

Abstract

The research entitled “Development of Cultural Tourism Marketing for Puyu Sub-district, Muang District, Satun Province : Culture of the Two Lands” aimed to study the history, community settlement, way of life, arts, culture and wisdom of the people and to seek the guidelines for the development of cultural tourism marketing of Puyu Sub-district, Muang District, Satun Province. The study involved interviews with 100 subjects and provided a platform for guidance in developing marketing of cultural tourism through community involvement. It is found that Puyu Sub-district is about 400 years old. The majority of the villagers are Muslim. Due to the fact that Puyu is located near the border area, economic, social and cultural shares with Malaysia are made possible through ethnic and religious linkage by marriage and employment in Malaysia. Some villagers in Puyu have dual nationalities, Thai and Malaysian and are bilingual able to speak both Southern Thai dialect and a Malay dialect. Geographically, Puyu consists of four islands : Koh Yao, Koh Prasmana, Koh Khamin and Koh Ka Raab. Locations and activities for cultural tourism include traditional Thai Muslim houses, remnants of wrecked ship, ancient clay fired brick kilns, 300 year old sacred well, Chinese tomb, Chao Lae’s (sea gypsy) “Kamard Wisdom Learning Center”, crafting of local fisheries instruments, livelihood of fishermen, PanchaSilat self defense demonstration, celebration of Hari Raya day, Ashura religious celebration and making of assorted sweets. Tourists come during the months of October-November because the climate is most suitable for visits. There are plenty of aquatic animals such as crayfish, crabs, fish and squid.

Local residents earn incomes from cultural tourism approximately 2,000 baht / household / year. It is found that development of cultural tourism marketing can be made through joint participation of the residents with the following efforts. 1) Improved access to the tourist attractions through active public relations of tourism of Puyu ; convenient transportation between the port at Tammalang and Puyu including to other islands. Local agency (Puyu SAO) should organize annual cultural event every year. 2) Development of tourist attractions and promotion of cultural tourism activities through maintenance of traditions such as PanchaSilat demonstration, Ashura celebration, observing Sunat (circumcision) tradition, celebration of Maulid (Prophet’s birthday), An-nasheed singing performance, conservation of Thai Muslim styled houses, and crafting of Keris (old dagger). 3) Improvement of facilities such as providing security on the island for tourists, modified motorcycle (SALENG) service throughout the island, adequate garbage bins, development of tourism trails, convenient and safe island roads, available phone booths around the island and adequate homestays for tourists. 4) Other

recommendations include the fact that the youth need to have knowledge and understanding of their own identity and they are prevented from drug abuse and the control of motorcycles making noise at night. If Puyu residents apply the recommended concepts as the guidelines for leading their livelihood by maintaining the cultural heritage, they can become self-reliant and able to live peacefully in the future.

Keywords : Marketing Development Cultural Tourism self-reliance.