

TITLE The Components of Community base Tourism Affecting Tourism Geography Development at Sapan Mai Kae-dum, Kae-dum Sub-district, Kae-dum District, Mahasarakham Province.

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ABSTRACT

This research aims to study a pattern of tourism management for communities in local village level. The specific interests of this research concern with tourism situation of Kae Dam wooden bridge communities including components and indicators in developing tourism management for communities. Researcher conducts qualitative and quantitative research for the research methodology. In term of quantitative research applies questionnaires to survey 400 Thai tourists who visit Kae Dam wooden bridge. On the other hand, the qualitative research applies meeting and structured interviews to obtain the information regarding the gain and loss of Kae Dam wooden bridge communities from 50 respondents.

As a result, service and safety play two distinctive roles from all components in tourism management of Kae dum wooden bridge communities. It is also indicated that the most urgent task is a requirement in effective local-culture conservation including safety management for an effective restoration regarding to the damage levels of the wooden bridge. This task would be able to provide a positive perception for teenagers in term of the significance of community oriented tourism management. It also provides a great opportunity of community corroborations effectively. Considering the potential factors influencing tourists and service marketing, popularity and identity drive the attraction of Kae dum wooden bridge widely. It can be concluded that the aggregate communities and learning organization can strengthen and develop the Kar dum community based tourism management in sustainable way.

Keywords: Tourism Management, Community based Tourism