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**PARTICIPATORY ACTION RESEARCH IN DEVELOPMENT OF THE
COMMUNITY CULTURAL CALENDAR FOR TOURISM
(HUAYSATYAI DISTRICT, PRACHAUBKIRIKUN
PROVINCE, THAILAND)**

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ABSTRACT

This research's purposes are as follows: 1) to collect and analyze Community Cultural in the context of Agricultural, Natural resources, Society and Traditional, Tourism, lastly, Community Working Group 2) to indicate a whole year calendar of the Community Cultural by using Participatory Action Research, according to the real Community Cultural. Team researchers included 15 people from Community leaders, Community members, District Administrative Organization's officers and cooperation with 2 researchers.

The results shown that

1. Community Cultural in Huaysatyai District was resource-based Agricultural, additionally, blended various traditional to be the unique for community.
2. A whole year calendar of the Community Cultural was indicated from the real Cultural, which was passed from generation to generation. Tourists could visit and learn from the lifelike activities of community members in village 1, 2, 3 and 6.

Keywords : Cultural Calendar, Participatory Action Research

INTRODUCTION

According to the society attempt to support community development, the numerous projects were arranged; such as policy advise patterns, community development projects, and, community self-determination projects. Those were subjected to operational budgeting as it is the rights of Constitution of the Kingdom of Thailand, B.E. 2550, which included several Chapters about roles and standing of society organizations, both government and local administrative organizations, to serve the public and people. As a result, the community development changed from top – down, government to community, to be working together. Moreover, the number of communities continued self – improvement, development changed

from community to government. By using improvement characteristics, the communities were changing in, both, the small selected topic system and the large self – management system. In conclusion, the results extended to intellectual bases, and the paths of local or district development.

The above mentioned might be the lesson conclusions of self – development changing; because community potentials have to be pulled out by a process creation of revising, analyzing for the self – development, as well as, planning to control direction of community targets. Although some communities succeeded by passing these processes, then, move forward to outside policy and government projects; nevertheless, lack of knowledge might affect them about developmental keeping in the future. For example, the government policy supports to develop the new tourist attraction place for tourist choices and community earnings.

This development caused government and local administrative organizations to rush into the operation for development output; whereas, community only concerned about increased earnings, but not mentioned about the large impact to society and tradition. Therefore, strength and harmony are community power, especially the lowest level of community has to cohere with local administrative organizations, to keep community together and move to the goals (The Thailand Research Fund, 2551:31). The goals of community strength are not only for the usual living or outside danger defended, but also the self – development proficiency by understanding community knowledge and resource asset, likewise, the community budget assessment has to be done (The Thailand Research Fund, 2550:36).

The community sustainable development without cultural changing is the working process creation to connect every part in the community, by using the Participatory Action Research of Kemmis's practical research cycle (Kemmis and Mc Taggart, 1988:11). First, team researcher study the plan with community members, then, practice, third, observation, to end, operational reflection. The participatory process development about rational thinking with aggressive, responsive, defensive and treatment strategies are the self – finding values via community cultural, which may be the strength of community development's starting points.

Huaysatyai Community, Hua-Hin, Prachaubkirikun Province is the one of community in which members and district administrative organization have been working together for community tourism, more than 5 years. The administrative management is the cooperation of government, community members and private; set up various channels for tourism such as 2 days 1 night activity, homestays, one – day tour. Tourists can contact to community leader, who take care of homestays, for activity setting; or contact to national park officer for waterfall sightseeing; or the responsible local administrative organization officers. However, because of the enormous area of Huaysatyai district, so, sometimes, the problems occurred;

for instance take care, convenience, tourists' amount control and lack of information about attraction places and activities, consequently, only natural places are visited and affected to natural ecosystem. From that problem, the community activities' collecting is required for tourism activity development for tourists, hence, the Community Cultural Calendar has been provided.

Accordingly, the team researchers appreciated the important of the Participatory Action Research to develop the community cultural calendar for Huaysatyai Community tourism, Prachaubkirikun Province. By participated with community members, the team researchers had created initial process, for community self – understanding, then, analyzed community potential, and indicated the pathway for future development by studying from the most practical village. After that, the team researcher provided the Huaysatyai Community Cultural Calendar, which is the database for community development assessment, for the tourism calendar from the actual community cultural. As a result, tourists can travel along with the genuine community living; last but not least, the Huaysatyai Community Cultural Calendar will be the tool for strength community and community sustainable development soon.

