The Potential Development of Lacquer ware Handicrafts of Lanna culture in Order to Reinforce Value to the Consumer Market and Connect Culture to Community Base Tourism by the Ban Sri Pan Krua Chiang Mai, Thailand

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Abstract – This research aim to develop the lacquer products of Lanna culture by increasing values or further in innovations to the customers of Sripankrua House and study for the guideline of cultural connection to the tourism by the community of Sripankrua house located at Thasala in Mueng Sub-District of Chiangmai province. In this case, the mixed method research is involving with the gathering of quality and quantity data analysis method. According to the result of the lacquer product development, it created the values or further in the innovations to the customer market of Sripankrua House, such as tissue boxes, shoulder bags, glasses cases and accessories. Then, it has the designing concept idea by using the curve line as the basic of shape design; however, it is involving with the product design to have the free shapes with some curving parts by maintaining of the original characteristics as being the unique lacquer products, and in this case the coloring technique is to use the colored saw dust mixed with glue to attach on the bamboo coils for receiving the natural colors. With this case, according to the customer questionnaires to the new product development with one hundred and four people, it was found that the overall satisfaction for the customers with the new product development to the lacquer values in Lanna culture of Sripankrua house in overall was in excellent level, and when considering in each field it was found that the overall was in excellent level with the most satisfied product that is the shoulder bags, (X̅=4.46, S.D. =0.74) and the potential assessment for the cultural tourist attractions were in three fields that are the potential for tourist attraction with the scores of 35.93, the potential of tourism support with the score of five point seven eight and the management with the scores of twenty-eight point two eight or the total scores with 69.99 as the good level.

Keywords—potential development, lacquerware handicraft, culture, Community Base Tourism

I. INTRODUCTION

The lacquer product is one of arts works for Lanna culture or the utensil relevant to the daily life of these people from the past. Besides, it can say that the lacquer products are the production of cultures with lifestyles or representing to the Lanna characteristic in excellent level. Moreover, when speak to the lacquer products it refers to the bamboo containers covered with lacquers with decorating patterns of produced gold leaves or produced silver leaves by Chiangmai people from the ancient Tai-Kern tribe.

Furthermore, the lacquer products are the local handmade arts works from the people living in South East Asia people before the history, and Chinese people are the first nationality to know the lacquer production from putting for Yangrak to pour in the works or with two hundred and fifty floors in some works based on the expert skillful with good knowledge and ability.

Then, the lacquer products have been developed until nowadays, and now it still has the lacquer occupation by using the lacquer technique from many steps, and it has transferred the knowledge from the ancient people to the new generations by teaching on telling stories. Significantly, the new generation has been taught from the ancestry without recording in details or certain methods.

With this case, in current day the Sripankrua House located at Thasala Sub-District of Mueng District in Chiangmai province or the ancient community still do the lacquer as their occupation with inhering from the generations, and they used the fine method from beating in lines to form the containers before putting rak and create in patterns although it has altered the production method from the past, such as using the oil colors than rak rubber for reducing costs with the convenience to work and increasing the new patterns or putting the egg shells to make decoration, drawing with colors and developing the stripped coil patterns.

Nowadays, it has the alteration of social and economics with more influences of sciences and technology to the new lifestyles of people in society. Then, they changed from living in the rural society to the city society with high competition in every field, and it has the development for plastic and aluminum products in industrial level with the high production result and the less popularity for using lacquer. What’s more, in current day it has found several problems from the lacquer products, such as using the
materials replacing of tools and lacking of the maker technicians. Thus, when the requirements are disappeared with the quite slow production it made the trouble of selling due to the unpopular and unnecessary to use the product including of the low incomes for the maker technicians until the manufacturers have turned to apply with other occupations, especially for most of the grandchildren not being the inheritors for this business. As the result, according to the above detail the researcher is interested to study for the lacquer products with the development to increase the values as the community tourism guideline by adding the economics income channel for the community.

II. RESEARCH OBJECTIVES

1. To develop for the handmade product development in Lanna culture for increasing the value or further in the innovations to the customer markets for Sripankrua house located at Thasala in Mueng Sub-District of Chiangmai province.

2. To study for the guideline of cultural connection with the tourism by the community of Sripankrua house located at Thasala Sub-District in Mueng District of Chiangmai province.

