

DEVELOPMENT OF ACTIVITIES AND TOURISM ROUTES IN PINK WATER LILY LAKE, UDON THANI PROVINCE

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ABSTRACT

This research explores the development of activities and tourism routes in Pink Water Lily Lake, Udon Thani Province, Thailand. Utilizing a mixed-method approach, the study collected data from 400 questionnaires distributed to tourists and 10 semi-structured interviews with local tourism stakeholders. The research aimed to analyze the strengths, weaknesses, opportunities, and threats (SWOT) associated with the development of tourism in the Pink Water Lily Lake area, focusing on creating a sustainable tourism model that benefits the local community. Key findings reveal the lake's potential as a significant natural attraction, backed by a strong sense of unity and cooperation within the local community. However, the study identifies critical weaknesses such as ineffective fund distribution and inadequate publicity efforts. Significant opportunities exist in the realms of digital innovation and private sector engagement in tourism. The research also highlights the need for more robust involvement from government and private sectors to support sustainable tourism initiatives. The study concludes with practical recommendations for enhancing tourism activities and routes around the lake, including improved marketing strategies, development of digital platforms, community training programs, and the establishment of public-private partnerships. The research provides a foundation for sustainable tourism development in the region, emphasizing community involvement and environmental conservation.

Keywords: Tourism Route, Tourism Activities, Pink Water Lily Lake, Udon Thani, Thailand

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