CREATIVE CULTURAL TOURISM MANAGEMENT :STUDIES OF THAI PUAN RACE BAAN CHIENG COMMUNITIES , UDONTHANI, THAILAND

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Abstract- Creative cultural tourism management : studies of Thai Puan race Baan Chieng Communities , Udonthani, Thailand For studies, Lifestyles and creative cultural tourism of Thai Puan, Baan Chieng Communities, Udonthani This research has been use method of research in qualitative. To managed creative culture tourism of Thai Puan by asset of culture to identify communities are not new idea but for being well- organized managed in tourism makes Thai Puan race in Baan Chieng communities become unique and different than the others with all gather.

Keywords- creative tourism, cultural tourism, tourism management, Thai Puan race Baan Chieng communities

I. INTRODUCTION

Thailand is land full of cultural diversity according to separated reigns but living harmony along with each identities and culture of Thai that's brought Thai people living in peace such a local wisdom, traditional and vision as asset or fundamental for living similarlities or different in person, communities and society. (Theerayut Boonmee, 2003) Recently, Thailand has been changed and developed rapidly effected way of living and neglect important heritage "Cultural asset" that all local will gain from doing, experiment and learning from fault to adjust to became their own identities. (Eiam Thongdee, 2005)

Baan Chieng Communities, Udonthani Province, to all memories people thinking of local land full of rice field. In contrary, group of race called "Thai Puan" which have their own identity including traditional, ritual, garments, language and ways of living.

"Puan" represent people of thai race that once residence in city of Puan , Chieng kwang district in Loas. City has been called Puan assumed situated area near by Phu Puan mountain and also Puan people who has been emigrate to Siam in the end of Thon buri period until in time of Ratthanakosin period of King Rama . Puan people living in two district in Udonthani Province, Baan Pue district and Nonghaan district which Puan people in Nonghaan assumed that their ancestors emigrated from Puan city in Loas to place called "Phong Pang Jungle" that later has renamed to "Baan Chieng"

Creative, refer to adding value that came from idea of mankind (Hawnkins , 2010) to create new innovation combine with local wisdom and culture together with technology and new innovation to processed "creative idea" and build up inspiration from roots of culture and local wisdom that accumulated in society for increase value in economics and social values (Office of the nation Economics and Social Development Board 2009:20) Development of creative idea are from organization, environment from knowledge and leanding in person together with organization that has vision, mission and character of organization , leadership of innovation organization and person self-creativities that is center of organization which is significance of Research.

II. DETAILS EXPERIMENTAL

2.1 Objectives of study

Study to lifestyles and creative cultural tourism of Thai Puan, Baan Chieng communities, Udonthani.

2.2 Scope of study

This research is scope studies of creative cultural tourism: studies of Thai Puan race Baan Chieng Communities, Udonthani Thailand which was :

1. Scope of research in population research in population by in-dept interview with people in communities including representative, local, tourism organization and homestays.
2. Scope of research in area of Thai Puan race, Baan Chieng communities, Udonthani , Thailand.
3. Scope of studies are focused on studies creative cultural tourism :studies of Thai Puan race, Baan Chieng communities, Udonthani , Thailand for build up possibilities progress of communities development for studies lifestyle and creative culture tourism of Thai Puan race , Baan Chieng , Udonthani.
4. Scope of time scope of this research is in period of January 2017.

2.3 Methodology and Data Analysis

This research has been use method of research in qualitative research for studies phenomenology in society of studies case for using Grounded Theory

which researcher studies by interview the interviewer word by word which leading to opportunity hypotheses leading to interviewing next representative until there are none others questions leading to others hypotheses, the researcher will stop interview which focused important of significant of question by their point of view which can explain process of situations or process of activities, act or interaction.) Pithak Siriwong 2014:14 (

1. Target Population Researcher has selected target population which enroll part of developed communities 19 people which are all Key informant, 10 Thai Puan representative Baan Chieng, 3 Communities organization representative , 3 Tourism organization representation, 3 Homestay organization representative.
2. Data Gathering Researcher using In-depth Interview and Non participant observation in January 2017.
3. Tools for Data Gathering Researcher gathering data by collected interview information in paper, photo and voice record using voice recorder, notebook, stationary and camera.

Investigate data, Researcher using data Triangulation theory to investigate data by investigated :

1. Investigated source of information by collecting text, technical information and related literature
2. Investigate qualitative research in In-depth interview and Non Participant observation
3. Investigate Theory for using as guide-line and consider phenomenon involved management of creative cultural tourism of Thai Puan race.

Data analysis, Analysis this research by preparing open and closed end questions approved by qualified advisory that leads context of question in content validity which researcher using descriptive analysis for devide and analysis data.

III. RESULTS AND CONCLUSIONS

Important of managed and developed Tourism to became success constantly are to produce all process that gather people in communities to be involved, to developed, to share idea, make decision and solve solution for whole communities together with support from expert advisor that understand, supported and monitoring process of communities or organization)Erwin 1976 (that are understanding solution which could turn into action that all action in process of solution has decided through organization who are act as leader that turn all action to change)Yuphaporn Roabngam 2002:5(

To managed creative culture tourism of Thai Puan by asset of culture to identify communities are not new idea but for being well-organized managed in tourism makes Thai Puan race in Baan Chieng communities become unique and different than the others with all gather and help in Baan Chieng communities has bring all tourist heading to this new tourist attraction in creative cultural tourism of Baan Chieng communities, Udonthani, Thailand has been a role model to other communities in managed their communities to creative cultural tourism.

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