

TOURISTS' BEHAVIORS AND MARKETING MIX TOWARDS "DISCOVER THAINESS" FOR TOURISM DEVELOPMENT GUIDELINES IN THE NORTHERN REGION OF THAILAND

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Abstract: This research aims to understand the foreign tourists' behaviors and the marketing mix towards "Discover Thainess" for tourism development guidelines in the Northern Region of Thailand. English questionnaires were conducted as a research tool for collecting data. The samples were selected by Convenience or Accidental Sampling from 400 foreign tourists who came to travel in the Northern Region of Thailand. The research result found that most of the tourists have never been to visit Thailand for the campaign "Discover Thainess". The tourism purpose was mostly for recreation by traveling with the family. The cost of travel for 1 person each time was more than 30,000 Thai Baht. The perception of "Discover Thainess" of tourists in terms of the image of the tourist attraction ($\bar{X}=4.57$, $SD.=0.26$) and the uniqueness of the tourist attraction ($\bar{X}=4.54$, $SD.=0.18$) were in the highest level. The result also shows that most of the tourists have no knowledge about the campaign of "Discover Thainess". The factors of marketing mix affect tourists' decision to travel under the campaign of "Discover Thainess" in overall was at a good level ($\bar{X}=4.13$, $SD.=0.13$). The tourism development guidelines under the campaign of "Discover Thainess" in the Northern Region of Thailand should focus on the following: 1) Preserve the culture, local tradition and lifestyle in the context area by encouraging variety form of tourism but have to maintain the unique identity of each area. 2) Establish the continuity of the natural resources and culture. 3.) Concentrate on the quality of the recreation for the great experience of tourists and also emphasize on preserving the natural environment. 4.) Create the balance between the needs of the tourism industry and the needs of "Discover Thainess". 5.) Create the social of culture, knowledge, local wisdom, public consciousness and develop the potential of "Thainess". 6.) Develop and sustain tourism industry. And 7.) Manage the natural resources, energy, and the environment as the base for sustainable development.

Keywords: *Tourism Development Guideline, Tourist Behavior, Discover Thainess.*

BACKGROUND AND SIGNIFICATION OF THE RESEARCH

Thailand is a country with valuable resources for tourism due to the natural resources, art, culture and the rich history. The uniqueness of each part of Thailand attract tourists

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to visit Thailand and creates the tourism industries which also brings lots of income to the country as well as enhance the economic and social prosperity (Tourism Authority of Thailand, 2014). The long history with many fascinating cultural heritage is the foundation of Thai tourism and also the important factor of Thai tourism promotion and development that proudly inherit. The tourist attraction such as unique and charming historic cities, the exquisite and elegant architect of Thai temples, many historic buildings and historical parks are important as the World Heritage Site. There are also the uniqueness of the culture, such as languages, body language, the nice hospitality and Thai smile are the charm of Thailand in the eyes of tourists. All the action of Thai people expresses from their beliefs and values which are including culture, tradition, lifestyle, food, art, religion, painting, sculptures, architectures, literatures, music, Thai dancing and so on are called "Way of Thai or Discover Thainess for the project of Tourism Authority of Thailand". The outstanding Thainess that popular among tourists include Thai food, Thai massage, Thai boxing, and traditional festivals that occur in every seasonal the whole year round. Discover Thainess is one of tourism attraction that will help stimulate the tourists' curiosity and the needs to get the shared experience and happiness from value and the core of Thainess which is unique and elegant in a sustainable way (Tourism Authority of Thailand, 2015).

