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FACTORS CONTRIBUTING TO THE SUCCESS OF CULTURAL EVENT MANAGEMENT
A CASE STUDY: THE PHANOM RUNG FESTIVAL, BURIRUM PROVINCE



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สถาบันวิทยบริการ

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พัชรี ธานี: ปัจจัยที่ก่อให้เกิดความสำเร็จในการจัดงานทางวัฒนธรรม: กรณีศึกษา งานประเพณีขึ้นเขาพนมรุ้ง จ.บุรีรัมย์ (FACTORS CONTRIBUTING TO THE SUCCESS OF CULTURAL EVENT MANAGEMENT: A CASE STUDY THE PHANOM RUNG FESTIVAL, BURIRUM PROVINCE) อ. ที่ปรึกษา: รศ. ดร. ศุภกรณ์ คิษฐพันธ์, ดร พันธุมดี เกตะวันดี, 155 หน้า.

วิทยานิพนธ์ฉบับนี้มีวัตถุประสงค์เพื่อศึกษาปัจจัยที่ก่อให้เกิดความสำเร็จในการจัดงานทางวัฒนธรรม กรณีศึกษา งานประเพณีขึ้นเขาพนมรุ้ง จังหวัดบุรีรัมย์ งานวิจัยนี้เป็นการผสมระหว่างการวิจัยเชิงปริมาณและการวิจัยเชิงคุณภาพ กรอบงานวิจัยนี้ประกอบด้วย การกำหนดตัวอย่างปัจจัย การกำหนดคำถาม การวิจัย และวิธีการเก็บรวบรวมข้อมูล โดยทำการเก็บรวบรวมข้อมูลจากแบบสอบถาม การสัมภาษณ์เชิงลึก และการสังเกตการณ์โดยตรง ตลอดจนการทบทวนวรรณกรรมที่เกี่ยวข้อง

วิธีการเก็บข้อมูลเชิงคุณภาพจะเก็บข้อมูลโดยการสัมภาษณ์เชิงลึก และการสังเกตการณ์โดยตรง ในส่วนของการสัมภาษณ์ผู้วิจัยเก็บข้อมูลจากกลุ่มตัวอย่างผู้จัดงานจำนวน 20 คน โดยวิธีการสุ่มตัวอย่างแบบเฉพาะเจาะจง (purposive sampling) และทำการสัมภาษณ์ในช่วงเวลาก่อนและหลังการจัดงาน ส่วนการสังเกตการณ์เป็นข้อมูลที่ทำให้ผู้วิจัยทราบถึงพฤติกรรมของนักท่องเที่ยวต่อการจัดงานประเพณีขึ้นเขาพนมรุ้ง ตลอดจนการมีส่วนร่วมในกิจกรรมต่างๆ ของนักท่องเที่ยว โดยวิธีนี้จะดำเนินการในวันที่ 2 และ 3 เมษายน 2548 ข้อมูลที่ได้จะนำมาวิเคราะห์ภายใต้วัตถุประสงค์ของงานวิจัย และคำถามของงานวิจัย วิธีการเก็บข้อมูลเชิงปริมาณจะเก็บข้อมูลโดยการออกแบบสอบถามจำนวน 398 ชุดจากกลุ่มตัวอย่างนักท่องเที่ยวที่เข้าชมงานประเพณีขึ้นเขาพนมรุ้งในวันที่ 2 และ 3 เมษายน 2548 ค่าความน่าเชื่อถือของเครื่องมืออยู่ที่ 0.85 ซึ่งเป็นค่าที่ยอมรับได้ในทางสถิติ ข้อมูลที่ได้จากแบบสอบถามจะนำมาวิเคราะห์ทางสถิติเพื่อหาค่าความถี่ ค่าเฉลี่ย และค่าเบี่ยงเบนมาตรฐาน ด้วยโปรแกรมสำเร็จรูปทางสถิติ SPSS (Statistical Package for the Social Science for Windows) version 10.0

ผลจากการศึกษาพบว่า ปัจจัยที่ก่อให้เกิดความสำเร็จในการจัดงานประเพณีขึ้นเขาพนมรุ้ง จังหวัดบุรีรัมย์ ประกอบไปด้วยปัจจัยหลักเก้าปัจจัย ได้แก่ การจัด โปรแกรมและกิจกรรมต่างๆ การจัดการประชาสัมพันธ์ การจัดการสิ่งอำนวยความสะดวก การจัด โปรแกรมอาหารเย็น การจัดการสาธารณูปโภคและการคมนาคมขนส่ง การจัดการสถานที่และเวที การให้บริการของพนักงาน การจัดการสิ่งอำนวยความสะดวกเพิ่มเติม และการจัดการเกี่ยวกับค่าเข้าชม

สาขาวิชา การจัดการทางวัฒนธรรม
ปีการศึกษา 2549

ลายมือชื่อนิติศ..... พัชรี ธานี
ลายมือชื่ออาจารย์ที่ปรึกษา.....
ลายมือชื่ออาจารย์ที่ปรึกษาร่วม..... พันธุมดี เกตะวันดี

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KEY WORD: EVENT MANAGEMENT / SUCCESS FACTORS / THE PHANOM RUNG FESTIVAL

PATCHAREE THANEE : FACTORS CONTRIBUTING TO THE SUCCESS OF CULTURAL EVENT
MANAGEMENT: A CASE STUDY THE PHANOM RUNG FESTIVAL, BURIRUM PROVINCE.

THESIS ADVISOR: ASSOC. PROF. SUPPAKORN DISATAPUNDHU, Ph.D., THESIS CO-
ADVISOR: PUNTHUMADEE KATAWANDEE, Ph.D., 155 pp.

This thesis aims to study the factors contributed to the success of cultural event management; a case study: the Phanom Rung festival, Burirum province. The research strategy of the study included both qualitative and quantitative approach. The data collection included questionnaire, in-dept interview, and site observation. The data finding were triangulated for data analysis.

Data collected from qualitative research by in-depth interviews and site-observation. In-depth interviews were gathered from 20 sample organizers and purposive sampling was applied and done before and after the festival period. Site observation aimed to observe the visitors behavior toward the management of the festival as well as the participation toward the programs and activities. This process was done on the festival period. The data from these methods were analyzed following research objectives and research questions. Data collected from quantitative research by questionnaire gathered from 398 sample visitors who attended the festival on 2nd and 3rd April 2005, reliability value test at 0.85 which accepted for statistic approach. The data finding was analyzed by SPSS Program (Statistical Package for the Social Science for Windows) version 10.0 for finding frequency value, means value, and standard deviation value.

The results revealed that there were nine crucial factors contributed to the achievement of the Phanom Rung Festival, Burirum province. As referred were the production of the programs and activities, the use of media, the facilities management, the traditional dinner, infrastructure and logistics management, stage and venue management, staff service, amenities management, and the admission fee.

Field of study Cultural Management
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CHAPTER I

INTRODUCTION

1.1. Background of the Research

Festivals are a worldwide phenomenon that are represented in various forms such as dance, drama, comedy, film, music, the arts, crafts, ethnic and indigenous cultural heritage, religious traditions, historically significant occasions, sporting events, food and wine, seasonal rites, and agricultural products (Zeppel and Hall, 1991). With a variety of purposes, festivals are performed differently by diverse groups but share common purposes to reveal experiences, revitalize traditions, build community pride, validate community groups, increase community participation, introduce new and challenging ideas and expand cultural perspectives (Bowdin, McDonnell, and O'Toole, 2001). Furthermore, festivals have been traditionally developed as a continuation of the traditions, culture and practices in many communities from generation to generation.

Recently, globalization and capitalism has transformed festivals from supporting the communities to the promotion of business, especially tourism. Festival organizers have drastically utilized history and culture as an annual festival in order to attract visitors as well as create an image of the host cities. In many cases, festivals are held with the compliment of the communities' settings. Festivals have become more attractive to the community due to the fact that they have helped develop a sense of pride and identity of the local people to express and rethink their concerns and their roles at local and national levels (Raj, 2003).

In each region of Thailand, there are lots of similar festivals, but different in form depending on the identity of each area, and cultural set-up in each community such as religion, tradition, animism, faith and belief, royal ceremony, way of life and pop culture. The Loi Krathong Festival and Songkran Festival, for instance, are culturally performed in relation to history, tradition and season of the country. The Vegetarian Festival is a unique festival based on faith and belief. The Candle Festival, Rocket Festival, and Phi Ta Khon Festival are among the beliefs in religion and faith.

The Pattaya International Music Festival, Hua-Hin Jazz Festival, and Bangkok International Film Festival on the other hand are set with the reference to pop culture.

One of the festivals which is held for celebrating faith and belief as well as representing both the Thai and Khmer culture is the Phanom Rung Festival of Buriram province. This festival has been held annually for a long time at the Phanom Rung Sanctuary. The purpose of the festival is making worship to the holy object at the Phanom Rung Sanctuary, as well as, people believe that if they attended the festival once in their life, it would make them be happy, healthy, and wealthy. Therefore, there are lots of people attending the festival every year.

The Phanom Rung sanctuary known as 'Prasat Hin Phanom Rung' was constructed on the top of the mountain above the Buriram plain in Northeast Thailand. According to the inscription at the Phanom Rung sanctuary mentioned this sanctuary was built for dedicate to Siva (the Hindu god) (Suksawasdi, 1988). It is believed that the sanctuary was originally built in the 12th century AD by King Narendraditya in the reign of King Suryavarman of the Khmer Empire, as a holy place to worship and make merit of the Hinduism ceremony to the god namely Shiva (www.sundial.thai-isan-lao.com/phanom_rung.html, 25 April 2005). According to the legend every year the king paid a visit to the Phanom Rung Sanctuary for praising and making worship. For this reason, the Phanom Rung Festival's organizers have adapted not only this ceremony as part of the festival program but also applied the Phanom Rung sanctuary as a venue till the present (Ruengdej, 2000).

The Phanom Rung Festival was originally founded in 1938 on the full moon period of the fifth month (in April) by the Buddhist abbot, Phra Opasdhammayan and the local residents. With the main purpose to praise and make worship to the sacredness of the Phanom Rung Sanctuary, the Festival was also held to increase the involvement of the community, share experiences between residents, and promote the Festival to the people in the surrounding area. (Ruengdej, 1986). It was not until 1991 that the Festival became popular and three major organizations; namely, the **office of Buriram province, the office of Phanom Rung Historical Park**, and the Tourism Authority of Thailand (Northeast Region 1) stepped in and developed this Festival to

become an annual cultural event in order to promote it widely as well as attract lots of visitors to attend (Suksom, 2005).

The main theme of the festival was still making worship to the holy Phanom Rung Sanctuary. Moreover, the organizers expanded the duration of the festival into two days in the first weekend of April (for this year 2005 the Festival period is 2-3 April). Different activities and attractions during the Festival range from a traditional parade, artistic performances, light and sound performance, contests, and exhibitions to the sales of local products such as the OTOP Fair (One Tambon One Product). Not only embracing the modern activities, the Phanom Rung Festival is also comforted by various conveniences such as facilities ready to serve tourism demands, roads connecting the sanctuary to the city, a number of accommodation premises and restaurants, parking and souvenir spaces, as well as well-designed landscape surrounding the Phanom Rung Sanctuary. There is clear indication to support the Phanom Rung Festival as a product for cultural tourism in Thailand.

1.2. Justification to the Research

This research study examined the factors that contribute to the achievement of events management; a case study of the Phanom Rung Festival, Buriram province. The research focused on visitors and organizers' opinions toward the management effectiveness of the Phanom Rung Festival in three major parts: organization, programs and activities, and the promotional plan. Visitors and organizers' opinions can help identify the current situation of the Festival as well as the crucial factors that contribute to the success of the Phanom Rung Festival's management. It is expected that the outcomes of the study will effectively serve as a guideline for the improvement of the Phanom Rung Festival management which will be advantages for organizers, researchers, and those who are interested in the cultural festival management field.

1.3. Research Problem

The Phanom Rung Festival has been held for celebrating the faith and belief of the people to the holy object at the Phanom Rung Sanctuary as well as promoting the venue (Phanom Rung Sanctuary) widely. According to a site observation and in-depth interview, some organizers from the office of Phanom Rung Historical Park,

and some of the visitors who used to attend the Phanom Rung festival said that there are some barriers affecting the management of the Festival because it is held annually in April, and takes 2-3 days depending on the provincial policy. Therefore, in each year the festival day was not the same. Moreover, the duration of the media launch was too short and could not reach a mass group, especially foreigners, so most of the visitors were domestic. Also, lots of visitors said that they received the festival information from their relatives and friends; this implied that the media channels of the Festival were ineffective and not varied enough. Therefore, in order to improve the management of the Festival, the organizers should consider to many factors that affect the Festival's operation because this is a crucial part that makes visitors satisfied with the Festival and to revisit the Festival as well.

1.4. Objectives of the Study

The study will examine factors contributing to success in cultural festival management of the Phanom Rung Festival, Burirum province. The purposes of the study can be classified as follows:

1.4.1. To examine factors that contributed to the success in cultural management at the Phanom Rung Festival, Burirum province.

1.4.2. To study the management process of the Phanom Rung Festival in the following aspects: organization, festival programs and activities, and promotion plan.

1.4.3. To explore visitors and organizers' opinions about the management of the Phanom Rung Festival in order to identify the factors that contributes to the success of cultural festival management.

1.4.4. To recommend effective guidelines for improving the management of the Phanom Rung Festival.

1.5. Research Questions

The research study attempts to examine the management of the Phanom Rung Festival by investigating the opinion of the visitors and the organizers about the management of the Festival as well as identifying the factors that contribute to the success in cultural festival management. To understand this importance, the study employs a series of questions on the Phanom Rung Festival as a point of departure for further analysis as follows:

1.5.1. What are the factors contributing to success in cultural festival management at the Phanom Rung Festival, Burirum province, and how do they contribute to success in festival management?

1.5.2. How is the management process of the Phanom Rung Festival ?

1.5.3. What is the current situation of the Phanom Rung Festival?

1.6. Scope of the Research

The study of the factors contributing to success in cultural event management focused on the Phanom Rung Festival, Burirum province. This research paid attention to the management procedures with a focus on the organization, programs and activities, and the promotion plan. This research explored both the visitor's and the organizers' opinions toward the management of the Phanom Rung Festival. In particular, the study applied the case of the 2005 Festival, which was celebrated on 2-3 April, 2005, at Amphoe Chalermprakiet, Burirum province. The study focused on two major parts and the details are as follows:

1.6.1. The Festival organizers consisted of various relevant persons and groups from three major sectors. This included the **office of Burirum province, the office of Phanom Rung Historical Park**, and the Tourism Authority of Thailand (Northeast Region 1).

1.6.2. Visitors both tourists and excursionists, who attended the Phanom Rung Festival during the above mentioned period particularly, domestic tourists.

1.7. Research Methodology

This typology of the study is a survey research in which information and data would be gathered by means of questionnaire, in-depth interviews, and site observation. Three methods were used to collect the data. The first method is an in-depth interview to explore the organizers' attitude on festival management of the Phanom Rung Festival. The process would be completed before and after the festival period. The second method is a survey-questionnaire to explore visitors' attitude about the management of the Festival. This process would be done on the actual festival days (2 - 3 April 2005). The output of the study would partly help the researcher identify the factors contributing to the success of cultural festival management. The third method is site observation aimed to explore visitor behavior

toward the management of the Phanom Rung Festival. The outcomes from the study serve an entry point to set up guidelines and/or model for systematically and sustainably managing a cultural festival. The following are the details of the research methodology:

1.7.1. Population and sampling size

The purpose of the study was identify the factor contribute to the success of cultural event management at the Phanom Rung festival therefore the population for the study divided into two group; the organizers, and the visitors.

1.7.1.1. The population in this study comprises of two main groups; namely, festival organizers from three major organizations: **the office of Burirum province, the office of Phanom Rung Historical Park**, and Tourism Authority of Thailand (Northeast Region 1). and visitors, particularly domestic tourists, who attended the Phanom Rung Festival on 2 - 3 April 2005.

1.7.1.2. The sampling size was divided into two groups: 1) 20 organizers determined by a purposive technique and 2) 398 visitors who attended the festival on 2 - 3 April 2005 determined by Taro Yamane formula.

1.7.2. Research instruments

Due to the nature of the study based on both quantitative and qualitative approaches, research instruments for data collecting comprised of a questionnaire, in-depth interviews, and site observation. To make a more comprehensive understanding for designing the research instruments, the researcher made a review and found information from related documents and literature including journals, research papers, reports, textbooks, as well as sought consultation from experts on the appropriate research instruments. The following are the details of the research instrument:

1.7.2.1. Questionnaires

The questionnaire was designed for collecting the data from 398 visitors during the festival period, 2 - 3 April, 2005. The purpose of the questionnaires was to explore the visitor's attitude about the management of the Phanom Rung Festival in order to identify the factors contributing to the achievement of the festival. The following are the details of the questionnaires:

Part one: Demographic characteristics of the visitors comprising gender, age group, occupation, salary, education background, and visitor's place of residence.

Part two: Travel behavior of the visitors comprising frequency of attending the Festival, the way that they received the information about the Festival, reasons for attending the Festival, and mode of transportation used.

Part three: Visitors' opinions toward the effectiveness of the Phanom Rung Festival's management. This part has been divided into three sections: a) opinions about the facilities and infrastructure management, b) opinions about the programs and activities management, and c) opinions about the promotional plan of the Festival. To measure the visitors' opinions toward the Festival's management, a Likert scale was employed. Moreover, an open-ended question was included to gather the visitor's comments and recommendations.

1.7.2.2. In-depth interviews

In-depth interviews were applied to monitor the organizers' opinions about the management of the Phanom Rung Festival; those organizers comprised 20 people from three major organizations; the office of Buriram province, the office of Phanom Rung Historical Park, and Tourism Authority of Thailand. The results from the in-depth interview could be evidence as well as the results from the questionnaire to indicate the factors that contribute to the success of event management and the effectiveness of the Phanom Rung Festival's management, and the current situation of the Festival. This process was done both before and after the festival period.

1.7.2.3. Site observation

Site observation aims to observe the visitors and the organizers behavior toward the management of the Phanom Rung Festival. The process was done during the festival period, 2 - 3 April 2005.

1.7.3. Data collection

Data collection would be primarily generated from three ways: questionnaire, in-depth interviews, and site observation. The details of the data collection were:

1.7.3.1. Questionnaire collected from 398 visitors who attended the Phanom Rung Festival. This accidental technique was applied for the study. This

process was done during the festival period; 2 - 3 April 2005, at the Phanom Rung Historical Park.

1.7.3.2. In-depth interviews made with 20 Festival organizers from three major sectors as mentioned above. The interview process was primarily done before and after the Festival's duration in order to know the readiness and feedback of the Festival's management.

1.7.3.3. Site-observation of the visitors' behavior toward the management of the Phanom Rung Festival. Data collected would be conducted on the festival days, which are 2 - 3 April 2005.

1.7.4. Data analysis

According to the way the data was collected, the data will be analyzed as follows:

1.7.4.1. Questionnaire: the data was analyzed based on statistic values i.e. frequency, percentage, means, and standard deviation, positive value, percentage value, and average value. The outcomes generated from the analysis serve as the overall objective of the study. Information and data obtained from the survey would be the Social Sciences or SPSS/PC+ program. The employed statistical techniques used for the data analysis would focus on means of percentage, frequency, mean, standard deviation, and factor analysis. The outcomes from the questionnaires have taken into consideration the following categories:

1.7.4.1.1. Demographics and travel behavior of the visitors that would be analyzed by means of percentage, frequency, standard deviation, and mean.

1.7.4.1.2. Visitors attitudes about the effectiveness of the Phanom Rung Festival's management would be monitored by frequency, percentage, standard deviation, and mean.

1.7.4.1.3. Factor Analysis would be used to examine a wide range of data sets. It is used to describe a number of methods designed to analyze interrelationships within a set of variables or objects (resulting in) the construction of a few hypothetical variables (or objects). This research applied the Factor Analysis to examine the crucial factors contributing to the success in managing the Phanom Rung Festival, Buriram province.

1.7.4.2. In-depth interview and site observation would be analyzed according to the research questions, research objectives, and literature review such as the event management model, key success factors concept of the study, and conclude the results in order to identify the current situation of the Phanom Rung Festival as well as the factors that contribute to the success of the Festival. The results from the questionnaire, in-depth interview, and site observation would be triangulated into recommendations, guidelines, and a model for implementing the management of the Phanom Rung Festival to become successful.

1.7.5. Conclusion and recommendations

The outputs were complimented through an analysis and evaluation in accordance with the research objectives and research questions to identify the effectiveness strategy being proposed for the management. The outcomes of the study in forms of guidelines will be generated as recommendations for improving the Phanom Rung Festival's management to be effective and conducted in a sustainable manner.

1.8. Benefit of the Study

This research aims to investigate the management procedure of the Phanom Rung Festival by exploring the visitors and the organizers opinions about the effectiveness of the Festival's management in order to identify factors contributing to the success of cultural festival management. The benefits of the study can be concluded as follows:

1.8.1. Management process of the Phanom Rung Festival is reviewed.

1.8.2. Factors contributing to the success in cultural festival management guidelines for improving the management of the Phanom Rung Festival are identified.

1.8.3. Set of recommendations and management guidelines for improving the management of the Phanom Rung Festival is expected.

1.9. Definitions

Several definitions and key words frequently appeared in this study include festival, event management, and the Phanom Rung Festival, festival management and

tourists. It is necessary to clarify such terms in order to create a common understanding for the overall context.

1.9.1 Festivals

The World Tourism organization (1997) defined festival as a celebration of something the local community wishes to share. It involves the general public as participants. A festival has its own objective to maximize the amount of people participation, which is different from or broader than day-to-day living.

Festivals are also public celebrations of a sacred or profane nature, and encompass rituals and commemorations. They must be public, as opposed to private parties and celebrations because all festivals have a social and cultural meaning to the host community. They always have a theme, even if it is hidden (Getz, 1991).

1.9.2. The Phanom Rung Festival

The Phanom Rung Festival is considered to be one of the major cultural festivals in the northeast region of Thailand. It is held annually on the first weekend of April. The Festival has been initiated and passed on since 1938 by the residents and the Buddhist abbot, Phra Opasdhammayan, with the purpose to worship a sacred god at the Phanom Rung Sanctuary. Later on, the purpose was extended to increase the community's participation and share experiences between the community and people from the surrounding area. In 1991, with the cooperation of three relevant agencies known as the **office of Buriram provincial, the office of Phanom Rung Historical Park**, and Tourism Authority of Thailand (Northeast Region 1), the Festival was further developed and improved and has become more attractive drawing attention from the general public, and accelerated the support for cultural tourism.

1.9.3. Event management

Getz (1991) informed that the model of event management has 4 major conditions. Firstly, the general environment that comprises global forces impacting on events, event organizations, and events tourism. Secondly, the community context comprising local forces and conditions (other events, competition, stakeholders, and resource availability). Thirdly, internal environment or the organization and its management system, which are planning, leading, organizing, coordinating, staffing, financing, marketing, and programming. Fourthly, the event, itself, that comprises the theme, program, setting, and consumer benefits.

1.9.4. Visitors

The definition of 'visitors' into this study comprise two major groups, which are the visitors and the excursionists.

1.9.4.1. The visitor

The World Tourism Organization (1997) defines a visitor to be any person traveling to a place other than that of his/her usual environment for less than 12 consecutive months. The main purpose of travel is not to work for pay in the place visited. For this study, the 398 visitors are the sampling group divided into 390 Thais and 8 foreigners.

1.9.4.2. The excursionists (same day visitor)

The World Travel Organization (1997) defines an excursionist as a visitor who does not spend the night in a collective or private accommodation in the place visited. Therefore, the definition of the excursionist in this study is mainly the people who are from Burirum province and those from surrounding provinces.

1.9.5. Attitude

Attitude is the feeling and belief, both positive and negative, which reflects as human behavior to do something toward people, things, and any situations. Those feelings and beliefs are from learning, previous experiences, and background knowledge (Fishbein and Ajzen, 1975). As mentioned, the researcher applied the attitude concept as a tool to explore the visitors and the organizers opinions toward the management of the Phanom Rung Festival.

1.10. Outline of the Study

The research is divided into five chapters. Chapter one is giving the introduction on the outlines of the study. Chapter two is providing the theoretical framework on cultural festival management and key success factors as a conceptual framework. Chapter three is presenting the research methodology particularly qualitative and quantitative research with the technique associated with the consideration for utilizing the research. The analysis will be the result from data derived from a questionnaire and in-depth interviews. Analysis of the data in relation to each research proposition will be a part of chapter four. Conclusions and recommendations will be highlighted in the last chapter with the hope to apply the findings for others to study and provide appropriate directions for practical applications as well as for further study.

CHAPTER II

LITERATURE REVIEW

Introduction

The study of the factors contributing to success in cultural events management: a case study of the Phanom Rung Festival, Burirum province. This study aims to investigate the management process of the Phanom Rung Festival with three major aspects: organization, the programs and activities and the promotional plan in order to identify the factors contributing to success in cultural event management. This chapter reviews the literature work relevant for the study. The concept of key success factors, concept of attitude, and the event management model were applied for the study in order to make a more comprehensive understanding.

2.1. The Concept of Key Success Factors

There are various perspectives pertaining to the definition of key success such as marketing aspect, management aspect, business aspect, or others. The following are some definitions of key success factors:

Mathi (2004:3) indicated that, “A key success factor is a performance area of critical importance in achieving consistently high productivity. There are at least two broad categories of key success factors that are common to virtually all organizations, business processes and human processes. Both are crucial to building a great company.”

Regarding marketing aspects, **Wang Jing Jing (2006:2)** stated that, “A key success factor is a skill or resource that a business can invest in, which is on the market the business is operating on, explains a major part of the observable differences in perceived value and/or relative costs. A key success factor supports the attainment of a company’s long goals to represent the end points that a company hopes to reach. And good performance is the reflection area of key success, which is necessary to ensure attainment of a company’s long goals to represent the end points that a company hopes to reach. Good performance is the reflection area of key success factors, which are necessary to ensure attainment of these goals.”

Regarding the event management aspect, Watt (1998) quoted in Dshedshorov (2000) stated that, the most important factors of successful events comprise the following details:

1. A clear vision and a definite purpose for everyone's efforts.
2. Clear SMART objectives to which everyone is committed.
3. An appropriate, flexible organizational structure able to achieve specific tasks, but retaining an overall unity of purpose.
4. Committed personnel, willing to 'go the step beyond'.
5. A leader of caliber, authority and personality.
6. Precise detailed planning carried out and documented within an appropriate time-scale.
7. A co-ordinate team effort operating within budget limits, drawing on all available resources.
8. Efficient lines of communication.
9. A good public image.
10. Effective publicity and presentation and built-in contingency plans.
11. A total commitment to creating understanding of the event to the customer.
12. Efficient ongoing control and monitoring system.
13. An atmosphere of unity, focus, hard work, humor and enthusiasm.
14. Good post-event evaluation.

The above concluded that in order to manage any cultural event to become successful, following factors were needed: the programs and activities, the staff service, facilities, amenities, infrastructure, and an effective promotional plan.

Similarly, **Graham, Goldblatt, and Delpy (1995)** quoted in Dshedshorov (2000) suggested that there are four stages of success regarding events management which are:

Stage one: Identify the guests needed and expectations, the organizers must be aware of the guests' view of the festival in order to achieve a positive first and last impression of the event.

Stage two: Amenities are the extras that matter in order to exceed the guests' expectations.

Stage three: Observation and adjustment of a flexible program is necessary in order to ensure that the event satisfies the needs of the guests constantly, especially unexpected last minute needs.

Stage four: Evaluation and measurement of the event through directly asking the guests about suggestions for improvements.

The above mentioned can be concluded into two perspectives: one) the stages for managing the festival to become successful comprises three stages: pre-event or planning stage, during the event or implementation, and post-event or evaluating; two) the criteria which illustrates whether the festival is successful or not such as the festival programs and activities, the facilities and infrastructure, the organizers and staff, and effectiveness of the publicity.

There are many points of view defining key success factors regarding festival management; the following are defined as the success factors contributing to events management:

Watt (1998) stated that 'The primary factors that have contributed to the success are its overall atmosphere, the fact that it is held at the same location and time every year, its mystical image, natural surroundings, the variety of arts and cultures represented, supporting the local community and internationally well known charities and organizations'.

In another viewpoint, Allen, O'Toole, Mc Donell, and Harris (2002) said that success factors could be 'One (a festival) that meets its objectives, which are decided in the planning stage....ticket revenue, number of participants, consumer or critic satisfaction etc'.

Similarly, Dshedshorov (2000) stated that success factors in terms of festival management is having delighted the audience and guests while sustaining the financial viability of the festival production company.

In conclusion, according to the above definitions, success factors in terms of events management will comprise three major parts: first) the organizers, second) the event that consists of programs and activities, and third) the audience.

2.2. The Attitude Concept

One of the purpose of the study is to explore the opinions of the visitors and the organizers towards the management of the Phanom Rung Festival. As such, the researcher applied the attitude concept as the tool for studying those opinions in order to indicate the factors contributing to the success in cultural festival management as well as identify the current situation and the management process of the Phanom Rung Festival. To make more understanding and know how the theory related to the study, the researcher provides the attitude theory background which comprises the definitions, the components of the attitude, and the measurement of the attitude as shown below:

2.2.1. The definition of attitude

Lots of attitude definitions are defined by many experts. The following definitions are directly related to this study and are easy for understanding.

Fishbein and Ajzen (1975) identified attitudes to represent our covert feelings of favorability or unfavorability toward an object, person, issue, or behavior. Formally, attitude is defined as “a learned predisposition to response in a consistently favorable or unfavorable manner with respect to a given object.”

Eagly and Chaiken (1993) also summarized “a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor.” This tendency can be expressed by different types of evaluative responses. Social psychologists commonly differentiate between affective, cognitive and behavioral responses. *Affective responses* towards an attitude object manifest themselves in verbal expressions of feelings and physiological changes in the organism (e.g. increase of arousal). *Cognitive responses* refer to expressions of beliefs (e.g. expectancy-value judgments) and nonverbal reactions such as response latencies. *Behavioral responses* manifest in behavioral intentions and actions (<http://www.sfb504.uni-mannheim.de/glossary/attitude.htm>., 24 July, 2005).

Scholl identified attitudes as mental predisposition to act that is expressed by evaluating a particular entity with some degree of favor or disfavor. Individuals generally have attitudes that focus on objects, people or institutions (<http://www.cba.uri.edu/scholl/Notes/Attitudes.htm>., 25 July, 2005).

Aside from those mentioned, an attitude is an enduring organizational or motivational, emotional, perceptual, and cognitive process with respect to some

aspect of our environment. It is a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object. Thus, an attitude is the way we think, feel, and act toward some aspect of our environment (Hawkins et al, 2001).

Attitudes form the link between observable behavior and abstract values, that is, the rules by which tourists form attitudes and conduct their behavior. Also, according to Fishbein and Ajzen (1975) attitude contains cognitions (things we know about the object) affection or an emotional liking or dislike, and conations, in other words, a measure of intensity according to which we are likely to act upon an attitude.

In conclusion, according to the above definitions, attitude is feeling and belief both positive and negative that reflects as human behavior to do something toward people, things and any situations. Those feelings and beliefs are from learning, previous experience, and background knowledge. As mentioned, the researcher applied the attitude theory as a tool to explore the visitors and the organizers opinions toward the management of the Phanom Rung Festival in order to identify the factors contributing to the success in cultural event management as well as to indicate the current situation of the Phanom Rung Festival in order to develop this Festival to be more effective and sustainable.

2.2.2. The causes of attitude

According to Likert quoted by Suracheevin (1999) stated that attitude is also learning from various sources, and there are four major crucial sources of attitude: 1) specific experience that is the experience of individual people and finally becomes the attitude; those experiences could be negative or positive, 2) communication with others: the attitude received from many ways such as relatives, family, or any forms of media. 3) models are copying other people whom they respect and react to become the attitude, and 4) institution factors: the institution or organization role that people relate to such as school, monastery, family, etc.

2.2.3. The attitude components

Zimbardo and Ebbesson. (1970) quoted in Suracheevin (1999) stated that there are three attitude components which are: the cognitive component, affective component, and behavior component.

- Cognitive or Belief Component: this part is from collected information as well as previous experiences that are evaluated into belief and decision making. The results represent into “true or false”, “good or bad”.

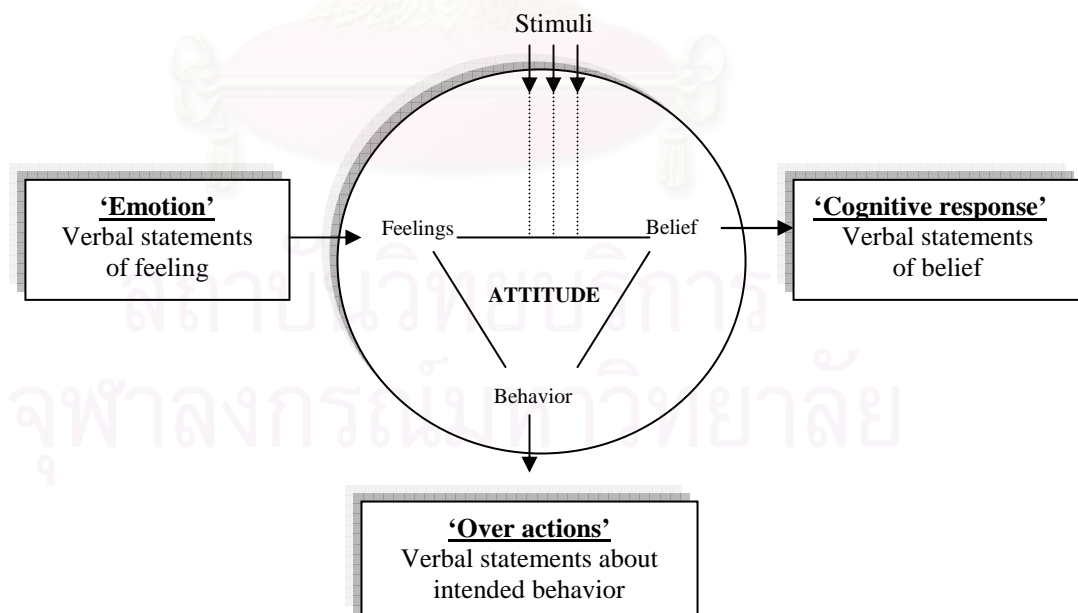
- Effective or Feeling Component: this part is included with feeling and emotion which are the major components for attitude. The results represent into “like-dislike”, “satisfy-dissatisfy”.

- Behavior and Action Tendency Component: this part is readiness to do something, behavior related with feeling as well as belief. This is demonstrated when people have knowledge about something, and they feel like or dislike and their behavior follows their feelings.

