



RESEARCH ARTICLE

Guidelines for the Creative Tourism Management of Sea Gypsy "Urak Lawoi" Tradition, Krabi Province

Pattikan Bandasak¹, Howhan Thaveeseng², and Kornwan Sangkhakorn³, Assistant Professor Dr. Jarunee Khongkun⁴, Dr Angka Yaiyong⁵

¹PhD student Faculty of Environmental Management, Prince of Songkla University Songkla, 90110 Thailand

²Major: Ecosystem Innovation Management for Sustainable Tourism, Prince of Songkla University, Songkla, 90110 Thailand

³Head of Tourism Research and Development Center Affiliation: Tourism Research and Development Center Multidisciplinary Research Institute, Chiang Mai University, Chiang Mai, 50200 Thailand

⁴Department of Community Development, Faculty of Humanities & Social Sciences, Phuket Rajabhat University

⁵Department of Tourism and Hospitality Industry, Faculty of Humanities, Kasetsart university Bangkok

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ABSTRACT

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*Corresponding Author:

jarunee.k@pkru.ac.th

This research aims to develop creative activities from the cultural heritage of the Urak Lawoi people, which is a soft power in the areas of Koh Lanta, Koh Jam, Laem Tong, Krabi Province by studying the needs of tourists for organizing creative activities from the cultural heritage of the Urak Lawoi people, which is one of the components leading to the development of creative tourism management guidelines for the Urak Lawoi people's way of life in Krabi Province, in creating a mechanism for community tourism activities by allowing tourists to participate and create interest in tourists to help promote and upgrade creative tourism in the Urak Lawoi people's community in the area by presenting it as a tourism route to be widely known and sustainable by using the identity of the sea people that can attract more tourists to visit in various groups, including community tourists, cultural tourists, Eco tourists, and health tourists.

INTRODUCTION

Tourism is one of the creative industries that many countries around the world prioritize. This is because the tourism industry can create a positive image and promote the cultural heritage of each country. Additionally, the United Nations World Tourism Organization predicts that by 2030, 1.8 billion people will travel globally, with an average growth rate of 3.3% per year. Tourism has become a major income generator for Thailand. In 2019, Thailand's tourism industry generated more than 2.9 trillion baht, accounting for 20% of the country's gross domestic product (GDP) (World Travel & Tourism Council, 2020; Bank of Thailand, 2020). Thailand's rich natural, historical, and cultural resources are spread across the country, attracting tourists from all over the world (Office of The Permanent Secretary, Ministry of Tourism and Sports, 2018). One of the key tourist destinations is the group of southern provinces along the Andaman Sea, including Ranong, Krabi, Phang Nga, Phuket, Trang, and Satun, which collectively generate the highest tourism income in the country. Globally, and in Thailand, tourism has continuously evolved into various forms, such as eco-tourism, health tourism, and community-based tourism (Phaimanee Kaewsang-ngah and Nisachon Jamnongsri, 2012). Since Thailand announced its Creative Economy Policy in 2008, developing creative tourism has remained essential to modern tourism development (Handbook for Creative Tourism Management, Department of Tourism, Ministry of Tourism and Sports, 2017). This approach provides tourists the opportunity to enhance their

potential through learning, participation, and direct experiences (Tourism Authority of Thailand, 2013; UNESCO, 2006; Richards, 2011), aligning with the 20-year National Strategy. The creative and cultural tourism plan is part of the 13th National Economic and Social Development Plan (2023-2027), aiming to lead Thailand toward a “High Value and Sustainable Thailand” (Ministry of Tourism and Sports, 2021). This region not only boasts beautiful marine resources and a multicultural society, contributing to the unique regional tourism experience, but it is also home to the sea gypsies, a distinctive ethnic group with a lifestyle and culture deeply rooted in their dependence on the sea. They constantly relocate to islands and coastal areas around the Andaman, relying on traditional knowledge and wisdom passed down through generations.

