

# A Story from the Past for Community based Tourism: Chanthabun Riverside Community, Thailand

Chompunoot Panupat<sup>1</sup>, Ong Bunjoon<sup>2</sup>, Kingkanok Saowapawong<sup>3</sup>

<sup>1,2,3</sup>Department of Tourism, Faculty of Cultural Environment and Ecotourism, Srinakharinwirot University, Thailand

Email : <sup>1</sup>chompunoot@g.swu.ac.th, <sup>2</sup>ong@g.swu.ac.th, <sup>3</sup>kingkanok@g.swu.ac.th

## ABSTRACT

Storytelling is well researched and long recognized to be an intrinsic human instinct, even argued that story has influenced our evolutionary process. This study about creating a storytelling for Chanthabun Riverside and it was designed to determine using a triangulation inductive phenomenological approach. The unconstructed interviewed was distributed to the stakeholder and key person of thirty stakeholders in community. The analytical results further elucidated; a range of recommendations are proposed was utilized for creating seven a story telling of this community. The study concludes that the community-based tourism should be adapted for tourism development in this community and the story telling should be announced widely among tourism stakeholders in the community for community interpretation. Community based tourism is now the important of tourism development because of community satisfaction is another element affecting the host community's supportive behavior towards tourism development.

## Keywords

Storytelling, Community based tourism, Chanthabun community, Thailand

## Introduction

Storytelling is well researched and long recognized to be an intrinsic human instinct, even argued that story has influenced our evolutionary process (Fina and Geogakpoulou, 2012)[1]. Storytelling activities are ubiquitous throughout human history, including day-to-day activities, at meals, while traveling, in work songs, and even while dreaming. "Storytelling begins with the very history of mankind, there has never existed anywhere a people without stories" (Bassano, et al, 2019) [2].

Recently, storytelling diminished from scientific inquiry and presentation, placing precedence on findings (Bernier, 2020) [3]. Recent work has placed central emphasis on the situated, contextualized nature of story-telling. Such approaches have emphasized that everyday conversational narratives are diverse in format and function are often partial and fragmented are inextricably embedded in local interactional contexts as well as in broader social and cultural structures (Stapleton & Wilson, 2017) [4]. The power of narrative and storytelling has only recently been brought back into municipal planning processes (Jeannotte, 2016) [5]. While a story as being a purposefully 'plotted' account (following a plot or 'story spine') of a sequence of events (which does not have to be chronological) and the principle of cause and effect (Mourik et al, 2021)[6]. Hence, stories are devices to organize thinking and preserve memories or sometimes to making sense of ongoing change, interpreting and re-interpreting the present looking at the past and the future (Dawson and Sykes, 2018) [7].

Accordingly, community-based tourism is one of the important tools for strengthening communities and developing the foundational economy, which emphasizes sustainable tourism development and need to benefit the local community. Therefore, CBT plays an important role in poverty alleviation because it contributes to community development, thereby supporting community sustainability. One of the ways to raise the level adding the value of

community-based tourism to be able to convey valuable stories in the heart is to develop the storytelling of the people in the community through storytelling by design travel experience and image design that is consistent with the identity of the community (Designated Areas for Sustainable Tourism Administration (Public Organization), 2018) [8]. Tourism development is enhancement and value of local resources through the value creation process. The identity of the community through story telling of the community that will help create experiences and impress the tourists to get to know the community deeply.

In this regard, Chanthaburi Province has been through continuously promoting the market and creating a good image. It has been developed from the city through to become a tourist destination with products and tourist attractions covering nature, history and cultural and indigenous traditions of 4 races, Thai-Chinese- Vietnamese - Chong including local food identity. In the context of relevant research has studied the community across the storytelling. Mourik et al. (2021) [6]. the storytelling has unique strengths in terms of enabling significant (un)learning regarding stakeholder relationships, allowing participants to step into others' perspectives, keeping hold of diversity, and the use of 'we' in stories leading to concrete future initiatives. Place storytelling increases the communicative value of place identity.

