

## ABSTRACT

**Research Project Title** : The Research and Developing Tourism Performance in Sufficiency Economy Village: A Case Study at Baanraipaca, Tumboon Thatum, Amphur Pasang, Lamphun Province

**Researcher** : Asst. Prof. Anake Chitkesorn  
Mrs. Punnuch Chaipinchana

**Research Fund** : The Thailand Research Fund Regional Office

**Duration** : One year from 15 September 2008 to 15 September 2009

.....

The objective of this research was studying the format of tourism management in the village that would generate income to the community and enable the village as a tourism destination by the participation of the community. The locale of the study was selected as it was nominated for a sustainable economy village by Lamphun province's committee. The research was conducted as a Participatory Action Research-PAR. Subjects of the study were selected by Purposive Sampling which composed of leaders of the community, women leaders, seniors, and some villagers.

### **Finding of the study.**

From SWOT analysis, the strength of the village was the source of knowledge of White Skin Cows. Therefore, the format of this tourism management could be a source of income within the village by the coordination of the community. Moreover, the studied showed that the community established their own committee, span of control, authority, fair compensation, enforced the rules that protect their environment and peoples' ways of life, and developed villagers to support the educational tourism could enable the tourism industry in this village. In addition, the community played important role in supporting the village as being the educational tourism for the White Skin

Cows by created their own tourism program, cost of the package, and the service fees, develop their village's environment and did more on their public relation.

### **Suggestions.**

It was widely accepted that the most important tourist attraction of the village was Lamphun's White Skin Cow. Therefore, breeding the cow within the village and vicinity was crucial. In addition, native dialect must be preserved as it was a very important identity of the community and a medium of communication to transfer information to the tourist. Moreover, the combination between old-native wisdom and new body of knowledge was important as a source of accurate reference. As a result of increasing White Skin Cows breeding among the villagers, they could not only benefit from the tourist industry but they could also learn how to conduct the sustainable economy.

In addition, to develop and to sustain the educational tourism, the villagers should properly transfer their intellectual to their descendent as a key success factor of their sustainable. Therefore, how to create the consternation of their dignity and pride among the villagers was very important issue in keeping the sustainable educational tourism.

However, the educational tourism was not widely accepted by a large number of people but it was known as a niche market. Thus, marketing strategies for their niche markets was necessary for their sustainable income.