

Title	GUIDELINE FOR CREATIVE TOURISM PRODUCTS DEVELOPMENT OF PHAYAO LEAK WEST RIM COMMUNITY
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ABSTRACT

The title of research is guideline for creative tourism products development of Phayao Leak West Rim community. There are three objectives of the study. 1) To study capability of creative tourism productions of Phayao Leak West Rim community. 2) To study behavior and requirement of Thai visitors towards creative tourism productions of Phayao Leak West Rim community. And 3) To study guideline for creative tourism products development of Phayao Leak West Rim community. The data analysis was statistics for social science in descriptive, percentage, mean and standard deviation. The study focus in this study were 316 person of Thai visitors, 89 of leaderships in Phayao Leak West Rim community, 8 of occupational representatives and 10 of related organizations. The results were;

The overall capability of creative tourism products of Phayao Leak West Rim community was moderately ($\bar{x} = 3.11$) Each topics, tourist attraction was much ($\bar{x} = 3.35$), tourist activity was moderately ($\bar{x} = 3.25$), community participation was moderately ($\bar{x} = 3.17$), Accessibility was moderately ($\bar{x} = 2.98$) and Amenity was moderately ($\bar{x} = 2.78$) respectively.

The overall capability development requirement of creative tourism products of Phayao Leak West Rim community was very much ($\bar{x} = 4.39$). Each topic, Tourist attraction was very much ($\bar{x} = 4.62$), Tourist activity was very much ($\bar{x} = 4.51$), Amenity

was very much ($\bar{x} = 4.38$), ease of accessibility was very much ($\bar{x} = 4.27$) and community participation was much ($\bar{x} = 4.17$) respectively.

For Thai Visitor's behavior, the main objective for traveling was relaxation, traveled by their own, take only 1 day and take tourist expense unless 1,000 baht per person. The famous of tourist attractions places were Analayo Thippayaram Temple and Kwan Phayao Lake. The public relations information was by friends or relatives and return requirement.

The overall Thai visitor's requirement for development of creative tourism products of Phayao Leak West Rim community was much ($\bar{x} = 3.81$) Each topic, tourist attraction was very much ($\bar{x} = 3.90$), tourist activity was very much ($\bar{x} = 3.85$), Amenity was very much ($\bar{x} = 3.80$) and accessibility was very much ($\bar{x} = 3.70$) respectively.

There are 5 guidelines for creative tourism products of Phayao Leak West Rim community. They are as follow: 1) Guidelines for tourist attraction development 2) Guidelines for amenity development 3) Guidelines for accessibility development 4) Guidelines for creative tourism activity development and 5) Guidelines for community participation development.