

Abstract

The objectives of this research of “The Pattern of Tourism Development of Chiang Mai Province: Case Study in Intracity in the area of Baan Tawai, Wiang Kom Kam and Baan Bor Sang Route” are to study the tourism pattern, and the participation of local people, entrepreneurs and involved local governments in tourism spots development.

Technique of survey and interview, both Thai and alien tourists, are used in the research. The panel conference that comprises local people, entrepreneurs and administrators, and officers of involved local governments is held. Moreover, some training is provided to create new ideas leading to sustainable tourism development of Intracity tourism.

The study reveals that the participations of parties involved in each local area plays important roles to balance the sustainable tourism development. The special purpose organization should be set up by the collaboration of the three local administration organizations and educational institute. This organization is to set a master plan, and analyze the efficiency of each tourism spot in term of strength, weakness, opportunity and threat. Additionally, it is to manage the marketing mix in order to get prompt budget initiatives from those three local administration organizations and also publicize the Intracity tourism to the target groups with the efficient tourism marketing strategy. Meanwhile, the main coordinator should be the office responsible to Chiang Mai tourism.

Consequently, this research is the primary factor to gain a tourism pattern of Intracity that is promptly called, “Art-Culture-Handicraft Tourism Route”