III. LITERATURE REVIEW

Market Segmentation

Levels of market segmentation to be classified into six levels as this following:

- Mass marketing is the market to focus on the importance of mass production by making the mass distribution and the mass promotion. Besides, there are the similar requirements as the concept idea of the production-oriented for the mass production to reduce the production costs.

- Segment marketing is the market segment, and this concept idea is viewed that there are the different requirements for the market. Then, the company must manage the products and the market segment to be different from each targeted market. Besides, in this case it can contribute to the business advantages and the market segment for responding to the customers effectively.

- Niche marketing is the market tool with the specific requirements or the narrower group than the market segment because it has the large size of market shares with high competition. However, according to the Niche market there are a few competitors joining in the market groups while the small market groups are interested from the small companies. On the same way, the large company can use this strategy as well, but most small market groups have high incomes to be ready for purchasing the expensive products with specific requirements, such as the good and special products.

- Local marketing is the marketing strategy to response with the requirements for the customer groups in local areas, such as each branch of shopping mall to provide with products by using of different strategies. Moreover, the bank in each branch is emphasizing on the different customer strategy service, but the local market is based on the demographics with the main values and lifestyles for each community or local area.

- Individual marketing is the marketing tool by focusing on any customer, and the sample of business to use this strategy is the computer company for selling the products to the banks, the education institutes, or any company. Besides, it is the same way as the tailor of instant clothes for sewing the clothes to any retail store as same as the tour company for setup the tourism program to the families or any student group. Thus, this strategy is called as customized marketing or one-to-one marketing or segments of one.

In this case, the self-marketing is the market that the customers help yourself to purchase the products, and each customer has more responsibility to consider for the products and the product brands, such as purchasing via the internet, mobile phones, Fax or E-mail and letters.

Patterns of market segmentation

According to the market segmentation with the different demography, such as incomes, ages and habitats, it has been classified the market with the likeliness, satisfaction requirements and market behaviors to the products consisting of three patterns as these details:

1. Homogeneous preferences is the characteristic that every customer in the market has the same preference, requirements, satisfaction and marketing behaviors resulting in the similar quantity of the products.

2. Diffused preferences are involving with each customer that has the different marketing behaviors, preferences, and requirements with the properties of the products. Then, the manufacturers will present for the standard products to be accepted from the most people, especially for the market competitors with the regulating of the close position of products in companies or with the less competitive position.

3. Clustered preferences has the similar characteristic with the first case, except for the preferences of needs classifying into the obvious groups with the three choices of marketing business that are the center position selection by presenting of the products in general standard. Moreover, it is involving with the acceptance for undifferentiated marketing by choosing with the position of the one largest part for concentrated marketing, and it has selected for three groups with market segmentation suitably to each targeted differentiated marketing. Additionally, normally it has made the market plan with using of 4P strategies to be well-known as the most basic of Product Price Place Promotion including of using for the principle with each planning to be the requirements of the targeted groups. As the result, there are some of the same businesses for 4P that are used for each good planning principle with the requirements for the selected targeted group. Then, in some businesses it cannot make the adjustment for all 4P principles in short term because it can adjust for the strategy of the market segmentation continuously with the most suitable level, (4P to be called as marketing mix):

1. Product or service that we are presenting to the customers and the guideline of suitable products to know about the requirement goals, such as the making of plastic bags for the fresh and clean juice to be held comfortably without caring for the tastes that have done with the customer requirements or not putting sugar for the un-sweet tooth as being the guideline for selling the products in two methods:

1.1 Different product that is the different method that aids the customers to realize whether any different characteristic or the preferences, such as special properties,
images, use, safety and stability for the customer groups in the niche market.

1.2 Low price product that is to reduce of the unimportant quality, such as the products made in China with the bad quality and cheapness or the copy product from the well-known brand in superstores; however, it should select for the different guidelines, especially for the cheap products. However, according to the large companies they have made the cheaper costs than the small ones, but for the service field we have started with the cheap price before finding with some markets that the large manufacturers have neglected to.

2. Price is the quite important value in the market; however, we shouldn’t make the discount of the price only because it may not improve the selling if other problems don’t be solved. Similarly, according to the pricing it should be in the suitable level with our products and the targeted groups. For example, when we sell the juice in Chatuchak market it should setup for the less prices, but when we sell the products at Siam area we can’t make the high level of discount with ten baht due to the change of people’s mind or causing with the less people numbers in any group, the unworthiness and the incompatibility between the prices and the images.

