



**A STUDY OF MARKETING MIX FACTORS INFLUENCING
TOURIST'S TOURISM DECISION TO TRAVEL TO SUKHOTHAI**

By

Sudara Rattanakitrungrueang

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TOURIST'S TOURISM DECISION TO TRAVEL TO SUKHOTHAI**

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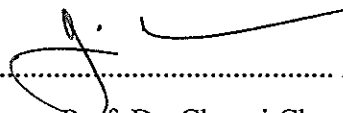
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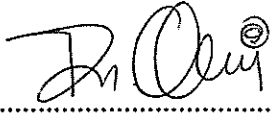
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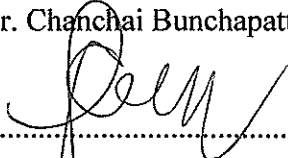
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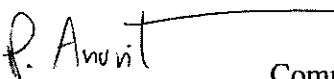
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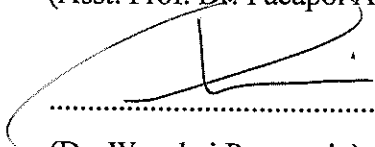

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Abstract

The main aim of this research was to investigate tourist's tourism decision to travel to Sukhothai with regard to revisiting and length of stay. The scope of this study was also based on Thai domestic tourists who traveled in Sukhothai. The study was a quantitative research, using structured questionnaire survey to collect data from 400 Thai tourists who were traveling to Sukhothai. Both descriptive and inferential statistics were used to analyze the result of this research.

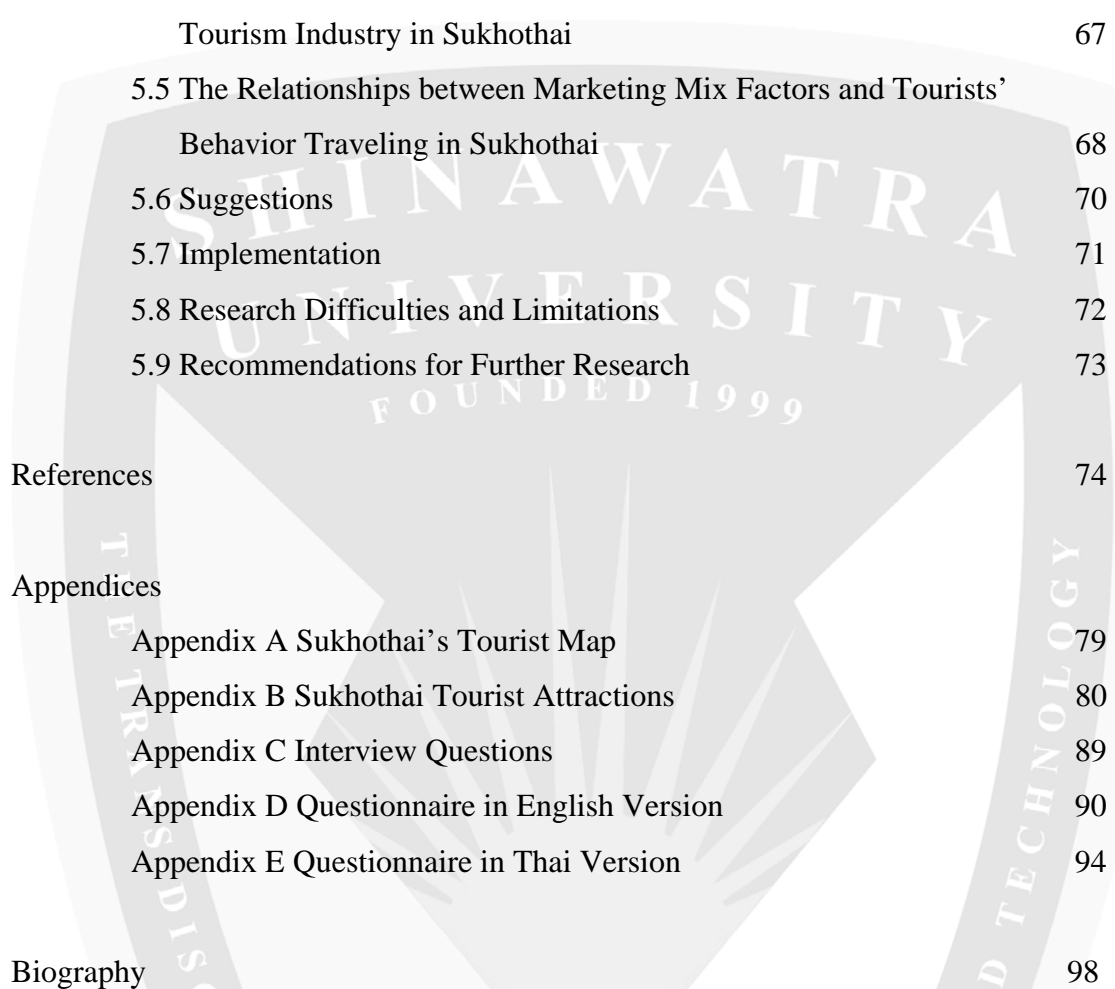
The findings from the descriptive analysis showed that the majority of the respondents were female and single. Their ages were between 20 – 29 years old, holding bachelor degrees, working in the private companies, and having an income less than 10,000 baht per month. They were more likely to be independent travelers than choosing package tourists, and they spent 300 to 600 baht per day per person excluding transportation fees to the province. The tourists preferred to stay two days in Sukhothai, and they visited the province average twice a year. For the marketing mix factors, several product factors were taken into account in the study and Loy Khra Thong festival was the most significant product factor influence on tourists' decision traveling to Sukhothai. Regard to the price factors, transportation fair had highest degree of influence on their trip to Sukhothai. For the place factors, the necessity of tour guide was the most influence factor on tourists' traveling to Sukhothai. Finally, for the promotion factors, tourism campaigns as Amazing Thailand, Unseen Thailand, and Happiness on Earth had most influence on tourists' traveling to Sukhothai. Moreover, the mass media such as television, radio, newspapers and magazines were the most effective marketing communication tools which the tourists received information and news about Sukhothai. From the study, product factors had the most influence followed by place factors, promotion factors, and price factors on tourists' decision traveling to Sukhothai respectively.

Keywords: Tourism
Tourism -- Thailand -- Sukhothai
Tourism -- Thailand -- Marketing

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The logo of Srinawatra University is a large, light gray shield shape. Inside the shield, the text "SRINAWATRA UNIVERSITY" is written in a large, serif font, with "FOUNDED 1999" below it. The shield is divided into four quadrants by a vertical line and a horizontal line. The text "INTERDISCIPLINARY RESEARCH" is written along the bottom left curve of the shield, and "UNIT OF SCIENCES AND TECHNOLOGY" is written along the bottom right curve.

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Chapter 1

Introduction

1.1 Background of the Study

The tourism industry has played a significant role in the Thai economy. According to the Central Bank of Thailand (BOT), during 2000 to 2004, the tourism industry accounted for 7.7 percent of the Gross Domestic Product (GDP) at the current price, which was comprised of the value contributed by tourism activities and non-tourism activities, which were about 4.9 and 2.8 percent respectively (Bank of Thailand [BOT], 2006). The World Travel and Tourism Council (WTTC) reviewed the importance of the tourism to the Thai economy which is about 812.2 billion baht, or 11.7 percent of the GDP, while that of other South-East Asia countries and the rest of the world are at 7.5 and 10.6 percent respectively (“Thailand Outlook,” 2006). Interestingly, the WTTC estimates the proportion of tourism accounted for as part of Thailand’s GDP will increase from 11.7 percent in 2005 to 12.6 percent in 2014 which means that the tourism industry will play a more important role in the Thai economy (“Thailand Outlook,” 2006). It must be recognized that new employment, new economic development and new incomes are primarily created in service activities (Illeris, 1996). Walailak (2001) also reported at the World Trade Organizations’ Tourism Symposium in 2001 that the tourism industry has played a major role in Thailand’s economic development for over 40 years.

The governments of most countries around the world encourage their people to travel domestically. One significant reason is that outbound tourists require foreign currency when they travel outside their own countries. This characteristic is similar to importing goods from international countries. Obviously, the more outbound tourism there is, the greater is the chance of a country facing a travel deficit. Therefore, the Ninth National Economic and Social Development Strategy of Thailand identified the development strategies for upgrading national competitiveness, with an emphasis on the promotion of service industries to create employment and improve income distribution. To this end, tourism should be developed in order to increase employment and distribution of income to local communities. Local participation in the development of high quality tourist attractions should be encouraged. Domestic tourism, and coordination of tourism development with neighboring countries, should

be encouraged. Development of new services, e.g., producer, business, and health services, should be supported consistent with local economic, social and cultural conditions (National Economic and Social Development Board of Thailand [NESDBT], 2006).

1.2 Statement of Problem

Attractions, because of their crucial role in drawing tourists, are the most important component of the tourism sector, and a major factor around which the development of a destination will depend (McIntosh, Goeldner, & Ritchie, 1995). Cultural tourism is one of the oldest tourism forms. It focuses upon the heritage and culture of a country and its people, preserved and portrayed in monuments, historic sites, traditional architecture, artifacts, events, and cultural attainments in the arts. A desire to seek out exotic venues has undoubtedly been one of the most important motivating forces for tourism throughout history (Weaver & Opperman, 2000). The United Nations' Educational, Scientific and Cultural Organization (UNESCO) under the terms of 'The Convention Concerning the Protection of the World Cultural and Natural Heritage' has compiled a world heritage list including 830 properties forming part of the cultural and natural heritage which it considers as having outstanding universal value. These include 644 cultural, 162 natural and 24 mixed properties in 138 States Parties, of which 5 properties are in Thailand (UNESCO World Heritage Centre, 2005).

In 1991 UNESCO's world heritage list describes properties forming part of the cultural heritage in Thailand including the historic city of Ayutthaya, and the historic town of Sukhothai and associated historic towns (UNESCO World Heritage Centre, 2005). Sukhothai was the first kingdom of the Thais in this peninsula; founded in the 13th century. Subsequently, Ayutthaya served as the Thai capital for 417 years (1350-1767: Kingdom of Ayutthaya) and it became one of Thailand's historical and majestic highlights (Thailand Index, 2006). Both properties consist of superb temples and monuments restored in Sukhothai Historical Park and Phra Nakhon Si Ayutthaya (or Ayutthaya in short) Historical Park, UNESCO World Heritage Sites are a must-see for all tourists (Thailand Index, 2006).

However, the Tourism Authority of Thailand's data indicates a different numbers of visitors and revenue generated by Ayutthaya and Sukhothai as shown in the Table 1.1.

Table 1 Domestic Tourism in Ayutthaya and Sukhothai in 2004

Type of Data (2004)	Ayutthaya		Sukhothai	
Visitor	3,023,933		672,881	
Thai		1,915,975		462,650
Foreigners		1,107,958		210,231
Average Expenditure (Baht/Person/Day)				
Visitor	1,262.24		1,087.31	
Thai		1,128.86		1,072.82
Foreigners		1,479.93		1,128.29
Revenue (Million Baht)				
Visitor	4,475.07		1,296.96	
Thai		2,481.69		945.20
Foreigners		1,993.38		351.76

Source: Tourism Authority of Thailand [TAT] (2005)

The number of visitors to Ayutthaya is higher than Sukhothai in every recorded year, as illustrated by the figures for 2004; the number of visitors are 3,023,933 and 672,881 for Ayutthaya and Sukhothai respectively. By the way, average expenditures for both provinces are relatively similar, about 1,100 baht per person per day. However, due to there being fewer visitors to Sukhothai, revenues are significantly different; 4,475 million baht for Ayutthaya and 1,296 million baht for Sukhothai.

Why does Sukhothai with numerous attractions particularly the cultural heritage site attract less domestic tourists than others? What are the main factors influencing tourists' tourism decisions? Therefore, the purpose of this study is to focus on the study of demographics and main marketing mix factors (product, price, place and promotion) that influence the tourism decisions of domestic tourists to visit UNESCO world cultural heritage sites in Thailand such as Sukhothai. The result of this study will be beneficial not only as a guideline for managing the cultural heritage sites more appropriately in terms of the profiles of appropriate domestic tourists to be suitable, but also the overall tourism at Sukhothai could be developed. Furthermore, the result can be useful to tour operators, hotels, restaurants, airlines, and local and national government organizations involved with tourism especially in for Sukhothai province. The dimension of tourism would definitely enrich the lives of visitors and the economy of the host province and the overall country. More specifically, tourist expenditures will increase as a result of a higher number of tourists and length of stay.

1.3 Objectives of Study

- 1) To identify profiles and/or characteristics of domestic tourists who traveled to and stayed in Sukhothai.
- 2) To study the relationships between demographic factors of domestic tourists and their decision to visit Sukhothai.
- 3) To study the influence of marketing mix on tourists' decisions to travel to Sukhothai.

1.4 Conceptual Framework

Independent Variables (IV) *Dependent Variables (DV)*

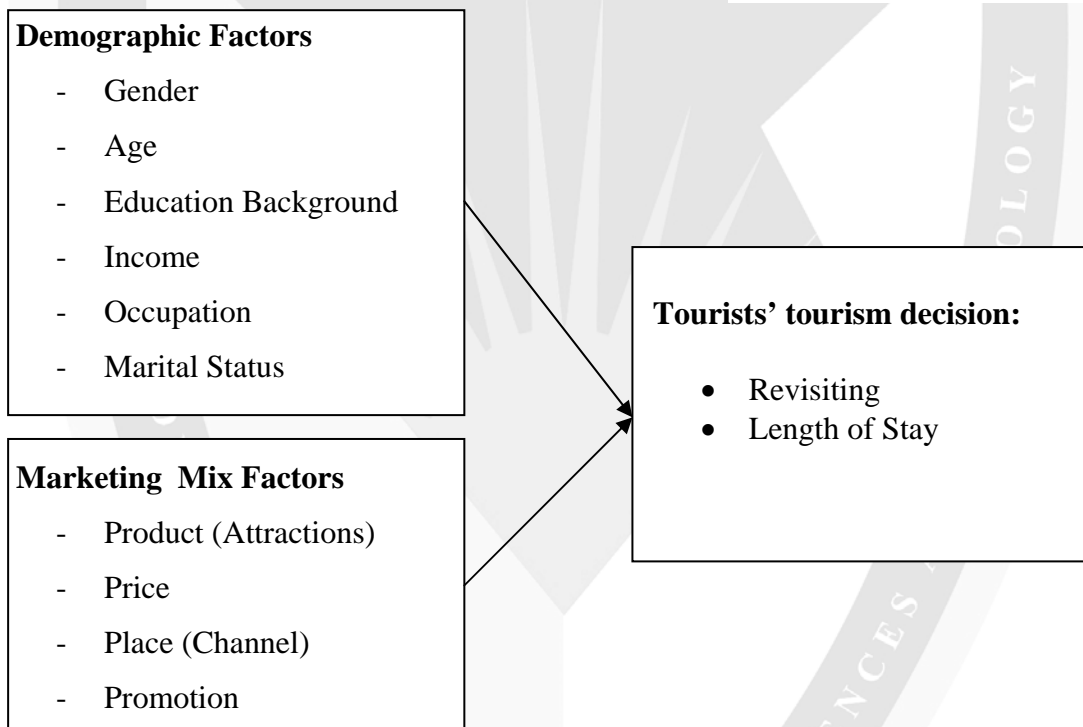


Figure 1 Conceptual Framework

1.5 Research Variables

In this study, there are two sets of independent variables (IV) including tourists' demographic backgrounds and marketing factors. Demographic factors consist of age, gender, education background, income level, occupation, and marital status. Marketing mix factors consist of product, price, place, and promotion. Dependent variables (DV) are domestic tourists' tourism decisions when traveling to Sukhothai in terms of revisiting and length of stay.

