

**STRATEGY TO DEVELOP KAYAKING KHAO GAROS AS
A TOURIST ATTRACTION IN NAI NANG VILLAGE,
KRABI PROVINCE THAILAND**

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ABSTRACT

Tourism has recently become one of the trends that has a very high value of interest. One of them is in Thailand, namely Kayaking Khao Garos in Krabi, which is not widely known by tourists. Kayaking Khao Garos has a lot of natural beauty, the activity of exploring the natural beauty of using kayaks is the main attraction for this tourist attraction. This kayaking tourist attraction has a weakness, which is that it can only be enjoyed by tourists who like kayaking. This research was conducted to answer why the Kayaking tourist attraction in Khao Garos needs to be developed, as well as how the development strategy is. The method used in this research is descriptive qualitative method and SWOT analysis. Data were collected through observation, interviews and documentation. The results of data analysis show that there are several things needed to develop this tourist attraction, especially updating the supporting aspects so that tourists who are not involved with kayaking can enjoy this tourist attraction. Renewing the facilities of the pier into a pier that can be enjoyed by tourists who do not like kayaking is an important thing so that this tourist attraction can be enjoyed by all tourists, such as a pier which provides a place to relax and there is a food vendor booth. Providing education to the community about the importance of providing facilities and infrastructure for tourism activities, such as providing facilities that can be enjoyed by tourists who do not do kayaking, allowing tourists to enjoy traveling activities in Kayaking Khao Garos tourist attraction.

Keywords: Kayaking Khao Garos, development of tourist attraction, community participation