processes; (3) operational organizations; (4) legal and ethical processes; (5) good attitudes; (6) creative development; (7) leaders of a network with knowledge and virtue; (8) continuously creating good activities together; (10) being sincere and serious; (11) equality. A model for enhancing the Buddhist tourism network development network in Nakhon Phanom Province: for a temple that is a Buddhist tourist attraction, related agencies, and communities have jointly developed Buddhist tourism activities in terms of cultural traditions, public relations, conservation, and learning. A model for enhancing the Buddhist tourism development network in Nakhon Phanom Province: there are five types of models for enhancing Buddhist tourism development networks in Nakhon Phanom Province: (1) a model with a temple as a base for developing activities; (2) a model for co-management with the community; (3) an exhibition model as a museum center; (4) a model of web page preparation for monks; (5) a model of management in collaboration with government agencies.

Keywords: Enhancing, Development, Network

1. INTRODUCTION

Nowadays, Buddhist tourism has received more attention including making merit, paying respect to the Buddha at various temples, and participating in Dhamma practice. A study of history and Buddhist Art, the tourism authority of Thailand has promoted tourism in solving economic problems in order to create jobs and generate income for the people. The Thailand Research Fund (TRF) has promoted and supported the management of Buddhist tourism. This will lead to the creation of benefits for the family institution and society, which will lead to the creation of good consciousness, morals, and ethics in the life of Thai society. The current form of tourism presents ideas to tourists in order to attract attention and meet the needs of the target group. It has resulted in a number of tourism patterns such as health tourism, adventure tourism, and spiritual tourism [Ministry of Tourism and Sports, 2011:43] [1].

Tourism networking is a link between tourism management activities as well as the exchange of experience in operating systematically. The operations must be under joint management in all matters in order to link the conversation of tourism resources between community and community, agency and agency, and community and agency. The key factor is the main agency must have knowledge and understanding, continuity, and sincerity. It is a collaboration between individuals, groups, and organizations with unique tourism activities through the participants· process that will lead to changes according to the common objectives and goals of all parties [Raphiphan Horthong, 2008:33] [2].

Nakhon Phanom is a province in the upper northeast of Thailand. It is a fertile border frontier town, with beautiful scenery and there is a diversity of cultures and ethnicities including a long history. There is Phra That Phanom which is a priceless sanctuary. The general condition of Nakhon Phanom province is plain. There are some plateaus and mountains. There is a short river branch that separates from the Mekong River to nourish the fertility within the area. Most of the area has the Mekong River flowing through it. Nakhon Phanom is considered a province with abundant water resources. On the east side, the Mekong River is long across the border between Thailand and Laos. There are historical records since ancient times as an old city alongside Sri Kottabun Kingdom [The Fine Arts Department, 1999:45] [3] There are many popular Buddhist tourist attractions such as Phra That Phanom is enshrined at What That Phanom, That Phanom District, Phra That Tha Uthen is enshrined at Wat Phra That Tha Uthen, Tha Uthen District, Phra That Prasit is enshrined at What That Prasit, Na Wa District, Phra That Mahachai is enshrined at Wat That Mahachai, Pla Pak District, Phra That Renu Nakhon is enshrined at What That Renu, Renu Nakhon District, Phra That Si Khun is enshrined at Wat That Sri Khun, Na Kae District, Phra That Nakhon is enshrined at Wat Mahathat, located in the municipality of Nakhon Phanom along Sunthorn Wichit Road, along the dam in front of the city of Nakhon Phanom, Phra That Marukkha Nakhon is enshrined at Wat Marukkha Nakhon, Don Nang Hong Sub-district, That Phanom District [Thawee Aphiskoonchat, 2020] [4] Many other Buddhist tourist attractions in the province are still waiting to be accessed by tourists and managed systematically. It requires the participation of local communities and government agencies cooperating to build knowledge, understanding, and good consciousness toward the community·s tourist attractions.

Therefore, the researchers are interested in studying the enhacement of the Buddhist tourism development network of a model for enhancing the Buddhist tourism network development network in Nakhon Phanom Province and propose a model for enhancing the Buddhist tourism network development network in Nakhon Phanom Province in order to see the collaboration of Buddhist tourism networks that will lead to sustainable development.

