



# Master Planning for the Tourist Accommodation in Sala Daeng Nua, Pathumthani

*Kritaporn Lappimol*

*Faculty of Architecture, Rungsit University, Bangkok, Thailand*

*Corresponding author: kritapornrsu@gmail.com*

## **Abstract**

A prominent point of Sala Daeng Nua community is that it reflects the culture and decent lifestyle of Mon people. But the change in economy and society challenges the culture, traditions and ways of life. Therefore, in order to keep the values of the community and society long lasting, a cultural learning and propagating process should be created, directly and indirectly, using cross discipline integration. The Master Planning Project of Tourism Accommodation is a master planning for development of the physical area around Baan Sala Daeng Nua. The project combines culture, tradition and the local architectural style, reflecting the community's way of life that is pleasant to stay and visit. This project uses the state's strategy planning for cultural and ecological tourism as a guideline for development. As a result, they will be able to preserve their culture, tradition, lifestyle, and valuable local wisdom in a sustainable way.

**Keywords** : Sala Daeng Nua, Master Planning, Cultural and Ecological Tourism, Sustainable

## **Introduction**

Sala Daeng Nua is the name of a Baan Mon Community situated on Chaopraya Riverside. This community located at Moo 2, Tambon Chiang Rak Noi, Amphoe Sam Khok, Pathumthani province. From the memoirs of Constantine Falcon, year 1688, cited the settlement of Thai-Mon people at Sam Khok that Mon people settled in since the period of the great King Narai in year 2178 B.E.[1] At present, Sam Khok, Pathumthani province is still the area of Sala

Daeng Nua community who derived culture and tradition from Mon people, i.e., the traditional Raman. There are still local valuable cultures and traditions, for instance, the tradition of giving honey offerings to a Buddhist monk, praying in Mon in the morning and in the evening, Raman's architectural style which showed the important identity of the community. As well as the intelligence of locality to invent their incinerator and waste trap tank. To maintain Buddhist religious, Sala Daeng Nua temple is the community temple

for ceremony and center of Buddha's teaching study to gather important Buddhist's heritages which are the followings: Buddhist scriptures including old scriptures by engraving on palm leaf manuscripts (Bai Lan) and Thai long book made of pulp from trees of the family Uricaceae (Samud Koi), and keep them in the hall for keeping scriptures at the temple. Besides, there are a large number of historical monuments and antiques, for example, Raman style pagoda, wood-carved pulpit, hall of a temple for Buddhist ceremony and sermon hall in a monastery to arrange

Buddhist ceremony such as merit making on holy day, Kathin offerings ceremony, beginning of the lent day, end of Buddhist lent day, etc. Buddhism plays an important role in community way of life, it reflects in their lifestyle and morality along with Thai-Mon adherence in their identity from the past until now. Monks and community people help each other to keep the community's environment nice and orderly without pollution and all vices. They are able to develop the community to become self-contained community and being livable and welcome; and being as a good community model to others. Moreover, Sala Daeng Nua has potentiality in location which is easy accessible by land and by waterway, being nearby tourist attractions of religious, culture and ecotourism for both Pathumthani province and the neighbors like Nonthaburi and Ayutthaya. The obvious economic potential is having the strong professional assembly such as pottery group, women professional group, saving for production group as well as setting up the community fund to support community income and good living. All in all, Sala Daeng Nua has high potential and identity to create the ecotourism promotion. In consequence, there is the study of "Master

Planning of Tourists Lodging Places at Baan Sala Daeng Nua" to be a roadmap for development and to be beneficial to Baan Sala Daeng Nua going forward.



Figure 1 Location of Baan Sala Daeng Nua



Figure 2 Important historical sites and antiques in Sala Daeng Nua Temple



Figure 3 Adherence to Buddhism of Sala Daeng Nua People



Figure 4 Garbage incinerator and waste trap built using local wisdom

## Aims

The aims of Master Planning Study of Tourists Lodging Places at Baan Sala Daeng Nua are to conserve the core values of the society, which are culture, tradition and way of life by bringing in the community's capabilities to be key factor to the development. And to combine it

with the tourism strategy to create cultural tourism and ecotourism by putting the community as a center of development and to participate in economic and social activities, while the government sector has the role to support budget and policy that conform to the conservation and customs promotion of the community for the sustainable development. This project is beneficial to the community in terms of physical, economic and social aspects. In the physical aspects, open space has been used for the tourism, and culture and tradition conservation promotion in form of master planning and building design that is in line with local context. Tourists could learn and get information by staying and touring in the community, these also help creating a livable and welcome atmosphere to the community. In the economic aspect, the valuable and identity conservation have been created, these activities presented culture, tradition and local intelligence from the past to present, for example, local performances, games, making a living. On the other hand, the community people would get involved in all of the process for building a career and income to the community. People are also attracted to work locally in the community to keep values of the society supporting the family institution and the harmony of the community. In social aspect, people in the community would love and valued highly their community through the participation process, learning and passing on by the ancestor to descendant to become aware of their own valued cultural identity. Moreover, new cultural tourist attractions are created to connect to the nearby places. Trips by land and by waterway are able to establish tourism going side by side with the education and become a community model for people who are interested in culture, tradition, customs and way of life of

Mon people and to be development guideline to the other communities.

