

Title: CONSERVATION OF TAI ETHNIC GROUP'S CULTURAL HERITAGE THROUGH TOURISM IN CHIANGKHAM DISTRICT, PHAYAO PROVINCE, THAILAND.

Author: Chanaphorn Chanthaphun, Thesis: M.A. (Hotel and Tourism Management), University of Phayao, 2016

Advisor: Asst. Prof. Dr.Prakobsiri Pakdeepinit, **Co–advisor:** Dr.Luethaipat Pimonsree, Dr.Suriya Somchan

Keywords: Conservation through Tourism, Cultural Heritage, Tai Ethnic Group, Chiangkham

ABSTRACT

The objectives of this research were 1) to study the current social and cultural context 2) to investigate the attitude and expectation of the community 3) to present the tourism development guidelines to conserve the cultural heritage of the Tai ethnic group in Chiangkham district of Phayao province. The research was completed through a mixed methodology using both qualitative and quantitative methods.

The results of the study showed that the cultural heritage of the ethnic group nowadays was valuable for conservation and promotion due to it was the collection of ancient wisdom inheritance. In addition, the residents in the area agreed with the coming of tourism to Chiangkham district with the expectation that it would generate revenue and well-being to the people in the community. Therefore, the tourism development for conservation of Tai ethnic groups' cultural heritage in Chiangkham district should include actions related to; 1) Tourism development in terms of the management, the administrations, accessibilities, attractions, activities, amenities and accommodations. 2) Management of the impact of tourism 3) Value added creation from Tai ethnic groups' cultural heritage to make the community aware of the importance of the Tai ethnic group's cultural heritage as well as focusing on the participation of the community through the procedure. In particular, the community must gain benefit and income distribution appropriately.