As mentioned, these are similar to Underwood (1995) the components of attitudes clarify the attitude components that comprise 3 things: affective component (feeling), cognitive component (beliefs), and behavioral component (actual actions)

(<http://www.cultsock.ndirect.co.uk/MUHome/cshtml/index.html>, 26July, 2005).

Figure 2.1. Crucial Components of Attitude



Source: Underwood (1995)

As shown graphically above, attitudes are defined as relatively lasting clusters of feelings, beliefs, and behavior tendencies directed towards specific persons, ideas, objects, or groups. When applied to the study, the Phanom Rung Festival occurred as a result of the feeling of the people to the religion and the sacredness of the place. Those people also tried to do something as a sign to respect those holy objects. They have been represented into a religious ceremony and this has become an annual ceremony in the area. For this reason, they believe that if they attended the festival once in their life, it would make them be happy, healthy, and wealthy. As such, this has led to the returning of visitors to the Festival. When we know the visitors and the organizers' opinions toward the management of the Phanom Rung Festival, we could indicate the factors contributing to the success in cultural festival management as well as the current situation of the festival. The results could help to develop and improve the festival to operate more successfully and finally sustainably.

2.3. Definitions of the Events

This study was concerned with event management; therefore, in order to make a comprehensive understanding, the researcher's purpose was to examine the event's details in various perspectives; such as, what is the event, how many types of event are there, event's characteristics, and the organisation of the event. The following definitions are related to the study. The experts who also describe these definitions are from the events management field.

According to Bowding, Mc Donnell, and O'Toole (2001) stated that an event is the traditional phenomenon, which identifies the character and importance of the people, community, society, places, locality, and nation. The purpose for creating these phenomenon are to share experiences, revitalize traditions, build community pride, validate community groups, increase community participation, introduce new and challenging ideas, and expand cultural perspectives.

Similarly, Allen, O'Toole, Mc Donnell, and Harris (2000) stated that events are specific rituals, presentations, performances, or celebrations that are consciously planned and created to mark special occasions and/or to achieve particular social, cultural or corporate goals and objectives. They can include national days and celebrations, important civic occasions, unique cultural performances, major sporting fixtures, corporate functions, trade promotions, and product launches.

Getz (1991) recognized festivals and events as a new wave of alternative tourism which contributes to sustainable development and improves the relationship between the host and guest.

In summary, events are the special phenomenon to celebrate ritual, ceremony, and entertain through music, dance, sport, religion, performance, food, and so on. The purposes for creating those events are enhancing local pride in culture and tradition, retaining original indigenous culture and tradition, as well as presenting original uniqueness which distinguishes the event from others to the public.

2.3.1. Types of event

According to the definition identified by Bowding, Mc Donell, and O'Toole (2001), events are categorized according to their purpose, or the particular sector to which they belong; for example, public, sporting, arts, festivals, tourism and business/corporate events.

Events are also often characterized according to their size and scale. Common categories are mega-event, hallmark events, and major events; though definitions are not exact and distinctions become obscure. However, events can be divided into three major types that are mega-events, hallmark events, and major events as shown below.

2.3.1.1. Mega-event

Mega-events are those events that are so large that they affect whole economies and reverberate in the global media. These events are generally developed following competitive bidding. They include the Olympic Games, the Paralympics Games, the FIFA World Cup, etc, but it is difficult for many other events to fit into this category. Getz (1991:13), another researcher in the field of events and tourism offers the following definition:

'A mega-event such as World Fairs and Expositions, the World Soccer Cup Final, or the Olympic Games, are events which are expressly targeted at the international tourism market and may be suitably described as 'mega' virtue of their size in terms of attendance, target market, level of public financial involvement, political effects, extent of television coverage, construction of facilities, and impact on the economic and social fabric of the host community.'

2.3.1.2. Hallmark events

Hallmark events refer to those events that have become so identified with the spirit or ethos of the town, city or region that they become synonymous with the name of the place, and gain widespread recognition and awareness Ritchi (1984) quoted in **Allen, O'Toole, Mc Donell, and Harris** (2002).

'A hallmark event' is used to describe a recurring event that processes such significance, in terms of tradition, attractiveness, image, or publicity, that the event provides the host venue, community, or destination with a competitive advantage.'

2.3.1.3. Major events

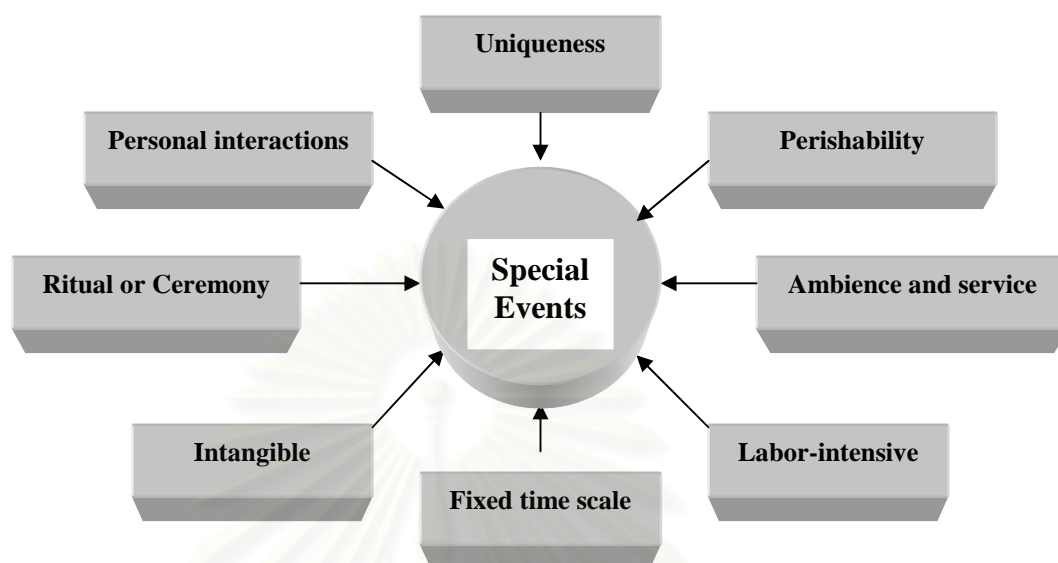
Major events are events that, by their scale and media interest, are capable of attracting significant visitor numbers, media coverage and economic benefits. Many top international sporting championships fit into this category.

The Phanom Rung Festival was a hallmark event since it concerned the spirit and ethos of the local people from generation to generation. As mentioned, the major purpose of this festival was making a worshipping ceremony to the sacredness of the Phanom Rung Sanctuary which has been held annually for a long time. In addition, it is related to the belief and faith of the local residents in the community as well.

2.3.2. Characteristics of the events

These characteristics can be grouped together as having: uniqueness, perishability, labor intensiveness, fixed time scales, intangibility, personal interaction, ambience, and ritual or ceremony. (Shone and Parry, 2001). The details are as follows:

Figure 2.3.2. The characteristics of events



Source: Shone and Parry (2001).

2.3.2.1. Uniqueness is important to make tourists or visitors remember and decide to participate in the festival. Additionally, uniqueness is the thing that makes the festival distinguished from others.

2.3.2.2. Perishability: a festival is one of the cultural products and is concerned with the tourism industry, so to extend the facilities and service to be used effectively, given the uniqueness or irregularity of use. For example, if the festival production is higher than the ticket sales, then the festival is not successful in management.

2.3.2.3. Intangible because a festival is a cultural product and this cultural product cannot be touched directly, as it is a feeling that makes tourists or visitors happy or unhappy, satisfied or unsatisfied. Furthermore, it could be a good or bad experience to the tourists or visitors.

2.3.2.4. Ritual and ceremony often play an important part of the event. In practice, many modern ceremonial activities are ‘fossilized’ or reinvented versions of old traditions. The old tradition might originally have had some key role in the ceremony, but it is now lost, and the ritual of doing it still continues. Often, the ritual ceremony is there because it does, in fact, emphasize the continuity of the tradition even though the reason for the tradition has disappeared.

2.3.2.5. Ambience and service of all the characteristics of events:

Ambience is one of the most important parts of the outcome. An event with the right ambience can be a huge success. An event with the wrong ambience can be a huge failure. Ambience and service include the general details of the event; such as, programs and activities, and various settings to make the audience feel comfortable and safe. This part could identify whether the audiences are satisfied with the event or not.

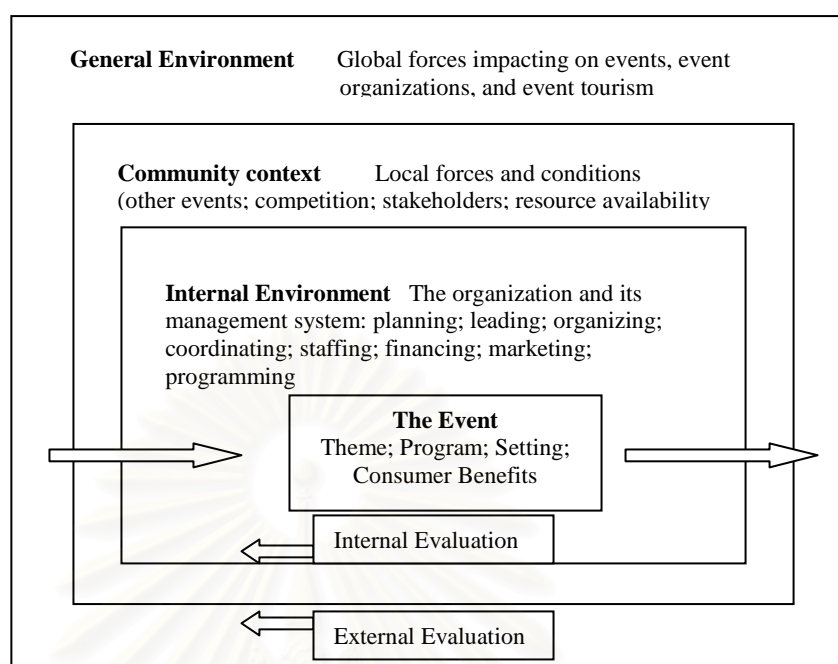
2.3.2.6. Labor-intensive is defined as the more complex and the more unique an event is, the more likely it is to be more labor-intensive, in terms of both organization and operation. The organizational issue relates to the need for relatively complicated planning to enable the service delivery to be efficient, or, put more simply, for the event to be a good one. (This being the reason why some events may be outsourced to event management companies, caterers, or other types of event suppliers).

2.3.2.7. Fixed time scale because events, rather like building projects, run to a fixed time scale, unlike routine activities which carry on indefinitely. The time scale can be very short; such as, for the opening ceremony for the festival. A constant ceremony, lasting many hours, might become dull and tiring. For an event to be successful and outstanding, it would need to hold people's attention and interest; it is better that the event is divided into sections than taking place all at once, without an interval. It can be concluded that the characteristics of the events and services have the same common focus as the details.

2.4. Event Management System

The event management system is the technique for implementing an event to become more successful and sustainable. It provides management practices as well as acts as a tool for festival organizers, community leaders, or people who are interested in the events management field to understand the process, both theoretical and practical, of the event management Getz (1991). According to the purpose of the study, the researcher applied the event management system of Getz as a framework for the discussions of the management practices regarding the Phanom Rung Festival's management.

Figure 2.4. Event management model



Source: adapted from Getz (1991).

The model consists of four interrelated fields: the event, internal environment, community context, and general environment. Each of these fields is interrelated as it affects the others through various inputs and outputs. Getz (1991) defined inputs as “all those things needed to operate the organization and produce the event” outputs become “management functions and event production activities.” The following are details of the model:

2.4.1. General Environment: global forces impacting the event, event organizations, and events tourism. This part informs about the global forces with the potential to affect the type of festival, including both unexpected and expected. For this study, expected global effects included the weather because most of the programs and activities of the Phanom Rung Festival are outdoors, so maybe there is rain or high temperatures, so the organizers provide some space for protection from the rain and sun. Unexpected global effects include the number of attendants; ticket sales may be over or lower than the set target, so this could affect the production cost of the festival.

2.4.2. Community Context: local forces and conditions (other events, competition, stakeholders, resource availability). This part means understanding competition and identifying possible alliances to keep the festival

alive. Luckily, the Phanom Rung Festival is distinguished from others as well as the duration of the festival is not the same. For stakeholders, Getz (1991) identified key stakeholders to be divided into two categories: festival-related and community-related. For the Phanom Rung Festival, these are divided into the organizers, concerned authorities, vendors, and the audience which act as festival-related stakeholders. Community-related stakeholders, on the other hand, comprise residents, artistes, local business owners, and the local government.

2.4.3. Internal Environment focuses on the organization and its management system. Getz (1991) suggested that the organization evaluated all aspects of the internal management system in relation to how the event is planned, implemented, and evaluated each year. For this study, because of the time constraint, the author looked at only three sections which are the organizers, programs and activities, and the promotion plan.

2.4.4. The Event: theme/program/setting are the central field of the management model. Planning focused on creating a festival supportive of the artistic experience and the creation of the community. The organization, programs and activities, and the promotion plan are examined throughout this study.

One of the purpose of the study focused on the management process of the Phanom Rung festival in the aspects of organization, programs and activities, and the promotional plan of the festival. The researcher analyzed the data findings based on the event management model in order to explore and examine the effectiveness of the management process of the Phanom Rung festival. The outcome from the study could help to identify the factors contributing to success in events management as well as become a guideline and model for improving the management of the Phanom Rung Festival, Burirum province as well.

2.5. The Evolution of the Phanom Rung Festival's Management

As early mentioned of the purpose, aim to examine the factor contribute to the success of cultural event management at the Phanom Rung festival, Burirum province also investigate the management process of the Phanom Rung festival in three aspects: organization, programs and activities and the promotional plan of the festival. Therefore, in this section, the author will discuss about the historical background and significance toward the management of the Phanom Rung festival. The author has divided the sub-section into three parts: the history and

significance of the Phanom Rung festival, the development of the functions and forms of the Festival, and the current situation of the festival.

2.5.1. Historical background and significance of the festival

The Phanom Rung festival has been held annually at the Phanom Rung Sanctuary in Buriram province. The Phanom Rung Sanctuary is a Prasat, stone castle, that has been built on the top of an extinct volcano 200 meters above the Buriram plain in Northeast Thailand. It is a prasat dedicated to Shiva of the Hindu pantheon Brahma-Shiva-Vishnu. It was built in the 12th century AD by King Narendraditya in the reign of King Suryavarman of the Khmer Empire (www.sundial.thai-isan-lao.com/phanom_rung.html.20 July, 2005). The purpose for creating this sanctuary was to be a holy place and for merit making in a Hindu ceremony, praising and making worship by the king as well as the place where the sacred Shiva lingam, the sign of the god in Hinduism, stood. Every year, the king would come to the Phanom Rung Sanctuary for praying and making worship. As a result, this ceremony has been the major purpose for making the Phanom Rung Festival till the present time. Regarding the origin of the Phanom Rung Festival, there is no evidence to inform the festival day before 1938, but it has been considered that it was held during the third month to the fifth month of the year. During 1938-1990, the Phanom Rung Festival has been celebrated on the full moon period of the fifth month (according to the Thai lunar calendar is April) by the abbot, Phra Opasdhammayan and local residents in the area. The major purpose of this festival is to pray and make worship to the sacredness of the Sanctuary as well as increase community participation, and share experiences between residents and people from surrounding areas, as well as admire the magnificence of the Phanom Rung Sanctuary (Ruengdej, 1986). The programs and activities comprise paying respect to the sacredness; pouring water ceremony on a Buddhist monk and relatives, listening to the Buddhist sermon, and playing traditional games and competitions, too.

As the Phanom Rung festival is based on the beliefs and faith of the people to the holy place and the sacredness of the sanctuary, people who come to the place should be careful of their behaviour, both physically and verbally. People must be well behaved during the festival's ceremony as well as be courteous and not argue. If the people do not do as according to the above, then there will be unpredictable

phenomena such as wind blowing, bad storms, rain, and thunderbolts (Ruengdej, 2000). The original management of this festival did not have any budget or financial support, so people attended the festival with belief and faith. This presented the unity of the local residents in the area to celebrate the festival. It is a local tradition which is celebrated annually. At the present time, it has been developed and improved to become one of the cultural tourism products.

Since 1991, under the cooperation of the three major organizers: the office of Buriram province, the office of Phanom Rung historical park and Tourism Authority of Thailand (Northeast Region 1), the festival has been developed and improved to become a cultural tourist attraction as well as been developed to be an annual event to attract lots of visitors to attend (Suksom, 2005). The major theme and concept of the Festival still revolves around worshipping the sacredness of the Phanom Rung Sanctuary. In addition, to support the tourism demand and lots of visitors, the organizers have expanded the Festival period into two days in the first weekend of April (for April 2005 the festival period is 2-3 April). Apart from that, various activities and programs distinguish from others have been created; such as, a traditional parade, artistic performances, light and sound performance, and OTOP Fair (One Tambon One Product), contests, exhibitions and others. Furthermore, other developed facilities and infrastructure serving the tourism demand include connecting roads to the city, expanding the number of accommodation premises and restaurants, improving parking and souvenir spaces, and decorating the environment surrounding the Phanom Rung Sanctuary. This illustrates that the Phanom Rung festival has become a cultural tourism product and acts as a tool to attract visitors to attend. Although it has changed in both functions and forms of the programs and activities to serve the tourism demand, the festival still strongly retains the original ceremony particularly, the belief of the people which they will do every year in order to respect the sacredness of the Phanom Rung festival. In addition, this will help them have a happy life all year. By site-observation, there are various things which relate to the ceremony also; such as, the differences of the people's age group.

2.5.2. The development of the festival's functions and forms

In ancient times, the Phanom Rung festival was only for making the holy object at the Phanom Rung Sanctuary by the local people and the abbot. There

were no extra programs and activities. However, since 1991 under the cooperation of the three major organizers: the **office of Burirum province, the office of Phanom Rung Historical Park**, and Tourism Authority of Thailand (Northeast Region 1) have developed the presentation form of the festival as well as increased the number of festival programs and activities in order to make the festival more interesting (Ruengdej, 2000). For example, the grand worshipping procession and the ten-god vehicle parade which has been modified from the ancient ceremony, the light and sound performance entitled 'Phanom Rung Maha Tewalai' to praise the king who built and protected the sanctuary, as well as provide a traditional dinner named 'Hope Bai Dinner' to promote the local food and beverage. Moreover, expanding the time period into two or three days for the festival has provided convenient facilities and infrastructure to facilitate visitors.

As mentioned, this festival has various programs and activities that have attracted lots of visitors, both domestic and international, to attend. Therefore every year, the organizers have tried to develop the programs and activities to become more interesting and up to date at the same time while highlighting the programs such as the grand worshipping procession and parade, traditional dinner, and light and sound performance (Suksom, 2005).

CONCLUSION

This chapter has discussed the literature reviewed for the study in order to make a comprehensive understanding about cultural event management, a case study of the Phanom Rung festival, Burirum province. The researcher has applied key success factors to discuss the factors contributing to the success of the Phanom Rung Festival. Furthermore, the applied attitude concept discussing the visitors and the organizers' opinion about the management of the Phanom Rung Festival was used. Moreover, the event management model was analyzed in order to develop a guideline and model for improving the management of this study.

CHAPTER III

RESEARCH METHODOLOGY

Introduction

This study was a survey research, which gathered data by means of a questionnaire, in-depth interview, and site observation. The purposes for the study were (1) to examine factors contributing to the success in cultural management at the Phanom Rung Festival, Buriram province, (2) to investigate the management process of the Phanom Rung Festival in three aspects: the organization, the programs and activities, and the promotional plan, (3) to explore the visitors and organizers' opinions about the management of the Phanom Rung Festival in order to identify the factors that contribute to success in cultural event management, and (4) to provide an appropriate guideline for improving the management of the Phanom Rung Festival.

The outcome of the study was expected to serve as a guideline for improving the management of the Phanom Rung Festival which also serves as a model for other festivals management. Moreover, the study benefits various diverse groups such as students, researchers, organizers and those who are interested in the field of cultural and events management.

The methodology for the study is presented in seven principal sections:

- 3.1. Quantitative Approach
- 3.2. Qualitative Approach
- 3.3. Sample of the research
- 3.4. Design of the data collection instrument
- 3.5. Method used for data analysis

3.1. Quantitative Approach

The quantitative approach was the method to collect and analyze the data; the results were presented in statistics, numeric in the quantitative approach. As such, there are lots of explanations as follows:

Ticehurst and Veal quoted in Jennings (2001) said that the quantitative approach to research usually involves statistical analysis. It relies on numerical evidence to draw conclusions or to test hypotheses. To ensure the reliability of the results, it is often necessary to study relatively large numbers of people or organizations and to use computers to analyze the data. The data can be derived from questionnaire surveys, observation, or secondary sources.

Therefore, this study applied the quantitative approach to collect and analyze the data and employed a questionnaire as the research instrument. Data were collected from 398 samples who were visitors attending the Phanom Rung Festival on 2-3 April, 2005. The purpose for using a questionnaire was to explore the visitor's opinion and recommendations about the effectiveness of the Phanom Rung Festival's management. This was divided into three major aspects: a) facilities and infrastructure management, b) programs and activities management, and c) the promotion plan.

The results from the questionnaire were triangulated with the results from the in-depth interview and site-observation in order to identify the current situation and factors that contribute to success in managing the Phanom Rung Festival.

3.2. Qualitative Approach

The qualitative approach was another method to collect the data by means of an in-depth interview and site observation. The results from this approach were presented into a descriptive form more than numeric. Bogdan and Knopp (1992) stated that there are four features of qualitative research:

Firstly, qualitative research has the natural setting as the direct source of data and the researcher is the key instrument,

Secondly, qualitative research is descriptive. The data collected is in the form of words or pictures rather than numbers,

Thirdly, qualitative researchers are concerned with the process rather than simply with the outcomes or products,

Fourthly, qualitative researchers tend to analyze their data inductively, and "meaning" is of essential concern to the qualitative approach.

Similarly, Maykut and Morehouse (1994) concluded qualitative approaches have non-numerical values that mediate and shape what is understood. A qualitative approach involves multidirectional relationships where events shape each other. Also,

quantitative approaches claim that a preceding event can be said to cause a following event. Qualitative approaches have only tentative explanations for one time and one place. Qualitative approaches believe that explanations can be generalized to other times and places. Qualitative approaches seek to discover or uncover hypotheses. On the other hand, the quantitative approach generally seeks verification or proof of the hypotheses.

This study employed the qualitative approach as another method; the data collection procedures were divided into two ways: 1) an in-depth interview aims to explore the organizers' opinions about the management of the Phanom Rung Festival such as the facilities and infrastructure management, the programs and activities management, and the promotion plan. The research used 20 samples of the organizers from three major organizations comprising the **office of Burirum province, the office of Phanom Rung Historical Park**, and the Tourism Authority of Thailand (Northeast Region 1). 2) Site-observation aims to explore the visitors' behavior toward the management of the Phanom Rung Festival. This method was done during the festival period, 2-3 April, 2005.

This study applied both quantitative and qualitative approaches to collect and analyze the data. Data collected and analyzed for the quantitative approach applied a questionnaire as the research instrument, and aimed to explore the visitors' opinions toward the management of the Phanom Rung Festival. On the other hand, data collected and analyzed from the qualitative approach applied an in-depth interview and site observation as the research instrument, and aimed to explore the organizers' opinions toward the management of the Festival. Data findings were triangulated and represented into a guideline and model for improving the management of the Phanom Rung Festival as well as identified the factors contributing to the success of the Phanom Rung Festival, Burirum province.

3.3. Sample of the research

This study comprised quantitative and qualitative methods; therefore, the sample group of the study was categorized into two major groups as well as two methods for determining the sampling size as follows:

3.3.1. The sample group

There are two major sample groups for the study: 1) the organizers and 2) the visitors, both tourists and excursionists. The details are as follows:

3.3.1.1. The organizers

This research was concerned with the event management of the Phanom Rung Festival, Burirum province. Therefore, the major sample of the study was the organizer who consisted of the members from three major organizations: **the office of Burirum province, the office of Phanom Rung Historical Park, and** Tourism Authority of Thailand (Northeast Region 1).

An in-depth interview was the research instrument for collecting the data from this sample group. This process was done before and after the festival period.

3.3.1.2. The visitors

This group comprised the tourists and excursionists who attended the Phanom Rung Festival, on 2-3 April, 2005.

A questionnaire and site observation were the research instruments for collecting the data with this sample group. This process was done during the festival period.

3.3.2. The sampling size

There are two major samples for the study; therefore, the sampling size was determined into two methods as below:

3.3.2.1. The organizers

The researcher applied the purposive sampling technique to determine this group because this technique is applied for specifying the sample group which is directly related to the study; therefore, this sample was categorized into 20 people divided into 13 people from **the office of Burirum province**, 4 people from **the office of Phanom Rung Historical Park**, and 3 people from Tourism Authority of Thailand (Northeast Region 1).

3.3.2.2. The visitors

Because there are no records to inform about the number of visitors who particularly attended in the Phanom Rung Festival period, the researcher has applied the number of the visitors who attended the Phanom Rung Historical Park in April 2004 as a reference. There, the researcher determined the total number of visitors into a sampling size by using the Taro Yamane formula.

Table 3.1 Number of visitors, who visited the Phnom Rung Historical Park in April 2004

Month / Year	Visitors		Total
	Thai	Foreigner	
April / 2004	66,568	1,203	67,771

(Source: Phnom Rung Historical Park Statistics Division)

According to the annual statistics report of the Phnom Rung Historical Park, 2004, the total number of visitors in April was 67,771 people: 66,568 were Thai, 1,203 were foreigners. As mentioned, the size of population was calculated by using Taro Yamane's formula in order to determine the size of the sample group instead of the whole number of the population, Kitpreedaborisud (2005).

The formula was

$$n = \frac{N}{1+N(e^2)}$$

Meaning

n = Size of sample populations.

N = Size of target populations, which is the total number of the Thai and foreign tourists in 2004, according to the annual statistics report of Phnom Rung Historical Park.

e = Error ranges of sample size.

So, the formula is

$$n = \frac{67,771}{1+(67,771)(0.05^2)}$$

$$n = 397.65$$

$$n = 398$$

Thus, the sample size was 398.

According to the formula, the number of the population sampling in this study is 397.65 or 398 people at the confidence level of 95% ($e=0.05$). When categorized into domestic tourists and international tourists from the total of 398 samples, it was 50:1 that means from the data collected 50 domestic tourists per 1 international tourist. As mentioned, from the 398 total samples, data was collected from 390 Thai and 8 international tourists.

As the number of foreigners for this year, there were a few of foreigners whom attended the Phanom Rung festival also when collect the data almost of the data were not reliable enough since a few of informant. Therefore researcher applied only domestic and excursionist instead.

3.4. Design of the data collection instrument

The data collection instrument for the study was divided into three methods; 398 questionnaires were handed out during the Festival period (2-3 April, 2005). The other instrument was an in-depth interview of the organizers from three major organizations conducted before and after the festival period. The site observation was done during the festival day. The details are as follows:

3.4.1. In-depth interview

This instrument aims to explore the organizers' opinions about the management of the Phanom Rung Festival in order to identify factors contributing to the success in cultural festival management. Twenty organizers from three major organizations: the **office of Burirum province**, the **office of Phanom Rung Historical Park**, and Tourism Authority of Thailand (Northeast Region 1) were selected to give information about the Festival's operation. A purposive sampling technique was applied, dividing the organizers into 13 participants of the **office of Burirum province**, 4 from the **office of Phanom Rung Historical Park**, and 3 from the Tourism Authority of Thailand TAT (Northeast Region 1). An in-depth interview was done before and after the festival period (2-3 April, 2005).

In order to make comprehensive understanding about the study, researcher provided the following table for explaining about relationship of research objectives, research question, and in-depth interview questions.(see table 3.2)Regarding in-depth interview questions comprised ten major questions. Most of the questions are concerned with the management process, and the organization of the Phanom Rung Festival, Burirum province such as the management of the facilities and

infrastructure, the management of the programs and activities, and the management of the promotional plan.

Table3.2 Relationship of research objectives, research questions, and in-depth interview questions

Research Objectives	Research Question	In-depth interview questions
<p>1. To examine factors contributing to the success in cultural management at the Phanom Rung Festival, Burirum province.</p> <p>2. To explore organizers' opinions about the management of the Phanom Rung Festival, in order to identify the factors that contribute to the success in cultural festival management.</p>	<p>1. What are the factors contributing to the success of the Phanom Rung Festival and how do those factors contribute to its success?</p>	<p>1. Is the management of the Phanom Rung Festival successful? What are the notifications to imply that?</p> <p>2. What are the strength and weakness points of the Phanom Rung Festival? How do the organizers deal with them?</p> <p>3. In the organizers point of view, what are the criteria which identify the success factor in cultural event management?</p> <p>4. What are the most important things that the organizers should realize when managing the cultural event?</p>
<p>3. To study the management process of the Phanom Rung Festival, Burirum province in the following aspects: organization of the Festival, Festival programs and activities, and the promotion plan.</p>	<p>2. Is the management process of the Phanom Rung Festival appropriate?</p>	<p>5. How do the organizers manage the Phanom Rung Festival? Are there any problems and barriers affecting the management?</p> <p>6. What about the Festival's programs and activities, are they appropriate with the schedule?</p> <p>7. What is the major target group of the Festival? Is their number increasing every year?</p> <p>8. Is the promotional plan of the Festival effective?</p>
<p>4. To recommend effective guidelines for improving the management of the Phanom Rung Festival.</p>	<p>3. What is the current situation of the Phanom Rung Festival?</p>	<p>9. What is the current situation of the Phanom Rung festival?</p> <p>10. What is the provincial policy toward the management of the Phanom Rung Festival? Is it similar to the previous year?</p>

Data collected through an in-depth interview could help get various inputs which could help to reflect the whole process of the Phanom Rung Festival's management. All questions were related to the research questions of the study such as the organizing, programs and activities production, and problem and barriers affecting the management. The results were triangulated with the results from the questionnaires and site observation. Finally, the results represented the factors contributing to the success of the Phanom Rung Festival as well as the guideline for improving the Festival to become more successful and sustainable.

3.4.2. Questionnaire

This instrument was used to explore the visitors' opinions towards the management of the Phanom Rung Festival. 398 questionnaires were handed out during the festival period (2-3 April, 2005). Data collection was based upon the following procedure: 1) identification of an expert panel to verify the validity of the questionnaire, and 2) pilot testing of the survey instrument to determine its reliability.

The questions for the research questionnaire were related and modified from previous reports, textbooks, previous research, and journals. All questions were initiated to match the research objectives based on the review of the research relating to this study, appropriate textual materials, and articles concerned with the field of cultural festival management.

Data collected from the questionnaire could help to identify the opinions of the visitors toward the management of the Phanom Rung Festival in many aspects; such as, the facilities and infrastructure, programs and activities, and promotion. All the questions were related to the research questions for the study. The results from the questionnaire were triangulated into the results from the in-depth interview, and site observation in order to find the final result for the study.

The research instrument developed for this study was a survey questionnaire which consisted of three parts for gathering the data as follows:

Part one was designed to obtain visitor demographic characteristics. The first six questions consist of gender, age, education background, occupation, average income and place of residence.

Part two was designed to gather the visitor's travel behavior. The seven questions included the frequency for attending the festival, the way they received the festival information, the reasons for attending the festival, any

accompanying companions to the festival, mode of transportation used, and likelihood for future attendance.

Part three was designed to obtain the visitor's opinions about the management of the Phanom Rung Festival. This was divided into 3 major parts: facilities and infrastructure, programs and activities, and the promotion. This part consisted of questions to which subjects were asked to respond based upon a five-point rating scale, Likert-type interval scale with the following rating options:

Criteria to grade the respondent's opinions	Score
Very poor	1
Poor	2
Average	3
Good	4
Excellent	5

Open-ended questions were included at the end of part three to allow participants to submit some comments and recommendations about the management of the Phanom Rung Festival, which would otherwise not have been encompassed by the survey questions. (Appendix A)

After grading the respondent's opinions toward the management of the Phanom Rung Festival into seven categories, the means score in each category was transformed into management standardization which identified the management of the Phanom Rung Festival to show in which level of management the event was standing. The management standardization was created from the following method:

$$\frac{\text{The highest score} - \text{The lowest score}}{\text{The number of score}} = \frac{5 - 1}{5}$$

The result from the above method was translated into five meanings as below:

Criteria	Means score
Should improve	1.00 – 1.80
Poor	1.81 – 2.60
Average	2.61 – 3.40
Good	3.41 – 4.20
Excellent	4.21 – 5.00

Panel members were asked to verify the content-related evidence to ensure the validity of the instrument. For the study, there were three experts selected by the researcher herself from the Faculty of Liberal Arts, Ubon Ratchathani University, as well as two local organizers and a local artist who had experience in cultural festival management. (Appendix B) The following criteria were utilized for the selection of the panel members:

1) Panel members must have comprehensive understanding and awareness of the principles in the cultural festival management field.

2) Panel members must have experience, or must have been employed as an event organizer for a minimum of two/three years.

Each panel member was contacted personally. The panel members were asked to review all survey items based upon the appropriateness and degree to which each item was in alignment with the respective objective for this study and the administration of the survey. Items found ambiguous were rewritten or replaced until such time the entire panel found the instrument to be satisfactory. The Thai version of the questionnaire was then translated into an English version by Mr. Michal Beljak, an English lecturer from Ubon Ratchathani University.

The final draft questionnaire was translated into the English language and was reviewed again by three experts. At the same time, both the Thai and English questionnaire versions were reviewed for parallel Thai and English interpretations that were readable as well as transparency.

Pilot testing of the questionnaire was conducted to obtain information on the reliability of the instrument. The pilot survey was conducted prior to the administration of the survey instrument to the population groups considered. Participants in the pilot group were the visitors, both tourists and excursionists, who attended the Phanom Rung Festival. Also, 30 questionnaires were tested through convenience samples consisting of 30 visitors, and the results from the pilot testing were calculated by using Cronbach's Alpha Coefficient formula, Srisa-ard (1998:63), to find the reliability of the instrument. The formula is as follows:

$$\alpha = \frac{n}{n-1} \left(1 - \frac{\sum V_i}{\sum V_t} \right)$$

Meaning

n = The number of segments (the questions number).

V_i = is the variance of each segment.

V_t = is the variance of total score.

α = Reliability of the questionnaire.

So, the formula was calculated as follows:

$$\alpha = \frac{68}{68-1} \left(1 - \frac{134.37}{687.20} \right)$$

$$\alpha = 0.8164$$

$$\alpha = 0.82$$

Thus, the reliability on the Correlation Coefficients was 0.82.