The tourism industry is an important service industry towards every country's economic as it brings huge income to the countries, same as in Thailand. To focus on an important of the tourism development in accordance with the objective to revive and stimulate sustainable growth of tourism. It is also to accelerate and create the potential in earning more income from the tourism industry, in order to develop the tourism of Thailand to be ready in terms of quality of competitiveness, earning income, distribution of income coupled with sustainable development (Tourism Authority of Thailand, 2014). In the Northern region of Thailand, there are many provinces that are the historic cities with long and rich history since Chiang Sean and Sukhothai eras. The Northern region of Thailand locates on the basin of the rivers and enrich with forests on the high mountains which are the river source and the upstream of the waterfalls as well as Phi Pan Nam Range that is the borderline of Thailand and Myanmar. The population includes multi-ethnic; Thai people, hilltribes, and Chinese immigrants to live in the mountain. Each race has a unique culture, tradition and lifestyle with the local play, show and beautiful traditional costumes that are fascinating and attracting both Thai and foreign tourists to visit the Northern region of Thailand (Tourism Authority of Thailand, 2014). There are many outstanding factors of the Northern region of Thailand, however, there are no foreign tourists who are aware of all factors of the tourist attraction. (Changreunthong, 2010). Therefore, in order to establish the guideline for the Discover Thainess tourism development, it is important to gather the knowledge and understanding of the marketing which include product, price, place of distribution and promotion, which are the potential factors in the area of the Northern region of Thailand to become a model for Discover Thainess. It should be the source of income for the vendors and service providers in local tourism area as

well as contributing employment. It should also achieve the return of the tourists again or repeat purchase their Discover Thainess tourism as well as provide continuity improvement to offer to foreign tourists. For this reason, the researchers are interested in studying the behavior and the perception on the need of the marketing mix on Discover Thainess of foreign tourists in the Northern region of Thailand in order to maintain the image of Discover Thainess tourism to be suitable as being Thailand destination image that can be used as part of the process to establish the hub of Discover Thainess and to use as the guidelines to develop and promote the image, and develop the potential of Discover Thainess' attraction in the sustainable ways.

RESEARCH PURPOSE

To know about the understanding, behavior and marketing mix of tourism on Discover Thainess of tourists and guidelines of tourism development in the Northern region of Thailand.

RESEARCH METHODOLOGY

1. Scope of the research

This research aims to study the behavior and perception of the Discover Thainess project on tourists and tourism development in the Northern region of Thailand which consists of the following concepts and theories:

1.1. Behavior refers to the act of a person who demonstrates both from their heart and their action. The action is expressed from both consciously and unconsciously, which the other people can clearly notice or understand from measurement with some instrument. It can be said that the behavior of the tourists means the tourist behave or act to express while traveling which can be their verbal language, gestures, facial expressions, includes the way the tourist visiting tourist attraction, dining, take photographs and so on. The expression might be rooted in the character or basic needs of each person, which may be similar or different. It is also possible that it reflects from the environment or the experience they gained at that moment. The main 7 elements are 1. Target, 2. Readiness, 3. Situation, 4. Interpretation, 5. Response, 6. Consequences, and 7. The reaction to disappointment (Akkarangoon, 2013).

1.2. The buying behavior of consumers refers to the role of the tourists that involve with the travelling decision which the consumer purchase process has the factor relates to the stimulation and respond the consumption behavior of the tourists. It can be seen that the input that includes all types of travel products, as well as the service of the businesses that are highly competitive and the significant impulse that pushes tourists' interest to search for more information from various media and also from their family members, reference group which consisting of their learning experience, motivation and attitude. The information screening is in the decision making process which cause the perception and lead to the effort to respond their needs and necessity

of their travel by purchase tourism products and book the selected hotels. The decision to buy the goods and services responds the output from the stimulus and the process from the beginning. If the goods and services meet the needs and demands and make the tourists satisfy, then it will add more positive experience and lead the tourists to repeat their purchases (travelling and use the service again). On the other way, if the tourists are not satisfied, it will become a negative experience and they will not come back again, even though there is a better route of travelling (Tourism Authority of Thailand, 2015).

