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Guidelines for the development and promotion of community based – tourism in Sahatsakan Dino-Road, Sahatsakan District, Kalasin Province

Poom mumpolsri*, Fungkiat Mahiphan, Mayurada Mahiphan and Kwankhao Poonperm

Department of Tourism, Faculty of Liberal Arts, Kalasin University, Kalasin, Thailand

*Corresponding author: poom.mu@ksu.ac.th

Abstract

The objectives of this research were to 1) study the potential of tourism resources of Sahatsakhan Dino Road community, Sahatsakhan District, Kalasin Province 2) find out how to develop and promote the tourism industry of Sahatsakhan Dino Road community. The data used in this research was collected from the group discussion.

In-depth interview small group discussion and SWOT analyzed to get the true content of community. Then take all the results from every step of the study to analyze the content by triangular comparative study to find the conclusions of the corresponding study as a reliable conclusion in the study and then present the data with descriptive. The true content as the sample collected from all tourism stakeholders who related to the community, both of the representatives of government officers as a policy-makers and the private sector, entrepreneurs and community leaders, people, youth and more part of the community members who lived in the Sahatsakhan Dino road area. Kalasin Province The research found that the tourism resources of the Sahatsakhan Dino Road community were ready and diversified tourism to present to all the visitors who wanted to learn more about the cultural tourism of the northeast of Thailand or E-searn region. The best activity among several activities in Sahatsakhan was “Saturday-Merit Road” which is located in Dino road. This activity is a representative as a tourism promote for the community Based Tourism in this community is the Saturday morning activity along the road that all people come to offer food to the monk, it has acknowledged a lot of attention and popularity from the tourist or visitor who live in other area and all hosts come. More over to promote tourism for SahatsaKhan Dino Road they also present the variety of activity which came from their daily life that was ever more popular in the past. Besides they also use the old traditional dancing show to all of the visitors to join and dance together that they call "Kong-Ka Dance". This activity would show in front of the tourist in the evening of the day, after that all the host would take care of guest to share the best time to learn and live together in the homestay and to learn a cultural tourism in the real community. According to the research results, the sahatsakhan community has the potential to promote the tourism development into Sahatsakhan Dino Road. Firstly, the local product should be developed to be a well-known meaningless, popular and unique. Secondary, the local guides should be improved in order to be able to development community and distribute in the tourism information of the sahatsakhan



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to the visitors. If the community follow the suggestions, they will they will be the best practice and get more popular and unique that become sustainable.

Keywords: Community-based tourism, Sahatsakhan Dino road, Tourism potential