

## Guideline for Grassroots Social and Economic Development by Using the Northeastern Way of Life to Integrate Public Participation in Cultural Tourism of Khong River in Central and Northern Areas\*



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### Abstract

The objectives of this research article aimed: 1) to find guidelines for grassroots social and economic development by using the northeastern way of life to integrate public participation in the cultural tourism of Khong River in central and northern areas, and 2) to design guidelines for grassroots social and economic development by using the northeastern way of life to integrate public participation in the cultural tourism of Khong River in central and northern areas. The qualitative data were collected from interviewing with a sample group of 90 persons via semi-structured interview. The key informants and focus groups included representatives of people, government, and private sectors.

The results of the study are as follows:

1) Guidelines for grassroots social and economic development by using the northeastern way of life to integrate public participation in the cultural tourism of Khong River in central and northern areas reveal that people have been significantly affected by development. For the tourism dimension, development must be a balance between the way of life and tourism development, which must include the ancestors of the villagers, tourism that brings prosperity to the local community through income and other investments, and other creative tourism activities.

2) The guidelines for grassroots social and economic development through the utilization of the northeastern way of life must integrate a total of 20 products of a community's local identity, which include social capital, culture and local resource capital. The participation of the people and government sectors can be done by integrating the concept of sustainable social and economic development, i.e. emphasizing joint thinking, planning, acting, following, judging and benefiting.

**Keywords:** Development; Grassroots Economy; Grassroots Society; Participation of People; Way of Life

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## Introduction

The poverty situation and inequality. In Thailand, in 2016. (Office of the National Economy and Social Development Council, 2016) according to that poverty has still been crowded in Eastern-North, South, and North. By having a ratio of the poor at 12.96, 12.35, and 9.83 percentages, respectively. As a result, of the problem of poverty and inequality, the government has a policy clearly to give significant tourism for making income and income distribution into local and community by supporting the tourists to take a trip from the major city to the secondary city more to have income at the secondary city and distribute into local, support to tourism for distributing income among 55 secondary cities. To plan the basic structure and facility to fit for traveling and support the tourists (Tungjaisathaphat, 2018). Thereby, the first development has been the community economy building or grassroots economy to be strong before, to make the people survive themselves and their families first. Let's bring to the development of a local social community overall. "The participation of the public sector to be public participation from 5 sectors, need to role both government and private sector, the academic sector, the civil society sector, and the people sector have to collaborate on developing the people who have been the grassroots social or low end to access local resource can develop to be goods or product, and bring to support tourism resource, it has been the tool for the sale of community.

The research plan is to have 2 goals namely, first North-Eastern tourism in Udonthani, tourism from Udonthani province, and the way of Nongkhay to Lay province. Second, namely Central of North-Eastern, from Bueng Kan to Nakhon Phanom and Mukdahan. The most thing that the researcher would learn is the potential of the community to connect the important tourism resource of each province, to find the identity of each province by using the participation of local people, significantly. It has made the research of the project have main goal 3 bodies of knowledge for finding the way to be appropriate with development and motivation the grassroots economy to grow sustainable for improving community economy to well-being, reduce inequality in community, North of Khong River with the process of public participation by using the body of knowledge to occur from the research namely "Wisdom/Intelligence" the grassroots to be the way of local community culture, to create the product that has the story of tourism resource to show the shop of people's grassroots to use the public participation move on development and improve the economy of community to become well-being of grassroots social economy like the way of local culture. Thereby, the research finds a way to grassroots social development. The grassroots economy by the way of North-eastern life and Public Participation is stationed on cultural tourism resources of Central and North of Khong River which has been the research to use participation of civil state groups or people who have powered to be driven the grassroots social development, community economy or grassroots economy from start to end. By using the adding concept from basing on social resources with the innovative way of social community to be strong.

The identity of people in the community for local tourism of Central and North of Khong River for making income further. There is the story of locals about that product, to be able to develop the potential of community without poverty of grassroots social citizen. This research aimed to start from Udonthani province which has been the center of traveling, convenience, and starting point for connecting tourism of people to tourism of the Khong River. To be building stable, wealthy, and sustainable, to make people, and communities to be happiness, to grassroots social well-being and peace, to depend on government less, take care of themselves more. To have enhancing to civil state to be able to develop economy stably, income more, for making the nature conservation stably.

### **Objective of the Research**

1. to find the guideline for grassroots social development and economy by using the way of North-Eastern life to integrate public participation in the cultural tourism of Khong River in Central and North Areas.

2. to design the guideline of grassroots social development and economy basically by using the way of North-Eastern life to integrate public participation in the cultural tourism of Khong River in Central and North Areas.

