

TITLE Tourism Management in Dun Lam Phan hunting area,
Na Chueak District, Maha Sarakham Province.
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ABSTRACT

This research aimed to investigate the tourism components and key indicators associated with the management of Dun Lam Pun Non-Hunting Area, Maha Sarakham Province. It also sought to identify marketing factors affecting the local tourism management and to provide the guideline for tourism management at Dun Lam Pun Non-Hunting Area. The research methodology used mixed methods; the qualitative method uses an in-depth interview and focused-group with a total of 30 local stakeholders and the quantitative method used a 5-point rating scale which the discrimination index of the tourism marketing factors was 0.61-0.74, distributed to a total of 400 Thai tourists. Mean score, standard deviation and factor analysis were statistical techniques for analyzing the quantitative data.

The research findings indicated that conservation and restoration of natural resources played important components of tourism management, whereas raising awareness among the local youths and cooperation of local people were significant key indicators for the development of community-based tourism in this area. Marketing for this area should be based on building its identity. The research suggested that local stakeholders should mutually understand and help one another to promote and support tourism activities along with preserving the natural resources of Dun Lampun Non-Hunting Area. Hence, a strong collaboration from all sectors will lead to sustainable development of the area.

Keywords : Components and Indicators, Tourism Management, Local Tourism Management, Service Marketingt, Dun Lam Pun Non-Hunting Area