

Cultural Tourism of Tai dam Ethnic Community in Loei Province Thailand

Dr.Patthira Phon-ngam

Associate Prof. & Chairman of Doctoral Degree Program, Faculty of Humanities and Social Scienc Rajabhat University Thailand

Abstract

The purpose of this study was to investigate the potential of cultural tourism of Tai dam community in Loei province Thailand. Qualitative research using interviews, document analysis, and indirect observation. Analysis of qualitative data by content analysis

The result found that there are many different styles of homes generally feature unique to a particular manual. The roof and dragging down the pinion head home tie curved roof that resembles a tent. Thatched with long grass floor covering that covers the lid down all around the house. Gable roof is decorated with wood carvings. In the way of life of Taidam have their own regulations. On the basis of beliefs and rituals, such as belief and ritual offerings penates. Beliefs about the healer or host. Playing of Taidam are to play the legendary long. Homage to the village witch local wisdom which was called "Mor Mod". The clarinet is a musical instrument composed of stripes Bupa's Hard .This play was called "Shair Pang" that often is present in the waning days of the first lunar month, in March and June. The language of Taidam which is a particular character. For weaving of Taidam in the past, every family would own cotton or so to produce a silk garment. Apparel with the family members. In the past the dress of Taidam there are a lot of clothes , both women and men which is a symbol of the ethnic groups of Taidam dress. Taidam have traditionally follows: 1) The tradition of birth. 2) The tradition of raising 3) traditional mate selection and marriage.

Rites of Taidam are as follows:

- 1) พิธีข้มมด Conservative treatment of disease was call
- 2) on rites of death
- 3) พิธีปาดตั้ง
- 4) พิธีเสนเรือน
- and 5) พิธีเลี้ยงเจ้าบ้าน

Keywords- cultural tourism, Cultural destination, Potential for cultural tourism.

Objective

To study the potential of cultural tourism in Taidam community . \

Rational

Cultural tourism is traveling to experience the culture and visit various fields, including architecture, painting, sculpture, crafts, dance, language and literature, and music. The festival is a tradition to travel and to learn about the way of life. Thailand's culture and beauty elegance and fineness, different from the other modes of travel are popular among tourists.

Social and cultural tourism resources in each country has its unique way of social life including the well-being of people, language arts and crafts festivals, religious traditions, dress, playing and entertainment. The state houses and the abstract to present the ideal, beliefs, attitude, and local wisdom.

In the cultural tourism in the Taidam village. The visitors continued but no notes. No more thousands of visitors came to the community of travelers who want to visit, nature and culture in the Taidam 's village .

The condition of Taidam 's village was named Ban Na Pa Hnad , Khao Kaeo sub district, Changkhan district, Loei Province is a village with a population of lineage "Taidam". The village is located on high ground, which the dialects are known as "hump" of the forest Hnad field. Village and neighboring villages are known as "Ban Kok" or sometimes called "Ban Kok Song Dam. It was called this because this area has a lot of the forest Hnad. There is also a bamboo forest. Wooden red pad auk wood distinguishes deciduous trees and abundant wildlife. There are two natural water are Hoi river and Hoi Pa Tuo, also known as the little creek. Plant fed agriculture. There are many fish as food for the locals as well. People in this region are upland rice is not rice. When Taidum go into this area grow rice, which is the traditional occupation of farming folk. It was made in the field as well as wild rice Hnad today.

This is a cultural village house in this village was located at Ban Na Pa Hnad Khao Kaeo sub district, Chaingkhan district ,Loei Province was founded in 2003 by some local scholars in community and people of Ban Na Pa Hnad. It has a conservative culture's club. Most of the members are already in the building consists of a home after a Taidam model. Weaving together the building of women's groups. Tai Tun House small exhibition area and a map showing the immigration of Taidam into Thailand. Drawing Taidam characters. Association with products such as cloth weaving, soap Kuopio.

In the period of the active conservation of the tradition local culture at Ban Na Pa Hnad is a village that has been of interest. As the only Taidam in it. The ritual is handed down from ancestors, such as language remains on the modern life..

The study of culture of Taidam Ban Na Pa Hnad was made aware of the source of the culture, rituals and skits unique that preach to the Taidam in this village is love and unity that can be shared struggle with. Various The past as well

However, cultural tourism is still a fairly have not been widely disseminated. It does not get much attention as it should. Travelers who come to this village are narrow due to the lack of data and lack of cultural dissemination, public relations activities. Tourism in a systematic way. Therefore, it is essential that there should be information about the culture of Taidam community and cover a wide range of tourists.

