

56501304 : MAJOR : HOTEL AND TOURISM MANAGEMENT

KEY WORD : THE GUIDELINE OF TOURISM MANAGEMENT ,TOURISM
MANAGEMENT, SUSTAINABLE TOURISM, CULTURAL
TOURISM

TIPKANOK WIANGKHAM : THE DEVELOPMENT GUIDELINES FOR
TOURISM MANAGEMENT PLANS: A CASE STUDY OF CHIANGKHAM,
PHAYAO. THESIS ADVISORS: SIPPANAN NUANLA-ONG Ph.D., PICHET
TEERANOSONT Ph.D.; 178 pp.

The purposes of this research were specific working on the development guidelines for tourism management plans: case study in Chiangkham district, Phayao province, which has been interpreted in the context of rural development. Presenting how historical background are directly relevant to them can urge people's motivation to protect their traditions and nature, not only for the benefits of their own generation but for the future generation as well—development competition shows that building a village identity combined with tourism management plans going forward to promote tourism in Chiangkham district, Phayao province as well as giving more income to the locals through tourism and merchandising, and on top of that, to reserve sustainable tourism.

The research instruments were both of participant observation and in-depth interview with all stakeholders methods. For participant observation method was conducted during January 1st 2015 through April 30th 2015. The observation population was the local residents and tourists who were relevant with Tai Lue and Tai Yai ethics in 5 tourist attractions at Chiangkham district, Phayao province. Moreover, the in-depth interview method was encouraged with 4 sectors which involved with tourism to their perspective on specify the problem sites and the success of sustainable tourism management of site studying composed of 30 questions.

The results of this research were as follow:

1. Chiangkham district, Phayao province was the plentiful of natural sites and long history of city. So these factor aspects were the perfect value of the city to be the authentic of natural resource site and cultural site for tourism management.
2. This research was found that there were 6 problems happened in the tourism management plans which were the limitation of budget, lacking of basic infrastructure, government policy changing, unsuccessful of budget management, environmental and site management problems.
3. To build the guidelines of tourism management plans should be implemented by studying the principle of the history and background of its tourist attractions and sustainable and cultural tourism management belong with how to apply to the appropriate environment of community.

Program of Hotel and Tourism Management Graduate School, Silpakorn University
Student's signature..... Academic Year 2014
Thesis Advisors' signature 1. 2.

Acknowledgments

I would like to express my sincere respects to the important people who helped me achieved my day is Professor Pichet Teeranosont, Ph.D., who always helped and guidance of the thesis work since first time of studying including on-site observation in the area of Chiangkham district. Despite his ever-so-busy, when he was on-site in the city we spent days discussing and planning the guideline paper to make use of my full guideline potential. Even though we met the hard situation problems such as hottest climate, raining problems while on-site observation but he never complain of its happened, keeping smile instead. My sincere appreciation also go to express my best regards and grateful to another advisor, Professor Sippanan Nuanla-ong, Ph.D., who initiates my thesis since first time we had never met each other before. Despite her ever-so-busy schedule, she tirelessly read and answered all my questions both of in the e-mail and meeting. My admiration goes to Professor Somnuck Jongmeewasin, Ph.D., the chairman of Thesis Examination for his kindness comments, discussion, suggestions and encouragement. My sincere appreciation also goes to Professor Sudawadee Chanpiwat, Ph.D., the Assistant Director for Graduate Studies and Research Affairs who helped make this program a reality.

My special thanks are also due to Miss Nopparat Rungsiyaphornratana (P'Lah) and all staff of the International Program in Hotel and Tourism management for their kindly helpful and encouragement. I would like to appreciate thank to all authors whose references I used to interviewees including Sangda Somrit grandmother who is the local wisdom of Tai Lue community in Chiangkham district for the data information and good advice.

Finally, my graduation would not be achieved without my beloved family who help me everything perfectly, particularly my father—Mr. Giantong Wiangkham, my mother—Mrs. Sriwan Wiangkham, My older sister Miss Benjamaporn Wiangkham (P'Kay), My older brother—Mr. Decho Wiangkham (P'Day), My older brother in law—Mr. Somchai Anurak (P'Fix), my nieces—Thanchanok Wiangkham (Gam) and Rinyapat Wiangkham (Ging) for all their support, greatest love and encouragement.