

Walailak University is situated in an area rich in natural resources as well as cultural diversity. "Phrom Lok Community" is a 250-year-old community, located approximately 30 kilometers from the university in Phrom Lok Subdistrict, Phrom Khiri District, Nakhon Si Thammarat Province, with the slogan "A place of abundant fruits, clean waterfalls, valuable nature, diverse local wisdom, preserving culture," indicating the abundance of natural resources and the environment, and the main occupation of the locals is fruit farming.

Phrom Lok Community has a wealth of natural resources, such as Phrom Lok Waterfall and Wang Pla Ngae, as well as cultural heritage, such as Wat Khao Khun Phanom and Wat Khao Pun, and the way of life of fruit gardeners. Furthermore, several tourism products and services are available in the Phrom Lok area, including Young Farm Cafe, Khao Sud Soi Restaurant, AG Specialty Coffee, and tour services along Ban Nai Mong's hiking paths, among others. It is clear that some people have already used these highlights for tourism, but there has been little meaningful cooperation. It might be argued that local resources have not been completely utilized. In addition, tourism promotion and public relations are not well known.

From surveying the area and listening to stakeholders' ideas. Government Sector ; The Phrom Khiri District Chief, the Mayor of Phrom Lok Subdistrict Municipality, Private Entrepreneurs ; accommodation operators, restaurant operators, and local residents were all in agreement that a clearer tourism group was needed because everyone is currently doing things separately. If they can band together, they will be stronger and able to promote the same cause more effectively. Furthermore, the area wishes to increase tourism advertising and public relations across all marketing channels in order to reach all visitor groups more effectively. In conclusion, both government organizations and the Phrom Lok community have the following needs:

1. Looking for a group to drive tourism in Phrom Khiri District, Nakhon Si Thammarat
2. Want to publicize tourism in the area so that it is widely known.
3. Want to develop tour-guiding abilities for persons active with tourism in the community.
4. Want to generate revenue from tourism to all stakeholders.

Following that, the team developed and established the following guidelines for work:

1. Encourage and promote the formation and operation of a club or community enterprise for tourism operators and Phrom Lok community services, such as accommodation operators, restaurant operators, tour operators, and other connected parties.
2. Create advertising and public relations channels for the club's tourism marketing efforts. Both offline, with at least one main office and coordinator, and online, via Facebook, Line, Instagram, Tik Tok, and Live on the aforementioned channels.

3. Educating and training businesses in the hospitality, restaurant, and tourism industries, among other things.

To maximize efficiency as a tool for generating money and improving the quality of life for villages. It is clear that tourism is only one tool in the growth of the Phrom Lok community. It is used to conserve and develop natural resources, culture, and the environment in the Phrom Lok community so that they can be sustained for the next generation, in accordance with the principles of sustainable development outlined in Sustainable Development Goal SDG 15.2.5, which is to provide villagers in the Phrom Lok community with tourism knowledge.

If tourists visit the area, the people will help to care for and conserve the resources. In the initial phase, academics from educational institutions will impart expertise and serve as tourism consultants.

For the villages in the area, however, the locals will be responsible for managing the community's tourism.

In the later stages, if the community can govern its own groups/clubs, academics from educational institutions will pull back and serve solely as academic consultants.

The community can establish rules, laws, and capacity to support the community area, resulting in a flexible, attractive, and sustainable tourism community.