The result of the Cronbach's Alpha Coefficient was 0.82, which guarantees that the instrument was reliable.

3.4.3. Site-Observation

This instrument was another method of data collection for the study. Researcher directly observed the visitor's behavior toward the management of the Phanom Rung festival. This method was made on the festival period (2nd and 3rd, April, 2005). This instrument was used for observing the visitors' behavior toward the management of the Phanom Rung festival such as the participation to many festival programs and activities as well as cooperation in festival regulation or enforcement.

The result from site observation reflected the visitor's behaviors while they were attending the festival, such as the programs and activities which they were the most interested in and which they were not. Also the result from the site-observation was triangulated with the results from the in-depth interview and questionnaire in order to find the final results.

3.5. Method Used for Data Analysis

This study gathered the data, both qualitative and quantitative approaches; therefore, the data was analyzed as follows: data from the in-depth interview and site observation were analyzed according to the research objectives and research questions in order to find the viewpoint of the organizers toward the management of the Phanom Rung Festival.

The data from the questionnaire were analyzed by means of basis statistical values; such as, frequency, percentage, means and standard deviation, positive value, percentage value, and average value. After analyzing and evaluating the data, the results would be used according to the objectives of the research.

The data obtained from the administration of the survey instrument were processed and analyzed using (SPSS/PC+) the Statistical Package for the Social Sciences. The statistical techniques employed for the purposes of data analysis were administered as follows:

3.5.1. Demographic characteristics and travel behavior characteristics were analyzed by percentage, mean, and standard deviation.

3.5.2. Visitors' opinions toward the management of the Phanom Rung festival were analyzed by percentage, mean, and standard deviation.

3.5.3. To summarize by using factor analysis, to analyze the crucial factors affecting the management of the Phanom Rung festival.

CONCLUSION

This chapter represents the research approaches used in the thesis. According to the study that comprised of qualitative and quantitative approaches therefore the research instruments were such as questionnaire, in-depth interview, and site observation. There are two sampling group for the study 1) 20 organizers, gathered by purposive sampling technique, and two) 398 visitors gathered by Taro Yamane formula. In-depth interview was applied for 20 organizers also questionnaire and site observation was applied for 398 visitors who attended the Phanom Rung festival on 2nd and 3rd April 2005. In-depth interview was analyzed according to research objectives and research questions. The questionnaire was analyzed by the SPSS/ PC program for Microsoft Windows by the statistical means of descriptive distribution which consists of frequency distribution, percentage distribution, mean, and standard deviation. Furthermore factor analysis was applied for finding crucial factor contribute to the success of the Phanom Rung festival, Buriram province as well.



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CHAPTER IV

DATA ANALYSIS

Introduction

Chapter three explained the research methodology used in this thesis and the themes for the data collection. For this chapter, the collected data were analyzed on the basis of those themes. The purpose for this paper include: 1) to examine the factors contributing to the success of the Phanom Rung Festival, Burirum province; 2) an investigation into the management process of the Festival regarding the following aspects: organization, programs and activities, and the promotional planning; 3) to explore the visitors and organizers' opinions about the management of the Festival in order to identify the factors that contribute to success in cultural events management, and 4) the possible provision of an appropriate guideline for improving the management of Festival to become more successful and sustainable using the results from this study.

For this chapter, the data were analyzed and the results were presented at the end of the chapter. The purpose for this part is to identify the success factors contributing to the achievement of cultural festival management as well as provide an appropriate guideline and model for improving the management of the Phanom Rung Festival to be more effective. The following are the details for this chapter:

4.1. The data from the questionnaire

4.1.1. Demographic characteristics of the respondents: this part aims to identify the respondents' characteristics such as gender, age, education background, occupation, and average income.

4.1.2. Travel behavior explores the characteristics of the respondents such as past experience, companions, decision time taken to select a destination, and sources of information about the destination.

4.1.3. Respondents' opinions of the Phanom Rung Festival aims to explore the respondents' opinions towards the Festival's management; such as, the facilities and infrastructure, the major and support programs and activities, and the promotional planning.

4.2. Factor analysis: this part aims to analyze the crucial factors contributing to the success of the Phanom Rung festival's management.

4.3. Data from open-end questions.

4.4. Data from in-depth interviews from 20 organizers.

4.5. Data from the site observation.

4.6. Recommendations for the Phanom Rung Festival's management.

4.1 Data from the questionnaire

According to the collected data from 398 visitors who attended the Phanom Rung Festival on 2 - 3 April 2005, the demographics, travel behavior characteristics, and visitors' opinions toward the management of the Festival are presented below:

4.1.1 Demographic Characteristics of the respondents (N=398)

The demographic characteristics of the respondents are shown in Tables 4.1.1-4.1.6 as follows:

Table 4.1.1.1 Illustrates the respondent's gender

Gender	Frequency	Percentage (%)
Male	211	53.0
Female	187	47.0
Total	398	100%

The gender distribution of the respondents was quite even, with 53.0 percent of male respondents and 47.0 percent of female respondents.

Table 4.1.1.2 Illustrates the respondent's age group

Age group (Years)	Frequency	Percentage (%)
15-25	147	36.9
26-35	129	32.4
36-45	59	14.8
46-55	43	10.8
56 +	20	5.0
Total	398	100%

The dominant age group of the respondents was 15 - 25 years (36.9 percent) followed by 26- 35 years (32.4 percent), and 36 – 45 years (14.8 percent), whereas those aged 56 years and above (5.0 percent) was the smallest group.

Table 4.1.1.3 Illustrates the respondent's education background

Education background	Frequency	Percentage (%)
Primary level	36	9.0
Secondary level	123	30.9
Diploma	43	10.8
Bachelor level	144	36.2
Master level	34	8.5
Other	18	4.5
Total	398	100%

In terms of level of education, 36.2 percent of the respondents had a Bachelor degree; 30.9 percent of the respondents had a secondary level, and 10.8 percent had a diploma level whereas 4.5 percent of the respondents were non-educated. The result shows the relatively moderate educational attainment of the respondents.

Table 4.1.1.4 Illustrates the respondent's occupation

Occupation	Frequency	Percentage (%)
Government officer	124	31.2
Private officer/ state enterprise	70	17.6
Student	90	22.6
Entrepreneur	83	20.9
Other	31	7.8
Total	398	100%

Most of the respondent's occupation was a government officer (31.2 percent), 22.6 percent was students, and 20.9 percent was owners or entrepreneurs, whereas the smallest group of 5.3 percent was other; such as, 6 unemployed persons (1.5 percent), 2 artistic persons (0.5 percent), 5 actors and actresses (1.3 percent), 7 staff (1.8 percent), and 1 electrician (0.3 percent).

Table 4.1.1.5 Illustrates the respondent's average income

Average income (Thai Baht)	Frequency	Percentage (%)
Under 5,000	134	33.7
5,001 – 10,000	146	36.7
10,001 – 15,000	61	15.3
15,001 – 20,000	41	10.3
Over 20,000	16	4.0
Total	398	100%

With regard to the respondents' income, the largest group earned 5,001-10,000 baht (36.7 percent) followed by the group that earned less than 5,000 baht (33.7 percent), and those earning 10,001-15,000 baht (15.3 percent). The smallest group earned more than 20,000 baht (4.0 percent).

Table 4.1.1.6 Illustrates the respondent's origin

Origin	Frequency	Percentage (%)
Buriram province	248	62.3
Northeast area	106	26.6
Northern area	5	1.3
Southern area	9	2.3
Eastern area	12	3.0
Central area	18	4.5
Total	398	100%

Most of the respondents were the people from Buriram province (62.3 percent) whereas the people from other parts of the Northeastern area totaled 26.6 percent, and the people from the Central area amounted to 4.5 percent. The smallest group of respondents came from the Northern area (1.3 percent).

As mentioned in Chapter Three, the researcher did not count the number of foreigners as part of the study. The reason for this was there was only a few of them and this was insufficient to include them that would have also resulted in the data being unreliable. Therefore, the researcher applied the data to the domestic and excursionist group for the study.

4.1.2 Travel behavior of respondents (N=398)

The travel behavior characteristics of the respondents are shown in Tables 4.2.1-4.2.6 as follows:

Table 4.1.2.1 Illustrates the respondent's experience for attending the Phanom Rung Festival

Variables	Frequency	Percentage (%)
YES	251	63.1
NO	147	36.9
Total	398	100%

In the category of the number of previous visits to the Phanom Rung Festival, 63.1 percent of the respondents had previous experience and 36.9 percent did not.

Table 4.1.2.2 Illustrates the channel that respondents received the Festival's information

Categories	Frequency	Percentage (%)
Relatives and friends	220	55.3
Television & radio broadcast	86	21.6
Internet	16	4.0
Newspapers & magazines	9	2.3
Poster/ brochures/leaflets	40	10.1
Other	27	6.8
Total	398	100%

With regard to the sources of information about the Festival, 55.3 percent received it from relatives and friends whereas 21.6 percent got this from television and radio broadcasts, and 10.1 percent from posters, brochures, and leaflets. The smallest group received information from newspapers and magazines. The 6.8 percent in the other category consisted of gathering the Festival information from conferences, local radio broadcasts, and from the office.

Table 4.1.2.3 Illustrates the reason that made the participants decide to join the festival

Categories	Frequency	Percentage (%)
The wonderful phenomena; The sun rise through 15 doorways	177	44.5
The grand worship of Phra Nang Phupathintoraraksamee Dhevee, Nanag Jariya and the ten-god vehicle procession	74	18.6
Light and sound performance	83	20.9
Traditional dinner (Hope Bai dinner)	33	8.3
OTOP fair (One Tambon One Product)	6	1.5
Exhibition and contest	2	0.5
Other	23	5.8
Total	398	100%

In the category of the reasons that attracted respondents to attend the Festival, 44.5 percent came because of the wonderful phenomena; the sun rise through the 15 doorways, whereas, 20.9 percent came to see the light and sound performance, and 18.6 percent wanted to see the grand worship and ten-god vehicle procession. The smallest group gave the reason of seeing the exhibition and contest whereas 5.8 percent in the other category included working staff and being performers.

Table 4.1.2.4 Respondent's companions to the festival

Categories	Frequency	Percentage (%)
Self	21	5.3
Family	185	46.5
Friends	159	39.9
Tour group	9	2.3
Other	24	6.0
Total	398	100%

For the category of respondents' companions, most of the group came with family (46.5 percent) whereas 39.9 percent came with friends, and those traveling with others comprised 6.0 percent. The smallest group was the tour group with 2.3 percent, and 6.0 percent of the other group comprising colleagues, student groups, and government groups.

Table 4.1.2.5. Respondent's transportation

Categories	Frequency	Percentage (%)
Own car	309	77.6
Rental car	34	8.8
Tour coach	9	2.3
Other	46	11.6
Total	398	100%

Most respondents traveled by their own car (77.6 percent) whereas 11.6 percent of the other category included those who came to the event by government bus, institute bus, and walking. Those who used a rental car comprised 8.8 percent of the total. The smallest group came by tour coach (2.3 percent).

Table 4.1.2.6 Expectation for attending the Festival next year

Categories	Frequency	Percentage (%)
Yes	192	48.2
No	46	11.6
Not sure	160	40.2
Total	398	100%

Lastly, in the category of the expectation for attending the Phanom Rung Festival in the following year, most of the respondents would come to the Festival again (48.2 percent) whereas 40.2 percent of participants were not sure, and the smallest group of 11.6 percent would not come again.

From the above table show that almost of respondent will revisit the festival in the next time this implied that they satisfy with the festival as well as they have a good experience for attending the festival make them decide to attend the festival again. As mentioned related with Zimbardo and Ebbesson (1970) quoted by Suracheevin (1999) told that the behavior was happened according to the belief (good-bad) and feeling (like-dislike).

4.1.3 Respondents' opinion about the management of the Phanom Rung Festival

Table 4.3.1 illustrates the respondents' opinions toward the effectiveness of the Phanom Rung Festival's management. This part explores the opinions about the management of the Festival and evaluates the management according to a five-Likert scale. The visitors' opinions are divided into seven categories. The analysis was done by using descriptive statistics consisting of percentage distribution, mean, and standard deviation.

Table 4.1.3.1 The total mean scale of the visitors' opinions toward the management of the Phanom Rung Festival

List of management	X	S.D.	Range
1. Facilities and infrastructure	3.40	1.10	6
2. Staff service	3.65	1.05	3
3. The grand worship procession of the Phra Nang Bhupatintoralaksamee Dhevi, Nang Jariya, and the ten-god vehicle processions	3.63	1.10	4
4. The light and sound performance entitled 'The Phanom Rung Maha Tewalai'	3.94	.902	1
5. Traditional food and drinks dinner 'The Hope Bai dinner'	3.72	1.00	2
6. Supported programs and activities; exhibition, OTOP, traditional massage, and others	3.41	1.16	5
7. Use of the promotion plan	3.18	1.19	7
TOTAL	3.56	1.07	

According to the visitors' opinions about the overall management of the Phanom Rung Festival, Burirum province, as shown in the above table, a mean rating of 3.56 was recorded, which seems effective. The most highly rated factor was

the management of the 'The Phanom Rung Maha Tewalai', the light and sound performance, at a mean of 3.94. The second most highly rated factor, with a mean of 3.72, was the traditional food dinner, 'The Hope Bai dinner'. The third most highly rated factor, with a mean level of 3.65, was the staff service. The final range, at a mean level of 3.18, was the appropriate use of the promotion plan, which seems to need immediate improvement.

As Zimbardo and Ebbesson (1970) quoted in Suracheevin (1999) said that there are three crucial components of the attitude; 1)the cognitive or belief component which was previous experience or previous information that effected to decision making. 2)the effective or feeling component which included feeling and emotion which were major component for the attitude and 3)behavior and action tendency component, this part was acting to something, or someone by following the cognitive and feeling.

Therefore, according to the above table reveal that almost of the respondent agree that the light and sound of the Phanom Rung festival was excellent in management whereas the traditional dinner and staff service. This show that almost of the respondent have some background knowledge or a good previous experience about the light and sound performance therefore they realize that this program was the best of the festival management. In contrast, the use of the promotional plan was poorly of the festival management, this implied that the respondents have bad previous experience or unsatisfied information make them miss the festival information effected their decision making about this category in bad impression. For example giving wrong information or media channel selection was not reach widely.

The mean score level illustrating the management level of the Phanom Rung Festival:

Criteria	Means score
Should improve	1.00 – 1.80
Poor	1.81 – 2.60
Moderate	2.61 – 3.40
Good	3.41 – 4.20
Excellent	4.21 – 5.00

Table 4.1.3.2 Respondents' opinions about the management of the facilities and infrastructure

Categories	The visitors' opinions								Level
	Excellent (5)	Good (4)	Average (3)	Poor (2)	Very poor (1)				
1. Road is convenient and accessible	21.6	45.5	25.1	4.8	3.0	3.78	.94	G	
2. Clear direction signs along the road	18.3	40.7	28.4	7.5	5.0	3.60	1.03	G	
3. Provide shuttle bus and public bus	13.6	32.2	31.2	11.8	11.3	3.25	1.17	M	
4. Sufficient parking area	18.6	42.5	30.4	5.0	3.5	3.68	.95	G	
5. Direction signs and map board	20.4	35.2	30.9	7.0	6.5	3.56	1.09	G	
6. Tourism information center	20.6	38.7	27.6	7.8	5.3	3.62	1.06	G	
7. Sufficient number and cleanliness of the toilets	15.8	27.9	35.4	9.0	11.8	3.27	1.19	M	
8. Sufficient waste management	18.8	34.9	31.2	8.5	6.5	3.51	1.09	G	
9. Valuables and first-aid center	18.3	37.7	28.6	9.3	6.0	3.53	1.08	G	
10. Sufficient food and beverage shops	21.1	38.4	26.1	4.8	9.5	3.57	1.16	G	
11. Various souvenirs shops	24.1	43.7	20.6	6.5	5.0	3.75	1.05	G	
12. Having an ATM service	7.0	21.4	28.9	18.3	24.4	2.68	1.25	M	
13. Having an exchange counter	8.0	20.9	25.4	20.4	25.4	2.66	1.28	M	
14. Workable public telephone service	10.3	25.9	28.1	17.3	18.3	2.92	1.26	M	
15. Admission fees of 20 ₪ per person for entering the Phanom Rung Historical Park	21.9	39.9	28.4	8.8	1.0	3.73	.93	G	
TOTAL						3.40	1.10	M	

The above table highlights the participants' opinion toward the facilities and infrastructure management. The management of the infrastructures and facilities of the Phanom Rung festival is moderate at a mean score of 3.40. The most highly rated factors in the Festival's management were the convenience and accessibility of the road, at a mean of 3.78. The second most highly rated factor was the provision of various shops, at a mean of 3.75. The third most highly rated factor was the reasonable admission price for entry into the Phanom Rung Historical Park, at a means of 3.73. The lowliest rated factors and ones that should be immediately improved are the provision of an ATM service and lack of exchange counters, at means of 2.68 and 2.66. The other factors were rated moderate.

Table 4.1.3.3 Respondent' opinions about staff service

Categories	The visitors' opinions					X	S.D.	Level
	Excellent (5)	Good (4)	Average (3)	Poor (2)	Very poor (1)			
1. provide sufficient of staff	18.3	43.5	24.6	7.3	6.3	3.60	1.06	G
2. active and helpful staff	20.1	44.0	25.4	7.0	3.5	3.70	.98	G
3. security guard at the main point	21.1	47.2	21.9	5.3	4.5	3.75	.99	G
4. giving clear direction and information	22.9	35.2	24.4	9.5	8.0	3.55	1.18	G
TOTAL						3.65	1.05	G

As the above table shows, the visitors' opinions about the hospitality of staff are at 3.65, which is a sufficient level. The most highly rated factor in the Festival's management was the provision of security guards at the main entrance, at a mean of 3.75. The second most highly rated factor was the active and helpful staff, at a mean of 3.70. The third most highly rated factor was the provision of the number of sufficient staff, at a means level of 3.60. The factor that should be improved is giving clear directions and information, at a mean of 3.55.

Table 4.1.3.4 Respondent' opinions about the grand worship processions

Categories	The visitors' opinions					X	S.D.	Level
	Excellent (5)	Good (4)	Average (3)	Poor (2)	Very poor (1)			
1. Time and length of the show	24.1	41.0	23.6	6.0	5.3	3.73	1.06	G
2. Presentation form is clear and easy to understand	18.6	44.0	25.4	8.3	3.8	3.65	1.00	G
3. Sufficient number of performers	19.8	42.0	24.9	8.0	5.3	3.63	1.05	G
4. Readiness and ability of the show	21.6	3.94	27.1	5.5	6.3	3.65	1.07	G
5. Costumes and apparel	26.9	37.9	21.4	8.5	5.3	3.73	1.11	G
6. Clarity of the sound and music	24.9	35.2	22.1	8.0	9.8	3.57	1.22	G
7. Interpreter describing both English and other languages	22.4	34.4	23.1	8.3	11.8	3.47	1.25	G
TOTAL						3.63	1.10	G

The above table shows the participants' opinions toward the grand worship procession of the Phanom Rung Festival. The mean level is 3.63, which indicates good management. The most highly rated factor in the management of the grand worship procession of the **Phra Nang Bhupatintoralaksamee Dhevi, Nang Jariya** and

the ten-god vehicle processions was the costumes and apparel as well as the time and length of the show, at the means level of 3.73. The second most highly rated factor was the presentation form that was clear and easy to understand as well as the readiness and ability of the show at a mean score of 3.65. The third most highly rated factor was the sufficient number of performers at a mean score of 3.63. A factor that should be improved is the provision of interpreters describing both in English and others languages, at a means level 3.47. Others factors were rated moderately.

Table 4.1.3.5 Respondent' opinions about the light and sound performance

Categories	The visitor opinions					X	S.D.	Level
	Excellent (5)	Good (4)	Average (3)	Poor (2)	Very poor (1)			
1. Time and length of the show	38.9	47.7	11.6	1.3	0.5	4.23	.74	E
2. Presentation form is clear and easy to understand	36.9	48.2	13.8	1.0	-	4.21	.71	E
3. Number of performers	36.9	45.0	16.1	2.0	-	4.17	.76	G
4. Costumes and apparel	35.7	43.5	17.3	3.3	0.3	4.11	.82	G
5. Clarity of the sound and music	35.4	37.4	21.6	4.0	1.5	4.01	.93	G
6. Interpreter describes in both English and other languages	17.3	26.1	25.4	15.3	15.8	3.14	1.31	M
7. Technical system	31.4	42.7	20.4	4.5	1.0	3.99	.89	G
8. Stage/ scenery and surrounding Environment	31.9	39.4	22.6	5.5	0.5	3.97	.90	G
9. Admission fees of 200 ₪ per person for attending the light and sound performance	24.1	33.9	27.6	11.1	3.3	3.65	1.06	G
TOTAL						3.94	.902	G

The above table shows the participants' opinion toward the light and sound performance of the Phanom Rung Festival. The mean level is 3.94 which suggests good management. The most highly rated factor in the management of the light and sound performance entitled 'The Phanom Rung Maha Tewalai' was the timing and the length of the show, at a means level of 4.23. The second most highly rated factor was the presentation form was clear and easy to understand, at the means level of 4.21. The third most highly rated factor was the number of performers, at a means level of 4.17. The lowest rated factor that should be improved is the provision of an interpreter describing both in English and other languages, at means of 3.14. Other factors were rated at moderate to good.

Table 4.1.3.6 Respondent' opinions about the traditional dinner

Categories	The visitors opinions					X	S.D.	Level
	Excellent (5)	Good (4)	Average (3)	Poor (2)	Very poor (1)			
1. Presentation form of the dinner	25.9	43.5	21.9	5.5	3.3	3.83	.98	G
2. Variety of local food and drink	25.6	36.9	26.1	8.5	2.8	3.74	1.02	G
3. Quality and taste of the food and drink	20.6	41.2	27.4	8.8	2.0	3.70	.96	G
4. Sanitation of the food and drink	25.4	35.7	29.9	7.8	1.3	3.76	.96	G
5. Price of 1,000 ₪ per one set of the traditional dinner for 8 persons	22.4	32.4	29.6	11.6	4.0	3.58	1.08	M
TOTAL						3.72	1.00	G

The above table shows the participants' opinion toward the programs and activities management of the Phanom Rung Festival. The mean level is 3.72, which signifies good management. The most highly rated factor in the management was the presentation form of the dinner, at a means of 3.83. The second most highly rated factor was the food and drink sanitation, at a means of 3.76. The third most highly rated factor was the variety of local food and drink, at a means of 3.74. The factor that should be improved is the price of the traditional dinner at a means of 3.58.

Table 4.1.3.7 Respondent' opinions about supported programs and activities

Categories	The opinions					X	S.D.	Level
	Excellent (5)	Good (4)	Average (3)	Poor (2)	Very poor (1)			
1.OTOP fair and local product display								
1.1 Quality of product	19.1	44.0	24.1	9.3	3.5	3.66	1.00	G
1.2 Variety of product	19.6	36.7	29.9	8.0	5.8	3.56	1.07	G
1.3 Reasonable price	17.8	36.7	29.6	9.3	6.5	3.50	1.09	G
2. Local wisdom exhibition and the Phanom Rung historical exhibition such as traditional massage or traditional treatment and herbs.	19.8	40.2	22.6	8.0	9.3	3.53	1.17	G
3. Competition and live show such as local music and performances.	13.8	32.9	24.1	13.1	16.1	3.15	1.28	M
TOTAL						3.41	1.16	G

The above table shows the participants' opinion toward the supported programs and activities of the Phanom Rung Festival. The whole part is moderate at a mean of 3.41. The most highly rated factor of the supported programs and activities was the OTOP fair (One Tambon One Product), at a mean level of 3.57. The second most highly rated factor was the local wisdom exhibition and traditional booths, at a mean level of 3.53. The third most highly rated factor was the competition and live shows, such as local music and performance, at a means of 3.15.

Table 4.1.3.8 Respondent' opinions about use of the promotional plan

Categories	The opinions					X	S.D.	Level
	Excellent (5)	Good (4)	Average (3)	Poor (2)	Very poor (1)			
1. Local television	18.6	23.9	26.9	16.6	14.1	3.16	1.30	M
2. Local radio broadcasts	21.1	29.6	24.6	15.3	9.3	3.38	1.24	M
3. Local newspaper	14.6	19.3	30.4	21.1	14.6	2.98	1.25	M
4. Magazine	11.8	20.4	32.2	21.1	14.6	2.94	1.21	M
5. Outdoor ads; posters, cutouts	17.6	28.4	27.1	17.8	9.0	3.28	1.21	M
6. Moving ads; public bus	11.6	22.9	27.9	24.6	13.1	2.95	1.21	M
7. Brochures, calendars, handbooks, etc.	11.6	24.6	36.9	16.8	10.1	3.11	1.13	M
8. Personal: friend, family, etc.	24.6	32.9	26.9	10.6	5.0	3.62	1.12	G
9. Travel agency	11.8	24.1	34.9	19.6	9.5	3.09	1.13	M
10. Tourism Authority of Thailand (TAT.) website	15.1	34.7	28.6	13.6	8.0	3.35	1.13	M
TOTAL						3.18	1.19	M

The above table shows the participants' opinion toward the appropriate uses of the promotional plan of the Phanom Rung Festival. The overall management is moderate at 3.18. The most influential factors of the promotional planning management was the information respondents received personally through friends, family, etc., at a mean of 3.62. The second most influential factor was the information received through radio broadcast, at a mean level of 3.38. The third most influential factor was the information through the Tourism Authority of Thailand (TAT), at a mean level of 3.35. A factor that should be improved is the provision of information via magazines, moving ads and public bus, and local newspaper, at a means of 2.94, 2.95, and 2.98.

Regarding visitor's opinions toward the effectiveness of the Phanom Rung festival, most of the visitors agreed that the management of the Festival was at a good level. Regarding the category of management, most of the visitors thought that the light and sound performance entitled 'the Phanom Rung Maha Tewalai' was the most excellent category whereas the management of the traditional dinner named 'Hope Bai Dinner' was considered second, and the third was the staff service. For the category that needs immediate improvement, most of the visitors agreed that the use of the promotional plan was the first.

As the above results implied that the Phanom Rung Festival of Burirum province was a provincial event not a regional or national event although it was held annually. The majority group attending the Festival was the people from Burirum province, and this group was also the repeating visitors every year, who traveled with their family by own car (see Tables 4.1.1.1- 4.1.2.6). According to the results in order to increase the number of foreigner and develop this festival become a regional or a national event, the organizers should consider in the following aspects; how to increase the number of first time and repeating visitors. As Graham et al (1995) said that identifying guests needed and expectations and providing extra amenities are factor contribute to the success of event management. Therefore the organizers should have some special thing or promotion attract the visitors both domestic and international attend the festival. Also those visitors should comprised of various type such as F.I.T.(free individual travel) tour groups, and incentive group.

Apart from that according to the result from visitor's opinions toward the effectiveness of the Phanom Rung festival, reveal that the use of the promotional plan of the festival was ineffectively enough and need immediate improvement. According to the result almost of the visitors know the festival information from their relatives and friends more than other media, this implied that media selection could not reach to the public or there were a few of media channel to inform the festival information. As Watt (1998) stated that one of the most important factor contribute to the success of event management was the promotional plan; efficient lines of communication, a good public image and effective publicity and presentation, and built-in contingency plans. Therefore the use of promotional plan was a crucial part of the event how to inform the festival information to the public, how to promote the festival widely and attracted lots of visitors attend the festival, how to selected the media to reach the target group. These were some remark that the festival should be concerned.

4.2 Factor Analysis

This study aims to find the factors contributing to the success of cultural events management with a form on the Phanom Rung Festival, Burirum province. The researcher applied the factor analysis to find the crucial factors affecting the success of the Festival's management.

According to the analysis, it was found that there were nine crucial factors contributing to the success of the Phanom Rung festival, Burirum province. Those factors comprised the production of the Festival's programs and activities, use of the media, facilities management, traditional dinner 'Hope Bai Dinner', infrastructure and logistics management, stage and venue management, staff service, amenities management, and admission fee. The details of each factor are as follows:

Table 4.2.1 The production of the programs and activities (N=398)

Factor	Factor Loading	Communality
Factor 1: The production of programs and activities		
• Costume and apparel	.823	.747
• Clarity of the sound	.797	.674
• Presentation form is clear and easy to understand	.781	.731
• Variety of products	.773	.730
• Readiness and ability of the show	.771	.673
• Sufficient number of performers	.768	.692
• Quality of products	.757	.719
• Master of Ceremonies describes in both English and other languages	.752	.674
• Reasonable price of products	.749	.692
• Local wisdom exhibition	.745	.699
• Duration of the show	.744	.678
• Competition and live show	.707	.647

Factor 1, the production of programs and activities, comprised twelve components and explained 28.44 percent of the variance in the data, with an Eigen value of 15.64 and a reliability of 88.35 percent. The component associated with this factor dealt with the items, including the costume and apparel, clarity of sound, presentation form, variety of product, readiness and ability of the show, sufficient number of performers, quality of the product, interpreter describing both in English and others, reasonable price of products, local wisdom exhibition, duration of the show, and the competition and other shows.

The production of festival programs and activities was a crucial part of event management. For the Phanom Rung festival this factor was important. As Watt (1998) said that the primary factors that contribute to the success of the event were such as a variety of arts and cultures represented, and its mystical image. As mentioned the Phanom Rung festival not only represented both Thai and Khmer culture but also present the Phanom Rung sanctuary as well.

Table 4.2.2 Use of the media (N=398)

Factor	Factor Loading	Communality
Factor 2: Use of the media		
• Moving ads	.759	.706
• Local radio broadcast	.736	.664
• Local newspaper	.736	.679
• Magazine	.731	.671
• Outdoor ads; posters, cutouts	.691	.625
• Local television	.683	.657
• Tourism Authority of Thailand (TAT)	.674	.610
• Travel agent		
• Personal: friend, family, etc.	.615	.597
• Television	.558	.596
	.497	.537

Factor 2, use of the media, accounted for 10.11 percent of the variance, with an Eigen value of 5.56, and a reliability of 80.54 percent. This factor was loaded with ten components that referred to the appropriateness use of the media. The ten

components were information by television, radio broadcast, newspaper, magazine, outdoor ads, moving ads, brochures, personal contacts, travel agency, and TAT (Tourism Authority of Thailand).

As Watt (1998) stated that one of the most important factor contribute to the success of event management was the promotional plan; efficient lines of communication, a good public image and effective publicity and presentation, and built-in contingency plans. Therefore for the Phanom Rung festival, Burirum province top three of this factor were the use of moving ads, the use of local radio broadcast, and the use of local newspaper.

Table 4.2.3 Facilities management (N=398)

Factor	Factor Loading	Communality
Factor 3: The facilities management		
• Valuable and first-aid service	.711	.721
• Sufficient waste management	.709	.656
• Various souvenir shops	.701	.661
• Sufficient toilets	.699	.685
• Food and beverage shops	.684	.695
• Tourism information center	.557	.674

Factor 3, the facilities management, was loaded with six components. This factor accounted for 6.85 percent of the variance, with an Eigen value of 3.77, and a reliability of 78.75 percent. These components were valuable and first-aid service, sufficient waste management, various souvenir shops, sufficient toilets, food and beverage shops, and tourism information center.

According to Graham et al (1995) and Mc Donell (1999) said that identify the guests needed and expectation, the organizers must be aware of the guest's view of the event in order to achieve a positive fist and last impression of event and this factor was another crucial part that facilitated visitors attend the festival as well as this factor make visitors feel free during the festival.

Table 4.2.4 The traditional dinner ‘Hope Bai Dinner’ (N=398)

Factor	Factor Loading	Communality
Factor 4: The traditional dinner		
• Quality and taste of the food and drink	.843	.784
• Variety of local food and drink	.821	.741
• Sanitation of the food and drink	.792	.715
• Presentation form of the dinner	.729	.631

Factor 4, the traditional dinner, contained four components. This factor explained 4.8 percent of the variance, with an Eigen value of 2.64, and a reliability of 76.33 percent. These components were quality and taste of the food and drink, variety of food and drink, sanitation of food and drink, and presentation form of the dinner.

As Watt (1998) said that the overall atmosphere was crucial factor; mystical image, natural surroundings, the variety of arts and cultures represented. Therefore for the Phanom Rung festival traditional dinner was important program because it represent both culture and tradition of Thai and Khmer by traditional food and beverage.

Table 4.2.5 The infrastructure and logistics management

Factor	Factor Loading	Communality
Factor 5: Infrastructure and logistic management		
• Clear direction signs along the road	.750	.717
• Convenient and easily accessible road	.645	.601
• Shuttle bus and public bus	.597	.598
• Direction signs and mapping board	.591	.679
• Sufficient parking area	.531	.632

Factor 5, the infrastructure and logistic management, accounted for 3.67 percent of the variance, with an Eigen value of 2.01, and a reliability of 76.2 percent. This factor was loaded with five components that were clear direction signs along the road, the road are convenient and accessible; provide shuttle bus, direction signs and mapping board, and sufficient parking area.

According to Graham et al (1995) and Mc Donell (1999) said that identify the guests needed and expectation, the organizers must be aware of the guest's view of the event in order to achieve a positive first and last impression of event and this factor was another crucial part that facilitated visitors attend the festival as well as this factor make visitors feel free during the festival. The infrastructure and logistics was important for the visitor to attend the festival. Those categories in this factor can help the visitors feel free when they attend the festival and help them easily to survive during the festival period.

Table 4.2.6 The stage and venue management (N=398)

Factor	Factor Loading	Communality
Factor 6: Stage and venue management		
• technical system	.753	.640
• stage/scenery and surrounding environment	.679	.635

Factor 6, effects of the show, contained four components and explained 3.12 percent of the variance, with an Eigen value of 1.71 and a reliability of 74.86 percent. The four components comprised the technical system, and stage/scenery and surrounding environment.

As Watt (1998) said that the primary factor that contributes to the success was the overall atmosphere of the festival, the festival location, the natural surrounding. Therefore the Phanom Rung use the Phanom Rung sanctuary as the festival venue this make the festival look realistic. Apart from that the festival was decorated according to Thai and Khmer traditional. This make visitor not only enjoy with the festival but also they could know more about the tradition both Thai an Khmer as well.

Table 4.2.7 The staff service (N=398)

Factor	Factor Loading	Communality
Factor 7: Staff service		
• Active and helpful staff	.703	.730
• Security guard at the main point	.663	.690
• Sufficient number of staff	.637	.718
• Clear directions and information	.598	.695

Factor 7, staff service, was loaded with four components. This factor accounted for 2.69 percent of the variance, with an Eigen value of 1.48, and a reliability of 73.85 percent. These components included providing active and helpful staff, security guard at the main point, sufficient number of staff, and giving clear directions and information.