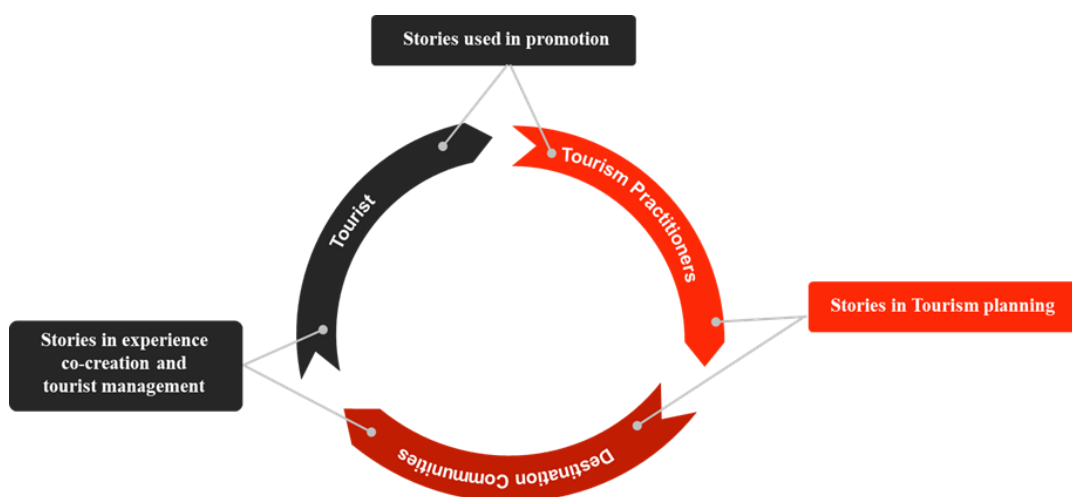
However, to make storytelling effective, local governments have to conceive of place marketing and place storytelling from a service systems perspective rather than an individualistic perspective (Bassano et al, 2019) [2]. In the context of Chanthabun riverside community, which is considered a traditional community affected that cannot be avoided with the flow of development. Although Chanthaburi has tourism potential and is promoted as one of the country's secondary cities, it has not yet been found that narratives have been created to be an attraction for tourism development. In order to be able to grow and solve the problems of tourism in this community. This research

provides important insights into community tourism from the perspectives of storytelling. This article aims to contribute to fill the gap by (1) create stories for value added for the Chanthabun riverside community based tourism and (2) to proposed a recommendation for community based tourism development of Chanthabun riverside community. These approaches may broaden the understanding of storytelling, as well as help us to determine the development opportunities and appropriate implementation across the creation of narratives based on the local community context.

## Storytelling

Storytelling is the conveyance of events in words, images and/or videos (motion pictures), often by improvisation or embellishment. It is shared in every culture as a means of entertainment, education, cultural preservation, and instilling moral values. (Mayilvaganan , Sapana and Dabeer, 2019) [9]. Storytelling is a tool to transfer knowledge whereby stories help people to share experiences or viewpoints. When storytelling is applied as a strategic tool,

stories are used not only to inform, share or learn but also to persuade. Stories in strategic storytelling are deliberately produced and used to persuade one another about what the future should and can bring, as well as convince others to agree on engage in the trajectory of actions (Hartman et al, 2019) [10]. It is not surprising then that stories have become an explicit and central feature of much tourism practice, especially in destination promotion and increasingly in tourist experience opportunity design (Moscardo, 2015[11], 2017a[12]. In the research presented preliminary simple systems model [Fig 1] that provides abroad overview of all the main areas of tourism practice where stories are, or could be, used. Stories in tourism promotion exist primarily at the intersection between practitioners, including DMOs and tourism providers, and tourists. At the center of this tourism system where tourists, practitioners, and destination communities all intersect and where tourists come into direct contact with destination communities are experiences which is the second major place that stories are being increasingly used in design.



**Fig.1** Stories in tourism systems. Adapted from Moscardo (2020)

In implementing the concept of storytelling in the development of tourism in the community. Creating local stories to add value tourism is the creation of content, detailing the identity of an area or attraction as a product to act as a tourist attraction to attract tourism or visit the local community and the identity of the story about local communities is considered to create visual memories for word of mouth among tourists. It must be built with an understanding of the local community cultural context. Studying deep details and selecting different focus points for individual identities able to build on or adapt traditional wisdom but should respect those cultures. Moreover, we can bring history of the local community is woven into stories to serve as a selling point and to attract tourists and visitors to have a valuable tourism experience are important for promoting community tourism with tourism as a tool for development and generating income for the community in

the midst of the regional tourism competition, it will be found that neighboring countries in the ASEAN region present community tourism destinations as an important selling point.

Moreover, storytelling has emerged as a “potentially important device in helping people from different disciplines, and different do-mains better understand the world and each other in working on applied environmental problems, including by using the story world to walk outside normal constraints (Mourik et al, 2021) [6]. However, creating local tales in connection with history, state, nation, or central history will lead to the loss of local identity. Therefore, it is best to maintain the identity of the local people. Local history studies as a tool for local people to see their roots raising awareness of the pride and dignity of one's own inheritance from local ancestors. For these reasons, storytelling is therefore not merely a pride in their

cultural roots and identities, but the storytelling also supports community tourism to be charming, discovering, memories creating, leading to word of mouth, and resulting in new tourists as well as repeated tourism that would inevitably benefit the community economy.