1.6 Hypotheses of Study

- Ho1* Tourists with different gender backgrounds are no different when deciding to visit Sukhothai.
- H1* Tourists with different gender backgrounds are different in their decisions to visit Sukhothai.
- Ho2* Tourists with different ages are no different when deciding to visit Sukhothai.
- H2* Tourists with different ages are different in their decisions visit Sukhothai.
- Ho3* Tourists with different education levels are no different when deciding to visit Sukhothai.
- H3* Tourists with different education levels are different in their decisions to visit Sukhothai.
- Ho4* Tourists with different income levels are no different when deciding to visit Sukhothai.
- H4* Tourists with different income levels are different in their decisions to visit Sukhothai.
- Ho5* Tourists with different occupations are no different when deciding to visit Sukhothai.
- H5* Tourists with different occupations are different in their decisions to visit Sukhothai.
- Ho6* Tourists with different marital statuses are no different when deciding to visit Sukhothai.
- H6* Tourists with different marital status are different in their decisions to visit Sukhothai.
- Ho7* There is no significant relationship between tourism products (attractions and facilities) and tourists' tourism decisions to visit Sukhothai.
- H7* There is a significant relationship between tourism products (attractions and facilities) and tourists' tourism decisions to visit Sukhothai.
- Ho8* There is no significant relationship between price (expenditure) and tourists' tourism decisions to visit Sukhothai.

H8 There is a significant relationship between price (expenditure) and tourists' tourism decisions to visit Sukhothai.

Ho9 There is no significant relationship between place (image, information and distribution channels) and tourists' tourism decisions to visit Sukhothai.

H9 There is a significant relationship between place (image, information and distribution channels) and tourists' tourism decisions to visit Sukhothai.

Ho10 There is no significant relationship between marketing promotion (advertising and sales promotions) and tourists' tourism decisions to visit Sukhothai.

H10 There is a significant relationship between marketing promotion (advertising and sales promotions) and tourists' tourism decisions to visit Sukhothai.

1.7 Research Outcomes

- 1) Basic understanding about the profiles and general characteristics of domestic tourists and the factors that influence domestic tourism decisions.
- 2) To promote and encourage domestic tourists to travel to Sukhothai.
- 3) Ways of developing hospitable sustainable tourism in cultural areas for domestic tourists.
- 4) Ways of managing attractions with high potential for tourism development.

1.8 Term of Definitions

Attraction: A place, event, building or area which tourists want to visit ("Description of Attraction," 2006).

Cultural Tourism: Travel for essentially cultural motivation which may include travel for specific purposes, for example, to attend festivals or to visit sites or monuments, or may be more broadly motivated by the desire to experience cultural diversity or to immerse oneself in the culture of a region (Lennon, 2001).

Domestic Tourism: Travel of Thai tourists whose itineraries are confined to Thailand; who visit another province or other provinces for his/her own reasons excluding work (Weaver & Oppermann, 2000).

Domestic Tourist: A Thai national whose age is over 15 and who lives permanently in Thailand not for not less than one year.

Product: Defined as tangible aspects, service element, and branding (Kotler, 2003). In this study the product was defined as attractions in Sukhothai and its facilities including accommodation, transportation, food and beverage, and merchandise.

Price: Discounting, value-for-money, and price level (Kotler, 2003).

Place: The role of intermediaries including image, information, and distribution channel (Kotler, 2003).

Promotion: Included advertising, public relations, selling, and sales promotion (Kotler, 2003).

Tourism: Comprised the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (Organization of American States [OAS], 1997).

Tourism Demand: Derived from tourists' demand to travel to attractions or tourist destinations.

Chapter 2

Literature Reviews

2.1 Background Information

From the study of marketing mix factors influencing tourist's tourism decision to travel to Sukhothai, literature reviews included theories and concepts, and past researches namely tourism definitions as well as cultural tourism; background of Sukhothai; tourism market demand; factors associated with increased tourism demand; pull factors influencing a destination; travel purpose; the marketing mix and tourist behavior; and the summary of main literature reviews, theoretical concepts, and past researches for demographic and marketing mix factors.

2.1.1 Main theories and concepts.

- Marketing theoretical concepts
- Tourism market demand theoretical concepts
- Cultural tourism concepts

2.1.2 Main past researches.

Chang (2005) studied segmenting tourists to aboriginal cultural festivals. The main objective was to profile tourists based upon their motives and demographic characteristics, as these traits were associated with attraction to aboriginal cultural festivals and other related activities. The research revealed that cultural exploration, among other motivational dimensions, was the most important factor attracting tourists to the aboriginal cultural festival. In addition, not all tourists had the same degree of interest in the festival cultural experience. Furthermore, motivational variables were found to be more important than demographic variables in explaining and segmenting visitors to an aboriginal festival.

Alegre and Pou (2005) studied the length of stay in the demand for tourism to examine the microeconomic determinants of the length of stay at one of the Mediterranean's leading sun-and-sand destinations. The estimation of a conditional demand function model highlights the explanatory power of the tourist's sociodemographic profile and of holiday characteristics, as well as the sensitivity of the length of stay to price changes.

Chandler and Costello (2002) studied a profile of visitors at heritage tourism destinations in East Tennessee according to Plog's lifestyle and activity level preferences model. The purpose of the study was to develop a profile of visitors to nationally significant heritage tourism destinations in East Tennessee that was based on demographics, lifestyle, and activity level preferences. The psychographic measures were tested for reliability and then compared to and contrasted with the demographic data that were provided by study participants. Findings confirmed that visitors at all destinations were extremely homogenous with regard to their demographics, lifestyle, and activity level preferences. A portion of these demographic similarities may be a result of the homogenous characteristics that are shared by the destinations themselves. The results of this study offer many opportunities, both for tourism marketing practitioners and researchers.

Supajittra (2000) analyzed the tourism potential of the Ayutthaya world heritage site in Thailand. The study revealed that Ayutthaya was not a strong repeat visit attraction for foreign tourists, although it was a repeat visit attraction for Thai tourists who normally visited on a day-trip. More alarmingly, Ayutthaya was tending to fall into the decline stage in its product life cycle due to a declining rate of tourist arrivals and strong competition with other destinations in Thailand.

Pisanu (1999) studied factors affecting the tourist's acceptance of the existing tourism in Thailand. The objectives were to study the demographic background of the tourists; to study the related factors of the tourist's acceptance in Thailand's tourist industry; and to study the marketing mix of the tourist industry.

2.2 Tourism Definitions

Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. It is the sum of the relationships arising from the interaction among tourists, business suppliers, host governments, host communities, origin governments, universities, community colleges and non-governmental organizations, in the process of attracting, transporting, hosting and managing these tourists and other visitors.

Culture and tourism have a significant relationship. Culture is the lifeblood of tourism. People travel not only to relax and recreate but to satisfy their need for diversity and their interest on how other people live in environments different from

their own. Culture is illustrated through religion, festivals, costumes, cuisine, arts and crafts, architecture, music and dance, folklore, and literature. People also travel for the specific purpose of visiting the great monuments and sites of the world such as the Great Wall of China. Cultural remainders may be preserved by using funds generated by tourism. In fact, those cultural remainders which have been abandoned suffer decay from lack of visitation.

Hollinshead (1996) reported that cultural tourism is rapidly developing as one of the major growth segments of the tourism industry. This explosive growth in popularity has caused many researchers to search for causes and demands. The explanations that have been offered for the popularity of cultural tourism are varied, but everyone tends to agree that tourists want more cultural experiences, whether these are meaningful and authentic or shallow forms of entertainment.

On the other hand, culture can be commercialized and simply become a commodity to serve tourists. In the process, it gets despoiled and degraded. Culture and tourism must be mutually supportive of each other to make the relationship sustainable. The nurturance of this relationship needs the full cooperation of the public and private sector working alongside with local communities.

2.3 Background of Sukhothai

Sukhothai literally means dawn of happiness. Found in the 13th century, it was the first truly independent Thai Kingdom, which enjoyed a golden age under King Ramkhamhaeng, credited with creating the Thai alphabet. The superb temples and monuments of this great city have been lovingly restored in Sukhothai Historical Park, a UNESCO World Heritage Site and a must-see for all travelers.

Table 2.1 Attractions in Various Villages of Sukhothai Province Classified by Attraction's characteristic, 2004

	District (Amphoe)	Attractions					
		Natural		Historical		Cultural, Traditional, and Social Life	
		Number of Villages	Number of Attractions	Number of Villages	Number of Attractions	Number of Villages	Number of Attractions
1	Muang Sukhotai	7	7	3	7	2	2
2	Ban Dan Lan Hoi	5	6	-	-	3	3
3	Khiri Mat	8	8	4	7	5	5
4	Kong Krailat	1	1	3	4	2	3
5	Si Satchanalai	13	14	3	4	13	15
6	Si Samrong	4	5	1	1	6	6
7	Sawankhalok	3	3	2	2	-	-
8	Si Nakhon	-	-	-	-	3	3
9	Thung Saliam	4	4	1	1	3	4
	Total	45	48	17	26	37	41

Source: National Statistics Organization of Thailand [NSO] (2006)

Sukhothai is located on the lower edge of the northern region, 427 kilometers north of Bangkok or some 298 kilometers south of Chiang Mai. The province covers some 6,596 square kilometers and is divided into 9 Amphoes: Muang Sukhothai, Ban Dan Lan Hoi, Khiri Mat, Kong Krailat, Sawankhalok, Si Nakhon, Si Samrong, Si Satchanalai and Thung Saliam with total 115 attractions located there.

2.3.1 Historical background of Sukhothai province.

Sukhothai was the first kingdom of the Thais in this peninsula. Two princes- Pho Khun Pha Muang and Pho Khun Bang Klang Hao combined their forces and fought the Khmers who commanded an extensive empire throughout this part of the world.

They drove the Khmers out of Sukhothai, a major frontier post of the Khmer Empire, and established it as their capital in 1238. Pho Khun Bang Klang Hao, urged by the people to be king, was enthroned with the royal title of Pho Khun Si Indrathit. King Si Indrathit had two sons-Pho Khun Ban Mueang and Pho Khun Ramkhamhaeng. After his death, Pho Khun Ban Mueang succeeded him. His brother,

Pho Khun Ramkhamhaeng, ascended the throne in 1278 and reigned for forty years. He was Thailand's first great king.

One of Thailand's finest warriors, King Ramkhamhaeng made Sukhothai a powerful and extensive kingdom which included many parts of what are today neighboring countries. A number of ancient cities paid him tribute. King Ramkhamhaeng opened direct political relations with China and made two trips to China - the first in 1282 to visit Emperor Kublai Khan and the second in 1300 after Kublai Khans death. From the second visit, he brought back Chinese artisans who taught the Thais the art of pottery. Today, the old Sangkhalok Potteries are eagerly sought by collectors.

A major achievement of King Ramkhamhaeng was the revision of various forms of Khmer alphabets into a system suitable for the writing of Thai words. The alphabet that he invented in 1283 was essentially the same as that in use today. During his reign, there was prosperity and happiness. There was water in the paddy-fields and fish in the water.

A stone inscription reads in part, This Muang Sukhothai is good. In the water there are fish; in the field there is rice. The ruler does not charge a tax on the people who travel along the road together, leading their oxen on the way to trade and riding their horses on the way to sell. Whoever wants to trade in elephants, so trades. Whoever wants to trade in horses, so trades. Whoever wants to trade in silver and gold, so trades.

King Ramkhamhaeng also promoted religion and culture, and through his efforts, Buddhism progressed among the people. Inspirational faith gave birth to classic forms of Thai religious arts. Images of the Lord Buddha sculptured during the Sukhothai Era are cultural treasures which impart a feeling of peace and serenity. A total of eight kings ruled Sukhothai. The gradual decline of Sukhothai occurred during the reigns of the last two kings. The end of this first Thai kingdom occurred in 1365 when it became a vassal state of Ayutthaya, a young and rising power to the south. Ayutthaya became the capital of Thailand before Thon Buri and Bangkok.

2.3.2 Transportation and tourism to Sukhothai.

There are three basic transportation modes to Sukhothai: air, road, and railroad. By car, the distances from Sukhothai to neighboring provinces are: to Pitsanulok 59 kilometers, to Kamphaeng Phet 77 kilometers, to Tak 79 kilometers, to Uttaradit 100

kilometers, to Phrae 165 kilometers, and to Lampang 207 kilometers. By bus, air-conditioned buses depart from Bangkok's Mochit 2 Bus Terminal to Sukhothai daily between 9.45 a.m. and 10.20 p.m., frequently during the morning. The journey takes 7 hours. By train, there are no trains going directly to Sukhothai. One may travel by train to Phitsanulok and then take a local bus to Sukhothai, about 59 kilometres away. By plane, Bangkok Airways flies from Bangkok to Sukhothai daily for 1-hour journey. Sukhothai Airport is about 40 kilometres north of the town.

Bangkok Airways' second airport at Sukhothai, located in the Sawankhalok district, began construction in 1992 and was officially opened to serve its first flight on April 12, 1996. Built over a 2,000-rai (acre) area, the facility comprises of a 2,100 meters long runway and is operated in accordance with The Civil Aviation Department of Thailand's safety standards. Sukhothai Airport's open-air passenger terminals are uniquely constructed to resemble the classic Siamese pagodas found in Sukhothai's rich history as Thailand's ancient capital. Bangkok Airways also grows special organic rice from the surrounding rice paddies within Sukhothai Airport's area—which the airlines then serves these naturally-grown organic rice onboard as part of its appetizing in-flight menu. Bangkok Airways uses Sukhothai Airport as a domestic base hub to link air transportation between other Indochina countries. Its goal is to promote tourism in both the northern region of Thailand and the culturally rich destinations along the Mekong region (Bangkok Airways, 2006).

2.3.3 Sukhothai attractions.

There are many attractions in Sukhothai which mainly including historical sites, natural sites, social life, and festivals.

For festivals, Loi Krathong and Candle Festival is well-known in Sukhothai. Sukhothai's Loi Krathong is held annually on the full moon night of the 12th lunar month at the Sukhothai Historical Park. Activities during the festival include krathong floating, a fireworks display, and local games and performances amid the glamorous atmosphere of the Sukhothai Historical Park; Si Satchanalai Ordination Celebration. Called by Thais as "Buat Chang Hat Siao", this local event is held annually during 7-8 April at Ban Hat Siao, Amphoe Si Satchanalai. It features a spectacular procession of ordination candidates in colourful costumes on the backs of some 20-30 decorated elephants. The ceremony has been arranged by Thai Phuan, the citizens of Ban Hat Siao for more than 150 years; and Songkran Festival. This is an annual celebration of

the Thai New Year, 13 April. The festival was mentioned in the famous stone inscription believed to be inscribed during the reign of King Ramkhamhaeng the Great of the Sukhothai Kingdom.

For historical, natural, and social life sites provided as tourist attractions which locate in Sukhothai are as follows: Ramkhamhaeng National Park Khao Luang Sukhothai, Fish Museum in Amphoe Mueang (Mueang District), Phra Mae Ya Shrine, Sangkhalok Museum, Sukhothai Historical Park, the Royal Palace, Wat Mahathat or Mahathat Temple, King Ramkhamhaeng Monument, Wat Si Sawai or Si Sawai Temple, Wat Traphang-Ngoen or Traphang-Ngoen Temple, Wat Chana Songkhram or Chana Songkhram Temple, Wat Sa-Si or Sa-Si Temple, San-Ta-Pha-Daeng or Deity Shrine, Wat Mai or Mai Temple, the Ramkhamhaeng National Museum, Wat Traphang Thong or Traphang Thong Temple, Wat Phra Phai Luang or Phra Phai Luang Temple, Wat Si Chum or Si Chum Temple, Wat Saphan Hin or Saphan Hin Temple, Wat Chang Rop or Chang Rop Temple, Phra-Ruang Dam, Wat Chetuphon or Chetuphon Temple, Wat Chang Lom or Chang Lom Temple, Wat Traphang Thonglang or Traphang Thonglang Temple, Sawankhaworanayok National Museum, Celadon Kiln Site Study and Conservation Centre, Si Satchanalai Historical Park, Phra Si Rattana Mahathat Temple also called Phra Borommathat Muang Chaliang Temple or Phra Prang Temple, Khao Phanom Phloeng Temple, Khao Suwan Khiri Temple, Chang Lom Temple, Chedi Chet Thaeo Temple, Suan Kaeo Utthayan Yai Temple, Nang Phaya Temple, Suan Kaeo Utthayan Noi Temple, and Si Satchanalai National Park (*see* more information of each attraction available at appendix B).