From the foregoing, it is necessary to study the potential of tourism culture in order to get information about cultural traditional way of life of Taidam, which can be used as a basis for the promotion of tourism culture in Taidam communities.

The results of the research.

1. For making aware of the potential of cultural tourism in the Taidam community are relevant to the local Tourism Authority of Thailand. Was promoted to Taidam culture sustainable a major tourist attraction.

2. Results of the study data and proposed strategies for restoring Taidam culture as a means to promote a strong and Taidam cultural practices in promoting the culture of other

3. A study will be the basis for those who want to study more about Taidam culture in different areas or in any other study of the Taidam.

The scope of the research.

This research aims to study the ritual traditions of weaving and dress and the houses of Taidams today

Methods

This study used qualitative methods to analyze the documents and interviews with the observation that indirectly (Indirect observation)

Data analysis

Analysis of qualitative data was analyzed by the content (Content analysis) and the results of a descriptive analysis of the study (Descriptive analysis)

Literature Review

Cultural tourism is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle. It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout the world, and a recent OECD report has highlighted the role that cultural tourism can play in regional development in different world regions (OECD ,2009)

Cultural tourism has been defined as 'the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs'. One type of cultural tourism destination is living cultural areas. Visiting any culture other than one's own is a form of cultural tourism, such as traveling to a foreign country. Other destinations include historical sites, modern urban districts, "ethnic pockets" of town, fairs/festivals, theme parks, and natural ecosystems (Richards, G. 1996)

DISTINGUISHING FEATURES OF CULTURAL TOURISM

The following list of some distinguishing features of cultural tourism (*Quick Start Guide to a Tourism Business* , 2006)

1. Builds on and markets cultural strengths
2. Emphasizes the quality and authenticity of the visitor's experience
3. Aims not simply to describe, but to convey meaning and understanding of broad contexts
4. Needs personal contact and specialist knowledge
5. Meets the visitor's demand for knowledge
6. Conveys the richness and diversity of a place or culture
7. Is active and involving for both visitors and host communities
8. Can create new tourism product from people , it does not depend on high levels of new capital investment
8. Recognizes the dynamic and changing nature of culture
10. Develops visitor and site management programs

11. Develops interpretation programs designed to inform, educate and interest visitors
12. Can minimize the environmental degradation and cultural exploitation which accompany some forms of tourism
13. Is carefully targeted to meet the interests of particular market segments

CULTURAL TOURISM ATTRACTIONS

Not all cultural products will be tourist attractions. The ability to attract visitors depends on the extent to which they meet, or are able to meet, the following criteria:

1. Perceived quality of the product
2. Awareness of being a tourist attraction
3. Market awareness of the product

Result of study.

Study the potential of cultural tourism in Taidam community

The history of Taidam at Ban Na Pa Hnad.

Ban Na Pa Hnad, is a village of ethnic Taidam ancestors were forcibly isolated from Thailand when the number of Polish troops in the year 2418, as Haw Haw are hitting the town Xieng Khouang. The city of Bangkok is the region of the formation and control of the chief ruler is a dangerous mountain to conquer Mithra walnut. I have herd people from the region, the number of immigrants in Thailand. The Taidams were forcibly settled in the town together. The Governor Briscoe Khan. I asked some people to Xieng Khouang. King Rama V had consented to free Taidams migrated to the request. Came to town last throes. The Taidam part of the settlement, the Sak. Some return to Xieng Khouang. But there are those who go on to Xieng Khouang and found an appropriate way to settle. Thus persuade immigrants to the city by the Sak. Across the river to the stately home. (Southern District commented) along the Pak batting in the neck to move through the room. I settled on the Klickitat. Later moved to the field, Ben. Then moved to the field Hnad permanent forest around the year 2448 due to abundant The family emigrated to the time that all 15 families together.

The study of Taidam culture are as follows.

1. Taidam culture, traditions and lifestyle are

1)The houses of Taidam.

There are many different styles of homes generally feature unique to a particular manual.