2. RESEARCH QUESTIONS

2.1) How is the enhancement of the Buddhist tourism development network?

2.2) How is a model for enhancing the Buddhist tourism development network in Nakhon Phanom Province?

2.3) How is to propose a model for enhancing the Buddhist tourism development network in Nakhon Phanom Province?

3. RESEARCH OBJECTIVES

3.1) To enhance the Buddhist tourism development network.

3.2) To study a model for enhancing the Buddhist tourism development network in Nakhon Phanom Province.

3.3) To propose a model for enhancing the Buddhist tourism development network in Nakhon Phanom Province.

4. RESEARCH METHOD

This research is qualitative research. It focuses on documentary research and fieldwork. It is conducted as follows;

4.1) Data were collected from the primary source, namely The Thai Tripitaka, Mahachulalongkornrajavidyalaya version, 1996.

4.2) Data were collected from a secondary source, i.e. academic writings, books textbooks, documents, academic articles, websites, and related research and in-depth interviews with the population of informants, 30 persons.

4.3) Data were used for descriptive analysis.

5. RESEARCH RESULTS

5.1) The enhancement of the Buddhist tourism development network: The enhacement of the Buddhist tourism development network in each context is different. Buddhist tourism is popular with tourists nowadays. It is an offering to pay respect to the Buddha at the temples or Buddhist places and participate in Dhamma practice. Study of the history and Buddhist Art which tourists have paid attention to pay respect to the sacred things, to see sculptures, paintings, and architecture. Touring the temple grounds in the form of Buddhist Arts is to appreciate the dazzling beauty including paying respect to the Buddha's relics for prosperity in life. In order to develop tourism, there are many factors that can be summarized as follows; 1) Tourist attractions and good tourism activities 2) Environmental processes 3) Operational organizations 4) legal and ethical processes 5) Good attitudes 6) Creative development 7) Network leaders with knowledge and virtue 8) Creating good activities together continuously 9) Sincerity and seriousness 10) Equality

5.2) A model for enhancing the Buddhist tourism development network in Nakhon Phanom Province: The network is temples, agencies, and communities that have cooperated in organizing activities related to local culture and traditions which are different for each area. There is a temple in the center of the exhibition as a body of knowledge, to show in the form of a way of life-related to Buddhism. There are public relations signs along the tourist routes and publicity signs for temple activities according to various traditions. There are also online channels, conservation, temples, communities, and government and private agencies. Including provincial tourism, there has always been cooperation in the preparation of cultural heritage conservation plans for the temples that are tourist attractions. It can be seen from cultural performances on various important occasions, creating good awareness of the value of Buddhist tourist attractions for the community by recognizing the duties of each party assigned, giving correct knowledge and understanding to people in the community, creating a clear understanding for tourists, preserving local culture and traditions for the general public and youth, organizing training seminars to develop conservation knowledge, building awareness and academic databases, consultation meeting with network organizations, an academic discussion on the value of identity preservation of a tourism community.

5.3) Propose a model for enhancing the Buddhist tourism development network in Nakhon Phanom Province: 1) A model of temple is the basis for developing activities, and the temple is the center of the exhibition as a body of knowledge to show in the form of a way of life-related to Buddhism, Phra That Phanom worship event, the tradition of flowing boats on the end of Buddhist Lent Day, Twelve-month tradition, it makes the relationship with Buddhist tourist attractions and the temple project, Pracharat, creating happiness 2) Community management model, the

community leaders organize guideline to give advice within the temple and temple attractions, there are clear signposts, the community·s Buddhist activities have been continuously promoted through various channels. Arrangement of network meetings between temples, communities, and government agencies before there are various community activities 3) The exhibition model is a museum center. Exhibition of artifacts at Rattanamoli Sri Kottabun Art and Cultural Center, a large number of tourists are interested and participate in activities every year. It creates a good awareness of the value of Buddhist attractions. There is the promotion and preservation of good culture and traditions of the community according to the ancient tradition of Heet Sib Song Khon Sip Si. Local culture and traditions are preserved for general tourists and young people such as giving youth the opportunity to show their talents in folk music (long drums), and supporting the classic Thai orchestra band of the elderly group, It can be seen from cultural performances on various important occasions 4) Model of the website of the monks, the Sangha Region 10 has surveyed temples that are places of meditation and tourist attractions in order to create a database for interested Buddhists to study and visit through another convenient online channel. Web page creation is to educate and publicize and there is a group of people responsible for public relations through the temple·s media that has been clearly set up 5) Model of management with government agencies, government agencies have created a body of knowledge together in order to achieve the efficiency of the network, providing knowledge to communities, schools, children, youth as well as vendors have a good attitude and provide safety to tourists.

