

GUIDELINE FOR DEVELOPING ECOTOURISM IN TALO MAKONG DAM COMMUNITY, BUDI SUBDISTRICT, MUEANG YALA DISTRICT, YALA PROVINCE

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ABSTRACT

This research aims to (1) study the potential of community-based ecotourism at Talo Makong Dam Community. (2) study the guidelines for developing and managing community-based ecotourism in line with the Talo Makong Dam Community, Budi Subdistrict, Mueang Yala District, Yala Province. This research is quantitative research. The study was conducted using a questionnaire. The main informants were 500 tourists who traveled to Talo Makong Dam. The research instruments used were questionnaires for data collection and data analysis using statistics, including mean and standard deviation. The results of the research found that the sample group of tourists at the Talo Makong Dam found that the potential of community tourism, the most important aspect was confidence and safety from security guards in tourism. The next most important aspect was that tourism helps generate income for the community and tourism helps create jobs for people in the community. The guidelines for developing ecotourism management found that ecotourism management by the community is difficult. It is necessary to set a clear direction for development, and the locality must be an important part of managing and managing tourist attractions. There is a tourism management committee that is responsible for coordinating cooperation between local leaders and stakeholders.

Keywords: Development Guidelines, Ecotourism, Talo Makong Dam Community

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