With this case, the customers are always still wondering and worried about the products because nowadays the price is representing for the product image or the most important value. However, according to the small business it shows that the required price is not the complex one, except for viewing in the numbers to be determined as the easy prices:

2.1 Set up the price with the customers or the willingness from the survey or the questionnaires.

2.2 Set up the price with the market one or the competitive price in the market, but when it has the low price, the benefit will be less afterward. Thus, when we think to determine the price with the market, we must think backward that the product costs should be in what level for gaining the benefits as the reducing costs goal.

2.3 Set up the price with the costs plus the benefits, and this method is to calculate that our costs is in what level plus to the shipment prices, labor and benefits to gain the totals price. However, when the price is in high level we need to make the public relations or adjust for the images with the prices.

3. Place is the method to bring the products to the customer’s hand, and if the products are sent to several locations, the selling and distribution method must be important. Moreover, according to the principle of the distribution selection it shows that the selling in the most places is not the best choice because it is depending on what products they are and who the targeted groups are. For example, according to the royal class utensils, it can’t be sold with too many quantities for losing of the good images; another subject to be realized of is the distribution method or the distribution costs, such as selling the products in 7/11 stores with the high level of distribution, except with the high costs products. However, when saying to the front store business, it refers to the location with the suitable selection for our products.

4. Promotion is the method to do activities by telling for the customers about the product characteristics, such as advertisement in medias or doing activities for letting people to purchase our products; namely, when we make the annual discount. Besides, when speaking to the small business it refers that the advertisement may be the unnecessary thing because it may spend with the high or less costs depending on our channel, and the good with free cost is the internet media that there are the increasing users in each year. In addition, it represents that other medias may be used no matter of brochures and posters, but if we say to the local media it might be involving with the parades, local radios and local newspapers. However, according to the method for media selection it may look at the availability of the targeted group apart from the expenditures, such as when using the advertisement for the adult group by selecting the free internet media or selecting for the adult websites, except for the teenager websites to talk with each other etc.

Tourism Concept Idea by Community

Podjana Suansri (2546: 178-179) specified that the concept idea and the origin of the word ecotourism is from Western countries, and this definition is depending on each people background or the society of the writers or the relevant academic people. In this case, most people give the importance in the development of natural resources and environment conservation as the Thai society context with the natural relationship. Then, according to this concept idea it is emphasizing on the role of people and community increasingly from four community sides of the components and the important issues:

1. Natural Resource and Culture Field that is involving with the abundant natural resource community base and the production method relying on the sustainable natural resources with specific uniqueness of cultures and traditions and the tourism resource management with the importance to be concluded as two ways:

1.1 According to the tourism resource management, it aids the organization to response with the outside environments with good effectiveness, especially for the current world to have the quick change with multiple communication routes and high competition. Then, the organization has the management system to acknowledge the information with quickness for setting up the organization patterns and determine the organization strategies to response with the outside environments in excellent level with opening widely.

1.2 According to the tourism resource management, it aids to make the correct and quick decision for allocating of the limited budgets with the highest level of effectiveness and advantages. Then, it is involving with the manpower rate management, the expenditure management and the equipment management as the work sharing in teamwork or with cooperation between agencies. Thus, it doesn’t only refer to the people, the agency or only each work, but it also refer to the cooperation for using resources in correct and suitable level.

2. According to the community organization, it is involving with the important subject that the community should have the understanding society system with several experts, and the community might have their own feeling with the participation of development processes after studying from the successful conditions of community tourism development with the tourism suggestions into the studied sustainable subjects:
2.1 The community size with the tourism development shouldn’t be too large, except for being as the village community characteristic based on the compromise to solve for the conflicts in the community without the classification of classes and the family relationships under the norms of reciprocity to be appeared clearly as the economics relationship.

2.2 The community should have the ethnicity characteristic as the community uniqueness to be the same nationality of people with the influencing to the participation and the strength of natural resource management.

2.3 The community should have the dignity and proundness for their original life style with beliefs, cultures and intellects of resource management to be ready for transfer to the tourists or other relevant people for making protection and reducing the alteration in the near future.

2.4 The community lifestyle with the clearly connection of nature is combined to be the intellects on management and utility including of the maintaining for having the sustainable resources in system to represent of the knowledge in the value system of resource for the daily life.

