

Conference Title: 8th International Conference on “Global Issues in Multidisciplinary Academic Research” (GIMAR 18-19 February 2023). GIMAR © 2023 Global Illuminators, Tokyo, Japan

Study Title: Tourism Communication by Community for Promoting the Sustainable Tourism of Chulabhorn Pattana 9 Community, Yala Province

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ABSTRACT

This research aims at studying the tourism communication by the community to promote sustainable tourism in Chulabhorn Pattana 9 community, Yala Province. The study covers 1) the context and environment of Chulabhorn Pattana 9 community, Tan To District, Yala Province, 2) the communication process of the Chulabhorn Pattana 9 community, Tan To District, Yala Province, and 3) guidelines to develop the tourism communication by the community for promoting the sustainable tourism. The form of research was qualitative research. It used the concept of cultural communication, community communication, conservative tourism, and SWOT analysis as a research framework. The key informants included ten tourism leaders group using purposive sampling. The instruments used in this research were the in-depth interview, focus group discussion, and observation. The data analysis was descriptive analysis type. The research result revealed as follows: 1) the Chulabhorn Pattana 9 community was the community organized by the Thai government for The Communist Party of Malaya (CPM) or Developing Partner of Thailand to live and have workplaces. The place developed as a tourism village. They were in charge of the Chulabhorn Research Institute 2) A communication process used was community communication and participative communication among the members to exchange knowledge such as thinking, planning, determining policies, operating, and allocating the benefits for the community members. And 3) the guidelines of tourism communication development by the community is the participative communication, public relations, the building of community base strength, having competent leaders, and continuity of performance in both internal and external communities to promote sustainable tourism.

Key Words: Communication, community tourism, sustainable tourism

1. INTRODUCTION

Tourism by the community is growing amid the new current of alternative tourism and ecotourism because it is such a kind of tourism that the community uses for communicating to organize community tourism. It focuses on the community as the center of management (Rasika Angkoon, 2019)¹. Today, community tourism is a tool used to generate strength for the management of natural tourism resources, historical resources, and arts and cultural resources, by using the participatory process of the community in the management and developmental orientation that enable tourism to communicate and create the new meanings to the community communication proudly and potentially (Ministry of Tourism and Sports, 2020)². Tourism does not limit its meaning just only relaxation, mind pleasure, amusement but also the opening of the new world of learning and exchanging, enhancing precious experiences such as education, demonstration, and communication for inheriting the local wisdom sustainably, building reliability towards the tourists, emphasizing to promote the images of tourist attractions, and tourism managing the tourism. Sustainable tourism has to start from the tourism communication factors (Chatchawee Kongdee, Patchanee Cheyjunya, and Tatri Taiphapoon, 2020)³. Furthermore, tourism is the main income resource from the foreign currency exchange (Fernando, 2020)⁴. Moreover, it causes the community to get income from tourism and community cultural transfer to reach sustainability. The research of Siriporn Butsanom (2021)⁵, revealed that using various forms of communication for publicizing the target group is a factor in creating nice images for tourism, direct publicizing to the tourists' group to let them acknowledge and decide to travel more. Regarding National Tourism Development Plan B.E. 2564-2565 ((2021)-2022), it shows clearly that the participation of people in the community is a crucial instrument toward cultural tourism development. It indicates obviously that the participation of people in the community is a basic factor in the sustainable success of community tourism.

Chulabhorn Pattana 9 Community is a community located in the Halabala forest areas, Mae Wat, Tanto District, Yala Province. It is a village in a middle of valley. It has important historical tourist attractions of the community, which are a museum and monument expressing the harmony of the Communist members in the past. Currently, the Chulabhorn Pattana 9 Community is being supervised by Chulabhorn Research Institute. Its environments around the village are still the plentiful forests. The village has been developed as a tourism village. However, since the Covid-19 pandemic, the situation of community tourism is down or slow. People in the community lack income. Also, the tourism resources have not been improved because of lacking the income to support. For the reasons mentioned, the researcher is interested to study the tourism communication by the community for promoting the sustainable tourism of Chulabhorn Pattana 9 Community, Yala Province, to find the guidelines and acknowledge the forms and roles to generate the novel quality of the tourism, by opening the dimensions of tourism for exchanging and learning, respecting the folks, including the tourism emphasizing the sustainability of society, environments, and culture, which determine the orientation by using the tourism communication by the community.

2. OBJECTIVES

2.1 To study the contexts and environments of Chulabhorn Pattana 9 Community, Yala province;

2.2. To study the communication process of Chulabhorn Pattana 9 Community, Yala province;

2.3 To be the guidelines for developing tourism communication by the community for promoting sustainable tourism.

3. RESEARCH METHODOLOGY

The research is a qualitative type. The key informants include 10 local tourism leaders. The sample group was selected by the Purposive Sampling method (Supang Chantavanich, 2018)⁶. The instruments used for the research consist of in-depth interviews, focus group discussions, and observation. The data were analyzed by using the descriptive analysis (Miles & Huberman, 2014)⁷.

