

The Created of Interpretation to Promote Cultural Tourism for Sai Temple' Local Boat Museum in Bangkhontee District, Samut Songkhram Province, Thailand

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Abstract : This research aims to study guidelines to developed Sai Temple' local boat museum to be as cultural tourism attraction and explored villagers requirement in term of type and format of interpretation which they want to promote their cultural tourism for Sai Temple, Kradangnga sub-district, Bang Khon Tee district, Samut Songkhram province. However, this article will explores only the requirement of type and format of interpretation which 40 villagers of Ruam Sai Pattana 789 purposed to promote Sai temple. The procedures are In-depth Interview, Observation, Focus Group by discussing ideas. After that the information received is synthesized and analyzed. From research result, it is revealed that the local community' requirement on types and format of interpretation as brochure with up to date, faithfully and formally content to present Sai Temple which got the most demand score (3.82) considered as most wanted demand.

Keywords : museum, boat museum, cultural tourism, interpretation, brochure, Bangkhontee district, Samut Songkhram province

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