Krabi province is renowned for its stunning natural resources and world-famous tourist attractions (such as Phi Phi Island and Maya Bay). As a key tourist hub of Thailand, Krabi ranks among the top provinces in terms of tourism revenue and is a dream destination for travelers worldwide, who often return after their first visit (Krabi: Once is not enough). The province is likened to an international reception room with premium quality, instilling confidence in both Thai and international tourists, particularly those from Europe and Asia. In 2019, Krabi attracted over 6 million visitors and generated more than 119 billion baht in tourism revenue. Krabi is actively developing eco-friendly tourism, focusing on preserving its natural beauty, which is a cornerstone of the province’s development strategy (Four Years of Development into the Future: I Am Krabi, 2021). In addition to its natural splendor and multicultural society, which give Krabi its unique tourism identity, the province is also home to the sea gypsy community. This ethnic group has lived along Thailand’s Andaman coast for over 300 years (Community Foundation Thailand, n.d.), migrating from “Gunung Jerai.” Koh Lanta was the first area where the Urak Lawoi, one of the three groups of sea gypsies in Thailand, settled. They established homes in Sala Dan, Bo Hae, Laem Kho Kwang, and Sang Kha U on Koh Lanta before spreading to Koh Jum and Koh Phi Phi, particularly Laem Tong, which is now a popular tourist destination with numerous hotels and a large number of Thai and foreign visitors. With its rich natural resources and tourism reputation, Krabi province is characterized by cultural diversity and is home to the sea gypsy community, which possesses a unique identity and valuable cultural heritage. This heritage is significant for learning and sharing the joy of experiencing the traditional lifestyles that are closely intertwined with nature. Visitors can currently study the Urak Lawoi sea gypsies residing in Koh Lanta, Koh Jum, and Koh Phi Phi, particularly at Laem Tong. The cultural capital can be transformed into economic value, acting as a soft power that attracts tourists and generates income for the Urak Lawoi community.

Krabi’s development direction focuses on high-quality, sustainable tourism, enhancing its potential to meet international standards while promoting diverse tourism experiences and connecting regional and international tourism (Krabi Provincial Development Plan, 2023-2027). The researcher recognizes the potential of tourism as a means for outsiders to learn more about the Urak Lawoi way of life through their cultural heritage. Creative tourism, with its distinct model compared to mass tourism and cultural tourism, offers deeper engagement. Unlike the superficial appreciation of beauty or local customs commonly seen in tourist hotspots (Richards, 2009), creative tourism allows tourists to gain experiences, engage in learning, and exchange cultures with the Urak Lawoi community through hands-on activities. These activities can include learning traditional fishing methods and the performing arts, which have been transmitted through generations. The Urak Lawoi have historically relied on music as a way to document their stories, creating songs that reflect various aspects of their lives. Participation in traditional boat festivals, which involve rituals for well-being, and learning the Urak Lawoi language, belonging to the Austronesian family and closely related to Malay, are examples of immersive experiences (Buaij De La Gu Suwa Buaij: Do What You Like, 2016). These interactions create memorable and joyful experiences for tourists visiting the Urak Lawoi communities across Krabi. Simultaneously, the Urak Lawoi can utilize tourism to promote their culture, enhancing awareness among outsiders. This approach not only serves as a means of creating jobs or economic benefits but also fosters pride among community members, helping them appreciate and cherish their cultural heritage.

This research aims to study the cultural heritage of the Urak Lawoi sea gypsies as a form of soft power in the areas of Koh Lanta, Koh Jum, and Laem Tong in Krabi province. The study focuses on using creative tourism as a tool to preserve and enhance the economic value of the cultural heritage of the Urak Lawoi community, which is the birthplace of this ethnic group in Thailand. By integrating their cultural heritage into tourism activities, the research seeks to motivate tourists to engage deeply with the Urak Lawoi way of life and culture, aiming to develop the community into a sustainable tourism destination.

2. MATERIALS AND METHODS

Cultural heritage in creative tourism management by the Urak Lawoi sea gypsies in Krabi Province through various forms of tourism, which can be used to attract tourists to join activities to experience the sea gypsies' way of life on various islands with beautiful nature and are maintained according to their beliefs through various rituals.

Table 1 Cultural heritage of the Urak Lawoi people, Krabi Province

C Cultural heritage of the Urak Lawoi people			S Sea Gypsies Community			T Tourism patterns
L List	T Intangible	InTangible	K Koh Lanta	K Koh Jam	L Laem Tong	
P Pajak Boat Floating Tradition		✓ ✓	✓ ✓		✓ ✓	Traditions and culture Beliefs
T Tulabala Boat Floating Tradition		✓ ✓		✓ ✓		T Traditions and culture Beliefs
g local fishing tools	✓ ✓		✓ ✓	✓ ✓	✓ ✓	L Learn the way of life
L Local food		✓	✓	✓	✓	T Traditions and cultures, learning about life, dventure, beliefs, health
F Folk performances Ronggeng dance R Ramana		✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓	T Traditions and culture B Beliefs
L Local fishing practices		✓ ✓	✓ ✓	✓ ✓	✓ ✓	L Learn about life, ecology, marine ecology, astronomy.
Urak Lawoi language		✓ ✓	✓ ✓	✓ ✓	✓ ✓	L Learn about the way of life, traditions and culture.
B Belief	✓	✓	✓ ✓	✓ ✓	✓ ✓	B Belief, Learn the Way of Life
Folk remedies		✓ ✓	✓	✓	✓ ✓	L Learn about life, beliefs, and health.