6. DISCUSSION

6.1) The enhancement of the Buddhist tourism development network in each context is different. Buddhist tourism is popular with tourists nowadays. It is an offering to pay respect to the Buddha at the temples or Buddhist places and participate in Dhamma practice. Study of the history and Buddhist Art which tourists have paid attention to pay respect to the sacred things, to see sculptures, paintings, and architecture. Touring the temple grounds in the form of Buddhist Arts is to appreciate the dazzling beauty including paying respect to the Buddha·s relics for prosperity in life. In order to develop tourism, there are many factors that can be summarized as follows; 1) Tourist attractions and good tourism activities 2) Environmental processes 3) Operational organizations 4) legal and ethical processes 5) Good attitudes 6) Creative development 7) Network leaders with knowledge and virtue 8) Creating good activities together continuously 9) Sincerity and seriousness 10) Equality. Nakhon Phanom is a province with history and important Buddhist places of worship jointly plan a policy for development to be able to accommodate and be sufficient to meet the needs of tourists. But it still has a local identity and giving the community to have opportunity to participate in decision-making, and issuing regulations for prudent and efficient management benefits the community. There is more collaboration among all sectors. A seminar was organized to provide information on guidelines that will lead to the development of Buddhist tourism routes in cultural diversity. It is consistent with [Sarawatsadee Nawakanworrakul, 2019: 249] [5] studies "The Development Guidelines for Cultural Tourism Co-Experiences of Songkhla Old Town and Georgetown". The result was found that Songkhla Old Town and George Town have the potential to develop the towns as cultural tourist attractions in order to create activities and co-experiences that allow people to appreciate the culture of Songkhla Old Town in four aspects: 1) History, 2) Architecture, 3) Local life, and 4) Food under "HALF" Model. It was found that the guidelines for the development of cultural tourism management of Songkhla Old Town leading to its sustainability are composed of four strategies. Firstly, SO strategies consist of the promotion and the development of cultural tourism, which encourages to have a variety of activities, is qualified to reach international

standards, and is suitable for an area's circumstances. This also includes the development of connected routes cultural tourism in multiple dimensions, and the human resource development to have professional staff in cultural tourism. The second strategy is WO, which covers the development of infrastructure and tourism facilities to respond to regional tourism connections and to develop the interpretive tools for cultural tourism in Songkhla Old Town. The third strategy is ST, which promotes confidence in life safety and security and promotes Creative Tourism. The last strategy is WT.

6.2) The network is temples, agencies, and communities that have cooperated in organizing activities related to local culture and traditions which are different for each area. There is a temple in the center of the exhibition as a body of knowledge, to show in the form of a way of life-related to Buddhism. There are public relations signs along the tourist routes and publicity signs for temple activities according to various traditions. There are also online channels, conservation, temples, communities, and government and private agencies. Including provincial tourism, there has always been cooperation in the preparation of cultural heritage conservation plans for the temples that are tourist attractions. It can be seen from cultural performances on various important occasions, creating good awareness of the value of Buddhist tourist attractions for the community by recognizing the duties of each party assigned, giving correct knowledge and understanding to people in the community, creating a clear understanding for tourists, preserving local culture and traditions for the general public and youth, organizing training seminars to develop conservation knowledge, building awareness and academic databases, consultation meeting with network organizations, an academic discussion on the value of identity preservation of a tourism community. It is consistent with [Narawadee Buakwan, 2012:171] [6] studies "A model of floating market management for cultural tourism: A case study of Klonghae floating market, Hatyai District, Songkhla Province. The result was found that factors and components of Klonghae floating market for cultural tourism consisting of 7 aspects: 1) cultural sites 2) cultural tourism activities 3) tourism services 4) marketing promotion (Eigenvalues = 11.538) 5) participation 6) environmental process 7) organization for operating. A pattern of floating market management for cultural tourism harmonizing with Klonghae context should be managed by both government organizations and local community in the term of Khlonghae floating market community, emphasizing on unique identity culture and the way of life harmonizing area context through participation process and integrating involving stakeholders as networking by using Klonghae floating market as a strategy for developing and connecting to nearby cultural tourism sites.