The use of local materials, simple roof and pinion head home a long drawn uniformly. Curved roof that resembles a tent. Thatched with long grass floor covering that covers the lid down all around the house. Gable roof with decorative wooden cross carved antler-like branches called "The Stump" the house is elevated platform. All the rooms have a balcony or terrace extends the living. With thatched roofs. Distinctive gabled thatched above. However, there is a circle around the eaves of the house. The houses are built of bamboo and have no back window. The only entrance. Front and rear. House is surrounded by bamboo cover all four sides are covered with traditional bamboo and covered with basement home side made of bamboo rods. The stakes are hardwood and the stairs are made of bamboo to use for a down across the front and back of the house. The high open basement storage items. Stair way leading up to the inside of the house is open and one is called "I want to lure the" first to be made up before the housewarming tented arch. Thatched with long grass floor covering that covers the lid down all around the house. The Taidam houses shown in Figure 1 -2.



Figure 1 -2 the homes of **Taidam**

2) *Way of living.*

Taidam have their own regulations on the basis of beliefs and rituals, such as belief and ritual offerings household spirit Beliefs about the healer or the host over the host culture are traditions that differ markedly, such as a funeral.

The funeral is a ceremony that reflects the spirit of spiritualism and Taidam. When someone dies, it stops everything dead to the cemetery until it was completed. Before starting work. The Taidam funeral will not be considered because the priest was involved with was a ghost. All bodies buried rather than cremated.

Beside that Taidam have a ceremony was called " Sen Huan ritual " it's ritual offerings household spirit , ancestor ghost doing this because believe it will not starve and will bring prosperity to their children.

For the wedding ceremony is a wonder. When a guy in love with Taidam women. Men will be asked to use a piece of betel only. If her parents are okay, they shall be as agreed to raise their daughter. For the New Year will be held in October was called “ Pad Tong “ ritual

3)Playing of Taidam.

Taidam have a playing wich the legendary long the village for respecting to the healer in villange . The clarinet is a musical instrument composed of stripes from Bernhard Bupa. This play is called "Shair Pang " is present in 1st waning days in March and June, as shown in Figure 3.



Figure 3 shows the San Pang.

There are also other playing, as shown in Figure 4-6.



Figure 4-6.
Playing of
Taidam

4)Language

The language of Taidam which is a particular group of characters shown in Figure 7.



Figure 7 Taidam's letters.

5) *The weaving.*

Taidam Ban Na Pa Hnad in the past, every family would own cotton or to produce a silk garment. Apparel with the family members as a gift for an important occasion, various natural dyeing, garment bags, blankets, curtains, fabric bag cutting and sewing Kuopio everything by hand is a function of the woman.

From the interviews and observations, found that the weaving start from cotton plantation until pick the cotton it take time about 6 months, then take a cotton flower, cotton to remove seeds take the cotton flower with the parties that if the parties to a full fluffy cotton. Put down to the wheels on a round wooden cotton reels about one development called "cotton wheel" to spin the wheel to spin the cotton gin Night. The right hand rotation of Night gin. (Clockwise) with the left hand, pull the wheel to the left, it will be a long cotton up until right arm is used to rotate the winch to the back of the cotton to the cotton steel.

6) *The dress of Taidam*

There are a lot of Taidam costume in the past for women and men. Dress as a symbol of the ethnic groups which men wear leg narrow black pants, head trousers last long black leg and head trousers last short black leg to use tuck. The older man is wearing a black shirt, cotton shirt, short sleeve shirt, long sleeve, he will long be with the silver buttons. China long sleeve shirt. Both the short and the long. Hawumlglwann breasted knitted fabric used to make the buttons. Coat of paint on the black button. It also has a cloth draped over his shoulder, shoes before the shoe buff.

Taidam ware the shirt was called "He shirt" is the high holiness that is sacred shirt to wear at the ceremony only. This shirt for men and women have two sides to wear. If the ceremony is to be worn on the outside with no pattern. If such work is not auspicious to wear out on the field with beautiful designs outside. shown in Figure 8.

The dress of the women, sometimes it's a woman's marital status as married women. Women's widow (husband died) Women who split up with her husband Moreover, keeping in mind that women have tendencies to do.

Women's dress shirts as a man which was cut with a hand-woven cotton. The shirt long to knee color as yellow, green, red, multi-color sleeve collar shirt chest. shown in Figure 8.



Figure 8 shirt of Taidam

Figure 9 Taidam women blouse

In addition, Taidam wear the long shirt, China neck short sleeve black shirt through the chest, button is odd like 9 tablets 5 tablets 11 tablets because of the believe that to put the odd buttons. to make amends. If the buttons were not in the spirit to escape often sick

There are many of sarong for example black sarong, modern striped skirt. Sui skirt, The weaving process is complicated because of the skirt pattern beautiful intricate designs and woven cotton and is black with red patterns. This is a snake with a black head, white and green alternately. The sarong contains 2 designs butterfly pattern and harmony pattern. The stripes are black, green, yellow striped snake nursing mother sarong which a beautiful patterned was caled “ Nang Hnan sarong displayed in Figure 10.