METHOD

This research's purposes are, originally, to collect and analyze Community Cultural in the context of Agricultural, Natural resources, Society and Traditional, Tourism, lastly, Community Working Group, then and there, to indicate a whole year calendar of the Community Cultural by using Participatory Action Research, according to the real Community Cultural. Team researchers included 15 people from Community leaders, Community members and District Administrative Organization's officers, finally, in cooperation with 2 researchers. The following are 4 steps of research method;

1. Research Planning: To start the connection by invited people who live in Huaysatyai area; including the leader of Huaysatyai district administrative organization, community leaders, and; community members to be the one of the team researchers. At that time, appointed the conference date for Huaysatyai district basis studying such as the village cultural and traditional, tourist attraction places, plus, agricultural activities.
2. Research Doing comprised with the following steps, first of all, brainstorm conference for data gathering, at that point, SWOT Analysis the community potentials. After that, analyzed the total ways of improvement; in the context of society and tradition, education, economic and policy (TOWS Matrix); in conjunction with the cultural calendar providing by analyzing all information.
3. Research result accuracy checking by community leaders and members for the correction of standard database.

4. Result reflection and life circle calendar improvement for community tourism development.

The data collecting method

This research comprised with 2 data collecting methods;

1. Document collecting containing with the related research theories and the related research results to sum up for research plan.
2. Document collecting from the team researcher's brainstorm conference, and participatory activities observation together with actual area observation.

The research tools

This research tools comprised with 2 parts;

1. Action research including section conference and the community participated observation form.
2. Community learning technique such as life cycle learning, mind mapping, community potential's SWOT Analysis, and, community development analysis or TOWS Matrix.

Information Analysis

The results of data collection and information analysis are the content analysis information from the community cultural calendar reflection, and SWOT Analysis.

FINDINGS

The conclusion of the Participatory Action Research in Development of the Community Cultural Calendar for Tourism are defined into research planning, research action, observation and research reflection as follows:

Research planning the connection by invited people who live in Huaysatyai area; including the leader of Huaysatyai district administrative organization, community leaders, and, community members to be one of team researchers;

1. Invited all team researchers to plan the village cultural calendar in May, 19th, 2011. After the conference, each village representative summarized the conference agenda to their village members, whether the whole year activities are correct or not, then, revised information for the next conference.
2. Created the village data collection and the conference date, for cultural calendar arrangement and data correction.

Research action comprised with the following activities

1. Team researchers conducted Brain Storming Conference in June, 13rd, 2011 by presenting village lifestyle information, then collected data for community SWOT Analysis; consist of Strength, Weakness, Opportunity and Threat. At that juncture, analyzed the development pathway in the context of society and tradition, education, economic and policy (TOWS Matrix); the results shown that

Community potentials consist of 1) Strengths are the powerful natural resources, the balance ecosystem of natural tourist attraction places, and also, various types of agriculture such as cattle farm, fruits farm, Karian tribe's rice fields. As said by the uniqueness of community and the identical traditional connection 2) Weaknesses are the community members unconcerned about tourist behaviors, lack of the systematic cultural data collection, and, lack of some tourism standard 3) Opportunity is the new movement of tourist attraction places by the whole-hearted activation of government and district administrative organization, to response for tourists from Hua-Hin 4) Threats are discontinuous government supports, and, some communities are not participated or concerned.

With the result analysis, several of community potentials are utilized for community tourism management, along with, the two strength points including community tradition and alternative tourism, are deployed. To specify the important of social, and, traditional development, for cultural retaining and endlessly tradition from generation to generation, the decision of making the community cultural calendar need to be done.