2.5 The members in the community should pay respect for the regulation rules as being the traditional norms with the social forbidden and natural resource maintenance.

2.6 The community should accept for the result from the tourism development in term of the unstable incomes due to the tourism nature with seasons and the negative effects for the social and environment fields including of the alteration inside the community with the different cultural popularity trend in local areas.

2.7 The community should make realization together that the tourism is the natural resource tool with the original life styles while the economics advantages are in the form of the outgrowth incomes only.

2.8 The community backbone or the community leader should have the strength to be accepted from the members by sacrificing the personal times for managing on the tourism development with high level of leadership, knowledge and smartness for being respected and accepted to be confident. Besides, it has gained the ecology and budget investment knowledge including of the understanding ability for the community with the confident creation to the tourism management resulting in the community participation to be involved in the tourism processes.

2.9 The tourism management in the community must have the participation in personal by gathering in the economic groups. Then, it is the development based on the economic components to prepare for placing of the tourism services with the economic costs management under the Community Organization or Community Institute, such as gathering in the tourism clubs, tourism cooperatives, tourism groups or tourism networks with good management.

3. Management has the rules for environments with cultures and tourism as the connection for the overall community development, and the tourism management in community areas should have the participation by regulating rules or agreement to use in the areas and tourism resource with code of conduct for fair benefits allocation and advantageous funds to develop their own economics and society.

4. Learning is the tourism activity characteristic to build knowledge and understanding of lifestyles with different cultures to have the management system with learning processeses between people and the visitors for creating consciousness of natural resource conservation with cultures for people and the visitors.

Learning Processes for Community Tourism

Learning Processes for Community Tourism with important components:

1. Potential of people should begin from the people in community to know their origins for being ready to tell information by learning about harmony to work together.

2. Potential of area means the natural resources and cultures with traditions and local intellects for the community people to know and care of their resource values with good and sustainable management. Then, the community should have the readiness to learn with good knowledge and understanding in the basic concept idea of the tourism with the area management.

3. Management is not the easy way to make the most benefits with balance for most people. Thus, the community should operate the tourism management by community: "Community-based Tourism : CBT" to have the accepted leaders with good thoughts and visions for making understand about the tourism including of gaining the participation from the relevant government agencies. In addition, it should talk about the guideline regulations with the preparation for each area to set up the sustainable tourism patterns with activities, distribution and incomes allocation. Additionally, the most important subject for our community is to serve everything for the public.

4. Participation is the communication to conduct of opinions and argument including of finding the solutions from gathering ideas with the local research experiences, and it was found that the community has setup for the talking stage with planning to cooperate for relevant agencies by working together including of the creating of community rules for the visitors to comply.

IV. RESEARCH METHODS

1. Population and Sampling

1. According to the main informants in group conversation, it has made the analysis for the lacquer product development of Sripankrua house located at Thasala Sub-District in Mueng District from Chiangmai province with focus group discussion for 20 people. Then, it has selected for the Purposive Selection, such as the manufacturer groups of lacquer products in Sripankra house for 8 people including of the community president of Sripankra house and three committees with the group of 9 lacquer entrepreneurs.

2. Population group with the first objective consists of the product consumers and community tourists of Bansripankra house located at Thasala Sub-District in Mueng District of Chiangmai province for six hundred and seventy-four people with Simple Random Sampling , and the researcher has selected for the group sampling with the first objective by using of Taro Yamane formula as the deviation value equally to 0.09 from six hundred and seventy-four populations calculated from the group sampling size with one hundred and four people according to the Simple Random Sampling of questionnaire distribution.
3. Population group with the second objective is the model tourists to travel at the tourist attractions in the community for using of potential assessment with Purposive Selection totally with fifty people, and they are the teachers and the students in the faculty of tourism development from Maejo University. Then, the relevant agencies have pushed up for tourism according to the selection standard and the searching of the group sampling, so the researcher has determined to gain the community tourist attraction data.

