

Tourism Demand for Lampang Province : A Quantitative Approach

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ABSTRACT

Lampang province is a famous province for tourism in Northern Thailand. The province is an only province in Thailand that let horse carriages operate for tourism. Moreover, there are a lot of tourism sites and events including historical, natural, and cultural sites and events. The research of “Tourism Demand for Lampang : A Quantitative Approach” was aimed to five objectives ; to construct a database of tourists visiting Lampang, to study the tourism demand for Lampang, to study factors affecting revisit to the province, to study factors affecting tourists’ expenditures in Lampang, and to investigate the potential of new tourism products in Lampang. Data collection was launched in 2003. The samples were divided into 3 groups: 520 Thai tourists found in Lampang, 500 Chiang Mai people, and 300 foreign tourists found in Chiang Mai. Total number of observations were 1,320.

Major finding for the Thai tourists found in Lampang was that Lampang was seemingly suitable for visitors driving private cars. It was because touring sites in Lampang were scattered and far away from one another. Major group of the tourists were youngsters, aging between 25 – 34 years old. Their salaries ranged between 5,000 – 8,000 baht per month. Mostly they came by group. Moreover, half of the Thai tourists were from the North.

Expectation of the natural beauty was the major drive for the Thai tourists to Lampang. After visiting, the tourists showed no difference between their satisfaction and the prior expectation. In addition, satisfied tourists also tended to purchase souvenirs and try new tourism products. The Thai tourists were statistically predictable to visit Lampang more than once a year (1.27 times). Besides, the number of visit would be increased if expenditures of the trip could be lessened. Income of tourists was another factor positively drove up the number of visit. Male tourists, furthermore, seemed to come back to visit Lampang more often than the female. The appreciation of touring sites especially the natural beauty played the major role for the demand to revisit.

Major finding for Chiang Mai people was that half of them were interested to visit Lampang in the next year round. This finding was supported by information that 20 percent of the Thai tourists found in Lampang were from Chiang Mai. The Chiang Mai market, accordingly, was thus at high potential for Lampang tourism promotion.