

**DEVELOPMENT GUIDELINES FOR NONG RUEA LEARNING AND
ECOTOURISM CENTER:
KAMALASAI SUB-DISTRICT ADMINISTRATIVE ORGANIZATION,
KAMALASAI DISTRICT, KALASIN PROVINCE, THAILAND**

Wichaporn Chumnigumjorn* and Adjunct Marniati**

Abstract

Kamalasai Sub-district Administrative Organization is the administrative district of Kamalasai District, Kalasin Province and the area is approximately 31 square kilometers. It is located in the southwest of Kamalasai District with fertile plains landscape and most of the land is good for cultivation with beautiful scenery as it was a part of the ancient culture; furthermore, the area adjacent to Fa Daet Song Yang City, the ancient city of Tavaravadee. The study found that Kamalasai Sub-district Administrative Organization has a potential in tourism from the area and tourist activity survey due to its strong social and cultural background. Therefore, it has a policy to develop a pilot area in Nong Ruea. It is a large marsh with complete ecosystem as well as an elegant nature which appropriate to create ecological activities; moreover, to improve the landscape to be cool and pleasant for being a recreation area and build a network link to the cultural tourism. For social and cultural development, it will be developed to the local museum learning center including the local knowledge and improve to the tourism attraction connection to have ongoing routes and activities for building a good community, learning, knowledge creating, and improving community economy through student and community participation processes to the practice.

Keywords: community development, local art and culture

1. INTRODUCTION

Kamalasai Sub-district Administrative Organization is the administrative district of Kamalasai District, Kalasin Province and the area is approximately 31 square kilometers. It is located in the southwest of Kamalasai District with fertile plains landscape and

most of the land is good for cultivation with beautiful scenery as it was a part of the ancient culture; moreover, the area adjacent to the Fa Daet Song Yang City, the ancient city of Tavaravadee. The evidence remains clearly to the present is the perfect ditch and ridge at Sema Village. It consists of an important sacred place namely Phra

* Wichaporn Chumnigumjorn is a lecturer in the Faculty of Architecture, Urban Design and Creative Arts, Mahasarakham University, Thailand.

** Prof. Adjunct Marniati is the Rector of Ubuditah Indonesia Cyber University, Indonesia.

Tat Ya Koo and ancient Sema. Therefore, it is a regional historical noteworthy tourist attraction. Fa Daet Song Yang City is an important tourist attraction of the province and also a place of worship and arrange an important traditions of the province such as the Sprinkle Water onto Phra Tat Ya Koo Festival and Fa Daet Song Yang Symphony of Lights Festival. Nowadays, festivals are getting attention and there are more and more tourist visit this place each year.

From the development plan conclusion of Kalasin Office of Tourism and Sports on tourism issues found that this area lack of continuous development of tourist attraction and interesting activity on the tourist route. As a result, Fa Daet Song Yang City was reduced an importance role and overlooked as a goal of tourism and cause the stagnation after that. Therefore, Kamalasai Sub-district Administrative Organization plans to develop the tourist site in the responsible area to build a continuation of the route and activities between Fa Daet Song Yang City and the surrounding area by thinking of the local identity to create a unique character of the community.

Kamalasai Sub-district Administrative Organization has planned to develop the tourism potential of area, route and activity due to its strong social and cultural background. Therefore, it has a policy to develop a pilot area in Nong Ruea, a large marsh and has a complete ecosystem as well as elegant nature to have an ecological activity; moreover, to improve the landscape to be cool and pleasant for being a recreation area. It is still has the community preservation forest that the endemic and rare plant can be found. For social and cultural development, it will be developed to the local museum learning center which included local wisdom such as woven mat and community product development. For the

agricultural and food sectors, it includes non-toxic products like rice berry.

The Faculty of Architecture, Urban Design and Creative Arts received a letter of request to be a consultant in the project from Kamalasai Sub-district Administrative Organization for development of Nong Ruea Learning and Ecotourism Center : Kamalasai Sub-district Administrative Organization, Kamalasai District, Kalasin Province. The Faculty realizes to an importance of the community development policy along with the integration of the development of teaching and learning in the field of design in all 5 areas such as architecture, urban planning, landscape architecture, interior architecture and creative arts. Since the faculty has a vision to develop itself as a center for the creation and transfer of knowledge in architecture and design for local sustainability in the Northeast, as well as the mission of inheriting knowledge through the integration of academic work by Integrating local wisdom to benefit the society. Thus the area of Kamalasai Sub-district Administrative Organization was selected as a study area and to strengthen the process of community participation by finding and creating local identities for learning resources and improve to the tourism attraction connection to have ongoing route and activity for building good community, learning, knowledge creating, and improving community economy through student and community participation processes to practice.