2. Tool
According to the quantity research and the tools, it is involving with the focus group classifying into the small meeting subjects as the quality data analysis for twenty main informants. Moreover, it used the contents analysis with guidelines and the new product requirements from the focus group with the guidelines of new product design, besides the quantity data gathered from one hundred and four samplings. It used the questionnaires and the opinions of the customers to the new product development by increasing with the lacquer values in Sripankrua house located at Thasala from Mueng Sub-District of Chiangmai province. This case, it used the self-respond questionnaire classifying into three steps: 1. Questionnaires about general information of the respondents with check list from multiple choice questions, such as genders, ages, statuses, marriage and the most education level 2. Opinion levels of the customers to the new product development with the increasing of lacquer values for Lanna culture at Sripankrua house located in Thasala Sub-District of Mueng District in Chiangmai province and 3. Suggestions and the standard assessment with cultural tourist attractions classifying into three components: attraction with tourism and potential to place for tourism and management.

3. Processes
According to the research processes, it can be developed into four steps that are the concept idea analysis, research tool creation, test and result assessment: 1. Setting up the meeting for the informants to make understand and inform about the objectives by gathering data in the community for the researcher to study with the new product design guidelines and the new product requirements 2. Developing for the new lacquer products and innovations to response with the market requirements and the customers based on the participation processes or PAR 3. Setting up for the questionnaires and the opinions of the customers to the new product development by increasing with the lacquer values to Lanna culture of Bansripankra house located at Thasala Sub-District in Mueng District of Chiangmai province and 4. Setting up for the conference to study with the guideline of the tourism culture connection by the community of Bansripankra house located at Thasala Sub-District in Mueng District in Chiangmai province based on the tourism development processes.

V. Research Results
1. According to the result of lacquer product development in Lanna culture, it can increase with the values or further in the innovations to the customer market of Sripankrua house, such as tissue boxes, shoulder bags, Glasses cases and accessories. With this case, it had the design concept idea with the curve line to express the feeling of liveliness, sensitivity and gentleness including of the movements and the free product design with some curving parts as the original form of lacquer uniqueness. Then, it has used the color technique, or the colored saw dust mixed with glue to attach on the bamboo coils to receive the natural colors by emphasizing on the original patterns of the wood and the wood colors. Similarly, according to the questionnaire result to the customers with the new product development for one hundred and four people, it was found that most of the group samplings are sixty-eight females with percentages of sixty-five-point three following by thirty-six males with percentages of thirty-four point six including of thirty years old with fifty-six people with fifty-three point eight percentages and the least level that is from three people with the most age for more than sixty-one years old or with percentages of two point eight.

Additionally, according to the marital statuses they are found to be single with sixty-nine people or with sixty-six percentages and in the marriage status for twenty-four people or with twenty-three percentages including of the less level on the widow status for eleven people with ten point five percentages following by the higher level than bachelor degree with seventy-two people or with sixty-nine point two percentages following by the higher level than bachelor degree with twenty-two people or with twenty-one point one percentages and the least level on diploma graduation level for ten people with nine point six percentages and the income

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field that was found that there were three people with the average incomes at least for twenty thousand and one baht with two point eight percentages.

According to the opinions of the customers to the new product development, it has increased with lacquer values in Lanna cultures of Sripankrua house located at Thasala Sub-District in Mueng District from Chiangmai province. With this case, according to the product field it was found that it is involving with the beautiful design, color tone control and patterns with the most level that are from the bags ( = 4.15, S.D. = 0.85), accessories ( = 4.02, S.D. = 0.85), glasses cases ( = 3.89, S.D. = 0.86) and tissue boxes ( = 3.77, S.D. = 0.90).

Product characteristics, it has been seen with the most level of new modern design by the customers that are from the bags ( = 4.05, S.D. = 0.83), tissue boxes ( = 3.91, S.D. = 0.89), earing accessories( = 3.64, S.D. = 0.88) and tissue boxes ( = 3.54, S.D. = 0.88).

Product characteristics, it has been seen with the most level of local intellects that are from the bags ( = 4.83, S.D. = 0.90), tissue boxes ( = 4.77, S.D. = 0.88), glasses cases ( = 4.29, S.D. = 0.81) and earing accessories ( = 4.12, S.D. = 0.87).

Product characteristics, it has been seen with the utility advantages by the customers in the most level that are from accessories ( = 3.95, S.D. = 0.80), bag ( = 3.93, S.D. = 0.77), glasses cases ( = 3.71, S.D. = 0.74) and tissue boxes ( = 3.56, S.D. = 0.79).

Product characteristics, it has been seen with the most strength and durability by the customers in the most level that are from the glasses cases ( = 4.74, S.D. = 0.88), tissue boxes ( = 4.33, S.D. = 0.83), earing accessories ( = 4.25, S.D. = 0.76), and bags ( = 3.51, S.D. = 1.02).

