

ABSTRACT

Research Project Title: Developing Sustainable Community-Based Tourism Management of

Ban Tam-Nong Bia, Sri Dongyen Sub-District, Chaiprakhan District,

Chiang Mai Province

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Developing Sustainable Community-Based Tourism Management of Ban Tam-Nong Bia, Sri Dongyen Sub-District, Chaiprakhan District, Chiang Mai Province aims to strengthen the community's capacity in managing its community tourism activities. Data were collected by surveys, in-depth interviews, participatory observation, small group seminar discussions and conducted with the participatory activities. 94 members used in this study were carried out for data gathering. Data analyzed by using descriptive statistics for seeking percentage and SWOT analysis. The activities carried out included training workshop, community capacity building, study tour, and publicity and networking. The real practice welcoming visitors camping accommodation in service provider's home stay.

Results of the study were as follows, The activities made the community consciousness and saw the potential in organization of travel services. The seminar through the SWOT analysis process had to knowledge in the management of tourism. And the participants had the potential to help communities in the management of tourism. The community could built up a board of Community-Based Tourism and Guide local youth club. There were created travel program fees have knowledge of a good host to visitors professional development support. The community members to help support the channel. They will earn extra revenue from activities due to tourism. . Developing the website of <http://www.tamnongbia.com/>. The meeting with tourism operators northern communities. It makes surfing community is quite well known and associated with the travel market of provincial and national levels. The study tour at Wiang Kum Kam, Chiang Mai helped the community of learning. The board have ideas

and experiences from the study observation applied to the development of community tourism, such as ideas of providing bus service professionals come and go surfing community. Creating a tourist bus service. The real practice in service provision for tourists, only one home stay was operated from four home stays due to the community's constraints. Obstacles, from economic and political circumstances affect the amount tourists communities lack confidence in the public service and professional employment, most are generally not able to develop tourism activities have continued.

Suggestion Development potential in Community-Based Tourism Management of Ban Tam-Nong Bia, Sri Dongyen Sub-District, Chaiprakhon District, Chiang Mai Province must be taken continuously and should be determined by community standard of travel. Needed promoting role of local administration to support Community-Based Tourism and to promote access to information and new knowledge management from Community-Based Tourism networking by community in the provincial level and regional