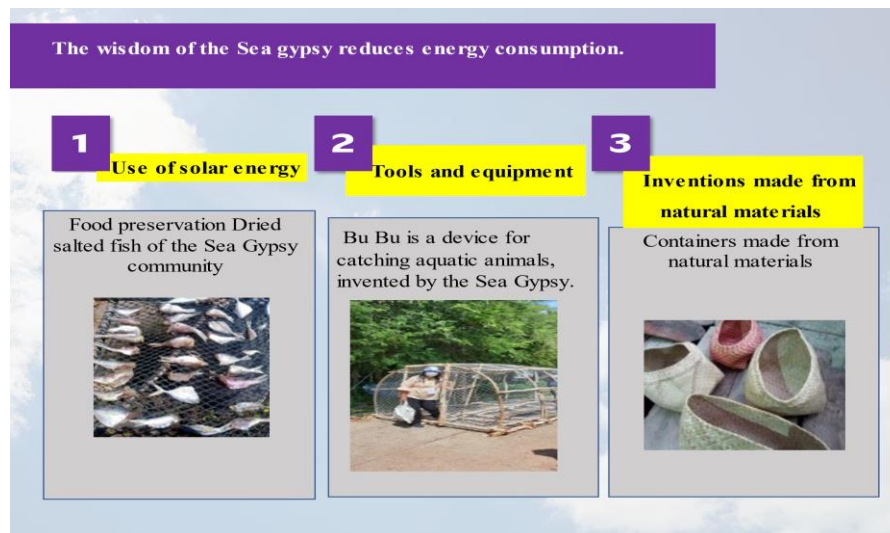


Figure 1. Energy saving using the cultural heritage of the sea people

The results of the analysis of tourist needs of 400 people who traveled to creative tourism in the Urak Lawoi Sea Gypsies community, Koh Lanta, Koh Cham, Laem Tong, Krabi Province, in terms of attractions, creative tourism activities, services, and management, the average values of each aspect were at a high level. This was used as a guideline for developing tourism activities in the Sea Gypsies community.

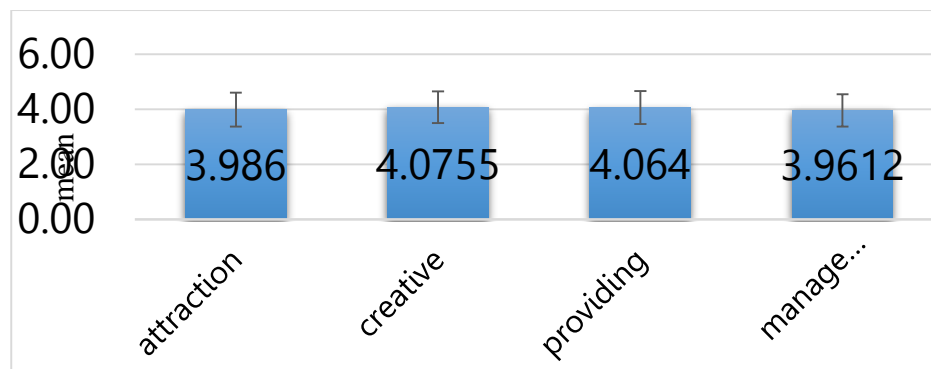


Figure 2 Analysis of tourist needs

Develop creative activities from the cultural heritage of the Urak Lawoi people, which is a soft power in the areas of Koh Lanta, Koh Jam, Laem Tong, Krabi Province by creating responsible tourism routes, using resources with appreciation, and learning through the cultural heritage of the sea people. The areas where the sea people live are islands and mangrove forests, which are beautiful and rich in natural resources. Some communities are in areas that have been declared wetlands, which must participate in taking care of natural resources. When tourists visit, the benefit is generating income for the community. The sea people love, cherish, and see the value of their own cultural heritage. However, on the other hand, it also has an impact on the environment. The increase in the amount of garbage, both dry and wet garbage, still requires good waste management. Dry garbage has relevant agencies to collect it according to the time period. Wet garbage is left to decompose. When it does not decompose quickly enough, it is washed into the sea without treatment. When dry garbage is swept into the sea by the water, it affects marine animals. The use of limited water resources on the island affects the surrounding communities, causing a shortage of fresh water at times. The large amount of electricity consumption causes weather changes. The abundance of sea grass, which is food and habitat for dugongs and marine animals, is starting to decrease. Changing the traditional way of life, which must have rules and regulations for community tourism.