According to the overall satisfaction to the customers with the new product development by increasing the lacquer works in Lanna culture of Sripankrua house, it was in the most level and when considering in each field it was found that the most satisfied product is shoulder bags ( = 4.46, S.D. = 0.78), followed by tissue boxes ( = 4.31, S.D. = 0.78), glasses cases ( = 3.84, S.D. = 0.74), and accessories ( = 3.25, S.D. = 0.77).

According to the opinions of the customers to the new product development, it can increase for the lacquer values in Lanna culture of Sripankrua house located at Thasala Sub-District in Mueng District of Chiangmai province with the overall price in excellent level, ( = 3.97, S.D. = 0.82). Moreover, when considering in each field it was found that the product price is suitable with the quality in the most level ( = 4.22, S.D. = 0.89), following by the requirements of product price levels to make purchasing ( = 4.00, S.D. = 0.83) and the least level that is the requirement to have the stable product price ( = 3.81, S.D. = 0.80).

According to the opinion level of the customers to the new product development, it has increased for the lacquer values in Lanna culture of Sripankrua house located at Thasala Sub-District in Mueng District of Chiangmai province with the overall of place field in the most level ( = 3.61, S.D. = 0.88). Moreover, when considering with the incomes field, it was found of the customer would like to decorate the selling location well conforming to the product concept idea ( = 4.37, S.D. = 0.89), followed by the requirement to sell the products through online channels ( = 3.63, S.D. = 0.89), and the least level with the requirement for having with the sale representative on the products ( = 3.17, S.D. = 0.87).

According to the opinion level of the customers to the new product development, it has increased the lacquer values of Lanna culture from Sripankrua house located at Thasala Sub-District in Mueng District of Chiangmai province with the overall market promotion in the excellent level ( = 4.23, S.D. = 0.73). Moreover, when considering in each field it was found that the customers would like to have the service channels for the product selection with many payment methods ( = 4.78, S.D. = 0.70), following by the requirement to use the returning service for the products or the after sale services ( = 4.67, S.D. = 0.74) and the least level or the requirement to have the employees to give the knowledge of the products ( = 3.43, S.D. = 0.74).

2. According to the result for studying the guidelines with the culture connection of the tourism by community at Sripankrua house, the researcher has setup the pilot project for the model tourists in Sripankrua house including of using the potential assessment for cultural tourist attractions in three fields, such as the potential for tourism attraction, the potential of tourism support and the potential of management. In this case, it was found the total score levels with sixty-nine point nine as in the good level with the potential for tourism attraction with thirty-five point nine three , the potential for tourism placement with five point seven eight and the potential for management with twenty-eight point two eight to be shown as the figure.

According to the above details, there are the development guidelines: 1 . The proactive approach with emphasizing on the market development by increasing with the product quantities and the services in the new markets through the production sources in the community; it can become as the tourist attractions for making the good public relations . 2 . The solving guideline with varieties of tourist activity development in the community 3 ) The prevention guideline with emphasizing on the creation and the product design to be used actually in the daily life with the modern design product with the good product values and 4 ) The passive approach with the gathering in the design

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development groups to make the differences on the lacquer products. Thus, according to the research method it can make the analysis and the synthesis of three steps with tourism management processes, such as community data analysis, management, activity management test and assessment. With this case, the components influencing to the cultural connection and tourism development are involving with the resources, the activities, and the products.

1) Resources consists of personnel resources, such as makers, laborers, employees, space resources and cultural resources that are involving with knowledge of lacquer production and lacquer design technique.

2) Activities can be classified into four processes that are learning, practicing, inclusion of practice and deletion of lessons.

3) Product is another component to make community tourism connection to gain more values with community incomes support. Then, this is the main factor to be forced with the supporting ones, such as community organizations, participation, learning and management as the pushing force to gain success as shown in the figure.

VI. DISCUSSIONS

1. According to the result, it can consider that the customers have the product requirements with the differences on images, durability, safety and strength congruently with the product concept to make the assumption that the customers may be interested in the best quality of products with the suitable price from the efforts to improve the products as always no matter of the quality, the mixture pattern, the package, the colors and the tastes to be successful from selling the products with good benefits.