2. Team researchers made the community cultural calendar in June, 26th – 27th, 2011. In progress, 4 villages were divided according to the area context; group discussion for the activities selection by identify and detail the dominant activity, under the questions about what was the community doing in that day, month, year, and over, what to do, where, when, how, by the following activities:

26th, June 2011

5.00 – 5.30 pm determination on tradition and cultural about community living and working

5.30 – 6.00 pm advised the decision of making the community cultural calendar

6.00 – 9.00 pm conducted the community cultural calendar and detailed conclusion

27th, June 2011

5.00 – 6.00 pm brain storming for adapted the community cultural calendar to be the tourism calendar

6.00 – 7.00 pm various topic discussion

7.00 – 9.00 pm directed each department work plan

Assessment and research reflection

Every researcher separated the conference information into 2 parts, first, the community cultural calendar (Table 1), second, the community cultural calendar were utilized for community tourism application (Table 2). All data were sent for the data correction in each topic, and, finally, amended the community cultural calendar for Huaysatyai Community tourism.

Table 1. The Cultural Calendar of Huaysatyai Community

Activity Period	Activity	Activity Description	Place
A Whole Year	Wild Elephant Conservative and Watching	Planting for Natural Fence, Elephant watching tower, Caution Practice, Wild Elephant Awareness, Wild Elephant Behavior Learning	Elephant Conservative Information Center
	Cloth Weaving Conservative	Cloth Weaving Demonstration in typical styles, and, Cloth souvenirs	The Cloth Weaving Conservative Group
	Tree Bank	Tree Bank Learning, Health Garden Home, Fruit Garden and Mushroom Farm	Village 2
	Hole Pig Farming	Hole Pig Farming Demonstration	Village 2
	Cattle Farming	Cattle Farming Demonstration and Milk Plantation	Village 6
	Tea Farming	Tea Farming and Production	Village 1
	Vegetable Gardening	Vegetable Gardening; such as chili pepper, cucumber, etc.	Every Village
January	Thai New Year Day	Buddhism Religious Activity and New Year Party	Every Village
	Cultural Conservative Day of Thai-Pukow Tribe	Cultural Conservative Day of Thai-Pukow Tribe, or Ka-rian Tribe New Year Day	Village 3
	Moon Festival	Religious Rituals according to moon calendar, and, repeat these activities in March - April	Village 3
	National Child Day	National Child Day Activities	Village 2
February	Cattle Festival	Buddhism Religious Activity in the morning, and Party at the Village Pavilion in the afternoon	Village 6
March		Preparing for banana, sugarcane, corn, etc., sowing	Village 3
		Lemon harvest	Village 2

April	Songkran Day	Buddhism Religious Activity and the traditional activity of senior watering	Every Village
		Luk-Keng Reaping/ Plong Wood	Village 3
May		Fruits checking, including durian, rambutan, mangoes teen, etc.	Village 2
		Harvest crops and partly selling, Tobacco planting for cultivating in August (4 month – growing), River fishing for lunch	Village 3
June	Crops harvest	Durian, rambutan, mangoes teen, banana, etc.	Village 2
		Land preparing for rice cultivation	Village 3
Activity Period	Activity	Activity Description	Place
July	Crops harvest	Durian, rambutan, mangoes teen, banana, etc.	Village 2
	Buddhism Religious Day	Various Activities for Buddhism Religious Day, in keeping with Thai traditional style	Village 6
	Field Rice Cultivation	Start for Field Rice Cultivation, and harvest in October (4 month – growing)	Village 3
August	Mother Day	Mother Day's activities; including village developing such as road cleaning, public planting, banana harvest, etc.	Every Village
	The cultural of Rice bundle eating	Activity within each house, in relation with moon calendar	Village 3
September	Flower sightseeing	Flower sightseeing and flower selling	Village 2
October	Flower sightseeing	Flower sightseeing and flower selling	Village 2
	Field Rice Harvest	Use bamboo mat for Rice production	Village 3
November	Wild Orchid sightseeing	Wild Orchid sightseeing and selling	Village 2
	Loi - Kra - Tong Day	Kra - Tong Competition, Nop-pa-mat Child Competition, Singing Contest, and Nop-pa-mat Adult Competition	Village 2 Village 6
	Rice Festival	Start the process of Rice production at the	Village 3

		end of the month, together with banana and sugarcane harvest	
December	Thai New Year Day	Thai New Year Day activity at the Village pavilion, gift sharing and free food	Village 1
	Wild Orchid sightseeing	Wild Orchid sightseeing and selling	Village 2
	Father Day	Pay respect to His Majesty the King, Religious activity, Community Performance, Elephant Daughter competition, Singing Contest and Candle praying to His Majesty the King	Village 2
	The last day of the year celebration	The last day of the year celebration in each village	Village 2
	Christmas Festival	Christmas (Protestant) Festival; including each village singing contest, night fishing and wild frog hunting	Village 3
	His Majesty the King's Birthday	Village Developing Activities on His Majesty the King's Birthday	Village 6

