



Abstract

The purposes of this mixed methods research were to draw up a guideline for identity-based participatory tourism development in urban areas for economy and social promotion in Betong District, Yala Province. Subjects of this study were 19 people, including representatives of communities in Betong District, Betong town municipality officers, government officers, and tourists. The researchers gained the data from focus group discussions, interviews, workshops, and 15 people of questionnaires. Later, the data were analyzed through content analysis, and data analysis to get means and percentages.

Outcomes of the study showed that urban tourism in Betong was prepared for identity-based tourism which was strategically attractive. However, there were four dimensions that should be considered as guidelines to improve identity-based urban tourism in Betong. The first dimension was tourist places. Information and knowledge about each tourist place and its historical information should be developed to be more systematic, as well as enriched with identity information, and interactive activities for tourists. Second, for better and more interesting tourism activities and programs, more cultural activities should be added in order to allow tourists to learn Betong people's ways of life. In the dimension of accessibility to tourist places, there should be a data base and an application presenting tourist destinations and directions to those places. Lastly, the facility dimension should be developed. The infrastructure, such as a long-term city planning system, and an inclusive internet accessibility service, should be improved for easier travel system and better communication system.

Keywords: Potential; Sustainable Community Management; Creative Tourism; Identity; Local Resources