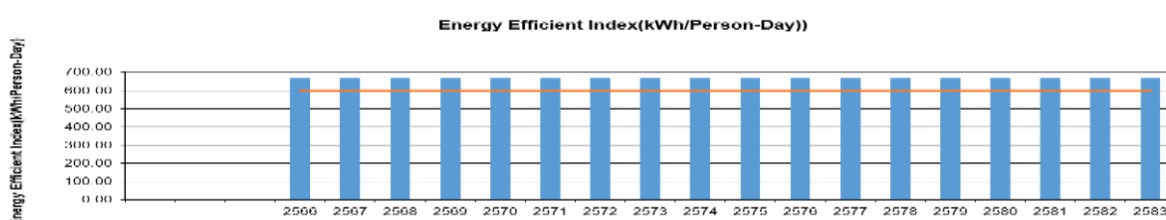
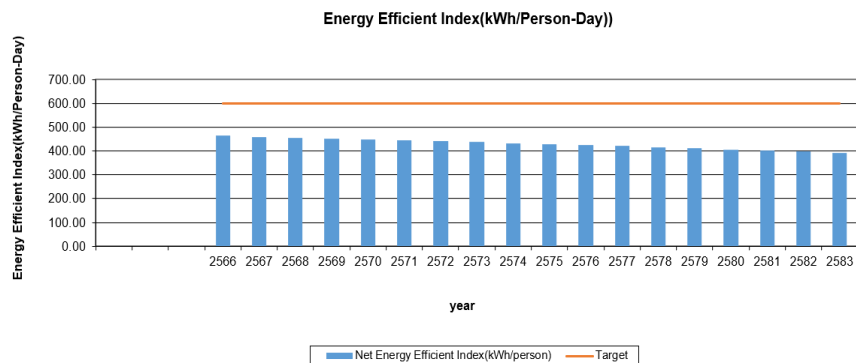
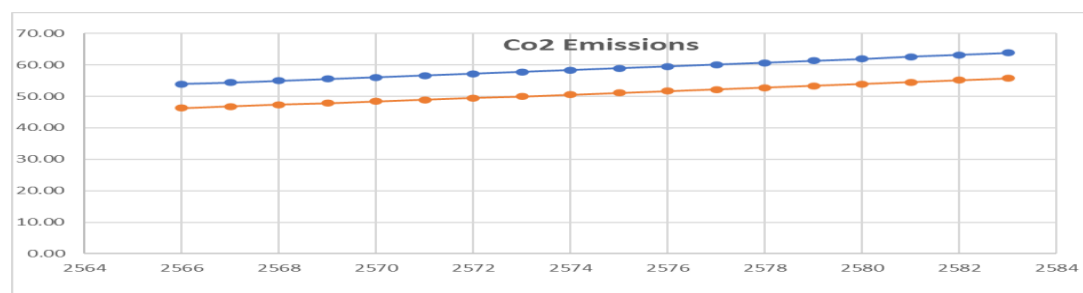


Figure 3 Using biogas helps reduce carbon production**Figure 4 Reduce pollution within the community, and create a good impression for visitors.****Figure 5 Comparison of 10-year biogas use in the Laem Tong Sea Gypsy Community****Table 2. 10-year biogas installation targets**

Measure	B Before the policy		A After the policy	
	E Energy consumption)kg/year(E Emission volume CO2)kgCO2/year(E Energy consumption)kg/year(E Emission volume CO2)kgCO2/year(
E Energy reduction and renewable energy	8 89,985	5 53.87	6 62,591	4 46.28

Table 3. Cost & Benefit Analysis of Policy

Cost & Benefit Analysis of the policy by calculating from the cost of each policy proposal compared to the gas produced.

