

EDUCATIONAL TOURISM OF LOCAL WISDOM PRODUCTS IN THAILAND

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Abstract

Management of local wisdom-based tourism products, development and packaging of globally competitive local products can be packaged through educational tourism. Educational Tourism is an effort to introduce local wisdom products of a country. One of Thailand's local wisdom products is traditional pottery. However, the existence of pottery in the era of modernization began to be less attractive to the younger generation. This international service was carried out with the aim of recognizing local culture and local wisdom products and participating in painting traditional Thai pottery. This activity is a community service activity that collaborates between the Faculty of Economics and Business of Swadaya Gunung Jati University Indonesia, Panca Sakti Tegal University Indonesia, Thai Globa Businnes Administration Technological College Thailand (TGBC Thailand), Suan Dusit University and Eastern Institute for Integrated Learning in Management University India. Community service activities were carried out in Nong Nooch Thailand, with a total of 30 participants consisting of 10 students and 20 lecturers. Through this international service, it fosters a sense of love and preservation of cultural heritage and local wisdom products of a country.

Keywords: Pottery, Local wisdom, Experiential Marketing

INTRODUCTION

Tourism is currently one of the unavoidable human needs, especially for people living in urban areas. This is because every day they face the situation of busy working hours, busy and hustle and bustle of the city atmosphere, limited green open spaces and playgrounds for children or adolescents, and other boredom from the routine. The tourism potential of each country opens up opportunities for increasing employment and increasing the income of the community or country, as well as encouraging the development of small businesses in each country. The potential of a country can come from the regions in the country (Panghal et al., 2023). A potential region is a development that basically does not change the existing one, but rather tends to develop the potential of the region. By utilizing the ability of the elements

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in the area, which functions as a tourist product attribute on a small scale into a series of tourism activities or activities and is able to provide and meet a series of tourist travel needs both from the aspect of attraction and as supporting facilities (Intanee, 2023).

Village Tourism Development is an effort used to utilize natural resources to attract tourists so that it can benefit and prosper the surrounding community (Duan, 2023). Thailand consists of several regions that have potential as tourist attractions. One of the areas that has considerable tourism potential in Thailand is Nong Noach. Nong Noach was originally a fruit plantation, then gradually transformed itself into Nong Noach Village which became the largest botanical center in the world. Nong Noach Village is divided into a number of areas with their respective attractions, ranging from french garden, pot garden, orchid garden, butterfly garden, bird garden, fruit garden, and art performances as well as local wisdom products. The local wisdom product that is educated at Nong Noach is traditional Thai pottery.

Traditional Thai pottery is considered to be associated with the culture and way of life of the people in Thailand. The diversity of religious beliefs in the region, both Buddhist and Islamic, is well documented (Gralak & Nguyen, 2023). Introducing local wisdom products to the younger generation creates a sense of fondness and pride in the culture of a country, so that the heritage can be preserved. Local wisdom products in Nong Noach are packaged in the form of art education tours, namely pottery. The educational tour begins with the history of traditional pottery in Thailand, introducing various types of traditional Thai pottery, the process of making traditional pottery, until the participants are given the opportunity to paint traditional pottery.

The opportunity given to participants in the traditional pottery painting training provided an opportunity to learn more about Thailand's cultural heritage. Local Thai values and culture can be used as references in pottery design, including the shape of local buildings, accents in the art components, and the characteristics of the langkap in the location. The strength of Thai identity is the basis or foundation in strengthening pottery design. This international service is carried out with the aim of recognizing local culture and local wisdom products and participating in painting traditional Thai pottery. Thus traditional pottery design refers to tradition, historical heritage and the meaning of space and place. The design is timeless and merges the old and the new, then the design is able to reflect the local culture while adopting new technology (Arkarapoti Wong & Chindapol, 2023). So that tourist attractions by providing educational tours not only introduce local culture and local wisdom

products but can be developed while still paying attention to local cultural values (Thongpanich, 2023).

RESEARCH METHOD

This community service activity was carried out in collaboration between the Faculty of Economics and Business of Swadaya Gunung Jati University Indonesia, Panca Sakti University Tegal Indonesia, Thai Globa Businnes Administration Technological College Thailand (TGBC Thailand), Suan Dusit University, and Eastern Instutite for Integrated Learning in Management University. Community service activities begin with introducing local culture and local wisdom products. Knowing the culture and local wisdom products of a country to the younger generation (Alves, 2023) is expected to foster a sense of love to preserve the culture and local wisdom products of Thailand. One of Thailand's local wisdom products is traditional pottery. This community service takes place in Nong Nooach Village, the implementation period is November 2, 2022 to November 7, 2022. This international service activity in an effort to educate the younger generation about local wisdom products, namely traditional pottery, begins with knowing the history of traditional pottery in Thailand, introducing various types of traditional Thai pottery, the process of making traditional pottery, until the participants are given the opportunity to paint traditional pottery.

