

Abstract

Dankwian is one of the communities which had been selected as a prototype OTOP Village, in accordance to an ongoing government policy. The project aims to take advantage of the local wisdom in developing community products and managing community resources to achieve maximum efficiency. The development of the Dankwian project, however, faces limitations due to several factors. The objectives of the thesis are the following: 1) to study the empowerment, livability, and tourism within the community; 2) to study the physical elements in the community; 3) to study the local residents' and the tourists' attitudes and behaviors which are critical in human resource, product, and place development; 4) to propose guidelines for community design and management in order to revitalize Dankwian OTOP Village. The main research includes the concept of community revitalization, community empowerment, and community-based tourism.

This thesis is a survey research conducted through the use of questionnaires distributed to four hundred local residents, one hundred and twenty tourists, and seven local residents who have been involved in focus group discussions. The locals' participation in focus group discussions served to highlight the residents' needs by offering guidelines for the community design and management of Dankwian OTOP Village. The results of this research are as follows:

1. The potential of Dankwian community lies in its knowledge capital (production culture), economic capital (government-sponsored infrastructure), and a variety of tourist destinations. The residents, however, lack cooperation in production and resource management – despite their awareness of the community's rich natural resource base.

2. The physical elements in the community such as places, utilities, and facilities have not been developed successfully. There is a lack of connection between community activities and community natural resources.

3. The residents' and the tourists' attitudes and behaviors were:

1) The local residents were ready to be a part of an empowered and livable community.

2) The places and atmosphere in the community were unique, clean, and peaceful. The Residents are mostly satisfied with local building materials and were proud of the public display of the local arts. Tourists, however, intended to stop briefly in order to buy the products more than to spend a few days as a resting destination. They tend to visit the product-display areas located near the highways more than traveling into the community to experience the local atmosphere, production, and local wisdom.

The results of this research also show that the residents' participation in the community design process offers guidelines for improving the main village plaza and the resource center to create a place where residents can interchange ideas. These public spaces can also potentially facilitate relationships between manufacturing units, distributors, and tourists – creating a space of identity within the community itself.