

Abstract

Research Title : A Guideline for Development of Lam Pao Dam and Vicinity for Sustainable Tourism

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This research Mixed Method Research to study 1. the marketing mix factors of travelers traveling Lam Pao Dam. 2. Comparison of market mix factors for tourists visiting Lam Pao Dam for sustainable tourism classified by personal factors. 3. the comments by government officials, leader of community enterprise to develop Lam Pao Dam and vicinity for sustainable tourism. 4. Set guidelines for the development of Lam Pao Dam and vicinity for sustainable tourism. The samples were 385 tourists, using the formula (Weiers, 2005), and using an accidental sampling method.

The quantitative research found that mostly tourists were women, under 20 years of age, single, student, income is less than 10,000 baht per month, most travel 3 times or more traveling with friends and the number of members traveling together 4 people up. Tourists focus on the highest overall level; the highest average of personnel.

The hypothesis test results showed that the tourists' gender, marital status and occupation who had different gender, marital status and occupation; there is not significant. Other personal factors include age, level of education, and income. They are important to travel Lam Pao Dam and vicinity for different sustainable tourism. Statistically significant at the 0.05 level.

The results of the interviews found that the policy management of Lam Pao dam, Kalasin province officials and the district has promoted and supported to a province's tourist attraction. It is encouraged to set up a community enterprise Lam Pao Dam, to participate in the development. Now there is a landscape plan, the construction of hygienic toilets and parking, which are problems such as accessibility, tourist services, prices and quantities of food and solid waste. Therefore, the guideline for development of Lam Pao Dam and vicinity. It should focus on personnel who provide services and the physical characteristics of the tourist attraction. The establishment of the central government of Kalasin to supervise and promote tourism and consist of community enterprise participation in management, planning and evaluation