RESULTS AND DISCUSSION

This collaboration of international community service activities in an effort to educate the younger generation about local wisdom products, namely traditional pottery, begins with knowing the history of traditional pottery in Thailand, introducing various types of traditional Thai pottery, the process of making traditional pottery, until the participants are given the opportunity to paint traditional pottery. The participants of this international service consisted of students and lecturers from Thai Globa Businnes Administration Technological College Thailand (TGBC Thailand), Suan Dusit University, Eastern Instutite for Integrated Learning in Management University, Faculty of Economics and Business, Universitas Swadaya Gunung Jati Indonesia, and Universitas Pancasakti Tegal Indonesia with a total of 30 participants consisting of 10 students and 20 lecturers.

This activity began with visiting professors from each collaborating university to give a presentation on local culture and local wisdom products from their respective countries.



Figure 1. Opening of the International Community Service Event

The participants' enthusiasm in this international community service activity can be seen in their seriousness in listening to the presentation by the speakers. It is hoped that from the presentation, participants will know the local culture and diversity of local wisdom products from Indonesia, Thailand, and India, so that there will be an interest in getting to know more about the country's cultural heritage.



Figure 2. Material Presentation



Figure 3. International Community Service Participants

There are many kinds of cultural heritage in a country. One of the cultural heritages is local wisdom products. The variety of local wisdom products, one of which is traditional pottery, is a design to realize a form that is in harmony with the cultural beliefs and religious concepts of the local population (Kaunnil, 2022). Along with the changing times the popularity of pottery is declining, but Thai traditional pottery still maintains its cultural meaning. Traditional Thai pottery is one of the local wisdom products with an identity deeply rooted in cultural relations, which is the foundation of people's lives (Sriviboon, 2017). The styles and characteristics associated with pottery making contribute to the rich identity of traditional pottery (Liping, 2022). These styles and characteristics are noteworthy and worth preserving because of their uniqueness and valuable cultural meaning, reflecting the way of

life, traditions, and cultural heritage of the people (Tiwasing et al., 2022). After the presentation by the speaker to the community service participants, the participants headed to Nong Nooach, as a place for international service to get to know more about local culture and local wisdom products from Thailand. International community service activities at Nong Noach Village began with the introduction of local culture through performances and the natural beauty presented at Nong Noach Village. After that, participants were educated about the history and variety of traditional Thai pottery.



Figure 4. Traditional Thailand Pottery Making

The importance of education about culture and products of wisdom will provide a special attraction for participants, so as to foster curiosity and love to continue to preserve the cultural heritage. At this stage, participants had the opportunity to get to know local culture through a video of the history of traditional Thai society and the history of pottery, after which participants were given the opportunity to practice painting traditional pottery that had been provided. By giving the opportunity to paint traditional Thai pottery, participants can devote significant ideas, thoughts, especially for traditional Thai pottery based on the cultural and historical knowledge that participants gain from this service activity. With the experience and knowledge gained, it is hoped that it can foster the love of participants, especially students and lecturers as the younger generation to continue to preserve the nation's cultural heritage.





Figure 5. Thai Traditional Pottery Painting Activity

This international service collaboration provides knowledge and experience to participants in understanding local culture and local wisdom products, namely traditional Thai pottery so that it can foster a sense of continuing to love the culture and local wisdom products of a country.



Figure 6. Closing of International Community Service Collaboration Activities

Unique image designs on traditional pottery can help increase sales and open up market opportunities and expand the sales of Thai traditional pottery to the world market. In addition, it can also help generate more income for the businesses, surrounding communities and tourist attraction of a country. However, to understand the marketing process thoroughly, the young generation in the future to be able to design local wisdom products in the form of traditional pottery, both from the shape and image design. This is done to maintain cultural heritage and fulfill the satisfaction of producers and consumers (Fatimah, 2023). In addition, in an effort to preserve cultural heritage, there needs to be collaboration between the government, local communities and universities, so that ideas emerge to preserve the nation's cultural heritage.

CONCLUSION

This research illustrates the success of collaborative international community service activities in educating the younger generation about local wisdom, particularly traditional

Thai pottery. Involving students and lecturers from various universities, including Thai Global Business Administration Technological College Thailand (TGBC Thailand), Suan Dusit University, Eastern Institute for Integrated Learning in Management University, Faculty of Economics and Business Universitas Swadaya Gunung Jati Indonesia, and Universitas Pancasakti Tegal Indonesia, the activity brought together 30 participants, including 10 students and 20 lecturers. With talks from visiting professors and a visit to Nong Noach Village, participants gained a deeper understanding of the local cultures of Indonesia, Thailand and India. The activity also involved training in traditional Thai pottery painting, giving participants the opportunity to express their ideas and thoughts. The collaboration concluded with an emphasis on the importance of knowledge and experience in understanding local wisdom as the first step to preserving cultural heritage. By highlighting the unique design of traditional pottery and the importance of collaboration between the government, local communities, and universities, this research confirms that cultural education can be key to expanding tourist appeal, increasing sales, and strengthening awareness of cultural heritage in a global context.

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