As Watt (1998) told that the festival organization and staff was another crucial factor that contribute to the success of the event management. Also the festival staff was another image of the festival as well. For the Phanom Rung festival the important category for this factor was provide active and helpful staff.

Table 4.2.8 Amenities management (N=398)

Factor	Factor Loading	Communality
Factor 8: Amenities		
• ATM service	.868	.852
• Exchange counter	.867	.871
• Workable public telephone service	.664	.724

Factor 8, amenities, accounted for three components. This factor accounted for 2.25 percent, with an Eigen value of 1.23, and a reliability of 73.22 percent. This factor referred to having an ATM service, an exchange counter, and workable public telephone service.

According to Graham et al (1995) said that amenities are the extras that matter in order to exceed the guests' expectations. Therefore if the organizers provide the above categories in this factor for the visitor, not only increase the number of domestic but also international visitor as well.

Table 4.2.9 Admission fee (N=398)

Factor	Factor Loading	Communality
Factor 9: Admission fee		
• Traditional dinner	.795	.684
• Light and sound performance	.775	.771
• Entering the Phanom Rung Historical Park	.751	.769

Factor 9, admission fee, was loaded with three components. This factor accounted for 2.15 percent of the variance, with an Eigen value of 1.18, and a reliability of 73.08 percent. This factor comprised the admission fee of the traditional dinner, light and sound performance, and for entering the Festival.

Note: Extraction Method – Principle Component Analysis

Rotation Method – Varimax with Kaiser Normalization

KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) = 0.902

Bartlett's Test of Sphericity : $p=0.000$ ($x = 3330.065$, $df = 105$)

The overall significance of the correlation matrix was 0.000, with a Bartlett test of sphericity value of 3330.06. The statistical probability and the test indicated that there was a significance correlation between the variables, and the use of the factor analysis was appropriate. The Kaiser-Meyer-Olkin overall measure of sampling adequacy was 0.90, which gave a higher reliability and was acceptable.

4.3 Open-ended questions

This instrument aimed to explore the visitor's opinions about the effectiveness of the management of the Phanom Rung Festival. These were collected from a sample size of 398; accidental sampling was applied. The following are the data from the open-ended questions which can be categorized into 7 parts.

4.3.1. The facilities and infrastructure

4.3.1.1 The lack of sign posts/boards to inform the visitors about the directions and the position of the outlets inside the Festival caused confusion among the participants, who easily got lost. In addition, foreign tourists could not understand the signboards because they were only in Thai language. Moreover, there were only a few sign posts on the main road to the Festival to direct the participants. As a result, people who drove from other provinces had a higher risk of getting lost easily.

4.3.1.2 The toilet service was insufficient in regards to the number of toilets; moreover, some of them were out of service and unclean. This caused the visitors some discomfort and inconvenience, resulting in a general dissatisfaction with the service.

4.3.1.3 The lack of direct transport; for example, a public bus service linked into the Festival that caused the absence of some potential visitors.

4.3.1.4 There were only a few food and beverage shops, and each of them was not in close proximity to each other. Moreover, some of them lacked certain cleanliness.

4.3.1.5 There were only a few electric lights along the walkway and stairs of the sanctuary.

4.3.2 The staff service

4.3.2.1 There was only few staff when compared to the number of visitors, especially security guards at the main entrance.

4.3.2.2 Some staff lacked knowledge about Festival and gave wrong information; for example, the directions or show schedule.

4.3.2.3 Some staff neglected to help visitors.

4.3.3 The grand worship procession of Phra NangBhupatintoralaksamee Dhevi, Nanag Jariya and the ten-god vehicle processions

4.3.3.1 Programmed activities began later than scheduled.

4.3.3.2 The presentation of the processions was not satisfactory. There was not enough attention to details, especially in the worship parade.

4.3.3.3 The performers were not attractive enough. Also, the costume design was inconsistent and body painting lacked historical realism; for example, some of the performers had their bodies painted like cartoons or car brands, instead of a mystic symbol.

4.3.3.4 The narrator described little information about the procession, instead of describing the history behind each of the processions.

4.3.3.5 Limited space to see the show caused the audience to scramble for adequate viewing places, causing confusion and general dissatisfaction.

4.3.4 The Phanom Rung Maha Tewalai', light and sound performance

4.3.4.1 Programmed activities began later than scheduled.

4.3.4.2 There were too many performers relative to the limited stage space.

4.3.4.3 There was a lack of narrative description in English and other languages. Foreign guests could not understand the narrative, relying solely on visual cues.

4.3.4.4 Ineffective and limited zoning of seating created much overcrowding and difficulty in locating seats, especially reserved seats. This was a result of too few available staff members to inform the guests of the seating arrangements. Furthermore, some seating zones were located in unsafe areas.

4.3.5 The traditional dinner called 'Hope Bai Dinner'

4.3.5.1 The dinner's atmosphere and environment was inappropriate; for example, the dinner was not private e.g. some props were in the north, but were mixed with the Festival such as Tung, Palang to put the food on.

4.3.5.2 The dinner admission fee was high relative to the food quality and quantity.

4.3.5.3 The taste of the food was poor and lacked variety.

4.3.5.4 The show during dinner was unattractive.

4.3.6 The supporting programs such as OTOP, traditional massage, and exhibitions

4.3.6.1 Some activities were deemed unattractive and not creative; for example, the Festival exhibition or the outdoor stage show.

4.5.6.2 There were only a few OTOP shops for serving visitors; moreover, the goods lacked variety.

4.3.7 Appropriate use of the promotion plan

4.5.7.1 The promotion schedule was short and could not reach a mass group in such a limited time.

4.3.7.2 There was little media promotion. People far away could not get any Festival information, with the exception of “word of mouth” information.

4.3.7.3 There were only a few cutouts and billboards displayed between provinces.

4.5.7.4 There were not enough brochures to inform potential visitors of the programming schedule and brief history of the Festival in Thai, English and other languages.

4.4 Data collected from the in-depth interviews

The in-depth interview aims to monitor the organizers opinions about the management of the Phanom Rung Festival. Those organizers comprised 20 people from three major organizations: **the office of Phanom Rung province, the office of Phanom Rung Historical Park**, and the Tourism Authority of Thailand (Northeast Region 1). The following table presents the in-depth interview questions which were created according to the research question and research objectives.

Table 4.4.1 Illustrates the in-depth interview questions and results

Research Question	In-depth interview questions	Results
1. What are the factors contributing to the success of the Phanom Rung Festival and how do those factors contribute to the success?	1. Is the management of the Phanom Rung Festival successful? What are the notifications to imply that?	- number of visitors - ticketing - no accidents or confusion
	2. What are the strengths and weaknesses of the Phanom Rung Festival? How do the organizers deal with them?	- programs and activities - number of visitors - venue - ineffective promotional planning - limited budget - late festival planning
	3. In the organizers point of view, what are the criteria which identify the success factors in cultural events management?	- programs and activities related to the original theme - number of the visitors - no accidents or confusion - use of media that reaches to a mass group
	4. What are the most important things that the organizers should realize when managing a cultural event?	- festival programs and activities retaining the original theme - safety and security of the visitors - promotional plan - early festival planning

According to the in-depth interview questions from the 20 organizers, there were a large number of results in each question. Therefore, the researcher has arranged those results in the Appendix C. These results are summarized in the above table.

Is the management of the Phanom Rung Festival successful? What are the notifications to imply that?

Almost of the organizers point to the same topic about the notifications to imply the successfully of the festival management for example; According to the Burirum governor, stated that *'The factor contributed to the success of the Phanom Rung festival was the festival run into safety and security. Also, don't have any accident or any trouble. Another factor was the number of ticketing that sale for the festival.'* Another similar view point from the deputy provincial governor, said that *'Success factors were the number of the visitors who attended the festival as well as there have not any problems or barriers effected the management of the festival.'*

Almost of the organizers agree that the management of the Festival in this year was successful. As illustrated in the above table, this was a result from the increased number of visitors from the previous year, the number of tickets were sold out before the Festival, and there were also no accidents or confusion during the Festival period.

The strengths and weaknesses of the Phanom Rung festival

For the strength and weakness of the Phanom Rung festival the opinions such as from the director of Burirum tourism, sport and recreation center, stated that *'The strong point of the festival was concerning faith and believe of the people to the sacred at the Phanom Rung festival which had done in every year. Besides this festival represented OTOP products such as food, beverage, souvenirs, and others. The weakness point of the festival was the venue that far from city, limited space for attending light and sound performance.'* Similar the representative from Chalermprakiet district cultural center *'The grand worship procession was the strong point of the festival because it represented the culture and tradition of Thai and Khmer. The weakness point of the festival was limited budgeting.'* Therefore the conclusion were as below;

- The strengths of the Phanom Rung Festival included the programs and activities which were the grand worship procession and the ten-god vehicle parade, the traditional dinner 'Hope Bai Dinner', and the light and sound performance. Another strong point of this Festival was the venue (the Phanom Rung Historical Park) which was the place for making a worshipping ceremony of the Festival and was the place of the location of the holy object (Shiva-lingam). Moreover in the festival period, there was a wonderful phenomenon of the sun rising through the fifteen doorways, which made the Festival to be more interesting as well.

- The weaknesses of the Phanom Rung Festival were the limited budget

for this year that made the productions of the Festival's programs and activities to be not as grand and elegant like the previous year. There was also ineffective promotional planning of the event which did not reach to a mass group; therefore, most of the visitors were the people of Burirum province and surrounding provinces in the Northeast area; a few visitors came from other regions of Thailand as well as some foreigners.

The criteria which identifies the success factors in cultural events management

There were lots of criteria indicating the success factors toward cultural events management. For the Phanom Rung Festival, Burirum province, almost all of the organizers informed like the head of the office of the Phanom Rung Historical Park, said that *'The original purpose of the festival, the festival programs and activities, and the promotional plan were crucial part for managing the cultural event become successful and sustainable.'* same as Chalermprakiet district officer, stated that *'The original theme of the festival that preserved from generation to generation for a long time. Therefore, this was the crucial part for managing the cultural event.'* As well as the Burirum governor, stated that *'The community participation to preserve this festival remained, the promotional plan that reach the target group both domestic and international visitors. Also, represented the original theme of the festival as well as local wisdom and local products to the public, these were the tools to make people know more about the Phanom Rung festival and Burirum province.'* As the results conclude that there were four criteria which identified the success factors of the Festival: the Festival's programs and activities, the number of visitors, no accidents or confusion, and the use of media.

- The festival programs and activities were an indicator to inform about the festival, as well as also inform about the historical background and significance of the event. Moreover, the festival organizers should retain the original theme of the Festival and represent it in the original way that was also significant for organizing the Festival's programs and activities.

- The visitor was a crucial indicator to identify the success of the Festival; such as, how to attract the visitor to attend and revisit the Festival. For the Phanom Rung Festival, Burirum province, lots of visitors attended the Festival every year. In addition, the number of visitors increased every year as well. There were very few foreigners.

- Having no accidents and confusion during the Festival period was

another part which identified the success factor of the event as well. For this year's Festival, everything operated well.

- Promotional planning was a focal of the Festival management.

Effective media planning such as media selection and media launch timeframe were another part which was important. Therefore in order to get the Festival's information to a mass group, lots of media channels should be selected to make more people know about the Festival. This should be done by providing an early media launch that would help the people remember the information as well.

Research question two asked about the management process of the Phanom Rung festival, Burirum province. This question was divided into sub-questions asked by an in-depth interview. The following were the in-depth interview questions and results.

Table 4.4.1 Illustrates the in-depth interviews questions and results

Research Question	In-depth interview questions	Results
2. How is the management process of the Phanom Rung Festival?	2.1 .How do the organizers manage the Phanom Rung festival? Are there any problems and barriers affecting the management?	- similar to the previous year - programs and activities, - period of time; take for two days - limited budget - ineffective promotional plan
	2.2 How about the Festival's programs and activities, are they appropriate with the schedule?	- major programs and activities - supporting programs and activities - have a wonderful phenomenon
	2.3 What is the major target group of the Festival? Is their number growing every year?	- people in Burirum province -other provinces surrounding the Northeast area - some foreigners
	2.4 Is the promotional plan of the festival effective?	- ineffective promotional plan - limited budget - late media launch - limited media channel

The management process of the Phanom Rung Festival

According to the Burirum governor, said that *'The Phanom Rung Festival was managed by three major organizers: the office of Burirum province were responsible for the general management; such as, the programs and activities, facilities and infrastructure, and evaluation report; the office of Phanom Rung Historical Park was responsible for the venue, and Tourism Authority of Thailand (Northeast Region1) were responsible for the promotion of the Festival.'* Also the deputy provincial governor, said that *' We have both daytime and nighttime activities which identifying how the Phanom Rung festival was. As the Phanom Rung festival celebrated from religious, believe, and faith of the people to the sacred at the Phanom Rung sanctuary therefore, the programs and activities were concerned with making worship which suitable to the festival.'* Therefore the conclusion presented as follow;

- The management of the Phanom Rung Festival was similar to the previous year, the festival period was two days, the festival programs and activities comprised major programs and supporting programs, the major programs included the grand worship procession and the ten-god vehicle parade, traditional dinner, and the light and sound performance, whereas the supporting programs included the exhibition, OTOP fair, traditional massage, and live show.
- For the programs and activities of the Phanom Rung Festival, the organizers retained the original theme of the event as well as developed the presentation form of the Festival which was easy for the audience to understand.
- The festival period for this year was held for two days (2 - 3 April 2005) which was a weekend; therefore, there were lots of people attending the Phanom Rung Festival.
- There were some problems and barriers affecting the management of the Phanom Rung Festival; such as, limited budget that made the Festival's programs and activities not as grand and elegant enough. There was also ineffective promotional planning of the Festival that was another barrier of this event's management as well.

Appropriateness of the Festival programs and activities

As the Burirum governor, stated that *'The Phanom Rung festival was held annually for along time from generation to generation, therefore, to preserve this festival remained and to promote this festival to the public, we celebrated this festival with lots of programs and activities. Those programs and activities were concerned the purpose of the festival such as the grand worship procession, the traditional dinner 'Hope Bai Dinner', and the light and sound performance entitled*

'Phanom Rung Maha Tewalai'. As mentioned those activities were appropriate with the festival as well as represent the original background of the festival as well.' Also

the deputy provincial governor, said that *'We have both daytime and nighttime activities which identifying how the Phanom Rung festival was. As the Phanom Rung festival celebrated from religious, believe, and faith of the people to the sacred at the Phanom Rung sanctuary therefore, the programs and activities were concerned with making worship which suitable to the festival.'* Therefore the conclusions were as following;

- The major programs and activities of the Phanom Rung Festival included making worship to the holy objects at the Phanom Rung Sanctuary. Therefore, the major programs of the Festival were the grand worship procession and the ten-god vehicle parade, the traditional dinner 'Hope Bai Dinner', and the light and sound performance.

- Supporting programs and activities of the Phanom Rung Festival comprised the OTOP fair, traditional massage, exhibition, and live show. These activities made the visitors know more about the Phanom Rung Festival as well as gave better understanding of the Festival.

- There was a wonderful phenomenon that occurred during the Festival and this sign made the visitors remember more about the Phanom Rung festival in another way. This occurred when the sun rose through fifteen doorways of the Phanom Rung Sanctuary which happened only twice a year, at the beginning and at the end of each year. Furthermore, the Phanom Rung Festival period was the same time of this phenomenon; therefore, this was another program of the Festival.

Major target group

According to the Buriram governor, stated that *'The major target group of the festival were people from Buriram province and surrounding province as well as foreigner.'* similarly the representative from Tourism Authority of Thailand (northeast region1), said that *'The people from Buriram province and other province in northeast region was the major target group of the Phanom Rung festival.'* Therefore, the conclusion presented as follows;

- Domestic visitors were a major group of the Phanom Rung Festival. Almost all of the people were from Buriram province and surrounding provinces in the Northeast region. There were a few people from other regions of Thailand as well as some foreigners. Although almost of the target group of the Phanom Rung Festival were people in Buriram and other provinces in the Northeast area, their

numbers increased every year according to the number of tickets sold and visitor's statistics.

The promotional plan of the festival

- Most of the organizers agree that the promotional plan of the Phanom Rung Festival was not effective enough for example the head of the office of Phanom Rung Historical Park, said that *'The promotional plan of the festival was not effectively, because lately planning process and limited budgeting.'* similarly the representative from Chalermprakiet district cultural center, told that *'Lately planning and limited budgeting lead the promotional plan run ineffectively. Therefore the media channel was not reach the target group enough especially, international visitors.'* Also, Chalermprakiet district officer, stated that *'Limited budgeting make the promotional plan run ineffectively because there have only three or four media channel to inform the festival information.'* As mentioned illustrated that the major problem was the limited budget that affected most of the production to run ineffectively.

- Limited media channels made the people in other areas or abroad not to receive the Festival information.

- Late media launch made the people to forget the Festival's Information; such as, the program schedule, as well as made some people miss attending the Festival as well as the highlighted programs.

As Watts (1998) stated that one of the most important factor contribute to the success of event management was the promotional plan; efficient lines of communication, a good public image and effective publicity and presentation, and built-in contingency plans. Therefore the use of promotional plan was a crucial part of the event how to inform the festival information to the public, how to promote the festival widely and attracted lots of visitors attend the festival, how to selected the media to reach the target group. These were some remark that the festival should be concerned.

Research question three asked about the current situation of the Phanom Rung Festival, Burirum province. This question was divided into sub-questions that asked for an in-depth interview. The following were the in-depth interview questions and the results.

Table 4.4.1 Illustrates the in-depth interviews questions and results

Research Question	In-depth interview questions	Results
3. What is the current situation of the Phanom Rung Festival?	3.1 What is the current situation of the Phanom Rung Festival?	- retained the original programs and activities - lots of domestic visitors - no accidents and confusion
	3.2 How is the provincial policy toward the management of the Phanom Rung Festival? Is it similar to the previous year?	- similar to the previous year - comprise major and supporting programs - limited budget - ineffective promotional plan

The current situation of the Phanom Rung Festival

According to Prakonchai district officer, stated that *'The current situation of this festival was the same as previous year. The festival theme remained making worship to the sacred at the Phanom Rung sanctuary, therefore the major festival programs was the grand worship procession and the ten god vehicle apart from that the traditional dinner, light and sound performance and the wonderful phenomenon were making the festival more interesting as well.'* Also the representative from the office of Phanom Rung Historical Park, said that *'All productions were similar previous year, nothing changed, the major programs the and activities of the festival remained the grand worship procession, the ten' god vehicle parade, traditional dinner, festival exhibition, also light and sound performance.'* Therefore the current situation of the festival was as follows;

- Retained the original theme of the Festival that was making worship to the holy objects at the Phanom Rung Sanctuary. Therefore, the major program of the Phanom Rung Festival was the grand worship processions and the ten-god vehicle parade, as well as providing the traditional dinner, and light and sound performance that represented the significance and historical background of the Festival to be more interesting.
- Lots of domestic visitors attended the Festival which increased in numbers every year although there were only a few foreigners.
- No accident and confusion during the Festival period.

The provincial policy toward the management of the Phanom Rung festival

Almost of the organizers agree like the deputy provincial governor, said that *'The provincial policy was similar previous year. The major programs and activities comprised of worship procession, traditional dinner, and lightand sound performance.'* Also, the

representative from the office of provincial statistic, said that ‘ *The provincial policy toward the management was similar previous year, nothing different.*’ Therefore the provincial policy for the management of the Phanom Rung Festival was similar to the previous year. The major purpose of this Festival remained making worship to the sacred objects at the Phanom Rung Sanctuary. For this year, the Festival was held on 2 - 3 April, 2005. The reason was this time was a weekend, so most of the visitors could attend the Festival either Saturday or Sunday. Moreover, 2 April was HRH Princess Maha Chakri Sirindhorn’s birthday that was a good opportunity for the Festival. Besides attending any activities and programs of the Festival, visitors could see the booth of HRH Princess Maha Chakri Sirindhorn’s exhibition as well.

According to Watt (1998) said that to contribute to the success of event management the organizers should have clear vision and mission and objectives of the festival this could help the festival run effectively. For the Phanom Rung festival, Buriram province the provincial policy toward the festival management remain retained the original theme of the festival that was making worship to the holy object at the Phanom Rung sanctuary.

4.5 Data from the site observation

This research instrument aimed to observe the visitors behavior toward the management of the Phanom Rung Festival. It was done during the festival period for two days: 2 - 3 April, 2005. The observation explored such items as the participation of the visitors toward the Festival’s programs and activities, the coordination of the visitors toward the Festival’s regulations and enforcement, or reaction of the visitors toward the staff service.

According to the observation of the visitors’ behavior toward the management of the Phanom Rung Festival during 2 - 3 April, 2005, it was found that most of the visitors were interested in all the programs of the Festival as well as participated in those programs, especially the grand worship processions, the traditional dinner, and the light and sound performance. Although there were some barriers such as higher temperatures and overcrowdedness, those visitors still looked forward to attending the show both during the daytime and nighttime. Additionally, those visitors strongly followed the regulations and enforcement of the event. This implied that the feedback from the visitors toward the management of the Phanom Rung Festival was at a good level.

4.6 Recommendations to the Phanom Rung Festival's management

The results reveal that there were eleven crucial factors that contributed to the success of the Phanom Rung Festival's management. The following were some suggestions for the study:

4.6.1 The production of programs and activities

4.6.1.1 The procession show should have famous actors and actresses joining, as it would make the Festival be more interesting. Also, the show should be on time.

4.6.1.2 The procession should emphasize the significance of the Festival as well as educate the audience about the event through multi-media or exhibitions.

4.6.1.3 The performers in each procession should dress uniformly, i.e. in the same reign; body painting should also be taken care of.

4.6.1.4 The Master of Ceremonies should introduce the Festival's background in brief before the processions begin. This could help the audience clearly understand the historical significance of the event. This part could be not only entertaining but also educational for the audience.

4.6.1.5 Adequate viewing space should be provided on both sides of the procession corridor.

4.6.1.6 Provide other activities and programs in the morning besides the major one such as mini-marathon, local music, dance and sport competitions, games, beauty contest, etc. Beside that, the addition of workshops which the audiences could participate in, such as learning how to make worship or how to make Northeastern musical instruments, or stone carving is suggested.

4.6.1.7 OTOP shops should have a variety of products, as well as variety of shops to serve visitors' demands.

4.6.1.8 Show times should begin in the early morning in order to avoid the high temperatures during the day and the performance should be on time.

4.6.1.9 The Master of Ceremonies should briefly introduce the historical background of the show before starting, as well as translate it in English and other languages. This can help the audiences clearly understand and enjoy the show.

4.6.2 Use of the promotional plan

4.6.2.1 Early setting of promotion schedules to reach mass groups.

4.6.2.2 Having various media outlets to promote the Festival widely; such as, popular TV channels, radio broadcasts to people far away, Internet to people abroad, billboards and cutouts between provinces and districts, brochures, posters, postcards, guidebooks and calendars at tourism centers, government offices, or Tourism Authority of Thailand's offices. As mentioned, these avenues could reach many target groups to attend the Festival.

4.6.2.3 Provide lots of brochures, guidebooks and multi-media to inform the historical background of both the Phanom Rung Historical Park and the Phanom Rung Festival as well as festival programs and activities in English and other languages.

4.6.3 The facilities management

4.6.3.1 The toilet services inside the Festival need to be improved; more toilets should be built and their constant cleanliness should be attended to.

4.6.3.2 Food and beverage shops should provide a greater variety of food and beverages. Moreover, those food and beverage shops should be set up in the same area, with each shop in close proximity.

4.6.3.3 The Festival's duration should last more than two days; maybe a week would be adequate. This may give visitors who live far away a chance to attend.

4.6.4 The traditional dinner

4.6.4.1 Provide an ancient atmosphere and surrounding environment. For example, food and beverage utensils and props decorating the Festival should be related to the Northeast atmosphere

4.6.4.2 Display seating maps at the entrance to avoid confusion.

4.6.4.3 The quantity and quality of the food and beverage should have varied types of food and beverage as well as improve the food taste.

4.6.4.4 The show during dinner should be both entertaining and educational for the audiences. For example, multi-media introducing the historical background of the Phanom Rung Historical Park and Phanom Rung Festival, traditional performances and dance, story telling, or others.

4.6.5 Infrastructure and amenities management

4.6.5.1 A public bus service running to and from the Festival should be in operation, in order to pick up those visitors from the city or main places nearby.

4.6.5.2 Sign posts at the main entrances and map boards should be provided to inform visitors of the directions to and the position of the Festival's outlets both in Thai and other languages. In addition, the Festival schedule should be displayed to remind the participants of programmed events. Apart from that, more direction signs should be provided along the main roads to the Phanom Rung festival.

4.6.6 Stage of the show

4.6.6.1 The provision of seating maps at the main entrance, as well as the provisions for lots of staff leading the audiences to their seats. Also, seats should be set in safety areas, sectioned by walls or fences to keep the audiences out of unsafe areas.

4.6.6.2 The number of the performers should be related to the stage size and venue.

4.6.7 The staff service

4.6.2.1 Increase the number of staff in order to serve visitors demands as well as provide those staff at main entrances and exists.

4.6.2.2 The staff in each section should have job descriptions to remind them of their responsibilities.

4.6.2.3 The organizers should provide some training course for the staff before the Festival period in order to fulfill the staff knowledge and give them a service mind

CONCLUSION

The results illustrated that the overall management of the Phanom Rung Festival was at a good level. From the visitors' opinions, the best management was the light and sound performance followed by the traditional dinner 'Hope Bai Dinner' and the third was the staff service. The factor that should be immediately improved is the appropriate use of the promotional plan. Apart from that when analyzed into factor analysis, it was found that there were nine factors contributing to the achievement of the Phanom Rung Festival, Burirum province. The crucial factors was the production of the Festival's programs and activities followed by the use of media promotion with the third one being the facilities management, the fourth was the traditional dinner, the infrastructure and logistics management, stage and venue management, the staff service, amenities management, and admission fee.

Therefore, in order to manage the Phanom Rung Festival, Burirum province to be more successful and sustainable, the organizers should consider the nine factors referred.



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CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This research studied the factors contributing to success in cultural events management through a case study of the Phanom Rung Festival, Burirum province. The purpose was to investigate the management process of the Phanom Rung Festival such as the organization, programs and activities, as well as the promotional plan in order to identify the crucial factors contributing to the achievement of cultural event management. The outcomes from the study will act as a guideline for improving the management process of the Phanom Rung Festival of Burirum province to be more successful and sustainable.

This study was a survey research, which gathered the data by means of a questionnaire, in-depth interview, and site observation. The questionnaire was collected from 398 visitors, who attended the Phanom Rung Festival on 2-3 April, 2005; accidental sampling was applied. An in-depth structural interview was conducted with 20 organizers from three major organizations: **the office of Burirum province, the office of Phanom Rung Historical Park**, and Tourism Authority of Thailand (Northeast Region 1); purposive sampling was applied. The site observation in the Festival period aimed to explore the visitor's behavior toward the management of the Phanom Rung Festival.

Descriptive statistics were used for analyzing the data. Demographic data and travel behavior were analyzed by frequency distribution, percentage, and standard deviation. Visitors' opinions towards the effectiveness of the Phanom Rung Festival's management was analyzed by a means score. Factor analysis was also applied to identify the crucial factors contributing to the success of the Phanom Rung Festival.

The following are the details for presentation in this study:

- 5.1 Conclusions of the findings
- 5.2 Findings of the research objectives
- 5.3 Guideline for improving the management of the Festival
- 5.5 Guideline for improving the management of nine factors
- 5.6 Recommendations for further study

5.1 Conclusions of the findings

Three hundreds surveys were collected for the study in which the demographic and travel behavior characteristics of the respondents were presented.

Most of the visitors were male, aged between 15-25 years old. Most of the visitors had a Bachelor level of education and were government officers with an income of 5,000-10,000 Thai Baht. The location of the residents was also from Burirum province, and most of the visitors had previous experience in visiting the Phanom Rung Festival. They obtained the Festival information through their relatives and friends, so most of the visitors attended the Phanom Rung Festival with family members and traveled by their own car. Furthermore, most of them will attend the Festival again. Visitor's opinions toward the effectiveness of the Phanom Rung Festival: most of the visitors agreed that the management of the Phanom Rung Festival was of a good level, which is seen with a rating of 3.56. Regarding the category of management, most of the visitors thought that the light and sound performance entitled 'The Phanom Rung Maha Tewalai' had the most excellent category (rated at 3.94) whereas the management of the traditional dinner named 'Hope Bai Dinner' was at 3.72, and the third one was the staff service at 3.65. For the poor rated category that needs immediate improvement, most of the visitors agreed that the use of the promotional plan was the first one, as seen with a rating of 3.18.

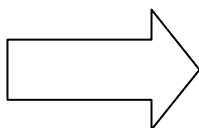
Factor analysis was also used to analyze the factors contributing to the success of the Phanom Rung Festival. The results of the factor analysis revealed that there were nine crucial factors contributing to the success of the Phanom Rung Festival that were the production of programs and activities, use of media, facilities management, traditional dinner, infrastructure and logistics management, staging and venue, staff service, amenities management and admission fee.

5.2 Findings of the research objectives

Based on the objectives of the study, three main research questions were presented. This study aimed to examine the factors contributing to the success of the Phanom Rung Festival as well as investigate the management process of the Festival by exploring the visitors and organizers opinions. The outcomes from the study could be a guideline for improving the management of the Phanom Rung Festival to be more effective. There were three major research questions of which the details are as follows:

Research question one

1. To examine the factors contributing to the success of events management at the Phanom Rung Festival, Burirum province.

**Answer**

- production of programs and activities
- use of media
- facilities management
- traditional dinner
- infrastructure and logistics management
- stage and venue management
- staff service
- amenities management
- admission fee

According to Watt (1998), there are 14 factors contributing to the success of events management. For the Phanom Rung Festival, Burirum province, there are nine crucial factors. Those factors comprised the production of the Festival programs and activities, use of media, facilities management, traditional dinner 'Hope Bai Dinner', infrastructure and logistics management, stage and venue management, staff service, amenities management, and the admission fee.

Factor 1 Production of programs and activities

This factor comprised twelve components that were the costume and apparel, sound clarity, presentation form, variety of products, readiness and ability of the show, sufficient number of performers, quality of the product, Master of Ceremonies description in both English and other languages, reasonable price of the products, local wisdom and exhibition, duration of the show, and competitions and live show. This factor was a focal point of the Festival that informed about the historical background and significance of the event. This Festival did not only entertain the visitor, but also educated them to know more about religious ceremonies, local wisdom, culture and traditions of both the Thai and Khmer people as well.

Factor 2 Use of media

This factor comprised ten components which were the local television, local radio broadcast, local newspaper, magazine, outdoor ads: poster or cutout, moving

ads: public bus, brochure, calendar, handbook, personal: friends and family, travel agents, and Tourism Authority of Thailand's website. This factor was crucial in promoting the Festival. This factor could also reach many groups of visitors, but the Festival organizers should know more about the selection of media as well as know which media will reach to which group of visitors in order to select the media direct to the group.

Factor 3 Facilities management

This factor comprised six components which were providing valuable and first-aid service, sufficient waste management, various souvenir shops, sufficient toilets, food and beverage shops, and tourism information center. This factor facilitated the visitors' access to the Festival easily. This factor will also make the visitor satisfied in attending the Festival as well.

Factor 4 Traditional dinner

This factor comprised four components that were quality and taste of the food, variety of local food and drink, hygiene of the food and drink, and the presentation form of the dinner. This factor was specific for the Phnom Rung Festival; the name 'Hope Bai Dinner' came from the Khmer language. Moreover, the food and beverage of the dinner comprised local food such as soup or others.

Factor 5 Infrastructure and logistics management

This factor comprised five components that were providing clear direction signs along the road, the road are convenient and easily accessible, providing shuttle buses and public buses, providing direction signs and map board, and providing **sufficient area for visitor's facilitation**. This factor was important especially for the first-time visitors who attended the Festival; therefore, in order to make more people visit the Festival, the organizers should develop all the above mentioned to facilitate visitors.

Factor 6 Staging and venue management

This factor comprised two major components which were the technical system, and stage/scenery and surrounding environment. This was another crucial factor because this Festival was related with the venue; therefore, almost all of the

programs and activities were done at the site. Additionally, this factor was an indicator to inform about the historical background and significance of the Festival.

Factor 7 Staff service

This factor comprised four components that were providing active and helpful staff, security guards at the main point, sufficient number of staff, and giving clear directions and information. Therefore in order to run the Festival effectively, the event's organizers should have a training course to inform the staff about the Festival information as well as technical skills needed for its effective operation.

Factor 8 Amenities

The factor comprised three components that were providing an ATM service, exchange counter, and workable public telephone service. On the other hand, this factor acted as supporting factors to facilitate the visitors attending the Phanom Rung Festival. Moreover, this factor was necessary for many events, especially the Phanom Rung Festival because this event was far from the city; therefore, if the Festival organizers provide these components it would help the visitors.

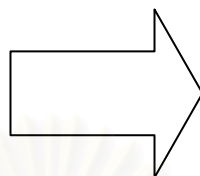
Factor 9 Admission fee

This factor comprised three components that were the admission fee of the traditional dinner, light and sound performance, and for entering the Phanom Rung Historical Park. For this time, the admission fee for entering the Historical Park was 20 Thai Baht, the admission fee for attending the light and sound performance was 200 Thai Baht, and the admission fee for the traditional dinner was 1,000 Thai Baht for eight people, which was an appropriate price for this time.