2. OBJECTIVES

The research project has following objectives:

1. To study the potential of the community areas to be a learning and ecotourism center.

2. To develop the learning and ecotourism center with the community to the local identity.

3. To offer the development guidelines for Nong Ruea Learning and Ecotourism Center, Kamalasai District, Kalasin.

In order to promote the participants between university and community, the target groups of the research were set up, which consisted of academic lecturers, students, project participants and administrative organization and committees listed as follows:

- 8 lecturers (committee and consultant)
- 150 students of the Faculty of Architecture, Urban Design and Creative Arts
- 30 persons from the community (Khoa Lam Village, Kamalasai Sub-district Administrative Organization)
- 3 parties/Internal and External

Network and coordinating organizations and committee as listed below:

1. Kamalasai Sub-district Administrative Organization
2. Kamalasai District Office, Kamalasai District, Kalasin Province
3. Kalasin Provincial Office of Tourism and Sports

3. RESEARCH PROCEDURES

Regarding to achieve the objectives of the research, list of research procedure was developed as shown in Figure 1 and details as follows:

1. Preparation and Data Collection

Study documents and related research to study the concept of community participation and the integration of academic services with teaching and learning for the learning of

students and community together in order to study other related concept and research.

Holding a sub-group meeting to inquire about an importance of the area. The meeting participants include local stakeholders, local representatives both from the government and private sector, lecturers from 5 programs, students of the Faculty of Architecture, Urban Design and Creative Arts.

2. Operating Procedure

Study the primary information of the community through coordinating with the government office such as Kamalasai Sub-district Administrative Organization and villager networking. Meeting with the representative of the villager to exchange an opinion and discuss about the study point, physical characteristics and the important of the area along with the information for elementary working preparation to be an integrated teaching problem for 2017 academic year of 5 programs. Furthermore, to create activities to preserve the art and culture of the Cultural and Art Conservation Club of the faculty; having the research procedures as follows:

1. Review the related document together with the aerial photograph, military map, ancient map, and photo from the villager to analyze the physical characteristics of the area in the past.
2. The primary study procedure of an area use the process of exploratory study together with the design process of these following programs; architecture, urban and community architecture, landscape architecture, interior architecture, and creative arts. The data was collected from the area survey, interview, and primary desire of the officer both government and private sectors as well as the local

philosopher who experts in the area. All of these are for connecting the historical background and significance to consider the requirement of the government in line with the development policy and community product development for sustainable economy.

3. For area survey, villagers grouping and in-depth interviews to exchange of physical, social and economic information of the community including interviews with government officials about the policy, the development plan to be in line with the concept and design of the space. These lead to a design process that integrates the need of the community with the design curriculum.

3. Following and Conclusion Procedure

The project examination in the subject, editing and finalizing to showcase the exhibition is the integration of teaching for students of 5 programs to create the knowledge of design as follows.

1. Nong Ruea Layout/Tourist Route by Urban Architecture Program
2. Landscape improvement and Learning Center Development around Nong Ruea Ditch by Landscape Architecture Program
3. Area design for the Learning Center or the Community Museum/Product and Food Distribution Center by Architecture Program
4. Interior design for the Learning Center or the Community Museum /Product and Food Distribution Center by Interior Architecture Program
5. Packaging Development and Community Product Development Guidelines By the Creative Arts Program
6. The coloring book of the sub-district administrative organization to awake the knowledge and skill in the art

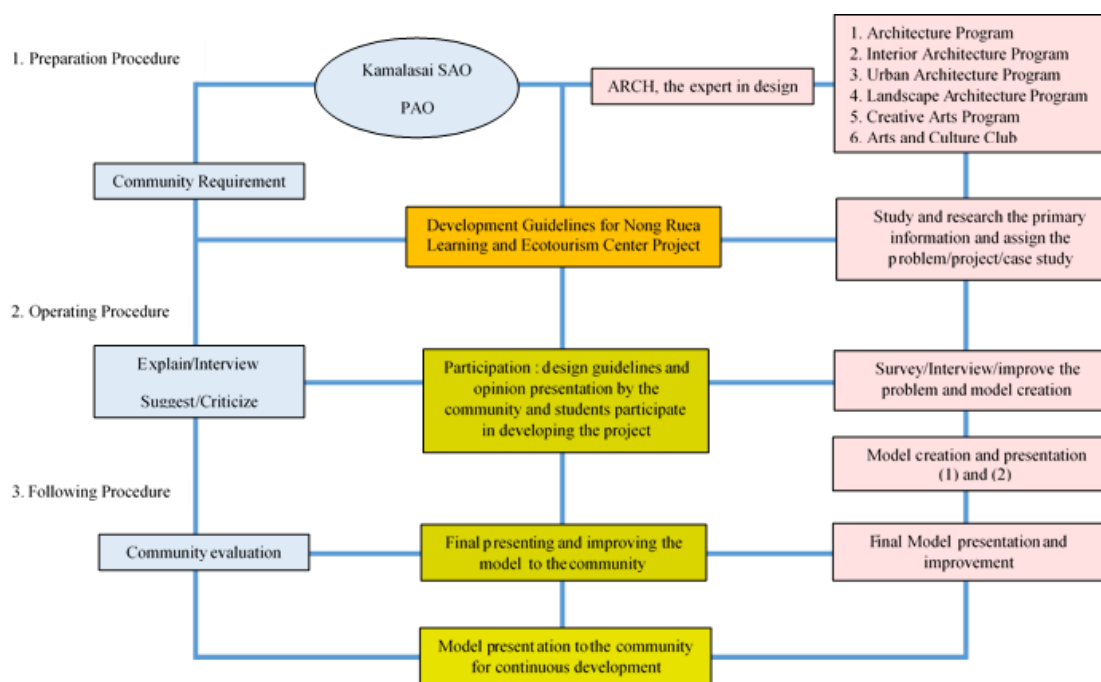


Figure 1: Research procedure used for this project

which related to the community way of life both historical and cultural ecology by students of the Arts and Culture Club