Additionally, facilities also provided to tourists who travel in Sukhothai which including accommodations as hotel, guest house, bungalow, resort, and accommodation in historical park; restaurants; souvenir shops; and car rent service.

2.3.4 Local products.

The well-known local products for Sukhothai are fried peanuts, Hat Siao fabric, Sangkhalok ceramics, and gold and silver ornaments.

Fried peanuts of Si Samrong district, also called 200-year fried peanuts are a tribute to a technique which has been inherited for many generations. Hat Siao Fabric is famous for handwoven cloth. Hat Siao is a village in Si Satchanalai district. Hat Siao fabric comes with an embossed-end, done by people who are the descendants of Thai Phuan who migrated from Laos. The fabric is available in many shops in Si

Satchanalai. Sangkhalok ceramics are best bought newly made since they are as beautiful as the original. Thung Luang Terra Cotta as gold and silver ornaments is an ancient-looking gold and silver products of Si Satchanalai district and entirely hand-made by distinguished skilled workers.

2.4 Tourism Market Demand

The size of a market is measured by the total number of people who want a particular type of product or service to satisfy their needs; this is called market demand (Wearne, 2001). The development of most markets follows the stage of market development from introduction, growth, mature and decline. An innovation is any good, service, or idea that is perceived by someone as new. The consumer-adoption process focuses on the mental process through which an individual passes from first hearing about an innovation to final adoption. Adopters of new products or services have been observed to move through four stages:

- 1) *Awareness*: The consumer becomes aware of the innovation but lacks information about it.
- 2) *Interest*: The consumer is stimulated to seek information about the innovation.
- 3) *Evaluation*: The consumer considers whether to try the innovation.
- 4) *Adoption*: The consumer decides to make full and regular use of innovation.

Moreover, there are five adopter groups as differing in their value orientations. The first group of customers to enter the market is referred to as the innovators. The early adopters are the second group of customers to enter the market, they are guided by respect; they are opinion leaders in their communities and adopt new ideas early but carefully. The next group of customers, the early majority, represents the leading wave or edge of the mass market; their entry signifies the beginning of the growth stage as mass tourism. Consequently, the late majority adopt an idea after a majority has tried it. Finally, laggards are tradition-bound; they are suspicious of change. Hill and Jones indicate that most market demand and industry profits arise when the early and late majorities enter the market.

Nuttakarn (1999) studied determinants of demand for domestic tourism and average expenditure of tourists from Bangkok. The findings show that the important

factors determining average expenditure of Bangkokian tourists included the destination and household's income that affected the average expenditure in positive relationship.

2.5 Factors Associated with Increased Tourism Demand

2.5.1 Push factors influencing a destination.

Many of generic factors that influence the growth of tourism and have stimulated the demand for tourism called as push factors. Five main push factors are considered namely economic, social, demographic, technological, and political factors.

1) *Economic factors*

The most important economic factor associated with an increased demand for tourism is the level of affluence in a particular country. In general, the scope and volume of tourism increases as a society becomes more economically developed and as more discretionary household income is subsequently made available to an ever-widening portion of the population. Discretionary household income is the money that remains available to a household after the basic needs of food, clothing, transportation, education and housing have been met. Economic wealth is most commonly measured by the per capita Gross National Product (GNP), or the total value of all goods and services produced by the country in a given year divided by the total resident population. Bank of Thailand (BOT) reports that Thailand GDP per capita is 107,089 baht in 2005 (BOT, 2006).

With a well-developed infrastructure, a free-enterprise economy, and pro-investment policies, Thailand appears to have fully recovered from the 1997-98 Asian Financial Crisis. The country was one of East Asia's best performers in 2002-2004. Boosted by increased consumption and strong export growth, the Thai economy grew 6.9% in 2003 and 6.1% in 2004 despite a sluggish global economy. Bangkok has pursued preferential trade agreements with a variety of partners in an effort to boost exports and to maintain high growth. In 2004, Thailand and the US began negotiations on a Free Trade Agreement. In late December 2004, a major tsunami took 8,500 lives in Thailand and caused massive destruction of property in the southern provinces of Krabi, Phangnga, and Phuket. Growth slowed to 4.4% in 2005. The downturn can be attributed to high oil prices, weaker demand from Western markets, and severe drought in rural regions, tsunami-related declines in tourism, and

lower consumer confidence. Moreover, the Thaksin administration's expansionist economic policies, including plans for multi-billion-dollar mega-projects in infrastructure and social development, has raised concerns about fiscal discipline and the health of financial institutions. On the positive side, the Thai economy performed well beginning in the third quarter of 2005. Export-oriented manufacturing - in particular automobile production - and farm output are driving these gains. In 2006, the economy should benefit from an influx of investment and a revived tourism sector; however, a possible avian flu epidemic could significantly harm economic prospects throughout the region ("CIA World Fact Book," 2006).

2) *Social factors*

The major social trends that have influenced participation in tourism are the increase in discretionary time, its changing distribution and shifts in the way that society perceives this use of time. Thailand's national public holidays are linked to religious or agricultural traditions and follow the lunar calendar, therefore the dates for some of the holidays change each year. Additionally, national public holidays in Thailand are thirteen days, namely New Year's Day, Makha Bucha Day, Chakri Day, National Labor Day, Coronation Day, Visakha Bucha Day, Asnha Bucha Day, Khao Phansa Day, HM the Queen's Birthday, Chulalongkorn Day, HM the King's Birthday, Constitution Day and New Year's Eve. The holiday portion of the reduced working year made lengthy domestic and international holidays accessible for the first time to the bulk of the population, depending on the extent to which each household identified such activities as the preferred use of its discretionary time.

Wearne (2001) studied that adjustments to social change for instance have become necessary on several occasions in recent years. The surge in the numbers of backpackers for example, has created a growth in places which offer simple, low cost accommodation and meals. Many two and three-star operations have successfully made this type of transition (Wearne, 2001).

Derive from technological development; machine plays more important role in substitute to manpower. Additionally, Human nature needs rest and relaxation from work; psychologist also mentions that human are eager to seek the novel stimulation. As the result, number of tourists increases in order for rest and novel knowledge.

3) Demographic factors

Distinctive demographic transformations, at least four of which increase the propensity of the population to engage in tourism-related activities that are reduced family size, population increase, urbanization, and increased life expectancy. Chandler and Costello (2002) examined a profile of visitors to nationally significant heritage tourism destinations in East Tennessee and the findings confirmed that visitors at all destinations were extremely homogeneous with regard to their demographics and their lifestyle and activity level preferences.

One of the factors that accounts for this trend is the decline in infant mortality rates. Due to the costs of raising children, small family size is usually equated with larger amounts of discretionary time and household income. Also of great importance is the entry of women into the workforce, the elimination of children as a significant source of labor and the desire of households to attain a high level of material wellbeing.

Besides reduced family size factor, population increase trend is accounted. All things being equal, a larger population base equates with a larger overall incidence of tourism activity. Rapid population growth is a typical process within this phase due to the wide gap between the birth and death rates. According to the data from CIA the world fact book, population growth rate of Thailand is 0.68 percent; birth rate is 13.87 births per 1,000 populations and death rate is 7.04 deaths per 1,000 populations (“CIA World Fact Book,” 2006). The overall pattern of population increase also influenced by the maintenance of high immigration levels.

The population becomes increasingly educated and urbanized; the concentration of population within large urban areas seems to increase the desire and tendency to engage in tourism due to the association of cities with higher levels of discretionary income and education, and lower family size. Thailand has high levels of urban population. Bangkok as capital city of Thailand consists of about 10 million population out of 60 million citizens from overall country; 16.7 percent of population is crowded when comparing as one province to 76 provinces for Thailand.

Moreover, the increase in life expectancy brought about by the technological advances of the industrial and post-industrial eras. In Thailand, life expectancy at birth for total population is 72.25 years: 69.95 for male and 74.68 years for female (“CIA World Fact Book,” 2006).

4) Technological factors

The crucial role of transportation in the diffusion of tourism has already been illustrated by the influence of the railway on the development of seaside resorts and by the steamship on incipient long-haul tourism during the late 1800s. As important as these were, however, they pale in comparison to the impact of aircraft and the car. Interestingly, there is no major new innovation comparable in their impacts on tourism to the jet engine or the jumbo jet has been introduced for the past three decades.

Transportations include road, railroad, air and marine transportation. Road transportation consists of own car, taxi, minibus, normal bus (cream-blue/cream-red), express bus, air conditioned bus, air conditioned minibus, and coach. Railroad usually refers to train which in Bangkok including sky train (BTS) and underground train (MRT). Air transportation usually refers to airplane and helicopter. Marine transportation consists of express boat, long-tail boat, ferry, and cruiser.

Information technologies have also played an important role in the diffusion of tourism. Computerized reservation systems (CRS), for example, are the norm among travel agencies and carriers, providing greater flexibility (and thus even further departure from the standardization and rigidity of industrial era modes of service), integration with other components of the industry and improved cost effectiveness. In addition, virtual reality (VR) technologies have an enormous potential to redefine the tourism industry. On the other hand, such experiences very realistic that they themselves will emerge as substitutes for actual travel to those destinations. This could prove disadvantageous to certain traditional components of the travel industry, but advantageous to destinations experiencing the negative impacts of excessive visitation levels.

5) Political factors

Tourism is fundamentally dependent on the freedom of people to travel both internationally and within their own countries. Thailand is governed by constitutional monarchy. Political accessibility refers to the conditions under which visitors are allowed entry into a destination. Except in authoritarian states, where strict restrictions on internal travel are often imposed, political access is not a significant issue in domestic tourism.

2.5.2 Pull factors influencing a destination.

There are general factors that can potentially encourage or dissuade tourist traffic to any particular destination. These pull factors are distinct from the push factors as they focused on the supply side of the tourism equation. As with the push factors, the use of the term pull is metaphorical, since, of course, there is no actual physical pulling of tourists into a destination, or pushing of tourists out of a particular origin region.

One very important implication of this geographical differentiation between supply and demand is that, generally speaking, destinations are better positioned to exert influence over the pull factors than they are over the push factors (Weaver & Opperman, 2000).

1) Geographical proximity to markets

Controlling for all other factors, an inverse relationship is likely to exist between the volume of traffic flowing from an origin region to a destination region and the distance separating the two. That is, the number of visitors from origin A to destination B will decrease as distance between A and B increases, owing to higher transportation costs and extended travel times. In addition, the volume of traffic will be proportional to the size and prosperity of the origin market, with large and wealthy markets generating larger flows. Sukhothai is located on the lower edge of the northern region, 427 kilometers north of Bangkok whereas Ayutthaya situated only 86 kilometers north of Bangkok.

2) Accessibility to markets

The effects of distance can potentially be neutralized by developments that make destinations more accessible to origin regions. This issue can be assessed in terms of infrastructural accessibility and political accessibility. Infrastructural accessibility refers to the availability and quality of transportation linkages such as air routes, highways, ferry links, and so on, within relevant transit provinces, and of similarly effective gateway facilities such as seaports and airports within the destination and origin provinces. Whether or not a suitable degree of physical accessibility can be maintained depends on many factors, including the availability of funds, physical barriers (including distance itself) and the ability to cooperate with

other destinations and intervening jurisdictions in the transit region to establish effective air, land and sea linkages.

3) *Availability of attractions*

There is widespread agreement among tourism researchers that attractions, because of their crucial role in drawing tourists, are the most important component of the tourism sector, and a major factor around which the development of a destination will depend. The ability of a destination to draw visitors depends on factors such as the quality, quantity, diversity, uniqueness and accessibility of its attraction assets.

Attractions is their susceptibility to fashion and social change, suggesting that the ability of a destination to manipulate the incoming tourists flow will always be subject to demand-side factors beyond its control.

4) *Cultural links*

A desire to seek out exotic venues has undoubtedly been one of the most important motivating forces for tourism throughout history.

5) *Availability of services*

With only a few exceptions, tourists will avoid attractions if affiliated services are unavailable or of poor quality (Weaver & Opperman, 2000). The importance of transportation access must be added the presence of adequate tourism-related facilities such as accommodation, toilets, dining facilities and visitor bureaus.

6) *Affordability*

All other factors being equal, reductions in cost will generate increases in the number of tourist arrivals to a destination, as demonstrated with respect to the effect of distance on transportation costs. The cost of living in a destination region relative to an origin area is another important factor, since a high proportion of total trip costs are normally incurred within the destination. Alternatively, they may restructure their marketing campaigns to attract higher-end markets that are less sensitive to monetary cost.

7) *Peace and stability*

The tourist market is sensitive to the existence of social or political instability within destinations. Accordingly, and not surprisingly, significant declines in the number of tourist arrivals have occurred during periods of Tsunami in late December 2004. Growth slowed to 4.4% in 2005 (“CIA World Fact Book,” 2006). The negative effect of instability on tourism, moreover, is not necessarily confined to the period of actual conflict as Thailand is currently facing armed violence in its three Muslim-majority southernmost provinces.

However, developments that may assist anti-tourist terrorism include increased security among non-tourist foreigners and growing public frustration with the peace process.

8) *Positive market image*

Images are of immense importance in discretionary forms of tourism such as recreational vacations, where the destination is not predetermined by business or social considerations. This is because the product, at least for first-time visitors, is an intangible one that cannot be directly experienced prior to its consumption. In these cases, potential visitors must rely on their images in arriving at a decision to patronize one destination over another. Accordingly, image research within the field of tourism studies has generally tended to focus on the market awareness and evaluation of destinations and their products, in order to better inform the marketing effort. To culminate in an actual visit, the potential tourist must first be aware that a destination exists.

9) *Pro-tourism policies*

The pull effect of a destination can be positively influenced by the introduction and reinforcement of pro-tourism policies. Governments as Tourism Authority of Thailand (TAT) can and often do employ awareness campaigns among the resident population to promote a welcoming attitude towards visitors, in order to foster a positive market image. Moreover, the pro-tourist behavior of individual hotel employees, travel guides and customs officials should be exercised, encouraged, and rewarded.

2.6 Travel Purpose

Clearly, not all purposes for traveling qualify as tourism. According to the WTO, major exclusions include travel by active military personnel, daily routine trips, commuter traffic, migrant and guest worker flows, nomadic movements, refugee arrivals and travel by diplomats and consular representatives. The purposes that do qualify as tourism fall into three major categories: leisure/recreation, visiting friends and relatives (VFR), and business.

By the way, many tourists involve multipurpose travel, which introduces some confounding elements into the process of data classification and analysis.

1) *Leisure/recreation*

Leisure and recreation are just two components within a constellation of related purposes that also includes vacation, rest and relaxation, pleasure and holiday. This is the category that usually comes to mind when we try to imagine the stereotypical tourism experience. While tourism does, of course, involve other motives and purposes, leisure/recreation unquestionably accounts for the largest single share of tourist activity at a global level.

2) *Visiting friends and relatives (VFR)*

One very important management implication of this fact is that, unlike pleasure travel, the destination decision is normally predetermined by the place of residence of a person's friends and relatives.

3) *Business*

Business tourists are constrained in their travel decisions by the nature of the business that they are required to undertake. Assuming that the appropriate spatial and temporal criteria are met, business travel is a form of tourism only if the traveler is not paid from a source based in the destination.

4) *Sport*

Sport-related tourism involves the travel of athletes, trainer and others associated with competitions and training. The sport purpose may be less important than the three largest categories. However, it is potentially more important at a local or regional scale especially during sporting events such as the Olympic Games.

5) *Spiritual and health*

Spiritual motivation includes travel for religious purposes. Religious travel is extremely important in Saudi Arabia due to the annual pilgrimage Hajj to Mecca by Muslims from around the world, and also in India's domestic tourism sector.

6) *Study*

Although study is in the qualifying WTO criteria of tourism, most people do not naturally associate with tourism. However, students have a very large relative impact on the host countries because of the nature of their stay and the large expenditures -including tuition- that are made during periods of stay.

