

**ABSTRACT**

**Title of Research Paper** : Policy Implementation's Process of Provincial  
Tourism Development : A Case Study of  
Phetchaburi Province

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The research aims to study the process of implementating the provincial tourism development policy in Phetchaburi Province, exploring the problems of the policy implementation.

The method of study is the qualitative one by collecting data from relevant documents and in-depth interview of 15 key-informants who perform functions as the policy implementation from the Tourism Authority of Thailand, Central Office : Region 2, representatives of concerned government agencies, and private organization. The data collected are analysed with logical context description and with the help of descriptive statistics such as frequency, mean and percentage.

Results of the study show that (1) in the tourism development policy , the objectives of the policy are clear ; have guidelines for policy implementation. All of them know of the policy from indirect channels, eg., from meetings, colleagues, periodicals and annual reports. In addition, coordination and cooperation with other concerned agencies, and local participation are also an issue. (2) In the process of policy implementation, the important problem was still low coordination between

concerned agencies and participation in the project by local people. There was still lack of qualified personnel, budget and equipments.

Recommendations emerged from this study are local government tourism staff should be trained and equipped with tourism development. Besides, providing sufficient budget and equipments and development of personnel to have sufficient knowledge in tourism development including better coordination with other organization and encourage local people for more participation in tourism development.