

Research Title	Guidelines for Sustainable Tourism Development in Banchalong sub-district, Bangplee district, Samutprakarn province
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ABSTRACT

This research was a qualitative research aimed to: 1. study tourism components, problems and obstacles affecting sustainable tourism development in Bang Chalong Sub-district, Bang Phli District, Samut Prakan Province; 2. provide policy recommendations on sustainable tourism development guidelines in Bang Chalong Subdistrict, Bang Phli District, Samut Prakan Province. The research qualitative analyzed data collected from documents, fieldworks, observation, individual interviews on 11 community leaders, 2 persons from public sector and 1 person from community enterprise and a focus group of community leaders.

The results of the research found that Bang Chalong Subdistrict is suitable for various types of sustainable tourism. There were access routes, resources, accommodation and activities that were ready for agricultural tourism, religious and belief tourism, and cultural tourism. While tourism amenities and infrastructure were facilitated the use of local people. Government agencies in the area still lack of people to coordinate, to plan and to supervise sustainable tourism management. The management of government agencies is characterized by an agenda that causes a lack of continuous tourism development policy. There is still a lack of sustainable tourism initiatives that are characterized by industrial societies.

The way to develop sustainable tourism should start from educating the stakeholders. Develop a sustainable tourism development plan together by allowing the community to participate as much as possible in the process of planning, preparing, applying and evaluating of all components including tourism resources, environment in tourist attractions, tourism marketing, community involvement, and raising awareness of all relevant sectors. While local government agencies should play a key role in driving the tourism sector seriously and continuously, including increasing the number of person to work in accordance with the tourism development plan to ensure sustainability in the future.

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