4. Integration with other related mission

4.1 Integration with teaching in 5 subjects of 5 programs by the local problem as the project in the subject. These projects will be edited by lecturers and community with the participation in presentation, edit and improve the project.

1. Architecture Program, Land Use and Infrastructure Planning Subject,
2. Landscape Architecture Program, Landscape Architectural Practice Subject,
3. Architecture Program, Architectural Design Practice Subject,
4. Interior Architecture Program, Interior Design Practice Subject,
5. Creative Arts Program, Isan Culture Subject.

4.2 Integration with research: The Development Guidelines for Tourist Route of Kamalasai District, Kalasin Province.

4.3 Integration with the preservation of arts and culture : Coloring Book of Kamalasai Sub-district Administrative Organization and the mission to join the community of the Art and Culture Club of the Faculty of Architecture, Urban Design and Creative Arts and being part of the community in the exhibition of Sufficiency Economy Community Contest.

4. RESULTS OF THE PROJECT IMPLEMENTATION

5.1 Finding through the purposes, Nong Ruea is an potential area to promote and

develop the tourist ability under the vision of province development namely save food, traditional Thai wisdom, convenient to live, travel and invest. The missions are being source of production, emphasizing rice development, and promoting local wisdom product. Therefore, it has a policy to develop a pilot area in Nong Ruea which is a large marsh and has a complete ecosystem as well as elegant nature to have an ecological activity; moreover, to improve the landscape to be cool and pleasant for being a recreation area.

It is still has the community preservation forest that the endemic and rare plant can be found and to create a path to admire and learn the nature. To build the Community Learning Center to promote and develop the economy such as the group of local wisdom wickerwork, the group of mat weaving, the group of hand- embroidery, the group of plastic basketwork. The professional agriculture and food namely non-toxic products and rice berry. The area is a good agricultural area so it should be developed and given priority to rice and vegetables; moreover, to be the model of organic farm learning center.

5.2 Other findings above the purposes (at each level) such as Target group based on the project.

1. Benefit that student receives is a new working experience, taking pride in working for the community, and receive a good response. In addition, the community is satisfied with the design of the students.
2. The community is more harmonious and strengthened from the process of learning between the community and students. Job development leads to group leaders and the focus of the community is solidly cooperated.
3. Consciousness in the environment and community arts and culture and

ready to share the conservation and development of the community together.

5.3 Expansion to the other related units

Expansion of research project were not covered only for the focus areas, but also for other related units: the tourism/community development to Kamalasai Sub-district Administrative Organization, the community product development to community development organizations and the development of knowledge, community, school to Kamalasai Sub-district Administrative Organization

opportunities to make group discussions and presentation which were the fundamental step of community-university learning. Issues and possible solutions were exchanged among them.



Figure 2: group discussion among students and participants from community

5. CONCLUSIONS

The research project relatively achieved the objectives and aimed by having the following beneficial summary:

1. The community is a good agricultural area that should be developed and given priority to rice and vegetables and the organic farming center.

2. Development and promotion of community products

3. Tourism/Community Development keeps the continuity of the activity

4. It should be enhanced by the emphasis of the project such as the provision of written feedback, written and made a request for a development budget and bring the concept to the organizations involved in the development of continuous cooperation to create a good community environment and create a community identity.



Figure 3: group discussion among students and participants from community

6. PHOTOGRAPHS OF ACTIVITIES

Students and representatives from community who attended the project joined the activities provided. They had



Figure 4: group presentation among students and participants from community (continue)



Figure 6: Exhibition and presentation with local community (continue)



Figure 5: Exhibition and presentation with local community

Figure 7: Exhibition and presentation with local community (continue)

ACKNOWLEDGEMENT

The author would like to thank the Kamalasai sub-district administrative organization and Kalasin Provincial Committee who supported and provided useful information and cooperation

REFERENCES

Kamalasai Administrative Committee (2015). *Integration of community development of Kamalasai*, Kalasin 2015 report, Kalasin.

Nong Pan Sub-district Administrative Organization (2017). *Story of Fa Daet Sung Yang*, Central Northeast Provinces Development Roadmap 2014-2017.

Kalasin Administrative Committee, (2017). *Kalasin Development Plan 2014-2017*, (Revision Edition). Available on: <http://www.kalasin.go.th> [Accessed: 20 December 2017]

Office of Public Works and Town & Country Planning, Kamalasai Sub-district, (2015). *Kamalasai Development Plan 2015-2017*.