

The Possibilities of Voluntourism in Chiang Saen Historical Site, Chiang Rai Province

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The aim of this research is to investigate the situation of community - based tourism and voluntourism in Chiangsaen historical sites, Chiangrai province. A semi-structured interview with participate observation and focus group discussion to analyze SWOT were used as instruments to collect data from the target groups that include community leaders, tourism integrations, local tourism entrepreneurs and public sectors, totalling 20 people. A research method used in this study is content analysis in understanding the situation of community based tourism and voluntourism in Chiangsaen historical site, which consists of 5 key elements: 1) community based tourism management, 2) tourism resources, 3) tourism service industries, 4) tourism activities, 5) public relations; in order to study the possibilities of voluntourism. The result of studying 5 key elements shows that communities in Chiangsaen historical site have potential to become voluntourism.

Keywords: community based tourism, voluntourism, historical site

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