

Title	The Potential to Develop Culture-Based Tourism in the Communities of Phetchabun Province
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Abstract

The present study on "The Potential to Develop Culture-Based Tourism in the Communities of Phetchabun Province" aimed to discover the general conditions and context of cultural tourism in the communities of Phetchabun province, explore the potential of cultural tourism in the communities of Phetchabun province, and suggest developmental guidelines for cultural tourism in the communities of Phetchabun province.

The methodology was implemented through a questionnaire, and the data from the survey were analyzed with frequency, mean, and standard deviation. Meanwhile, the data from the interviews on the general context of the communities, particularly promotions and community development need in terms of cultural tourism, were described in discussions according to the nature of the data, written in the correct order, and descriptive writing was used.

According to the data, the majority of respondents were female, aged 41-50, had completed their primary education, worked on a farm, earned 5,001-10,000 baht per month, and had lived in the community since birth. The potential for developing cultural tourism in the communities of Phetchabun province revealed that the overall level was the highest; additionally, consideration of each aspect revealed that accessibility averaged the highest, followed by attractions, security, facilities, and tourist accommodations, in that order. The suggestions included encouraging the development of local products for unique communities and increasing income for the community in other ways; consuming understandably natural resources to ensure sustainability; conserving the culture, traditions, and ways of life of the people in the communities that tourists would accept; providing a sufficient number of officers to look after the ancient remains to ensure persistence in supporting guests; encouraging the arrangement of local guides ready to explain to tourists or serving as a medium for introducing and managing tourism in the community; and maintaining tourist attractions in physical conditions that are conducive to the visit of tourists.

Keyword : Cultural Tourism