

## **Level of Roles Performed in Tourism Development: The Case Study of Local Municipality, Chiang Khan District, Loei**

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**Abstract :** This paper aims to examine the level of roles performed in tourism development by local people residing in Chiang Khan Sub-District Municipality, Loei Province in Northeast of Thailand. In addition, this study also tested whether personal factors had a relationship with the level of roles performed in tourism development. These personal factors included gender, age, educational level, career, position and duty in the community, average income per month, length of residence and involvement in the tourism industry. The findings revealed a high level in each role performed. These roles were ranked from the highest mean score to the lowest mean score as follows: (1) improving and rejuvenating tourist attractions; (2) improving tourist facilities; (3) promoting people participation; (4) publicizing tourist attractions; (5) protecting for safety and security; and (6) surveying and managing the information of tourist attractions. Furthermore, it was found that position and duty in the community, length of residence and involvement in tourism industry had a relationship with the level of roles performed in tourism development at a significance level of 0.05.

**Keywords :** Role, local municipality administration, tourism development, Thailand

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