

## Abstract

This research aimed to investigate the current situation of tourism, people's participation in sustainable Thainess tourism management, tourist's attitude on tourism management and propose sustainable Thainess tourism management of Talay Buadaeng at Diam Village, Chiangwae Sub-district, Kumphawapi District, Udonthani Province. It was mixed method research. The 2 questionnaire set were used for collecting quantitative data with 100 local people and 100 tourists while the structured interview was used for collecting qualitative data with 4 leaders of major tourism group. The results of the research were the overview of the current tourism situation according the tourism destination management standard criteria by the local in 5 aspects were excellent level, the overview of people's participation in all aspects were moderate, while the overview of tourist's attitude on tourism management of Talay Bua Daeng was moderate. In consequence, the sustainable development guideline are encouraging people participate in tourism management thoroughly and voluntarily. Moreover, the development in all dimensions should be related the need of tourist and local people whereas it is based on the principle of sustainable tourism development.

**Keywords:** People's participation, Thainess tourism, Sustainable tourism management, Talay Buadaeng