1.3. According to Kotler (2012: 42-65), the marketing mix of the products consisted of the 4Ps of product, price, place and promotion. By the way, the marketing mix of the service market will be a bit different as it also has people, process and physical evidence as these 3Ps are the factors to offer the services. Then the service marketing mix consists of the 7Ps: product, price, place, promotion, people, process and physical evidence. In summary, the elements of the marketing mix are as follows: 1. Product refers to the item that sell by the business to respond the needs of the customer. The product can be a physical item, service, idea, place, organization or person. Products must have utility value in the eyes of customers then it will be able to sell. To set the strategy for the product is to concentrate on each factor such as the differences of the products or competitive, the elements or feature of the product such as basic usage, shape, characteristics, quality, packaging, branding and so on. 2. Price is the thing that determines the income of the business. The high price will make high income to the business and the low price will make low income to the business which may also lead to the loss of the business. By the way, it does not mean that the businesses can set the prices at what they want as the business will be in the state of competition, if the price is higher than other competitors, but the service is not higher quality as the additional prices then the customer will not use the service with that business again. If the price is low, it will lead to the price war as the competitor can also reduce the price in a short time. The price of the service is more complicated and difficult than set the price of goods, then the executives must not forget the price they set is the money the customer will pay for the service and if the price is high, then the customers have to pay a high price and they will expect more. 3. Promotion is the communication between seller and customer with the objective to give the information or motivate the customer to have a positive attitude. The communication might be done by the sales staff and the communication without using people. There are many tools of communication which can be used one or multiple tools. By the way, the use of communication tools should be an appropriate combination by considering about customers, products and competitors to achieving the same target. The significant promotional tools include a.) advertising, b.) sales by the salesperson which refers to inform the activity and motivates the market by the staff, c.) promotion, and d.) provide information and public relation. 4. Place or distribution refers to where the product will respond the needs of customers in the target market. 5. People consist of all staff in the organization that offer the service. It includes the owner, executives, and

employees at all levels, which all of them affect the quality of the service. The owner and executives are extremely important in determining the policy of the service, define the duties and responsibilities of staff at all levels, define the process of the service, as well as improve the services. The employees will be the person who directly provides the service to the customer and the support staff will be responsible for providing support services that are needed to complete all of the business' service. 6. The process is the step in service to deliver the quality of the service to the customers with fast and impressive way. In the production process, it relies on the process of decision making and operational process of service which needs the coordination between the work of the market and the work of production and service presentation. In general, the service typically involves with 2 aspects which are 6.1) the complexity of the process which related to the nature of the order or process of serving and 6.2) diversity in the process. And 7. Physical evidence and presentation refer to the environment that has the services and factor related to something that can be tangible that facilitate the operation and deliver the service such as uniform of staff, interior decoration of the service place, or the thing that consumers can easily notice in terms of physical such as the orderliness within the offices and the cleanliness of the buildings.

1.4. Thainess refers to Thai culture which includes everything in Thailand; the people, culture, lifestyle, architectures, nature, language, costumes and other thing that is handed down from generation to generation, or be updated to comply with the present living lifestyle. It might be in a traditional way and contemporary way of culture. In the Northern region of Thailand, the Thainess that are popular are including long boat racing festival, elephant back ordination procession festival (Buat Chang Hat Siao), Traditional Lanna New Year celebration, Yi Peng festival (The full moon day in the second month of the Lanna lunar calendar), Loi Krathong Sai Lai Prathip Phan Duang Festival, Sky lantern or floating lantern festival, Tan Kuay Salak festival, Chao Pho Chao Mae Pak Nam Pho procession, Thot Pha Pa Taew, Wian Tian Klang Nam ceremony (Tourism Authority of Thailand, 2015).

1.5. Understanding refers to knowledge which is the primary behavior that the learner may be recalled or seeing, hearing and remembering. Knowledge in this level includes knowledge of the definition, meaning, fact, rules, structure and solutions. The understanding may be in the form of "interpreting" skill which refers to the ability to write about the news by their own words and "giving the meaning" to express in the form of comments and conclusions, and include the ability to "predict" or expect what will happen. Sawasdee (1999) defined the meaning of knowledge that it means leaning which focus on remembering and recalling of the thinking, objects and phenomenon which is memory. It starts from simple things, independent, to the memory in more complex and has inter-relationship, understanding, and comprehension which are the intellectual ability to expand the knowledge and memory to wider in a reasonable way. It includes the behavior when there is something meaningful and the ability in interpreting, as well as to summarize or extend some information. From this definition, knowledge refers to thing, idea, beliefs, truth and

meaning that human create and produce by using facts, opinion, and logic through language, symbol and media. The understanding means the ability to apply knowledge appropriately which can be written the framework of the research as follows:

