# THE GUIDELINE IN THE CULTURAL TOURISM ROUTE DEVELOPMENT IN COMMUNITY OF NGAO DISTRICT AMPHUR MUANG RANONG PROVINCE

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**Abstract-** The purposes of this research are to 1. To study the potential of cultural tourism can be developed into a tourist route Ngao district of Ranong 2. To study the needs of tourists.the development of cultural tourism Ngao district of Ranong 3. To establish guidelines for the development of cultural tourism in Ngao district of Ranong The results of this research are as follows:Most tourists visit the temple WatBan Ngao Above ground. Worship HluangPorDebook and attended the Devo. The access sites most travel by car because tourist bus to reach there. Facilities infrastructure in tourist areas include parking facilities and electricity supply security but in the bathroom trash and provide information on tourist attractions in less and the place has a long history,lush tropical atmosphere and space. On the facilities found in the tourist areas with parking, the area to sit relax and Shops tourist services adequately. However, there are bus trips and connect of tourist attractions with less information and documents. The staff found a guide and provide knowledge about tourist destinations are very few. The activities that the community Ngao district are visit the temple WatBan Ngao Above ground, worship HluangPorDebook,attended the Devo and cultural center celebrates royal.Travel route cultural community Ngao district AmphurmuangRanong province analysis has one route.
The development that should have a shuttle bus for travel community Ngao, Increase the number of bins in tourist areas, Training guides and knowledge about tourist attractions, with emphasis on correct data and multiple languages. And should prepare brochure routes Cultural Community Ngao district AmphurmuangRanong province
The results of analyzing the development that should have a shuttle bus for travel community Ngao, Increase the number of bins in tourist areas, Training guides and knowledge about tourist attractions, with emphasis on correct data and multiple languages. And should prepare brochure routes Cultural Community Ngao district AmphurmuangRanong province.

**Keywords**- Cultural Tourism, The Tourism route, Thai Tourism

## I. INTRODUCTION

Cultural Tourism, aims to seek new experiences of learning experience to appreciate the unique beauty of the culture. Historic way of life of other nations and the cultural differences of the different societies. This is the story of art, architecture, historic monuments and historical value. Style, lifestyle, language, dress, food, religion, tradition, etc., will have to respect each other's culture. To form a friendship, understanding and appreciation of cultures fascinate in the community. The word must be one of the consequences that will occur per individual culture. And the environment is minimized. Meanwhile, the owner of the local community can benefit from cultural tourism for revenue. And employment The acquisition of the Economic and Social Development.[1]

Ranong province is the southernmost provinces on the west coast of Thailand from Bangkok, 568 kilometers, Ranong area of 3298 square kilometers.Ngao district the ancient city is a vast meadow of grazing animals lived. The bison called Thonghoa. Later was cast as the "field Ngao" on 25 May 1999, a municipality Ngao.Ngao district in the community with cultural attractions is known as Wat Ban Ngao.[2]

The Community Ngao tourist cultural tourists interested in traveling constantly, but the lack of coherence of attraction. Researchers are therefore interested to learn about the tourism potential of the cultural community, particularly sub Ngao. This project is in a variable pattern of implementing the management of cultural tourism in Ngao district. To strengthen the community, both economically and socially. And can further lead to other research that benefit the community or agency. Involved in its management to sustainability.

## II. DETAILS EXPERIMENTAL

### 2.1 Objectives of study

1. To study the potential of cultural tourism can be developed into a tourist route Ngao district of Ranong
2. To study the needs of tourists. the development of cultural tourism Ngao district of Ranong
3. To establish guidelines for the development of cultural tourism in Ngao district of Ranong

**2.2 Scope of study**

In this research, researcher studies only 4 cultural tourism attraction storage tourist attraction than 96 people, including 384 people.

**2.3Methodology and Data Analysis**

This study was renewal of data dividing to 2 steps as follow

1.The study provides qualitative data collection using in-depth interviews for tourist information in Ngao district and the assistant abbot Ngao and people in the community are Ngao area is measured by people in a Ngao community of 10 people select 4 area such as Wat Ban Ngao,NamtokNgao National Park, Bald Mountain,Ngaocommunity .

2.The study provides quantitative data query to inquiries from tourists. The tourist attractions include 4 sources to study the needs of the tourists traveling in Ngao district of Ranong traveler satisfaction has been the location of facilities,personnel and activities. The researchers found that tourists who come here from many places and the most interested to visit the temple WatNgao above ground and worship HluangPorDebook.We have a number of uncertainties Thus, the formula does not know the exact number of visitors to the tourist in Ngao district of Ranong using a formula Cochran[3] at the confidence level of 95 % set for a move up. 05 sample size of 384 questionnaires were collected proportionally (proportional sampling) for the four tourist destinations by storing a tourist attraction than 96 people and used a convenience sample (convenience sampling).[4]

3. Cultural tourism routes one day by requiring that all four sources according to the tourist area include restaurant, souvenir shop and a tourist route was complete.

