

Title: Tourism Capacity of Rai Sin Sompong in Phu Chang Noi, Chaiyabhum Province for Creative Community-based Tourism Development Following the King's Philosophy and Nawat Withi Trend

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Abstract

This research explores the environment of Rai Sin Sompong that could be developed as a destination for creative community-based tourism following the king's philosophy and Nawat Withi trend, as well as to investigate tourism capacity and preparation of the area for creative community-based tourism development. This research purposively looked at 4 issues including the area, management system, activity and process, and people's participation. The data collection was taken from the questionnaire provided to the sample group of 149 participants, the interview with 10 representatives from government organizations, private sectors, and staffs from Rai Sin Sompong, SWAT Analysis, and the focused group discussion with 7 community members. The data was analyzed to construct a guideline for creative community-based tourism development for Rai Sin Sompong in Phu Chang Noi.

The research outcome indicated that the key informants highly agreed and rated a high score for tourism capacity of Rai Sin Sompong and the first 3 issues were the people's participation, activity and process, and management system; the area was rated the least. Additionally, SWOT analysis revealed that Rai Sin Sompong has strong capacity in terms of the area, management system, activity and process, and the people's participation. The local people were well-prepared to handle creative community-based tourism development and they strongly relied on their resources integrated with the king's philosophy and an efficient management system. Their focus was that the community belongs to all members. For the qualitative data analysis on the interview results, it was found that the area capacity of Rai Sin Sompong had been developed and the landscape was renovated as they offer a field-trip program for the

sufficiency economy to the members of other organizations. This was a good start to develop the learning base for the future tourism activity that would be connected to the lifestyle of the local people. There were more ideas for creative tourism derived from the focused group discussion comprising: 1) all members were allowed to create a developmental plan for the area and the community; 2) the area and community development plan was created and collaborated with the government organization for sufficient number of facilities and infrastructure to serve the tourists; 3) the community should coordinate with and propose their tourism management plan to the sub-district administrative organization to ask for financial support; 4) the community members should be implanted with a good sense of conserving local resources, natural resources, culture and environment and they should be allowed to form their groups so they could join all activities; 5) The community should collaborate with the experts and scholars with knowledge and skill to help the members understand better about tourism planning and management so they could see the same picture and perceive the benefits of tourism; 6) the community members should be implanted with love and care for their hometown and encouraged to support the activities for community development; and 7) the community members should be well-trained with service mind to serve the tourists for their satisfaction and impression.

The research outcome reflects that Rai Sin Sompong should start their process for creative community-based tourism development by allowing the community members to participate and understand more about creative community-based tourism. They should be well aware of both positive and negative impact as well as allowing the whole community to manage themselves while the government organization could support them for the budget, information, and public relation in order to create an effective tourism management process.