

Abstract

This research aimed to explore and describe the roles of traditional boat racing festival on the tourism development in Vientiane Capital, Laos, with analysis many aspects involved in traditional boat racing festival such as economic activities, people involved and related places. This research was using descriptive and quantitative method, with employing questionnaire forms to collect data from spectators, students, private staff, business and government staff in total 99 people during the competition day in October, 2016. The finding indicated that almost 76% of the respondents regarded that traditional boat racing festival gave positive contribution on tourism development in Vientiane capital and to preserved the traditional sport event in Laos, with such additional benefits including 63% regarded traditional boat racing festival on improving the local tourism organization, 32% to increase income of local people, 50% to promote Vientiane tourism development, 34% to develop the local tourism infrastructure, 52% to enhance traditional sport event knowledge among Lao people. This research hopefully could become beneficial information to the local government on how to develop similar program, to promote Laos, especially tourism sites in Vientiane Capital, provide information on how to improve infrastructure of local tourism places through the sports events.

Keywords: *Traditional Boat Racing Festival, Tourism Development.*