**III. RESULTS AND CONCLUSIONS**

The results of qualitative research for 4 area such as Wat Ban Ngao,NamtokNgao national park, Bald Mountain,Ngaocommunity

1.Tourism potentialityof Wat Ban Ngao foundis located at 63/2 Moo 1 TambonNgaoAmphurNgaoRanong Province, Originally an accommodation disciplines and built is temple in 1987.Wat Ban Ngao near bald mountain and opposite Ngao waterfall is a beautiful temple and in a good location. In temple have local museum the collection of appliances about the past to the present, There are concrete steps that can be used more than 300 step climb to the top of the mountain to see the view of the province has around 360 degrees by this institution in the tradition Devo and has been developed into a tourist culture. There is also the new hall of Wat Ban Ngao. It is a very beautiful temple Details of each pattern piece tone yellow gold staircase up to the temple. The chapel is a chapel second layer, known as the floating temple within the temple Buddhas" HluangPorDebook " is a statue of Buddha. Made of tin in the world and using tin to 3 tons).

2.Tourism potentiality ofNamtokNgao national parkfoundNgao Waterfall a national park on June 3 2542, covers an area of approximately 417,500 acres or 668 square kilometers. The waterfall Ngao Twin Falls RanongA white water is flowing down from a steep spiral and a cascade of Ngao. It is also the habitat of crab “Jaw Fah” and flower “Go Ma Sum” and the most suitable for tourism is between the months of November to April.

3. Tourism potentiality ofBald Mountain found Is a major tourist city of Ranong. Bald Mountain is not high, no timber larger size can walk up to it. Hill each can walk corridors connecting. When up to the top to enjoy the view surrounding each season will have a beautiful atmosphere varies. In the rainy season, the green grass covered landscape that stretches from north to south is the beautiful green view. In the summer is a dry brown grass was feeling again. A flat foot pedestrian tourists to the ridge to admire the view 360 degrees around the magic of the mountains bald naturally not due to the cutting of trees and bald

4. Tourism potentiality ofNgaocommunityfoundBan Ngao The community is a living tradition that is unique endemic. The housing of the Chinese people since the pioneering descent to Thailand - Chinese society is a society advocating Ngao. People in the community are very affectionate unity and help each other. Ngao way of life was simple. There are primarily three cultural ties between Thailand - China - Muslim cultural assimilation is a unique place. In terms of dress and living women dress to wear batik sarong pattern.Another uniqueness of the house Ngao.

The results of Quantitative Research The researchers used questionnaires to inquiries from tourists. The tourist attractions include sources to study the needs of visitors to travel to the district Ngao, Ranong each attraction of 96 people, divided the questionnaire was third at the chapter 1 is about personal factors of the respondents, including gender, age, occupation, monthly income,the purpose of the tour,the frequency of travel,this form of tourism,time travel and how to travel. It is a closed-ended questions (Close-ended questions) will look to answer the question (Check list) has only one answer total of 8 title.At the chapter 2 is about the satisfaction of tourists to Thailand Cultural Ngao district in Ranong, with all 4 aspects of the attractions,facility,personnel carriers and the tourist activities found Most respondents were female 55.7% were in the age range 20-30 years accounted for 32.4% of the profession. trade / business accounted for 39.2% of their monthly income of 10,000-20,000 baht, representing a 54.3% majority in undergraduate accounting for 51% objective of tourists from Thailand, mostly worship

pastor tin accounted for 51.6% of the travel. with a 69.3% majority travel by private cars accounted for 72.9%.

Traveler satisfaction all of the top tourist destinations in the 4.53 level especially on a place with a long history with the beautiful.Facility including all aspects of 3.67 is moderate about tourist areas with parking have the area to sit and relax Shops and tourist services adequately. However, there are bus trips and coherence of tourist attractions with less information and documents. The personnel include all aspects of 2.71 in the tourist guides or with the knowledge of the attraction is less and the lack of foreign language skills.The activities include all aspects of 4.64 in the parish community Ngao have a tradition Devo,visit the temple Worship HluangPorDebook and Cultural Center celebrates royal

The study found that the four sites community catching the potential strengths and different. Can develop it as a tourist attraction all four. The Wat Ban Ngao very high potential. The researchers then tested the routes to tourist destinations. Arrangement of the tourist district, Ngao located close as the visit to have breakfast, lunch, souvenir shops and a time to visit each attraction until returning to the circuit.

For route travel in one day.

08.00 am. Starting out from SuanSunandhaRajabhat University Ranong Campus by bus tour.
Breakfast at Narisara Roti.
09:30-11:30 am. To Wat Ban Ngao.
11:30-12:30 pm. Lunch at Sueaten Restaurant.
12:30-14:00 pm. To NamtokNgao National Park.
14:00-15:00 pm. Gettingto Ngao community.
15:00-15:30 pm. Souvenir shop at Watchari.
15:30-16:30 pm. To the bald mountain.
17:00 pm. Come back to SuanSunandha
Rajabhat University Ranong Campus

## CONCLUSIONS

A study on the potential of tourism and culture, the satisfaction of tourists as a cultural tourism route.Community Ngao, Ranong, which showed that the development of cultural tourism.

1. Due to bus tours to destinations with very few tourists only with private cars,motorcycle and car tours but tourists who travel by bus to reach the sites with very little. So should the shuttle bus route for travel on designated routes within the Community Ngao.

2. Due to some tourist sites, such as trash, bald mountains, a very small amount should be added to reduce the amount of trash in garbage sites.

3. Due there are both people in the province and elsewhere traveling of course, that still does not know the destination better than anyone in the area or tour guides should have a training guide and knowledge about the destinations highlighted by the data source of accurate and a variety of foreign languages.

4. Due to some sites including community Ngao district, but detailed information is less prepared leaflets routes Cultural Community Ngao, Ranong for visitors to the information in the study.

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