

KSUC-PI-013

Cultural capital of Phuthai ethnic group for promoting community-based tourism at Nong Chang Community, Nong Chang Sub-district, Sam Chai District, Kalasin Province

Suchanart Singhapat^{1*}, Yuttapong Khuenkhaew² and Nataya Hokpanna³

¹Department of Innovation for Local Development, Faculty of Liberal Arts, Kalasin University, Thailand

²Department of Political Science, Faculty of Liberal Arts, Kalasin University, Thailand

³Department of Early Childhood Education, Faculty of Education and Educational Innovation, Kalasin University, Thailand

*Corresponding author: suchanart.bo@ksu.ac.th

Abstract

This research aims to study the characteristics of cultural capital for promoting community-based tourism at Nong Chang Community, Nong Chang Sub-district, Sam Chai District, Kalasin Province using qualitative research methods. The research tools were the interview form and group discussions. Secondary and primary data were collected. The data were presented by descriptive analysis. The target groups were selected by a purposive sampling method, including 2 monks, 4 community leaders, 6 local scholars and 5 community product operators. The research results revealed that the village occupies 4 outstanding cultural capitals managed by the community which can attract tourists: 1) dressing which is the identity of Phutai people, 2) weaving and basketry such as Praewa fabric and containers, 3) language which Phutai language is used in communication and 4) society and way of life that people live a simple life, are generous and have agricultural career. They also do weaving, plant mulberry, raise silkworms and have religious traditions. The uniqueness of tourism management is community participation. Therefore, related agencies should use local cultural capitals as the tools for community development to promote sustainable tourism.

Keywords: Cultural capital, Community-based tourism, Nong Chang Community