

POTENTIAL COMMUNITY-BASED TOURISM OF WATTHAMKIRIWONG VILLAGE  
BANGSAPHAN DISTRICT PRACHUPKHIRIKHUN PROVINCE

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ABSTRACT

The purpose of this research is to study the potential community-based of WatthamKhiriwong. Bangsaphan District Prachuapkhirikhan Province by studying from population, community leaders and sample groups of 100 people using questionnaires for data collection, the results obtained from questionnaires were analyzed by using both qualitative and quantitative methods. With data analysis using statistical methods, percentage values, Mean and standard deviation. The results of the research found that Community-Based tourism, WatThamkhiriwong, Bangsaphan, Prachuapkhirikhan province has a high level of potential in all aspects including areas of management, activities and processes and participation respectively.

Keywords: Potential of Management Tourism Management Community-Based Tourism