Question two identified the management process of the Phanom Rung Festival in order to know how the organizers organized the Festival such as the organization, programs and activities, and the promotional plan. The following were the results:

Research question two**Answer**

2 How is the management process of the Phanom Rung Festival?



- retained the original theme
- organized under the cooperation of three major sectors
- remained comprised of three major programs and supporting programs

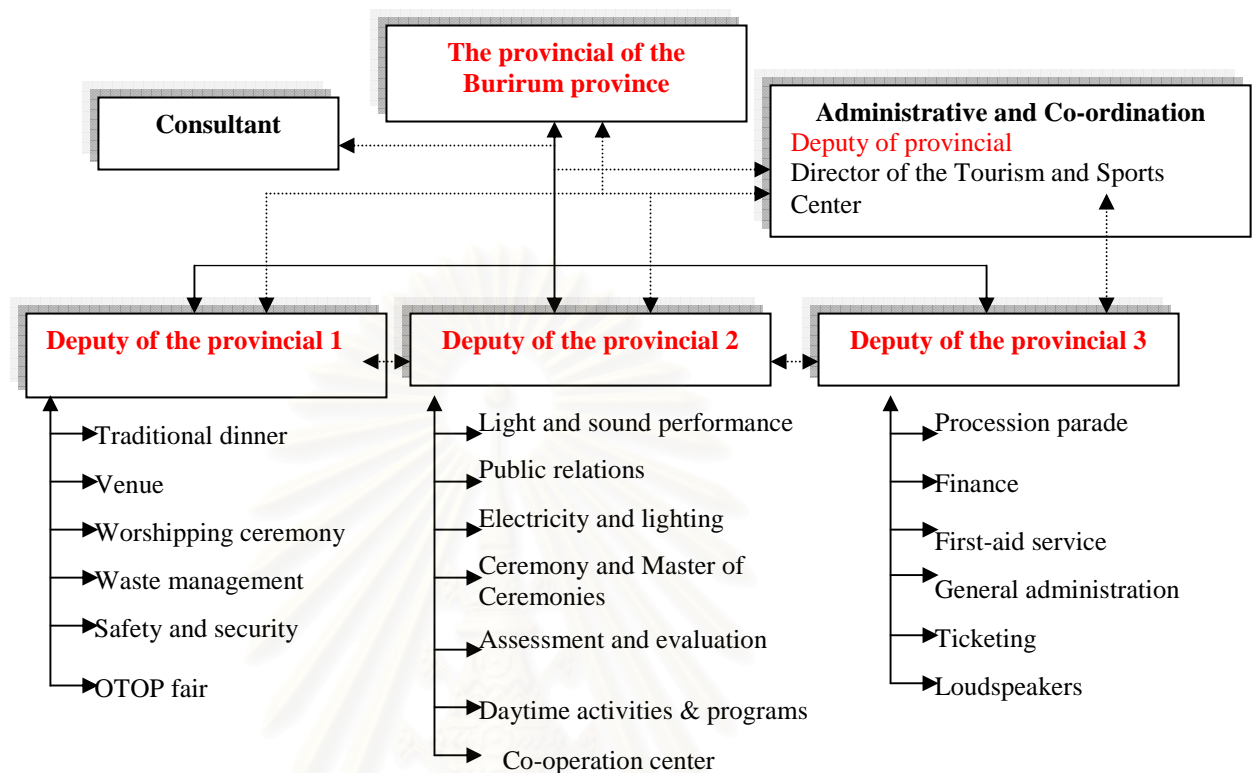
Retained the original theme

The Phanom Rung Festival was created from the faith and belief of the people to the holy objects at the Phanom Rung Sanctuary. Originally this festival was created by the abbot, Phra Opasdharmayan and the local people surrounding the site. He decided to celebrate the Phanom Rung Festival annually in April because this period was the New Year for both the Thai and Khmer traditions. Besides, the people believe that once in their life if they come to the Phanom Rung Sanctuary and make merit to the holy objects at the sanctuary in this period, it could help them be happy, healthy, and wealthy all year. Therefore, in April of every year, lots of people came to the Phanom Rung Sanctuary to make worship.

Organized under the cooperation of three major sectors

From 1991, the Phanom Rung Festival has been organized under the Cooperation of three major sectors; namely, office of the Burirum province, office of the Phanom Rung Historical Park, and the Tourism Authority of Thailand (Northeast Region 1) who have stepped in and developed this Festival to become an annual cultural event to attract tourists and visitors.

Figure 5.1 Organization chart of the Phanom Rung Festival, Burirum province



Source: The Phanom Rung Festival organization chart, Burirum province

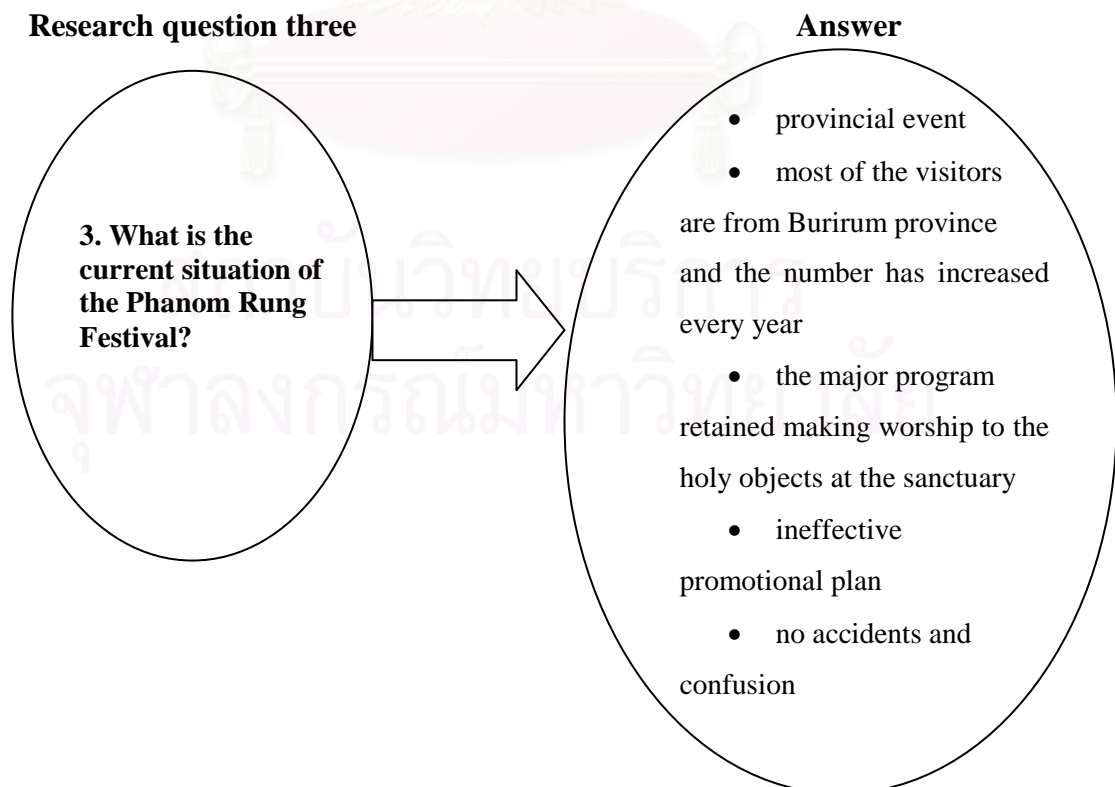
Under the management of those organizers, the Phanom Rung Festival was promoted widely together with the Phanom Rung Historical Park (the venue). Furthermore, during the Festival period, there occurred a wonderful phenomenon that was the sun rising through the fifteen doorways of the Phanom Rung Sanctuary. This made the public know more about the Phanom Rung Festival, and the Phanom Rung Historical Park, Burirum province. As mentioned, there were lots of visitors, particularly domestic, attending the Festival. In order to make lots of visitors attend the Festival, the organizers expanded the Festival period to two or three days (this year, 2005, it was two days). Moreover, to facilitate the visitors attending the Festival, the organizers provided many facilities and infrastructure such as a public bus service to pick up visitors from the city to the site, cutouts and signboards along the highway to inform the directions to the Festival, expanded the parking lots, provided many food and beverage shops, as well as the number of toilets service. The major theme of the Phanom Rung Festival was making worship to the holy objects at the Phanom Rung Sanctuary. Moreover this Festival presented not only Thai and

Khmer culture but also the venue (Phanom Rung Historical Park). The following are the organization details of the Phanom Rung Festival:

Remained comprised of three major programs

The Festival programs and activities were created following the festival purpose that comprised both the daytime and nighttime. Therefore, the three major programs and activities of the Festival comprised the grand worship procession and ten-god vehicle parade, the traditional dinner named ‘Hope Bai Dinner’, and the light and sound performance entitled ‘The Phanom Rung Maha Tewalai’. Apart from that, other supporting programs and activities; such as, live show, traditional dance and music, exhibition of the Phanom Rung Festival and the Phanom Rung Historical Park, traditional massage and treatment, as well as local products and OTOP fair.

Question three asked to identify the current situation of the Phanom Rung Festival in order to know what are the problems and barriers affecting the Festival’s management. This could help to recommend effective guidelines for improving the management of the Phanom Rung Festival, Burirum province. The following were the results from research question three:



Provincial event

Although the Phanom Rung Festival was held annually and announced by the Tourism Authority of Thailand's media, most of the visitors attending the Festival were people in Buriram and surrounding area, as well as a few foreigners. Therefore, this illustrated that the Phanom Rung Festival was a provincial event.

Major target group was domestic visitors

According to the collected data, almost all of the respondents were people from Buriram province and the surrounding provinces in the northeast region. There were a few people from other regions in the country as well as a few foreigners attending the Phanom Rung Festival. Although the visitors were the people in Buriram province, their numbers increased every year.

Retained the original theme

The major program remained making worship to the holy objects at the Phanom Rung Sanctuary. Therefore, the Festival programs and activities were concerned with the religious ceremony, faith and belief of the people; such as, the grand worship procession of Phra Nang Phupatintoraraksamee Dhevi and the ten-god vehicle parade. Moreover to make this Festival more interesting, the organizers provided other supporting programs; such as, local performances and music, traditional dinner 'Hope Bai Dinner' and the light and sound performance 'The Phanom Rung Maha Tewalai'.

Ineffective promotional planning

This was a crucial point of the Festival's management. The Phanom Rung Festival had ineffective promotional planning. This was seen through items; such as, the selection of media channels which were not related directly to a mass group as well as limited media channels to the locals more than other forms of broadcasting, media launch timeframe which was too short to make visitors to remember the Festival's information and schedule

No accidents and confusion during the Festival

For this year, there were no accidents and confusion during the Festival period. This implies that the Festival had satisfactory regulations and

enforcement for visitors to follow as well as staff to take care of the visitors closely. This made the visitors satisfied when they attended the Festival

5.3 Guideline for improving the management of the Festival

According to the results and literature review about the stage for managing the event successfully, the following guideline could be implied:

5.3.1 Pre-event phase

This step was important for the Festival's management; earlier management planning at least six months before the Festival period would help in knowing which aspects were missing or were wrong. This could be conducted as follows:

5.3.1 Sample chart of the pre-event process details

Process	OCT	NOV	DEC	JAN	FEB	MAR	APR
• Planning the conference for the Festival's management	←→						
• Implementing the organizational structure and job assignments		←→					
• Providing staff orientation and training course						←→	
• Implementing the production of the programs and activities		←→					
• Verifying the readiness and number of the facilities and amenities				←→			
• Verifying the readiness and number of the infrastructure and logistics				←→			
• Implementing earlier media planning	←→						
• The Festival period							←→

According to the above chart which suggests about the processing details of the Phanom Rung Festival's management in the pre-event stage, the following were the details:

5.3.1.1 Planning details of the festival management: This process was modifying previous conclusions and evaluation results to the management in the current year in order to develop the Festival to be more interesting according to the guests' needs and expectations. The organizers must be aware of the guests' view of the Festival in order to achieve a positive first and last impression of the event. At the same time, the Festival must pay attention to the vision, mission, and objectives in order to retain the original theme of the event as well.

5.3.1.2. Implementing the organizational structure and job assignments in order to clarify each sectors responsibility and to prevent misunderstandings among the organizers. Moreover, there should be an orientation or training course for the staff in order to clarify their responsibilities as well as know how to be a good informant and how to deal with any problems for the visitors.

5.3.1.3. Implementing the production of Festival's programs and activities should retain the original theme of the event and realize how to provide the presentation form of the Festival to be easier to understand and make the visitors appreciate the Festival as well as revisit the event again. Therefore, the production of the programs and activities was a crucial part for the Festival, and it was reminder when people think of the Festival.

5.3.1.4. Verifying the readiness and number of facilities and amenities in order to facilitate the visitors. In addition, amenities are the extras that matter in order to exceed the guests' expectations; for example, parking lots, toilets, public telephone, information center, and others.

5.3.1.5. Verifying the readiness and the number of infrastructure and logistics before the Festival period to prevent inconvenience and accidents; for example, the condition of the road, workable traffic lights at the main road, number of shuttle buses and public buses, as well as map boards along the main road.

5.3.1.6. Earlier media planning before the Festival period at least six months. The following was a suggestion chart for the media timeframe launch of the Phanom Rung Festival:

Figure 5.3.2 Sample of the media timeframe launch for the Phanom Rung Festival

Process	OCT	NOV	DEC	JAN	FEB	MAR	APR
1. Media planning	←→						
2. Media selection	←→						
3. Media launch							
• television and radio broadcasts					←→		
• Internet			←→				
• billboards and cutouts			←→				
• brochures, leaflets, and posters		←→					
• newspapers and magazines						←→	
4. Festival Period							←→

The above chart suggests about the media timeframe launch of the Phanom Rung Festival's management. The details are as follows:

Media planning: in general, the promotional plan of the Festival should be provided at least six months before the Festival period in order to protect any problems; such as, the Festival information did not reach the target group, and the short timeframe media launch made the target group not remember the Festival's schedule. Therefore, this time was appropriate for media planning.

Media selection: each target group had its own media channel; for example, the general media such as moving ads by bus; moving electronic ads at the bank, hospital, police station; brochures, leaflets, and posters at government offices, bus stations, railway stations, or at the airport; Internet at government office websites and the Tourism Authority of Thailand's website, and television and radio not only local broadcasts but also regional and national broadcasts as well.

Media launch: after selecting the media, a media launch was engaged. Each media was launched at different times in order to prevent the Festival's information from missing; for example, television and radio broadcasts should be launched on

popular channels and programs as well as in prime time at least one or two months before the Festival period. This would help the visitors remember the exact information of the event. Internet should be launched at least four months after the New Year period, as this would help the people remember the Festival's schedule as well. Billboards and cutouts along the main road should be provided two or three months before the Festival. Brochures, leaflets, and posters should be provided four or five months before the Festival period. Additionally, newspaper and magazine advertising should be launched one month before the event period.

5.3.2 During the event phase

This step will be done according to the Festival's plan and job description. Moreover, when there were any wrong situations, accidents or confusion, the organizers and staff could manage them promptly. Many sectors ran their responsibilities according to the organization chart.

Therefore, the observation and adjustment of a flexible program is necessary for the phase conducted during the event in order to ensure that the event continually satisfies the needs of the guests, especially unexpected last minute needs.

5.3.3 Post-event phase

This step was done when the Festival ended. The results according to the evaluation of the Festival's management and measurement of the visitors' opinions will be reference information for improving the Festival's management in the future. Therefore, the Festival organizers should do as per follows:

สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย

Figure 5.3.3 Sample of the evaluation planning and management planning of the Phanom Rung Festival

Process	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR
<ul style="list-style-type: none"> Each section concludes and Evaluates the management process 	↔											
<ul style="list-style-type: none"> Joint conference among all the organizers for concluding and evaluating the management of the Festival 		↔										
<ul style="list-style-type: none"> Planning and implementing process 						↔						
<ul style="list-style-type: none"> Festival period 												↔

The above sample chart informs about the process which is done after the Festival has ended. The following are the details of this phase:

Providing earlier evaluation measurement at least one month after the Festival has ended in order to conclude the management process of the event directly by asking the guests about suggestions for improvements, as well as identify any problems and barriers affecting the management of the Phanom Rung Festival. These results could help the organizers of each section improve their responsibilities and the management process of the Festival to be more effective. This step could help the management of the Festival to be more successful and sustainable the next time it is held.

5.4 Guideline for improving the nine crucial factors of the Phanom Rung Festival

According to the applied factor analysis to the study in order to find the factors contributing to the success of the Phanom Rung Festival, the results revealed that there were nine crucial factors affecting the event's management. The following were some guidelines for improving those factors:

5.4.1 The production of the Festival's programs and activities

The Phanom Rung Festival has occurred as a result of faith, belief, and religion. Therefore, almost all of the Festival's programs and activities were concerned with making a worshipping ceremony to the holy objects at the Phanom Rung Sanctuary. The following were some recommendations for this factor:

5.4.1.1. Retaining the original theme of the Festival because it was the focal point of the event.

5.4.1.2. The Festival should provide various presentation forms of the programs and activities; such as, exhibition, games, and contests to attract lots of visitors, both domestic and international, to attend.

5.4.1.3. The Festival should have an exact festival period every year; such as, on Saturday and Sunday. This could help more visitors attend the festival instead of changing the Festival period.

5.4.2. The use of media

5.4.2.1. Provide effectiveness of media selection because most of the media was too little; such as, radio broadcasts and regional television broadcasts. Therefore, many people in other areas could not receive the event's information.

5.4.2.2. Earlier media launch, at least six months before the Festival Period. This would help the people to be more familiar and remember the Festival's information and know the schedule as well.

5.4.2.3. Increasing number of media channels besides local broadcasts could help more people from other provinces as well as other countries know more about the Phanom Rung Festival.

5.4.3. The facilities management

5.4.3.1. Increasing number of amenities to facilitate visitors such as toilets, public telephone, parking lots, souvenir shops, and food and beverage shops.

5.4.3.2. Verifying the conditions and readiness of the facilities to prevent accidents; such as, the stage, seating, scenery, or others.

5.4.3.3. Emphasizing on sanitation and security of visitors; such as, toilets, parking lots, seating, as well as food and beverage shops.

5.4.4. Traditional dinner

5.4.4.1. Emphasizing the presentation form can help visitors know

more about the tradition and culture of the Thai and Khmer people; therefore, this session should provide traditional dances as well as have the Master of Ceremonies describe both versions.

5.4.4.2. Emphasizing the sanitation of the food and beverage.

5.4.4.3. Emphasizing safety and security of visitors.

5.4.4.4. Increasing the ancient atmosphere such as using earthenware instead of plates and glasses, decorating the stage and scenery with paintings of Phanom Rung Sanctuary as well as provide a variety of props around the dinner zone.

5.4.5. Infrastructure and logistics management

5.4.5.1. Inspecting the condition of the main road and highway, as well as rechecking the traffic lights.

5.4.5.2. Providing lots of cutouts and billboards at the main road and highways, especially surrounding the province to prevent visitors from losing their way.

5.4.5.3. Increasing the number of shuttle buses and public buses from the city to the Festival.

5.4.6. Management of stage and venue

5.4.6.1. Emphasizing the ancient atmosphere such as decorations, utensils and equipment, props, also staff and Master of Ceremonies costumes.

5.4.6.2. Programs and activities zoning.

5.4.6.3. Increasing the number of map boards not only at the main entrance, but also at the entrance way of each activity to remind visitors of the directions and programs schedule.

5.4.7. Staff service

5.4.7.1. Providing a training course before the Festival period in order to inform the event's background, directions, and program schedule.

5.4.7.2. Each staff member can solve any problem face to face also know how to deal with them.

5.4.8. Amenities management

Increasing the number of amenities such as exchange counter and ATM service that also located in a safe area to protect visitors from potential criminals.

5.4.9. The admission fee

The admission fee of the traditional dinner 'Hope Bai Dinner' should be given some reconsideration because of the unsatisfactory price which is a higher rate than the food and beverage provided.

According to research objectives of the study; to identify the factor contribute to the success of cultural event management at the Phanom Rung festival, Burirum province. The results reveal that there are nine crucial factors contribute to the success of the Phanom Rung festival. Those factors comprised the production of the festival programs and activities, use of media, facilities management, traditional dinner 'Hope Bai Dinner', infrastructure and logistics management, stage and venue management, staff service, amenities management, and the admission fee. As mentioned differ from Watt (1998) said that there are fourteen factors contribute to the success of event management. The reason was the Phanom Rung festival was a cultural event which based on belief, faith, and religious ceremony therefore almost of the major factors were concerned the festival programs and venue that represented both Thai and Khmer culture.

5.5 Recommendations for further study

In Thailand, there has been some research concerning events management; most of which have been related to the area of impact of the event's management to local residents, community, and environment. A few research studies were concerned about the aspects of the operation or organization also; this study can be categorized under this. The following are some recommendations from the researcher's point of view:

5.5.1. Study the marketing strategy for cultural events management.

5.5.2. Study visitors' expenditure on cultural events.

5.5.3. Study the feasibility for developing the relevancy of cultural tourism research among regions.

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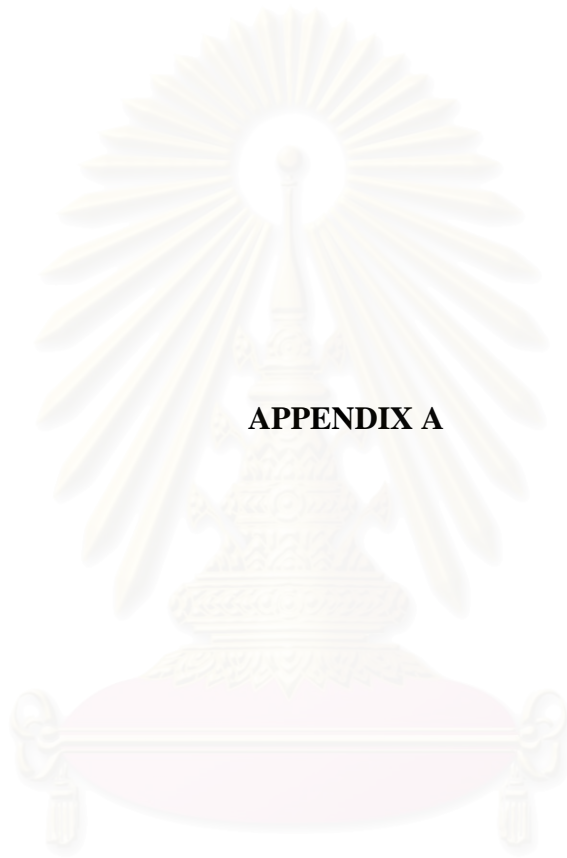
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APPENDICES

สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย



APPENDIX A

สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย

11) How did you come to the Phanom Rung festival?

- () by own car () by rent car () by coach
 () other (please specify).....

12) Would you like to join this festival again in next year?

- () Yes, because.....
 () No, because.....
 () Not sure, because.....

This section asks about your opinion of the Phanom Rung festival management

Please fill **X** in the answer which you select

- Excellent = 5 Good = 4
 Average = 3 Poor = 2
 Very poor = 1

Category	Excellent (5)	Good (4)	Average (3)	Poor (2)	Very poor (1)
1) The road is convenient and accessible.					
2) Clear direction signs along the road to the Phanom Rung festival					
3) Shuttle bus and public bus service					
4) Sufficient parking area					
5) sufficient and appropriate of direction sign and mapping board inside the festival					
6) Having Tourism information center					
7) Providing Lost and Found and First-aid center					
8) Sufficient food and beverage shops					
9) Sufficient and various souvenir shops					
10) Providing exchange counter					
11) Providing ATM service					
12) Sufficient public telephone					
13) Sufficient and cleanliness of toilets					

14) Enough of waste management					
15) Admission fee for entrancing the fair 20฿					
16) Hospitality of the staff					
1.61 Provide sufficient of staff					
16.2 Active and helpful staff					
16.3 Security guards at the main point					
16.4 Giving information and directions					

Your comments.....

.....

Your opinion about Phanom Rung daytime activities

Category	Excellent (5)	Good (4)	Average (3)	Poor (2)	Very poor (1)
1) The grand worship procession of the Pra Nang Bhupatintoralaksamee Dhevi, Nang jariya, and the ten god vehicle processions.					
1.1 Time and length of the show					
1.2 The presentation form is clear and easy to understand					
1.3 The number of performers					
1.4 The costume and apparel					
1.5 The music compose					
1.6 Interpreters describe both in English and other languages					
2) OTOP shopping and local products					
• Quality of products					
• Variety of products					
• Reasonable price					
3) Local wisdom and the Phanom Rung historical exhibitions					
4) Competitions such as the stone carving show / contest and others.					

Your comments.....

.....

Your opinion about Phanom Rung nighttime activities

Category	Excellent (5)	Good (4)	Average (3)	Poor (2)	Very poor (1)
1) The light and sound performance entitled ‘Phanom Rung Maha Tewalai’					
1.1 Time and length of the show					
1.2 The presentation form is clear and easy to understand					
1.3 The number of performers					
1.4 The performers’ costume					
1.5 The music compose					
1.6 Interpreters describe both English and other languages					
1.7 Technical system					
1.8 Stage/ scenery and surrounding atmosphere					
1.9 Admission fees 200฿per person					
2) Traditional dinner ‘Hope By dinner’					
2.1 The representation form					
2.2 Variety of local food and drink					
2.3 Quality and taste of food and drink					
2.4 Sanitary in food and drink					
2.5 Admission fees 1,000฿ per 8 persons for one set					

Your comments.....

.....

จุฬาลงกรณ์มหาวิทยาลัย

Your opinion of the Phanom Rung festival promotion

Category	Excellent (5)	Good (4)	Average (3)	Poor (2)	Very poor (1)
From which sources did you hear of the Phanom Rung festival?					
• By Television					
• By Radio broadcast					
• By Newspapers					
• By Magazines and journals					
• By Poster or cutout					
• By Moving ads; public bus					
• By Brochures, handbook, calendar, CD-rom					
• By Relatives or friends					
• By Travel company					
• By Tourism Authority of Thailand (TAT) website					

สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย

แบบสอบถาม

เกี่ยวกับการจัดงานประเพณีขึ้นเขาพนมรุ้ง จังหวัดบุรีรัมย์

ระหว่างวันที่ 2 – 3 เมษายน 2548

คำชี้แจง โปรดใส่เครื่องหมาย ✓ ลงใน () หน้าข้อความที่ผู้ตอบแบบสอบถามเลือก

- 1.เพศ () ชาย () หญิง
- 2.อายุ () 15 – 25 ปี () 26 – 35 ปี () 36 – 45 ปี
() 46 – 55 ปี () มากกว่า 55 ปี
- 3.การศึกษา () ประถมศึกษา () มัธยมศึกษา
() อนุปริญญา () ปริญญาตรี
() ปริญญาโท () อื่นๆ (โปรดระบุ).....
- 4.อาชีพ () รับราชการ/ รัฐวิสาหกิจ () พนักงาน / ลูกจ้างบริษัท
() นักเรียน นักศึกษา () กิจการส่วนตัว
() อื่นๆ (โปรดระบุ).....
- 5.รายได้ต่อเดือน () ต่ำกว่า 5,000 บาท () 5,000 – 10,000 บาท
() 10,001 – 15,000 บาท () 15,001 – 20,000 บาท
() มากกว่า 20,000 บาท
- 6.ท่านมาจากจังหวัดใด (โปรดระบุ).....
- 7.ท่านเคยมาเที่ยวชมงานประเพณีขึ้นเขาพนมรุ้งหรือไม่
() เคย รวมครั้งนี้.....ครั้ง () ไม่เคย
- 8.แรงจูงใจที่ทำให้ท่านมาร่วมงานประเพณีขึ้นเขาพนมรุ้งในครั้งนี้ เลือกตอบจากมากที่สุด 3 ลำดับ
() ชมปรากฏการณ์ดวงอาทิตย์ส่องตรง 15 ช่องประตูปราสาทพนมรุ้ง
() ชมขบวนเสด็จพระนางภูผาดีนทรลักษมีเทวี และขบวนแห่เทพาหะทังลิบ
() ชมการแสดงแสง สี เสียง ชุด พนมรุ้งมหาเทวาลัย
() การรับประทานอาหารพื้นเมือง “โฮปบายดินเนอร์”
() การออกร้าน และจำหน่ายสินค้า หนึ่งตำบลหนึ่งผลิตภัณฑ์
() การแสดงนิทรรศการ และการประกวดแข่งขันประเภทต่างๆ
() อื่นๆ (โปรดระบุ).....
- 9.ท่านทราบข่าวการจัดงานประเพณีขึ้นเขาพนมรุ้ง จังหวัดบุรีรัมย์ จากแหล่งใด
() ญาติ พี่น้อง และเพื่อนฝูง () โทรทัศน์ / วิทยุ () อินเทอร์เน็ต
() หนังสือพิมพ์ () นิตยสาร/ วารสาร () ไปสเตอร์/ แผ่นป้าย โฆษณา/ แผ่นพับ
() อื่นๆ (โปรดระบุ).....

10. ท่านเดินทางมากับใคร () มากคนเดียว () มากับครอบครัว
() มากับเพื่อน () มากับบริษัทนำเที่ยว () อื่นๆ (โปรดระบุ).....

11. ท่านเดินทางมาชมงานโดยยานพาหนะใด

() รถยนต์ส่วนตัว () รถเช่า () รถบริษัทนำเที่ยว
() อื่นๆ (โปรดระบุ).....

12. ในปีต่อไป ท่านต้องการมาร่วมงานประเพณีขึ้นเขาพนมรุ้งอีกหรือไม่ เพราะเหตุใด

() มา เพราะ.....
() ไม่มา เพราะ.....
() ไม่แน่ใจ เพราะ.....

ความคิดเห็นเกี่ยวกับการจัดงานประเพณีขึ้นเขาพนมรุ้ง

การจัดการ	ดีมาก (5)	ดี (4)	พอใช้ (3)	ไม่ดี (2)	แย่มาก (1)
1. ถนนหรือเส้นทางที่ใช้ในการเดินทางจนถึงสถานที่จัดงานมีความสะดวกสบาย					
2. ป้ายบอกทางมายังสถานที่จัดงานสามารถมองเห็นได้อย่างชัดเจน และติดตั้งเป็นระยะจนถึงบริเวณงาน					
3. มีรถประจำทางและรถรับจ้างคอยอำนวยความสะดวกแก่ผู้เข้าชมงานอย่างทั่วถึง					
4. สิ่งอำนวยความสะดวกบริเวณที่จัดงาน					
• บริเวณที่จอดรถ					
• ป้ายบอกทาง และแผนที่บริเวณงาน					
• มีบริการศูนย์ข้อมูลการท่องเที่ยว					
• มีห้องสุขาอย่างเพียงพอ					
• มีการจัดเตรียมถังขยะไว้ตามจุดต่างๆ					
• เดินที่อำนวยความสะดวก และการปฐมพยาบาลเบื้องต้น					
• ร้านขายอาหารและเครื่องดื่ม					
• ร้านขายของที่ระลึก					
• ตู้กดเงินอัตโนมัติ (เอ ที เอ็ม)					
• เคา์เตอร์แลกเปลี่ยนสกุลเงิน					
• โทรศัพท์สาธารณะ					

5. เจ้าหน้าที่ และบุคลากรในการจัดงาน					
<ul style="list-style-type: none"> • สักส่วนของเจ้าหน้าที่ที่มีจำนวนเพียงพอกับผู้เข้าชมงาน 					
<ul style="list-style-type: none"> • เจ้าหน้าที่ที่มีความกระตือรือร้นในการอำนวยความสะดวกแก่ผู้เข้าชมงาน 					
<ul style="list-style-type: none"> • มีการจัดเจ้าหน้าที่รักษาความปลอดภัยประจำตามจุดต่างๆเหมาะสม 					
<ul style="list-style-type: none"> • การให้ข้อมูลแก่ผู้เข้าชมงาน 					

ข้อเสนอแนะอื่นๆ

ความคิดเห็นเกี่ยวกับกิจกรรมและการแสดง: (ช่วงกลางวัน)

การจัดการ	ดีมาก (5)	ดี (4)	พอใช้ (3)	ไม่ดี (2)	แย่มาก (1)
1. ขบวนแห่พระนางสุปตินทรลักษมีเทวีและขบวนเทพพาหนะทั้ง 10					
<ul style="list-style-type: none"> • ความเหมาะสมของช่วงเวลาในการแสดงและระยะเวลาในการแสดง 					
<ul style="list-style-type: none"> • รูปแบบ และการนำเสนอทำให้ง่ายแก่การเข้าใจ 					
<ul style="list-style-type: none"> • จำนวนนักแสดง 					
<ul style="list-style-type: none"> • ความพร้อมเพรียงของริ้วขบวนแห่ 					
<ul style="list-style-type: none"> • ความสวยงามและความประณีตของเสื้อผ้า และเครื่องแต่งกาย 					
<ul style="list-style-type: none"> • คนตรีประกอบขบวนแห่ 					
<ul style="list-style-type: none"> • มีพิธีกรบรรยายประกอบขบวนแห่ทั้งภาษาไทยและภาษาอื่นๆ 					
2.การออกร้าน จำหน่ายสินค้าหนึ่งตำบลหนึ่งผลิตภัณฑ์					
<ul style="list-style-type: none"> • คุณภาพของสินค้า 					
<ul style="list-style-type: none"> • สินค้ามีความหลากหลายให้เลือกซื้อ 					
<ul style="list-style-type: none"> • ราคาสินค้าและ บริการไม่สูงจนเกินไป 					
3.การจัดนิทรรศการ ภูมิปัญญาชาวบ้าน นวดแผนโบราณ					
4.การประกวด และแข่งขันประเภทต่างๆ เช่น แข่งขันแกะสลัก หินทราย หรือ การประกวดจัดพานบายศรี					

ข้อเสนอแนะอื่นๆ

ความคิดเห็นเกี่ยวกับกิจกรรมและการแสดง: (ช่วงกลางคืน)

การจัดการ	ดีมาก (5)	ดี (4)	พอใช้ (3)	ไม่ดี (2)	แย่มาก (1)
1. การแสดงแสง สี เสียง ชุดพนมรุ้งมหาทวารลัย (ช่วงกลางคืน)					
• ช่วงเวลา และระยะเวลาในการแสดง					
• รูปแบบ และการนำเสนอทำให้ง่ายแก่การเข้าใจ					
• จำนวนนักแสดง					
• ความสวยงาม และความประณีตของเสื้อผ้า และเครื่องแต่งกาย					
• คนตรีประกอบการแสดง					
• มีพิธีกรบรรยายประกอบการแสดงทั้งภาษาไทย และภาษาอื่นๆ					
• ระบบเทคนิคแสง สี เสียง ประกอบการแสดง					
• เวทีการแสดง / ฉาก และ บรรยากาศโดยรวม					
2. การรับประทานอาหารพื้นบ้าน “โฮปบายดินเนอร์”					
• รูปแบบของการจัดงาน					
• ความหลากหลายของอาหารพื้นบ้านและเครื่องดื่ม					
• รสชาติของอาหาร และเครื่องดื่ม					
• ความสะอาดของอาหาร และเครื่องดื่ม					
3. อัตราค่าเข้าร่วมชมกิจกรรมต่างๆ					
• อัตราค่าเข้าชมขบวนแห่พระนางกูปินทรลักษมี เทวีและขบวนเทพาหนะทั้ง 10 ราคา 20 บาท					
• อัตราค่าเข้าชมการแสดงแสง สี เสียง ชุด พนมรุ้งมหาทวารลัย ราคา 200 บาทต่อท่าน					
• อัตราค่าบริการอาหารพื้นเมือง “โฮปบายดินเนอร์” โตกละ 1,000 บาทต่อ 8 ท่าน					

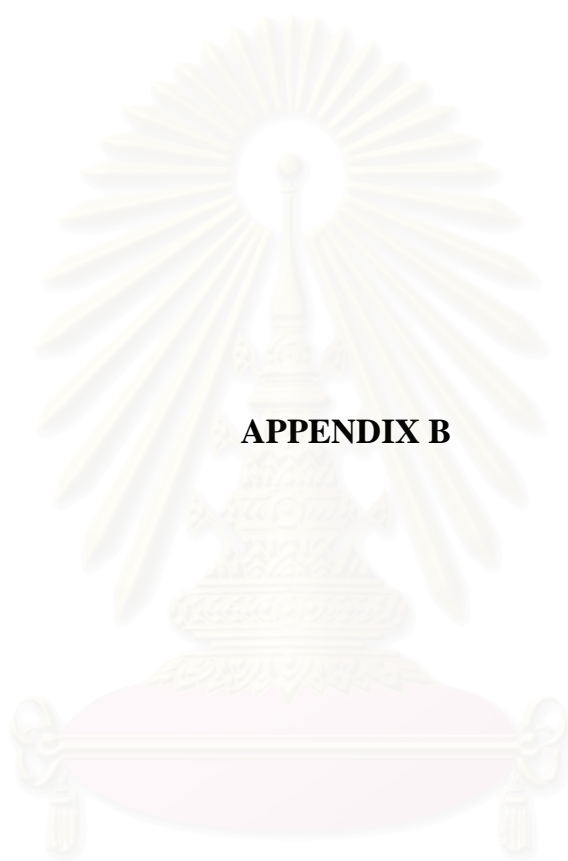
ความคิดเห็นเกี่ยวกับการประชาสัมพันธ์งานประเพณีขึ้นเขาพนมรุ้ง จังหวัดบุรีรัมย์

สื่อการประชาสัมพันธ์	ดีมาก (5)	ดี (4)	พอใช้ (3)	น้อย (2)	แย่มาก (1)
1.ท่านได้รับข้อมูลข่าวสารเกี่ยวกับงานเทศกาลประเพณีขึ้นเขาพนมรุ้งผ่านสื่อต่อไปนี้มากน้อยเพียงใด					
• โทรทัศน์					
• วิทยุกระจายเสียง					
• หนังสือพิมพ์					
• วารสาร และนิตยสาร					
• สื่อโฆษณากลางแจ้ง เช่น โปสเตอร์ ป้ายผ้า คัทเอ้าท์					
• สื่อโฆษณาเคลื่อนที่ เช่น รถแห่ประชาสัมพันธ์ หรือ โฆษณابนรถประจำทาง					
• สื่อเฉพาะกิจ เช่น โบรชัวร์ คู่มือท่องเที่ยว ปฏิทิน วีดีโอ สติกเกอร์ ซีดีรอม					
• สื่อบุคคล เช่น ญาติพี่น้อง คนรู้จัก เพื่อน					
• บริษัทนำเที่ยว					
• การท่องเที่ยวแห่งประเทศไทย เช่น เว็บไซต์					

ขอขอบคุณในความร่วมมือ

ผู้วิจัย

สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย



APPENDIX B

สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย

NAME LIST OF THE EXPERT PANEL FOR THE STUDY**1. Mr. Chokchai Takbho**

Local artist, Ubonratchathani province

2. Mr. Boonyasarit Aneksuk

Lecturer, Faculty of Liberal Arts Ubonratchathani University, who has experience to operate the Candle Festival, Ubonratchathani province.