Table 2. Tourism Activities from the development of Community Cultural Calendar

Activity Period	Activity	Activity Description	Place
A whole year	Sufficient Economy Village Tourism	Sufficient Economy Village Tourism 1. Soil house 2. Organic vegetable farming 3. Poultry and Hole Pig farming with no budget 4. Smoke vinegar and Long gong disease 5. Krit-sa-na Tree 6. Herbal Planting 7. Agricultural sustainability 8. others	Village 2 Sufficient Economy Group
	Ka-rian Tribe Village	- "Pa-la-U" Ka-rian Tribe History - "Pa-la-U" Ka-rian Tribe behavior and	Village 3 Ka-rian Tribe

	Visiting	cultural - Camp 712, where Ka-rian Tribe were settled down	
	Cattle Activities	The Management of Huaysatyai Dairy Cooperative; including raw milk collecting, milk capsule production, etc.	Village 6 Cattle Developing
	“Pa-la-U” waterfall sightseeing	The “Pa-la-U” waterfall is 273,125 Rai in area, containing with black forest, various types of wild animal. The “Pa-la-U” waterfall belong to the Kang-Kra-Jan National Park Department, “Pa-la-U” waterfall park conservative center, which is at 2 km before the waterfall. The “Pa-la-U” waterfall including the Big “Pa-la-U” waterfall and the small “Pa-la-U” waterfall, together for 11 levels. The appropriate time for travelling is in November till April.	Village 2 The Kang-Kra-Ja n National Park Department

IMPLICATIONS OR CONCLUSION

1. The creation of community participation, by collecting data and SWOT analysis, and database utilization for community development; are the base of every unit harmonization and activity participated understanding for driving, developing, and the most profit earning. According to Parichat Walai Satean and friends (2007: 198) stated that people has to be participated in the development process, since the first till the last step; including jointly problem finding, planning, determining, resource and local technology management, administration, monitoring assessment, and also, project profitable earnings. Napapan Tangbun (2003: 4) said that the participation meaning is the action of area-based people attended into the determining process, operation, profit and assessment; furthermore, Parichat Satapitanon and friends (2006: 17) said that the participation is the development pathway or the main strategies, to support the community development effectively.

2. The community cultural calendar for tourism is the village lifestyles along with the old tradition, which were spread out from generation to generation. So, the visited tourists could feel and learn the real natural activity as required, correspond with Fennell David's tourism project management (Fennell, 2002: 82), which determined the eco-tourism project planning into 5 procedures as follows: first, scrutiny the tourist requirement for the appropriate tourism activities; second, design the various activity structure both out-door and in-door. Third, design the suitable details for each activity including food, transportation, and, tourist places; forth, control the practical activities to match with the determined plan; the

endmost, the activities succession need to be assessed from the satisfaction of tourist and project manager, as well as, the evaluation of the project management.

3. This participatory action research had created the community knowledge about learning process, and, information analysis; to determine the development path, leaning, and the realization of brainstorm power from local administrative organization and community members. The community tourism interested, which was unaffected to their lifestyles, had created opportunity to the sustainable cultural and community traditional; fit to Nishet Suntornpitak's opinion (2007: 4). The tradition, art and cultural are continuously changing from time to time; the changing speed depend on the sustainable base and the community immune from outside impact. The stronger base is the longer originally tradition, for that reason, the successful operation need to be supported by the merit and responsible from each unit in the community. This community cultural calendar for tourism, which was constructed by community members, is the agreement of people awareness to protect and prolong their hometown society.

The next community movements are as follows: foremost, to enlarge the public relation, next, spread out tourism information about the community cultural calendar, to acquire the tourist understanding and the acceptance of calendar activity tourism. The most essential of tourism - rule making, by affirmed the community cultural calendar in the community meeting stage, are the problem preventing action and the feeling of community decision makers.

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