

การจัดโครงสร้างองค์กรการท่องเที่ยว การจัดการด้านบุคลากร การจัดระบบการดำเนินงานและการ
จัดรายการนำเที่ยว ผู้วิจัยพบว่าข้อจำกัด ก็คือ ยังไม่มีนักท่องเที่ยวเข้ามาเที่ยวในชุมชนแห่งนี้ เพราะ
ยังไม่มี การประชาสัมพันธ์เพียงพอส่งผลให้ชุมชนยังไม่มีโอกาสฝึกทักษะในการลงมือปฏิบัติการ
จึงควรมีการศึกษา หรือการทำวิจัยด้านการตลาดสำหรับชุมชนวัดพระบาทห้วยต้มต่อไป

มหาวิทยาลัยเชียงใหม่
Chiang Mai University

Independent Study Title	The Development of Cultural Tourism Resource : Case Study of Wat Prabath Huay Tom Community, Li District, Lamphun Province	
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Abstract

This Independent Study was conducted to study Wat Prabath Huay Tom Community's attraction, accessibility and amenities the three elements for developing it into a cultural tourism resource and to determine appropriate management methods for such development.

For this study, four sample groups or parties were chosen. The first group, the group of official leaders, consisted of headmen from 7 villages. The second group consisted of unofficial leaders: representatives of occupational groups and elderly or learned people of the community. The third party was a state officer, Chief of Baan Huay Tom Area Development. The last group included marketing promotion staff of Tourism Authority of Thailand. A qualitative study, this research was based on data obtained through participatory observation, in-depth and semi-structural interviews and group discussions.

The study has revealed that while Wat Prabath Huay Tom Community possesses all the three elements (attraction, accessibility and amenities), it also has two weaknesses in the area of amenities: a lack of variety of food and beverage and an absence of information service.

In an attempt to develop this community into a cultural tourist-attraction, the data contributors have organised a development plan for four aspects. The first aspect concerns the development of tourism organisation structure. The second aspect involves staff recruitment and training. The third aspect is the formation of an effective operational system. The last aspect is the necessity of proper arrangement of itinerary. Nevertheless, the author has found that this community has one important limitation. So far this community has welcomed very few visitors due to the absence of publicity, giving the community members no chance to practise their operational skills. For this reason, a serious marketing study or research on this community is strongly recommended.