

The FaDaet Song Yang Ancient City, Kalasin Province, Thailand's SWOT Analysis for Wellness Tourism Development

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Abstract

Through Thailand set to expand community-based tourism (CBT), the context regarding CBT in Thailand has been transformed strategically to ensure a better contribution of local communities' economies and conservation. This article aims to determine the strengths, weaknesses, opportunities, and threats (SWOT) and define the strategic model for wellness tourism development of the FaDaet Song Yang Ancient City, Kalasin Province, Thailand. Insight from qualitative research among seventeen key informants was collected and analyzed. The finding identified six strengths, eleven weaknesses, four opportunities, and seven threats. Eight significant components or 8Ms model is presented in enhancing the community's wellness tourism development strategy and competitiveness.

Volume 12 | 07-Special Issue

Pages: 619-625

DOI: 10.5373/JARDCS/V12SP7/20202151