



The Development of a Learning Package on the Tradition of Korat Candle Casting to Promote Tourism through Multimedia and Websites

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ABSTRACT

This research, the development of a learning package on the tradition of Korat candle casting to promote tourism through multimedia and websites aimed to 1) preserve the Buddhist Lent Candle Carving as a unique cultural identity of Nakhon Ratchasima City; 2) study the cultural tourism management process and activities and 3) develop learning media Korat candle culture through online and multimedia to promote tourism. This study employed a mixed method research design combining survey research and interviews. (The quality of the instrument, such as validity and reliability) to collect both qualitative and quantitative data Participat observation was conducted to examine community participation within the Wat Nong Bua Rong community area.

The results showed that 1) the conservation of Buddhist Lent Candle Carving required cultural tourism support from all stakeholders within the community; and 2) the tourism process of Wat Nong Bua Rong depended on the candle parade, which is various Buddhist tradition activities such as alms giving, and listening to sermons Whereas the Candle Procession Festival is most important to the cultural tourism of Nong Bua Rong. The highest satisfaction level with travel bloggers was a mean score of 4.30, while the lowest satisfaction level was a mean score of 3.95.

Overall satisfaction with bloggers was a mean score of 4.02 and a standard deviation of 0.77 and satisfaction with ebooks in the overall sector with a mean score of 4.32 and a standard deviation of 0.67. there findings indicate that satisfaction with ebooks was greater than satisfaction with travel bloggers.

Keywords: Learning Package, the tradition of candle casting, Korat, tourism, multimedia, websites.

Introduction

Nakhon Ratchasima Province, also known as Korat City There was an annual candle parade. It is a tradition that has been practiced continuously for a long time. Especially the candle casting

and candle carving at Wat Nong Bua Rong. Nakhon Ratchasima Municipality The process of casting candles and carving candles takes about 3-4 months. Before the tradition of parading candles each year, the candles are of various sizes. The tree is large and tall. There is a beautiful carved pattern in the trunk. In the base, there is a puppet showing religious stories. and possibilities in society at that time but nowadays, the tradition of casting and parading candles has become less popular with the new generation, and the situation of COVID-19 has resulted in various traditions and candle parades being canceled in the past two years.

Orawan Suploy (2020) said, “The Buddhist Lent festival There is evidence from the Sukhothai period. The first main inscription, the inscription of King Ramkhamhaeng, states that King Ramkhamhaeng Ruler of this Sukhothai both mothers and people both of them All the children of the jurors both male and female the masses have faith in Buddhism. always precepts during the rainy season, everyone in the Ayutthaya period Talked about royal charities during Lent the King reconciled the precepts 8 times a month until the Rattanakosin period. In the royal writing on the 12-month ceremony of King Chulalongkorn, His Highness has explained and commented on the traditions and customs of Buddhist Lent. on the topic of The Eighth Month Ceremony Birth of Buddhist Lent Candles and Candle Procession.

In the past, monks did not have electricity. The villagers, therefore, cast a larger candle. to give the monks a spot to illuminate the performance of various activities Is Buddhist worship for 3 months, bringing candles to offer to the villagers often organizes a parade with pomp and fun and practice inherited until becoming an important candle parade tradition of Thai Buddhists in Thailand on the 1st day of the waning moon, the 8th lunar month or the beginning of the year mostly falls on July. It is the beginning of the monks' activities called the Buddhist Lent, resulting in the 8th lunar merit-making, which is considered a big merit-making ceremony according to the Isaan people's Sib Song Khong Sip Si (ฮีตสิบสองคองสิบสี่). to bring candles to the temple for monks and novices to use to light up to study the Dhamma at night because it is believed that the person who offers the candle will gain the merit of wisdom and see the Dharma causing the candle casting parade to be managed and parade candles to offer to the temple (Nakhon Ratchasima Local Information Work, n.d.). There are candle parades in all provinces, but only 6 provinces have the largest candle parades: Saraburi, Suphan Buri, Surin, Nakhon Phanom, Ubon Ratchathani, and Nakhon Ratchasima. (Nakhon Ratchasima local information work. n.d.)

