



**Title : Research and Development of Competences of Leader in Chiang-khan Community into Brand Image Promoting Concerning Arts and Applied Arts for Managing Sustainable Tourism in Chiang-khan Municipality, Chiang-khan District, Loei**

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### **Abstract**

This research aims to (1) study tourism resources concerning arts and applied arts (2) to investigate brand image of tourism resources as a selling point in order to manage (3) to create tourism route concerning arts and applied arts (4) to develop competences of leaders in community to present images of tourism resources in Chiang-khan municipality. This research utilized participatory action research method. 50 informants on arts and applied arts context and works and 10 attendants in presentation competences development were purposive sample of this research. Interview, focus group, observation, photography and presentation evaluation form were employed to collect data. Content analysis was used to analyze qualitative data while percentile, mean and standard deviation were adopted to analyze quantitative data. Tables with explanations were applied to present quantitative results while descriptive analysis was applied with qualitative findings.

The research found that:

1. Tourism resources concerning arts and applied arts and local cultures in Chiang-khan municipality were related to Bhuddism and local arts dominated by Luang Pra-bang art, Lanna art, Chakri art and local art which were architectures, sculptures, mural paintings and handicrafts.

2. The image of tourism resources concerning arts and applied arts and local cultures of Chiang-khan municipality was based on mixed cultures: Laos, Vietnamese and central regional Thai.

(4)

3. There were 4 major routes to present the image of tourism resources concerning arts and applied arts of Chiang-khan municipality.

4. The presentation competences of local people who joined the competence development program in presenting the image of tourism resources concerning arts and applied arts of Chiang-khan municipality were at high level.