Figure 10 Nang Hnan sarong

The national dress of Taidam men and women in the figure 11-12



figure 11-12 The national dress of Taidam men and women

7) Food

Food of Taidam make from vegetables they don't eat meat. The food compose of

vegetables and chili sauce the best of Taidam chili sauce is made from Taro (*Colocasia esculenta tt.*) Show in figure 13-14.



figure 13-14 Taidam 's food

2. The tradition of Taidam as follow.

1) The birth tradition . Taidam Ban Na Hnad in the past when the mother engage to normal labour the midwife inform to the household spirit for prevention the mother and baby as soon as deliver a baby the mother have to lie near an open fire and drink hot water boiler with local herbs and a hot bath for one month. When finish this process will go to welcome ceremony for the baby

2) Tradition of child support. Taidam Ban Na Pa Hnad in the past, father ,mother grandparents, parents have to take care the baby mothers give breast feeding and rice stewed in banana leaves and then chew the cover of fire.

When the baby is one yearold the local healer to find the right name. Having grown up enough the father to teach his son how to farm. Weaving Machines. The mother will teach her daughter to make a house a home. Weaving and making patterns on the cloth humble son to respect women obey their elders.

3) Traditional mate selection and marriage. Taidam Ban Na Pa Hnad in the past gay and young lady to meet the girl yard games on the agreement to worship together as husband and wife. The man ask his father and mother to ask for the marriage, which is four steps then the man was sent to the lady's house

3.The ritual ceremonies of the Taidams.

Details are as follows.

1) *Conservative treatment of disease* was call “พิธีขับมด” is the conservative treatment of the disease, When people with chronic illness in the family. Treatment with native medicines doctors are not well. Spouse, or relative of the patient will take them to local healer was called “Mor Yao” for incantation. If they are not well they will invited “Mor Mod” to treated with a cast to determine the cause of the illness

This therapy is contraindicated in combination with modern medicine. It's a psychological treatment to make the patients have better morale which may be recovered from the illness.

2) *Rituals about death.*

Death is a common of human in general. The ritual of each species vary according to their beliefs. Taidams believe that life after death will going to live in the haven as well as city. The rituals on the death of Taidam is a funeral is a ceremony that is traditional after dead people closed on the doors and windows to stop working. Until the bodies buried at the cemetery for believe that the victim is out the window of a house with don't close the doors or spirits of the dead into the house to open the door. Be used to wrap the dead body wrapped in a white cloth, white cloth, cut to length and width equal to twice the dead bodies. The bodies of the dead into the whites

The current was adjusted death rites of Taidam remain buried Some people close doors and windows somebody don't work. Perhaps some day a funeral casket containing the body with plywood coffin and cold with the perfume comes with coconut body wash. With respect to the prostrate corpse candles. Coffin decorated with beautiful flowers. A car or tractor carried the body is the instrument that is in charge of the funeral and burial. There is no activity in the past.

3). *The ritual which called "Pad Tong"* is taking the food to penates to eat

4). *Ritual which call "Sen learn"*. The term "Sen learn" "หล่อเชื่อน" are the same meaning is taking rice, fish, and all to penates

5). *Ritual of Ghost host*

Ghost host is the belief that confidence. Create a safe and supportive with the blacks. To live in this world. Taidam the belief that the supernatural Ghost Host as a god or deity to maintain the village ,protection of the peace and happiness of the residents travel outside the village to work elsewhere

So that Taidam organize the ceremony ghost host parties every year.

Suggestion

1. Academic feedback. The results of the study, keeping in mind the tradition of the time, so it should be more academic. The relevant authorities should encourage the study. To gather information about the history of the various forms of media, such as brochures, posters electrode New Media IT CD VCD other internet as a guide in the study of ethnic .

2. suggestions into practice.The results of the study. Should be encouraged to continue the tradition of the Taidam cultural heritage, which is a major cultural attractions.

3. Suggestions for further research. Ecotourism should promote research culture. The research is part of the community. To the community is a common thought. Share analysis. Together with the decision. This will be the owner and beneficiary and a pride in their culture.

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