

# การจัดการการท่องเที่ยวเชิงวัฒนธรรมในวิกฤตการณ์โควิด 2019 :

กรณีศึกษา วัดเขาขุนพนม จังหวัดนครศรีธรรมราช

The Cultural Tourism Management in the Covid Crisis 2019 :

case study Wat Khao Khun Phanom, Nakhon Si Thammarat Province

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## บทคัดย่อ

การวิจัยเรื่อง การจัดการการท่องเที่ยวเชิงวัฒนธรรมในวิกฤตการณ์โควิด 2019 : กรณีศึกษา วัดเขาขุนพนม จังหวัดนครศรีธรรมราช เป็นการวิจัยเชิงคุณภาพ โดยมีวัตถุประสงค์ 2 ประการ ดังนี้ 1) เพื่อศึกษาประวัติของวัดเขาขุนพนม จังหวัดนครศรีธรรมราช 2) เพื่อศึกษาการจัดการการท่องเที่ยวเชิงวัฒนธรรมในวิกฤตการณ์โควิด 2019 ขอบเขตของพื้นที่วิจัยคือ วัดเขาขุนพนม ตำบลบ้านเกาะ อำเภอพรหมคีรี จังหวัดนครศรีธรรมราช โดยใช้เป็นกรณีศึกษาแบบเจาะจง การศึกษาข้อมูลการวิจัยแบ่งเป็น 2 ขั้นตอนตามวัตถุประสงค์ วิธีดำเนินการวิจัยประกอบด้วย การศึกษาเอกสาร การสังเกต การสัมภาษณ์และการสนทนากลุ่มย่อย โดยผู้ทรงคุณวุฒิ ประกอบด้วย ครูภูมิปัญญาแห่งชาติ ครูภูมิปัญญาท้องถิ่น รองผู้กำกับการสถานีตำรวจ ตำรวจภูธรจังหวัดนครศรีธรรมราชและอาจารย์สาขาวิชาศิลปะการจัดการแสดง เพื่อให้ความเห็นเกี่ยวกับการจัดการการท่องเที่ยวเชิงวัฒนธรรมของวัดเขาขุนพนมในวิกฤตการณ์โควิด 2019 ทั้งนี้เพื่อการอนุรักษ์แหล่งท่องเที่ยวเชิงวัฒนธรรมของท้องถิ่น พร้อมทั้งนำเสนอผลการวิเคราะห์ข้อมูลด้วยวิธีการบรรยายอย่างละเอียด

ผลการวิจัยพบว่า 1) วัดเขาขุนพนม จังหวัดนครศรีธรรมราช สร้างในสมัยอาณาจักรนครศรีธรรมราช ประมาณพุทธศตวรรษที่ 18 ถึงพุทธศตวรรษที่ 20 ตำนานท้องถิ่นกล่าวว่า เป็นสถานที่สมเด็จพระเจ้าตากสินมหาราช เสด็จมาประทับและจำพรรษาขณะผนวช หลังจากสิ้นรัชกาลกรุงธนบุรี ตั้งแต่ พ.ศ. 2325 กระทั่งเสด็จสวรรคตในปี พ.ศ. 2368 โดยพระองค์ไม่ได้ทรงถูกสำเร็จโทษด้วยท่อนจันทน์ตามพระราชพงศาวดาร แต่มีการสับเปลี่ยนพระองค์กับพระญาติหรือทหารคนสนิทที่มีรูปพรรณใกล้เคียงกัน 2) การจัดการการท่องเที่ยวเชิงวัฒนธรรมในวิกฤตการณ์โควิด 2019 วัดเขาขุนพนมมีมาตรการป้องกันการแพร่ระบาดของไวรัสโควิด 2019 โดยให้ความสำคัญด้านการสร้างจิตสำนึกและการให้ความร่วมมือของนักท่องเที่ยว เช่น การเว้นระยะห่าง กินร้อน ซ้อนเตี้ย ล้างมือและการสวมหน้ากากอนามัยตลอดเวลาเมื่ออยู่ในพื้นที่วัดเขาขุนพนม ปัจจุบันเป็นพิพิธภัณฑ์มีชีวิต เป็นสถานที่ศึกษาด้านประวัติศาสตร์ท้องถิ่น โดยนักท่องเที่ยวสามารถสัมผัสประสบการณ์ที่หลากหลายในเส้นทางท่องเที่ยวของจังหวัดนครศรีธรรมราช เหล่านี้ส่งผลต่อการท่องเที่ยวเชิงวัฒนธรรม ผลจากการประชุมกลุ่มย่อย พบว่า กลุ่มผู้รู้และผู้ปฏิบัติ มีแนวคิดร่วมกันโดยสรุปด้านการศึกษาประวัติศาสตร์ท้องถิ่นและการปรับตัวในวิกฤตการณ์โควิด 2019 สามารถบูรณาการด้านการท่องเที่ยวเชิงวัฒนธรรม แต่ทั้งนี้หน่วยงานภาครัฐ ภาคเอกชนและภาคประชาสังคม ต้องมีการวางแผนและดำเนินการอย่างจริงจัง สามารถสร้างเครือข่ายของด้านการท่องเที่ยวฝั่งอ่าวไทยทั้งในประเทศและต่างประเทศซึ่งเป็นการสร้างสัมพันธ์ภาพเชิงบวกระหว่างภูมิภาคต่างๆ ของโลก อีกทั้งการผลิตสินค้าที่ระลึก โดยหน่วยงานเศรษฐกิจท้องถิ่นสามารถสนับสนุนให้เกิดการสร้างเศรษฐกิจระดับจุลภาคซึ่งเป็นปัจจัยสำคัญต่อการพัฒนา ส่งผลต่อการกระตุ้นเศรษฐกิจระดับมหภาคอย่างยั่งยืน