3. Assistant Professor Sorapoj Sewanakunakorn

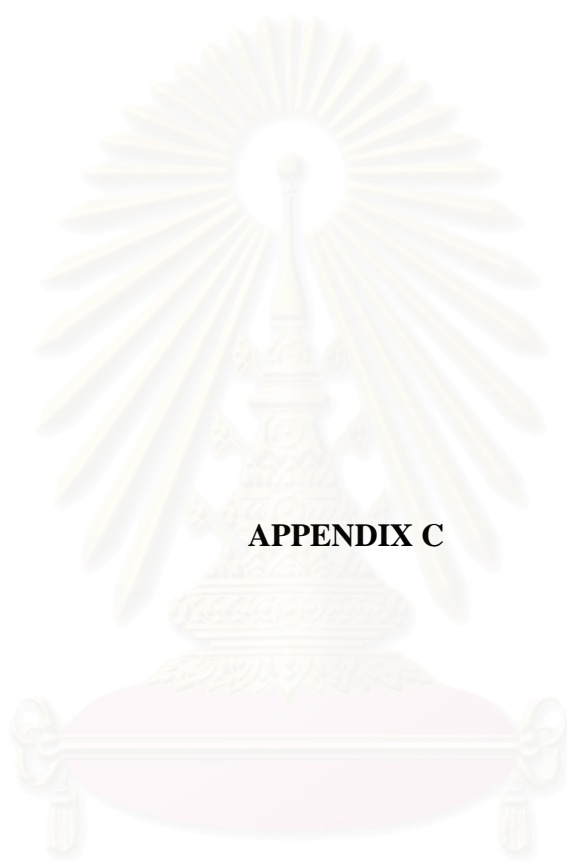
Lecturer, Faculty of Liberal Arts Ubonratchathani University, who has experience to operate the Candle Festival, Ubonratchathani province.

4. Assistant Professor Areerat Ruengkamnerd

Lecturer, Faculty of Liberal Arts Ubonratchathani University, who has experience to operate the Candle Festival, Ubonratchathani province.



สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย



APPENDIX C

สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย

Name List of the twenty organizers of Burirum province

1. The Burirum governor ผู้ว่าราชการจังหวัดบุรีรัมย์
2. The deputy provincial governor ปลัดจังหวัดบุรีรัมย์
3. Representative from the office of provincial information ผู้แทนจากสำนักงานข้อมูลจังหวัด
4. Representative from the office of provincial statistic ผู้แทนสำนักงานสถิติจังหวัด
5. Representative from the office of the provincial ผู้แทนสำนักงานจังหวัด
6. Chalermprakiet district officer นางอำเภอเฉลิมพระเกียรติ จ.บุรีรัมย์
7. Representative from Chalermprakiet district cultural center ผู้แทนสำนักงานวัฒนธรรมอำเภอเฉลิมพระเกียรติ จ.บุรีรัมย์
8. Representative from Chalermprakiet district ผู้แทนสำนักงานอำเภอเฉลิมพระเกียรติ จ.บุรีรัมย์
9. The deputy of Prakonchai district ปลัดอำเภอประโคนชัย จ.บุรีรัมย์
10. Prakonchai district officer นายอำเภอประโคนชัย จ.บุรีรัมย์
11. Representative from Prakonchai district ผู้แทนสำนักงานอำเภอประโคนชัย จ.บุรีรัมย์
12. Director of Burirum tourism sport and recreation center ผู้อำนวยการสำนักงานการท่องเที่ยว กีฬาและนันทนาการ จ.บุรีรัมย์
13. Representative from Burirum tourism and sport center ผู้แทนสำนักงานการท่องเที่ยว กีฬาและนันทนาการ จ.บุรีรัมย์
14. Director of Tourism Authority of Thailand (northeast region1) ผู้อำนวยการสำนักงานการท่องเที่ยวแห่งประเทศไทย (ภาคตะวันออกเฉียงเหนือ เขต1)
15. Representative from Tourism Authority of Thailand (northeast region1) ผู้แทนสำนักงานการท่องเที่ยวแห่งประเทศไทย (ภาคตะวันออกเฉียงเหนือ เขต1)
16. Representative from Tourism Authority of Thailand (northeast region1) ผู้แทนสำนักงานการท่องเที่ยวแห่งประเทศไทย (ภาคตะวันออกเฉียงเหนือ เขต1)
17. Head of the office of Phanom Rung Historical Park หัวหน้าสำนักงานอุทยานประวัติศาสตร์พนมรุ้ง จ.บุรีรัมย์
18. Representative from the office of Phanom Rung Historical Park ผู้แทนสำนักงานอุทยานประวัติศาสตร์พนมรุ้ง จ.บุรีรัมย์
19. Representative from the office of Phanom Rung Historical Park ผู้แทนสำนักงานอุทยานประวัติศาสตร์พนมรุ้ง จ.บุรีรัมย์
20. Representative from the office of Phanom Rung Historical Park ผู้แทนสำนักงานอุทยานประวัติศาสตร์พนมรุ้ง จ.บุรีรัมย์

INTERVIEW SCRIPT FOR THE PHANOM RUNG FESTIVAL ORGANIZERS

I am a student of Cultural Management Program, Chulalongkorn University. I'm doing research about the factors that contribute to the success in cultural event management, case study the Phanom Rung festival, Burirum province. Could you please give me some information about the management of this festival;

1. How do the provincial policy toward the management of the Phanom Rung festival for this year? Isn't it similar with previous year?
2. How about the current situation of the Phanom Rung festival management?
3. What are the major target groups of the festival? Are most of them domestic or international?
4. In your opinion what are the strong point of the festival? and why?
5. In your opinion what are the weakness point of the festival? and why?
6. How about the festival programs and activities, are they appropriate? Would you like to change some of them?
7. In your opinion, do the management of the Phanom Rung festival success or not? why do you think like that?
8. What are the most important things that the organizers should consider when operating the cultural festival?
9. As the Phanom Rung organizer, would you like to suggest any ideas for managing cultural festival became sustainable and successfully?
10. What are the identification to inform about the festival success or not?

Thank you for your cooperation. Your information would be advantageous for the study as well as improve the management of the Phanom Rung festival more effectively.

Patcharee Thanee

Research objectives: To examine factor contribute to the success in cultural management at the Phanom Rung festival, Burirum province.

To explore visitor and organizers opinions toward the management of the Phanom Rung festival, in order to identify the factor contribute to the success of cultural festival management.

Research question: What are the factors contributed to the success of the Phanom Rung festival? and how do those factors contribute to the success?

In depth interview question one: Do the management of the Phanom Rung festival success? What are the notifications to imply that?

Answer:

- **The Burirum governor**, stated that *'The factor contributed to the success of the Phanom Rung festival was the festival run into safety and security. Also, don't have any accident or any trouble. Another factor was the number of ticketing that sale for the festival.'*
- **The deputy provincial governor**, said that *'Success factors was the number of the visitors who attended the festival as well as there have not any problems or barriers effected the management of the festival.'*
- **Representative from office of provincial information**, stated that *'The number of the visitors attended the festival.'*
- **Representative from the office of provincial statistic**, said that *'There have not any problems or barriers effected the management of the Phanom Rung festival.'*
- **Representative from the office of provincial**, told that *'The number of ticket that sold in the festival comprised of the ticket from daytime and nighttime activities.'*
- **Chalermprakiet district officer**, stated that *'Success factor was the number of the visitors and the number of tickets.'*
- **Representative from Chalermprakiet district cultural center**, told that *'The success factors were the quality and effectiveness of the festival management. For this year there had some of the procession when comparing previous year.'*
- **Representative from Chalermprakiet district**, said that *'The number of the visitors, the number of tickets, as well as there have not any problems and barriers effected the festival management.'*
- **The deputy of Prakochai district**, said that *'There have lots of visitors attended the festival as well as promote the site (the Phanom Rung Historical Park) in the same time.'*
- **Prakonchai district officer**, stated that *'The number of the visitors, and the number of tickets.'*
- **Representative from Prakonchai district**, said that *'The number of tickets was the success factor.'*

- **Director of Burirum tourism, sport and recreation center**, stated that *'The success factor was the promotional plan of the festival that reach to mass group both domestic and international visitors. As mentioned the number of domestics visitors increased than previous year.'*
- **Representative from Burirum tourism, sport and recreation center**, *'The number of the visitors, peaceful don't have any problems or barriers effected the management.'*
- **Director of Tourism Authority of Thailand (northeast region 1)**, said that *'The success factors were the number of the visitors who attend the festival, the visitor's satisfaction, as well as don't have any problems or barriers effected the festival management.'*
- **Representative from Tourism Authority of Thailand (northeast region1)**, told that *'The number of visitors and visitors satisfaction especially international visitors.'*
- **Representative from Tourism Authority of Thailand (northeast region1)**, said that *'The number of the visitors.'*
- **Head of the office of Phanom Rung Historical Park**, said that *'Success factors were the number of visitors who attend the festival as well as don't have any serious problem.'*
- **Representative from the office of Phanom Rung Historical Park**, told that *'The number of visitors and the number of ticket.'*
- **Representative from the office of Phanom Rung Historical Park**, said that *'The number of visitors and peaceful which don't have any problems or barriers.'*
- **Representative from the office of Phanom Rung Historical Park**, stated that *'The number of visitors and peaceful.'*

In-depth interview question two: Do the management of the Phanom Rung festival success? What are the notifications to imply that?

Answer:

- **The Burirum governor,** stated that *'The number of the visitors, and number of the tickets. Also, don't have any dangerous case, accidental, and any confusion. Therefore the management of the Phanom Rung festival for this year was successful.'*
- **The deputy provincial governor,** said that *'This year was success because there have not any accident or dangerous effected the management of the festival. Also, lots of visitor numbers attended the festival.'*
- **Representative from office of provincial information,** stated that *'The management for this year was success, since lots of visitors attended the festival, as well as the tickets were sold out before the festival period.'*
- **Representative from the office of provincial statistic,** said that *'This year was success like previous year. There have lots of the visitors attended the Phanom Rung festival both two days.'*
- **Representative from the office of provincial,** told that *'This year the festival was successful because, there have lots of visitors attended the festival, as well as the tickets were sold out.'*
- **Chalermprakiet district officer,** stated that *'The festival management in this year was successful. Lots of visitors attended the festival; there have not any dangerous cases or accident during the festival period.'*
- **Representative from Chalermprakiet district cultural center,** told that *'There have not any problems and barriers effected the management of the Phanom Rung festival, also lots of visitors attended the festival.'*
- **Representative from Chalermprakiet district,** said that *'Lots of visitors attended the festival and the number of tickets were sold out.'*
- **The deputy of Prakochai district,** said that *'There have not any problems and barriers effected the management of the festival, and the number of the visitors.'*
- **Prakonchai district officer,** stated that *'The management of this festival was success. There have lots of visitors attend the festival, and the management of the festival during the festival period was peaceful.'*
- **Representative from Prakonchai district,** said that *'For this year was success. There have any problems and barriers effected the management of the festival. Also, lots of the number of visitors attended the festival both Saturday and Sunday.'*
- **Director of Burirum tourism, sport and recreation center,** stated that *'The management of the festival for this year was success. There have no any dangerous case effected the festival. Also, lots of the visitors attended the festival and tickets were sold out.'*

- **Representative from Buriram tourism, sport and recreation center**, said that *'There have not any problems and barriers effected the management of the festival.'*
- **Director of Tourism Authority of Thailand (northeast region 1)**, said that *'There have not any problem and barrier affected the festival. Also, lots of festivals attend the festival as well as tickets were sold out.'*
- **Representative from Tourism Authority of Thailand (northeast region1)**, told that *'It was successful illustrated the numbers of the visitors.'*
- **Representative from Tourism Authority of Thailand (northeast region1)**, said that *'The festival was successful because the number of visitors was increased.'*
- **Head of the office of Phanom Rung Historical Park**, said that *'Lots of visitor numbers was increased. Ticket was sold out before the festival period and there have not any problems and barriers effected the festival management.'*
- **Representative from the office of Phanom Rung Historical Park**, told that *'This year was successful because lots of visitors attended the festival.'*
- **Representative from the office of Phanom Rung Historical Park**, said that *'Successfully since ticket was sold out and the number of the visitor as well as satisfaction of the visitors.'*
- **Representative from the office of Phanom Rung Historical Park**, stated that *'The management of the festival for this year was successful. As mentioned lots of visitors attended the festival and there have not any problems and barriers effected the management of the Phanom Rung festival.'*

In-depth interview question three; What are the strength and weakness points of the Phanom Rung festival? How do the organizers deal with them?

Answer:

- **The Burirum governor**, stated that *'The strength point was the venue of the festival that was the Phanom Rung Historical Park which represented historical background and significance to the festival for example worship processions, local wisdom exhibition, OTOP fair, and other activities. Also, weakness point was limited budgeting make the production of programs and activities were not elegance and grandness enough.'*
- **The deputy provincial governor**, said that *'The strength point of the festival was representation form both Thai and Khmer culture such as worship ceremony, traditional dinner, and traditional massage. The weakness point of the festival was limited budgeting make some production were not elegance and grandness enough.'*
- **Representative from office of provincial information**, stated that *'The grand worship procession was the strong point of the festival. The weakness point of the festival was limited budgeting.'*
- **Representative from the office of provincial statistic**, said that *'The strength point of the festival was the programs and activities. The weakness point of the festival was ineffectively of the promotional plan.'*
- **Representative from the office of provincial**, told that *'The grand worship procession, the traditional dinner, the light and sound performance was the strong point of the festival. The weakness point of the festival was limited budgeting and ineffectively promotional plan.'*
- **Chalermprakiet district officer**, stated that *'The programs and activities was the strong point of the Phanom Rung festival. The weakness point of the festival was ineffectively promotional plan.'*
- **Representative from Chalermprakiet district cultural center**, told that *'The grand worship procession was the strong point of the festival because it represented the culture and tradition of Thai and Khmer. The weakness point of the festival was limited budgeting.'*
- **Representative from Chalermprakiet district**, said that *'The strong point of the festival was the programs and activities of the festival. The weakness point of the festival was ineffectively promotional plan.'*
- **The deputy of Prakochai district**, said that *'The programs and activities was the strength of the festival. The weakness point of the festival was limited budgeting.'*
- **Prakonchai district officer**, stated that *'The strength point of the festival was the programs and activities of the festival. The weakness point of the festival was ineffectively of the festival promotional plan.'*
- **Representative from Prakonchai district**, said that *'The strength point of the festival was the programs and activities such as the grand worship procession, the ten' god vehicle parade, the traditional dinner, and light and sound performance. The weakness point of the festival was limited budgeting.'*

- **Director of Burirum tourism, sport and recreation center**, stated that *'The strong point of the festival was concerning faith and believe of the people to the sacred at the Phanom Rung festival which had done in every year. Besides this festival represented OTOP products such as food, beverage, souvenirs, and others. The weakness point of the festival was the venue that far from city, limited space for attending light and sound performance.'*
- **Representative from Burirum tourism, sport and recreation center**, said that *'The strong point of the festival was the grand worship procession and traditional dinner, because these activities represented the culture and tradition of the local people in Burirum province. The weakness point was limited budgeting make the activities were not elegance enough.'*
- **Director of Tourism Authority of Thailand (northeast region 1)**, said that *'The strength point of this festival was the grand worship procession and the ten' god vehicle because this festival concerned belief and faith of the people to the sacred at the Phanom Rung sanctuary therefore, the major theme of the festival must be making worship to the sacred at the Phanom Rung sanctuary. The weakness point of the festival was limited budgeting make the production were not elegance.'*
- **Representative from Tourism Authority of Thailand (northeast region1)**, told that *'The strong point of the festival was the programs and activities which represented the culture and tradition both Thai and Khmer. The weakness point was the grand procession and light and sound was not elegance like previous year.'*
- **Representative from Tourism Authority of Thailand (northeast region1)**, said that *'The strong point of the festival was the grandworship procession and the ten' god vehicle parade. The weakness point of the festival was ineffectively festival promoting.'*
- **Head of the office of Phanom Rung Historical Park**, said that said that *'The strength point of the Phanom Rung festival was the activities and the programs of the festival which weakness point of the Phanom Rung festival was ineffectively of the festival promoting, there were not varies of the media channels, as well as media selection were not reach to the target group.'*
- **Representative from the office of Phanom Rung Historical Park**, told that *'Various activities and programs were the strength point of the festival. The weakness point of the festival was limited budgeting of the festival management.'*
- **Representative from the office of Phanom Rung Historical Park**, said that *'The strength point of the festival was the grand worship procession and the ten' god vehicle parade. The weakness point was ineffectively promotional plan of the festival.'*
- **Representative from the office of Phanom Rung Historical Park**, stated that *'The strong point of the festival was the festival programs and activities which represented Thai and Khmer culture. The weakness point of the festival was ineffectively the promotional plan.'*

In-depth interview question four; In the organizers point of view, what are the criteria which identify the success factor in cultural event management?

Answer:

- **The Burirum governor,** stated that *'The community participation to preserve this festival remained, the promotional plan that reach the target group both domestic and international visitors. Also, represented the original theme of the festival as well as local wisdom and local products to the public, these were the tools to make people know more about the Phanom Rung festival and Burirum province.'*
- **The deputy provincial governor,** said that *'Remaining the original theme of the festival this make the festival more interesting.'*
- **Representative from office of provincial information,** stated that *'The original theme of the festival as well as the promotional plan of the festival.'*
- **Representative from the office of provincial statistic,** said that *'The promotional plan of the festival make public know more about the festival details such as programs and activities, period of time, or others.'*
- **Representative from the office of provincial,** told that *'The original theme of the festival which preserved for along time.'*
- **Chalermprakiet district officer,** stated that *'The original theme of the festival that preserved from generation to generation for a long time. Therefore, this was the crucial part for managing the cultural event.'*
- **Representative from Chalermprakiet district cultural center,** told that *'The organizers should considered the original purposes of each cultural events as well as preserved those cultural event in the right way more than follow up marketing demand. In my view, now cultural became another tourism product.'*
- **Representative from Chalermprakiet district,** said that *'Preserving the original theme of the festival, this could help the festival successful and sustainable.'*
- **The deputy of Prakochai district,** said that *'In each cultural event had their own identity therefore, how to make these identity remained and was protected in the right way.'*
- **Prakonchai district officer,** stated that *'The unity of the community was the major factor that make the cultural event run effectively.'*
- **Representative from Prakonchai district,** said that *'The original theme of the festival. Also, unlimited budgeting make the management of the festival more interesting and elegance enough to attract lots of visitors attend the festival.'*
- **Director of Burirum tourism, sport and recreation center,** stated that *'Another purpose of this festival was to promote tourism of Burirum province in widely. Therefore, all stakeholders of the province such as hotel business, travel agent, or others should cooperate together in order to make the tourism more interesting. For this year some feed back from those business said that visitors are not much when comparing with previous year.'*

- **Representative from Buriram tourism, sport and recreation center**, said that *'The original theme of the festival, as well as the form to present the programs and activities of those cultural events.'*
- **Director of Tourism Authority of Thailand (northeast region 1)**, said that *'The organizers should done the whole production by themselves not outsiders organizers since outsiders organizers look only the profit don't look at the original purpose of the festival. Therefore, the production of this festival was unsatisfactory enough.'*
- **Representative from Tourism Authority of Thailand (northeast region1)**, told that *'The original purpose of the festival, the theme, the programs and activities, the form that represented how those cultural event was.'*
- **Representative from Tourism Authority of Thailand (northeast region1)**, said that *'Unlimited budgeting especially in the promotional part of the festival was the crucial thing.'*
- **Head of the office of Phanom Rung Historical Park**, said that *'The original purpose of the festival, the festival programs and activities, and the promotional plan were crucial part for managing the cultural event become successful and sustainable.'*
- **Representative from the office of Phanom Rung Historical Park**, told that *'The organizers should consider the original purpose of the festival, the unity of the community, as well as relationship of stakeholders of the festival as well.'*
- **Representative from the office of Phanom Rung Historical Park**, said that *'The form and own identity that make the festival sustainable and successful.'*
- **Representative from the office of Phanom Rung Historical Park**, stated that *'The original theme of the festival was the crucial thing to make the management of the festival run successful and sustainable.'*

In-depth interview question five: What are the most important things that the organizers should realize when managing cultural event?

Answer:

- **The Burirum governor**, stated that *'The most crucial things that all the cultural events should realize was how to manage those events following the original purpose. For the Phanom Rung festival worship procession was remained the original purpose of the festival represent to the public.'*
- **The deputy provincial governor**, said that *'The most important thing was remained the original theme and concept of those events. Apart from that the programs and activities should appropriate the event theme as well.'*
- **Representative from office of provincial information**, stated that *'The programs and activities of the event. Also, the concept and form of the festival.'*
- **Representative from the office of provincial statistic**, said that *'The programs and activities of the events for the Phanom Rung festival because this identify how these events were.'*
- **Representative from the office of provincial**, told that *'For the Phanom Rung festival the crucial important was the programs and activities that was the major factor of this festival.'*
- **Chalermprakiet district officer**, stated that *'This year was successful. Because there are lots of visitors attended the Phanom Rung festival, also there were no any accident and confusion during the festival period.'*
- **Representative from Chalermprakiet district cultural center**, told that *'Remaining original purpose of the events. Also, the program and activities were related the event theme more than modify for serving tourism aspects.'*
- **Representative from Chalermprakiet district**, said that *'The crucial thing for the Phanom Rung festival comprised of two thing the first was the venue (the Phanom Rung Historical Park), and the worship procession parade.'*
- **The deputy of Prakochai district**, said that *'The crucial thing was remained the original purpose of the festival more than follow up the tourism demand.'*
- **Prakonchai district officer**, stated that *'The crucial thing of the event was theme, concept, and representation form.'*
- **Representative from Prakonchai district**, said that *'The cooperation among stakeholders such as government sector, private sector, community and others.'*
- **Director of Burirum tourism, sport and recreation center**, stated that *'The promotional plan of the events that reach to mass group especially international visitors. Also, representation form of the programs and activities that make visitor understand how these events were.'*

- **Representative from Buriram tourism, sport and recreation center**, said that *'The representation form of the programs and activities that easy for understanding.'*
- **Director of Tourism Authority of Thailand (northeast region 1)**, said that *'The most crucial thing was evaluation process at least a month after the festival finish. According to my experience lately evaluation meeting was happen nearly the festival period that make the management process run ineffectively. I think the evaluation meeting should considered when finish the festival at least one month in order to consider especially problems, barrier , and how to develop the program and activities more interesting and impress the visitor more than last year.'*
- **Representative from Tourism Authority of Thailand (northeast region1)**, told that *'Remaining original purpose of the events.'*
- **Representative from Tourism Authority of Thailand (northeast region1)**, said that *'The original theme of the festival as well as the programs and activities.'*
- **Head of the office of Phanom Rung Historical Park**, said that *'Retaining the original purpose of the festival and representation form of the programs and activities.'*
- **Representative from the office of Phanom Rung Historical Park**, told that *'The festival programs and activities which inform about festival background.'*
- **Representative from the office of Phanom Rung Historical Park**, said that *'The promotional plan of the festival that make mass group know more about the festival information.'*
- **Representative from the office of Phanom Rung Historical Park**, stated that *'The original purpose of the festival as well as the programs and activities of the festival.'*

Research objectives: To study the management process of the Phanom Rung festival, Burirum province in the following aspects; the organization, the programs and activities, and the promotional plan.

Research question: How is the management process of the Phanom Rung festival?

In-depth interview question one: How do the organizers manage the Phanom Rung festival? Are there any problems and barriers affected the management?

Answer:

- **The Burirum governor**, stated that *'The management of the Phanom Rung festival was similarly the previous year. The theme remained making worship to the sacred at the Phanom Rung sanctuary. For the organizers responsibilities, such as the office of the Burirum province in charge of general management, the office of the Phanom Rung Historical Park take care of the venue and waste management, and the Tourism Authority of Thailand (northeast region1) in charge of festival promoting. Concerning the problems and barrier, there have some but we can manage all of them.'*
- **The deputy provincial governor**, said that *'His responsibility was traditional dinner part (Hope Bai Dinner). Also, take care of dinner ticketing as well. Regarding the problems and barriers there has but not much and we can manage them.'*
- **Representative from the office of provincial information**, *'His sector respond in festival promoting, giving festival information to the media channel, regarding problems and barriers, the major one was limited budgeting affected limited media channel use.'*
- **Representative from the office of provincial statistic**, *'Our responsibility was evaluating and reporting the festival management when it finished, for the problem and barriers, just little and we can managed them'*
- **Representative from the office of the provincial**, *'His section in charge of evaluation part together with the office of Burirum statistic. For the problems and barrier, there have not.'*
- **Chalermprakiet district officer**, stated that *'His responsibilities was venue setting together with the office of Phanom Rung Historical Park. Also take care of some traditional shows.'*
- **Representative from Chalermprakiet district cultural center**, told that *' There have some problem such as limited budgeting make the performance and procession were not elegance and grandness like previous year. Another one the show was not the same time of the schedule or may be the show performed more than one times since VIP guest.'*
- **Representative from Chalermprakiet district**, said that *'Almost of the festival management was similar previous year such as the programs and activities, the traditional dinner, and light and sound performance. Our responsibility was take care f some performance and venue setting.'*
- **The deputy of Prakochai district**, said that *'Our responsibility was take care of the processions and others traditional show. For the problems and barriers such as lately evaluation*

from previous year and lately preparation meeting for this year affected the management run ineffectively enough.'

- **Prakonchai district officer**, stated that *'His responsibility was the procession parade which most of the performance were the people from both Chalermprakiet and Prakonchai district. For the problem, the major one was limited budgeting.'*
- **Representative from Prakonchai district**, said that *'All of the organizers done their responsibilities according to the organization chart therefore, I think there have not problem or barrier.'*
- **Director of Burirum tourism, sport, and recreation center**, stated that *' This festival concerned religious and belief of the people to the sacred at the Phanom Rung sanctuary, therefore every year lots of people attend the festival and this festival was the sign of the Burirum province. For the problem was the weather because our festival held in April which was the most higher temperature in the year.'*
- **Representative from Burirum tourism, sport, and recreation center**, said that *'Our responsibility was giving tourism information to the visitors as well as giving festival details to the tourists.'*
- **Director of Tourism Authority of Thailand (Northeast region 1)**, said that *' His responsibility was only promoting the festival information to the public. For the problem and barriers in his view point he said that the shows were not elegance and grandness enough since limited budgeting.'*
- **Representative from Tourism Authority of Thailand (Northeast region1)**, told that *' TAT. respond only promoting the festival pass various media channels. Regarding the production we didn't concerned.'*
- **Representative from Tourism Authority of Thailand (Northeast region1)**, said that *' This festival was similarly other cultural event in the country the activities comprised of daytime and nighttime. The highlight in daytime was the grand worship procession, and the highlight in nighttime was light and sound performance.'*
- **Head of the office of Phanom Rung Historical Park**, said that *' In a big picture of the festival management, was similar previous year except the festival period. Lately preparation meeting was the barrier for managing the festival because it affected the whole process for example lately festival announcement, lately ticketing, and lately festival promoting.'*
- **Representative from the office of Phanom Rung Historical Park**, told that *'His sector respond venue setting as well as waste management.'*
- **Representative from the office of Phanom Rung Historical Park**, said that *'Her office take care of the venue setting and waste management.'*
- **Representative from the office of Phanom Rung Historical Park**, stated that *'The office of the Phanom Rung take care of venue setting. For the problem was dirty of the place when the festival finish, it was happened every year.'*

In-depth interview question two: How about the festival programs and activities, are they appropriate with schedule?

Answer:

- **The Burirum governor**, stated that *'The Phanom Rung festival was held annually for a long time from generation to generation, therefore, to preserve this festival remained and to promote this festival to the public, we celebrated this festival with lots of programs and activities. Those programs and activities were concerned the purpose of the festival such as the grand worship procession, the traditional dinner 'Hope Bai Dinner', and the light and sound performance entitled 'Phanom Rung Maha Tewalai'. As mentioned those activities were appropriate with the festival as well as represent the original background of the festival as well'*.
- **The deputy provincial governor**, said that *'We have both daytime and nighttime activities which identifying how the Phanom Rung festival was. As the Phanom Rung festival celebrated from religious, believe, and faith of the people to the sacred at the Phanom Rung sanctuary therefore, the programs and activities were concerned with making worship which suitable to the festival.'*
- **Representative from the office of provincial information**, stated that *'The major activity of the Phanom Rung festival was the grand worship procession and the ten' god vehicle.'*
- **Representative from the office of provincial statistic**, said that *'The grand worship procession of Pra Nang Bhupatintoraraksamee Dhevi and the ten' god vehicle were the highlight of the festival programs.'*
- **Representative from office of provincial**, told that *'The highlight programs of the Phanom Rung festival was the grand worship procession of Pra Nang Bhupatintoraraksamee Dhevi.'*
- **Chalermprakiet district officer**, stated that *'The festival programs and activities were similar previous year such as the grand worship procession, the traditional dinner, light and sound performance.'*
- **Representative from Chalermprakiet district cultural center**, told that *'Most of the programs and activities were similar previous year comprised of the grand worship procession, the traditional dinner, the light and sound performance. Apart from that the wonderful phenomena; the sun rising through fifteen doorways was happened.'*
- **Representative from Chalermprakiet district**, said that *'This festival comprised of the grand worship procession, the traditional dinner, and the light and sound performance.'*
- **The deputy of Prakochai district**, said that *'Most of the programs and activities were the same as previous year.'*
- **Prakonchai district officer**, stated that *'The representation form of the festival programs and activities were similar previous year.'*

- **Representative from Prakonchai district**, said that *'Nothing changed, similar previous year.'*
- **Director of Burirum tourism, sport and recreation center**, stated that *' The representation form of the festival was similar previous year. This festival remained represented local tradition, local arts, historical background, and others. Those activities were such as the grand worship procession, the traditional dinner, and the light and sound performance.'*
- **Representative from Burirum tourism, sport and recreation center**, said that *'This festival remained present similarly programs and activities such as making worship procession, traditional dinner, and light and sound performance.'*
- **Director of Tourism Authority of Thailand (northeast region 1)**, said that *'The major programs and activities of the festival remained making worship to the sacred at the Phanom Rung sanctuary also providing traditional dinner and light and sound performance as well.'*
- **Representative from Tourism Authority of Thailand (northeast region1)**, told that *'Most of the festival production was the same as the previous year such as the major programs and activities.'*
- **Representative from Tourism Authority of Thailand (northeast region1)**, said that *'The festival was the same as other cultural event in the country, the major programs and activities comprised of the grand worship procession, the traditional dinner, and light and sound performance.'*
- **Head of the office of Phanom Rung Historical Park**, said that *' The major programs of the festival were the grand worship ceremony procession and the ten god vehicle, the Hope Bai dinner, and the light and sound performance.'*
- **Representative from the office of Phanom Rung Historical Park**, told that *'The festival was similar the previous year, which were the grand worship procession, the traditional dinner, and light and sound performance.'*
- **Representative from the office of Phanom Rung Historical Park**, said that *'The major programs and activities of the festival were the grand worship procession of Pra Nang Bhupatintoraraksamee Dhevi, the traditional dinner, and light and sound performance.'*
- **Representative from the office of Phanom Rung Historical Park**, stated that *'The production of this year and the previous year was similar.'*

In-depth interview question three: What is the major target group of the festival?

Is their number growing up every year?