## Methodology

The main objective of the community was to create stories for value added for the Chanthabun riverside community-based tourism. The current study adopts an inductive phenomenological approach and employs both cross-sectional and longitudinal data. The combination of both descriptive and exploratory designs.

### Sampling

The sample consisted of 30 people, divided into the first group are stakeholder and key person of twenty stakeholders who are lived in community at least 10 years' adequate knowledge, experience, and involvement in the tourism sector in this study. Secondary group: Ten persons of entrepreneur's area the accommodation operator, food entrepreneurs and souvenir entrepreneurs, totaling 10 people, totaling 30 people. Purposive Sampling for obtaining those involved in this study subject by selecting the right sample group according to intensity sampling (Patton, 2012) [13].

### Data Collection

After designing and refining the unconstructed interviewed form, data were collected through in-depth interviews and focus group discussions. Secondary data sources pertinent to the study are also consulted to provide robust theoretical support to research findings (Tsang et al., 2011)[14]. Non-participant observation, to explore the tourism potential of this community during Fridays and weekends 2 times on December 2019- January 2020 and summarized as important points for analysis of the data.

### Data Analysis

The content analysis according to the interviewed issues. The transcription, coding, and translation to find important issues (Themes) and concepts related to the subject being analyzed and then classified by data. Secondary data information obtained from conceptual studies including the information obtained from the study gather relevant information from documents can be summarized as follows; academic articles, research articles, Thesis, Dissertation and related research reports.

In the interest of ensuring the trustworthiness of research findings, quantitative data (cross-sectional data) are triangulated with qualitative data (longitudinal data) gathered through group interviews discussions (Wondirad, A. & Ewnetu, B., 2019) [15]. In-depth interview captured issues pertaining to communities' understanding of tourism and their attitude towards the sector along with headlines that are covered by the questionnaire to triangulate findings. In this article, research ethic has been certified by the Ethics

Committee. Srinakharinwirot University in accordance with international ethical principles as well as national laws, regulations and requirements Certificate number SWUEC / E-268/2020.

## Results

From the research of creating stories to add value to tourism, as a model of tourism in the secondary city this time, it was found that the community in addition to being rich in natural and cultural resources which is an important cost in creating added value for tourism It is also rich in narratives. Although the narrative has a variety of expressions and their origins vary according to the narrator but it also reflects the richness and natural diversity of narratives that are not necessarily the same. There is only one accuracy able to tell clearly what is right and which is clearly wrong but there is a dynamic that varies according to the social context. It is the charm of local stories. The preliminary survey was able to compile the 7 storytelling that were told from interviews:

First, a heroic city to save Nation's independence, when talking about Chanthaburi province, you must follow the history of King Taksin, the heroic who save nation's independence from the failure of Ayudhaya in 1767. When learning about King Taksin's history, he must mention Chanthaburi inseparable. It is a history, a story that connects local and central as a national hero Contribute to the local importance as the community in the historical record brings to the story. In addition to, the heroism of national heroes, there are also local heroes' narratives related to the event as well as the legend of the story that has been enriched in a later period not to mention historical accuracy. But the existence of a narrative reflects its importance and the need to connect oneself with important events of the nation state to confirm the existence of the local community, this Chanthabun riverside community. Moreover, second storytelling it can be said that the Chanthaboon community is also famous for the gems call it "Ploy Mueang Chan" is a trademark of the Chanthabun community. Even on the day when many people believe that there is hardly any jewel left in the land it is worth investing in the industry but the traditional reputation still makes Chanthaburi still relying on its old reputation to further expand its career and branching into business, such as cutting, designing, commercial center, processing trade center.

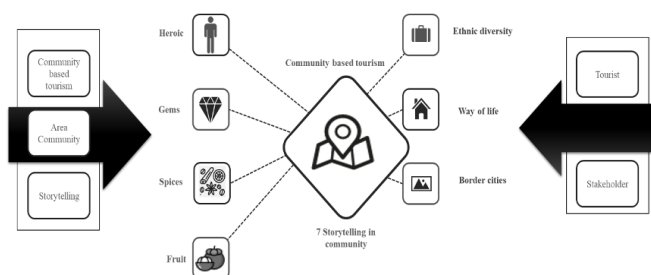
Third, the important in history Chanthaboon also has natural resources. It is famous for its spices and fruits. The spice town of this community has been around since ancient times. In memory of a world traveler merchant while this community is not a direct cultivation area, it is a trading and processing center where identities, stories, and spices are shared. Regarding, nowadays, this community sells traditional basic products such as pepper and new products such as cardamom tea. Besides, fourth story Chanthaburi will be able to extend the story of these fruit cities rather than using the fruit images as graphics on the street signs showing Chanthaburi identity, fruit buffet tourism management such as rambutan, mangosteen, durian, zalacca and santol or doing business in a monopoly, gardening with foreign merchants only. Nevertheless, may extend the story to enhance the fruit city of Chanthaburi to be unique to

provide gardeners with bargaining power and to be able to manage business and tourism by the community.

