

ABSTRACT

The study on the Community Health and Alimentation for Tourism Management: A case study of Hill tribe Groups at Dhamajarik Village, Mae Chan, Chiang Rai Province, which are Yao or Mien tribes with well known cultures on embroider art clothes. Many tourists visit their villages continuously. In addition to embroider art clothes, there are other outstanding health and food cultures, potentially supporting their tourism business and increasing community income which the communities have not recognized or managed systematically.

This research aims to study the process on developing health and food cultures for tourism by community based on the sufficient and sustainable economy. The process, management pattern and community participation were studied by the community-based research. The Participatory Action Research (PAR) was applied for the research and development. The research covered survey on community capability and readiness on tourism, brainstorming of leaders, housewives and youths, study visit, tour pilot project and discussion among related organizations. These were to obtain recommendations on the community-based tourism management.

It was found from the research that food cultures of hill tribes supported community-based tourism as group catering. This may be developed to be food shops in the future. With regard to health culture, since traditional treatment has been applied, a learning center and a hill tribe museum, with the collaboration of schools, should be established. Therefore, 2 patterns of health and food culture management have been found at Ban Dhamajarik , namely, catering and community guiding groups, and independent groups. Tourists are able to choose a preferred group managed by the communities. As a result, it is possible that the communities will participate in health and food culture management and that hill tribe catering will become a selling point of tourism management. This process takes time and proper community learning process.