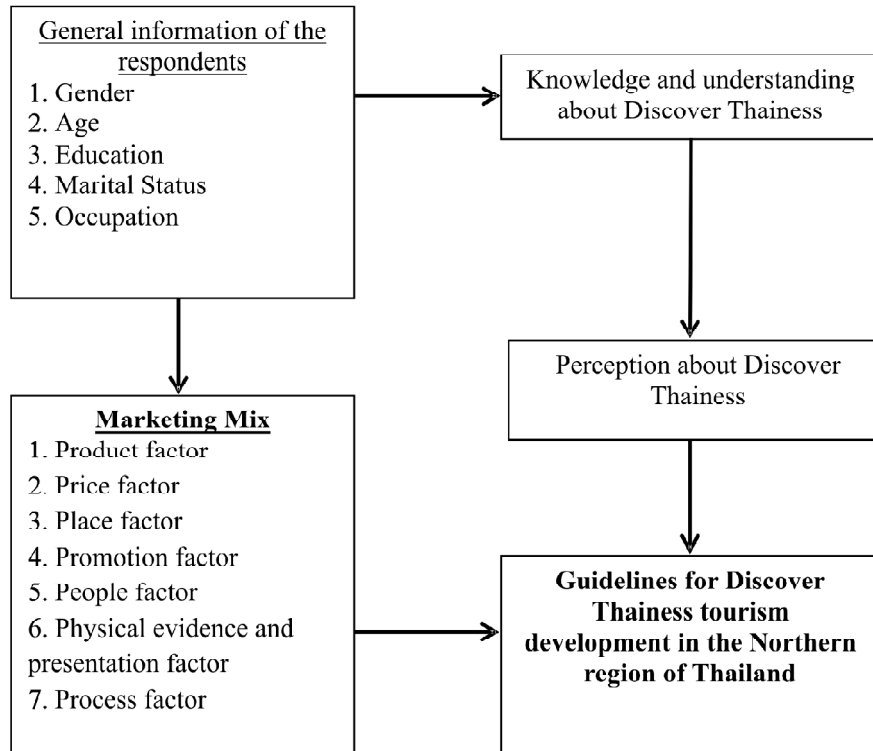


Figure 1: Research conceptual framework

2. Population and sample

Population and sample used in this research is foreign tourists who travel to the Northern region of Thailand total 3,345,629 samples (Tourism Authority of Thailand, 2014). The sample of this research using Yamane's formula of sample size (Yamane, 1970: 30-39). Set the confidence level at 95% and the margin of error at 5% led to 400 samples by the accidental sampling method in 8 provinces of the Northern region of Thailand which are Chiang Mai, Chiang Rai, Lampang, Lamphun, Phare, Nan, Payao, and Mae Hong Son with the same proportion at 50 samples in each province.

3. Research tools

The quantitative data collected by using a questionnaire which gathered within 7 months, from February to August 2015. The questionnaire is in English which created by the intention and the framework of the research. The questionnaire was translated

and verified by the language expert with the confidence level at 0.82. The questionnaire was divided into 4 parts as follows: Part 1; the general information of tourists, Part 2; tourism behavior, Part 3; knowledge and understanding about Discover Thainess, and Part 4; travelling decision on the Discover Thainess project. The marketing mix was rated in the questionnaire by using five-level Likert scale. The respondents chose from level 1 which means strongly disagree to level 5 which means strongly agree. The criteria of the average interpretation have 5 levels; 1.00-1.80 represented strongly disagree, while 4.21-5.00 represented strongly agree.

