

Research Title	Development of Sustainable Tourism Trails at PhuLuang Wildlife Sanctuary in Loei Province by using participation process
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Abstract

The purpose of this research was to develop a sustainable tourism route along Phu Luang Wildlife Sanctuary, Loei Province. This research followed four steps of participatory Research and Develop approach. First, research survey was conducted to survey the needs of 139 tourists and to develop tourist routes and activities as well as to professionally develop 14 Phu Luang Wildlife Sanctuary officers as effective tourist leader using interview. Second, to develop a sustainable tourism route, the researcher arranged a workshop, attended by the Phu Luang Wildlife Sanctuary authorities, to study potential tourism routes, tourist activities, tourist leader, and to identify a sustainable tourism route. Then, the information gathered from the workshop was used as a basis for developing the tourist routes. Third, the researcher carried out an experimental research using One-Shot Case Study design by giving questionnaire on tourist's satisfactions to 20 tourists. Fourth, the researcher held a meeting with Phu Luang Wildlife Sanctuary authorities to study problems and threats for the modification and the better development the tourism routes.

The findings showed that:

The majority of the tourists were female, aged between 20-30. The tourists were government employees who hold bachelor's degrees with 20,001-to-30,000-bath monthly income and traveled to Phu Luang Wildlife Sanctuary with companies for 2 days, especially on Saturdays and Sundays. The reasons for choosing Phu Luang Wildlife Sanctuary as tourist destination included roses, plants, forests, wild orchids, and fresh unpolluted air. Specifically, the tourists were most impressed by orchids, red roses, white roses, and good services provided by Wildlife Sanctuary officers. Based on the data on the tourists' general background information, there was a statistically significant difference between the tourists' gender, age, monthly income,

education, and ways of travelling ($p < 0.01$). However, the number of days spent by tourist was not significantly different.

There were potential tourism routes in Phu Luang Wildlife Sanctuary, Loei Province, including: 1) Lan Suriyan; 2) nature trails; and 3) Pakdum. According to the verification of the tourism routes, Lan Suriyan and the nature trails could be the potential tourism routes.

The experiment on the potential tourism routes revealed that the majority of the tourists were females, aged between 20-30 and 41-60. The tourists were government employees who hold master's degrees with 30,001-to-40,000-bath monthly income. The tourists reported equally high satisfactions toward the potential tourism routes according to the overall, partial, and individual results from the questionnaire. However, there was a statistically significant difference between the tourists' occupation, monthly income, ways of travelling, and satisfaction toward the tourism routes ($p < 0.05$).

According to the study on the potential tourism route, there were two potential tourism routes. Additionally, the minimum age of tourists was changed from 10 to 3 and the starting entrance time was changed from 7.00 a.m. to 8.00 a.m.

In conclusion, according to the study on the sustainable tourism route along Phu Luang Wildlife Sanctuary, Loei Province, using participatory Research and Develop approach, there were two potential tourism routes: 1) Lan Suriyan trail, which lasts 1.7- 1.8 kilometers; and 2) the natural path of Pha Chang Pan and Dinosaur footprints, which lasts 4 kilometers.