คำสำคัญ: การจัดการ, การท่องเที่ยวเชิงวัฒนธรรม, วิกฤตการณ์โควิด 2019

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## Abstract

The Cultural Tourism Management in the Covid Crisis 2019 : case study Wat Khao Khun Phanom, Nakhon Si Thammarat Province. research employed qualitative methods. This research aimed to 1) To study the history of Wat Khao Khun Phanom Nakhon Si Thammarat Province 2) To study cultural tourism management in the Covid Crisis 2019. The areas of this research was Khao Khun Phanom Temple, Ban Ko Subdistrict, Phrom Khiri District Nakhon Si Thammarat Province. The methodology of this research included two stages. The key methods for data collection were the study of documents, observation, interviews, and two focus groups with stakeholders. Data analysis was presented descriptively.

The research findings showed 1) Wat Khao Khun Phanom, Nakhon Si Thammarat Province Built in the reign of Nakhon Si Thammarat (Around the 18th century to the 20th century) Local legend says Is the place of King Taksin the Great Came and sat and ordained. After the end of the reign of Thonburi from 1782 until his death in 1825. Without him being executed with a piece of sandalwood according to the royal chronicle but has changed him with his relatives or close soldiers with a similar figure. 2) Cultural Tourism Management in Covit Crisis 2019, Wat Khao Khun Phanom has measures to prevent the epidemic of Covit 2019 with emphasis on building awareness and cooperation of tourists such as Spacing, eating hot, single spoons, washing hands and wearing masks all the time when in Khao Khun Phanom temple area. Now a living museum Is a place to study local history Visitors can experience a variety of tourism routes in Nakhon Si Thammarat Province.

The results from the small group meetings were found that The group of knowledgeable and practitioners There is a summary of the concept of local history education and the Covid Crisis adaptation 2019. Able to integrate cultural tourism But the government agencies Private sector and civil society It needs to be seriously planned and executed. Able to build a network of Gulf side tourism both domestically and internationally. This creates positive relationships between different regions of the world. As well as souvenir products production The local economy can support the creation of a micro-economy which is an important factor for development affect the economic stimulus sustainably.

**Keywords:** Management, Cultural Tourism, Covid Crisis 2019

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## Introduction

Thailand is culturally diverse, which indicates the unique identity of each region. In which the government sector is divided into 8 tourism development zones, consisting of 1) Lanna Civilization Tourism Development Zone 2) Southern Isan Civilization Tourism Development Zone 3) Eastern Seaboard Tourism Development Zone 4) West Coast Tourism Development Zone 5) Lifestyle Tourism Development Zone in the Central Chao Phraya River Basin 6) Lifestyle Tourism Development Zone Mekong River Basin 7) World Heritage Tourism Development Zone and 8) Andaman Tourism Development Zone Satun, Trang, Krabi, Phang Nga and Phuket provinces (Office of the National Research Commission. 2016: 51) This is in line with the operational strategy of the Nakhon Si Thammarat Provincial Administrative Organization, which wants Nakhon Si Thammarat Province to be a world-class tourist destination. Can generate income for the people by 1) supporting the raising of business standards related to tourism to international standards 2) Supporting personnel production To support tourism and other related activities. 3) To create personnel to support all types of tourism businesses by creating cooperation between educational institutions and entrepreneurs 4) Promotion of ecotourism in the way of life, culture and traditions of Nakhon Si Thammarat Province 5) Creation of new tourist attractions in the area that has the potential to connect with nature. Community arts and culture along with promoting the quality tourist market (Yuttapong Tonpradoo. 2016 : 5) Over the past two decades, China has become a major global power and manufacturing powerhouse. By bringing more than several hundred billion US dollars to invest in many countries around the world, especially in the ASEAN region. Nakhon Si Thammarat Province has a continuous influx of Chinese capital in the real estate sector. To support the tourism industry and the number of tourists that are constantly expanding every year. (Thosaphon Hongthong. 2016: 9) But nowadays, the Thai-Chinese Tourism Association has cracked down on the zero coin tour network. The income of Chinese tourists has decreased by approximately 30%. This resulted in the loss of income of approximately 1 billion baht per month. From joining OA Transport Co., Ltd., a large travel company, charged with acting as an influential group and jointly destroy the tourism industry in Nakhon Si Thammarat Province (Matichon.2016: 6)

