

Research Title	Development of a Creative Economy with a Ceramic Network : A Case Study of Lampang
Researchers:	Asst. Prof. Dr. Pramote Yotkaew Mr. Pamom Suwanprated Miss Waranyaphorn Srisawannl
Research Consultant:	Assoc.Prof.Dr.Narin Sungrugsa
Organization	Faculty of Management Science Suan Dusit University
Year	2018

This research study has objectives as follows: 1) to study factors which sustainably influence the participation, the realization of benefits and cooperation of the ceramic network in tourism industry 2) to solve the problem, obstacle and define the facilitation of cooperation for ceramic business with public and government sector for a sustainable tourism and 3) to develop creative ceramic business network pattern for a sustainable tourism. It is the applicable research study that integrates the quantitative research, by using 2 groups of questionnaires: tourist and those who are related to tourism industry, in total of 400 sets, and the qualitative research, by in-depth data gathering of 3 tourist attractions, focus group interview of 22 people, conducting workshop of 35 people and development talk of 40 people, by integrating local pattern, descriptive statistics such as frequency, percentage, average and standard deviation. The qualitative research uses the content analysis and interpretation.

The research result finds that for the facilitation of creative economy tourism development network factor, the most important factor is community readiness for tradition, way of life and cultural resource and consist of promoting local tourismq by the community has plan and explicit objective in managing tourism. Leader and working team in community network must have vision, creativity, courteous, has knowledge and understanding related to tourism and the knowledge and reliance of the network must have the cooperation between government sector, public enterprise, private sector and public sector to promote and strengthen the community tourism.

Some Challenges could be identified namely lack of cooperation and lack of promotion on local tourism. The development of creative ceramic business network for sustainable tourism by the integration of factor data that tourist prioritized are that the personnel must have experience, friendly courteous and service mind, the tourist attraction is easy to access, the image has attractive way of life and culture that unique to the local. Therefore, the development pattern is to develop human to have a good knowledge and understanding in service and to develop the creative tourism pattern by integrating activities that create awareness and relationship systematically in the story-telling, service and tourism facilities, the linkage of network and tourist activities for creative learning.