2.7 The Marketing Mix and Tourist Behavior

Kotler (2003) said, once they have obtained their research data on consumer behavior, tourism organizations have manipulated their marketing mix or 4'P's', to reflect the nature of their target markets which including:

- *Product*: tangible aspects, service element, branding
- *Price*: discounting, value-for-money
- *Place*: the role of intermediaries, direct sell
- *Promotion*: advertising, brochures, sales promotions

Once the tourism organization has identified its target customers, it must try to understand their behavior and try and reflect this in their marketing programs. The marketing mix is the set of variables that the organization can alter in the short term and the long term, in order to satisfy their customer requirements. The marketing mix is composed of the product, the price, the place and the promotion. These four components of the marketing mix can be amended separately or in combination with one or more of the other components. The marketing mix is therefore like a set of levers which the organization can adjust to meet their aims.

2.7.1 Product.

The tourism product can be defined as the combination of tourist attractions. The tourism product must be designed or amended to reflect consumer needs and wants. One of the key objectives for any tourism organization is product positioning

which was defined by Kotler (2003) as the way in which the product is defined by consumers on important attributes – the place the product occupies in the consumers' minds.

The correct positioning of a product will mean that the consumer can recognize it as being distinct from the competitor's product because theirs will be unique; often intangible elements are associated with the product which will allow the organization to differentiate their offerings.

Vogt and Andereck (2003) investigated change in destination perception during the course of a vacation. Cognitive perceptions were represented by destination knowledge and affective perceptions by destination desirability. Desirability perceptions of the destination changed only slightly, and experience or length of stay did not explain any of the change.

The organization must understand their consumer's needs and wants before they can correctly position their products and services in relation to their competitor's products. They will also have to study the market and the competition before they can effectively spot a gap in the market place which they can exploit. Organizations often use positioning maps to help them spot an opportunity in a particular market place. To terminate in an actual visit, the potential tourist must first be aware that a destination exists.

Consumer preferences were moving towards being more budget conscious as a result of the recession that gripped the country during the early 1990s. Consumers wanted better value for money products and were prepared to sacrifice high levels of service to achieve this. The correct positioning of the product to reflect consumer behavior is therefore vital for the organization. The position of the product in the product life cycle as shown in figure 2.1 will also mean that a particular type of consumer will be attracted to the product, and that the marketing program will have to reflect their needs and wants. The product life cycle incorporates four main stages which are introduction, growth, maturity, and decline.

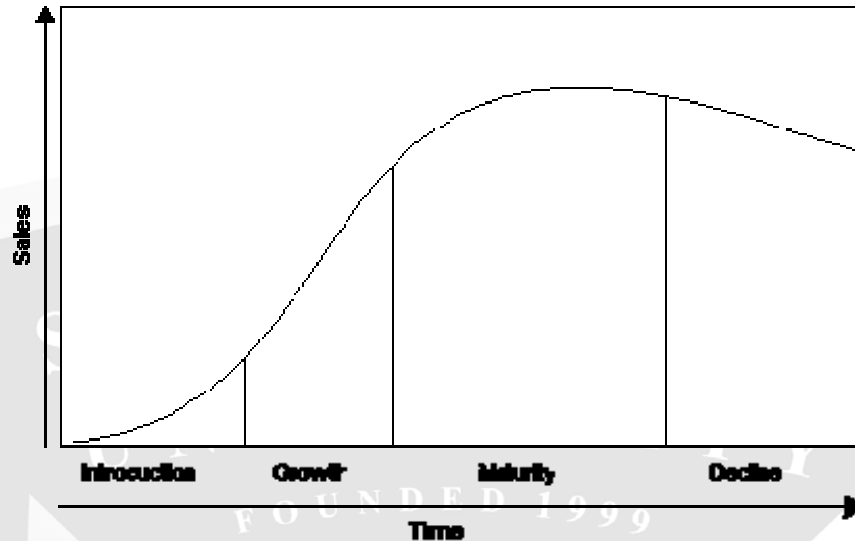


Figure 2 Product Life Cycles

Source: Kotler (2003)

- *Introduction.* A period of slow sales growth as the product is introduced in the market. Profits are nonexistent because of the heavy expenses incurred with product introduction.
- *Growth:* A period of rapid market acceptance and substantial profit improvement.
- *Maturity:* A period of a slowdown in sales growth because the product has achieved acceptable by most potential buyers. Profits stabilize or decline because of increased competition.
- *Decline:* The period when sales show a downward drift and profits perish.

The tourism organization will probably have products and services in different parts of the product life cycle. They will be attracting different types of consumers to each of their products, and the marketing mix will have to be designed around their needs. The marketing program for each product is different because it has to reflect the needs and wants of the particular group of consumer in the market segment. In other words, it can be seen here that each product requires a particular marketing strategy to reflect the target group's needs and wants.

A destination may provide a large number of diverse attractions, or just one specific attraction (Weaver & Opperman, 2000). For the cultural tourism, it is essential that the destination address basic issues such as infrastructure, easy access,

safety and security. Additionally, since cultural tourism requires a very high level of interpretation, guide services especially must be of excellent quality. Other forms of interpretation such as maps, guidebooks, pamphlets, signage, story boards, and audio-visual/interactive displays must be made available to tourists to supplement or complement guide services. Visitor centers, where tourists are oriented about the cultural attraction they are about to visit, have become very important interpretation tools. Thanya (2004) reported that limitations in budget and time are the serious obstacles of cultural development.

There are four main tourism resources as natural sites, natural events, cultural sites, and cultural events:

- 1) Natural sites are geographically fixed attractions that are more natural than constructed; these can be subdivided into topography (physical features), climate, hydrology (water resources), wildlife, vegetation and location
- 2) Natural events are attractions that occur over a fixed period of time in one or more locations, and are more natural than constructed
- 3) Cultural sites are geographically fixed attractions that are more constructed than natural; these can be classified into pre-historical, historical, contemporary, economic, specialized recreational and retail subcategories
- 4) Cultural events are attractions that occur over a fixed period of time in one or more locations, and are more constructed than natural; these include historical commemorations and re-creations, world fairs, sporting events and festivals.

The business providing goods and services wholly or mainly for tourist consumption; these following businesses (travel agency, transportation, accommodation, food and beverages, tour operators, and merchandise) are specific factors of the tourism industry, other than attractions. Seaton (1996) defines the tourism product as tourism constitutes such a wide span of products that it has to be seen in terms of sectors rather than a single industry.

Travel agency is business providing retail travel services to customers for commission on behalf of other tourism industry sectors; transportation is business involved with the transportation of tourists by air, road, rail and water; accommodation is business within the context of the tourism industry; commercial facilities primarily intended to host stayover tourists for overnight stays. Hotels are

the most conventional type of tourist accommodation; food and beverages are businesses such as restaurants that provide meals and drinks for tourists and other customers; tour operators are businesses providing a package of tourism-related services for the consumer, including some combination of accommodation, transportation, restaurants and attraction visits; and merchandise is goods purchased as part of the anticipated or actual tourism experience; includes tour guides and luggage in the origin region, and souvenirs and duty-free goods in the destination region.

2.7.2 Price.

Pricing is a key principle for any organization when it is marketing products and services. The price that an organization charges for its products and services must strike a balance between what the organization is trying to achieve in financial terms, and most importantly, the needs and wants of consumers from the target group. The pricing decisions of organizations will be affected by a number of factors including the pricing objectives, legal and regulatory issues, the competition, and costs. The most important factor in terms of this book, however, is the perception of the consumer of price in relation to quality and value for money. Seaton (1996) mentioned that price is an important product cue, inseparable from the perceived identity of the product in the marketplace.

For non profit-making organizations, the objectives are often to encourage new users. This is often achieved by using differential pricing strategies, where different prices are charged for different market segments.

Tourism is a service industry, which means that it sells products which are perishable by their very nature. This means that organizations must work hard to obtain maximum usage or occupancy. If an airline or train departs when it is only half full it will be losing valuable revenue. The tour operator that is relying on high volumes to maximize profits will have to work hard to gain sales. Pricing is often used as a competitive advantage tool in tourism in a number of ways to try and influence consumers in their purchasing patterns.

The consumer must see a link between the price charged and the product quality. Many tourism organizations charge a high price, which is a reflection of the special features of the product in terms of design or service delivery. The different pricing strategies will encourage consumers to enter the market or, in certain

circumstances, to remain loyal to an organization. Pricing strategies can also encourage consumers to enter a market; it may also be used to discourage consumers from abusing natural resources or facilities.

2.7.3 Place.

Place identified as information, image, and distribution channel. A distribution channel (or place) has been defined by Kotler (2003) as the set of firms and individuals that take title or asset in transferring title, to the particular good or service as it moves from the producer to the final consumer.

Place is of great significance to consumers because they may like the product, and be able and willing to pay the price asked, but if they are unable to gain access to it, no sale will result. Consumers are affected by the intermediaries in the distribution chain. It is often the retailer who has the most powerful effect on the consumer when they are making their purchase decisions. The retail travel agent, for example, has a primary function in the relationship with the consumer on behalf of the package holiday operator.

The travel agent performs an important function in relation to the consumer. They can act as a powerful persuader in relation to consumer choice. They also act as a point of contact for customer complaints if a problem occurs with the holiday. The special nature of tourism has led organizations to develop special distribution systems including consortia, central reservation systems, affiliations and specialist operators such as tour operators and travel agents.

The tourism industry has been very active in the development of direct sell operations. Computerized reservation systems have allowed service organizations such as airlines and hotels to communicate directly with the customer and cut out the intermediaries. This brings the organization distinct advantages with regards to the consumer because they are able to negotiate a sale directly with consumer. It also allows the development of a relationship between the supplier and the consumer and facilitates sales promotion activity. Tourism organizations do, however, tend to use direct sell encouraged by the development of multi-media systems which will be increasingly used by the industry.

POI (point of information) systems are multi-media computers which stand alone and provide the customer with interactive services. POS (point of sale) systems allow the customer to buy their tickets directly and pay by electronic fund transfer

(EFT POS) systems for direct payments. These systems will be increasingly linked to POI systems and will mean that the customer can purchase tickets in shops, departure points or even from home. Innovations such as multi-media systems and CD-ROM will allow tourism organizations to develop a more sophisticated direct marketing business and travel agents will become increasingly redundant.

All of these developments will, however, depend on the attitude of the consumer. Consumers may resist the new technology and still feel happier being sold tourism products in a face-to-face experience within a retail shop. Their attitudes may well be determined by the market segment in which they fit.

The distribution of tourism products is being revolutionized by the development of new electronic databases which can be incorporated into telecommunication systems. These include Computer Reservation Systems (CRS), global distribution systems (GDS) and View data.

For the cultural tourism, tourists who travel to experience the culture of the destination they are visiting are looking for rich experiences which require interaction with local communities. This characteristic of the cultural tourist implies that the tour operator who is packaging the cultural experience must customize the tours to suit the needs of his client. Information technology and e-commerce is useful tools for marketing cultural tourism. Detailed information can be given out electronically to enable tourists to make informed choices about the destinations they are visiting and to choose the activities they want to participate in. Many tourism organizations see the development of global sales and distribution systems as a key strategic objective. These systems will allow organizations to communicate directly with customers on a world-wide basis. These developments have allowed many tourism organizations the opportunity to develop direct marketing distribution channels.

2.7.4 Promotion.

The final part of the marketing mix; promotion is the way in which the tourism organization communicates in an effective way with its target customers. Wearne (2001) suggested that objectives for promotions must be set, therefore it is clearly established what is required of the promotion in monetary terms, numbers of customers, and the customers' reactions to the proposition. There are three basic types of promotions: price promotions, party promotions, and new product promotions.

Promotion is used by organizations to affect the way in which consumers behave and it is therefore a vital motivator for any tourism organization. Tourism organizations use a variety of methods for marketing communication. The methods of marketing communication that a tourist or product, the aims of the campaign and the market characteristics. Variety of marketing communication techniques which will have different effects on consumer behavior are as follows:

- 1) Press or public relation techniques – the tourism organization will use these when it wants to create a favorable impression of the organization in the consumer's mind.
- 2) A brochure is used by tourism organizations when they are trying to initiate sales. The brochure should be used to reassure consumers about the product offering which is particularly important in a market where there is a high spend feature.
- 3) Advertising is used by tourism organizations when they want to reach large audiences in an efficient manner. Television advertising is often used by tourism companies at the beginning of the booking season to encourage early interest and bookings. Advertising is often used to repeat the marketing communication messages in an attractive and appealing manner. The logic here is that repetition of messages will have a greater positive effect on the consumer.
- 4) Sales promotion is often used by tourism organizations to try to encourage the potential consumer to try the product for the first time, or to attract repeat purchases.
- 5) Personal selling is very important in tourism because services by their very nature involve a high degree of face-to-face selling activity. Personal selling is used by tourism organizations either directly or indirectly to initiate sales or encourage consumers to buy more.
- 6) Point of sale material will help the tourism organization to encourage consumers to enter the market or buy more of the particular product or service. It is very important that the point of sale material and merchandising material in general meets consumer expectations.

For marketing campaign, cultural tourism may be promoted by using the thematic approach, such as the Amazing Thailand Campaign 1998-1999. The

campaign was launched amidst the economic crisis in Thailand itself and in the Asian region. The campaign was designed to guide Thailand away from the promotion of mass market tourism into niche-markets and focus on the country's tremendous travel and tourism variety, especially its food, shopping attractions, health and culture. Culture is an integral part of tourism products as shown in four out of nine Amazing products, namely, *Amazing Cultural Heritage*, *Amazing World Heritage*, *Amazing Arts and Lifestyle* and *Amazing Taste of Thailand*. Thailand's historical sites such as Sukhothai and Ayutthaya have been included in the program.

In 2004, the Tourism Authority of Thailand, or TAT, has launched the 2nd Unseen Thailand Project, focusing on the *real touch* of Thailand. The TAT will introduce the tourist attractions from different points of view, making them amazing and extravagant. The tourists will have an opportunity to explore new destinations which are worth-traveling to.

The Unseen Thailand II Project includes 50 amazing destinations which tourists can visit during May to September 2004. The target groups comprise of working people, senior citizens, youths and families, government officials, and state enterprise employees in the middle to high income group. There are 4 categories of the Unseen Thailand II destinations, namely amazing and natural destinations, cultural and tradition destinations, holy destinations, and adventurous destinations.

The 8th Discovery Thailand and International Travel Fair (*Thai Teaw Thai* campaign) 2006 during March 9-12, 2006 is held at Queen Sirikit Convention Center, Bangkok which organized by the Ministry of Tourism and Sports in corporation with the Tourism Authority of Thailand and the Thai Hotels Association. This grand-scale fair featuring travel products and services by hotels, airlines, and travel agents was participated by more than 800 booths and generated more than 100 million baht.

In 2006, TAT launched *Thailand Grand Invitation 2006* tourism campaign. The Thai nation comes together to celebrate the auspicious occasion of His Majesty King Bhumibol Adulyadej's 60th Anniversary or the Diamond Jubilee of His Majesty's Accession to the Throne. Thailand is renowned for its ability to stage spectacular events and splendid festivals. As part of the celebrations, many activities will be held throughout the country including Sukhothai. In this grand year, all visitors both domestic and international are invited to experience the color and grandeur of the Grand Events even more.

Pisanu (1999) reported that most of the tourists agreed that they highly accepted the service of setting suitable route for tourist and comfortable accommodation, an appropriate price, and sales distribution, information factor, rapid flow of information on market promotion by leaf-let, brochure, and tour guide, and the minimum-medium discount rate are the best sales promotion policy. The tourists accepted the process of good image showcase to the public of tourism as well.