Answer:

- **The Burirum governor**, stated that *‘The major target group of the festival was people from Burirum province and surrounding province as well as foreigner.’*
- **The deputy provincial governor**, said that *‘Almost of the visitors was the person from Burirum province and surrounding area. Also, there have international visitors.’*
- **Representative from office of provincial information**, stated that *‘Most of the attendants were people from Burirum province and others province from many parts of the country. For international visitors there have but not much.’*
- **Representative from the office of provincial statistic**, said that *‘Our target group comprised of domestic and international visitors. Also, domestic visitors more than international visitors.’*
- **Representative from the office of provincial**, told that *‘Most of our target group was domestic visitors more than international visitors.’*
- **Chalermprakiet district officer**, stated that *‘This festival was the tool for preserving the local tradition which done from generation to generation in every year also, it was related belief, faith, and religious. Therefore, some of problems were happened but we can manage them in the right way.’*
- **Representative from Chalermprakiet district cultural center**, told that *‘The major target group of the Phanom Rung festival was from Burirum province whereas the people from surrounding province, and the smallest group was international visitors.’*
- **Representative from Chalermprakiet district**, said that *‘Most of the visitors attend the Phanom Rung festival was people in Burirum province also surrounding province in northeast area. Also there have foreigners but not much.’*
- **The deputy of Prakochai district**, said that *‘The major group was domestic visitors and tour group.’*
- **Prakonchai district officer**, stated that *‘The target group of the Phanom Rung festival was the people from Burirum province and surrounding province.’*
- **Representative from Prakonchai district** said that *‘The major target group of the Phanom Rung festival was the people from Burirum province and surrounding province.’*
- **Director of Burirum tourism, sport and recreation center**, stated that *‘Most of target group of the festival was the people form Burirum province, surrounding province, as well as tour group.’*
- **Representative from Burirum tourism, sport and recreation center**, said that *‘The target group of the festival was the people from Burirum province and surrounding area.’*

- **Director of Tourism Authority of Thailand (northeast region 1)**, said that *‘ The major target group of this festival was domestic visitors, because in northeast region most of the tourist attractions were comprise of historical park and other cultural resources when comparing other region which have variety attractions such as mountain, sea ,sand, sun, these attract lots of visitors especially international visitors attend. Therefore, most of the visitors visit northeast region was domestic.’*
- **Representative from Tourism Authority of Thailand (northeast region1)**, told that *‘Most of the target group of the Phanom Rung festival was the people from northeast region.’*
- **Representative from Tourism Authority of Thailand (northeast region1)**, said that *‘ The people from Burirum province and other province in northeast region was the major target group of the Phanom Rung festival.’*
- **Head of the office of Phanom Rung Historical Park**, said that *‘ Most of the target group was the people from Burirum province, whereas tour group, and the smallest group was international visitors.’*
- **Representative from the office of Phanom Rung Historical Park**, told that *‘ The target group of the Phanom Rung festival was the people from Burirum province.’*
- **Representative from the office of Phanom Rung Historical Park**, said that *‘ Most of the visitors attended the Phanom Rung festival was the people from Burirum province.’*
- **Representative from the office of Phanom Rung Historical Park**, stated that *‘ The target group of the Phanom Rung festival was the people from Burirum province and other province surrounding northeast region.’*

In-depth interview question four; Do the promotional plan of the festival effectively?

Answer:

- **The Burirum governor,** stated that *'The promotional plan of the festival was effectively enough. We give the festival information pass lots of media channel to the public such as local radio broadcast, local television broadcast or others.'*
- **The deputy provincial governor,** said that *'The promotional plan of the festival was effective enough and reach the target group directly.'*
- **Representative from office of provincial information,** stated that *'the promotional of the festival was limited because limited budgeting make the festival information can't reach to lots of target group especially international tourist.'*
- **Representative from the office of provincial statistic,** said that *'The promotional plan of the festival was workable illustrated from many medias surrounding the province such as poster, billboard, brochure, and cutout surrounding the province.'*
- **Representative from the office of provincial,** told that *'The festival promotional plan was effective enough.'*
- **Chalermprakiet district officer,** stated that *'Limited budgeting make the promotional plan run ineffectively because there have only three or four media channel to inform the festival information.'*
- **Representative from Chalermprakiet district cultural center,** told that *'Lately planning and limited budgeting lead the promotional plan run ineffectively. Therefore the media channel was not reach the target group enough especially, international visitors.'*
- **Representative from Chalermprakiet district,** said that *'Limited budgeting make limited media usage.'*
- **The deputy of Prakochai district,** said that *'Lately planning make the promotional plan run ineffectively.'*
- **Prakonchai district officer,** stated that *'The promotional plan of the festival was not effective enough because limited budgeting.'*
- **Representative from Prakonchai district,** said that *'The promotional plan of the festival was moderate not good or bad, may be limited budgeting.'*
- **Director of Burirum tourism, sport and recreation center,** stated that *'The festival promotion was good enough as well as reaches to the target group in wide.'*
- **Representative from Burirum tourism, sport and recreation center,** said that *'The promotion of the festival were not effective enough may be there were lots of reasons such as limited budgeting, or lately planning or others.'*
- **Director of Tourism Authority of Thailand (northeast region 1),** said that *'Most of the target group of the festival was the people from Burirum province, assumed that only people in Burirum province receive the festival information in another hand for international*

visitors they can't receive the festival information, it show that the media channel were not directly to this group.'

- **Representative from Tourism Authority of Thailand (northeast region1)**, told that *'The promotional plan of the festival was good enough.'*
- **Representative from Tourism Authority of Thailand (northeast region1)**, said that *'There were lots of media channels to inform the festival information to the public, therefore lots of visitors attended the festival especially domestic visitors.'*
- **Head of the office of Phanom Rung Historical Park**, said that *'The promotional plan of the festival was not effectively, because lately planning process and limited budgeting.'*
- **Representative from the office of Phanom Rung Historical Park**, told that *'The promotional plan of the festival was not effective enough.'*
- **Representative from the office of Phanom Rung Historical Park**, said that *'Some of visitors miss festival information.'*
- **Representative from the office of Phanom Rung Historical Park**, stated that *'The media channel should included others medias that could reach to wider target group especially international visitors.'*



สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย

Research objectives: To recommend the effective guidelines for improving the management of the Phanom Rung festival?

Research question: What is the current situation of the Phanom Rung festival?

In depth interview question one: What is the current situation of the Phanom Rung festival?

Answer:

- **The Burirum governor**, stated that *'The purpose for creating the Phanom Rung festival, originally, was the ceremony that making worship to the sacred at the Phanom Rung sanctuary as well as to praise the King Narendrathit who built and protect the sanctuary. This ceremony was done on the fifth month of the full moon period. Moreover, there was amazingly a wonderful phenomenon, the sun rising through fifteen doorways in the same time of the festival day. These caused lots of people from the whole country both domestic and international attend the Phanom Rung festival. As mentioned, this festival was interesting, not only attended the festival but also enjoying the wonderful scenery and phenomenon as well. The whole picture of the festival was in a good direction, there are little problems and we could managed it so, everything alright and ready for the festival time in this year.'*
- **The deputy provincial governor**, said that *'The current situation of the festival was in a good level because the festival can run in the right way, that means the programs and activities were appropriate, most of the visitors satisfied with the programs because the tickets were sold out before the festival begin.'*
- **Representative from office of provincial information**, stated that *'This festival represented both Thai and Khmer culture such as worship ceremony, traditional performance, traditional food and beverage as well as promoted the Phanom Rung sanctuary as the festival venue. Therefore, all the production of the festival was appropriate.'*
- **Representative from the office of provincial statistic**, said that *'Similar previous year for example the programs and activities, the festival period, and the three major organizers.'*
- **Representative from the office of provincial**, told that *'The current situation of the festival was the same as previous year, the festival programs was comprised of the grand worship procession and the ten god' vehicle, the traditional dinner, and the light and sound performance.'*
- **Chalermprakiet district officer**, stated that *'This festival was held annually, the purpose for celebrating the festival was making worship to the sacred at the Phanom Rung festival in order to have a nice life all the year. Therefore the major program of the festival was the grand worship of Pra Nang Bhupatintoraksamee Dhevi. Also, to make this festival more interesting traditional dinner, OTOP fair, and light and sound performances were contained. Moreover, in festival period occurred the wonderful phenomenon; the sun rising through fifteen doorways of the Phanom Rung sanctuary as well.'*

- **Representative from Chalermprakiet district cultural center**, told that *'The Phanom Rung festival was the event represented both Thai and Khmer culture and tradition such as ceremony, costume and ornaments, performance and life show, food and beverage, traditional massage and others. This festival not only entertained visitors but also educated historical background of the venue and the festival as well. Therefore, the current of the festival remained representing both Thai and Khmer culture as well as promoting the festival venue as well.'*
- **Representative from Chalermprakiet district**, said that *'This festival concerned religious, belief, and faith of the people to the sacred at the Phanom Rung festival. The major theme of the festival was making worship to the sacred at the Phanom Rung sanctuary in order to have a nice life all the year, therefore this celebration was held in every year and become crucial festival of the Burirum province. The highlight programs of this festival were the grand worship procession, the ten god' veicle, the traditional dinner, and light and sound performance.'*
- **The deputy of Prakochai district**, said that *'This was the cultural event represented both Thai and Khmer culture and tradition in every year. The grand worship procession, the ten god vehicle, the traditional massage, traditional dinner, and light and sound performance were components of the festival. Besides, in this festival period had occurred the wonderful phenomenon; the sun rising through fifteen doorways of the Phanom Rung sanctuary, this make the Phanom Rung festival more interesting and fascinating than others events in northeast region.'*
- **Prakonchai district officer**, stated that *'The current situation of this festival was the same as previous year. The festival theme remained making worship to the sacred at the Phanom Rung sanctuary, therefore the major festival programs was the grand worship procession and the ten god vehicle apart from that the traditional dinner, light and sound performance and the wonderful phenomenon were making the festival more interesting as well.'*
- **Representative from Prakonchai district**, said that *'This festival remained representing the culture and traditional of Thai and Khmer as well as promoting the Phanom Rung historical park in widely.'*
- **Director of Burirum tourism, sport and recreation center**, stated that *'In general the festival was good level, lots of visitors attended the festival also, most of them were satisfied with the programs and activities both daytime and nighttime because the tickets were full. Another reason this festival had a wonderful phenomenon in every year, (the sun rising through 15 doorways of the sanctuary) this make it more interesting than others events in northeast region.'*
- **Representative from Burirum tourism, sport and recreation center**, said that *'This festival comprised of three parts; the programs and activities that represented both Thai and Khmer culture, the Phanom Rung sanctuary as the venue for celebrated, and a wonderful*

phenomenon (the sun rising through 15 doorways. Therefore, the current situation of the Phanom Rung festival was similar in every year.'

- **Director of Tourism Authority of Thailand (northeast region 1)**, said that *'The current situation of the festival was similar others events; the festival theme, the festival programs and activities, the light and sound performance. Moreover, this festival had occurred a wonderful phenomenon; the sun rising through 15 doorways of the Phanom Rung sanctuary as well. For this year the representation form was not interesting like previous year such as costume, number of the performances, and number of the processions.'*
- **Representative from Tourism Authority of Thailand (northeast region1)**, told that *'The current situation for this year were similar previous year, comprised of the programs and activities, the light and sound performance, and OTOP fair.'*
- **Representative from Tourism Authority of Thailand (northeast region1)**, said that *'Nothing changed from the previous year. The festival presented programs and activities both daytime and nighttime.'*
- **Head of the office of Phanom Rung Historical Park**, said that *'In general production was similar previous year; highlight programs remained the grand worship procession and the ten god' vehicle, the traditional dinner, and the light and sound performance.'*
- **Representative from the office of Phanom Rung Historical Park**, told that *'Nothing changed from the past.'*
- **Representative from the office of Phanom Rung Historical Park**, said that *'All productions were similar previous year, nothing changed, the major programs the and activities of the festival remained the grand worship procession, the ten' god vehicle parade, traditional dinner, festival exhibition, also light and sound performance.'*
- **Representative from the office of Phanom Rung Historical Park**, stated that *'This festival concerned faith and religious, therefore the major programs was the grand worship procession and the ten' god vehicle parade. Moreover, the traditional dinner and light and sound performance were concerned to represent the Thai and Khmer culture more interesting as well.'*

จุฬาลงกรณ์มหาวิทยาลัย

In depth interview question two: How do the provincial policy toward the management of the Phanom Rung festival? Isn't it similarly the previous year?

Answer:

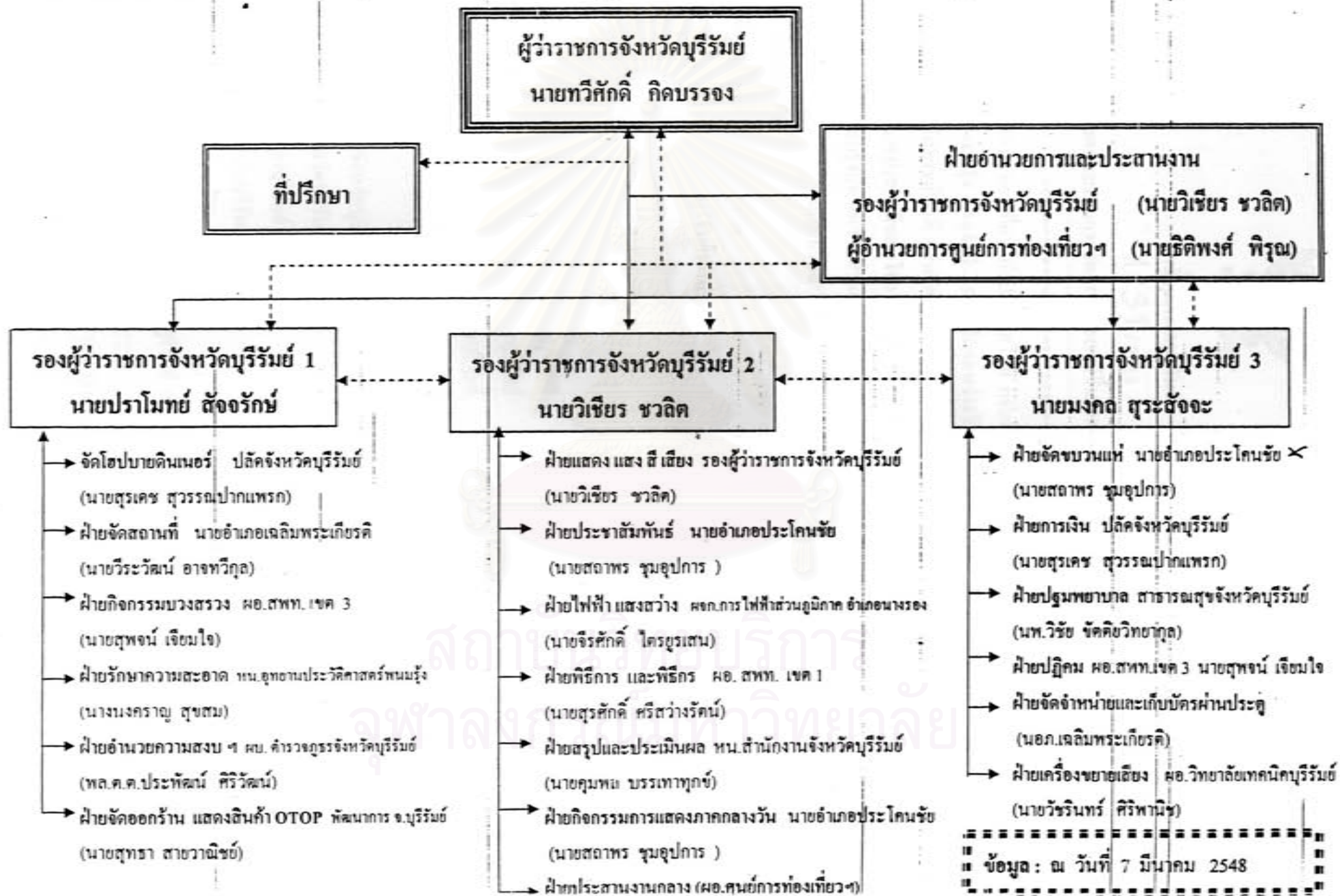
- **The Burirum governor**, stated that *' This festival was celebrated for a long time. The festival purpose besides making worship to the sacred at the Phanom Rung sanctuary, it was increase community participation, introduce new and to challenging ideas and expand cultural perspectives. Moreover, this festival acts as an instrument for promoting the Phanom Rung sanctuary and Burirum province as well. For the provincial policy remained similarly previous year, nothing different. This festival comprised of the activities both daytime and nighttime. The major activities in daytime were the grand worship procession and the ten' god vehicle parade. Also, the major activities in nighttime were the traditional dinner and the light and sound performance.'*
- **The deputy provincial governor**, said that *'The provincial policy was similar previous year. The major programs and activities comprised of worship procession, traditional dinner, and lightand sound performance.'*
- **Representative from office of provincial information**, stated that *' The programs and activities remained the same in last year.'*
- **Representative from the office of provincial statistic**, said that *' The provincial policy toward the management was similar previous year, nothing different.'*
- **Representative from the office of provincial**, told that *' All of the programs and activities were similarly previous year.'*
- **Chalermprakiet district officer**, stated that *' Nothing different from previous year, the major program remain the grand worship procession, Hope Bai dinner, and light and sound performance.'*
- **Representative from Chalermprakiet district cultural center**, told that *' The programs and activities were similar, nothing change from last time.'*
- **Representative from Chalermprakiet district**, said that *' Everything similarly last year.'*
- **The deputy of Prakochai district**, said that *' The major programs and activities remained worship procession of the festival, the traditional dinner, and the light and sound performance which similar last year.'*
- **Prakonchai district officer**, stated that *' All the festival production and organization were similar previous year such as the programs and activities, festival promoting, facilities and infrastructure.'*
- **Representative from Prakonchai district**, said that *' Nothing change from previous year.'*
- **Director of Burirum tourism, sport and recreation center**, stated that *' The whole process of the festival remained the same as last year, the major programs were the worship*

procession, the traditional dinner, the light and sound performance. Also supporting programs such as OTOP fair, life show, exhibition, and others.'

- **Representative from Buriram tourism, sport and recreation center**, said that '*Nothing changing from last year.'*
- **Director of Tourism Authority of Thailand (northeast region 1)**, said that '*Everything was the same as last year such as programs and activities, venue setting, the promotional plan, and others.'*
- **Representative from Tourism Authority of Thailand (northeast region1)**, told that '*Nothing changing from previous year.'*
- **Representative from Tourism Authority of Thailand (northeast region1)**, said that '*The whole production was similar previous year, nothing changed.'*
- **Head of the office of Phanom Rung Historical Park**, said that '*Nothing changed from last year the festival programs comprised of the grand worship procession, Hope Bai dinner, and light and sound performance, moreover OTOP fair, exhibition, and contest were included.'*
- **Representative from the office of Phanom Rung Historical Park**, told that '*Almost of the programs and activities were similar in the previous year.'*
- **Representative from the office of Phanom Rung Historical Park**, said that '*Everything similar previous year.'*
- **Representative from the office of Phanom Rung Historical Park** stated that '*Nothing changed from last year, everything similar.'*

เอกสารแนบท้ายคำสั่งจังหวัดบุรีรัมย์ ที่ 131 / 2548

แผนผัง กรอบกิจกรรม เพื่อการประสานและกำกับติดตามผลการปฏิบัติงาน การจัดงานประเพณีขึ้นเขาพนมรุ้ง ประจำปี 2548 (2-3 เมษายน 2548)





คำสั่งจังหวัดบุรีรัมย์

ที่ 131 / 2548

เรื่อง แต่งตั้งคณะกรรมการจัดงานประเพณีขึ้นเขาพนมรุ้ง ประจำปี 2548

จังหวัดบุรีรัมย์ ร่วมกับการท่องเที่ยวแห่งประเทศไทย กรมศิลปากร กระทรวงการท่องเที่ยวและกีฬา ร่วมกันจัดงานประเพณีขึ้นเขาพนมรุ้ง ประจำปี 2548 ในระหว่างวันที่ 2-3 เมษายน 2548 ณ อุทยานประวัติศาสตร์พนมรุ้ง อำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์ ซึ่งได้จัดกิจกรรมการชมแสงพระอาทิตย์ลอด 15 ช่องประตู ทิววงสรวง ขบวนแห่ประเพณีขอมโบราณ การรับประทานอาหารพื้นเมือง (โฮปบายคินเนอร์) การแสดง แสง สี เสียง ชุด "พนมรุ้งมหานพทวาลัย" และการแสดงสินค้าหนึ่งตำบลหนึ่งผลิตภัณฑ์จังหวัดบุรีรัมย์ เพื่อให้การจัดงานเป็นไปด้วยความเรียบร้อย จึงแต่งตั้งคณะกรรมการจัดงานฝ่ายต่าง ๆ ดังนี้

1. คณะที่ปรึกษา ประกอบด้วย

- 1.1 สมาชิกวุฒิสภาจังหวัดบุรีรัมย์ทุกท่าน
- 1.2 สมาชิกสภาผู้แทนราษฎรจังหวัดบุรีรัมย์ทุกท่าน
- 1.3 อัยการจังหวัดบุรีรัมย์

2. คณะกรรมการฝ่ายอำนวยการ ประกอบด้วย

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| 2.1 ผู้ว่าราชการจังหวัดบุรีรัมย์ | ประธานกรรมการ |
| 2.2 นายปราโมทย์ ตั้งจรัลย์ รองผู้ว่าราชการจังหวัดบุรีรัมย์ | รองประธานกรรมการ |
| 2.3 นายวิเชียร ชวลิต รองผู้ว่าราชการจังหวัดบุรีรัมย์ | รองประธานกรรมการ |
| 2.4 นายมงคล สุระตังจะ รองผู้ว่าราชการจังหวัดบุรีรัมย์ | รองประธานกรรมการ |
| 2.5 นายกเหล่ากาชาดจังหวัดบุรีรัมย์ | กรรมการ |
| 2.6 ปลัดจังหวัดบุรีรัมย์ | กรรมการ |
| 2.7 นายกองค้ำการบริหารส่วนจังหวัดบุรีรัมย์ | กรรมการ |
| 2.8 ผู้บังคับการตำรวจภูธรจังหวัดบุรีรัมย์ | กรรมการ |
| 2.9 ผู้บังคับการจังหวัดทหารบกบุรีรัมย์ | กรรมการ |
| 2.10 อธิการบดีมหาวิทยาลัยราชภัฏบุรีรัมย์ | กรรมการ |
| 2.11 นายแพทย์สาธารณสุขจังหวัดบุรีรัมย์ | กรรมการ |
| 2.12 ผู้อำนวยการสำนักงานเขตพื้นที่การศึกษาจังหวัดบุรีรัมย์ เขต 1-4 | กรรมการ |
| 2.13 หัวหน้าสำนักงานจังหวัดบุรีรัมย์ | กรรมการ |
| 2.14 นายอำเภอและปลัดอำเภอผู้เป็นหัวหน้าประจำกิ่งอำเภอทุกแห่ง | กรรมการ |
| 2.15 โยธาธิการและผังเมืองจังหวัดบุรีรัมย์ | กรรมการ |

2.16 พัฒนาการจังหวัด.../2

2.16 พัฒนาการจังหวัดบุรีรัมย์	กรรมการ
2.17 ทางหลวงชนบทจังหวัดบุรีรัมย์	กรรมการ
2.18 ผู้อำนวยการวิทยาลัยเทคนิคบุรีรัมย์	กรรมการ
2.19 ผู้บังคับหน่วยพัฒนาการเคลื่อนที่ 52	กรรมการ
2.20 ผู้บังคับกองพันทหารราบที่ 4 กรมทหารราบที่ 23	กรรมการ
2.21 ผู้บังคับสถานีรายงานเขาพนมรุ้ง	กรรมการ
2.22 ศว.สทล.3 กก.6 บุรีรัมย์	กรรมการ
2.23 ศว.ผ.5 กก.3 บก.ทท. (ตำรวจท่องเที่ยวนครราชสีมา)	กรรมการ
2.24 ผู้จัดการการไฟฟ้าส่วนภูมิภาคจังหวัดบุรีรัมย์	กรรมการ
2.25 ผู้จัดการการไฟฟ้าส่วนภูมิภาคอำเภอนางรอง	กรรมการ
2.26 นายกเทศมนตรีเมืองบุรีรัมย์	กรรมการ
2.27 ประธานหอการค้าจังหวัดบุรีรัมย์	กรรมการ
2.28 ประธานสภาอุตสาหกรรมจังหวัดบุรีรัมย์	กรรมการ
2.29 ประธานชมรมธนาคารจังหวัดบุรีรัมย์	กรรมการ
2.30 นายกสโมสร ไลออนส์บุรีรัมย์	กรรมการ
2.31 นายกสโมสร โรคาริบุรีรัมย์	กรรมการ
2.32 ประธานชมรมการท่องเที่ยวจังหวัดบุรีรัมย์	กรรมการ
2.33 ประธานชมรมกำนัน ผู้ใหญ่บ้าน จังหวัดบุรีรัมย์	กรรมการ
2.34 นางธารณา ตัศยารักษ์	กรรมการ
2.35 นายจเร ตัศยารักษ์	กรรมการ
2.36 ผู้อำนวยการศูนย์การท่องเที่ยว กีฬาและนันทนาการจังหวัดบุรีรัมย์	กรรมการและเลขานุการ
2.37 นายอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการและผู้ช่วยเลขานุการ
2.38 ผู้อำนวยการสำนักงานวัฒนธรรมจังหวัดบุรีรัมย์	กรรมการและผู้ช่วยเลขานุการ
2.39 อำเภอจังหวัดบุรีรัมย์	กรรมการและผู้ช่วยเลขานุการ
2.40 หัวหน้าอุทยานประวัติศาสตร์พนมรุ้ง	กรรมการและผู้ช่วยเลขานุการ

มีหน้าที่

1. กำหนดรูปแบบ และกิจกรรมในการจัดงานให้เป็นไปด้วยความเรียบร้อยและมีความยิ่งใหญ่อลังการ เพื่อส่งเสริมการท่องเที่ยวของจังหวัดบุรีรัมย์
2. จัดทำแผนงาน/โครงการ เพื่อขอรับการสนับสนุนค่าใช้จ่ายและงบประมาณจากภาครัฐและเอกชน
3. ควบคุม กำกับ ดูแล ให้การดำเนินงานเป็นไปด้วยความเรียบร้อย
4. ให้การสนับสนุนและอำนวยความสะดวกแก่ฝ่ายต่างๆ
5. กำหนดนโยบายแนวทางปฏิบัติและแก้ไขปัญหาต่าง ๆ ที่เกิดขึ้น

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คณะกรรมการฝ่ายจัดสถานที่ ประกอบด้วย

ที่ปรึกษา

1. นายกองค้การบริหารส่วนจังหวัดบุรีรัมย์
2. โยธาธิการและผังเมืองจังหวัดบุรีรัมย์
3. ทางหลวงชนบทจังหวัดบุรีรัมย์
4. โยธาธิการและผังเมืองจังหวัดบุรีรัมย์
5. ทางหลวงชนบทจังหวัดบุรีรัมย์
6. นายอำเภอนางรอง
7. นายอำเภอประโคนชัย
8. นายอำเภอบ้านกรวด
9. นายอำเภอละหานทราย

3.1 นายอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	ประธานกรรมการ
3.2 หัวหน้าอุทยานประวัติศาสตร์พนมรุ้ง	รองประธานกรรมการ
3.3 ป้องกันจังหวัดบุรีรัมย์	กรรมการ
3.4 ผู้อำนวยการ โรงเรียนวัดอัมภาราม	กรรมการ
3.5 นายกเทศมนตรีตำบลพนมรุ้ง	กรรมการ
3.6 ปลัดอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการและเลขานุการ
3.7 ปลัดเทศบาลตำบลพนมรุ้ง	กรรมการและผู้ช่วยเลขานุการ
3.8 นายกองค้การบริหารส่วนตำบล ทุกตำบลในอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการและผู้ช่วยเลขานุการ

มีหน้าที่

1. กำหนดแผนผังสถานที่จัดงานทั้งหมด
2. ประสานการสร้างที่นั่งชมการแสดง มสธ. ที เสียง โดยจัดทำเป็นระดับชั้น จัดหนักเก้าอี้นั่งสำหรับ
ผู้เข้าชมและใช้งานทั่วไป
3. จัดตั้งเต็นท์กองอำนวยการ ชุดรับแขกและเก้าอี้
4. จัดตั้งเต็นท์กองอำนวยการ ชุดรับแขกและเก้าอี้
5. จัดตั้งเต็นท์ สำหรับหน่วยพยาบาลและรักษาความสงบเรียบร้อย
6. จัดตั้งเต็นท์ สำหรับที่พักนักแสดงวัฒนธรรมพื้นเมือง
7. จัดหาโต๊ะวางอุปกรณ์ตั้งของและอื่น ๆ เพื่อใช้ในกองอำนวยการและที่ให้บริการพยาบาล
8. จัดเตรียมอุปกรณ์ในพิธีเปิดงาน
9. เรื่องอื่น ๆ ที่ได้รับมอบหมาย

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4. คณะกรรมการฝ่ายกิจกรรมและบวงสรวง ประกอบด้วย
ที่ปรึกษา

ดร.สรเชต วรคามวิชัย

ศศ.วันทนีช นามสวัสดิ์

ดร.ปราณีพัน จารุวัฒนพันธ์

ศศ.วิไลวรรณ เอมรุจิ

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| 4.1 ผู้อำนวยการสำนักงานเขตพื้นที่การศึกษาจังหวัดบุรีรัมย์ เขต 3 | ประธานกรรมการ |
| 4.2 ผู้อำนวยการโรงเรียนพนมรุ้ง | รองประธานกรรมการ |
| 4.3 ผู้อำนวยการศูนย์วัฒนธรรมจังหวัดบุรีรัมย์ | กรรมการ |
| 4.4 ประธานชมรมการศึกษาเอกชนจังหวัดบุรีรัมย์ | กรรมการ |
| 4.5 ประธานสภาวัฒนธรรมจังหวัดบุรีรัมย์ | กรรมการ |
| 4.6 ประธานสภาวัฒนธรรมอำเภอ/กิ่งอำเภอทุกแห่ง | กรรมการ |
| 4.7 ผู้อำนวยการสำนักงานวัฒนธรรมจังหวัดบุรีรัมย์ | กรรมการและเลขานุการ |
| 4.8 หัวหน้าอุทยานประวัติศาสตร์พนมรุ้ง | กรรมการและผู้ช่วยเลขานุการ |
| 4.9 นางสาวนิมมานังค์ กลังกุล | กรรมการและผู้ช่วยเลขานุการ |

มีหน้าที่

1. จัดกิจกรรมบวงสรวง/กำหนดการพิธีบวงสรวงฯ
2. จัดนิทรรศการอโรคยาสาธา แพทย์แผนไทยและนวดแผนโบราณ
3. ประสานกับฝ่ายอำนวยการ ฝ่ายสถานที่ในการจัดกิจกรรมบวงสรวง
4. เรื่องอื่นๆ ตามที่ได้รับมอบหมาย

5. คณะกรรมการฝ่ายจัดขบวนแห่ (ขบวนแห่หลวงของพระนางอุปดิษฐลักษมีเทวี นางจรีชา และขบวนแห่เทพาหนะทั้ง 10) ประกอบด้วย

ที่ปรึกษา

ดร.สรเชต วรคามวิชัย

ศศ.ณรงค์ เรืองเดช

ศศ.ภูมิจิต เรืองเดช

นายบุญเสริม กัณหา

ศศ.วิไลวรรณ เอมรุจิ

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| 5.1 นายอำเภอประโคนชัย | ประธานกรรมการ |
| 5.2 ผู้อำนวยการสำนักงานวัฒนธรรมจังหวัดบุรีรัมย์ | รองประธานกรรมการ |

5.3 ประธานศูนย์วัฒนธรรม...../5

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5.3	ประธานศูนย์วัฒนธรรมจังหวัดบุรีรัมย์	กรรมการ
5.4	ประธานสภาวัฒนธรรมจังหวัดบุรีรัมย์	กรรมการ
5.5	ประธานชมรมการท่องเที่ยวจังหวัดบุรีรัมย์	กรรมการ
5.6	นายอำเภอนางรอง	กรรมการ
5.7	นายอำเภอบ้านกรวด	กรรมการ
5.8	นายอำเภอละหานทราย	กรรมการ
5.9	ผู้บังคับหน่วยพัฒนาการเคลื่อนที่ 52	กรรมการ
5.10	ผู้กำกับการสถานีตำรวจภูธรอำเภอนางรอง	กรรมการ
5.11	ผู้กำกับการสถานีตำรวจภูธรอำเภอประโคนชัย	กรรมการ
5.12	ผู้กำกับการสถานีตำรวจภูธรอำเภอบ้านกรวด	กรรมการ
5.13	ผู้กำกับการสถานีตำรวจภูธรอำเภอละหานทราย	กรรมการ
5.14	ผู้กำกับการสถานีตำรวจภูธรอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการ
5.15	นายกเทศมนตรีตำบลพนมรุ้ง อำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการ
5.16	นายกองค์การบริหารส่วนตำบล ในอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์ ทุกแห่ง	กรรมการ
5.17	ผู้อำนวยการโรงเรียนพนมรุ้ง อำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการ
5.18	ผู้อำนวยการศูนย์วัฒนธรรมจังหวัดบุรีรัมย์	กรรมการ
5.19	นายอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการและผู้เลขานุการ
5.20	นางสาวนิมมานงค์ ถังกุล	กรรมการและผู้ช่วยเลขานุการ

มีหน้าที่

1. ดำเนินการและประสานกับหน่วยงานที่เกี่ยวข้อง เพื่อจัดให้มีขบวนแห่หลวงของ พระนางอุปดิบทรัตนกษมีเทวี นางจรีธา และขบวนแห่เทพพาหนะทั้ง 10

2. เรื่องอื่นๆ ที่ได้รับมอบหมาย

6. คณะกรรมการฝ่ายจัดแสดง แสง สี เสียง ชุด "พนมรุ้งมหาเทวาลัย" ประกอบด้วย

6.1	นายวิเชียร ขวลิต รองผู้ว่าราชการจังหวัดบุรีรัมย์	ประธานกรรมการ
6.2	ผู้บังคับการตำรวจภูธรจังหวัดบุรีรัมย์	รองประธานกรรมการ
6.3	ผู้บังคับการจังหวัดทหารบกบุรีรัมย์	รองประธานกรรมการ
6.4	อธิการบดีมหาวิทยาลัยราชภัฏบุรีรัมย์	กรรมการ
6.5	ผู้อำนวยการสำนักงานเขตพื้นที่การศึกษาบุรีรัมย์ เขต 1-4	กรรมการ
6.6	นายอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการ
6.7	ป้องกันจังหวัดบุรีรัมย์	กรรมการ