6.3 To propose 5 models, that are, 1) A model of temple is the basis for developing activities, and the temple is the center of the exhibition as a body of knowledge to show in the form of a way of life-related to Buddhism, Phra That Phanom worship event, the tradition of flowing boats on the end of Buddhist Lent Day, Twelve-month tradition, it makes the relationship with Buddhist tourist attractions and the temple project, Pracharat, creating happiness 2) Community management model, the community leaders organize guideline to give advice within the temple and temple attractions, there are clear signposts, the community's Buddhist activities have been continuously promoted through various channels. Arrangement of network meetings between temples, communities, and government agencies before there are various community activities 3) The exhibition model is a museum center. Exhibition of artifacts at Rattanamoli Sri Kottabun Art and Cultural Center, a large number of tourists are interested and participate in activities every year. It creates a good awareness of the value of Buddhist attractions. There is the promotion and preservation of good culture and traditions of the community according to the ancient tradition of Heet Sib Song Khon Sip Si. Local culture and traditions are preserved for general tourists and young people such as giving youth the opportunity to show their talents in folk music (long drums), and

supporting the classic Thai orchestra band of the elderly group, It can be seen from cultural performances on various important occasions 4) Model of the website of the monks, the Sangha Region 10 has surveyed temples that are places of meditation and tourist attractions in order to create a database for interested Buddhists to study and visit through another convenient online channel. Web page creation is to educate and publicize and there is a group of people responsible for public relations through the temple's media that has been clearly set up 5) Model of management with government agencies, government agencies have created a body of knowledge together in order to achieve the efficiency of the network, providing knowledge to communities, schools, children, youth as well as vendors have a good attitude and provide safety to tourists. It is consistent with studies [Phra Krubaidhika Sakda Kittisampanno /Lhoalapa,and Phramaha Mit Thitapanyo, 2022; 6793] [7] ·The development of a model for building a network of community morality model based on Buddhism in ban fang district khon kaen Province.· A model of building a moral community network was created as follows: 1) the activity model by using the power of ·Bo-Won· focuses on the three·dimensional principles: Buddhist Dhamma, Sufficiency Economy Philosophy and Culture Preservation; 2) building a community network of moral development in helping each other; 3) creating network activities by having trees planted together on important days; 4) having shared goals and visions in building a network through a morality model project to build a network of moral communities.And [Maneerat Sukkasem, 2018:237] [8] studies "Knowledge managment model of Prachinburi Province herbal city for wellness tourism". The result was found that the knowledge management model of Prachinburi Province Herbal City for wellness tourism; situation and trend of wellness tourism of Prachinburi Province Herbal City was divided into 10 dimensions including 1) tourist destination dimension, 2) famous dimension in Thai traditional medicine and herbal products, 3) competitive competency dimension, 4) participation network and partners dimension, 7) the action plan of Prachinburi Province Herbal City dimension, 8) the standard dimension of herbal production, 9) Thai traditional medicine and herbs in Prachinburi province dimension, and 10) knowledge management of Prachinburi Herbal City dimension.

