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Guideline for Development for Tourism in Pink Water Lily Lake, Udon Thani Province

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INTRODUCTION

- **Pink Water Lily Lake** is an eco-tourism attraction. Located in Nong Han natural water source. Kumphawapi district located 43 kilometers southeast from the city of Udon Thani province, Nong Han Kumphawapi has an area of approximately 22,500 rai consisting of fish species. Many bird species and aquatic plants.
- The most of members of the Pink Water Lily Lake community work as tour boat drivers in the Talay Bua Daeng community.
- During the festival in December - February of every year, it will be a time when the community has high incomes. This is because it is the tourist season and when the Pink Water Lily flowers are the most beautiful.
- However, during the off-season, villagers in the community do their jobs, fishing, farming, and maybe even setting out on boats which on average is only 1 - 2 times a day with an average annual income of 5,000 Baht per month.





OBJECTIVES

The objectives of this research were to:

- 1) study the tourism potential of the Pink Water Lily Lake, Udon Thani province, Thailand.
- 2) find guidelines for integrated tourism potential development for the Pink Water Lily Lake area, Udon Thani province.



METHODOLOGY

This research is a mixed method (Mix methodology) using qualitative research and quantitative research.

1) Population and samples

This research is a study of two groups of people. The first group of people is the general public who are tourists in Udon Thani province. Samples were selected by using the method of accidental sampling according to Taro Yamane's sample size table at the confidence level of 95%. Questionnaires were used to collect data from a sample size of 400 persons. The second group of people is business entrepreneurs in the area around the Pink Water Lily Lake, Udon Thani province and community leader. The samples were selected by purposive sampling for 5 persons.



METHODOLOGY

2) Research tools

This research used research tools including questionnaires, interviewing, and small group meetings.

3) Data collection

The next step is then carried out by distributing questionnaires, interviews, and small group meetings.

4) Data analysis and conclusions

Then, data were analyzed by descriptive statistics, discussed and summarized the results and present guidelines for developing the tourism potential of the Pink Water Lily Lake, Udon Thani province as well as making recommendations to those involved.



RESULTS AND FINDING

- The samples use of information technology devices for tourism applications. The majority of the sample group used **mobile phones the most, followed by laptops, personal computers, i-PADs, and PDA's.** respectively.
- It was found that the most of samples received benefits from using tourism applications at a high level because it is useful **in supporting information for decision making and convenience.**
- The most of samples had overall problems in using applications for tourism at a moderate level. The only factor that has problems at a high level is **the problem of difficulty in using** it.



RESULTS AND FINDING

- Result of the study on **the suggestion on the development of tourism potential at the Pink Water Lily Lake** in the future are as follows:
 - 1) **Increase application** in various section in the future, including the development of tourism public relations applications, related factor information, results analysis and reporting results, and
 - 2) **Arrange trainings** in order to develop a wider variety of community products and promote more marketing through social media.
- The results of the study regarding **recommendations for tourism promotion in the future** are as follows:
 - 1) **Provide applications** to promote tourism easily and quickly,
 - 2) **Expand tourism publicity channels** to increase the number of tourists, and
 - 3) **Develop and promote interesting tourism activities.**



CONCLUSION AND DISCUSSION

Guideline for tourism potential development for the Pink Water Lily Lake, Udon Thani province are as follows:

- 1) **Location readiness (Accommodation)** was found that there is main readiness. It is seen that there are resort accommodations that are quite high quality. The villagers themselves began to help develop their houses into homestays. **Make it look more attractive**. This reason is considered to be a point that should be developed.
- 2) **Access to tourist attractions/activities (Accessibility)**, it was found that the Pink Water Lily Lake is an important tourist attraction. Accessibility can be developed by **creating a collaborative network, effective planning, determining the index of development level and capacity to support tourism setting, building standards, local people development, and marketing**.
- 3) **Tourism attractions were annual event organization, advertising and public relations, and souvenirs**.
- 4) **Amenities, facilities must be provided adequately**, such as for the disabled and the elderly, clean public restroom, garbage management, safety arrangement, road signs, and information.
- 5) **Activities**, there are various activities prepared to provide services to tourists, such as **boating activities, local food tasting, and community product shopping**. Pink Water Lily Lake is a large source of fresh water that is rich in many bird species, fish species, and aquatic plants.



FUTURE WORK

Further research should be focus on the community product development, and guideline for one day trip recommendation.





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