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KEY WORD: SUSTAINABLE TOURISM, COMMUNITY PARTICIPATION,
MANAGEMENT, KWAN PHAYAO.

PRAKOB SIRI PAKDEE PINIT: A MODEL FOR SUSTAINABLE TOURISM
DEVELOPMENT IN KWAN PHAYAO LAKE RIM COMMUNITIES, PHAYAO
PROVINCE, UPPER NORTHERN THAILAND. THESIS ADVISOR: PROF. WILLIAM R.
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The objectives of this qualitative and quantitative research were to study the capacity for sustainable tourism development, to investigate the attitudes of tourists toward tourism activities, to identify and develop a model for sustainable tourism development with appropriate characteristics and components for the communities, and to recommend some sustainable tourism development plans to the Phayao Lake Rim communities. The population included 367 household heads, 86 key informants, 422 tourists, and five concerned state officials. The data collection methods were questionnaires, in-depth interviews, focus groups, and public forums.

The study findings reveal that the communities had a capacity to develop sustainable tourism due to a diversity of natural and cultural attractions, easy access and security, but that amenities and more community participation should be developed and encouraged. Tourists visited the area for relaxation and required more tourism activities. Suitable tourism development plans should take the community's and tourists' needs into consideration with an emphasis on natural and environmental conservation. Characteristics of a sustainable tourism development are composed of public participation, local benefits, resource and environment-based conservation, sustainable tourism management, educative purposes, and facilitating tourist satisfaction. Components of a sustainable tourism development consist of community participation promotion, the activity route component for tourism development, sustainable tourism marketing development, service capacity development of local people in tourism, and tourism resource conservation. Five sustainable tourism development plans have been drawn up and recommended. They include a plan for promoting community participation in developing sustainable tourism, a plan for developing sustainable tourism activities and routes, a plan for developing sustainable tourism marketing, a plan for developing amenities in attraction sites, and a plan for sustainable tourism resources and environmental conservation.

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