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## **Factors of tourism identity determination in Dino Road Walking Street, Sahatsakhan District, Kalasin Province**

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### **Abstract**

The Research aim to 1) Study the historical and context of Dino Road Walking Street 2) Analyze factors of tourism in Dino Road Walking Street 3) Determine the factors of Tourism Identity in Dino Road Walking Street. This study was a qualitative research which has total number of sampling population was 50 including the local 10 government sector, 15 local leaders, 25 local people entrepreneurs. The research instruments used in this study consisted of documentary research, fieldwork research including Interviews Target Sampling, Research Area Survey, Observation and group discussion. The data collecting from group discussion were most obtained to analyze in research which tells the situation of Dino Road Walking Street from past to present day. The Result revealed that

1. Dino Road Walking Street in past was the habitat, livelihood, 1<sup>st</sup> flourish district market, supporting place for migration from land expropriated from Lampao Dam was built which was established to new district call as “New District” or “Sahatsakhan District”. When time pass by to present day the economic in walking street was dull which makes creating Dino Road as Walking Street.
2. Dino Road Walking Street located on the center of Sahatsakhan district tourism under supervision of Sahatsakhan Tourism Service Center. Walking Street surrounding by many tourist attractions with many of activities of tourist area around as follow 1) Historical Tourist as Sirindhorn Museum (Dinosaur research center) 2) Religion Tourist as Wat Phuttawat Phu Sing, Wat Pootha nimit Phu Khao, 3) Agro Tourist as Lampao Dam as Walking Street itself has various activities of tourists such as Walking Street, Local Product shopping, Conga Dance, Local food, Alms monk giving, Homestay, Folk Plays, Sports and Cultural activities.
3. Tourism Identity factors of Dino Road Walking Street is to have the Community and Dino Road Walking Street establishment, Residence Format, Dinosaur, Tradition and Culture following the ideal of Merit district

**Keywords:** Tourism identity, Dino Road Walking Street, Sahatsakhan District, Kalasin Province