

## **The Establishing Cultural Learning Center of Wayang Artwork for Creative Tourism: Challenge and Opportunities**

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**Abstract :** The purpose of this research is to explore challenge and opportunities to establish cultural learning center of Wayang Artwork for creative tourism within the house of Mr. Sa-ngat Jaiprom. To accomplish the goals and objectives, qualitative research will be applied. The research instruments used are observation, questionnaires (pretest and posttest), basic interviews, in-depth interviews and interviewed of key local informants. The study also uses both primary data and secondary data. From research result, it is revealed that the sample groups more realized valuable heritage value after learning about the history of wayang and the way to practices. The sample group indicated that it not too difficult for them to carving Wayang artwork as they have knowledge about Thai art before. However, in their opinion, they comment that it might difficult for others who have no basic knowledge to learn to carve wayang artwork.

**Keywords :** creative tourism, local community, cultural learning center, wayang artwork

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