

Abstract

Research Title : Developing Cultural Tourism Source of Bang Khon Thi Community,
Samutsongkhram Province.

Researcher : Assoc Prof. Saowapa Phaithayawat, Dr.Siriporn Luekveerawattana,
Mr.Phusit Khantikul, Miss Natenapa Luangsa-art, Mr.Winai Mankhatitham,
Mr.Somsak Khaiysong

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This research has five objectives. The first objective is to study and survey social capital of Bang Khon Thi Community. The second one is to create participatory cultural route. The third one is to set up guidelines in enhancing landscape of Bang Khon Thi area for creating the identity. Next objective is to develop video to promote cultural tourism in Bang Khon Thi community. And the last objective is to develop cultural tourism destination in Bang Khon Thi community. This research was undertaken by using mixed research methods comprised of qualitative and quantitative methodology.

For qualitative research, the sample size was 30 people or continues interview until has been duplicated from 25,021 people of 13 villages, conducted the key informants' content analysis by using focus group and structures in-depth interview from all stakeholders, consisting of the chief of sub-district administrative organization, sub-district headman, senior people, shop owners, local scholars, and people in Bang Khon Thi community. Snow ball random sampling was used for this kind of research. The qualitative research was undertaken to find out social capital, participation of stakeholders in developing tourism route. Moreover, qualitative data was analyzed and interpreted to create model for improving landscape of Bang-Noi Floating Market.

For quantitative research, the sample size was 398 visitors from average of 165,600 visitors had visited per year by accidental random sampling. Questionnaires were used as instrument. Data analyzed by descriptive statistics. This kind of research was used to survey the interesting of the visitors in tourism resources within Bang Khon Thi community and studied factors of video that attract the visitors

The findings indicated that there is plenty of social capital in Bang Khon Thi community such as local wisdom, knowledge and way of thinking related to nature, history, historic document, occupation, administration, vegetation, and attribute of local people in settling down near the Mae-Klong River and more than 300 sub canals. From survey, the visitors are interested Bang Kung Camp and Bodhtree chapel the most. Then, they want to visit Charoen Sukharam Worawihan temple and Bang-Noi Floating Market. Next, the visitors go to Bang Nok kwank old market. Last, they want to go to Church of the Virgin Mary or Atsana Wihan Maephra Bangkoet. On the other hand, there are several unknown tourism destinations: Sai Temple, Tung Seum Hah museum, Ka La Bun Leng House, and preserved fruit house. Therefore, these tourism destinations were brought to set up the cultural route and create video to promote cultural tourism in Bang Khon Thi community.

Moreover, in developing cultural route of Bang Khon Thi community was also found that this community has the physical problems about proportion of area, parking space, interpretation sign, landscape, style of architecture, and lack of identity of this area. In addition, local people in this area operate tourism site by themselves. There is no obviously proposing this circumstance to the government sector.

Keyword : 1. Cultural Tourism 2.Tourism Destination 3.physical attribute 4.Bang Khon Thi 5.Landscape 6.community identity