Especially in Nakhon Ratchasima Province, the candle parade is a large merit-making festival since ancient times. As found in the book Nakhon Ratchasima Province (published in 1960), which is information from the Maha Wirawong National Museum, Nakhon Ratchasima (n.d.) The government has organized a huge event with the elephants and horses of the procession, including arranging for the mule of elephants and horses at the field in front of the town hall as well. Therefore, in some years, the provincial field area will be too narrow. The government, therefore, organized an annual Buddhist Lent candle celebration at Nong Bua Stadium in front of the Nakhon

Ratchasima Army Headquarters. Before the festival day at the temple, there will be games. Many types of theatrical performances Celebrate Buddhist Lent candles such as movies, Li Ke, Lam Tat, Korat songs, etc. 1 night. who arranged candles for the Buddhist Lent procession Everyone will bring candles to gather at the center, which is in front of the city hall. When they are ready, they will set up a procession and parade along many important streets. in the city together at the same place to be considered by the committee established which temple candles would be beautiful and have good morals There were great decorations to give prizes for 1 st, 2 nd, and 3 rd prizes respectively. Candles that were subsequently entered in the parade had special prizes, including money, rice, fish sauce, gas, medicine cabinets, tea leaves, incense, candles, matches, and utensils. other tools, etc. After finishing, they separate the procession to return to their temples. The government will invite senior government officials, both military and civilian. is the person offering candles for Buddhist Lent at various temples.” (Maha Wirawong National Museum, Nakhon Ratchasima. 2020)

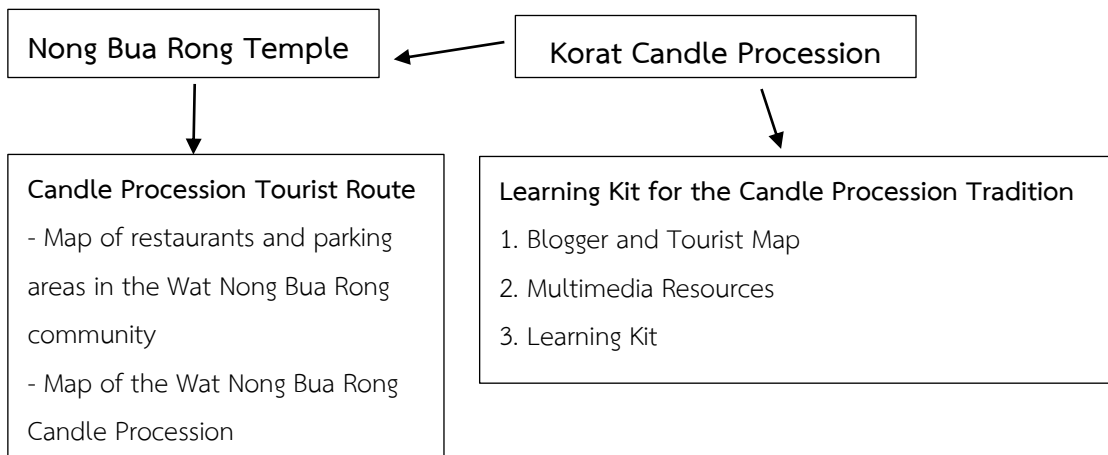
Conservation of the candle parade tradition is passed down from generation to generation. It is to build a strong community, build and develop skilled people, and increase skills for future careers. and promoting tourism for Wat Nong Bua Rong community to be famous and known Therefore, the development of a learning package for the Korat Candle Casting Tradition to promote tourism through multimedia systems and online websites is of great importance.

Purposes of Research

1. To survey the preservation of Buddhist Lent candle carving as the cultural identity of Nakhon Ratchasima.
2. To study the cultural tourism management process and appropriate tourism activities in accordance with the sustainable development guidelines of the Wat Nong Bua Rong community.
3. To develop and assess satisfaction of tourists with a learning package on Korat's candle culture to promote tourism through multimedia media and websites.

Conceptual Framework

The research entitled "Development of a Learning Package on the Korat Candle Casting Tradition to Promote Tourism through Multimedia and Websites" has a conceptual framework that can be presented as a conceptual framework diagram as follows:



Research Methodology

This research used a mixed research study (Mixed Method) is a combination of survey research and interviews. in terms of quality and quantity.

and the observation of population participation in the Wat Nong Bua Rong community area. to gain concrete insights to create media bloggers and E-books to promote tourism and the community economy at Wat Nong Bua Rong.

1. Population and Sample 1.1 The qualitative sample consisted of the abbot 10 technicians and community leaders who were involved in the Lent candle procession ceremony at Wat Nong Bua Rong. 1.2 The quantitative population and sample comprised 20 Tourists who participated in the project. These sample studied the learning package watched the created videos provided suggestions and assessed their satisfaction for improvement.

2. Research Tools included questionnaires and satisfaction assessments. There are: The quality assessment form for the interactive multimedia package uses a 5-level Likert scale for evaluation: Excellent, Good, Average, Fair, Needs Improvement. Three experts evaluate whether the questions accurately measure what is being assessed. Generally, an acceptable IOC (Integer Occurrence Index) of 0.50 or higher is required.

