

Thesis Title : An Analytical Study at Promotion of Buddhist Ecotourism Case Study of Pharsadhin Watphou at Champasak Province Lao People's Democratic Republic

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Abstract

The research entitled “An Analytical Study at Promotion of Buddhist Ecotourism Case Study of Pharsadhin Watphou at Champasak Province Lao People's Democratic Republic” aimed to study the process of ecotourism, to study the circumstance and problem in Pharsadhin Watphou at Champasak Province, Lao People's Democratic Republic and to analytically study the Promotional process in Buddhist ecotourism of Pharsadhin Watphou at Champasak Province Lao People's Democratic Republic.

It has been found that the Ecotourism was in harmony with the nature and tourist attraction and the tourists also have occasionally reserved their tourism location. The ecotourism at Pharsadhin Watphou was a kind of the process in preserving the natural tourism location, for example, enforcing the law in the conservation of tourism location, nurturing the natural tourism location, providing the tourist handbook. on the other hand, the process in archeological site and antiquities conservation was to promulgating the law for conserving and controlling, protecting of the smuggling and destroying, providing the budget for refreshing and managing the place for maintaining the antiquities as well as keep it clean

Presently, the circumstances and problems found in Pharsadhin Watphou in Lao People's Democratic Republic have predominantly originated from the following aspects, viz. Nature- the deterioration of soil that mainly caused by the animal walking destroying around a part of the pagoda, the wood used as a part of the building was destroyed by the insects. On the one hand, the problem was created by human beings, for example, a group of tourist wrote on the slap of stone that caused the damage to the pagoda, making the pollution, smuggling of the antiquities as well as misunderstanding in

conservational process of the pagoda in a proper way also affected to Pharsadhin Watphou.

The process of Buddhist ecotourism promotion in Pharsadhin Watphou was analytically gathered as follows: inspiring the consciousness of the people, participation of the officers, participation of the religion and the physical ecotourism processes (Physical development), the managing and ruling process of tourist (moral development), the cultivation of environmental conscious, national heritage, realizing the value of the pagoda (mental development), further, providing the details and information for the tourist, supplying the information to the people and tourist officer in ecotourism academically (wisdom development).