Nakhon Si Thammarat Province has a wide variety of cultural attractions that are passed down from their ancestors. But with the rapidly changing social trend, many types of cultural attractions are not popular. Both clear evidence and historical narratives are included in the COVID 2019 crisis. As a result, the government sector issued measures to prevent the spread of COVID 2019. Currently, it is found that Wat Khao Khun Phanom is located in Ban Ko Subdistrict. Phrom Khiri District Nakhon Si Thammarat Province Which is a place of preservation of local cultural heritage transmitted between generations over 239 years old. Which can be a cultural tourism destination Local history learning resources and able to generate income including the local. Nakhon Si Thammarat Province has yet to collect clear data and measures to prevent COVID 2019. At present, such information has not been explicitly collected, which in the future it could be lost. In essence, the researchers are interested in studying cultural tourism management in the COVID 2019 crisis: case Study of Khao Khun Phanom Temple, Nakhon Si Thammarat Province. This research could serve as a model for cultural tourism management and measures to prevent COVID 2019 : case Study of Khao Khun Phanom Temple, Nakhon Si Thammarat Province To be a model for the adaptation of cultural tourism to other provinces.

**Objectives**

1. To study the history of Wat Khao Khun Phanom Nakhon Si Thammarat Province
2. To study cultural tourism management in the COVID CRISIS 2019

5. Theory, hypothesis (if any) and conceptual framework of the research project

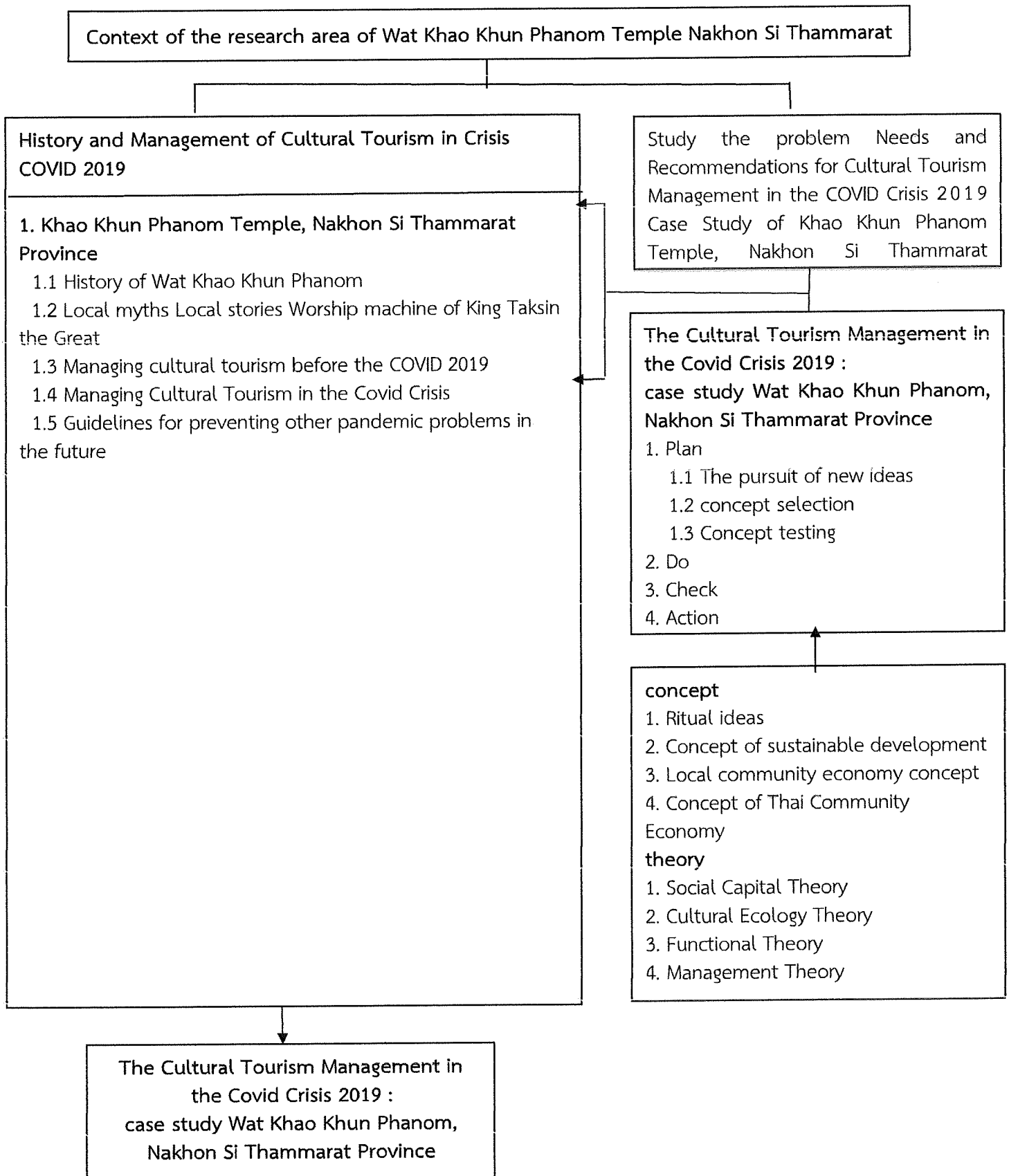


Figure 1 conceptual framework

## Research Methodology

The researcher has set the scope of the study as follows:

### 1. Content

- 1) History of Wat Khao Khun Phanom Nakhon Si Thammarat Province
- 2) Managing Cultural Tourism in the Covid Crisis

### 2. Research methods

This research Use qualitative research methods by collecting data from studies of documents such as

This research Use qualitative research methods by collecting data from studies of documents such as

1) historical development culture Identity and wisdom of Nakhon Si Thammarat Province By studying the history and management of cultural tourism of Wat Khao Khun Phanom Nakhon Si Thammarat Province in the wake of the COVID Crisis 2019

2) Other cultural documents related to history, management, tourism, epidemic.