4. Data Analysis

Quantitative data analysis and descriptive statistics by finding the frequency and percentage were used in this research. The Individual In-Depth interview also used to find out the guideline of Discover Thainess tourism development in the Northern region of Thailand. As well as the Divergent interview to get the wider and accurate information from various group of people in order to achieve the objectives of the research framework. It also applied the relevant concepts and theories, and collecting data with Delphi Technique.

RESEARCH RESULT

The foreign tourists' behaviors and marketing mix towards "Discover Thainess" for tourism development guidelines in the Northern Region of Thailand found the general information of the respondents that they are 225 female represents 56.25% and 175 male represents 43.75%. Most of them aged between 23-32 years 114 respondents represent 28.5%, 33-42 years 96 respondents represent 24%, 43- 52 years 76 respondents represent 19%, 53 – 62 years 44 respondents represent 11% and age between 13-18 years and more than 63 years total 70 respondents represent 17.5% in descending order. Their marital status showed that the majority of them are married 164 respondents represent 41%, then single 158 respondents represent 39.5% and divorced 78 respondents represent 19.5%. Most of them are bachelor degree graduated 182 respondents represent 45.5%, lower than bachelor degree 146 respondents represent 36.5% and higher than bachelor degree 72 respondents represent 18%. 124 respondents represent 31% of them are business owner, 102 respondents represents 25.5% are students, 78 respondents represent 19.5% are office workers and 96 respondents represent 24 % of them works as other occupations.

The behavior on Discover Thainess found that nearly all of the foreign tourists have never been travelling for Discover Thainess project total 340 tourists, represent 85% and only 60 tourists who traveled for a Discover Thainess project which represent 15%. The tourism purposes, mainly 242 tourists travel for recreation (60.5%), 91 tourists travel to visit their relatives (22.75%) and the rest 67 tourists travel for educational purpose (16.75%). Most of the tourists travel with their family 223 people (55.75%), travel with their friends, 120 people (30%), travel with their colleague 35 people (8.75%) and 22 people (5.5%) travel alone. Regarding to the popular region to travel, 238 tourists

like to travel to the Northern region (59.5%), Central Thailand 83 tourists (20.75%), Southern region 51 tourists (12.75%) and Northeastern region 28 tourists (7%) in descending order. For the cost of travelling each trip per one person, 225 tourists use more than 3,000 Thai Baht (56.25%), 104 tourists use a range between 2,001-3,000 Thai Baht (26%) and 71 tourists use a range between 1,001-2,000 Thai Baht (17.8%).

Regarding to the “Discover Thainess” of foreign tourists, the result shows that 1.) The image of tourist attraction is at the highest level ($\bar{X}=4.57, SD.=0.26$), the important issues of the image of tourist attractions include conservation of the natural environment, fertility of the natural environment of the attractions, the uniqueness of tourist attractions, beauty of cultural attractions, ease of travel to the attractions and the beauty of natural attraction. 2) The image of tourist attraction in the highest level ($\bar{X}=4.54, SD.=0.18$) that are focused the most are the attractiveness of the local culture and society of the local area, the conservation of costumes of the local people, the charm of the local people’s lifestyle, and conservation of architecture and building in the local area with an average 4.80, 4.73, 4.57 and 4.54 in descending order.

Regarding to the knowledge and understanding about Discover Thainess, it is found out that majority of the tourists has no knowledge about Discover Thainess, total 354 tourists (88.5%), and has knowledge about Discover Thainess only 46 tourists (11.5%). It can be seen that tourists have no knowledge and understanding about Discover Thainess which the questions include: ‘Do you think Thai boxing, leapfrog, and hiding a cloth behind one’s back are part of Discover Thainess?’, ‘Is Phuket International Triathlon a part of Discover Thainess?’, ‘Do you think walking street market is part of Discover Thainess or not?’, ‘Do you think Thai houses are part of Discover Thainess?’, and so on. To accomplish Discover Thainess, there must have tourist attractions. The parts that tourists have correct knowledge and understanding included; tourism is the way to distribute money to the community, Discover Thainess is the tourism that focus on creating value in the eyes of tourists than income, and department stores are not part of Discover Thainess.