Table 2.2 Summary of Main Literature Reviews for Demographic Factors

Independent Variables	Dependent Variables	Main Literature Reviews, Theoretical Concepts, and Past Researches
1) Gender	<ul style="list-style-type: none"> - Possibility in visiting tourist attractions - Long-stay potential - Frequency - Purpose of visiting 	<ul style="list-style-type: none"> - Chang (2006) - Sarawuth (2004) - Nuttakarn (1999) - McIntosh and Goeldner (1995)
2) Age	<ul style="list-style-type: none"> - Possibility in visiting tourist attractions - Long-stay potential - Frequency - Purpose of visiting - Information attained 	<ul style="list-style-type: none"> - Chang (2006) - Sarawuth (2004) - Chandler and Costello (2002) - Wearne (2001) - Nuttakarn (1999)
3) Education Background	<ul style="list-style-type: none"> - Possibility in visiting tourist attractions - Long-stay potential - Frequency - Possibility in revisiting - Income/occupation 	<ul style="list-style-type: none"> - Chang (2006) - Sarawuth (2004) - Weaver and Opperman (2000) - McIntosh and Goeldner (1995)
4) Income	<ul style="list-style-type: none"> - Possibility in visiting tourist attractions - Purchasing power 	<ul style="list-style-type: none"> - Sarawuth (2004) - Nuttakarn (1999) - Maeta (2001) - Veerapon (1993)
5) Occupation	<ul style="list-style-type: none"> - Educational background - Income - Possibility in visiting tourist attractions 	<ul style="list-style-type: none"> - Chang (2006) - Sarawuth (2004) - Chandler and Costello (2002)
6) Marital Status	<ul style="list-style-type: none"> - Possibility in visiting tourist attractions - Long-stay potential - Frequency - Purpose of visiting 	<ul style="list-style-type: none"> - Chang (2006) - Sarawuth (2004) - Chandler and Costello (2002)

Table 2.3 Summary of Main Literature Reviews for Marketing Mix Factors

Independent Variables	Dependent Variables	Main Literature Reviews, Theoretical Concepts, and Past Researches
1) Product (Sukhothai)	- Possibility in visiting	- Sarawuth (2004)
• Tourist Attractions	tourist attractions	- Kotler (2003)
• Accommodations	- Long-stay potential	- Shaw and Morris (2003)
• Restaurants	- Frequency	- Soderlund and Vilgon (1999)
• Souvenirs	- Possibility in revisiting	- Seaton (1996)
• Activities		
2) Price	- Possibility in visiting	- Sarawuth (2004)
• Tour Cost	tourist attractions	- Kotler (2003)
• Entrance Fee (Attractions)	- Long-stay potential	- Shaw and Morris (2000)
• Accommodations	- Frequency	- Nuttakarn (1999)
• Restaurants/Meal	- Possibility in revisiting	- Seaton (1996)
• Souvenirs		
• Transportation (in Sukhothai)		
3) Place (Distribution Channel)	- Possibility in visiting	- Pearce (2006)
• Tourist Information Center	tourist attractions	- Sarawuth (2004)
• Travel Agent	- Long-stay potential	- Kotler (2003)
• Internet	- Frequency	- Shaw and Morris (2000)
• Road Show	- Possibility in revisiting	- Supajittra (2000)
		- Seaton (1996)
4) Promotion	- Possibility in visiting	- Kotler (2003)
• Tourism Campaigns	tourist attractions	- Wearne (2001)
• Marketing Communication Techniques	- Long-stay potential	- Shaw and Morris (2000)
	- Frequency	- Supajittra (2000)
	- Possibility in revisiting	- Warangkana (1997)
		- Seaton (1996)

Chapter 3

Method of Study

From the study of marketing factors influencing tourism demand in Sukhothai, researcher has developed and designed the research according to the process studied. Therefore, methodology included scopes of the study, population and sample size, research planning process, hypotheses of the study, research design and instrument, data collecting procedure, and data analysis.

3.1 Scope of Study

This study employed a survey questionnaire and in-dept interview as the instruments to collect data from domestic tourists in Sukhothai during November to December 2006. Subsequently, the obtained surveyed data were analyzed using percentile distribution, mean, Standard Deviation (*SD*), Analysis of Variance (ANOVA), and Linear Regression to test hypotheses. Whilst in-depth interviews collected qualitative data from some tour operators/tour guide and tourists (total amount of six people) asking about their opinions about tourism demand of domestic tourists particularly to Sukhothai.

3.2 Population and Sample Size

Population of this study was Thai visitors in Sukhothai both male and female with the age over 15 years old. According to data from Tourism Authority of Thailand in 2004, there were 462,650 visitors in Sukhothai (TAT, 2006).

The size of sample group in this study was calculated by using Taro Yamane (Yamane, 1973) equation as follows:

$$n = N / 1 + N (e)^2$$

Remark; n = sample size

N = 462,650

e = significant level (0.05)

From equation the sample size can be calculated as follows;

$$\begin{aligned} n &= 462,650 / 1 + 462,650(0.05)^2 \\ &= 399.65 \end{aligned}$$

Therefore, this study collected data from 400 samples from Thai visitors who traveled in Sukhothai from both male and female with the age over 15 years old, and lived permanently in Thailand not less than one year. Data collection conducted by using non-probability sampling technique in type of convenience sampling at Sukhothai historical park, Si Satchanalai historical park, inside the city wall, the Royal Palace, King Ramkhamhaeng Monument, the Ramkhamhaeng national museum, and temples.

3.3 Research Planning Process

- 1) Identification of the problem
- 2) Assessment of value of the research process
- 3) Development of the research proposal
- 4) Development of the research design (includes determination of method, design of measurement instruments, and selection of sample)
- 5) Determination of data collection methods and procedures (includes secondary data and primary data collection)
- 6) Determination of analytical procedures (includes data preparation and statistical analysis)
- 7) Evaluation of results
- 8) Final report including results, evaluation and recommendations

3.4 Hypotheses of Study

- Ho1* Tourists with different gender backgrounds are no different when deciding to visit Sukhothai.
- H1* Tourists with different gender backgrounds are different in their decisions to visit Sukhothai.
- Ho2* Tourists with different ages are no different when deciding to visit Sukhothai.
- H2* Tourists with different ages are different in their decisions visit Sukhothai.
- Ho3* Tourists with different education levels are no different when deciding to visit Sukhothai.
- H3* Tourists with different education levels are different in their decisions to visit Sukhothai.

- Ho4* Tourists with different income levels are no different when deciding to visit Sukhothai.
- H4* Tourists with different income levels are different in their decisions to visit Sukhothai.
- Ho5* Tourists with different occupations are no different when deciding to visit Sukhothai.
- H5* Tourists with different occupations are different in their decisions to visit Sukhothai.
- Ho6* Tourists with different marital statuses are no different when deciding to visit Sukhothai.
- H6* Tourists with different marital status are different in their decisions to visit Sukhothai.
- Ho7* There is no significant relationship between tourism products (attractions and facilities) and tourists' tourism decisions to visit Sukhothai.
- H7* There is a significant relationship between tourism products (attractions and facilities) and tourists' tourism decisions to visit Sukhothai.
- Ho8* There is no significant relationship between price (expenditure) and tourists' tourism decisions to visit Sukhothai.
- H8* There is a significant relationship between price (expenditure) and tourists' tourism decisions to visit Sukhothai.
- Ho9* There is no significant relationship between place (image, information and distribution channels) and tourists' tourism decisions to visit Sukhothai.
- H9* There is a significant relationship between place (image, information and distribution channels) and tourists' tourism decisions to visit Sukhothai.
- Ho10* There is no significant relationship between marketing promotion (advertising and sales promotions) and tourists' tourism decisions to visit Sukhothai.
- H10* There is a significant relationship between marketing promotion (advertising and sales promotions) and tourists' tourism decisions to visit Sukhothai.

3.5 Research Design and Instrument

The research is designed as convenience sampling in which the questionnaire will be conducted in Sukhothai. The questionnaire will be distributed to respondents randomly during November to December 2006. The questionnaire will be composed of 3 parts 36 questions as follows;

Part 1 Consist of questions including tourism in Sukhothai, domestic tourists' opinions about visiting Sukhothai; questions number 1-8.

Part 2 Consist of questions including tourism in Sukhothai, domestic tourists' opinions about the marketing mix in Sukhothai; questions number 9-30.

Part 3 Consist of close-ended questions including demographic data of respondents in total of six questions namely age, gender, education background, income, occupation, and marital status; questions number 31-36.

Part 4 Consist of open-ended questions toward suggestions for Sukhothai.

The researcher defines the criteria to measure level of variable according to the separate of five levels following Likert's scale. The class interval is calculated by creating a frequency distribution from grouped data to find the range of the scores (highest minus lowest score); make a preliminary choice of the desired number of class intervals; determine the interval width by dividing the range by the number of class intervals; determine the lower real limit of the lowest interval; prepare a list of the limits of each class interval, starting at the bottom; and count the number of observations that occur in each interval (Kendall, 1969).

Table 3.1 Width of Class Interval I

Very Unlikely (1)	Unlikely (2)	May Be (3)	Likely (4)	Very Likely (5)
1.00-1.80	1.81-2.60	2.61-3.40	3.41-4.20	4.21-5.00

The researcher will find the mean and interpret by using the strategic formula of width of class interval that can divide into 5-class-interval for the questions number 7 and 8 in questionnaire.

Table 3.2 Width of Class Interval II

Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1.00-1.80	1.81-2.60	2.61-3.40	3.41-4.20	4.21-5.00

The researcher will find the mean and interpret by using the strategic formula of width of class interval that can divide into 5-class-interval for the questions number 9 to 27 in questionnaire.

Table 3.3 Width of Class Interval III

Very Imperfect (1)	Imperfect (2)	Neutral (3)	Perfect (4)	Very Imperfect (5)
1.00-1.80	1.81-2.60	2.61-3.40	3.41-4.20	4.21-5.00

The researcher will find the mean and interpret by using the strategic formula of width of class interval that can divide into 5-class-interval for the question number 28 in questionnaire.

Table 3.4 Width of Class Interval IV

Very Expensive (1)	Expensive (2)	Reasonable (3)	Cheap (4)	Very Cheap (5)
1.00-1.80	1.81-2.60	2.61-3.40	3.41-4.20	4.21-5.00

The researcher will find the mean and interpret by using the strategic formula of width of class interval that can divide into 5-class-interval for the question number 29 in questionnaire.

Table 3.5 Width of Class Interval V

Very unworthy (1)	Unworthy (2)	May Be (3)	Worthy (4)	Very worthy (5)
1.00-1.80	1.81-2.60	2.61-3.40	3.41-4.20	4.21-5.00

The researcher will find the mean and interpret by using the strategic formula of width of class interval that can divide into 5-class-interval for the question number 30 in questionnaire.

3.6 Personal Depth Interview

Interview six persons who related to tourism industry as 3 domestic tourists and 3 tour operators in Bangkok to gain information about Sukhothai in tourism area that helpful to develop questionnaire (*see* interview questions in appendix C).

3.7 Data Collecting Procedure

The researcher uses structured survey questionnaire for face-to-face interviews. The procedures for collecting data are as follows:

- 1) Collecting information from various sources such as books, journals, government publications, government or international organizations annual reports, and internet.
- 2) Conducting questionnaires in Sukhothai.
- 3) Analyzing the data and testing hypotheses.
- 4) Concluding and making recommendations.

3.8 Quantitative Data Analysis

The researcher analyzes data variables using SPSS program to compute for the results. The outputs of the program have been presented in chapter four (Research Analysis and Results) and the result of respondents will be presented as follows:

- 1) Descriptive statistics to describe the demographic variables as age, gender, education level, religion, income, occupation, and marital status by mean, frequency distribution and percentage.

- 2) Descriptive statistics including mean, frequency, percentage and standard deviation are employed to test hypothesis and answer research questions.
- 3) One way ANOVA and Linear Regression are used to compare means between data variables at significant level 0.05.



Chapter 4

Results and Discussion

This chapter presents findings from descriptive analyzed of respondents' demographic data and tourism behavior of the respondents. The hypothesis test results are also presented as follows.

4.1 Personal Data of Respondents

Personal data of the respondents obtained from questionnaires was analyzed and presented in the following tables.

Table 4.1 Tourists' Personal Data Classified by Gender

Gender	Frequency	Percent
Male	187	47
Female	213	53
Total	400	100

Findings from Table 4.1 revealed that major group of respondents gender were female (53.3 %) and follows by male (46.7%).

Table 4.2 Tourists' Personal Data Classified by Age

Age (years)	Frequency	Percent
Less than 20	26	7
20-29	265	65
30-39	63	16
40-49	43	11
50-59	3	1
60 and above	0	0
Total	400	100

Findings from Table 4.2 revealed that major group of respondents age were 20-29 years (66.3%), follows by 30-39 years (15.7 %), 40-49 years (10.7 %), less than 20 years (6.5%), 50-59 years (0.8%), and 60 years and above (0%) respectively.

Table 4.3 Tourists' Personal Data Classified by Education

Education	Frequency	Percent
Secondary school certificate or below	9	2
High school diploma or vocational diploma	48	12
Higher diploma and/or associate degree	64	16
Bachelor's degree	264	66
Higher than bachelor's degree	15	4
Total	400	100

Findings from Table 4.3 revealed that major group of respondents education were Bachelor's Degree (66.0%), follows by higher diploma and associate degree (16.0%), high school diploma or vocational diploma (12.0%), higher than Bachelor's Degree (3.8%), and secondary school certificate or below (2.2%) respectively.

Table 4.4 Tourists' Personal Data Classified by Occupation

Occupation	Frequency	Percent
Government/state enterprise officer	22	6
Private company employees	194	48
Student	126	31
Business owner	43	11
Others	15	4
Total	400	100

Findings from Table 4.4 revealed that major group of respondents occupation were employee (48.5%), follows by student (31.5%), business owner (10.7%), government/state enterprise officer (5.5%), and others (3.8%) respectively.

Table 4.5 Tourists' Personal Data Classified by Income

Income	Frequency	Percent
Less than 10000	131	32
10000-17500	111	28
17501-20000	49	12
20001-35000	70	18
35001-50000	30	8
50001 and above	9	2
Total	400	100

Findings from Table 4.5 revealed that major group of respondents Income were less than 10,000 baht (32.7 %), follows by 10,000-17,500 baht (27.7 %), 20,001-35,000 baht (17.5%), 17,5001-20,000 baht (12.3%), 35,001-50,000 baht (7.5%), and 50,001 and above (2.3%) respectively.

Table 4.6 Tourists' Personal Data Classified by Marital Status

Marital Status	Frequency	Percent
Single	340	84
Married	44	11
Married/Separated	6	2
Divorced	10	3
Total	400	100

Findings from Table 4.6 revealed that major group of respondents' marital status were single (85.0%), follows by married (11.0%), divorced (2.5%), and married but separated (1.5%) respectively.

It could be concluded that majority of respondents were female and single. Their ages are between 20 – 29 years old, hold bachelor degrees, working in the private companies, and have income less than 10,000 baht per month.

4.2 Traveling Data

Traveling data obtained from questionnaires used to descript tourists who travel to Sukhothai and the results were concluded in the tables below:

Table 4.7 Frequency Distribution of Planning Style

Planning Style	Frequency	Percent
Independent travel	321	80
Choosing package	79	20
Total	400	100

Findings from Table 4.7 revealed that major group of respondents selected to traveling independently (80.3 %) and follows by choosing package (19.8%).

Table 4.8 Expenditure per a Trip in Sukhothai

Expenditure (baht)	Frequency	Percent
below 300	44	11
300-600	148	37
601-900	97	24
901-1200	59	1
1201-1500	29	7
more than 1500	23	6
Total	400	100

Findings from Table 4.8 revealed that major group of respondents spent per day per person at Sukhothai 300-600 baht (37.0%), follows by 601-900 baht (24.3%), 901-1,200 baht (14.8%), below 300 baht (11.0%), 1,201-1,500 baht (7.3%), and more than 1,500 baht (5.8%) respectively.

Table 4.9 Duration of Staying in Sukhothai

Duration of Stay	Frequency	Percent
1 day	128	32
2 days	153	37
3 days	98	25
4 days and more	19	5
others	2	1
Total	400	100

Findings from Table 4.9 revealed that major group of respondents duration of staying in Sukhothai were 2 days (38.3%), follows by 1 day (32.0%), 3 days (24.5%), 4 days and more (4.8%), and others (0.5%) respectively.