### **Research Methodology**

Survey and collection documentary about social capital, culture and resource capital about tourism resource of Udonthani province is “Red Lotus Sea” and “Khamchanod” which is to connecting point cultural tourism resource of Khong River on North and on field for collecting data by in depth interview to the representative from 5 sections of public participation namely government sector, private sector, people sector, academic sector, and social public sector totally 25 people, meeting like focus group and have open stage to discussion of people in community with process of AIC (It is the processes of the Participatory Planning; A = Appreciation, I = Influence, and C = Control) by key-informant to be the developer of district, leader who is village headman or representative, senile, vendors in tourism area, whoever involve directly with tourism resource development here---Red Lotus Sea and Khamchanod totally 30 person, to collect quantitative data with tool to be questionnaire totally 400 samples (calculating formular of Taro Yamane (Yamane, 1973) bring to analyze, synthesis and to present by description.

#### **1<sup>st</sup> Step: Collection of data**

To collect the primary data from a historical document, and literature to talk about social capital, culture, and resource capital of tourism resource “Red Lotus Sea” and “Khamchanod” into setting for collecting data by tools, composed of the questionnaire, interview, focus group and use the stage of villagers by processing “AIC\*”, during the time to short note, take photo, record and collect secondary data. To manage by studying and

synthesis data from textbooks, academic papers, journals, articles, reports of research, thesis, Independent Studies, Tourism Development Plans, and other information from the government sector.

### **2<sup>nd</sup> Step: Data of Analysis**

The qualitative data that has got from a survey of the community area and structural interview, analysis content by interpretation to hide in activity or the way of life or repeating action of people. For the focus group and managing the stage of villagers with process AIC\*, to synthesize data and explain the phenomena that involve researching areas that occurred to be causal, from that to present by the descriptive method.

### **3<sup>rd</sup> Step: Method**

The quantitative data from the questionnaire to examine the accuracy of data, evaluation, and analysis with the program SPSS (Statistical Package for the Social Science). To analyze data by using descriptive statistics namely Frequency, Percentage, Means, and Standard Deviation. After that, to present by description method.

## **Research Result**

The 1<sup>st</sup> objective is to find the guideline of grassroots social development and economy basically by using the way of North-Eastern life to integrate with people in tourism culture of Khong analyze River in Central and North areas. From the result of research found that Geosocial, Cultural landscape, Knowledge which is called the Way of People's Bandung. It is the way of whoever to make grain field, salt-farm, mixing farm between grain and sugar cane, grain and palm. The way of someone finds something in the forest of community. The way of country people, the way of villagers mixed city people, the way of textile, Baisri (Thai tradition about blessing). These things are the way of life and grassroots of Bandung's people previously. It is the identity of simple being, emigrate to move other places for being together, belief, social value, life style including career of people in local area to have involving with topography, climate and to be plentiful of water, food from nature. Multiple cropping, domestication for food, make a living, for changing goods. The commerce of people in the past succeed to people in the present with location geologically, which is the salt land at Bandung. It has made to be the way of agriculture namely "Way of Agriculture 3 Water" to be "Salt Water" (Salt field/produce Rock Salt), "Brackish Water", and "Fresh Water" (Grain field, engaged in farming) by having cultural tourism in Bandung District to be "Wang Na Kin Kham Chanod" which is the popular place, well-known both Thai people and internationally, situate at Ban Noonmuang, Moo 11, Banmuong Sub-district, it is a tourism resource which has involved with history of local.

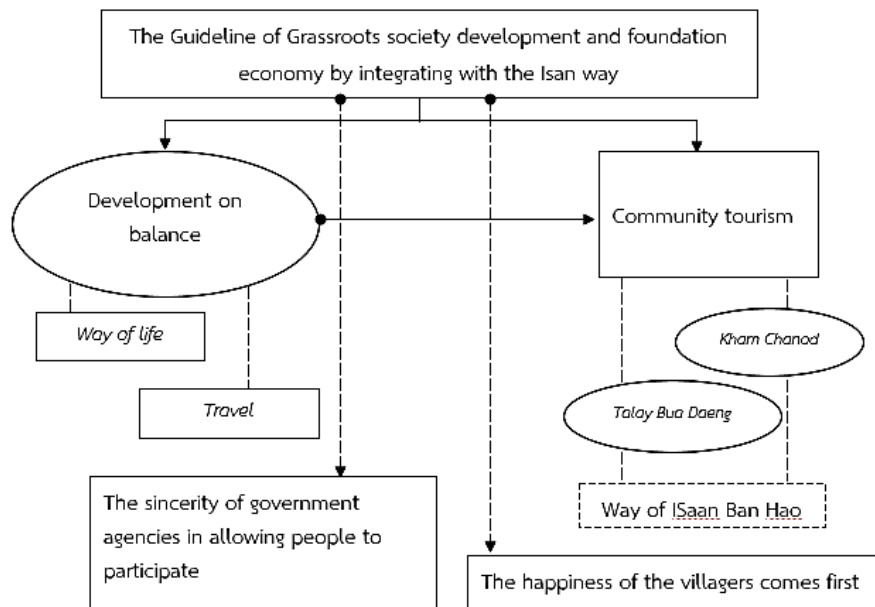
The 2<sup>nd</sup> objective is to design the guideline of grassroots social development and economy basically by using the way of North-Eastern life to integrate with people in tourism culture of Khong analyze River in Central and North areas. From the result of research to be