3. Data Collection 3.1 Interviews, questionnaires of 10 village elders and data collection (For collecting qualitative research data) 3.2 Return questionnaires online via Google form according to the number of research participants 20 persons (For collecting quantitative research data)

4. Data Analysis

According to objective 1, to conserve the candle carving, in analyzing qualitative data by content analysis, document analysis and analyze interviews with 10 village elders in the community.

According to Objective 2-3, in analyzing quantitative data analysis The following data analysis was performed.

1) Check the completeness of every questionnaire.

2) Part 2 of the questionnaire analyzes information about satisfaction. By using the frequency value to take into account the discussion. Summarize the questionnaire of the sample of 20 people to use in media improvement. Then write a research paper. and bring media and research to disseminate.

Results

1. The survey on the preservation of Buddhist Lent candle carving indicated that the cultural identity of Nakhon Ratchasima

From the survey of the Wat Nong Bua Rong community area, it was found that the community was ready for the conservation of candle carvings. Community leaders and temples supported the candle parade in the past but at present lack of tourism support. Therefore, the conservation of candle carvings requires the support of cultural tourism from all parties.

This research will contribute to the following outcomes in the near future:

1.1 This research will help collect knowledge about the fundamentals of Buddhist Lent candle carving, which includes carvings based on Buddhist history, mythical creatures from the Himalayas, and applied Thai patterns such as those of famous Thai figures, including actors and politicians.

1.2 This research will stimulate the establishment of a Buddhist Lent candle procession learning center in the community in the future, with support from community leaders and the abbot of Wat Nong Bua Rong, who leads the candle procession in participation almost every year, as supported by the Nakhon Ratchasima Provincial Tourism Office.

2. Study the cultural tourism management process and appropriate tourism activities in line with the Sustainable Development Guidelines of Wat Nong Bua Rong Community the following key findings:

2.1 The sustainable cultural tourism management process in the Wat Nong Bua Rong community showed that community leaders and residents are strong and supportive of the annual Candle Procession. However, there is a problem with the change in the abbot, with the new abbot showing less interest and support for the Candle Procession than the previous abbot. If the temple does not provide support in the future, there will be no space for carving candles and storing old candles (which would be reused for carving candles again in the following year).

2.2 Regarding tourism promotion activities suitable for sustainable development in the Wat Nong Bua Rong community, it was found that the government does not directly support the Candle Procession activity for the Wat Nong Bua Rong community. However, there is an annual candle float competition in Nakhon Ratchasima Province, in which Wat Nong Bua Rong participates along with other temples. Therefore, this research will help to publicize the Candle Procession activity and the art of candle carving at Wat Nong Bua Rong to increase its recognition.

3. Development and assessment satisfaction of tourists with a learning package on Korat candle culture to promote tourism through multimedia and websites.

3.1 Creating the Interactive Multimedia Package: The researchers used the ADDIE Model, which consists of five steps: 1) Analysis, 2) Design, 3) Development, 4) Implementation, and 5) Evaluation, as follows:

Step 1: Analysis. This involved studying and synthesizing information for developing the interactive multimedia package from relevant documents and research to synthesize the research tools.

Step 2: Design. This involved analyzing the needs assessment for developing the interactive multimedia package, including requirements for content, type, images, and sound, to synthesize a draft of the multimedia package. The draft was then presented to experts and revised before developing into a final prototype.

Step 3: Development. This involved creating a prototype multimedia package based on the needs assessment results, including: 1) a map measuring 85 x 200 centimeters, 2) an A4 size map, 3) a blog website post album containing four posts, and 4) motion graphics. Artificial intelligence (AI) was used to support image creation (TTI) and text-to-speech conversion (TSC). Text-to-speech (TTS) supports the creation of audio, along with the use of QR codes in all four types of multimedia. It facilitates user interaction, and the media package is then presented to experts for evaluation and improvement based on their feedback before being put into actual use.

Step 4: Implementation. The interactive multimedia package is disseminated to a purposive sample group of 20 people for real-world testing.

Step 5: Evaluation. The effectiveness of the interactive multimedia package is evaluated by collecting data on usage through a comparison of perceived course image, as well as collecting and analyzing satisfaction data and other relevant suggestions or comments.