Field study by interviewing consisted of

1) Unstructured interview form, which is an open-ended interview with unlimited answers.

2) Structured Interviews consists of 3 parts, details as follows :

Part 1, personal information about gender, status, educational background, primary occupation, monthly income, etc.

Part 2 is a key question on the history and management of cultural tourism in the COVID 2019 case study of Wat Khao Khun Phanom. Nakhon Si Thammarat Province

3. In-depth interview It is an unstructured interview. for Key Informants, Casual Informants, on History and Cultural Tourism Management in the COVID Crisis 2019 Case Study of Khao Khun Phanom Temple. Nakhon Si Thammarat Province Changes in social context affecting management To promote cultural tourism and generate income for local

4. Observation

4.1) Participant Observation consists of a memorial service to King Taksin Monument. Joining the cultural tourism route, etc.

4.2) Non-participant Observation The researcher observed the general condition in the area of Wat Khao Khun Phanom. Nakhon Si Thammarat Province Where the researcher went to study the way of life Various local wisdom The management of cultural tourism in the COVID 2019 is based on the objective of research to identify common problems.

5. Focused Group The researcher used group discussion to collect information. Using knowledgers and practitioners To exchange ideas Analyze the problem Suggestions for a study of the history and management of cultural tourism in the COVID CRISIS 2019: Case Study of Khao Khun Phanom Temple, Nakhon Si Thammarat Province By conducting conversation planning, date, time, place, preparing questions, appointments, inviting members by selecting a homogenous group conversation partner.

### 3. Time period

In Research on Cultural Tourism Management in the COVID Crisis 2019: A Case Study of Khao Khun Phanom Temple, Nakhon Si Thammarat Province The researcher has scheduled the research time from March 1, 2020 to March 31, 2021.



#### 4. Research area

The researcher selected the area of Khao Khun Phanom Temple, Ban Ko Subdistrict, Phrom Khiri District. Nakhon Si Thammarat Province

#### 5. Population and sample

Population and sample this time The researcher selected 3 specific groups as follows:

1) Key Informants include experts with experience and expertise in arts and culture. Teacher, Wisdom and Culture Tourism, Nakhon Si Thammarat Province

2) Casual Informants are personnel of Nakhon Si Thammarat Provincial Cultural Office. Local product vendor in the area of Wat Khao Khun Phanom Caretaker of Khao Khun Phanom Temple and Monument of King Taksin the Great

3) General Informants are teachers and students in the field of performing arts management. Phuket Rajabhat University and Dr. Yuttapong Tonpradoo (Faculty of Fine-Applied Arts and Cultural Science, Mahasarakham University)

This research study on Cultural Tourism Management in the Covid Crisis 2019: Case Study of Khao Khun Phanom Temple, Nakhon Si Thammarat Province Researchers have used research methods according to the following topics.

1. The tools used in the collection of research data consisted of 4 types.

1.1 Observation is the observation of a participant (Participant Observation) and without participation (Non - Participant Observation) to use to observe the people in the area of Wat Khao Khun Phanom. Local product vendor in the area of Wat Khao Khun Phanom , Caretaker of Khao Khun Phanom Temple and Monument of King Taksin the Great The researcher observed the general condition in the community. Way of life Culture and general events in the research community In addition, the researcher is involved in various activities. With people in the community, such as the worship of King Taksin Monument Joining the cultural tourism route, etc.

1.2 Structured Interview and Unstructured Interview. (Unstructured Interview) for interviewing wisdom teachers or scholars. Cultural Executive Community leaders or those in the community who have knowledge and understanding about the history of Wat Khao Khun Phanom. Nakhon Si Thammarat Province Cultural tourism adaptation in the COVID-2019 crisis. The structured interview form is a type of interview. To know the history Myths about Wat Khao Khun Phanom, identity, traditions, beliefs

1.3 The Focused Group Guideline is information that requires conclusions and clarity. Apply to teachers, wisdom, academics, cultural administrators. Community leaders or those in the community who have knowledge and understanding about the history of Wat Khao Khun Phanom. Nakhon Si Thammarat Province Cultural tourism adaptation in the COVID-2019 crisis, with approximately 5-8 participants per group. For consultation and conclusions On the issue of cultural tourism management in the COVID-2019 crisis.

