

Research Title	The Development of the Creative Tourism's Model within the Peranakan Culture in Andaman Folkway of Life at the Southern Part of Thailand beyond the Authenticity Trend : the Old Fashions Improve for the Modernization.
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Year	2018

The objectives of this research were 1) to study, collect, analyze, synthesize, and extract lessons learned from primary and secondary data of creative tourism and the principle of Authenticity Trend in the context of 5 Andaman provinces; 2) to study, explore, and collect the academic knowledge related to the Peranakan culture; 3) to search for some activities that are suitable for the context of creative tourism in 5 provinces (Ranong, Krabi, Pang-nga, Trang and Phuket) ; and 4) to develop and evaluate the creative tourism model. This research used a mixed method between the quantitative and qualitative. There were 2) sampling groups; A) the quantitative method was collected from Thai and foreign tourists in amount of 800 persons and B) the qualitative method was also collected from heads of the department, officers, professors who are related to the tourism in amount of 9 persons and community leaders, knowledgeable persons, and experts in amount of 40 persons. The tools for gathering the quantitative data was a questionnaire with reliability in 0.95 and the structural interview form for qualitative method. Then the data was analyzed by the statistical in term of percentage, mean, standard deviation, and Scheffe method.

The results were revealed that

1. In the quantitative data, the overall results were in a high level of demand as follows: A) the model should has a necessary information about creative tourism for a tourist in a high level of demand in 3.97; B) the trend to promoting the cultural tourism in 5 provinces should be followed the principle of Authenticity Trend in a high level of demand in 3.96; C) the activities to promoting the creative tourism should be related with the Peranakan's culture in a high level of demand in 3.98; D) the community should be participated in Peranakan's cultural tourism development in a

high level of demand in 4.02; and then E) it should has a form of cultural tourism management by the community in a high level of demand in 3.94.

2. In the qualitative research was found that the direction of the future of Peranakan cultural tourism should A) emphasize on the local wisdom, impression, appreciation, and awareness to the visitors; B) the community owners or the local wisdom teachers should present the knowledge by themselves; C) the government should promote the new concept of the creative tourism for Thai and foreign tourists in many ways; D) should have various methods and medias to promoting the ideas and attitude of the creative tourism (Peranakan culture) for the tourists; E) should have various presentation methods to build a confidence for tourists; and F) should establish or develop a fundamental information source or information center for tourists who are interested in traveling in 5 provinces of Peranakan culture

3. The model should consist of A) In-Put (many academic knowledge such the recreational activities, the concept of creative tourism, and the knowledge of Peranakan culture) B) the Process (the cooperative network management between the government, private sector, and people in the form of Community Based Management) and C) Out-Put (creative activities according to the integrated tourism between 3 concepts a) the creative tourism b) the Authenticity Trend and c) the Peranakan culture).

4. The hypothesis testing was found that the creative tourism model was in efficiently and good quality.