

TITLE	Tourism Management of Roi-Et Province		
AUTHOR	Rungwit Treekun		
ADVISORS	Charin Phakprapa , Ph.D.		
DEGREE	Doctor of Philosophy	MAJOR	Tourism and Hotel Management
UNIVERSITY	Maharakham University	YEAR	2022

#### ABSTRACT

This combined research to : 1. To assess the potential of major tourist attractions of Roi-Et Province 2. To study the behavior of tourists visiting Roi-Et Province 3. To study the relationship between tourist attitudes towards tourism marketing factors of Roi-Et Province 4. To study the contribution of stakeholders to tourism management in Roi- Et Province 5. To determine the guidelines for tourism management in Roi-Et Province. It uses an interview method for providing important information, including monks, government officials, and stakeholders, by selecting samples in a convenient way with tourists. Using Taro Yamane's (1967) formula, the statistics used to analyze the data include percentage, average, standard deviation, and exploratory element analysis (EFA) by means of extracting the main elements and rotating the perpendicular element axis by varimax method and analyzing the data with content analysis. 3. In the field of personnel and safety (Personal and Safety), service training should be provided to the staff. In order to provide good service in a friendly manner. This makes the tourist impress and returns to Roi Et province for longer. 4. Other services (Service) Since the tourist attraction is located in the city, other services are sufficient, such as travel in and out, which is convenient for access to tourist attractions. Tourist attractions outside Roi Et province should be improved and developed in the following areas: 1. Travel should be developed in Thai, English and/or other languages such as Chinese with clarity and periodicity. Public transport has been added to serve tourists to visit tourist attractions. 2. Amenity should have a clean restaurant and toilets to meet the standards and add other amenities such as



3424614428

MSU Thesis 61011060011 thesis / recv: 15122565 08:15:19 / seq: 14

pharmacies, convenience stores, etc. Cash machines and souvenir shops at tourist attractions 3. Personal personnel should have a local guide to guide the tourist attractions. Increase security in life and property 4. In terms of tour programs, there should be publicity of tourist tours in Roi-Et Province to stimulate awareness among tourists. 5. Unique because the tourist attraction is famous. It should promote the reputation of the tourist attraction to be known. In terms of tourist behavior visiting Roi-Et Province, the majority of tourists are males, aged between 36-45 years old, marital status, bachelor's degree, civil servant/state enterprise career. It earns 10,000-30,000 baht and the relationship between the attitudes of tourists towards the tourism marketing factors of Roi-Et Province. It was found that the tourism marketing factors that affect the decision to visit Roi-Et Province are price factors, distribution channel factors, process factors, personnel factors and product factors. Stakeholder participation in tourism management in Roi-Et Province It was found that there was no correlation. Therefore, the main body should be established to be responsible and appoint a committee to carry out the work. To be the coordination center for reviewing the Roi-Et Tourism Development Plan in order to formulate clear long-term tourism policies and directions in Roi-Et Province, and stakeholders should participate in the decision-making process. Performance Participation in benefits and participation in the evaluation, monitoring, organization of projects or activities of tourist attractions.

Keyword : Urban Attractions, Outside Attractions, Tourism Management, Community Involvement, Factor Analysis, Potential, Attraction Tourism Elements



342614428

MSU 1Thesis 61011060011 thesis / recv: 15122565 08:15:19 / seq: 14