

Atitayaporn Arunpipattanapong, 2011. **Creative Tourism Development Plan for Ethnic Groups in Nakhon Phanom Province**. Master of Business Administration Thesis in Tourism Management, Graduate School, Khon Kaen University.

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ABSTRACT

This thesis aims to: 1) to learn about ethnic groups in Nakhon Phanom province supporting to tourism, 2) to assess the tourism potential of the ethnic groups in Nakhon Phanom province, 3) to perform Creative Tourism Development Plan for the seven tribes ethnic groups in Nakhon Phanom province which are Phuthai, Kaleung, So, Seak, Yor, Kha, Thai I-San by considering the tourism capacity as a key. The literature review is classified into four themes: cultural tourism, economy and creative tourism, tourism potential assessment, and policy and tourism strategy.

The research's methodology is both qualitative and quantitative researching in order to get comprehensive information by seven tribes of the field surveys, twenty-seven samples of structured interviews, 397 questionnaires of residents, and 400 questionnaires of travelers in Nakhon Phanom province.

From evaluating potential, five themes of creative tourism of ethnic groups are Cultural heritage and value of ethnic groups, physical areas, tourist facilities and services, popularity, and creative tourism in ethnic groups' areas. According to researching, the most potential tribe is So. Second is Phuthai and the last-ditch tribe is Kaleung. From These results, the creative tourism development plans of the ethnic groups have been found which consist of four main plans as follow; 1) Heritage cultural and intellectual conservation plan, 2) Creative tourism knowledge development, 3) Creative tourism standard elevation of the groups and 4) Creating collaboration within the communities.



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