## **Material and Method**

To study Master Plan of Tourists Lodging Places at Baan Sala Daeng Nua, primary data and secondary data have been mutually studied together with development concept regarding educations [2], which are conservation tourism, ecotourism [3], cultural tourism [4], and sustainable tourism concept, tourism management by community concept, and conservation and development concept for the community. To set up planning concept is to focus on sustainable development of local community with community people participation and to be suitable for the community location. Development concept which conforms to Baan Sala Daeng Nua community capabilities is tourism strategy with conservation tourism process. This process consists of ecotourism and cultural tourism that is in harmony with culture, customs and way of life of the community. As a result, there are master planning and building design concepts which conform to local architecture and bringing forward tourism route linking up nearby ecotourism attractions and cultural tourism attractions as an alternative for tourism promotion of the community.

## **Results**

From the strong point of community in both physical, economics and social has brought the integration of development in term of making tourist accommodation plan at Sala Daeng Nua. This bring out the space area to build the utilized residence for tourist who have interest in culture, tradition and both land and water environment. The purpose is to organize various activities for better knowledge and contribute the culture,

tradition conservation, history, architecture, sculpture archaeological finds, ancient monument. Those relates local lives of people in the past and present by demonstrate on building culture, tradition, religious, language, food and local intellectual. By setting ideas frame on preserving tourism and focus on two relate targets which are mapping tourist resident area together with Sala Daeng Nua and Sala Daeng Nua Temple and tourist resident by using activities to link them. The other way of main route nearby Chaopraya river that enable the residents to use as the

tourist transportation for cultural purpose such as bicycle route and pedestrian to study the people living, architecture and culture of Mon.

The way of building designed will reflect the image and local architecture including the wide picture of area. The building will be developed into the environment of community location therefore; the Mon's design won't be demonstrated clearly and also the time of construction has changed the technical and behavior of Mon such as lift up the basement to release the heat from the building.



Figure 5 Concept of site planning for tourist accommodation in Baan Sala Daeng Nua

Besides the activity to link the area in the project, the support of conservative tourist enable the outside area to relate each other. The strategic of culture contribution which will guide Sala Daeng Nua conservative tourist to suit with Carrying Capacity and to maintain history and culture as long as the process of

- Type of tourist will not affect community as the resident.
- Community development focus only on tourism carry on the cultural heritage from the next generation.
- To realize the community environment.
- To give information for tourist and suitable with their interests.

- The tourism from Community Based Sustainable Tourism (CBST) [5] is the participation in idea, development and administration which bring money support to community and match up with culture and environmental tourism. Sala Daeng Nua is now referred as local tourism but if they improve their capability to the upper level, they can upgrade to the provincial tourism. Therefore, the increase of potential in tourism will be divided into two categories as follows ;

### **Trip 1: One-Day Trip (total distances of 57 kilometres)**

Departure route : using water way (Pakkred, Koh-kred, Kuu Temple, Historical monument, Jetwong Temple, Sing Temple, Pailom Temple, Baan Sala Daeng Nua total distances of 30 kilometres) It is single trip a day starting from Pakkred heading to Koh Kred to see activity of Koh Kred community such as making Thai sweet, pottery, main temple such as Poramaiyikawas Temple, then sailing to North to see reclining Buddha at Kuu Temple, wall painting describe the lord of Buddha background and Pranang Ruelom (Drowned Queen) then follow to Phatumtani province to study all information and arrive at Pailom Temple to see life circle of rare birds, after that go out touching way of living and culture of Baan Sala Daeng Nua.

Return route : use road (Baan Sala Daeng Nua , highway 3309, highway 347, highway 306, Pakkred furry port total distances of 27 kilometres)

### **Trip 2: Two-Day trip (total distances of 128 kilometres)**

First day is Departure : using water way (Pakkred, Koh-kred- Kuu Temple - Historical monument - Jetwong Temple - Sing Temple - Pailom Temple -Baan Sala Daeng Nua total distances of 30 kilometres) It is two days trip from Koh Kred to see activity of Koh Kred community such as making Thai sweet, pottery, main temple such as Poramaiyikawas Temple, then sailing to North to see reclining Buddha at Kuu Temple, wall painting describe the lord of Buddha background and Pranang Ruelom (Drowned Queen) then follow to Phatumtani province to study all information and arrive at Pailom Temple to see life circle of rare birds, after that go out touching way of living and culture of Baan Sala Daeng Nua.

Days two for return trip : using water way and road (Baan Sala Daeng Nua, Bang Sai Arts and Crafts Centre, Pompetch port, history monument old town, highway 309 - highway 32, highway 1 highway 3100 , highway 306 , Pakkred furry port total distances of 98 kilometres) Day two starting from Sala Daeng Nua heading to Ayuthaya province and visit Bansai Art and Craft center to see big bird garden and fish area, coming down to see historical monument and temple such as Panucheng Temple, Yai Chimongkon Temple, chaiwanaram Temple, golden mountain Temple, Ayuthaya national park, museum by using bicycle way and return by car using highway 309 link to highway 32 , highway 1 , highway 3100 and highway 306 and arriving at Pakkred furry port.