Table 4.10 Times Visiting Sukhothai

Visiting Frequency	Frequency	Percent
once	127	31
twice	143	35
thrice	66	17
four times	22	6
five times and over	42	11
Total	400	100

Findings from Table 4.10 revealed that major group of respondents visiting frequency in Sukhothai were twice (35.8%), follows by once (31.8%), thrice (16.5%), five times and over (10.5%), and four times (5.5%) respectively.

Table 4.11 Frequency Distribution by Marketing Communications

Integrated Marketing Communications	Frequency	Percent
General mass media	221	25
Friends and relatives	176	20
Internet	129	14
Travel guide book	173	19
Tourism promotion literature	69	8
Operator brochure and leaflet	121	13
Others	9	1
Total	898	100

Findings from Table 4.11 revealed that major group of four-hundred-respondent received information about Sukhothai through general mass media (24.6%), follows by friends and relatives (19.5%), travel guide book (19.2%), internet (14.3%), operator brochure and leaflet (13.4%), tourism promotion literature (7.6%) and others (1.0%) respectively.

It could be concluded that majority of respondents were independent travelers. Their expenditures were between 300 to 600 baht per day per person, staying 2 days in Sukhothai, visiting Sukhothai twice, and receiving information from general mass media.

4.3 Marketing Mix Factors toward Traveling Opinion of Respondents

Interpretation of measurement result to measure level of variable according to the separate of five levels following Likert's scale is shown in the following table.

Four marketing mixed factors namely product, price, place, and promotion were taken to test relationships with the opinion of tourists toward traveling in Sukhothai. The results from descriptive statistic analyzing are summarized and shown in the following tables.

Table 4.12 Product Factor that Influence Domestic Tourists Traveling to Sukhothai

Items	\bar{X}	SD	Level
Sukhothai is the first choice when I want to visit cultural heritage sites.	3.55	.857	Agree
Want to spend time to study about attractions in Sukhothai.	3.81	.734	Agree
Want to participate in any events and/or festivals of Sukhothai e.g. Loy Khra Thong Festival.	4.03	.744	Agree
Impressed in Sukhothai attractions and its environment.	3.98	.668	Agree
Activities (e.g. camping, etc.) in Sukhothai are available and well-supported.	3.35	.727	Neutral
Tourist attractions in Sukhothai are sufficient.	3.76	.610	Agree
Accommodations in Sukhothai are convenient, comfortable, and safe.	3.51	.657	Agree
Souvenir shops in Sukhothai are convenient and easy to access to buy products.	3.68	.735	Agree

The interpretation of measurement result is 4.21 – 5.00 equals strongly agree or very high; 3.41 – 4.20 equals agree or high; 2.61 – 3.40 equals neutral or fair; 1.81 – 2.60 equals disagree or low; and 1.00 – 1.80 equals strongly disagree or very low.

Findings from Table 4.12 revealed tourist's opinion on product factor toward traveling in Sukhothai could be illustrated respectively as follows:

- 1) Tourists who traveled in Sukhothai stated that they would like to participate in any events and/or festivals of Sukhothai including Loy Khra Thong Festival at agree level ($\bar{X} = 4.03$).
- 2) The tourists stated that they were impressed in Sukhothai attractions and its environment at agree level ($\bar{X} = 3.98$).
- 3) The tourists stated that they would like to spend time to study about attractions in Sukhothai at agree level ($\bar{X} = 3.81$).
- 4) The tourists stated that tourist attractions in Sukhothai were sufficient at agree level ($\bar{X} = 3.76$).

- 5) The tourists stated that souvenir shops in Sukhothai were convenient and easy to access to buy products at agree level ($\bar{X} = 3.68$).
- 6) The tourists stated that Sukhothai was the first choice when they would like to visit cultural heritage site at agree level ($\bar{X} = 3.55$).
- 7) The tourists stated that accommodations in Sukhothai were convenient, comfortable, and safe at agree level ($\bar{X} = 3.51$).
- 8) The tourists stated that activities (e.g. camping, etc.) in Sukhothai were available and well-supported at neutral level ($\bar{X} = 3.35$).

Table 4.13 Place Factor that Influence Domestic Tourists Traveling to Sukhothai

Items	\bar{X}	<i>SD</i>	Level
Easy access in traveling to Sukhothai.	3.71	.703	Agree
Easy access in traveling inside Sukhothai.	3.65	.734	Agree
Tour guide is necessary in traveling in Sukhothai.	3.57	.948	Agree
Sukhothai government officer is friendly and helpful.	3.44	.733	Agree
I always find out the information and attractions of Sukhothai before traveling.	3.85	.850	Agree

Findings from Table 4.13 revealed tourist's opinion on place factor toward traveling in Sukhothai could be illustrated respectively as follows:

- 1) The tourists stated that they always find out and searching for the information and attractions of Sukhothai before traveling at agree level ($\bar{X} = 3.85$).
- 2) The tourists stated that it was easy access in traveling to Sukhothai at agree level ($\bar{X} = 3.71$).
- 3) The tourists stated that it was easy access in traveling inside Sukhothai at agree level ($\bar{X} = 3.65$).
- 4) The tourists stated that tour guides were necessary in traveling in Sukhothai at agree level ($\bar{X} = 3.57$).
- 5) The tourists stated that government officers in Sukhothai were friendly and helpful at agree level ($\bar{X} = 3.44$).

Table 4.14 Promotion Factor that Influence Domestic Tourists Traveling to Sukhothai

Items	\bar{X}	SD	Level
I always attend travel fair to look for Sukhothai package tour.	3.10	.982	Neutral
'Thai Tiew Thai' travel fair impulses me to travel in Sukhothai.	3.55	.833	Agree
'Amazing Thailand', 'Unseen Thailand', and 'Happiness on Earth' campaigns impulse me to know more about Sukhothai.	3.64	.801	Agree
I decide to visit Sukhothai because the promotion in tour package.	3.31	.925	Neutral

Findings from Table 4.14 revealed tourist's opinion on promotion factor toward traveling in Sukhothai could be illustrated respectively as follows:

- 1) The tourists stated that the promotion campaigns including 'Amazing Thailand', 'Unseen Thailand', and 'Happiness on Earth' impulse them to know more about Sukhothai at agree level ($\bar{X} = 3.64$).
- 2) The tourists stated that 'Thai Tiew Thai' travel fair impulse them to travel to Sukhothai at agree level ($\bar{X} = 3.55$).
- 3) The tourists stated that they decided to visit Sukhothai because the promotion in tour package at neutral level ($\bar{X} = 3.31$).
- 4) The tourists stated that they always attend travel fair to look for Sukhothai package tour at neutral level ($\bar{X} = 3.10$).

Table 4.15 Price Factor that Influence Domestic Tourists Traveling to Sukhothai

Expenses	\bar{X}	SD	Level
Entrance fee for historical sites including tour guide at that sites.	3.04	.572	Reasonable
Accommodation price (hotel, guest house, bungalow, resort, and etc.).	3.12	.581	Reasonable
Transportation expenses (within Sukhothai only), including car rent or mass transportation.	3.13	.689	Reasonable
Price for food and beverage.	2.98	.631	Reasonable
Price for souvenir in Sukhothai.	3.05	.597	Reasonable

The interpretation of measurement result is 4.21 – 5.00 equals very cheap; 3.41 – 4.20 equals cheap; 2.61 – 3.40 equals reasonable; 1.81 – 2.60 equals expensive; and 1.00 – 1.80 equals very expensive.

Findings from Table 4.15 revealed that transportation cost within Sukhothai including car rent or mass transportation is reasonable ($\bar{X} = 3.13$), followed by accommodation price ($\bar{X} = 3.12$), prices of souvenir ($\bar{X} = 3.05$), entrance fees for historical sites including tour guide ($\bar{X} = 3.04$), and price for food and beverage are reasonable ($\bar{X} = 2.98$).

It could be concluded that the product factor including tourist attractions, events, and festivals of Sukhothai is the most preferable factor for tourist when they travel to Sukhothai ($\bar{X} = 4.03$). For the place factor, the tourists stated that information about Sukhothai is the most acceptable ($\bar{X} = 3.85$). Regarding the promotion factor, the tourists stated that tourism campaign is the most acceptable ($\bar{X} = 3.64$). Finally, for the price of marketing mix factors, the tourists stated that transportation cost within Sukhothai is the most reasonable ($\bar{X} = 3.13$).

Table 4.16 Tourists' Opinion on Information of Sukhothai

Information	\bar{X}	<i>SD</i>	Level
Attractions in Sukhothai, including how to get there.	3.50	.736	Perfect
Events and Festivals in Sukhothai.	3.51	.759	Perfect
Accommodations (hotel, guest house, bungalow, resort, and etc.).	3.28	.782	Neutral
Other facilities, including restaurants, shops, and transportation to travel within Sukhothai.	3.28	.767	Neutral
Safety in traveling in Sukhothai	3.21	.728	Neutral

The interpretation of measurement result is 4.21 – 5.00 equals very perfect; 3.41 – 4.20 equals perfect; 2.61 – 3.40 equals neutral; 1.81 – 2.60 equals imperfect; and 1.00 – 1.80 equals very imperfect.

Findings from Table 4.16 revealed that tourists consider information on events and festivals Attractions in Sukhothai, including how to get there are perfect ($\bar{X} = 3.51$, $\bar{X} = 3.50$) followed by information on other facilities, including restaurants, shops, and transportation to travel within Sukhothai ($\bar{X} = 3.28$), information on

accommodations such as hotel, guest house, bungalow, resort, and so on ($\bar{X} = 3.28$), information on safety in traveling in Sukhothai are at neutral level ($\bar{X} = 3.21$).

Table 4.17 Tourists' Opinion toward Revisit, Length of Stay, and Worthiness at Sukhothai

Items	\bar{X}	<i>SD</i>	Level
How likely do you want to revisit Sukhothai?	3.44	.964	Likely
How likely will you stay overnight at Sukhothai?	3.05	1.064	May be
Do you think traveling in Sukhothai is worth your money?	3.41	.862	Likely

The interpretation of measurement result is 4.21 – 5.00 equals very likely; 3.41 – 4.20 equals likely; 2.61 – 3.40 equals may be; 1.81 – 2.60 equals unlikely; and 1.00 – 1.80 equals very unlikely.

Findings from Table 4.17, the tourists stated that they are likely to revisit the province ($\bar{X} = 3.44$). However, when asked how likely will they stay overnight at Sukhothai, the tourists stated that they may be likely to do so ($\bar{X} = 3.05$). Finally, the question asked about the worthiness of traveling in Sukhothai compare to their expenses, the tourists stated that traveling in Sukhothai is worth their money ($\bar{X} = 3.41$).

4.4 Test Hypotheses

This study employed ANOVA and Linear Regressions to test the hypotheses by testing relationships between domestic tourist's demographics and marketing mixed factors that influence tourism business in Sukhothai.

The results from ANOVA test used to test the relationships between demographic backgrounds of the tourists and their willingness to visit Sukhothai are stated in Table 4.18 to Table 4.23.

Table 4.18 The Relationship between Gender and Revisiting Sukhothai, Length of Stay, and Worth of Money Pay for Traveling

Items	Sum of Squares	df	Mean Square	F	Sig.
<i>Revisiting</i>					
Between Groups	.102	1	.102	.110	.741
Within Groups	370.335	398	.930		
Total	370.438	399			
<i>Length of Stay</i>					
Between Groups	1.028	1	1.028	.907	.341
Within Groups	451.070	398	1.133		
Total	452.097	399			
<i>Worth of Money Pay for Traveling</i>					
Between Groups	1.157	1	1.157	1.560	.212
Within Groups	295.233	398	.742		
Total	296.390	399			

Note: Significant at 0.05 level

Findings from Table 4.18 illustrated that the results accepted the null Hypothesis 1 which stated that tourists with different gender of demographic backgrounds have no difference in decision to visit Sukhothai due to revisiting and length of stay. Moreover, tourists with different gender have no difference in decision on worth of money pay for traveling in Sukhothai.

Table 4.19 The Relationship between Age and Revisiting Sukhothai, Length of Stay, and Worth of Money Pay for Traveling

Items	Sum of Squares	df	Mean Square	F	Sig.
<i>Revisiting</i>					
Between Groups	2.960	4	.740	.796	.529
Within Groups	367.477	395	.930		
Total	370.438	399			
<i>Length of Stay</i>					
Between Groups	9.222	4	2.305	2.056	.086
Within Groups	442.876	395	1.121		
Total	452.098	399			
<i>Worth of Money Pay for Traveling</i>					
Between Groups	4.893	4	1.223	1.658	.159
Within Groups	291.497	395	.738		
Total	296.390	399			

Note: Significant at 0.05 level

Findings from Table 4.19 illustrated that the results accepted the null Hypothesis 2 which stated that tourists with different age of demographic backgrounds have no difference in decision to visit Sukhothai due to revisiting and length of stay. Moreover, tourists with different age have no difference in decision on worth of money pay for traveling in Sukhothai.

Table 4.20 The Relationship between Education Background and Revisiting Sukhothai, Length of Stay, and Worth of Money Pay for Traveling

Items	Sum of Squares	df	Mean Square	F	Sig.
<i>Revisiting</i>					
Between Groups	2.764	4	.691	.742	.564
Within Groups	367.673	395	.931		
Total	370.438	399			
<i>Length of Stay</i>					
Between Groups	7.337	4	1.834	1.629	.166
Within Groups	444.760	395	1.126		
Total	452.098	399			
<i>Worth of Money Pay for Traveling</i>					
Between Groups	2.321	4	.580	.779	.539
Within Groups	294.069	395	.744		
Total	296.390	399			

Note: Significant at 0.05 level

Findings from Table 4.20 illustrated that the results accepted the null Hypothesis 3 which stated that tourists with different education level of demographic backgrounds have no difference in decision to visit Sukhothai due to revisiting and length of stay. Moreover, tourists with different education level have no difference in decision on worth of money pay for traveling in Sukhothai.

Table 4.21 The Relationship between Occupation and Revisiting Sukhothai, Length of Stay, and Worth of Money Pay for Traveling

Items	Sum of Squares	df	Mean Square	F	Sig.
<i>Revisiting</i>					
Between Groups	15.985	4	3.996	4.453	.002
Within Groups	354.452	395	.897		
Total	370.438	399			
<i>Length of Stay</i>					
Between Groups	26.118	4	6.530	6.055	.000
Within Groups	425.979	395	1.078		
Total	452.098	399			
<i>Worth of Money Pay for Traveling</i>					
Between Groups	10.871	4	2.718	3.760	.005
Within Groups	285.519	395	.723		
Total	296.390	399			

Note: Significant at 0.05 level

Findings from Table 4.21 illustrated that the results rejected the null Hypothesis 4 which stated that tourists with different occupation of demographic backgrounds have no difference in decision to visit Sukhothai due to revisiting and length of stay, and accepted alternative Hypothesis 4 which stated that tourists with different occupation of demographic backgrounds have difference in decision to visit Sukhothai due to revisiting and length of stay. Moreover, tourists with different occupation have difference in decision on worth of money pay for traveling in Sukhothai.

Table 4.22 The Relationship between Income and Revisiting Sukhothai, Length of Stay, and Worth of Money Pay for Traveling

Items	Sum of Squares	df	Mean Square	F	Sig.
<i>Revisiting</i>					
Between Groups	3.195	5	.639	.686	.635
Within Groups	367.242	394	.932		
Total	370.438	399			
<i>Length of Stay</i>					
Between Groups	4.880	5	.976	.860	.508
Within Groups	447.217	394	1.135		
Total	452.098	399			
<i>Worth of Money Pay for Traveling</i>					
Between Groups	4.979	5	.996	1.346	.244
Within Groups	291.411	394	.740		
Total	296.390	399			

Note: Significant at 0.05 level

Findings from Table 4.22 illustrated that the results accepted the null Hypothesis 5 which stated that tourists with different income of demographic backgrounds have no difference in decision to visit Sukhothai due to revisiting and length of stay. Moreover, tourists with different income level have no difference in decision on worth of money pay for traveling in Sukhothai.