#### 2. Data collection

This research study The researcher collects data based on information that is consistent with the research objectives. Able to answer research questions as required. Which has the following data collection methods

2.1 Collection of information from documents It is the data collected from research papers or data that have been studied in issues related to epidemic cultural tourism, such as history of ancient monuments, antiques, beliefs, rituals in Nakhon Si Thammarat

Province, emerging epidemics and Other Both at home and abroad as well as knowledge of the culture Concept of conservation Concepts and theories in sociology, anthropology and content on the area of study. By researching documents either as primary or secondary documents from government agencies Private agency Educational institution Types of books, texts, articles, internet, videos, newspapers, minutes of meeting, research, degree, thesis, and dissertation

2.2 Collecting data from the field It is the data collected from the research area. By means of participant observation, non-participant observation, formal interview, informal interview, in-depth interview. ) And group discussion (Focused Group) to discuss results and receive suggestions.

2.2.1 Formal Interview and Informal Interview with a group of wisdom teachers or scholars. Cultural administrators, community leaders, local product distributors, at Khao Khun Phanom Temple. Caretaker of Khao Khun Phanom Temple and Monument of King Taksin the Great on the history and adaptation of cultural tourism in the COVID 2019 crisis

2.2.2 In-depth interviews with Snowball Sampling by inquiring from people related to the history of Wat Khao Khun Phanom and tourism adaptation in the 2019 COVID CRISIS. People to know In order to obtain the required information by studying in stages Continuously To find out about the history and adaptation of cultural tourism in the COVID 2019 crisis

2.2.3 Non-participant observation is the general observation of the community. In various aspects of life Important local culture General events of the research community To obtain general information on the community impact on cultural tourism management in the COVID 2019 crisis.

2.2.4 Participant Observation by the researcher participating in community activities. To talk to the population in the area of Wat Khao Khun Phanom Nakhon Si Thammarat Province To obtain information about the history and adaptation of cultural tourism in the 2019 crisis.

2.2.5 Group chat The researcher used group discussions with wisdom teachers, scholars, cultural administrators. Community leaders or residents with knowledge and understanding of the history and adaptation of cultural tourism in the COVID 2019 by conducting group discussions and assigning 5 to 8 participants in a group discussion. In the area and the research issues For consultation on the history and adaptation of cultural tourism in the COVID 2019 crisis.

### 3. Data Actions and Data Analysis

#### 3.1 Data Actions

In the preparation of information The researcher used the data obtained from the study, the literature and the data from the field, separated by the research objectives. Do the following

3.1.1 Take information collected from various documents. Let's study in detail with the classification system according to the specified research objectives.

3.1.2 Take data from the field collected from observations, interviews and group discussions. Recorded Record audio to translate Along with categorizing and categorizing As well as summarize the important material according to the research issues If there is information that needs to be verified, it must be re-fielded for accuracy.



3.1.3 Use information collected from documents and field data from observations, interviews and group discussions to verify their accuracy. In which to verify the correctness of that information The researcher used the method to verify the reliability of the data, namely the Investigator Triangulation method. By bringing the information to the informant to investigate again or ask the issue more clearly. In order to obtain complete information that is as consistent with the truth as possible. And using a three-wire inspection method (Methodological Triangulation) It is a method of seeking the reliability of information through different data collection methods.

1) Data triangulation is to prove that the data the researcher has obtained is correct or not. Verification Method Hold the source exam. Sources to be considered in the investigation are time sources, meaning if data from different locations will be the same or not, whether location means if data from different locations will be the same or not. And the person's source means if the person providing information changes Will the information be the same

2) Examination of the researcher triangle (Investigator Triangulation) is to verify that How will each researcher get different information? By changing observers instead of using the same researcher to observe all the time

3) An examination of the Theory Triangulation is to verify that If the researcher used a different concept and theory, how different would it be to interpret the data

4) An examination of the methodology of data collection (Methodological Triangulation) is the use of different data collection methods. To gather information about the same

### 3.2 Data analysis

In data analysis The researcher performed the analysis of the data according to the purpose of the research. By using the data collected from the document and field data obtained from the observation Interviews and group discussions Let's do a conclusive analysis of the data as follows.

3.2.1 Analytic Induction is a method of interpreting, making conclusions from concrete data or visible phenomena, such as the history of Wat Khao Khun Phanom and the management of cultural tourism in the 2019 COVID CRISIS. Saw many concrete figures or events The event thus creates a conclusion If that conclusion has not been verified, it is a working hypothesis, but if it is confirmed, it is considered a conclusive.

3.2.2 Typological Analysis is the classification of data into different types (Typologies) based on ongoing events. By using concepts and theories as a guideline for analysis, the framework is as follows:

1) Acts are events or situations or behaviors that occur over a period of time in a continuous manner.

2) Activities is an event or situation or tradition that takes place in a continuous manner and is affiliated with certain people or groups.

3) Meanings is how a person describes or communicates or gives meaning regarding actions and / activities. It can be meaningful in terms of worldviews, beliefs, symbols, values, norms.

4) Relationship is a relationship between many people. Someone in a society who studies some form It could be a pattern of compatibility or conflict.

5) participation in activities (Participation) is the way people bond and participate in activities or are adapted to the situation that arises.

6) Social conditions (Setting) is a situation or condition that is performed or an activity that is being carried out during that time.