4. RESEARCH CONCLUSION

4.1 Chulabhorn Pattana 9 Community, Mae Wat Sub-district, Tan To District, Yala Province is supervised by the Chulaporn Research Institute. This village is surrounded by the forests and natures. The folks earn a living by growing rubber trees, gardening, and feeding animals. They can make income for the community. The community has outstanding uniqueness in customs, traditions, and cultures. It is such a multi-cultural society, having various religions. Most people still maintain the Chinese race being, using both Thai and Mandarin Chinese language for communication. The community is unique in bringing the local wisdom to produce medicines and herbs for therapy. These are considered the intellects which have been inherited after World War II. Moreover, there is the identity of local food, which includes Pla Kra Dod, Pla Puang Chom Pooh, Pla Nil, Watercress, Paco Fern, and Parkia.

4.2 It has to adjust the ways of communication on each point to be concordant with the context, such as formal conferences and small focus groups for exchanging news. All members participated in the acknowledgment of information, news, and problems, including mutual problem-solving. The activity organization of the community went well.

4.3 The development guidelines of tourism communication by the community for promoting the sustainable tourism of Chulabhorn Pattana 9 Community focuses on participative communication because it enables the community to change its performance policies, performance ways, operation, and reliability. Besides, all members can cooperate on creating and driving their community to become sustainable tourism concretely. In addition, they will achieve success in work and income construction. The participative communication of the community enhances the members to attend thinking, planning, determining policies, operating, and sharing mutual benefits. The crucial ways of development include: 1) participative communication, 2) public relations, 3) strong community base construction, 4) having competent leaders, and 5) continuity of operation in both internal and external communities.

5. DISCUSSION

In the context and environment of Chulabhorn Pattana 9 Community, Tan To District, Yala Province, this village has developed as a crucial tourism village in the province. In the past, it was a shelter for the Communist Party of Malaya. There is a museum expressing the historical stories of the community. It is such an alternative tourist attraction that the tourist can touch the calm and simplicity of their lives there. Although it locates far away from the lights, colors, and sounds, its geographical characteristics are full of natural charms that can attract tourists to visit, such as the beauty of the sea of fog in the morning at Pha Hin Yoke, Halasa waterfall beautiful and makes fresh and succulent in the Hala-bala Wildlife Sanctuary. Nowadays, it is a tourist attraction famous in terms of rare breed birdwatching in Thailand. There is a Spotted Deer Farm the tourists can access the animals' life closely. Nevertheless, the Covid 19 pandemic affects income and tourism services because it does not give results in deep perspectives. It is concordant with the research of Sarawatsadee Nawakanworrakul and Duang-ngern Suepakdee, 2021)⁸ that revealed that historical tourism has the multi-cultures regarded as a strength of tourism. However, weaknesses and threats to creating the outstanding points to

create its own identity are still a problem. It is because making it successful in promoting the potential tourism still has unclear orientation, especially the threat on unrest in the southern border areas, pandemic. It is considered an obstacle to tourism development. The community needs to build perceptions in tourism development. Therefore, the government and private sectors must help enhance the image of safety in the area and public health to make the tourists feel reliable to visit the locality.

Hence, communication becomes a tool to build the acknowledgment of tourism through communication done by the community. Such communication includes giving knowledge, experiences, participation among people in the community, and public relations of tourism to the public. The participative communication process covers mutual thinking, listening, respecting others' opinions, exchanging news and information, finding ways and having a mutual decision. The researcher found that Chulabhorn Pattana 9 Community has the communication process, which consists of communication by community and participation through the opening of public areas for being the learning stage and knowledge exchange. Besides, the community can think together, make a plan, determine policies, and allocate the benefits to the community members by improving and developing the tourism concordantly. It is concordant with the research of Ploychompoo Thitiyaporn (2010)¹⁰, which indicated that the roles and effectiveness of community communication and organizational communication in the external community enhance the community development to achieve success and become a sustainable tourism community.

For the guidelines of tourism communication development by the community to promote tourism sustainably, Chulabhorn Pattana 9 Community has developed the potential of the community all the time. However, it lacks continuity because the government and private sectors come and go in the short term. After finishing the project, they do not have any feedback or connect back again. Thus, the community cannot transfer knowledge to reach the top for discovering a mutual solution to achieve the purposes. Guidelines of tourism communication development for promoting the sustainable tourism of the Chulabhorn Pattana 9 Community mean participative communication, public relations, construction of a community base to be strong by having competent leaders, and continuity of performance in both internal and external community. The crucial mechanism used by the management for tourism promotion to be successful means using communication as a medium for connecting each other between community and external society, as guidance to community development.

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