Fifth storytelling, ethnic diversity, being a trading port since ancient times Spice Trader. The goal of the missionary priests and explorers around the world This community is therefore ethnically and culturally diverse, it can be found that ethnic diversity is the cultural capital for tourism.

According to, Chanthaburi River is the main river, which nourishes the majority of the city's population. The living with water creates a culture that results from the adaptation of living in the environment, reflected in legends, narratives that show the interdependence between people and the environment in which they are connected homogeneously. The history shows that it is being exploited differently from the major rivers in central Thailand that is mostly used as a means of transport evangelism. While the Chanthaburi River is mostly used for commercial purposes and is distinguished as a trading route for ships from countries as far away as Europe and the Middle East. While marching more favorable land routes.

Furthermore, Chanthaburi province is bordered by Cambodia the last storytelling, people in border cities have traveled back and forth to each other since ancient times, relationships with each other in terms of politics, war, trade and missionary religion. It was found that the forms of culture, traditions, architecture, as well as people of mixed lineage and kinship, can show that a large number of migrant workers from Cambodia come to labor in Chanthaburi area affect the language and culture of the people, cities and border trade. The language of the recruitment board language is Cambodian language importing Cambodian culture and exporting Thai culture occurs all the time. From information on the stories that are important to this community. Fig. 2 to be able to understand and develop into community tourism can be summarized as a diagram as follows;



**Fig. 2** Seven storytelling in community

This model can also be used to suggest the stories brought up; it is an important issue in the development of community tourism. In the box on the left-hand side, community tourism is an important part of creating development opportunities through community-based participation based on the community context both environmental, social and cultural resources are derived from local cultural resources and capital to be conveyed in a narrative form in community-based tourism management. In addition, tourists can gain valuable experience by obtaining tourist information through stories. Moreover, it is imperative that stakeholders be aware and share responsibility for the development of community-based tourism for sustainability.

## Discussions

Our paper conceptualized the development as a way to manage tourism through storytelling as focusing of participation of all tourism stakeholder in community by creating an awareness of community-based tourism for sustainable tourism development in community and motivating people in community to participate in the community-based tourism. The stories are a central and universal structure in human understanding and communication (Moscardo, 2020) [16] and thus play an important role in tourism. The case examples enabled understanding that after creating a storying of the community the community-based tourism should be adapted for tourism development in this community and the story telling should be announced widely among tourism stakeholders in the community for community interpretation.

Story telling is the conveyance of events in words, images and/or videos (motion pictures), often by improvisation or embellishment. It is shared in every culture as a means of entertainment, education, cultural preservation, and instilling moral values. (Mayilvaganan, Sapana and Dabeer, 2019) [9]. The using a story telling with both media and local people to create an effective story interpretation for tourism value added and tourism development for community and more creative by creating more experience and more activities in community.

Community based tourism is now the important of tourism development because of community satisfaction is another element affecting the host community's supportive behavior towards tourism development. Scholars have suggested that the host community's positive response towards tourism development is important for local community satisfaction (Ekicia & Cizelb, 2014; [17] Uysal, Sirgy, Woo, & Kim, 2016) [18]. Indeed, local community satisfaction is crucial in development projects (Ko & Stewart, 2002) local community satisfaction is related to positive tourism effects perceived by the local community (Kanwal, et al., 2020)[19]. grassroots community participation in tourism development, management, and benefit-sharing is intentionally (Wondirad, & Ewnetu, 2019) [15]. Furthermore, community engagement appears to be an effective tool for building cultural maps that tell the story of a place. It is a method of capturing narratives that give meaning to a particular place (Jeannotte, 2016)[5]. Therefore, CBT plays an important role in poverty alleviation because it contributes to community development, thereby supporting community sustainability (Tsung & Jan.,2019)[20].