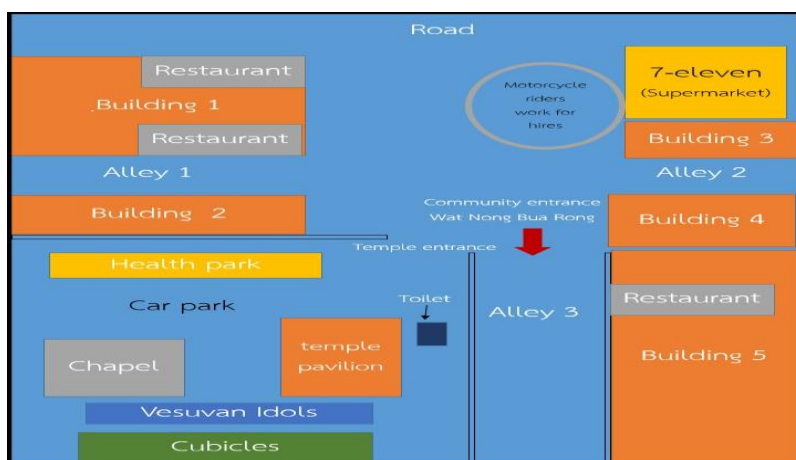


Figure 1: Map of restaurants and car parks in Wat Nong Bua Rong Community.

Source: Researchers.

3.2 The results of the analysis of satisfaction data of the participants in the Korat Candle Casting Tradition Development Project to promote tourism through multimedia systems and websites are:

1. Blogger,	Mean,	Deviation
1) Temple History	4.05	0.82
2) Candle procession history	3.95	0.82
3) Building a float	4.20	0.83
4) Tourism	4.30	0.80
Total	4.02	0.76

It can be seen that the satisfaction of travel bloggers has the highest level of satisfaction, 4.3, while the history of the candle parade has the lowest satisfaction level, 3.95.

2. eBooks,	Mean,	Deviation
1) Temple History	4.20	0.70
2) Candle parade history	4.20	0.77
3) Candle parade	4.40	0.76
4) Tourism	4.50	0.70
Total	4.32	0.67

It can be seen that the satisfaction of travel bloggers has the highest level of satisfaction at 4.3, while the history of the candle parade has the lowest level of satisfaction at 3.95.

The results of the test through Google Forms were given to the students online and then statistically calculated to find the mean and the standard deviation. The satisfaction with bloggers has an overall mean of 4.02 with a deviation of 0.76 and satisfaction with eBooks as a whole with a mean of 4.32 with a deviation of 0.67, showing that satisfaction with eBooks is greater than satisfaction with bloggers.

The overall satisfaction with bloggers was 4.02 with a deviation of 0.76 and satisfaction with eBooks in the overall sector with an average of 4.32 with a deviation of 0.67, showing that satisfaction with eBooks is greater than satisfaction with bloggers.

Conclusion and Discussion

The first research finding, in summary, found that: Conservation of Buddhist Lent candle carvings to be unique to Nakhon Ratchasima That must rely on cultural tourism to teach by the research on "The process of becoming a product of the candle parade tradition Ubon Ratchathani Province" by Krittayaphon Tantiset (2014) "Study of Buddhist Lent Traditions in Northeastern Thai Society". local wisdom in the candle parade festival Ubon Ratchathani Province" by Napaporn Hongpakdee and Suebpong Hongpakdee (2016)

The second research finding, in summary, found that: The management process of cultural tourism and appropriate tourism activities in line with the Sustainable Development Guidelines of Wat Nong Bua Rong community requires the participation of the community and temples according to the research on logistics management for tourism in Wang Nam Khiao District, Nakhon Ratchasima Province by Takengsak Chaichan (2012) Community Tourism Development Guidelines With the participation of stakeholders in Nakhon Ratchasima Province, Rachada Kruatiwa (2011) has studied and approaches to develop tourism management potential. Wang Nam Khiao District Nakhon Ratchasima Province of Sirinan Pongnirundon, et al (2016)

The third research finding, in summary, found that: Learning the candle parade culture of Korat through online and multimedia media to promote tourism. The results showed that The overall satisfaction with bloggers is 4.02 with a deviation of 0.76 and satisfaction with ebooks in the overall sector is with a mean of 4.32 with a deviation of 0.67, indicating that Satisfaction with ebooks outweighs satisfaction with bloggers. But the satisfaction of such satisfaction was at a high level, similar to the study research for the development of multimedia computer lessons. for training teachers-teachers and training students in creating multimedia computer lessons by using the Authorware Professional program of Monchai Thienthong (1996). and publications for public relations of Ban Kang Wat community by Pensri Julakarn (2016), etc.

Recommendations

1. Research should be conducted to study and develop Thai cultural capital, in Buddhism, to promote cultural tourism throughout the Tai-Korat region.
2. This study suggests the need to establish a Buddhist Museum, specifically as a means of cultural communication for the Tai-Korat identity.
3. Future studies should investigate how Buddhist traditions and community activities can be used to promote both the mental and physical health of the elderly.
4. Since the study found overall satisfaction with e-books (mean 4.32) to be higher than satisfaction with bloggers (mean 4.02), future efforts to promote tourism should prioritize the development of high-quality e-books.

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