

Title: STUDY OF ARTS, CULTURAL AND FOLK WISDOM FOR SUSTAINABLE ECOTOURISM.THAILAND.

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Abstract

This research aims to study local arts, culture and wisdom as to promote a sustainable eco-tourism by analyzing those influential factors of eco-tourism development. This research employs a Field Survey methodology by questionnaire The sample are population in Na Nong tum district, Amphoe Chum Phae, Khon Kaen.

Along with the collection of secondary data in the open discussion, the analysis of the potential strengths, weaknesses, opportunities, obstacles to the possibility of sustaining this community to eco-tourism development, the workshops for people in the community, and in-depth interviews in relation to tourism with people in Na Nong tum district, amphoe Chum Phae, Khon Kaen.

Those samples are number of 100 people live in Na Nong tum subdistrict Administration Organization, Amphoe Chum Phae ,Khon Kaen by quato sampling, judgement sampling and determining the proportion with purposive sampling.

The results shows that;

1. The result of the study of local art, culture and wisdom

The sample consisted of 54 females and 46 males, age range between 41-50 years old, the majority is in a marital status, educational background are under a bachelor's degree. Most of them are farmers who live in Nong Jan community. They have provided the information relate on the arts in folk painting, folk sculpture, handicraft, local textile, folk story-telling, folk riddle, folk costumes, and folk poetry respectively. The information relate on the cultural issues are folk story-telling, folk poetry (Pha-Ya), folk music, folk dance, folk singing, handicraft (as wickerwork) cotton, loin cloth,folk costumes and traditional textiles

respectively. The information relate on local wisdom are agriculture, industry, handicrafts, natural resources and environment management, funding and community business, fine art, painting, sculpture, literature, visual arts, music and the arts of boxing, organizational management, Language and Literature, religion and tradition and Thai traditional medicine, respectively.

2. The result of promoting and developing the local arts and culture to a sustainable source for eco-tourism

The training and knowledge development for people in the community has been provided by organizing the open meeting for discussion, voting for what they feel would be best beneficial for their own community. Then, the data is divided into a particular field according to their needs and interests. Those trainings and workshops had been stressed the important in skills and consciousness of local cultural treasure, the trainings were divided into 5 groups.

- 1) The making of wickerwork
- 2) The kitchen and food
- 3) The home stay
- 4) The local arts, culture and wisdom
- 5) The souvenirs development

3. The result of raising the consciousness of preserving a local arts, culture and wisdom.

From the survey, the brainstorming processes, trainings and workshops, and the informal interviews as to promote the raising of consciousness in preserving local arts and culture for sustainable eco-tourism. In fine arts, the raising of consciousness appears much in folk painting, folk sculpture and folk handicraft. In the awareness of local culture appears much in folk story-telling, folk poetry, folk music, folk dance, folk singing, folk handicraft, a woven cotton, folk loin cloth, etc. The consciousness of local wisdom appears firmly in the subdistrict administrative organization of Na Nong Tum especially in agricultural sector, industry and handicrafts, natural resources and environment management, local funding and business, fine arts such as painting, sculpture, literature, visual arts, music, boxing arts, Language and Literature, religion and tradition.