The concept of Sala Daeng Nua Community Development uses the strength in social aspects as cultural and ecological tourist attraction. This can have both advantages and disadvantages to human's life and effect directly the local culture. However, It would be great if people who live in Sala Daeng Nua can adapt themselves to be in harmony with new culture and lifestyle, using a strategy of cultural integration. This is the good way to maintain good local culture and pass it to the next generation; but if local tradition and culture are blended with new culture, the good and valuable culture would disappear. So in order to maintain the uniqueness of good culture for Sala Daeng Nua to be in existence, there should have the way to conserve and preserve cultural traditional and customs as follows: [6]

Establish strict rules and regulations for tourism within the community, such as dress code, conversation rule, keep clean environment, alcohol should be restricted, etc. These rules and regulations require good behavior, which are suitable with local tradition and culture. By acting

this way, tourists can learn about local lifestyle and culture in both direct and indirect way, without destroying valuable local culture.

Promote and support economic and social activities that use local wisdom. This can be done by setting up Sala Daeng Nua community groups based on people's ability, skill and interest. These groups can be formed according to local people's social interest or occupation. This can encourage and support them, not only to produce community products, but also to develop skill and local knowledge, such as building garbage incinerator and waste trap, which can become tourist attraction of the community. The outcome can increase more income for people in Sala Daeng Nua. This strategy can also attract local people who have left the community to come back and help developing the community. It is also a way to create good relationship for the families within the community and promote self-conscious in cultural learning for these people.

Promote and support establishment of a network of conservation and community development. Community organization will consist of local leaders, community groups, community elders and monks. The purpose of this community organization is to seek cooperation in various activities that should be promoted: art, culture and local knowledge. This also includes collaboration with academic organizations, in order to get advice and consultation to support each other.

Promote and support the school community to be the center for knowledge and understanding of the people about the history of community, culture and traditions. This can be done by adding a lesson about their own local community. Moreover, this can include various activities such as youth camp to investigate the history, culture and traditions of the local people,

and support the Youth Guide. This is one of the ways to create awareness to young people.

Raise awareness to Sala Daeng Nua community to love in their own value of culture, traditions and local knowledge, in order to ensure their conservation. The importance is given to family, institutions and religious institutions. All of these institutions are the main learning medium to create good attitude to people, which can be passed over from generation to generation.

Regarding to the master plan of Tourist accommodation Baan Sala Daeng Nua, it is the process that use a strategy based on cultural and ecological tourism. This strategy emphasizes on conservation and maintenance of good local community, which would directly effect the quality of life for Sala Daeng Nua community. It can be done by creating community economy, which is produced and managed by community themselves. In this case, the government will take care by giving support for consultation. Moreover, this is the good way to create job for people as well as to get benefit for the community. In the same time, it can create good relationship in community through various activities. This is conservation of social heritage, while conserving good relationship within the community. Then Sala Daeng Nua community will be strong and sustainable.

## **Results and Discussion**

Basis objective on designing flowchart for tourists accommodation in Baan Sala Daeng Nua can be implementation as purpose. It is necessary to depend on management from government and private sector to cooperate and ensuring people's opinion involve practice from the beginning to the end of management and implementation process for the self sufficient community as follow;

1. Planning and policy making. It is the process of planning and set up policy concerning the authority Who responsible to draw up the plan and allocate the budget in order to match up the needs of people in the community. Besides, development the potential in the area such as Tourism authority of Thailand at Amphoe Sam Khok Pathumthani province.

2. Management. It is the subordinate part of bringing plan and policy for implementation which would negotiate between people and government officials to realize the needs of people in the community. Besides, representing the people for developing the project as planned. Therefore, it would be the authority that responsible for the area such as Chiang Rak Noi District administration Organization.

3. Implementation. It is the working process to do the job in the area. It is also necessary to depend on people from Baan Sala Daeng Nua. To cooperate about the need and understanding in the area. Moreover, it would bring out the benefit for the whole community in many area such as growing economy. To set up the committee in the village to implement and sharing the responsibility in working together as follows,

- Buildings and land division are responsible for constructing and maintaining environment.
- Activity and tourism division are responsible on preserving tradition and culture

of community and to maintain their faith to the hometown.

- Budgeting and accounting division is working to support project and economy in the area.
- Marketing and information division will work together for promoting Thailand tourism in big picture.

In this project we need understanding and knowledge to manage community from government support also providing expert to give training to people so they can apply themselves to the better management community and finally manage themselves into the appropriate environment.

In the previous presentation is only example of basic management which can be implemented into local community. They can bring out the appropriate needs to people following the process of National Development Program that finally helping them build up local community for the better management.

However, all process must have been administered and operate at every level by planning, management and practice which lead to be self sufficient including other government and private organization to play role and stimulate the self-realized of their identity and culture for better environment and self contained, living resident , job, service as referred to self sufficient for the sustainable development.

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