



สำหรับการออกแบบการบริการโดยใช้ 4D คือ Discover (การค้นคว้าหาข้อมูล), Define (การวิเคราะห์ และสรุปประเด็นสำคัญ), Develop (การสังเคราะห์งานออกแบบบริการ), Deliver (การคัดกรองแนวคิด และการทดสอบเพื่อพัฒนาแนวคิด) และมีรูปแบบการพัฒนาการท่องเที่ยวโดยชุมชนในประเทศไทยสู่การ เป็น Luxury Community-Based Tourism (LCBT) สามารถสรุปออกมาเป็นตัวแบบในการพัฒนา DREAMSS Model ได้แก่ D = Designing, R = Reconstructing, E = Emphasizing, A = Attracting, M = Meaning, S = Servicing และ S = Safety

### **คำสำคัญ (Keywords)**

การท่องเที่ยวโดยชุมชน

การยกระดับการท่องเที่ยวโดยชุมชน

LCBT

การสร้างมูลค่าเพิ่มทางการท่องเที่ยว

<b>Title</b>	The Development of Community-Based Tourism in Thailand toward Luxury Community-Based Tourism
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### บทคัดย่อ

This research aims to (1) synthesize the criteria for development of community-based tourism to become Luxury Community-Based Tourism (LCBT); (2) synthesize identity and positioning of the Thai Ecotourism and Adventure Travel Association (TEATA); (3) study the potential for developing community to be become a Luxury Community-Based Tourism (LCBT); (4) study the development of tourism products to be Luxury Community-Based Tourism (LCBT) and; (5) propose the development model for the development of Community-Based Tourism in Thailand to become Luxury Community-Based Tourism. The study areas are Ban Chiang cultural tourism community located in Ban Chiang subdistrict, Nong Han district, Udon Thani province and Khemarat Thani cultural tourism community located in Khemarat and Na Waeng subdistricts, Ubon Ratchathani province. Informants in this study are diversely selected from members of communities and representatives from related organizations namely (1) local government organization (administrators or representatives from Ban Chiang subdistrict municipality, Khemmarat subdistrict municipality and the Na Waeng subdistrict administrative organization); (2) members of Ban Chiang community-based tourism, Khemarat- Ban Lad Charoen community-based tourism; (3) committee members of the Thai Ecotourism and Adventure Travel Association (TEATA); (4) representatives from the Tourism and Sports Offices in Udon Thani and Ubon Ratchathani; (5) representatives from Tourism Authority of Thailand Udon Thani and Ubon Ratchathani offices; (6) representatives from travel associations in Udon Thani and Ubon Ratchathani and; (7) representatives from educational institutes. Tools used in the research include literature review, meetings, focus groups, interviews, assessments, and practical training activities.

The results of the research show that criteria for Community-Based Tourism development to become Luxury Community-Based Tourism (LCBT) consists of 3 levels of indicators which are 1) basic indicators 2) advanced indicators and 3) indicators of best practice. In terms of identity and positioning of the Thai Ecotourism and Adventure

Travel Association (TEATA), focus is placed greatly on the importance on development along with the conservation of natural resources and local cultures based on the community-based tourism development and sustainable tourism development guidelines. The findings show that to promote potential community to become Luxury Community-Based Tourism (LCBT), the development should be based on resources available in the area by using Geographic Information System (GIS) to describe the value and importance of tourism resources. Process for the development of tourism products to become Luxury Community-Based Tourism (LCBT) consists of four design steps known as 4D which are Discover (data finding); Define (analyzing and summarizing key issues); Develop (synthesis of service design); and Deliver (concept screening and testing for concept development). DREAMSS Model is proposed as a development model for the development of Community-Based Tourism in Thailand to become Luxury Community-Based Tourism. DREAMSS consists of seven steps which are Designing, Reconstructing, Emphasizing, Attracting, Meaning, Servicing and Safety.

**Keywords**

Community-Based Tourism  
Community-Based Tourism Improvement  
LCBT  
Creating added value in tourism