7. NEW EXPLICIT KNOWLEDGE

Thailand has Buddhist tourist attractions scattered throughout every province. There are many tourist places, the story of the origin of the tourist attraction. Tourism activites that tourists can participate it. There is a tourist service point, tourism acitivities and safety. A temple is a Buddhist tourist attraction, related agencies. And the community has jointly delveloped Buddhist tourism activities in terms of culture and tradition, public relations conservation and learning. A model for enhancing the Buddhist tourism development network in Nakhon Phanom Province has 5 models; 1) A model of temple is the basis for developing activities 2) Community management model 3) The exhibition model is a museum center 4) Model of the website of the monks 5) Model of management with government agencies.
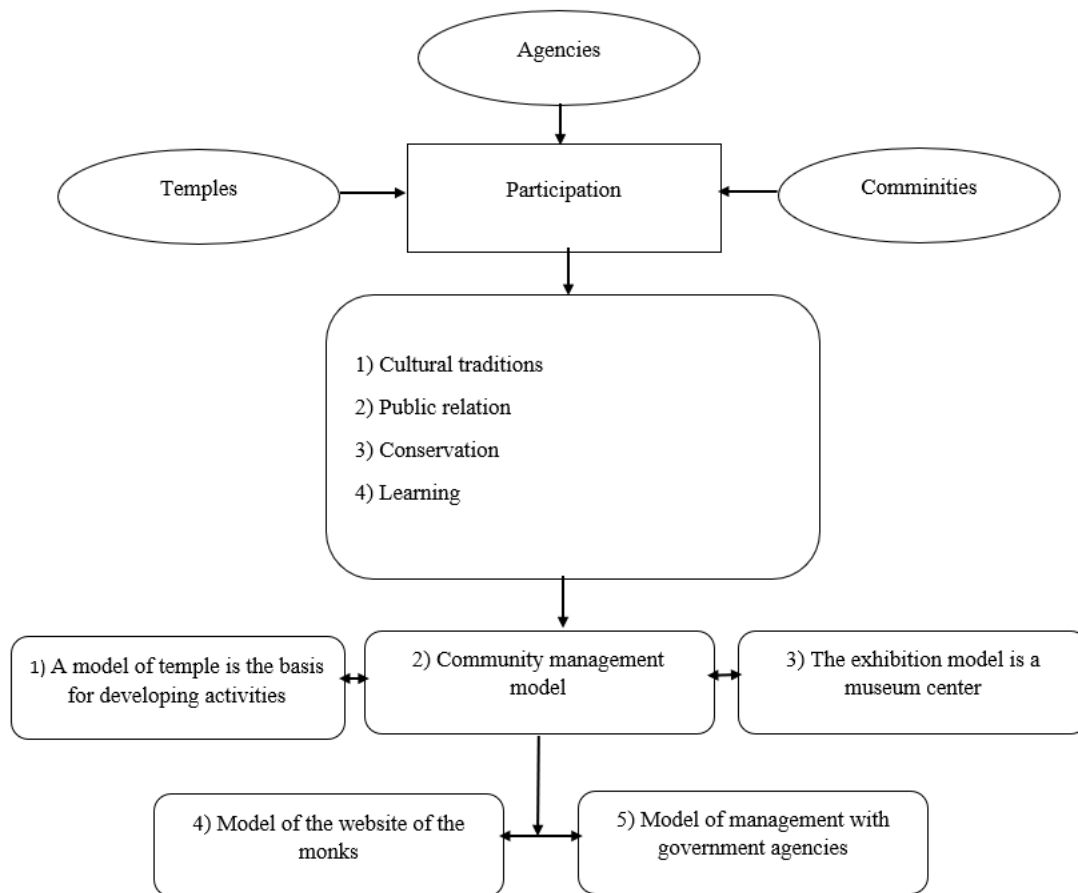
Figure 1 New Explicit Knowledge

8. CONCLUSION

Thailand has Buddhist tourist attractions scattered throughout every province. In each context, the area is differnt. There is a story of the origin of the tourist attraction in order to develop tourism, many factors are required which can be concluded as follows; 1) Tourist attractions and good tourism activities 2) Environmental processes 3) Operational organizations 4) legal and ethical processes 5) Good attitudes 6) Creative development 7) Network leaders with knowledge and virtue 8) Creating good activities together continuously 9) Sincerity and seriousness 10) Equality. A temple is a Buddhist tourist attraction, related agencies. And the community has jointly delveloped Buddhist tourism activities in terms of culture and tradition, public relations conservation and learning. A model for enhancing the Buddhist tourism development network in Nakhon Phanom Province has 5 models; 1) A model of temple is the basis for developing activities, 2) Community management model, 3) The exhibition model is a museum center, 4) Model of the website of the monks, and 5) Model of management with government agencies.

9. RECOMMENDATIONS

9.1) An analytical study should be don on the beliefs of Urangka tale, the legend of Phra That Phanom that affects cultural tourism in Nakhon Phanom Province.

9.2) The Buddhist tourism management model of communities in the Mekong River Basin provinces should be studied.

9.3) There should study the participatory management model of tourist attractions based on the legend of the Urangka That that is popular in present.

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