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TOURISM

WINYA PICHAYAKAN : DEVELOPMENT GUIDELINES FOR WALKING BASED TOURISM IN CHIANG MAI CITY. THESIS ADVISOR : ASSO. PROF. WANNASILPA PEERAPUN, Ph.D. 212 pp. ISBN 974-17-0462-3

The objectives of this thesis are to study tourism market and patterns in Chiang Mai City as well as the factors that are potentials and obstacles to the development of walking based tourism and to propose guidelines and measures for suitable routes and patterns of walking based tourism in the area.

The study reveals that there are several types of tourist attractions in Chiang Mai City. They include historic sites, architecture, cultural attractions, traditional way of life, and souvenir shopping centers. These tourist attractions are located near each other, allowing tourists to walk from one attraction to another. Walking based tourism is currently popular for certain groups of foreign tourists.

Apart from tourist attractions, facilities, services, and interesting activities, there are severe factors that should be developed or controlled to make the city environment more suitable for walking based tourism. Those that should be controlled include traffic, footpath usage, land-use, attraction development, and activities. Those that should be managed include environment, society, and community

Five walking based tourism routes are proposed focusing on local culture and traditional way of life. They includes the routes for seeing architecture and historic sites, traditional way of life, shopping, and community visits (2 routes). One major tourism axis is from Ta Pae Road to Ratchadamnuen Road which is the center of tourist activities and attractions. The other axis is Chang Klan Road which is the center of tourism facilities and souvenir shops. These two axes have potential for walking based tourism development and promoting local activities. The control measures proposed here include minor change in traffic management. car restrictions in some areas. and pedestrian route improvement to provide more convenient , safety, and beautiful environment. All these proposals need supports from local authority and local people.