design the product from identity knowledge to indicate the geography of tourism resource “Khamchanod” and “Red Lotus Sea” by involving with geography which reflects to way of grassroot life, quality existence, career, local wisdom, social capital, culture, and local resource capital to be important in local community, including to make story for telling history and adding value of product. By the time, Geosocial, Cultural landscape, Knowledge which is called the Way of People’s Kumphawapi. It has reflected through local literature of North-Eastern (Isan) that Kumphawapi is traditional community to birth since previously historical and development continuously to the present. The appearance to be evidence as archaeological site, antiques that was found in other places widely. Which most of antiques were tool, baked clay, and metal. From studying of academic about archeologist, to suppose that area of resource, which has surveyed these antiques, to be traditional community like hunting and make agriculture since prehistorical period until the historical period. The size of the community is rather large, using metal, iron, and bronze as well as connecting relationships to other communities near the area to depend on, changing the main factors in exist. The way of villagers depends on the natural model from Nong Han--Kumphawapi. At present, it has become the biggest water resource of Udon Thani Province and to be the large wetlands, the second in the North-Eastern, be a source of water that was with species of fish, species of birds, and aquatic plants plentifully. The ecosystem is the identity, source of water for agriculture, and consummation of the community to live around. Anymore, it is significant at the international level to be an immigrant resource for birds in winter, Europe, China, and the Middle East. Furthermore, the nature of Nong Han still appeared to Talay Bua Daeng (or sea of red lotuses). In the present, Nong Han--Kumphawapi became a tourism resource at the province level under the name “Talay Bua Daeng” which brings to use benefits from the area and develops economic and social highs. To become a tourism resource, natural tourism resource, and historical learning resource of the community, which has reflected the way of people’s life, animals, and wonderful nature of Nong Han--Kumphawapi.

### The New Body of Knowledge

The guideline of grassroots social development and economy basically by the way of North-Eastern life integrate to people in tourism resources “Kham Chanod” and “Talay Bua Daeng” to be this development has to base on thinking “the happiness of the villagers comes first.” In the local community development, which model or method? Beginning, we should start from every sector to think of happiness and thought the feeling of people as the priority. Anymore, the government sector should express sincerity and invite people to participate in moving development including policies level, project level, or activities. For the purpose that making to percept and understands together, the awareness community is happy meanwhile, community cultural tourism “Kham Chanod” and “Talay Bua Daeng” for building a basic economy and basing on a “Balance” between community and tourism development. It means

that the community tourism activities have to be creative and reflect the way people live in the community through the activity model of tourism, that is “Isan Ban Hao” to make the visitors can get to enchant local people from local tourism activities “Kham Chanod” and “Red Lotus Sea” through eating culture, to live in homestay style, dialectal language speaking, etc. (Chart 1)



**Chart 1:** The guideline of grassroots social development and foundation economy by Integrating with the Isan Way

Any more, developing the model of participating integration for developing tourism resources follows a way of culture “Khamchanod” and “Red Lotus Sea” based on thinking, of a “Civil state” to integrate with the developing economy to be sustainable. Every sector can think, plan, follow, check, and evaluate including getting effect which has been the cooperation of the people sector, public sector, academic sector, private sector, and civil society for driving to develop tourism resources the way of culture to be sustainable every dimension namely social, economy, and environment. The cooperation model of the Civil State is to bring prominent points of each section to support tasks for developing cultural resources “Khamchanod” and “Red Lotus Sea”.

## Discussion of Research Results

From the research result of the 1<sup>st</sup> objective, it was found that the guideline of grassroots social development and economy basically by the way of North-Eastern life to integrate public participation in the tourism culture of Khong River in Central and North areas. It has brought geosocial, cultural, wisdom, values, and grassroots of local people in North-Eastern to connect for designing the guideline of development “Way of Isan people” which

