

# COMMUNITY-BASED MANAGEMENT OF CULTURAL LANDSCAPE OF THE BAN SAN PA PAO TOURISM COMMUNITY OF BAN SAN PA PAO SAN PA PAO SUBDISTRICT, SAN SAI DISTRICT, CHIANG MAI PROVINCE

Wassana CHAKKAEW<sup>1</sup>, Sirikorn ROCHANASAK<sup>1</sup>, Rattana KLINJUY<sup>1</sup>,  
Sarat RITRONSACK<sup>1</sup> and Vasant NILAMAI<sup>1</sup>  
<sup>1</sup> Suan Dusit University, Thailand

## ARTICLE HISTORY

**Received:** 31 July 2024

**Revised:** 14 August 2024

**Published:** 24 August 2024

## ABSTRACT

This research aimed to study the tourism resources capital of the Ban San Pa Pao tourism community, Tambon San Pa Pao, Amphoe San Sai, Chiang Mai Province, to assess the potential of cultural landscape management for tourism of the Ban San Pa Pao tourism community, and to propose guidelines for cultural landscape management for its tourism industry. This research was qualitative research conducted by surveying, organizing in-depth interviews with relevant stakeholders, and exchanging knowledge between researchers and stakeholders in the nearby areas. After that the compiled data had been synthesized and analyzed through Mind Mapping and SWOT analysis, then the conceptual outcomes were presented with implications and inclusion pertaining to the cultural capital and wisdom of the Ban San Pa Pao tourism community and its locals. This research is served a guideline for using cultural landscape to further promote the tourism image of the area and the conservation and restoration of local culture, and to create positive impacts on tourism demand and economic impacts. From this study, the results of this research were also obtained as a by-product of the cultural landscape designed process for local tourism industry and relevant stakeholders and related agencies, both public and private sectors, could also be served as an instruction for designing cultural landscapes in other areas. **Keywords:** Cultural landscape, Landscape management, Tourism, Ban San Pa Pao tourism community, Chiang Mai.

**Keywords:** Cultural Landscape, Landscape Management, Tourism, Ban San Pa Pao Tourist Community, Chiang Mai

**CITATION INFORMATION:** Chakkaew, W., Rochanasak, S., Klinjuy, R., Ritronsak, S., & Nilamai, V. (2024). Community-Based Management of Cultural Landscape of the Ban San Pa Pao Tourism Community of Ban San Pa Pao San Pa Pao Subdistrict, San Sai District, Chiang Mai Province. *Procedia of Multidisciplinary Research*, 2(8), 96.