

THE ATTHAMI PUJA TRADITION: CULTURAL SIGNIFICANCE AND ITS ROLE IN PROMOTING COMMUNITY ECONOMIC DEVELOPMENT THROUGH TOURISM.

Sudarat RODBOONSONG¹ and Mohntohn SRISUK¹

¹ Faculty of Humanities and Social Sciences, Uttaradit Rajabhat University, Thailand;
Sudarat.uru@gmail.com (S. R.); mohntohn.sri@live.uru.ac.th (M. S.)

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ABSTRACT

This study aims to analyze and evaluate the satisfaction levels of attendees at the 'Atthami Puja' festival across various dimensions, such as cultural awareness, event organization, and activities. It also examines the expenses of attendees in driving the community economy through cultural tourism. Based on a survey of 400 participants, the research focuses on demographic characteristics such as gender, age, marital status, education level, occupation, and monthly income, along with attendees' expenses in areas like travel, food, and souvenirs. Additionally, it explores participants' willingness to support local cultural conservation. The study employs descriptive statistics, including frequency and percentage, as well as inferential statistics like ANOVA and LSD tests. Findings indicate significant differences in satisfaction based on expenditure levels, particularly for those with higher travel and food costs, who showed greater satisfaction with the festival. However, souvenir expenses did not significantly affect overall satisfaction. The results can inform planning for the Atthami Puja festival, cultural conservation efforts, and the development of cultural tourism activities that align with tourists' needs and preferences to enhance community economic value in the future.

Keywords: Atthami Puja Tradition, Community Economy, Cultural Tourism

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