2. According to the result of the guidelines with the cultural connection for the tourism by the community of Sripankrua house located at Thasala Sub-District in Mueng District of Chiangmai province, it used the tourism management processes to develop the community in three steps that are the community data analysis, the management, the activity test and the assessment by setting up of community tourism program in Sripankrua house. Then, it has setup the activities for the tourists to learn with the local intellects for creating the lacquer products from bamboo co,ls, and the tourists have seen the product values through the lacquer product study method with the local intellects conservation and the future support including of incomes creation and product market channel increase with the potential assessment. What’s more, it comes from the cultural tourist attraction in Sripankrua community house from Mueng Sub-District of Chiangmai province as three fields that are the potential of tourism attraction with the scores of thirty-five point nine three, the potential of tourism support with the scores of five point seven eight and the management with the scores of twenty-eight point two eight as the totals of sixty-nine point nine nine in the excellent level. What’s more, when considering in each field it was found that the good features of the community tourism from Sripankrua community are from the beauty of cultural arts, the ability of local intellects inheritance and the continuous knowledge with the tourism activity management and the tourism management participation. However, it has the weaknesses for Sripankrua house that is the potential problem to place for the tourism with the basic convenient facilities and the continuity of tradition conservation.

According to the result, it can consider that the potential of community tourism in Sripankrua house is congruently with the characteristics of The Thailand Research Fund (TRF) in A.D. 2002 to be concluded that this is one issue of the tourism by the community in the processes and activity context. Besides, it focuses on the tourism system creation benefically to the learning processes that has the ecology system of environment study for the tourist attractions with the increasing of knowledge, experiences and impressions to make realization and correct consciousness to the tourists, the local people and the relevant entrepreneurs called as the tourism for environment study. Therefore, the tourism may create the realization and the consciousness to the community under the changing conditions of the context continuously. Then, it is involving with the guidelines for the cultural connection and the tourism by community of Sripankrua house located at Thasala Sub-District in Mueng District of Chiangmai province:

(1) The proactive guideline with emphasizing on the market development by increasing with the product quantities from selling and the services in the new market as increasing with the new targeted customer groups with high values to purchase in each time and building for the community production sources to the tourist attractions for making the public relations to the customer groups increasingly.

(2) The preventive guideline with emphasizing on the tourist attraction development in the community with the suitability for creating the tourist attractions by the

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community, making the differences for the new products and expanding for the product types to gain the new channels of the customer group with many ages.

(3) The protective guideline with emphasizing on the creation and designing for the products to be advantageous with modernity and worthiness in the daily life including of the story creation from the product origins with the value development.

(4) The defensive guideline with emphasizing on the gathering in groups with searching for the learning and design development to make the differences on lacquer product design.

According to the considering on these guidelines, it should emphasize on the human resource development, the space development as being the tourist attractions and the system development congruently to the learning processes. Besides, it is as the concept idea of community tourism by Mr. Weerapon Thongma, (2547 : 17-22) to make an explanation that the learning processes of the community tourism has the important components: 1) Potential of people by starting with people in the community to know their origins before being prepared to tell the information from learning of the unity with cooperation 2) Potential of space referring to the well-known natural resources and the cultures, the traditions and the local intellects to be conserved by seeing the worthy and sustainable management values of community resources including of the readiness in learning by the community to gain the knowledge and the understanding about the basic tourism concept with the good space management 3) The management to gain the most benefits and 4) The participation with communication for being the media with arguing problems and finding the solutions from ideas of the local research experiences in the community by setting up for the talking stage with the cooperating plans between relevant agencies and creating with the community rules for the people and the visitors to comply with.

CONCLUSION

1. The relevant agencies should support for the lacquer markets in Sripan krua house with increasing the added values for the products and incomes creation to the community.
2. It should study with the customer requirements to develop the product patterns with the targeted groups increasingly.
3. According to the future study, it should study for the comparison of lacquer works in Lanna culture at other areas by learning about the remarkableness and the culture uniqueness obviously.
4. According to the result, it can use the guidelines of the research study with other communities.

ACKNOWLEDGEMENT

Research on the potential development of lacquerware crafts in Lanna culture to create value to the consumer market by linking culture to community-based tourism at Baan Sri Pan Khrua, Tha Sala Subdistrict, Mueang District, Chiang Mai Province had been accomplished because we received a cultural research subsidy from the Department of Cultural Promotion, Ministry of Culture for the year 2017.

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