#### 4. Presentation of data analysis results

Data Analysis Presentation The researcher presented the results of data analysis according to the research objectives. By means of descriptive analysis by the researcher, starting from preparing the content to complete the research objectives. Outline the research and writing with concise, clarity, continuity and coherence, along with a schedule of some activities for the preservation of local rituals.

### Results

Research results The researcher went to the area of Wat Khao Khun Phanom. Nakhon Si Thammarat Province by observing, interviewing and talking with Ki Ci Gi group as well as experiencing the lifestyle of Khun Phanom people and entrepreneurs at Khao Khun Phanom Temple Nakhon Si Thammarat Province. The researcher has summarized the issues according to the research objectives. The details are as follows.

#### Part 1 to study the history of Wat Khao Khun Phanom Nakhon Si Thammarat Province

Wat Khao Khun Phanom, Nakhon Si Thammarat Province Built in the reign of Nakhon Si Thammarat Around the 18th to the 20th Buddhist century, local legend says that Is the place of King Taksin the Great Came to sit and remember the Buddhist Lent while the Buddhist monk. After the end of the reign of Thonburi from 1782 until his death in 1825, he was not executed by the chancel according to the royal chronicle. But has changed him with his relatives or close soldiers with a similar figure.

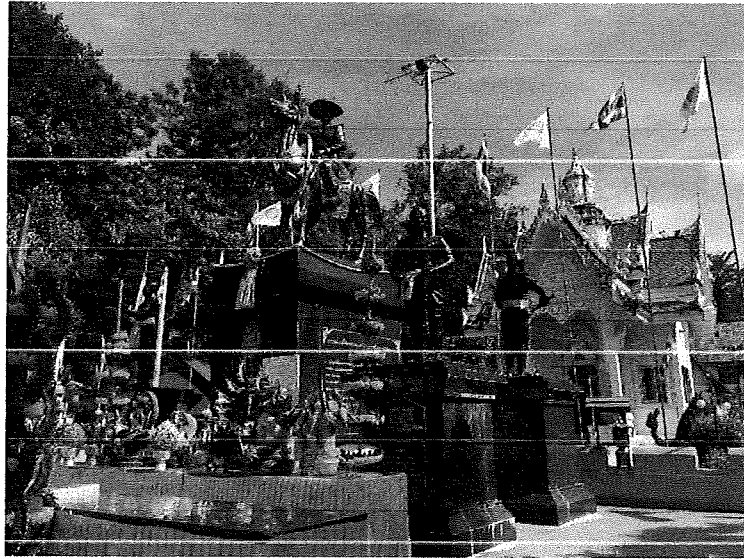


**Figure 2 :** Dharma practice, Wat Khao Khun Phanom, Nakhon Si, Thammarat Province  
**Source :** Yuttapong Tonpradoo (on 1<sup>st</sup> January 2021)

#### **Part 2 to study cultural tourism management in the COVID-2019 crisis**

Cultural Tourism in the COVID Crisis 2019 of Wat Khao Khun Phanom Nakhon Si Thammarat Province There is a model of management with government funding and the faith of tourists. Which the local economy around Wat Khao Khun Phanom receives mainly income from tourism. Government Sector Adaptation Guidelines for the 2019 Covid Crisis Private and public sectors There is a common approach to creating diversity from tourism such as Ecotourism, visit to Wat Wiang Vang. Which in the future will be an important source of income for the community This is the application and adaptation of the local cultural heritage for maximum benefit. To bring income to manage Wat Khao Khun Phanom in a sustainable way. The short-term solution is a strong implementation of government measures such as spacing, eating hot spoons, avoiding community sources, etc.

Meanwhile, Wat Khao Phanom community The crisis can be adjusted to opportunities that are essential for solving problems in the medium and long term. Making cultural heritage sites Establishment Local business And local communities with relationships can be more adaptable, which is the cornerstone of sustainable development. Combined with joint planning in the future by penetrating the external market and having activities that focus on local market penetration patterns. There has been a technology system applied for communicating with third parties and creating new value for audiences in both online and normal formats. This is to add additional value to cultural tourism. Also solving the problems arising from the epidemic of COVID 2019.



**Figure 3 :** Hall of Worship of King Taksin the Great, Wat Khao Khun Phanom, Nakhon Si Thammarat Province

**Source :** Yuttapong Tonpradoo (on 1<sup>st</sup> January 2021)

### **Conclusion and Discussion**

Research Findings on Cultural Tourism Management in the Covid Crisis, 2019: A Case Study of Khao Khun Phanom Temple, Nakhon Si Thammarat Province The findings were obtained according to the research objectives, which can be summarized as follows.

