

Abstract

Research Title : Creative Tourism Development in Ban Chiang, Udon Thani
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Year : 2017

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The research aimed to study 1) behavior of Thai tourists travelling to Ban Chiang World Heritage 2) satisfaction of Thai tourists visiting Ban Chiang World Heritage, Udon Thani Province and 3) to suggest Creative Tourism Development in Ban Chiang, UdonThani. This study was a quantitative research. The population was Thai tourists who were 20 years old up visiting Ban Chiang World Heritage. 400 samples were selected by Purposive Sampling. The samples and key informants were the representative from community and involved authorities by using the purposive sampling. The statistics used for data analysis were frequency, percentage, average, standard deviation. The focus group and card techniques were used as the research method to sorting out the importance or the urgency to develop. The researcher analyzed the data, synthesized the content or main points which are related to form in the same group and presented in a composition.

The research result indicated that the number of tourists were male equivalent to female. Most of them were bachelor graduates that corresponded to age of tourists range between 31 – 40 years old. Their revenue was from 10,000 baht or more. They were private company officers and government officials or state enterprises' employees. These 79 percent of tourists were from Udon Thani and they travelled in their own province and the other 21 percent of tourists were from Bangkok, Khon Kaen, Nongkhai, Sakhon Nakhon province, and other provinces. The study on behavior of Thai tourists travelling to Ban Chiang World Heritage, Thailand showed that 75.25percent of tourists had visited this place already. 53 percent of them aimed to travel for leisure. 75.75 percent of them traveled in group of 2-5

people. 52.50 percent of them were family members. 73.75 percent of them travelled by car. 80.50 percent of them did not spend more than 2,000 baht per person. 33.50 percent of them received tourist information from internet the most and 91.00 percent of them did not stay overnight. The first priority upon their arrival of 48.25 percent of the tourists was to explore the Ban Chiang National Museum and the excavation hole in Udon Thani. 22.75 percent of them wanted to go shopping for some souvenirs such as indigo-dyed fabric, 3.75 percent enjoyed pottery activity and 1.75 percent studied Thai Puan Community's life style. Regarding to Thai tourists' satisfaction of visiting Ban Chiang World Heritage, Udon Thani Province, it was found that most tourists had the highest satisfaction ($\bar{x} = 4.37$). With regard to each aspect by the elements of tourism (5A's), it showed that the tourists were satisfied with the Attraction the most ($\bar{x} = 4.59$), followed by Activity ($\bar{x} = 4.50$), Accessibility ($\bar{x} = 4.28$), Amenity ($\bar{x} = 4.27$) and Accommodation ($\bar{x} = 4.21$). the abstract; it sets the footnote at the bottom of this column.

The research result of Creative Tourism Development in Ban Chiang, Udon Thani Province, Thailand were to represent the local way of life of the community in historical tourism attractions together with the tourism activities such as to bring the pottery pattern design of ancient Ban Chiang pottery to be the pattern for tourists to draw the Ban Chiang's pottery pattern on the copy of Ban Chiang pottery. The decoration along the access way to the tourism attractions with local handicrafts from the way in. The amenity arrangements and accommodation to harmonized with the tourism attraction by fetching the pottery pattern design, pottery or hand weaved cloth to decorate such as signs; restrooms; and trash bins. In addition to accommodation, tourists have chances to cook "Tai-Puan" food as well as creating the activities for tourists to portray the "Tai-Puan" people by wearing their traditional dress and taking photos; also doing tourism activities in traditional festival of the community with the local mentor to pass on knowledge, skills and experience to tourists.