

## ABSTRACT

Research Project Title: Route Tour Development through Stories, Legend and History in Jae Sorn Village, Muangpan District, Lampang Province

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The nature of the problem is that this village is situated near a famous Jae Sorn National Park; however, the tourists that visit the park mostly take a daily trip and do not spend their time or money at the village. Therefore, a study was proposed to highlight the tourist attractions in the village. The purposes of this research are to create new knowledge about story, legend and history of tourist attractions in the village and to develop new traveling routes as well as to increase the standard of tourism standard.

The methodology used in this research is an applied research with emphasis on participatory action research. The population of this research was 50 people who were the elderly, businessmen and officers in the area. The sample group of twenty-two was selected based on convenience sampling. The research tools used were theoretical documents, group conversation and inquiry. The results were analyzed and synthesized based on the opinions of participants and scholars. The findings were that the village has three major cultural attractions and a handicraft factory. Each attraction has its own story which can be linked together to create tour routes to link the village to tourist attraction in other districts both in Lampang and Chiang Mai. However, it is suggested further study is required regarding tourism development or the improvement of tourism standard.