

**Abstract**

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VIAMALIN VIROJTRAIRATT: COMMUNITY PRE-EMPOWERING FOR  
TOURISM: SUSTAINABLE TOURISM MANAGEMENT GUIDELINE AMPHOE MAE  
CHAEM, CHIANG MAI, THAILAND. THESIS ADVISOR: ASST. PROF. CHOTIMA  
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The objectives of this research are to study the capacity for sustainable tourism, to identify and create a guidelines model for sustainable tourism development with appropriate components and system base on communities' requirement, and to recommend some sustainable tourism development plans to Mae Chaem communities. The data collections methods were site surveying, in-depth interviewing and focus groups.

It was found that the district had capacity to develop sustainable tourism due to significances of attractions, easy access, security, together with the willingness of communities to gain incomes from tourism business. However, since tourism business is very new for the communities, so preparing basic factors as infrastructure or proper interpretation should be developed and encouraged with community participation. Sustainable tourism development plan should take the community's and tourists' needs into consideration with the emphasis on natural and environment conservation. Characteristics of a sustainable tourism development consisted of public participation, local benefits, resource and environment-based conservation, sustainable tourism management, educative purposes and facilitating tourist satisfaction. Sustainable tourism development pilot plan have been drawn up and recommended, it includes plan for people preparation, site preparation, communication and publication preparation and visitor care preparation.

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