

<b>Research Title</b>	Creative Tourism Development based on Local Ways of Life and Local Culture; Case Study Huahin, Prajuab-Kirikhan, Thailand
<b>Researcher</b>	Assistant Professor Dr.Napaporn Janchai Dr.Acharawan Penwansuk Mrs. Rampha Chamlongrach Ms. Suchada Aphirat Dr.Rungnapa Leartpatcharaphong
<b>Research Consultants</b>	Professor Dr.Sombat Karnchanakij Assistant Professor Dr.Chanram Reanpan Mr.Nopporn Wutthikul
<b>Organization</b>	Tourism Program, School of Tourism and Hospitality Management, Suan Dusit University
<b>Year</b>	2018

This research was aimed to study tourists' demands on creative tourism, to analyse the local potential which in line with the tourists' demands and to develop creative tourism based on local culture and local ways of life in accordance with tourists' demands and potential of local communities. This research is a participatory action research (PAR). The research process consisted of 403 travelers' demands surveys and focus groups and interviews 104 local people. This included a trial tour to develop creative tourism activities. Target groups were 30 tourists; academics, students and working people; and 30 local people; local leaders, local scholars and community members, to evaluate the trial tour by questionnaires. Data were analyzed using descriptive statistics; frequency, percentage, means, and standard deviation; including content analysis and grouping.

It was found that most tourists wanted to participate in creative tourism activities. To learn, understand and appreciate the local ways of life and local culture. Their motivations were to promote balanced development of community and tourism; to learn and experience real life by participating and doing tourism activities; to learn about history, local ways of life and local culture; to promote good awareness of the local community; and to exchange stories and friendships with the communities. Characteristics of creative tourism in tourists' demands included learning folk tale, history, name of places; learning festivals and traditions; learning local ways of life and occupation; and learning local arts and plays.

In terms of creative tourism development, It was found that creative tourism in Khao Tao, Khao Takieb and Sai Yoi communities, that were in common of the three communities, mainly, follow the King Rama IX, listen to the story of the local community, experience local ways of life of a small boat fishing or coastal fishing, listen to the story from the sea to your favorite dishes. In addition, there were unique creative tourist activities in each community including cotton weaving, given career by the King Rama IX and his queen for Khao Tao community, learning the local traditions of merit making and ritual exorcise of Khao Takieb community, and crab conservation by the crab bank of Sai Yoi community.

In addition, this research found that development of creative tourism should be based on the concepts and principles of creative tourism, tourists' demands and potential of local communities. After that, the nature of the creative tourism activity should be defined and the benefits and impacts of the creative tourism should be considered.