

ABSTRACT

This paper concentrates on the Master Plan Development on Creative Tourism Strategy for Specialized Monumental Areas of Historical Districts-Sukhothai, Si Satchanalai, and Kamphaengphet model. The research methodology was mix research. The sample groups were composed of 5 local organizations and 30 local Community leaders of Historical Districts-Sukhothai, Si Satchanalai, and Kamphaengphet. The research methods were questionnaires and focus group technique. The statistics used were frequency, percentage, arithmetic means, and standard deviation. The research found that there are 3 steps of Master Plan Development on Creative Tourism Strategy for Specialized Monumental Areas of Historical Districts-Sukhothai, Si Satchanalai, and Kamphaengphet model. The first step was a learning and acceptance process. The second step was to develop the Masterplan which was integrated with collaboration and Cooperation principles. The last step was evaluation achievement and satisfaction. Based on evaluation of the experts, the Master Plan Development on Creative Tourism Strategy for Specialized Monumental Areas of Historical Districts-Sukhothai, Si Satchanalai, and Kamphaengphet model was highly appropriate. This study reviewed that local organizations and local Community leaders' satisfaction with the Master Plan Development on Creative Tourism Strategy for Specialized Monumental Areas of Historical Districts-Sukhothai, Si Satchanalai, and Kamphaengphet model were also high because it was easy to utilize. Moreover, it was very effective to evaluate their progress throughout their learning process.

Keywords : Master Plan Development, Creative Tourism, Specialized Monumental Areas of Historical Districts-Sukhothai, Si Satchanalai, and Kamphaengphet, Integrated, Sustainable