has culture and tradition specifically, way of life simply, ideology and belief in lifestyle that has been descendant from the ancestor who has had local knowledge/wisdom and uses it for career to be suitable with weather atmosphere, environment, and geographical features to depend on together because of being dwdiness community and depend on nature to be a majority, to have a social connection by Sufficiency Economy Philosophy (Jirayukul, and Phothiawat, 2015). This is because the guideline of grassroots social development and economy basically by the way of North-Eastern life to integrate people living in tourism resource “Khamchanod” and “Red Lotus Sea” based on thinking “Happiness of people first”. Which model will be developed for the local community, with the method should start from all sectors, have to be aware happiness and feeling of people first? To study the problem and needs of the community currently for reducing and threatening of local to develop community economy because of the cause and threat of local to develop community economy like depending on namely participation of the community. Because people in the community lack of knowledge in principles of a self-reliant community economy. (Tungkittithavorn, 2007). For this purpose, to protect before a problem of development is unsuitable for the happiness and needs of people in the community namely other sectors especially, the government sector should show sincerity to persuade people to participate in driving development policy, structure, or activities. So, the government sector has to make perceptions and understand together by making relationships with the community as well as selecting activities that perform appropriately, to cooperate and return that body of knowledge to the community. (Singhalert, and Uthakorn, 2016). Furthermore, developing group of community economy in participation management of members for processing to achievement. This performance is to make participation to be sustainable. (Yam, Sirasiriraj, Duangchan, and Chaleysub, 2018)

As well as the title of local community development by awareness to the community be happy to get along with tourism as community culture “Khamchanod” and “Red Lotus Sea” for building a grassroots economy. Development must have the concept; of “Balance” as a “Way of Life” and “Tourism Development” Developing tourism to motivate community economy, should not focus on the compensation of economy such as income over, make to impact social, cultural, resource, and environment in the community. It is called This tourism development has no balance and unfair to villagers and communities, it is development to be not sustainable. (Kanchanaphun, 2015)

From the research result of the 2<sup>nd</sup> objective, it was found that the product from knowledge/wisdom, which is the local identity point to the geography of tourism “Khamchanod” and “Red Lotus Sea” to bring the way of grassroots life, being style, career, knowledge, social capital, culture, and local resource capital that is important in the local community to be the inspiration of thinking for product design which is identity and create a story. This is to show that the villagers can use their stock of knowledge to fit in the context



of society to be changeable. Anyway, it can be applied to use the prominent point of culture and change the culture to become a tourism product, making the product to be different from other areas. (Noivangklang, 2005). This is because of the developing tourism resource, the way of culture “Khamchanod” and “Red Lotus Sea” to be sustainable in all of the dimensions. With cooperating of the Civil state, composed of the people sector, government sector, academic sector, private sector, and civil society brings the prominent point of each sector to support tasks and missions to develop, which means to think, plan, action, follow, check, evaluate and get an effect, which is the concept to make getting the process of communication or changing information between members in society or community conveniently. A strong community can be created by the participation of members in the community to communicate, and change ideas together. It will be the empowerment of the community that pushes to get supporting and processing other activities for developing steps of community to be an achievement. (Kasemsuk, 2018)

## Conclusion

The guideline of development “Way of Isan people” is the way of life simply, ideology and belief in lifestyle that has been descendant from the ancestor to be suitable with weather atmosphere, environment and geographical to depend on nature in social Sufficiency Economy Philosophy by the way of North-Eastern life to integrate people live in tourism resource “Khamchanod” and “Red Lotus Sea” based on thinking “Happiness of people first”. Because people in the community have no knowledge of the principles of self-reliance community economy. So, the government sector has to make perceptions and understand together by making relationships with the community. The local community development by awareness the community is happy to get along with tourism as community culture “Khamchanod” an “Red Lotus Sea” or (Bua Daeng Sea) for building a grassroots economy. Development must have the concept; of “Balance” as a “Way of Life” and “Tourism Development” by developing tourism.

## Suggestions

From the results of the research, the researcher has the suggestions as follows:

### 1. The suggestions from the research

From the research result of the 1<sup>st</sup> objective, it was found that any activities aimed at the development of the area, Khamchanod, and the Red Lotus Sea. The real problems and needs of the community should be studied. It emphasizes the community's happiness, parallel to cultural tourism, to build a foundation economy. At the same time, government agencies should express their sincerity to invite people to participate in the development drive to build awareness and understanding between them. To jointly analyze the needs and select activities that will be implemented appropriately.



From the research result of the 2<sup>nd</sup> objective, it was found that the public must urgently realize to come together, plan, co-act, take responsibility, and benefit the government so that the direction of tourism development can benefit the local community to the maximum so that the community can reap the benefits of tourism to its full potential.

## 2. The suggestions for the future research

Future research should involve the following issues:

2.1 The development of the Grassroots Social Development and Economy should be done in another place such as South Areas.

2.2 The activities of government for developing the Grassroots Social Development and Economy should be done in small zone therefore the utility has still been in this area the most.

## Honorary Announcement

Thank you. Local Leaders, the chief of the community, as well as representatives of the people. Government representatives and private sector representatives (5 public sectors) in tourist attractions Khamchanod and Bua Daeng Sea. To study the information, complete the information, and get all important information that is useful for this research.

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