

## Developing Points of Attractions and Destinations: The Case Study of Nakhon Sawan Province, Thailand

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**Abstract :** This research presents the tourism industry at Nakhon Sawan province in an aspect of developing points of attractions and destinations. The author attempts to empirically analyze the tourist destination, Nakhon Sawan, by using components of the tourism inventory include: attraction, accessibility, accommodation and amenity. An understanding of existing tourism product is very important in order to find out strength and weakness by comparing with the nearby well-known tourist destination, Phitsanulok province. Moreover, the hypothetical evolution of a tourist area will be utilized as a framework for indicating stages of the destination in relation to number of tourists. The study uses secondary data of number of tourist arrivals in Nakhon Sawan from 2008 to 2013 receiving from National Statistical Office and Nakhon Sawan Provincial Administration Organization (NPAO) in order to find the stage of destination development, and an in-depth interview with several open-ended questions would be preferred in order to get deep details of necessary data by video recording with ten respondents. The findings are concentrated on potential places and sites, existing tourism product, strength and weakness, and positioning to assist the province to be the destination of tourists' mind.

**Keywords :** destination development, destination management, tourism inventory, tourism product

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