The factors that affect the decision making of tourists on Discover Thainess also show that the marketing mix affects the decisions of tourists to travel on the Discover Thainess project overall is at a good level ($\bar{X}=4.13, SD.=0.13$). Each aspect of the marketing mix has an effect on the decision as follows: 1.) Products affect tourists’ decision to travel on Discover Thainess in the highest level ($\bar{X}=4.29, SD.=0.34$). The first three features of products include; the variation of attraction (such as natural resources, culture, entertainment, and so on), food and beverage, and accommodation with the average of 4.81, 4.67 and 4.32 respectively. 2.) Price affects tourists’ decision to travel on Discover Thainess in high level ($\bar{X}=4.29, SD.=0.31$). The first three important features of price include; reasonable price of service and accommodation, reasonable price of food and beverage, and reasonable price of entrance fee of the

attraction (in case they charge) with the average of 4.65, 4.57 and 4.39 respectively. 3.) Place of distribution affects tourists' decision to travel on Discover Thainess in high level ($\bar{X} = 3.68$, $SD.= 0.51$). The first three important features of the place include; travel by the private car, purchase ticket and travel by bus, and purchase ticket and travel by plane, with the use of travel agency's service with the average of 4.34, 4.22, and 3.13 respectively. 4.) Promotion on tourism market affects tourists' decision to travel on Discover Thainess in the highest level ($\bar{X} = 4.54$, $SD.= 0.38$). The first three important features of the promotion include tourism city ranking of the provinces of the Northern region of Thailand on the website and in the magazine, the variety of service channels that give tourism information and discount, and the exhibitions and public relations about Discover Thainess of the provinces of the Northern region with the average of 4.65, 4.40 and 4.37 respectively. 5.) People affects tourists' decision to travel on Discover Thainess in high level ($\bar{X} = 3.69$, $SD.= 0.36$). The first three important features of people include; private or public staff who has knowledge about the tourist attraction, friendliness and politeness of the private or public staff, and adequacy of private or public staff's service at the tourist attractions with the average of 3.80, 3.76 and 3.51 respectively. 6.) Physical evidence affects tourists' decision to travel on Discover Thainess in the highest level ($\bar{X} = 4.31$, $SD.= 0.34$). The first three important features of physical evidence include; beauty and appropriate decoration of the attractions (such as scenery/ landscape), signs about location and tourist information, and cleanliness of the tourist attractions with the average of 4.55, 4.49 and 4.26 respectively. And 7.) The process affects tourists' decision to travel on Discover Thainess in the highest level ($\bar{X} = 4.45$, $SD.= 0.23$). The first three important features of the process include; quickness of accommodation and tourist information center, the adequacy and safety of the accommodation, and safety of the tourist attraction and cleanliness of the toilet with the average of 4.74, 4.73 and 4.72 respectively.

DISCUSSIONS AND CONCLUSIONS

The foreign tourists' behaviors towards "Discover Thainess" show that majority of the tourists have never been travelling on Discover Thainess, the purpose of their travel is for recreation which travel with their family. The popular destination is the Northern region of Thailand, the expenses for each trip per person range more than 30,000 Thai Baht. The perception of Discover Thainess of tourists in terms of the image of tourist attractions in the highest level which include; conservation of the natural environment, fertility and perfection of the natural environment of the attractions, the uniqueness of tourist attractions, beauty of cultural tourist attractions, ease of travel to the attractions, and the beauty of natural attractions. In terms of the image of tourist attraction in the highest level include; the attractiveness of the local culture and society of local area, the conservation of costumes of local people, the charm of local people's lifestyle, and conservation of architecture and building in local area. These

are consistent with the finding of the study of Changreungthong which stated that the feeling and the support about tourism information and tourism promotion activities will be able to attract the tourists. By the way, the tourist must have the convenience and easy to travel. It also depends on the purpose of travel, the cost of the travel, time of visiting an attraction, to search and join the activities, tourists' accompany, and the trends to promote tourism to get the return visitors.

