

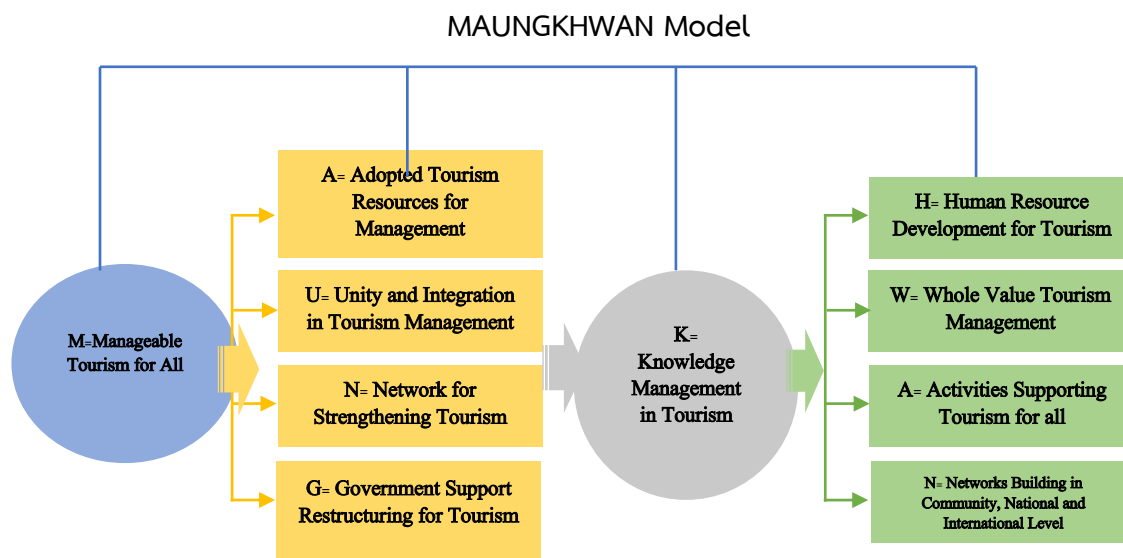
<b>Research Title</b>	Communities Development Strategies for Integrated Tourism through the concept of “Lampang” where time stands still.
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The objectives of the research would be to: analyze potential, readiness, and problems; to study tourists’ trends, analyze internal and external factors involving the management of tourism in Lampang province. In addition, this study would also present the strategies for development of Integrated tourism corresponded to the concept of Lampang.. “Turning Back the Clock: Discover the Preserved Charm, Identity and Uniqueness” . As for its benefits on academic aspects going forward, the findings would lead to commencement of Paradigm shift, ideas or prototype of integrated tourism management, particularly in the areas with natural resources in line with the local government strategic policy concerning integrated tourism management which supports and acts as a mechanism driving the policy, linking all concerned levels and agencies to the strategic development plans in the targeted areas. Regarding the benefits to society and community, the research brings cooperation and unity, whilst raising tourism management standards for the community as a whole.

This quality research is being incorporated by applying population as the main sampling target, which comprised of respondents namely: academics, experts, tourism industry operators, tourism association, tourism council, federation of tourism industry, tourism related agencies, provincial and national governments, local administrative government agencies as well as NGOs, Lampang Chamber of Commerce’ s representatives, Industry Federation of Lampang, Agricultural Council, local media representatives, civilians, community leaders, and local philosophers associated with

tourism development in Lampung province. The applied tools which would be used for compiling information are consisted of questionnaires, surveys of potential tourist attractions in the 13 districts, in- depth interviews, brainstorming workshops, and arranging public forums in parallel with analyses of obtained quality -based and quantity-based information.

In ensuring that all the steps, scope and objectives are met in supporting credibility and accuracy of the obtained findings, detailed analysis and synthesis of information with regards to strategically integrated tourism management development are applied based on the 10 strategies known as “MAUNGKHWAN Model” represent: Strategy 1: M=Manageable Tourism for All, Strategy 2: A=Adopted Tourism resources for Management, Strategy 3: U= Unity and Integration in Tourism Management, Strategy 4: N=Network for Strengthening Tourism , Strategy 5: G=Government Support Restructuring for Tourism, Strategy 6: K=Knowledge Management in Tourism, Strategy 7: Human Resource Development for Tourism, Strategy 8: W=Whole Value Tourism Management, Strategy 9: A=Activities Supporting Tourism for all, Strategy 10: N=Networks Building in Community, National and International Level.



Regarding the benefits of the research, the recommended integrated strategies would serve as a driven mechanism corresponds with “Lampung...Turning Back the Clock’s perspective”. However, in order to ascertain that all the key objectives are met and succeed, full and mutual cooperation from all concerned parties and agencies are of utmost imperative in setting clear policies, strategies, and providing concrete and constructive direction as well as turning the set policies in to realistic and

substantial actions. Moreover, holistic evaluation and assessment of the process in ensuring full cooperation from all sides is strongly recommended. Herewith, it is advisable that the designed model needs to be prioritized and attached to the provincial governments' tourism management policy, whilst employing the provincial government's integrated tourism management as a guidance framework to follow up on, and finally, in order for the project to be succeeded and viable, all concerned stakeholders, relevant parties and agencies are required to work hand in hand beginning from the strategic level to project planning to sharing of resources, and to in-process operation.

**Keywords :** Strategy Development, Strategic Tourism Development, Strategy for Integrated Tourism Development, The Concept of Lampang Where Time Stands Still