

# Sustainable Creative Tourism Development of Ban Khlong Bang Phai Community, Nonthaburi Province, Thailand

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## ABSTRACT

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This study explores the potential for developing sustainable creative tourism in Ban Klong Bang Phai, Nonthaburi, by analyzing both supply and demand factors. Data were gathered from 169 tourists and interviews with key local stakeholders. The findings reveal that the community possesses rich cultural and natural resources, including traditional arts, crafts, and religious practices, which could serve as the foundation for creative tourism development. Stakeholders emphasized the integration of these local elements into tourism offerings, alongside sustainable practices like waste management and conservation. On the demand side, tourists were primarily motivated by the uniqueness of the destination and the quality of cultural activities, with many seeking authentic cultural experiences and the opportunity to engage in sustainable tourism practices. High satisfaction levels were reported, particularly regarding cultural activities, local hospitality, and the destination's uniqueness, though infrastructure improvements, particularly in transportation and signage, were identified as areas for enhancement. Motivations related to uniqueness and cultural activities were strongly correlated with higher satisfaction, highlighting the importance of offering enriching cultural experiences. The study concludes that Ban Klong Bang Phai has the potential to become a sustainable creative tourism destination, provided that infrastructure challenges are addressed and the community's cultural authenticity is preserved. By focusing on tourist motivations and sustainable practices, the community can develop a tourism model that supports cultural preservation and local economic growth.

JEL Codes: Z32, Q01, R11

**Keywords:** *Tourism, Nonthaburi Province, Stakeholders.*