Table 4.23 The Relationship between Marital Status and Revisiting Sukhothai, Length of Stay, and Worth of Money Pay for Traveling

Items	Sum of Squares	df	Mean Square	F	Sig.
<i>Revisiting</i>					
Between Groups	2.262	3	.754	.811	.488
Within Groups	368.176	396	.930		
Total	370.438	399			
<i>Length of Stay</i>					
Between Groups	.977	3	.326	.286	.836
Within Groups	451.120	396	1.139		
Total	452.098	399			
<i>Worth of Money Pay for Traveling</i>					
Between Groups	5.291	3	1.764	2.399	.067
Within Groups	291.099	396	.735		
Total	296.390	399			

Note: Significant at 0.05 level

Findings from Table 4.23 illustrated that the results accepted the null Hypothesis 6 which stated that tourists with different marital status of demographic backgrounds have no difference in decision to visit Sukhothai due to revisiting and length of stay. Moreover, tourists with different marital status have no difference in decision on worth of money pay for traveling in Sukhothai.

By the way, the results from regression which test the relationship between marketing factors and the tourists' tourism decision to visit Sukhothai were stated in Table 4.24 to Table 4.35.

Table 4.24 The Relationships between Product Factor and Tourists' Willingness to Revisiting Sukhothai

Product and Revisiting	B	Std. Error	Beta	t	Sig.
Sukhothai is the first choice when I want to visit cultural heritage site.	-.002	.066	-.002	-.032	.975
I want to spend time to study about attractions in Sukhothai.	.158	.069	.120	2.275	.023
I want to participate in any events and/or festivals of Sukhothai eg. Loy Khra Thong Festival.	.052	.070	.040	.743	.458
I am impressed in Sukhothai attractions and its environment.	.322	.078	.223	4.112	.000
Activities (eg. camping, etc.) in Sukhothai are available and well-supported.	-.018	.068	-.013	-.258	.797
Tourist attractions in Sukhothai are sufficient.	.143	.084	.090	1.695	.091
Accommodations in Sukhothai are convenient, comfortable, and safe.	.069	.080	.047	.856	.392
Souvenir shops in Sukhothai are convenient and easy to access to buy products.	.086	.072	.066	1.200	.231

Findings from Table 4.24 stated that there are significant relationships between the tourists' the desire to spend time to study attractions and impressive, and tourists' willingness to revisit the province (2.275*, 4.112*** respectively). The results, therefore, accepted null Hypothesis 7 which stated that there is no significant relationship between product of marketing mix factors and tourists' tourism decision to visit Sukhothai due to revisiting.

Table 4.25 The Relationships between Price Factor and Tourists' Willingness to Revisiting Sukhothai

Price and Revisiting	B	Std. Error	Beta	t	Sig.
Entrance fee for historical sites including tour guide at that sites.	-.245	.092	-.145	-2.654	.008
Accommodation price (hotel, guest house, bungalow, resort, and etc.).	-.154	.097	-.093	-1.586	.113
Transportation price (within Sukhothai only), including car rent or mass transportation.	.245	.085	.175	2.892	.004
Price for food and beverage.	.081	.097	.053	.842	.401
Price for souvenir in Sukhothai.	.004	.097	.002	.038	.969

Findings from Table 4.25 stated there are significant relationships between the entrance fee, transportation fees, and tourists' willingness to revisit the province (-2.654**, 2.892** respectively). The results, therefore, accepted null Hypothesis 8 which stated that there is no significant relationship between price of marketing mix factors and tourists' tourism decision to visit Sukhothai due to revisiting.

Table 4.26 The Relationships between Place Factor and Tourists' Willingness to Revisiting Sukhothai

Place and Revisiting	B	Std. Error	Beta	t	Sig.
Easy access in traveling to Sukhothai.	.038	.073	.028	.519	.604
Easy access in traveling inside Sukhothai.	-.050	.068	-.038	-.736	.462
Tour guide is necessary in traveling in Sukhothai.	-.044	.051	-.043	-.857	.392
Sukhothai government officer is friendly and helpful.	.052	.071	.040	.731	.465
I always find out the information and attractions of Sukhothai before traveling.	.287	.060	.253	4.796	.000

Findings from Table 4.26 stated that there is significant relationship between the attractions' information, and tourists' willingness to revisit the province (4.796***). The results, therefore, accepted null Hypothesis 9 which stated that there is no significant relationship between place of marketing mix factors and tourists' tourism decision to visit Sukhothai due to revisiting.

Table 4.27 The Relationships between Promotion Factor and Tourists' Willingness to Revisiting Sukhothai

Promotion and Revisiting	B	Std. Error	Beta	t	Sig.
I always attend travel fair to look for Sukhothai package tour.	.052	.057	.053	.915	.361
'Thai Tiew Thai' travel fair impulses me to travel in Sukhothai.	.211	.069	.183	3.072	.002
'Amazing Thailand', 'Unseen Thailand', and 'Happiness on Earth' campaigns impulse me to know more about Sukhothai.	-.067	.071	-.056	-.953	.341
I decide to visit Sukhothai because the promotion in tour package.	-.067	.061	-.064	-1.102	.271

Findings from Table 4.27 stated that there is significant relationship between travel fair, and tourists' willingness to revisit the province (3.072**). The results, therefore, accepted null Hypothesis 10 which stated that there is no significant relationship between promotion of marketing mix factors and tourists' tourism decision to visit Sukhothai due to revisiting.

Table 4.28 The Relationships between Product Factors and Tourists' Willingness to Stay Overnight in Sukhothai

Product and Length of Stay	B	Std. Error	Beta	t	Sig.
Sukhothai is the first choice when I want to visit cultural heritage site.	-.021	.074	-.017	-.285	.776
I want to spend time to study about attractions in Sukhothai.	.153	.078	.105	1.958	.051
I want to participate in any events and/or festivals of Sukhothai eg. Loy Khra Thong Festival.	.103	.079	.072	1.316	.189
I am impressed in Sukhothai attractions and its environment.	.140	.088	.088	1.588	.113
Activities (eg. camping, etc.) in Sukhothai are available and well-supported.	-.052	.076	-.035	-.677	.499
Tourist attractions in Sukhothai are sufficient.	.158	.095	.090	1.665	.097
Accommodations in Sukhothai are convenient, comfortable, and safe.	.119	.090	.073	1.315	.189
Souvenir shops in Sukhothai are convenient and easy to access to buy products.	.207	.081	.143	2.559	.011

Findings from Table 4.28 stated that is significant relationship between souvenir shops that are convenient and easy to access to buy products and tourists' willingness to stay overnight at the province (2.559*). The results, therefore, accepted null Hypothesis 7 which stated that there is no significant relationship between product of marketing mix factors and tourists' tourism decision to visit Sukhothai due to length of stay.

Table 4.29 The Relationships between Price Factor and Tourists' Willingness to Stay Overnight at Sukhothai

Price and Length of Stay	B	Std. Error	Beta	t	Sig.
Entrance fee for historical sites including tour guide at that sites.	-.027	.103	-.014	-.260	.795
Accommodation price (hotel, guest house, bungalow, resort, and etc.).	.008	.109	.004	.072	.942
Transportation price (within Sukhothai only), including car rent or mass transportation.	.274	.095	.177	2.894	.004
Price for food and beverage.	-.137	.108	-.081	-1.273	.204
Price for souvenir in Sukhothai.	.026	.109	.015	.240	.810

Findings from Table 4.29 stated that is significant relationship between transportation price and tourists' willingness to stay overnight at the province (2.894**). The results, therefore, accepted null Hypothesis 8 which stated that there is no significant relationship between price of marketing mix factors and tourists' tourism decision to visit Sukhothai due to length of stay.

Table 4.30 The Relationships between Place Factor and Tourists' Willingness to Stay Overnight at Sukhothai

Place and Length of Stay	B	Std. Error	Beta	t	Sig.
Easy access in traveling to Sukhothai.	-.008	.081	-.005	-.096	.924
Easy access in traveling inside Sukhothai.	.051	.076	.035	.674	.501
Tour guide is necessary in traveling in Sukhothai.	-.012	.057	-.011	-.215	.830
Sukhothai government officer is friendly and helpful.	.018	.079	.013	.231	.818
I always find out the information and attractions of Sukhothai before traveling.	.301	.066	.240	4.536	.000

Findings from Table 4.30 stated that there is significant relationship between attractions' information and tourists' willingness to stay overnight at the province (4.536***). The results, therefore, accepted null Hypothesis 9 which stated that there is no significant relationship between place of marketing mix factors and tourists' tourism decision to visit Sukhothai due to length of stay.

Table 4.31 The Relationships between Promotion Factor and Tourists' Willingness to Stay Overnight at Sukhothai

Promotion and Length of Stay	B	Std. Error	Beta	t	Sig.
I always attend travel fair to look for Sukhothai package tour.	.106	.063	.097	1.671	.095
'Thai Tiew Thai' travel fair impulses me to travel in Sukhothai.	.069	.077	.054	.902	.368
'Amazing Thailand', 'Unseen Thailand', and 'Happiness on Earth' campaigns impulse me to know more about Sukhothai.	-.082	.079	-.062	-1.046	.296
I decide to visit Sukhothai because the promotion in tour package.	.015	.068	.013	.227	.821

Findings from Table 4.31 the results, therefore, accepted null Hypothesis 10 which stated that there is no significant relationship between promotion of marketing mix factors and tourists' tourism decision to visit Sukhothai due to length of stay.

Table 4.32 The Relationships between Product Factor and Tourists' Perception to Worthiness of Traveling at Sukhothai

Product and Travel Worthiness	B	Std. Error	Beta	t	Sig.
Sukhothai is the first choice when I want to visit cultural heritage site.	.021	.059	.021	.358	.721
I want to spend time to study about attractions in Sukhothai.	.053	.062	.045	.847	.397
I want to participate in any events and/or festivals of Sukhothai eg. Loy Khra Thong Festival.	.163	.063	.140	2.593	.010
I am impressed in Sukhothai attractions and its environment.	.337	.070	.261	4.801	.000
Activities (eg. camping, etc.) in Sukhothai are available and well-supported.	-.221	.061	-.186	-3.616	.000
Tourist attractions in Sukhothai are sufficient.	.009	.076	.007	.123	.902
Accommodations in Sukhothai are convenient, comfortable, and safe.	.002	.072	.001	.022	.982
Souvenir shops in Sukhothai are convenient and easy to access to buy products.	.072	.065	.061	1.117	.265

Findings from Table 4.32 stated that there are significant relationships between the events and festivals of Sukhothai, Sukhothai's tourist attractions and its activities, and tourists' perception to worthiness of traveling at the province (2.593**, 4.801***, -3.616*** respectively). The results, therefore, accepted null Hypothesis 7 which stated that there is no significant relationship between product of marketing mix factors and tourists' tourism decision to visit Sukhothai due to traveling worthiness.

Table 4.33 The Relationships between Price Factor and Tourists' Perception to Worthiness of Traveling at Sukhothai

Price and Travel Worthiness	B	Std. Error	Beta	t	Sig.
Entrance fee for historical sites including tour guide at that sites.	.110	.080	.073	1.377	.169
Accommodation price (hotel, guest house, bungalow, resort, and etc.).	-.416	.084	-.280	-4.941	.000
Transportation price (within Sukhothai only), including car rent or mass transportation.	-.074	.073	-.059	-1.008	.314
Price for food and beverage.	-.114	.084	-.083	-1.358	.175
Price for souvenir in Sukhothai.	.005	.084	.004	.062	.951

Findings from Table 4.33 stated that there is significant relationship between the accommodation price and tourists' perception to worthiness of traveling at the province (-4.941***). The results, therefore, accepted null Hypothesis 8 which stated that there is no significant relationship between price of marketing mix factors and tourists' tourism decision to visit Sukhothai due to traveling worthiness.

Table 4.34 The Relationships between Place Factor and Tourists' Perception to Worthiness of Traveling at Sukhothai

Place and Travel Worthiness	B	Std. Error	Beta	t	Sig.
Easy access in traveling to Sukhothai.	-.027	.067	-.022	-.401	.688
Easy access in traveling inside Sukhothai.	.102	.062	.087	1.635	.103
Tour guide is necessary in traveling in Sukhothai.	.061	.047	.068	1.320	.188
Sukhothai government officer is friendly and helpful.	.069	.065	.059	1.063	.289
I always find out the information and attractions of Sukhothai before traveling.	.081	.055	.080	1.492	.137

Findings from Table 4.34 stated that the results accepted null Hypothesis 9 which stated that there is no significant relationship between place of marketing mix factors and tourists' tourism decision to visit Sukhothai due to traveling worthiness.

Table 4.35 The Relationships between Promotion Factor and Tourists' Perception to Worthiness of Traveling at Sukhothai

Promotion and Travel Worthiness	B	Std. Error	Beta	t	Sig.
I always attend travel fair to look for Sukhothai package tour.	-.065	.051	-.075	-1.278	.202
'Thai Tiew Thai' travel fair impulses me to travel in Sukhothai.	.150	.062	.146	2.427	.016
'Amazing Thailand', 'Unseen Thailand', and 'Happiness on Earth' campaigns impulse me to know more about Sukhothai.	-.088	.064	-.082	-1.383	.167
I decide to visit Sukhothai because the promotion in tour package.	.017	.055	.019	.318	.751

Findings from Table 4.35 stated that there is significant relationship between travel fair and tourists' perception to worthiness of traveling at the province (2.427*). The results, therefore, accepted null Hypothesis 10 which stated that there is no significant relationship between promotion of marketing mix factors and tourists' tourism decision to visit Sukhothai due to traveling worthiness.

Chapter 5

Conclusions and Recommendations

This study aimed to investigate the opinions of Thai tourists' toward their trips to Sukhothai. In this regard, the study analyzed the relationships between the tourists' demographic profiles and marketing mix factors that influence the tourism business and decisions of the tourists. Survey questionnaires were used as an instrument to collect data variables from 400 Thai tourists who travel in Sukhothai using convenience sampling. The demographic profile and tourists' traveling behavior were analyzed using percentile distribution, mean, Standard Deviation (*SD*) while the Analysis of Variance (ANOVA) test and Linear Regression were employed to test hypotheses. The results were compiled and presented as follows.

5.1 Demographic Profiles of Respondents

Results from descriptive analysis found that majority of the respondents were female and single. Their ages were between 20 – 29 years old, holding bachelor degrees, working in the private companies, and having an income of less than 10,000 baht per month.

5.2 Traveling Behavior

Around 80 percent of the respondents were independent travelers while the rest or 20 percent of them choose tour packages offered by tour agencies. Each of them spent baht 300 to 600 per day excluding transportation expenses during their travels in the province. They stayed two days in the province and most of them visited the province twice. Regarding the channels of receiving news and information about Sukhothai, the respondents stated that television, radio, newspaper and magazines were the most effective marketing communication channels that affected on their awareness, followed by friends and relatives, travel guide books, the internet, tour operator brochures and leaflets, and tourism literature respectively.

5.3 Influences of Marketing Mix Factors on Tourists' Traveling to Sukhothai

Studying Product factors were taken into account in this study including cultural heritage sites, festivals, environment, activities, attractions, safety, and

souvenir shops. From the study we found that the Loy Khra Thong festival was the most significant product factor influence on tourists' decisions to travel to Sukhothai.

Factors employed under pricing included entrance fees for historical sites, accommodations, transportation, food & beverage, and souvenir expenses. The results revealed that all pricing factors influence on tourist's traveling to Sukhothai. However, transportation fairs had the highest degree of influence on their trip to Sukhothai.

For the place factors which included accessibility of Sukhothai to tourists in traveling to Sukhothai and inside the province, tour guides, Sukhothai government officers, and information about Sukhothai. From the study we found that the necessity of having a tour guide was the most influential factor on tourists' traveling to Sukhothai.

Finally, promotion factors included travel fair, tourism promotion campaigns (Thai Tiew Thai, Amazing Thailand, Unseen Thailand, Happiness on Earth), and tour packages. When considering by each factor, we found that tourism campaigns such as Amazing Thailand, Unseen Thailand, and Happiness on Earth had the most influence on tourists' traveling to Sukhothai.

It could be concluded that product factors had the most influence followed by place factors, promotion factors, and price factors on tourists' decisions to travel to Sukhothai respectively.

