

CREATIVE TOURISM DEVELOPMENT AND ACTIVITIES FOR ROUTE OF RATCHABURI AND SUPHANBURI PROVINCE IN AMAZING THAILAND GO LOCAL CAMPAIGN

Nutnaree Puntana
Jaroenrat Wuttikul
Wannaporn Wimoolchart
Premluethai Wongchai

DEPARTMENT OF TOURISM FACULTY OF LIBERAL ARTS RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHAP

ABSTRACT

The project title of Creative Tourism Development and activities for route of Ratchaburi and Suphanburi Province in Amazing Thailand Go Local Campaign, included important objectives 1. To study, research and collect information of Creative Tourism Development and activities for route of Ratchaburi and Suphanburi Province in Amazing Thailand Go Local Campaign. 2. Tour arrangement for creative tourism route of Ratchaburi and Suphanburi in Amazing Thailand Go Local Campaign which is insertion activities according to Thailand 4.0 Policy. 3. Assessment of tour arrangement for creative tourism route of Ratchaburi and Suphanburi Province in Amazing Thailand Go Local Campaign. The methodology of the study showed that the development tourism program of Tourism Authority of Thailand route of Ratchaburi and Suphanburi Province in Amazing Thailand Go Local Campaign 2 days 1 night. The results of this project showed that the sample group consist of 30 domestic tourists who travel of creative tourism for route of Ratchaburi and Suphanburi Province in Amazing Thailand Go Local Campaign. The tourists were female more than male, which is 80:20 percent, aged between 51-60 years old, earned an income between 10,001-30,000 bath, graduated with Bachelor's degree, worked in government officials/state enterprise employees/retired.

Keywords : Creative Tourism Amazing Thailand Go Local Campaign Activities