O Order number	P Policy)Cost()Benefit(
1) Biogas (1, 1,000 liter biogas fermentation tank, 2 storage tanks, ready to operate, 12,500 baht per set	F From the production of Biogas in 1 year, it can replace the use of LPG by 50,946.12 baht.
2.	In Installation Solar Street Light	R RiCHLED PRO II 300 W price 3,600*4 =14,400 baht, lifespan 5 years (14,400*2=28,800)	S Switching to Solar Street Light at the entrance of the community can reduce energy consumption by 463.64 KWh/year or save electricity costs by 463.64*4*4.4217up to 8200.31*10 = 82003.01 baht

3. By developing the Low Carbon Sea Fan Sea Gipsy trip, traveling by long-tailed boats, which are small, energy-saving boats, some boats use solar energy, some boats reuse used oil, and provide tourists with local food. The ingredients are obtained from traditional fishing, do not destroy natural resources, preserve food by using solar energy, use food containers to pack food for tourists, reduce waste and create garbage on the island, limit the number of tourists, reduce electricity and fresh water usage on the island, many islands in Krabi province experience a shortage of fresh water during the dry season, have to buy water at high prices, which may affect the price of the tour route and affect the group of tourists who come to the community. There are souvenirs made from materials on the island. Performing rituals and beliefs to create abundance of natural resources. It is a habitat for dugongs and fiddler crabs.



Figure 6 Creative tourism routes

Creative and environmentally friendly tourism management model by the Urak Lawoi community in Koh Lanta, Koh Cham, Laem Tong, Krabi Province. Community-based tourism management is community-based tourism with community rules and regulations to promote responsible tourism. The people in the community are good hosts, bringing their own intellectual heritage to welcome tourists. Relevant agencies and organizations support and promote the loss of the intellectual heritage of the sea people. The intellectual heritage of the sea people can attract tourists to visit the community in various forms. Tourists who visit the community are foreigners who come to relax for a long time. Tourism businesses in Krabi Province and the area refer tourists to visit the sea people community, increasing their options to learn about the way of life of the people in the community. Activities that allow tourists to join the sea people will help take

part in caring for natural resources and protecting the cultural intellectual heritage of the sea people, helping to stimulate the economy, generating income from tourism for the sea people community and the mainstream tourism business in Krabi Province, creating impressions for tourists, telling stories through various channels, and making them come back to visit again. It is a destination for tourists to visit more widely.

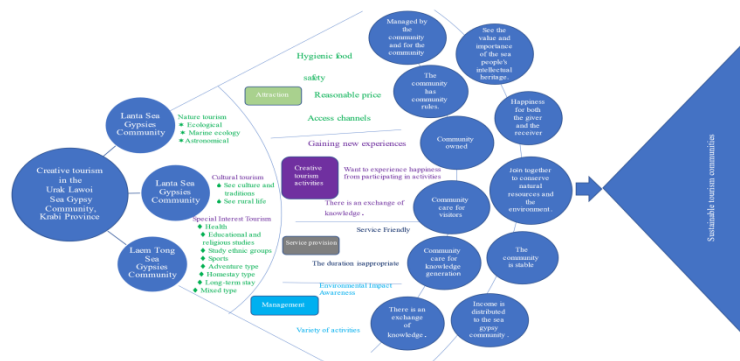


Figure 7 Nemo Model: A Guideline for Creative Tourism Management in the Lifestyle of the Urak Lawoi Sea Gypsy in Krabi Province

3. RESULTS

1. There should be a database of the sea gypsy community to disseminate and publicize, so that outsiders will understand the way of life of the sea gypsy, want to come and learn for themselves, so that new groups of tourists will come to experience and learn about the simple way of life of the sea gypsy, creating smiles and happiness for visitors.

2. The community should have a community plan for organizing activities to develop the community, organizing activities to attract tourists, as a short-term plan of 5 years. In addition to using it to develop their own community, it can also be a database for the government sector and various organizations to use to participate in community development.

3. The community's activities should attract eco-tourists, polite tourists and environmentalists because each community has a variety of experiences, allowing tourists to experience and participate in activities with the sea gypsy community.

4. There should be a community tour guide who can exchange knowledge of the local language, Urak Lawoi, and English, Chinese, Japanese, Korean, German, and French, because the communities where the Sea Gypsies live are located in famous tourist areas of Krabi Province. Tourists who come to do activities with the community are foreign tourists.

5. Government agencies and private sectors that come to promote activities for the Sea Gypsies should understand and participate in conserving the way of life of the Sea Gypsies, developing the community while still maintaining the identity and original way of life of the Sea Gypsies, which is a cultural capital to attract tourists to visit and experience a simple way of life that is different from other places. Join together to develop communities that are livable and worth visiting.

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