

<b>Research Title</b>	Guidelines For Cultural Tourism Interpretation Development To Serve ASEAN Community: A Case Study Of Mueang District, Trang Province
<b>Researcher</b>	Thanawit Piandee, Inthira Phiratana, Sawettachat Nakacahata
<b>Organization</b>	Bachelor of Arts, Tourism Program, School of Tourism and Hospitality, Trang Campus, Suan Dusit University Bachelor of Arts, Tourism Program, Faculty of Arts, Rajamangala University of technology Srivijaya
<b>Year</b>	2018

The purpose of this research were 1.) To study cultural tourism resources of Trang province. 2). To study tourists behavior and tourists opinions toward the guidelines for cultural tourism interpretation to support ASEAN community in Trang province. 3). To analyze the interpretation of cultural tourism to support ASEAN community in Trang province. 4). To develop the guidelines for cultural tourism interpretation to support ASEAN community in Trang province. The research completed by using mixed methods research in combination of Quantitative Research and Qualitative Research method. The sample group consisted of 7 government officers related to cultural tourism, 15 Private entrepreneurs in the related business and 400 Thai and Foreign tourists. The research instruments was a questionnaire and in-depth interview. Statistic used in the research were percentage, average and standard deviation. Questionnaire and Interview form has been tested to verify the accuracy of qualitative research by triangulation method. The research finding are as follows:

1. Cultural Tourism Resources in Trang are Ancient building, Trang town, Trang walking street, Tubtiang Market, Phraya Ratsadanupradit Mahison Phakdi Monument, Sa Kaphang Surin, Tham Kong Yea Shrine, Jaw Phao Sua Shrine, Chao Por Muen Ram Shrine, Geaw Ong Oia Shrine, Gloden Mount Temple, Wat Tantiya Phirom, Trang Church, Na Phor Big Knife group, Nhung Yuan Guan Yin and festivals such as Vegetarian Festival, Underwater Wedding, Cake Festival, Trang Roasted Pork Festival, Laak Phra Festival

2. Tourists behavior and opinions toward the guidelines for cultural tourism interpretation found that the purpose of visit were to travel and relax. Cultural tourism attraction which ranging the most was Trang Walking Street. Most of the tourists spend 30 minutes – 1 hour in Trang walking street. Most of the tourists like to visit Koh Li Bong Café.

The main reason for visiting were to appreciate the beauty of nature and take photo at the attractions. Facebook is the most effective source that tourists received the information which ranged the most satisfaction of 3.89 of the average, standard deviation of 0.58 and the percentage of 77.71. In considering each issue found that cultural interpretation had the satisfaction in the highest level. The first three highest satisfaction level were online social community such as Line, Facebook and information signboard as well as the preparation for cultural tourism routing. Guidelines for Trang city's culture tourism development to support tourism under 9As which had the overall satisfaction in the highest level in the average of 3.88, standard deviation of 0.74 and the percentage of 77.60 which ranged from highest satisfaction level to lowest satisfaction level which were accommodation, tourist attractions, amenities, advertisement, attitude, available packages, attraction accessibility, ancillary service and tourism management, and tourism activities. Most of the tourists suggest that there should be more English information sign board, more attention on tourist's safety and there should be public bus stop and TUK-TUK stop around the main road in Trang town.

3. Cultural Tourism interpretation such as personal interpretation which were Na Phor Big Knife group. Impersonal Interpretation consists of brochures, Travel guide book, Travel Magazine, Website and signs.

4. Guideline for cultural tourism interpretation development such as 4.1 Guideline for personal interpretation development which needed to build volunteer networking for youth development for good host, foreign language development and promote interpretation through arts and culture. 4.2 Guidelines for impersonal interpretation development requires the manual preparation of community culture for Trang city both Thai and English. The information interpreted must be up to date. There should be more activities that convey the memories of past and present for event and festival. There should be history and narrative stories for tourism attraction as well as interpretation signboard. There should be more information about self-traveling in the website. There also should be arts and culture activities as well as the permanent exposition on arts and Culture Street.