

ABSTRAC

The purpose of the research titled Human Resource Development for Facilitation of Sustainable Tourism Activities and Services at Nang Lae Municipaity, Chiangrai Province Thailand were:

1. to explore the context of tourism activities and services in Nang Lae sub-district
2. to study the potentiality of local human resources on tourism activities and services management in Nang Lae sub-district
3. to develop the competency of local human resources on tourism activities and services management in Nang Lae sub-district in order to strengthen the community's competitiveness.
4. to assess the level of tourists' satisfaction toward tourism activities and services in Nang Lae sub-district
5. to suggest guideline on human resources development by applying the local wisdom to support tourism activities and services in Nang Lae sub-district

The methodologies adopted for data collection were: interviews, observation, participatory meeting with stakeholders, focus groups and questionnaires, training and field-trip. The content analysis was used for qualitative approach whereas Statistic Package of Social Science (SPSS) was used for quantitative analysis

The finding revealed the context of tourism activities and services in Nang Lae sub-district were originated from available natural and man- made resources in the community. The format of activities and services were both tangible and intangible. The competency of local human resources were at high level on tourism activities and services management in Nang Lae sub-district especially the knowledge of sustainable tourism , the readiness to plan tourism activities, the skill to organize the tourism for special interest tourists and the skill to develop the database. However, the experience to organize the tourism activities and knowledge of local human resources on service quality were at moderate level.

From above information on the competency of local human resources, it was necessary to organize field trips and trainings for local human resources in order to enhance their competency related to tourism activities and services management. There were 4 training activities: Activity 1: to specify the tourism activities and services at Nang Lae Municipaity. Activity 2: to specify the format of tourism activities and services at Nang Lae Municipaity Activity3: to analyze the problems and threats

of tourism activities and services at Nang Lae Municipality Activity 4: to specify the readiness and skills of tourism activities and services personnel at Nang Lae Municipality

The result of the trainings revealed that participants gained more knowledge and had a better understanding. Moreover, it also showed that participants could apply the knowledge from trainings to the implementation of the tourism activities and services management in Nang Lae sub-district

The study of the level of tourists' satisfaction toward tourism activities and services in Nang Lae sub-district revealed that tourists were satisfied at high level especially knowledge gained from activities, skills of local experts, excitement, experience and enjoyment from participating in provided activities and services. The finding also showed that tourists were satisfied with the supporting factors sanitation and security as well.

From the overall finding, guideline on human resource development is proposed as follows:

1. Development on service quality for tourists
2. Development on knowledge and experience on tourism activities and services
3. Development on community's database system
4. Planning the tourism development scheme
5. Development of skill in management special tourism markets
6. Knowledge management on sustainable tourism development