

Title DEVELOPMENT OF TOURISM ACTIVITY IN THE EVENING TO
SUPPORT TOURISM IN PHAYAO PROVINCE, THAILAND

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ABSTRACT

In this study aims firstly, to explore tourism activities in the country during the evening. Secondly, the educational needs of tourists visit in the evening in Muang Phayao. The third to study the tourism is potential of the area during the evening Muang Phayao. And finally, to propose is guidelines for the development of tourism activities in the evening time. To support the travel of Phayao by the main component of the tourism attractions to the park (Attraction), the route transportation reach (Accessibility), the Facility (Amenity), the tourism activity (Activity), Accommodation, and service quality (service quality). This is a tool that is used in the query, the number of tourists visiting 150 people. The assessment of the tourism potential as well as is the small group discussions to be able to build a list. And research priorities in the development of tourism activities in the evening to support the travel of Phayao.

Results of exploration activities in the evening, we found in Thailand we have divided the form of three types of activities as 1) The tourism activities in the evening hours, consistent with the culture of the Historical tradition. 2) The tourism activities in the evening, in accordance with nature. And 3) The tourist activities during the evening is being held for the study can be concluded that there is consistent activity Phayao types of tourism activities in the evening hours consistent with tourism activities in the evening hours, consistent with

the culture most historical tradition.

For the needs of travelers meet traveler's needs to develop activities in the evening at a high level ($\bar{x} = 3.15$). Find what needs tourist appeal in most levels ($\bar{x} = 3.21$). Access to the transportation is possible ($\bar{x} = 3.32$). The facilities on most levels ($\bar{x} = 3.21$). The tourism activity level ($\bar{x} = 3.13$). Accommodation at a high level ($\bar{x} = 2.70$). And the quality of service in most ($\bar{x} = 3.22$). And the tourism potential of the evening Muang Phayao found in the standard medium as 52.70. And the educational needs of tourists Tourism Potential as well as small group discussions can generate development the level of importance in the development of the tourism attractions is in very highest level ($\bar{x} = 4.66$). Access to the transportation is possible ($\bar{x} = 4.62$). The facilities on most levels ($\bar{x} = 4.36$). The tourism activity level ($\bar{x} = 4.17$). The accommodation at a high level ($\bar{x} = 4.30$). The quality of service (service quality) in most ($\bar{x} = 4.70$). Each from of the information to indicate the priority, in the development of tourism activities in the evening, it requires development of tourism elements 6 sides simultaneously to support the travel of Phayao.