Stories can also be seen as the carriers of destination representations linking destination communities to tourists (Moscardo, 2020) [16] Community engagement appears to be an effective tool for building cultural maps that tell the story of a place. It is a method of capturing narratives that give meaning to a particular place (Jeannotte, 2016) [5]. The promotes the creation of activities for tourists in line with current tourism trends, where most tourists prefer activity-based tourism with the ethnic communities that are tourist destinations that have been visited (Bunjoon, 2018) [21]. The value added by storytelling for community-based



tourism was count as a cultural capital to creating a value chain in creative economy. Story telling cannot be done without community-based tourism and the awareness of community is the key to success of storytelling interpretation in community.

### Acknowledgement

This research project was scholarship supported by Srinakharinwirot University (013/2563). The authors and researchers would like to thank all villager are the Chanthabun village, Chanthaburi province to supported the data and information in the research.

### References

- [1] Fina, A.D., Georgakopoulou, A., 2012. Analyzing Narrative: Discourse and Sociolinguistic Perspectives. Cambridge University Press, Cambridge, UK.
- [2] Bassano, C. et al. (2019). Storytelling about places: Tourism marketing in the digital age. *Cities*, 87. 10-20.
- [3] Bernier, A. (2020). Sustainable Storytelling is not just Telling Stories about Sustainability. *Encyclopedia of the World's Biomes*. 430-437.
- [4] Stapleton, K. & Wilson, J. (2017). Telling the story: Meaning making in a community narrative. *Journal of Pragmatics*, 108. 60-80.
- [5] Jeannotte, M. S. (2016). Story telling about place: Engaging citizens in cultural mapping. *City, Culture and Society*, 7. 35-41.
- [6] Mourik, R.M. et al. (2021). The same old story – or not? How storytelling can support inclusive local energy policy. *Energy Research & Social Science*, 73. 1-12.
- [7] Dawson, P. & Sykes, C. (2018). Concepts of time and temporality in the storytelling and sense making literatures: A review and critique. *International Journal of Management Reviews*, 00. 1-18.
- [8] Designated Areas for Sustainable Tourism Administration (Public Organization). (2018). Story. Telling: Gathering... Finding the meaning ". Retrieve from <https://tis.dasta.or.th/dastaknowledge/cbtforumstorytelling/>.
- [9] Mayilvaganan S., Sapana B., and Dabeer W. (2019). The technique of story-telling in thyroid diseases including surgery; useful or not. *Annals of Medicine and Surgery*, 41. 43-46.
- [10] Hartman et al. (2019). Framing Strategic Storytelling in the Context of Transition Management to Stimulate Tourism Destination Development. *Tourism Management*, 75. 90-98.
- [11] Moscardo, G. (2015). Stories of people and places. In C. Hall, S. Gossling and D. Scott (Eds.), *The Routledge handbook of tourism and sustainability*. 294–304. London, Routledge.
- [12] Moscardo, G. (2017). Stories and tourist experience design tool. In Fesenmaier, D. & Xiang Z. (Eds.). *Design science in tourism*. 97-124. Basel: Springer International Publishing.
- [13] Patton, M.Q. (2012). *Essentials of Utilization-Focused Evaluation*. Thousand Oaks, CA: SAGE.
- [14] Tsang, N.K., Yeung, S. and Cheung, C. (2011). A critical investigation of the use and effectiveness of interpretive services. *Asia Pacific J. Tour. Res.*, 16(2), 123-137.
- [15] Wondirad, A. & Ewnetu, B. (2019). Community Participation in Tourism development as a tool to foster sustainable land and resource used practice in a national park milieu. *Land and Policy*, 88(1). 1-13.
- [16] Moscardo, G. (2020). Stories and design in tourism. *Annals of Tourism Research*, 83. 102950.
- [17] Ekicia, R.& Cizelb, B. (2014). Examining the residents' attitudes toward tourism development: Case study of Kaş, Turkey. Paper presented at the in Paper presented at the global interdisciplinary business-economics advancement conference (GIBA) conference proceedings.
- [18] Uysal, M., Sirgy, M.J. Woo, E. and H.L. Kim (2016). Quality of life (QOL) and

well-being research in tourism. *Tourism Management*, 53. 244-261.

- [19] Kanwal, S. et al. (2020). Road and Transport infrastructure development and community support for tourism: The role of perceived benefits, and community satisfaction. *Tourism Management*, 77. 1-10.
- [20] Tsung H. L. & Jan, F. H (2019). Can community-based tourism contribute to sustainable development? Evidence from residents' perceptions of the sustainability. *Tourism Management*, 70. 368-380.
- [21] Bunjoon, O. (2018). Mae Sot identity finding: from border trade crossroads town to historical and ethnical tourism city. As 5th National and International Symposium on Integrating Research and Innovation for Sustainability. Northeastern University. 1188-1198.