#### **Part 1 to study the history of Wat Khao Khun Phanom Nakhon Si Thammarat Province**

Wat Khao Khun Phanom, Nakhon Si Thammarat Province Built in the reign of Nakhon Si Thammarat Around the 18th to the 20th Buddhist century, local legend says that. The place of King Taksin the Great Came to sit and remember the Buddhist Lent while the Buddhist monk After the end of the reign of Thonburi from 1782 until his death in 1825, he was not executed by the chancel according to the royal chronicle. But has changed him with his relatives or close soldiers with a similar figure

#### **Part 2 to study cultural tourism management in the COVID-2019 crisis**

Cultural Tourism in the COVID Crisis 2019 of Wat Khao Khun Phanom Nakhon Si Thammarat Province There is a model of management with government funding and the faith of tourists. The local economy in the area of Wat Khao Khun Phanom receives mainly tourism income. Guidelines for adapting to the COVID-2019 crisis. Government agencies Private and public sectors There is a common approach to creating diversity from tourism such as Ecotourism, a visit to Wat Wiang Vang, which in the future will be a major source of income for the community. This is the application and adaptation of the local cultural heritage for maximum benefit. To bring income to manage Wat Khao Khun Phanom in a sustainable way The short-term solution is a strong implementation of government measures such as spacing, eating hot spoons, avoiding community sources, etc.

Meanwhile, Wat Khao Phanom community The crisis can be adjusted to opportunities that are essential for solving problems in the medium and long term. Making cultural heritage sites Establishment Local business And local communities with relationships can be more adaptable. This is the core of sustainable development, combined with planning for future collaborations by penetrating the external market and the presence of activities that focus on local markets. There has been a technology system applied for communicating with third parties and creating new value for audiences in both online and normal formats. This is to add additional value to cultural tourism. Also solving the problems arising from the epidemic of COVID 2019.

Problems in the Study of Cultural Tourism Management in the COVID Crisis 2019: A Case Study of Khao Khun Phanom Temple, Nakhon Si Thammarat Province, found that Tourism is the main income of Nakhon Si Thammarat Province. But when the coronavirus outbreak occurred, Wat Khao Khun Phanom took measures to prevent the spread of COVID 2019 seriously. With the decrease in number of tourists As a result, the cultural tourism income of Wat Khao Khun Phanom has decreased and the youth are not interested in the inheritance of local culture. Because the income is not worth the compensation. As a result, there is no transfer of knowledge about Wat Khao Khun Phanom, annex with The conveyer of historical knowledge is very old, which, when there is no transfer of knowledge in such matter, may disappear from Nakhon Si Thammarat Province.

2. Conditions, Problems, Needs and Suggestions for the Study of Cultural Tourism Management in the Covid Crisis 2019: A Case Study of Khao Khun Phanom Temple, Nakhon Si Thammarat Province

The study of Wat Khao Khun Phanom Nakhon Si Thammarat Province is a source of local history. It is a place for cultural learning. But it is not seriously supported by government agencies. On the contrary, it has received support from tourists and people in the community according to the potential of the community. Because the management of the whole system takes a high budget and must be done continuously with the cooperation of government agencies private sector and civil society. There are also those who have knowledge about the history of Wat Khun Khao Phanom, which is now very few and old. In addition, there is no person who receives knowledge about the history of Wat Khun Khao Phanom. Importantly, young people have a way of life that requires a full-time job, regular income, and wants to work comfortably. Consistent with the historical transmission of Wat Khao Khun Phanom, it is a work that pays inconsistent with the social situation. But the important thing is Nakhon Si Thammarat province is a tourist destination for both Thai and foreign tourists. Combined with the group of Chinese tourists, which according to travel statistics for tourism in Nakhon Si Thammarat, the number 1 The Chinese have a belief in living a life of patience. perseverance similar to the people of Nakhon Si Thammarat For this reason, it can affect the relationship with the world's superpowers. It also generates both macro and micro income. For this reason, it leads to The Cultural Tourism Management in the Covid Crisis 2019 : case study Wat Khao Khun Phanom, Nakhon Si Thammarat Province. There are reflections on various aspects, including 1) Faith Reflection 2) Religious Reflection 3) Ritual Reflection 4) Lifestyle Reflection 5) Wisdom Reflection 6) Occupational Reflections and 7) Important Identity Reflections.

## Recommendations

Research on Cultural Tourism Management in the COVID Crisis 2019: Case Study of Khao Khun Phanom Temple, Nakhon Si Thammarat Province, this time with experts in various fields Comment and suggestion on the study on the management and adaptation of cultural tourism in the COVID 2019 crisis of Wat Khao Khun Phanom. Nakhon Si Thammarat Province, the overall picture is as follows:

### 1. Key Informants

Comments and suggestions

1.1 The results of the research should be developed further in education and learning. Should be adjusted according to the context, age range and suitability.

1.2 Knowledge transfer on adaptation in the COVID 2019 crisis should be used by persons with knowledge. Experienced and patient.

1.3 The preservation of local culture should be cultivated from childhood. Starting with the cultures around Resulting in pride in their culture.

1.4 Want to bring youth to practice to pass on conservation guidelines Spread the local culture from a young age In this regard, their cultural roots must be preserved and communities must be developed simultaneously.

1.5 Preserving local culture should maintain the foundations of the traditional culture. By inserting various cultural information Through tourism activities. In addition, adding value by selling souvenirs by groups of tourists can actually be used. This can be adjusted to suit the context of the tourism market.

