

The formulation of guidelines to develop crab bank as a core tourist attraction: A case study of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat PhangNga

Viriyah Hongkhao¹ and Asst. Prof. Aree Tirasatayapitak, Ph. D.²

¹Master of Business Administration in Hospitality and Tourism Management,
Prince of Songkla University, Thailand, E-mail: b_onenine@hotmail.com

²Faculty of Hospitality and Tourism, Prince of Songkla University, E-mail: aree2507@gmail.com

Abstract

The aim of study was to investigate the existing tourist attraction attributes and potential of crab bank and explore the possibility for crab bank to be developed as a core tourist attraction by employing a quantitative research. Questionnaires were used to collect data from tourists visiting Changwat PhangNga. The study results revealed that the crab bank does not possess good attraction attributes to attract tourists. This attraction gains less attention and there was less number of activities for releasing crab to the crab bank. In contrast, restaurants providing seafood and the number of tourists were considerably increasing. In addition, activities which could gain more attention were to stay at homestay and to plant mangroves. However, an additional improvement is necessary for seafood restaurant, security in homestay, restroom, tourist information, transportation, and public telephone in order to provide guidelines on development of crab bank to be a tourist attraction of community located in Tambon Bang Toey, Changwat PhangNga.

Keywords: crab bank, community-based tourism, a core tourist attraction