

# The Probability of Community-Based Tourism from Local Resources "Nakorn Luang" the Connected Areas towards Ayutthaya World Heritage, Thailand.

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- **Abstract:** This study aimed to investigate the probability of community-based tourism from local resources "Nakorn Luang", the connected areas towards Ayutthaya World Heritage, Thailand, which has been considered a potential area for tourism and there are massive chances of travelling from tourists each year. Quantitative research was employed by means of Logit Model. The population of the study was tourists travelling to Ayutthaya province. The result revealed that the travelling chance had significant statistics which comprised 1) Nakorn Luang Castle, 2) Aranyik Knives Handicraft Village, 3) Wai-Kru Boochoa Tao Ceremony (worshiping the oven for blacksmith activities), 4) Aranyik knives handicraft dancing performance, 5) Aranyik Handicraft Museum, 6) Ban Pak-Chan Sunflower Fields, 7) Sufficient Economy Learning Center, 8) Nakorn Luang Castle Local Market, and 9) Wat Si Champa Local Market (Aranyik Local Market). Furthermore, factors influencing the probability of travelling chance consisted of 2 main aspects; personal background, including gender, age, current inhabitanace, education, occupation, and monthly salary and tourism behaviors, including frequency of travelling in community within 5 years, type of community tourism, receiving information from media, impact of media, people influencing the decision making, and purpose of travelling.
- **Keywords:** Travelling, Community-based tourism, Nakorn Luang, Thailand