1.6 It can stimulate the feelings of tourists before visiting Wat Khao Khun Phanom and other elements such as the monument of King Taksin the Great, Wat Phra That, etc. By taking them to visit the local way of Nakhon Si Thammarat Province Priority should be placed on the origin of the culture. In order to allow tourists to experience the architecture, way of life, etc. These results in a continuous process of assimilation and is a summary of Wat Khao Khun Phanom Nakhon Si Thammarat Province.

1.7 The invention of souvenirs of Wat Khao Khun Phanom Should be used to create value Build a career with local economic agencies or join educational institutions and local residents. This resulted in a micro income and students realized the value of cultural heritage. Moreover, the use of free time is beneficial and away from addictive problems.

### 2. Casual Informants

Comments and suggestions

2.1 This research is to disseminate the history and crisis adaptation of Wat Khao Khun Phanom. Nakhon Si Thammarat Province In the future can be adapted to local performances, which is considered to promote the local culture on the other side.

2.2 Introduction of the history and cultural tourism adaptation of Wat Khao Khun Phanom Nakhon Si Thammarat Province Can be a role model and guideline for the prevention of COVID 2019 for other cultural attractions.

2.3 This research can be cultivated and transmitted from childhood. To instill awareness and self-defense in the COVID-2019 crisis.



### 3. General Informants

#### Comments and suggestions

3.1 Adopting the COVID-2019 prevention guidelines for cultural tourism at Wat Khao Khun Phanom Temple Nakhon Si Thammarat Province. It can be used as a model for cultural tourism management for other cultural sites, promoting local culture. By all sectors, including the government sector The private sector and the public must actively participate in the action.

3.2 Most of the research is documented and not used. I believe this research is a good job. Because other cultural entities have adopted them appropriately Which can promote cultural tourism Resulting in the creation of jobs Can generate income for the local economy.

3.3 This research can answer the strategic and operational needs of Nakhon Si Thammarat Province in 2022 because it can achieve its goals in 3 areas: 1) Generating income for the community 2) Enhancing the quality of life and strengthening the community including the conservation of Thai ways 3) Environmental balanced and sustainable development. All of the above 3 strategies must try to build on as quickly as possible by adopting the Start up business model. By promoting the history of local cultural attractions through information media such as Facebook, YouTube, Line. Which is the use of creativity to change the world is Various aspects of transmission From one hemisphere to the other, with just a "click", this acting culture can be spread quickly.

Satisfaction of those involved In Research on Cultural Tourism Management in the COVID Crisis 2019: A Case Study of Khao Khun Phanom Temple, Nakhon Si Thammarat Province The group discussion presented the idea. Summarized as follows.

Benefits received In addition to the researcher has a satisfaction of research. How the community must benefit It doesn't want it to be research that's going up the shelf, but it can really be useful. It may be that When tourists see the history of Wat Khao Khun Phanom and other related elements. There is a need to study other ways of life In which the community can produce souvenir products in various aspects. By joining together with the Economic Fund of Nakhon Si Thammarat Province The tourists are proud. Be impressed Rejoice at the cultural uniqueness presented in various dimensions. Through the way of life, cultural tourism.

Tourism promotion in Nakhon Si Thammarat Province Able to analyze in macro and micro economic dimensions, namely Macro Dimension When Chinese tourists are now the main purchasing power of Nakhon Si Thammarat Province, various cultures Similarly, it can result in an even greater impression of this group of tourists. Resulting in the airline business Hotel business Food business grows. As for the micro dimension, local people earn more income from local products distribution and the manufacture of souvenirs. Which increases income for the community. Leading to a sustainable development process.

The researcher has followed the research objectives. Because they are instructed by the research supervisor and strictly follow these instructions. Overall, the results of the research on cultural tourism management in the COVID 2019 crisis : case Study of Khao Khun Phanom Temple, Nakhon Si Thammarat Province. It was published at the 2021 Annual National and International Academic Conference (FAE7) from 20-21 August 2021 at Khon Kaen University. Which the said document is an important document for this research.

### Acknowledgement

This research was accomplished with the kindness of Associate Professor Dr. Sawit Pongwat, who gave great advice and advice. As well as fellow faculty members of the Department of Performing Arts Faculty of Humanities and Social Sciences Phuket Rajabhat University, everyone who has given advice to the researcher throughout the period.

Thank you to Deputy Superintendent of Police Station Nakhon Si Thammarat Province, Nakhon Si Thammarat College of Dramatic Arts Bunditpatanasilpa Institute. That contributed research information and encouragement Until the research work was successful

Incidentally, the value and virtue arising from this research The researcher wishes to bestow the merits to all faculty members in the fields related to culture. That share knowledge Sacrificing physical strength and encouragement As well as being a healer Continuation and development Both theory and practice are accepted by society, which affects the nation forever.

### According to the interview

Chayawut Chansomboon( Police colonel) Interviewee, Yuttapong Tonpradoo Interviewer, on January 2, 2021.

Samran Karnrueng (Police captain) Interviewee, Yuttapong Tonpradoo Interviewer, on January 2, 2021.

Sawit Pongvat Interviewee, Yuttapong Tonpradoo Interviewer, on January 2, 2021.

Siripat Phatkul Interviewee, Yuttapong Tonpradoo Interviewer , on January 2, 2021.

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