6.8 ผู้อำนวยการวิทยาลัยเทคนิค.../6

6.8	ผู้อำนวยการวิทยาลัยเทคนิคบุรีรัมย์	กรรมการ
6.9	ผู้บังคับกองพันทหารราบที่ 4 กรมทหารราบที่ 23	กรรมการ
6.10	ผบ. ร้อย คชค.ที่215	กรรมการ
6.11	ผู้อำนวยการโรงเรียนเบญจเทคนิควิทยาลัยบุรีรัมย์	กรรมการ
6.12	นางธรรณา ตัศยารักษ์	กรรมการ
6.13	นายวิฑูรย์ จินคนตติย์	กรรมการ
6.14	นายพงศธร ไกรรณภูมิ	กรรมการ
6.15	นายจเร ตัศยารักษ์	กรรมการและเลขานุการ
6.16	นายชัยยศ ชิครัมย์	กรรมการและผู้ช่วยเลขานุการ

มีหน้าที่

1. ดำเนินการจัดแสดง แสง สี เสียง ชุด "พนมรุ้งมหาเทวาลัย" ดังนี้
 - 1.1 บทการแสดง / จัดผู้แสดง แสง สี เสียง
 - 1.2 จัดทำระบบ แสง สี เสียง
 - 1.3 อัฒจันทร์ที่กบถการแสดง
 - 1.4 จัดหาชุดและอุปกรณ์การแสดง
 - 1.5 ประสานกับฝ่ายสถานที่เพื่อจัดสถานที่ นั่งชมการแสดง
2. ดำเนินการจัดช่างמהากการจัดทำระบบแสง สี เสียง พร้อมจัดพื้นที่เวทีการแสดงและอัฒจันทร์ที่นั่งชม
3. ประสานเพื่อจำหน่ายบัตรล่วงหน้าให้กับผู้ตั้งจองในรูปของกลุ่มนักท่องเที่ยว
4. จัดเจ้าหน้าที่ในการนำชมเข้านั่งประจำที่ชมการแสดง
5. ประสานกับฝ่ายรักษาความสงบเรียบร้อยเพื่อจัดเจ้าหน้าที่รักษาความปลอดภัยในการแสดง
6. จัดเก็บอุปกรณ์การแสดงหลังจากการจัดงานเสร็จสิ้นลง
7. เรื่องอื่น ๆ ที่ได้รับมอบหมาย

7. คณะกรรมการฝ่ายประชาสัมพันธ์ ประกอบด้วย

7.1	นายอำเภอประโคนชัย	ประธานกรรมการ
7.2	ประชาสัมพันธ์จังหวัดบุรีรัมย์	รองประธานกรรมการ
7.3	หัวหน้าสำนักงานจังหวัดบุรีรัมย์	รองประธานกรรมการ
7.4	นายอำเภอและปลัดอำเภอผู้เป็นหัวหน้าประจำกิ่งอำเภอทุกแห่ง	กรรมการ
7.5	ผู้อำนวยการสถานีวิทยุกระจายเสียงแห่งประเทศไทยจังหวัดบุรีรัมย์	กรรมการ
7.6	ผู้อำนวยการสำนักงาน ททท.ภาคตะวันออกเฉียงเหนือ เขต 1	กรรมการ
7.7	หัวหน้าอุทยานประวัติศาสตร์พนมรุ้ง	กรรมการ
7.8	ปลัดองค์การบริหารส่วนจังหวัดบุรีรัมย์	กรรมการ
7.9	ประธานชมรมการท่องเที่ยวจังหวัดบุรีรัมย์	กรรมการ
7.10	ปลัดเทศบาลเมืองบุรีรัมย์	กรรมการ
7.11	ปลัดเทศบาลตำบลทุกแห่ง	กรรมการ

7.11 หัวหน้าสถานีวิทยุ.../7

7.11 หัวหน้าสถานีวิทยุกองทัพอากาศที่ 2 จังหวัดบุรีรัมย์	กรรมการ
7.12 หัวหน้าสถานีวิทยุ อสมท. บุรีรัมย์	กรรมการ
7.13 หัวหน้าสถานีวิทยุ 1 ปฉ.	กรรมการ
7.14 หัวหน้าสถานีวิทยุทหารอากาศ 021 บุรีรัมย์	กรรมการ
7.15 หัวหน้ากลุ่มงานส่งเสริมการปกครองส่วนท้องถิ่น	กรรมการ
7.16 ผู้ช่วยประชาสัมพันธ์จังหวัดบุรีรัมย์	กรรมการและเลขานุการ
7.18 หัวหน้ากลุ่มงานข้อมูลสารสนเทศและการสื่อสาร สำนักงานจังหวัดบุรีรัมย์	กรรมการและผู้ช่วยเลขานุการ

- หน้าที่
1. จัดทำเอกสารประชาสัมพันธ์
 2. ประชาสัมพันธ์ภายในจังหวัด โดยการจัดทำป้ายประชาสัมพันธ์ติดตั้งในจุดที่สำคัญ การออกข่าวทางวิทยุ เสียงตามสาย การเขียนข่าว และบทความลงหนังสือพิมพ์
 3. ประสานงานกับผู้ที่เกี่ยวข้องเพื่อให้การดำเนินงานในฝ่ายเป็นไปด้วยความเรียบร้อย
 4. จัดแถลงข่าวการจัดงาน
 5. เรื่องอื่น ๆ ที่ได้รับมอบหมาย

๙. คณะกรรมการฝ่ายจัดโฮปบายคินเนอร์ ประกอบด้วย

8.1 ปลัดจังหวัดบุรีรัมย์	ประธานกรรมการ
8.2 นายอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	รองประธานกรรมการ
8.3 หัวหน้าอุทยานประวัติศาสตร์พนมรุ้ง	กรรมการ
8.4 เสมียนตราจังหวัดบุรีรัมย์	กรรมการ
8.5 ผู้บังคับสถานีรายงานเขาพนมรุ้ง	กรรมการ
8.6 หัวหน้าส่วนราชการอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการ
8.7 ผู้อำนวยการโรงเรียนบ้านคอนไม้ไฟ	กรรมการ
8.8 ผู้อำนวยการโรงเรียนบ้านดวาร	กรรมการ
8.9 เจ้าหน้าที่ปกครอง/ลูกจ้าง อำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการ
8.10 อส.อำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์ ทุกนาย	กรรมการ
8.11 เสมียนตราอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการและเลขานุการ
8.12 ผู้ช่วยเสมียนตราอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการและผู้ช่วยเลขานุการ

- มีหน้าที่
1. จัดโฮปบายคินเนอร์
 2. จัดทำหังที่นั่ง จัดรายการอาหาร เครื่องดื่ม และอุปกรณ์ไว้บริการ
 3. จัดหาผู้ให้บริการและอำนวยความสะดวกในงาน
 4. จัดหาวงดนตรีและการแสดงศิลปวัฒนธรรมพื้นเมืองอีสานบนเวทีโฮปบายคินเนอร์
 5. เรื่องอื่น ๆ ที่ได้รับมอบหมาย

9. คณะกรรมการฝ่ายการเงิน ประกอบด้วย

9.1 ปลัดจังหวัดบุรีรัมย์	ประธานกรรมการ
9.2 ปลัดอำเภอหัวหน้าฝ่ายปกครองและพัฒนาอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการ
9.3 เจ้าหน้าที่การเงิน/บัญชี ที่ทำการปกครองจังหวัดบุรีรัมย์	กรรมการ
9.4 เจ้าหน้าที่การเงิน/บัญชี เทศบาลตำบลพนมรุ้ง	กรรมการ
9.5 เสมียนตราจังหวัดบุรีรัมย์	กรรมการและเลขานุการ
9.6 ผู้ช่วยเสมียนตราจังหวัดบุรีรัมย์	กรรมการและผู้ช่วยเลขานุการ

มีหน้าที่

1. ติดต่อประสานงานขอรับการสนับสนุนจากภาคราชการ การท่องเที่ยวแห่งประเทศไทย องค์กรปกครองส่วนท้องถิ่น และธุรกิจเอกชน
2. ประสานงานกับฝ่ายจัดขบวนแห่ ฝ่ายจัดแสดง แสง สี เสียง และฝ่ายจัดโฮปบายดินเนอร์ เพื่อจัดพิมพ์บัตรจำหน่าย และการเสนอค่าใช้จ่าย
3. การจำหน่ายบัตรแสดง แสง สี เสียง และโฮปบายดินเนอร์ ให้ค้ำเนินการดังนี้
 - 3.1 การจำหน่ายภายในจังหวัด โดยประชาสัมพันธ์และประสานงานกับผู้ที่เกี่ยวข้องในจังหวัด ทั้งหน่วยราชการและภาคเอกชน
 - 3.2 การจำหน่ายให้กับนักท่องเที่ยวต่างจังหวัด ให้ประสานงานกับกลุ่มบริษัทนำเที่ยว
 - 3.3 จัดเจ้าหน้าที่จำหน่ายบัตร แสง สี เสียง บัตร โฮปบายดินเนอร์ในวันจัดงาน(กรณีที่มีบัตรเหลือจากการจำหน่าย)
 - 3.4 จัดพิมพ์บัตรชมการแสดง แสง สี เสียง บัตรโฮปบายดินเนอร์ และบัตรผ่านประตู
 - 3.5 ประสานงานกับหัวหน้าอุทยานประวัติศาสตร์พนมรุ้ง เพื่อจัดหาเจ้าหน้าที่ประจำบริเวณจำหน่ายบัตรผ่านประตู
 - 3.6 ประสานงานกับฝ่ายรักษาความสงบเรียบร้อยเพื่อจัดเจ้าหน้าที่ตำรวจประจำบริเวณจำหน่ายบัตร
 - 3.7 เรื่องอื่น ๆ ที่ได้รับมอบหมาย

10. คณะกรรมการฝ่ายรักษาความสงบเรียบร้อย ประกอบด้วย

10.1 ผู้บังคับการตำรวจจังหวัดบุรีรัมย์	ประธานกรรมการ
10.2 รองผู้บังคับการตำรวจจังหวัดบุรีรัมย์	รองประธานกรรมการ
10.3 ผู้บังคับหน่วยพัฒนาการเคลื่อนที่ 52	กรรมการ
10.4 ผู้บังคับสถานีรายงานเขาพนมรุ้ง	กรรมการ
10.5 ผู้กำกับการสถานีตำรวจอำเภอนางรอง	กรรมการ
10.6 ผู้กำกับการสถานีตำรวจอำเภอประโคนชัย	กรรมการ
10.7 ผู้กำกับการสถานีตำรวจอำเภอบ้านกรวด	กรรมการ
10.8 ผู้กำกับการสถานีตำรวจอำเภอละหานทราย	กรรมการ
10.9 สารวัตรสถานีตำรวจตำบลถาวร	กรรมการ
10.10 สารวัตรสถานีตำรวจตำบลบ้านบัว	กรรมการ

10.11 ผู้กำกับการสถานีตำรวจ.....9

10.11	ผู้กำกับการสถานีตำรวจภูธรอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการและเลขานุการ
10.12	ศวป.สถานีตำรวจภูธรอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการและผู้ช่วยเลขานุการ
10.13	รอง ศวป.สถานีตำรวจภูธรอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการและผู้ช่วยเลขานุการ
มีหน้าที่		
1.	จัดทำแผนรักษาความสงบเรียบร้อย และจัดระบบจราจรในบริเวณงาน	
2.	จัดกำลังเจ้าหน้าที่ตำรวจเพื่อดูแลความสงบเรียบร้อยตลอดงานจัดงาน และให้การสนับสนุนตามที่ฝ่ายต่าง ๆ ร้องขอ	
3.	รายงานผล ปัญหาและอุปสรรคให้คณะกรรมการอำนวยการทราบ	
4.	เรื่องอื่น ๆ ที่ได้รับมอบหมาย	
11.	คณะกรรมการฝ่ายไฟฟ้า แสงสว่าง ประกอบด้วย	
11.1	ผู้จัดการการไฟฟ้าส่วนภูมิภาคอำเภอนางรอง	ประธานกรรมการ
11.2	พนักงานการไฟฟ้าส่วนภูมิภาคอำเภอนางรอง ที่ได้รับมอบหมาย	กรรมการ
11.3	ผู้ช่วยผู้จัดการการไฟฟ้าส่วนภูมิภาคอำเภอนางรอง	กรรมการและเลขานุการ
มีหน้าที่		
1.	ติดตั้งหม้อแปลงไฟฟ้าเพื่อใช้ในการจัดงาน	
2.	ติดตั้งแสงสว่างในบริเวณงาน	
3.	ให้การสนับสนุนในฝ่ายต่าง ๆ เมื่อมีการร้องขอ	
4.	เรื่องอื่น ๆ ที่ได้รับมอบหมาย	
12.	คณะกรรมการฝ่ายเครื่องเสียง ประกอบด้วย	
12.1	ผู้อำนวยการวิทยาลัยเทคนิคบุรีรัมย์	ประธานกรรมการ
12.2	ผู้อำนวยการโรงเรียนเบญจเทคนิคโนบุรีรัมย์	รองประธานกรรมการ
12.3	อาจารย์และนักศึกษาวិชาลัยเทคนิค/โรงเรียนเบญจเทคนิคโน ที่ได้รับมอบหมาย	กรรมการ
12.4	ผู้ช่วยผู้อำนวยการวิทยาลัยเทคนิคบุรีรัมย์ ที่ได้รับมอบหมาย	กรรมการและเลขานุการ
12.4	ผู้ช่วยผู้อำนวยการโรงเรียนเบญจเทคนิคโน ที่ได้รับมอบหมาย	กรรมการและผู้ช่วยเลขานุการ
มีหน้าที่		
1.	จัดหาและติดตั้งเครื่องเสียง ไมโครโฟน เพื่อใช้ในพิธีเปิด พิธีบวงสรวง การประชาสัมพันธ์ ขบวนแห่ ณ กองอำนวยการและการแสดงวัฒนธรรมพื้นบ้านในงานโฮปบายคินเนอร์	
2.	ให้การสนับสนุนในฝ่ายต่าง ๆ เมื่อมีการร้องขอ	
3.	เรื่องอื่น ๆ ที่ได้รับมอบหมาย	
13.	คณะกรรมการฝ่ายพิธีกรและพิธีต่าง ๆ ประกอบด้วย	
13.1	ผู้อำนวยการสำนักงานเขตพื้นที่การศึกษามหาวิทยาลัยบุรีรัมย์ เขต 1	ประธานกรรมการ
13.2	ผู้อำนวยการสำนักงานเขตพื้นที่การศึกษามหาวิทยาลัยบุรีรัมย์ เขต 2	รองประธานกรรมการ
13.3	ผู้อำนวยการสำนักงานเขตพื้นที่การศึกษามหาวิทยาลัยบุรีรัมย์ เขต 3	รองประธานกรรมการ
13.4	ผู้อำนวยการสำนักงานเขตพื้นที่การศึกษามหาวิทยาลัยบุรีรัมย์ เขต 4	รองประธานกรรมการ
13.5	ผู้อำนวยการโรงเรียนพนมรุ้ง.../10	

13.5	ผู้อำนวยการโรงเรียนพนมรุ้ง	กรรมการ
13.6	นายวิฑูรย์ จินคนตติย์ ผู้ตรวจราชการ ศพท.บร.2 (หัวหน้าพิธีกร)	กรรมการ
13.7	ศส.อุดม ธรรมจริยวงศา มหาวิทยาลัยราชภัฏบุรีรัมย์ (ผู้ช่วยพิธีกร)	กรรมการ
13.8	นายชัยยศ ชิดรัมย์ (ผู้ช่วยพิธีกร)	กรรมการ
13.9	นายณิร บุญศักดิ์ลาทร ศพท.บร.1 (ผู้ช่วยพิธีกร)	กรรมการ
13.10	นางศิริรัตน์ ชิดรัมย์ โรงเรียนบุรีรัมย์พิทยาคม (ผู้ช่วยพิธีกร)	กรรมการ
13.11	นางจารุณี ไอรธรรมย์ โรงเรียนบัวหลวงวิทยาคม (ผู้ช่วยพิธีกร)	กรรมการ
13.12	นายจรูญ สัตยารักษ์	กรรมการ
13.13	ผู้อำนวยการสำนักงานวัฒนธรรมจังหวัดบุรีรัมย์	กรรมการและเลขานุการ
13.14	นางสาวนิมมานัก คณิงกุล	กรรมการและผู้ช่วยเลขานุการ

มีหน้าที่

1. จัดพิธีกรและขั้นตอนในการจัดงาน ปฏิบัติงานในภาคกลางวัน และในการรับประทานอาหารค่ำ “ไฮปายคินเนอร์”
2. ประชาสัมพันธ์ให้ความรู้และอำนวยความสะดวกให้แก่ประชาชนและนักท่องเที่ยวตลอดการจัดงาน
3. จัดเตรียมเครื่องบวงสรวง เชิญพราหมณ์ จัดรายการพิธีกรรมต่าง ๆ และกำหนดรายละเอียดขั้นตอนการจัดพิธีกรรม
4. ประสานกับฝ่ายอำนวยการและประสานงานกลางในการจัดเตรียมพิธีเปิด / การเปิดงาน / สูจิบัตร
5. เรื่องอื่น ๆ ที่ได้รับมอบหมาย

14. คณะกรรมการฝ่ายปฐมพยาบาล ประกอบด้วย

14.1	นายแพทย์สาธารณสุขจังหวัดบุรีรัมย์	ประธานกรรมการ
14.2	ผู้อำนวยการโรงพยาบาลนางรอง	กรรมการ
14.3	ผู้อำนวยการโรงพยาบาลประโคนชัย	กรรมการ
14.4	ผู้อำนวยการโรงพยาบาลบ้านกรวด	กรรมการ
14.5	ผู้อำนวยการโรงพยาบาลละหานทราย	กรรมการ
14.6	ผู้อำนวยการโรงพยาบาลเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการและเลขานุการ
14.7	สาธารณสุขอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการและผู้ช่วยเลขานุการ

มีหน้าที่

1. จัดให้มีแพทย์ พยาบาล และเครื่องมือเวชภัณฑ์
2. ประสานงานกับฝ่ายสถานที่ เพื่อจัดตั้งศูนย์บริการ
3. บริการรักษาพยาบาลแก่ผู้ได้รับบาดเจ็บและเจ็บป่วยตลอดงาน
4. เรื่องอื่น ๆ ที่ได้รับมอบหมาย

15 คณะกรรมการฝ่ายรักษาความสะอาด และความเป็นระเบียบเรียบร้อย ประกอบด้วย

15.1 หัวหน้าอุทยาน.../11

15.1	หัวหน้าอุทยานประวัติศาสตร์พนมรุ้ง	ประธานกรรมการ
15.2	ปลัดเทศบาลตำบลพนมรุ้ง	รองประธานกรรมการ
15.3	ปลัดองค์การบริหารส่วนตำบลจรเข้มาก	กรรมการ
15.4	ปลัดองค์การบริหารส่วนตำบลตาเป๊ก	กรรมการ
15.5	ปลัดองค์การบริหารส่วนตำบลยายเข้ม	กรรมการ
15.6	ปลัดองค์การบริหารส่วนตำบลประทัญญ	กรรมการ
15.7	ปลัดองค์การบริหารส่วนตำบลลิสาณเขต	กรรมการ
15.8	เจ้าหน้าที่อุทยานประวัติศาสตร์พนมรุ้ง	กรรมการ
15.9	ผู้ช่วยหัวหน้าอุทยานประวัติศาสตร์พนมรุ้ง	กรรมการและเลขานุการ

หน้าที่

1.	ประสานงานกับฝ่ายที่นำกิจกรรมไปดำเนินงานบนเขาพนมรุ้งให้อยู่ในระเบียบเรียบร้อย	
2.	ดูแลให้เขาพนมรุ้งมีความสะอาดสวยงาม	
3.	ให้ความร่วมมือกับทุกฝ่ายที่ไปปฏิบัติงานบนเขาพนมรุ้ง	
4.	เรื่องอื่น ๆ ที่ได้รับมอบหมาย	
16.	คณะกรรมการฝ่ายจัดจำหน่ายและเก็บบัตรผ่านประตู ประกอบด้วย	
16.1	นายอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	ประธานกรรมการ
16.2	ปลัดอำเภอหัวหน้าฝ่ายปกครองและพัฒนา อำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์และเจ้าหน้าที่	รองประธานกรรมการ
16.3	เจ้าหน้าที่บริหารงานที่ดินอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์ และเจ้าหน้าที่	กรรมการ
16.4	ปลัดอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์และเจ้าหน้าที่	กรรมการ
16.5	สัสดีอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์และเจ้าหน้าที่	กรรมการ
16.6	ผู้อำนวยการสำนักงานเขตพื้นที่การศึกษาจังหวัดบุรีรัมย์ เขต 3 และเจ้าหน้าที่	กรรมการ
16.7	ป้องกันและบรรเทาสาธารณภัยจังหวัดบุรีรัมย์	กรรมการ
16.8	เสมียนตราจังหวัดบุรีรัมย์	กรรมการและเลขานุการ
16.9	เสมียนตราอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการและผู้ช่วยเลขานุการ
16.10	ผู้ช่วยเสมียนตราอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์	กรรมการและผู้ช่วยเลขานุการ

หน้าที่

1. จัดเจ้าหน้าที่จำหน่ายบัตรผ่านประตูเข้าชมงาน
2. จัดเจ้าหน้าที่เก็บบัตรผ่านประตูเข้าชมงาน
3. ประสานคณะกรรมการฝ่ายการเงินเพื่อรับบัตรมาจำหน่าย
4. เรื่องอื่น ๆ ที่ได้รับมอบหมาย

17.คณะกรรมการฝ่ายปฏิคม ประกอบด้วย

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| 17.1 ผู้อำนวยการสำนักงานเขตพื้นที่การศึกษาจังหวัดบุรีรัมย์ เขต 3 | ประธานกรรมการ |
| 17.2 ผู้บริหารสถานศึกษาในอำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์ทุกแห่ง | กรรมการ |
| 17.3 ผู้อำนวยการศูนย์การศึกษานอกโรงเรียนจังหวัดบุรีรัมย์ | กรรมการและเลขานุการ |
| 17.4 หัวหน้าศูนย์การศึกษานอกโรงเรียน อำเภอเฉลิมพระเกียรติ จังหวัดบุรีรัมย์ | กรรมการและผู้ช่วยเลขานุการ |

มีหน้าที่

1. จัดการรับรอง คัดเลือกรับ บริการ อำนวยความสะดวกแก่ทีมร่วมงาน ตลอดจนการจัดงาน
2. ปฏิบัติหน้าที่อื่น ๆ ที่ได้รับมอบหมาย

18.คณะกรรมการฝ่ายจัดออกวันจัดแสดง จำหน่าย สินค้าผลิตภัณฑ์และหัตถกรรมท้องถิ่น ประกอบด้วย

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| 18.1 พัฒนาการจังหวัดบุรีรัมย์ | ประธานกรรมการ |
| 18.2 เกษตรจังหวัดบุรีรัมย์ | รองประธานกรรมการ 17.2 |
| 18.3 พัฒนาการอำเภอ/กิ่งอำเภอทุกแห่ง | กรรมการ |
| 18.4 เกษตรอำเภอ/กิ่งอำเภอทุกแห่ง | กรรมการ |
| 18.5 พัฒนาการอำเภอเฉลิมพระเกียรติ | กรรมการและเลขานุการ |
| 18.6 เกษตรอำเภอเฉลิมพระเกียรติ | กรรมการและผู้ช่วยเลขานุการ |

มีหน้าที่

1. ประชาสัมพันธ์ จัดหาผลิตภัณฑ์และผลผลิตทางการเกษตรและหัตถกรรมพื้นบ้านในพื้นที่และนอกพื้นที่เพื่อนำมาแสดงและจัดจำหน่าย
2. จัดเตรียมสถานที่ในการดำเนินการฯ
3. เรื่องอื่น ๆ ที่ได้รับมอบหมาย

19.ฝ่ายกิจกรรมการแสดงภาคกลางวัน ประกอบด้วย

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| 19.1 นายสถาพร ชุมอุปการ นายอำเภอประโคนชัย | ประธานกรรมการ |
| 19.2 นายธีรศักดิ์ หาญประโคน นายกเทศมนตรีตำบลประโคนชัย | รองประธานกรรมการ |
| 19.3 นายฉัตรชัย คูจจาจุทัศน์ นายก อบต. ประโคนชัย | กรรมการ |
| 19.4 นายจิตติพงษ์ มะลิซ้อน อาจารย์ 2 โรงเรียนวัดอัมภาราม อ.เฉลิมพระเกียรติ | กรรมการ |
| 19.5 นางวราภรณ์ ธรรมาวงศ์ อาจารย์ 2 โรงเรียนวัดอัมภาราม อ.เฉลิมพระเกียรติ | กรรมการ |
| 19.6 พ.ท. สหมงคล ไชยแก้ว นายทหารกิจการพลเรือน นพค.52 | กรรมการ |
| 19.7 ปลัดอำเภอประโคนชัยทุกคน | กรรมการ |
| 19.8 เสมียนตรา,เจ้าหน้าที่ปกครอง,ลูกจ้าง,สมาชิก อต. อำเภอประโคนชัยทุกคน | กรรมการ |
| 19.9 นายเชษฐา มัชรักณ์ ปลัดอำเภอ(หัวหน้าฝ่ายความมั่นคง) | กรรมการและเลขานุการ |
| 19.10 นายทองคำ ลีภักดิ์ ปลัดอำเภอประโคนชัย | กรรมการและผู้ช่วยเลขานุการ |

มีหน้าที่

1. จัดกิจกรรม การแสดง/การประกวด /การแข่งขัน ต่างๆ ในภาคกลางวันตลอดงาน ตามสภาพเหมาะสม กับบรรยากาศการจัดงาน
2. เรื่องอื่นๆ ที่ได้รับมอบหมาย

๒. ฝ่ายสรุปและประเมินผล ประกอบด้วย

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| 20.1 หัวหน้าสำนักงานจังหวัดบุรีรัมย์ | ประธานกรรมการ |
| 20.2 ผู้อำนวยการศูนย์การท่องเที่ยว กีฬาและนันทนาการจังหวัดบุรีรัมย์ | รองประธานกรรมการ |
| 20.3 หัวหน้าอุทยานประวัติศาสตร์พนมรุ้ง | รองประธานกรรมการ |
| 20.4 เจ้าหน้าที่/ลูกจ้างสำนักงานสถิติจังหวัดบุรีรัมย์ทุกคน | กรรมการ |
| 20.5 สถิติจังหวัดบุรีรัมย์ | กรรมการและเลขานุการ |
| 20.6 หัวหน้ากลุ่มงานยุทธศาสตร์การพัฒนาจังหวัดบุรีรัมย์ สนง.จ.บร. | กรรมการและผู้ช่วยเลขานุการ |
| 20.7 หัวหน้ากลุ่มงานข้อมูลสารสนเทศและการสื่อสาร สนง.จ.บร. | กรรมการและผู้ช่วยเลขานุการ |

๓. ฝ่ายประสานงานกลาง ประกอบด้วย

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| 21.1 ผู้อำนวยการศูนย์การท่องเที่ยว กีฬาและนันทนาการจังหวัดบุรีรัมย์ | ประธานกรรมการ |
| 21.2 หัวหน้าอุทยานประวัติศาสตร์พนมรุ้ง | รองประธานกรรมการ |
| 21.3 ผู้อำนวยการศูนย์การกีฬาแห่งประเทศไทยจังหวัดบุรีรัมย์ | รองประธานกรรมการ |
| 21.4 เจ้าหน้าที่ กีฬาและนันทนาการอำเภอ/กิ่งอำเภอ ทุกคน | กรรมการ |
| 21.5 เจ้าหน้าที่ ศูนย์การกีฬาแห่งประเทศไทยจังหวัดบุรีรัมย์ทุกคน | กรรมการ |
| 21.6 เจ้าหน้าที่ศูนย์การท่องเที่ยว กีฬาและนันทนาการจังหวัดบุรีรัมย์ทุกคน | กรรมการ |
| 21.7 ผู้ช่วยผู้อำนวยการศูนย์การท่องเที่ยว กีฬาและนันทนาการจังหวัดบุรีรัมย์ | กรรมการและเลขานุการ |
| 21.8 นางสาวนิมมานต์ คลังกุล | กรรมการและผู้ช่วยเลขานุการ |
| 21.9 นางจารุณี ไอรรัมย์ อาจารย์ 2 โรงเรียนบัวหลวงวิทยาคม | กรรมการและผู้ช่วยเลขานุการ |

มีหน้าที่

1. ประสานแผนการปฏิบัติงาน/ จัดการประชุม /อำนวยความสะดวก ติดต่อ ประสานงานกับฝ่ายเกี่ยวข้องต่างๆ
2. จัดทำกำหนดการจัดงาน /นัดหมาย/ ประสานการจัดกิจกรรมต่างๆ ที่เกี่ยวข้อง
3. เตรียมการประสานงานพิธีเปิด กำกล่าวรายงาน กล่าวเปิดงาน เชิญแขกร่วมพิธีเปิด
4. ปฏิบัติภารกิจอื่นๆ ตามที่ได้รับมอบหมาย

ทั้งนี้ จังหวัดได้มอบหมายให้รองผู้ว่าราชการจังหวัดบุรีรัมย์ เป็นผู้กำกับ ดูแล ติดตามผลการปฏิบัติงาน ตามเอกสารแนบท้ายคำสั่งนี้ (เอกสาร แนบท้ายคำสั่ง-1) ดังนี้

1. นายปราโมทย์ ฉัจจรักษ์ รองผู้ว่าราชการจังหวัดบุรีรัมย์

ผู้กำกับ ดูแล ติดตามผลการปฏิบัติงาน ตามกรอบงาน/กิจกรรม คือ

- 1.1 ฝ่ายจัดโอบปายคินเนอร์
- 1.2 ฝ่ายจัดสถานที่

- 1.3 ฝ่ายกิจกรรมบวงสรวง
- 1.4 ฝ่ายรักษาความสะอาด
- 1.5 ฝ่ายรักษาความสงบและความปลอดภัย
- 1.6 ฝ่ายจัดออกร้าน แสวงหาสินค้า OTOP

2. นายวิเชียร ชวลิต รองผู้ว่าราชการจังหวัดบุรีรัมย์

ผู้กำกับ ดูแล ติดตามผลการปฏิบัติงาน ตามกรอบงาน/กิจกรรม คือ

- 2.1 ฝ่ายแสดง แสง สี เสียง
- 2.2 ฝ่ายประชาสัมพันธ์
- 2.3 ฝ่ายไฟฟ้า แสงสว่าง
- 2.4 ฝ่ายพิธีการและพิธีกร
- 2.5 ฝ่ายกิจกรรมการแสดงภาคกลางวัน
- 2.6 ฝ่ายสรุปและประเมินผล
- 2.7 ฝ่ายประสานงานกลาง

3. นายมงคล สุระดีจะ รองผู้ว่าราชการจังหวัดบุรีรัมย์

ผู้กำกับ ดูแล ติดตามผลการปฏิบัติงาน ตามกรอบงาน/กิจกรรม คือ

- 3.1 ฝ่ายจัดขบวนแห่
- 3.2 ฝ่ายการเงิน
- 3.3 ฝ่ายปฐมพยาบาล
- 3.4 ฝ่ายปฏิคม
- 3.5 ฝ่ายเครื่องขยายเสียง
- 3.6 ฝ่ายจัดจำหน่ายและเก็บบัตรผ่านประตู

ให้ผู้ได้รับแต่งตั้งตามคำตั่งนี้ จัดประชุมแต่ละฝ่าย เพื่อซักซ้อมแนวทางปฏิบัติ และประสานแผนปฏิบัติร่วมกับส่วนราชการ หน่วยงาน องค์กร และบุคคล ที่เกี่ยวข้อง หากมีปัญหาประการใดให้รายงานกรรมการอำนวยการ เพื่อประสานการดำเนินการจัดงานประเพณีขึ้นเขาพนมรุ้ง ประจำปี 2548 ให้เป็นไป ความเรียบร้อยและบรรลุผลสำเร็จ

ทั้งนี้ ตั้งแต่บัดนี้เป็นต้นไป

ตั้ง ณ วันที่ 19 มกราคม พ.ศ. 2548

(นายทวีศักดิ์ ถิตบรรจง)
ผู้ว่าราชการจังหวัดบุรีรัมย์



ITINERARY
THE PHANOM RUNG FESTIVAL
2-3 APRIL 2005

At the Phanom Rung Historical Park, Amphor Chalermprakiet,
Buriram province

Saturday 2nd April 2005

06.05 am. Appreciate with the wonderful architecture of the place, the sun rise through 15 doorways of the Phanom Rung sanctuary

09.00 am. Making worship to the sacred at the Phanom Rung sanctuary

15.30 pm. Opening ceremony of the Phanom Rung festival of 2005.

Seeing the grand processions of Pra Nang Bhupatintoralaksamee Dhevi, Nang jariya, and the ten god vehicle processions.

17.00 pm. Attending the traditional dinner 'Hope by dinner' and enjoying with the local performance

20.00 pm. Attending light and sound performance entitled 'Phanom Rung Maha Tewalai'

09.00 am. – 18.00 pm. Having OTOP fair, exhibition, traditional massage, and outdoor local performance all day.

Sunday 3rd April 2005

06.05 am. Appreciate with the wonderful architecture of the place, the sun rise through 15 doorways of the Phanom Rung sanctuary

15.30 pm. Opening ceremony of the Phanom Rung festival of 2005.

Seeing the grand processions of Pra Nang Bhupatintoralaksamee Dhevi, Nang jariya, and the ten god vehicle processions.

17.00 pm. Attending the traditional dinner 'Hope by dinner' and enjoying with the local performance

20.00 pm. Attending light and sound performance entitled 'Phanom Rung Maha Tewalai'

09.00 am. – 18.00 pm. Having OTOP fair, exhibition, traditional massage, and outdoor local performance all day.



BIOGRAPHY

Name-Surname	Miss Patcharee Thanee
Date of birth	26 / 07 / 76
Education Background	Liberal Arts, Hotel and Tourism Studies Siam University, Bangkok
Work Experience	1999 till now, Tourism Lecturer Ubonratchathani University 1997-1999 Administrative officer Ministry of Justice, Bangkok
Academic Work	-
Scholarship	Lecturer Development scholarship, 2003 Ubonratchathani University
Position	Tourism Program Administrative Committee Liberal Arts, Ubonratchathani University

สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย