

## Abstract

The research aims to (1) investigate the cultural significant values of the cultural tourist attractions in cultural tourism route in Lower Northeastern Part of Thailand, (2) examine the effectiveness of the interpretation tools of the cultural tourist attractions, and (3) present the improvement and development guideline for the interpretation tools in order to increase the tourist awareness and appreciation towards the cultural significant values of the cultural tourism attraction. The research used the questionnaire, in-depth interview, and focus group as the research instrument. The scope of the research was focused in the cultural tourist attraction in cultural tourism route in Lower Northeastern Part of Thailand; (1) Phimai historical park in Nakhon Ratchasima province, (2) Phanom Rung historical park in Buriram province, (3) The elephant study center in Taklang community, Surin province, and (4) the lion pulpit in Chituan temple in Chituan community, Ubon Ratchathani province.

The research found that the cultural significant values of the cultural tourist attractions in cultural tourism route in Lower Northeastern Part of Thailand comprised of five dimension; aesthetic, historic, scientific, social, and spiritual values. In term of the effectiveness of the interpretation tools of the cultural tourist attractions, the research has focused on (1) interpretation sign, (2) brochure, (3) tourist information center, (4) local guide/ officer in the tourist attraction' (5) tourist activities, and (6) tourist souvenir. The interpretation sign, local guide/ officer in the tourist attraction and brochures had the highest effectiveness. The tourist information center and souvenir had the lowest effectiveness especially for the lion pulpit in Chituan temple in Ubon Ratchathani province. The tourist voted that the tourist activities had moderate effectiveness to increase the tourist awareness and appreciation towards the cultural significant values of the cultural tourist attraction. Moreover, due to the results of the research, the researcher would present the improvement and development guideline for the interpretation tools in order to increase the tourist awareness and appreciation towards the cultural significant values of the cultural tourist attractions as following; (1) the people who were responsible for the interpretation signs, should set the interpretation signs in the suitable location and use more technology to support the interpretation technique towards the interpretation sign such as quick respond code (QR code) and audio respond code (AR code), (2) to increase more languages in the brochure especially the languages in Asean countries to serve the tourists from AEC, (3) there should be the attractive information with various languages and pictures for the tourists who visited the attractions, (4) the local guides or officers in the tourist attraction should have standard in providing the tourism information to the tourists, (5)

there should be more creative activities that increase the tourists' participation in order to increase the tourists awareness and appreciation towards the cultural significant values of the cultural tourist attraction and (6) the tourist souvenirs should be created related to the cultural significant values of the tourist attractions and more differentiations from the other tourist attraction in order to attract more tourist.

**Keyword :** Tourism interpretation/ cultural tourism/ tourism development cluster concept/ cultural tourism route in Lower Northeastern Part of Thailand