Marketing mix factors that affect the decision making of tourists on Discover Thainess show that the overall marketing mix is in good level. 1.) Product affects the decision making on Discover Thainess in the highest level. 2.) Price affects the decision making on Discover Thainess in high level. 3.) Place affects the decision making of tourist on Discover Thainess in high level. 4.) Promotion affects the decision making on Discover Thainess in the highest level. 5.) People affect the decision making on Discover Thainess in high level. 6.) Physical evidence affects decision making on Discover Thainess in the highest level. These are corresponding with the concept of Allport (1967: 32-45), which defined the attitude as

"a mental and neural state of readiness, organized through experience, exerting a directive and dynamic influence upon the individual's response to all objects and situation with which it is related".

It is also in accordance with the concept of Maxwell, (1988:8), mentioned that tourism needs both knowledge and theory in order to manage and develop to achieve sustainability by focusing on all aspects which include the needs of tourists, tourist attraction, and community. The development of tourism infrastructure and facilities are needed to attract tourists, which should also focus on a variety of tourism activities such as nature, culture, tradition, safety and so on. Once the tourists visit, they learn and have some rest, then they will get the aesthetics in terms of both emotion and feeling which will lead to the impression. They will recognize the worth value of the time and money they pay, and their behavior will be a returned-travelers, as well as recommended to their intimate friends and family. At the same time, the community gets advantages on conservation of arts, cultures, tradition, and there is also the distribution of income among the community. These are corresponding to the work of Pongwiritthon and Pakvipak (2013) which stated that the needs of marketing mix leads to the suitable marketing mix strategy for Chiang Mai walking street market. Tourists' attitude towards the marketing mix of Chiang Mai walking street market in high level in overall. It is important to focus on the product development and design the marketing mix for sustainable tourism. It is also should focus on the product design and development according to the needs of tourists as Kano's Model that concentrates on products which include: 1.) Tourist attraction must be safe. 2.) Travelling program should be set up in advance. 3.) Price must be suitable for the products and services. 4.) There should have activities relevant with the festivals that focus on local culture and traditions. And 5.) Products in the area must be local products and represent local culture. Anyway, tourists who have different occupations, income, purpose to travel, frequency of travel and the return of the travel, will also reflect the different tourism behavior.

The data from the interviewing with the tourism business operators who provide the suggestion for tourism development can be analyzed and summarized that in order to establish the Discover Thainess for tourism development guidelines in the Northern Region of Thailand, it is important to focus on the following:

1. Preserve local culture, tradition, lifestyle and the context of the area by promoting the various forms of tourism. Find the uniqueness or strengths of the community or develop the tourism pattern to be unique for the specific community context. Facilities should be improve while the development still needs to concern about the characteristics of the culture, lifestyle and environment of the community.
2. Create the continuity of the natural resources and culture of tourist attraction by concerned about the carrying capacity in order to exploit the potential of tourist attraction and not affect the lifestyle of people in the community. It can be done by defining the use of space in order to not utilize more than the carrying capacity for tourism.
3. Quality focus on the quality of the environment, experiences, the recreation for tourists, and Thai lifestyle. To promote the creative economy and the development of innovative ideas will lead to value-add in the tourism products, and promoting investment for sustainable tourism that concern about values and the environment.
4. Create the balance between the needs of the tourism industry, the need of Thainess, and competency of resources in the context of the area.
5. Develop the visitor economy to be balanced and sustainable by using the strategy and develop the environment that contribute to the trade and investment in tourism with high value-added. As well as link the business of the community and promote the tourism potential to meet the needs of the target group.
6. Creating the society of culture, knowledge, wisdom, public mind, and develop the competency in the context of Discover Thainess to be ready for the change by using cultural and potential local wisdom promotion strategy to promote cultural tourism.
7. Manage natural resources, energy, and environment as the foundation of sustainable development by using participation promotion strategy in conservation, restoration, and protection of natural resources and environment in the sustainable way, while still concentrate on promoting the Discover Thainess tourism project.

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