5.4 The Relationships between Demographic Characteristics and Tourism

Industry in Sukhothai

One objective of the research was to study which of the demographic factors that influence the demand of the tourists to travel to Sukhothai was consistent with the possibility of revisiting and length of stay. The results from descriptive analysis found that tourists with different demographic profiles namely gender, age, education background, income level, and marital status were no different in their decisions to visit Sukhothai in terms of revisiting and length of stay while only their occupation has relationship with the decision.

The results revealed that the tourists with different occupations have significant different decision making criteria regarding revisiting and length of stay in Sukhothai while other demographic factors did not present any significant differences in decision making regarding revisiting and length of stay. The results from this study, therefore, agreed with previous studies done by Chandler & Costello (2002) and

Chang (2006) who found visitors at all destinations were extremely homogenous with regard to their demographics, lifestyle, and activity level preferences. A portion of these demographic similarities may be a result of the homogenous characteristics that are shared by the destinations themselves. It is possible that the tourists' reason could be from the purpose of visiting Sukhothai that were possible to be varied from leisure and recreation to visiting friends and relatives, and business. In contrast, the study of Weaver & Oppermann (2000); Kotler (2003); Alegre & Pou (2005), argued that tourists' socio-demographic segmentation can readily be associated with specific types of tourism behavior including wants, preferences, and usage rates thus, the tourist's demographic profiles should have a direct influence on their length of stay.

Research findings illustrated that occupation profiles of domestic tourists were more feasible when adjusting directly, where the need for adaptation was evident. This could be due to the fact that occupational background was closer to the domestic market and could anticipate any product adaptations or developments necessary. Equally, it was evident that the better the relationship between occupation and tourism in Sukhothai, the greater the possibility of revising and extending the length of stay in Sukhothai.

5.5 The Relationships between Marketing Mix Factors and Tourists' Behavior Traveling in Sukhothai

The objective of the research was to study which factors of the marketing mix factors influence the tourism decision of domestic tourists with regards to traveling to Sukhothai consistent with the possibility of revisiting and length of stay. The results found that there was no the relationship of marketing mix factors and tourists' tourism decisions to visit Sukhothai due to revisit and as regards their length of stay. Although the marketing mix elements were variable, it was not statistically significantly different from the mean.

Results of this study suggested that domestic tourists were not solely making their tourism decisions on single marketing mix element. According to the findings of this research, *product* is the most notable element at agree level of the marketing mix. Specifically, events and festivals, Sukhothai attractions and environment, souvenir shops, accommodations, and activities were the most acceptable sub-elements. *Place*, *promotion*, and *price* were concentrated on respectively.

The findings revealed that tourist's opinions toward products of Sukhothai had no relationship with their willingness to revisit Sukhothai, their length of stay and its travel worthiness. The results from this study were slightly different from previous research by Supajittra (2000) which concluded that the cultural differences between Thailand and other countries could attract visitors who were traveling to learn and experience particular features of an area, such as cultural themes including handicrafts, attractions, architecture, history and traditional life styles. This could be explained by focusing on the products of Sukhothai such as cultural heritage sites, its attractions and environment, events and festivals, activities, accommodations, and souvenir shops which might attract tourists to visit Sukhothai especially during events and festivals of Sukhothai which tourists highly appreciate. However, it could not influence Thai domestic tourists to revisit and stay overnight at Sukhothai. Dealing with product factors, for example, it could be concluded that Sukhothai attractions and facilities of product needed further adaptation to attract tourists to revisit and stay longer. It should be understood that a successful marketing approach relies on markets being well organized. Market research was therefore crucial to test the assertion of market homogeneity within Sukhothai and when comparing it to other destinations as well. In addition, research findings illustrated that the product factors were more feasible when dealing with festivals and events that have most influence to domestic tourists. However, such festivals and events were created once or twice a year only which mean that the tourists could participate in the festivals in Sukhothai once or twice a year only. Therefore, the related parties such as Tourism Authority of Thailand or provincial authority should create more festivals or activities more frequency and in different angles, which further result would be in the continuing tourism business.

As regards the price of marketing mix factor, Weaver and Oppermann (2000) mentioned that price was often used as the most convenient and visible marketing mix tool, since affordability constitutes an important pull factor in drawing tourists to particular destinations. The findings revealed that tourist's opinions towards price during visits to Sukhothai had no relationship with their willingness to revisit Sukhothai, length of stay or its travel worthiness. The results from this study were slightly different from previous research by Pisanu (1999) which stated that price in the marketing mix factors affected the tourists' acceptance of the existing tourism in Thailand. This could be explained in that the expenses toward traveling in Sukhothai

including price of entrance fee, accommodation, transportation, food and beverage, and souvenir were neutral accepted by tourists. Therefore, the price was not highly sufficiently important to induce Thai domestic tourists to revisit, stay overnight and alter their opinions towards the worthiness of traveling to Sukhothai.

The findings also revealed that tourists' opinions towards place (information/image/ distribution channel) of Sukhothai had no relationship with their willingness to revisit Sukhothai, their length of stay and its travel worthiness. The results from this study were slightly different with previous research by Pisanu (1999) which stated that place in the marketing mix factors affected the tourists' acceptance of existing tourism in Thailand. Weaver and Oppermann (2000) also mentioned that place was important because tourists must travel to the destination in order to consume the tourist product; accessibility represented the extent to which the markets and destinations were connected. It could be said that the distribution channel of Sukhothai was neutrally accepted. Therefore, the place as one of the marketing mix factors could not influence Thai domestic tourists to revisit and extend their length of stay at Sukhothai or their opinions about the worthiness of traveling at Sukhothai.

Furthermore, the findings revealed that tourists' opinions towards the promotion of Sukhothai had no relationship with their willingness to revisit Sukhothai, length of stay or its travel worthiness. Expanding the discussion on promotion factors, it was identified that travel fairs and tourism campaigns were vital which was mainly concerned with impulsive tourists who to travel in Sukhothai.

The results from this study agreed with previous research by Pisanu (1999) which stated that promotion in the marketing mix factors has no affect on the tourists' acceptance of the existing tourism in Thailand. Weaver and Oppermann (2000) stated that promotion was the attempt to convey a positive image of the product to potential customers by appealing to the perceived demands, needs, tastes, values and attitudes of the market. It could be said that promotion was a vital factor in tourists' opinions. However, it varied over time and by destination, and promotion as one of the marketing mix factors could not influence Thai domestic tourists to revisit, stay overnight or alter opinions about the worthiness of traveling at Sukhothai.

5.6 Suggestions

This part presented suggestions obtained from open-ended questions in the questionnaires. The results were organized summarized, and presented as follows.

The respondents suggested that in order to promote Sukhothai to be well-known, the information should be distributed through general mass media such as selling festivals or events via local news on television. In order to raise domestic tourism to Sukhothai, there should be a review of the province's tourist attractions, destination development and promotion. Sukhothai is able to become a successful beautiful tourist destination of Thailand. Hotel and restaurant are the supported part that should be continually developed. The domestic alternatives could be advantage for those Thai who could not afford the international trip. Moreover, selling point of Sukhothai is Loy Kra Thong festival, with promotion campaign and introduction of existing domestic attractions, more Thai tourists possibly travel to Sukhothai in the future.

The existing promotion plan for domestic tourism should be revised whether the plan achieves Thai tourists' attractions. Sukhothai should promote itself as a unique location to gain competitive advantage. In addition, the existing attractions of Sukhothai could be regarded in different perception, especially from occupation's point of view. Therefore, there should be continually promoted the existing attraction -which not only limited to cultural heritage sites but including natural, historical, traditional and social life- to fulfill significant tourism needs and also in different angle such as developing cultural center to have a show as extravaganza. It would rather attract more Thai tourists to Sukhothai and possibly further to international tourists.

This would suggested that in order to encourage Thai tourists to stay longer, Sukhothai tourism related parties need to develop tourism activities that can be combined with cultural activities such as sightseeing for activities during the festival and local event, seeing the way of local social life, together with fascinating falls, different species of plants, garden and wildlife that offered to various personal tourism needs. Consequently, new activities combined with historical and architectural sites could encourage repeat visits. When Thai tourists satisfy with the trip in Sukhothai, it would link to their perception of worth visiting.

5.7 Implementation

The findings from this study could provide information about Thai domestic tourists' traveling behavior and factors that influence their tourism decision for traveling to Sukhothai. The result of this study could be beneficial to be the guideline

for managing the cultural heritage sites more appropriately including the demographic changes of domestic tourists to be suitable and in accordance with the tourism development as long as possible. Furthermore, the result could be useful to tour operators in order to promote and pull domestic tourists to travel to Sukhothai; accommodations and restaurants in order to develop selling points to be hospitable sustainable tourism to satisfy the different needs of tourists; transportation in order to develop the route and its promotion such as airlines; and local and national government organizations generally concern with tourism especially for Sukhothai province in order to develop strategic marketing plan for Sukhothai tourism business as to promote the province all year round, not only during festivals. Due to the importance of promotion, all related parties especially tour operators or local government as agent of Tourism Authority of Thailand should involve in promote or sustain the tourist promotion of Sukhothai, not only during festivals. Therefore, the dimension of tourism would definitely enrich the lives of visitors and the economy of the host province and the overall country. More specifically, tourist expenditures will increase as a result of a higher number of tourists and length of stay.

5.8 Research Difficulties and Limitations

- 1) The important limitation of present research was an access to the area of data collection. The sampling was non-probability and thus the results from this study in terms of demographics simply reflect characteristics or profiles but not a representative background of typical tourists in Sukhothai.
- 2) Marketing factors did not show significant relationships with the decision of Thai tourists to visit and stay in Sukhothai. This was not to say that a further study should not include these factors, but perhaps with some more comprehensive items in the research instrument.
- 3) There was a difficulty in distributing questionnaire due to natural hazard of a big flood during August to October 2006. However, fortunately, the situation was cured and large number of domestic tourists travel to Sukhothai in November to January as a result of Loy Krathong and New Year festivals.
- 4) More difficulty was to sample group particularly old age tourists who not participated well to answer the questionnaire.

5.9 Recommendations for Further Research

This study was only focus on Thai tourist's opinions towards the tourism in Sukhothai focused on their demographic and marketing mix factors only, not the whole country and only done on part of domestic tourists who visited Sukhothai. The results may be different when focused on other province of Thailand. Consequently, recommendations for further research are proposed as follows:

- 1) A study that investigates opinions of other tourism related parties such as tour operators, hotels, restaurants, airlines, and local and national government organizations generally concern with tourism especially for Sukhothai.
- 2) A study to explore more factors that affects tourism demand of Sukhothai.
- 3) A study to compare between Thai and foreign tourists.
- 4) A study that investigates strengths and weaknesses of Sukhothai in order to develop the province to be sustainable tourism.

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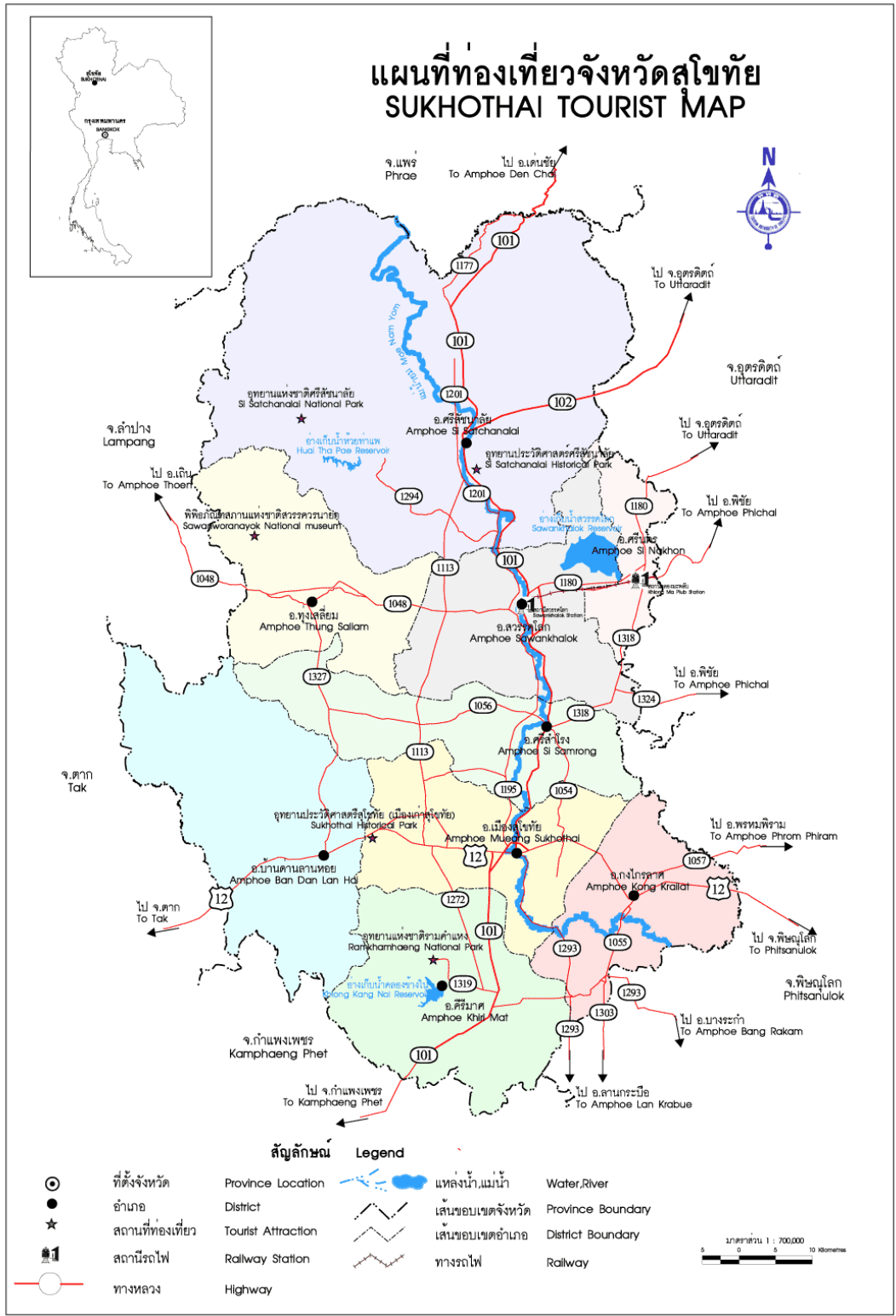
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Appendix A

Sukhothai's Tourist Map



Source: <http://www.tourismthailand.org>

Appendix B

Sukhothai Tourist Attractions

Ramkhamhaeng National Park (Khao Luang Sukhothai)

This exquisite national park with a combined natural and historical background covers an area of 341 square kilometres, and was declared to be a national park on October 27, 1980.

High hills and steep cliffs some over 1,200 metres above sea level, together with fascinating falls, different species of plants and wildlife are some of the major attractions available in this park offered to nature loving tourists or visitors. Furthermore, the archaeological and historical sites with ancient remains and relics make the park even more attractive, especially for critics and theologians.

To reach the park by road, take Highway No.1 from Bangkok, then at km.414 (20 kilometres to Sukhothai) take the left turn along the laterite road for another 16 kilometres till arriving at the parks office. For accommodation, reservations for bungalows and tents can be made through the National Park Section, the Royal Forest Department.

Fish Museum

This is located in the Rama IV Park on the Sukhothai Phitsanulok route and can be reached by local bus from town. The museum displays a variety of fresh water fish mentioned in Thai literature. It is open daily except Tuesdays from 9 a.m. 5 p.m. There is no admission fee.

Phra Mae Ya Shrine

This shrine is situated in front of the City Hall and is highly respected by Sukhothai residents. It houses an idol of Phra Mae Ya, a stone figure with a white face and long hair, and dressed as an ancient queen. The idol is about 1 metre high and is supposed to have been built during King Ramkhamhaeng's reign as a dedication to his late mother Nang Sueang.

Sangkhalok Museum

Sangkhalok is the name of ceramic wares produced in the old city of Sukhothai. The museum displays the collection of Sangkhalok and ceramic wares produced some 700 years ago in the Lanna Kingdom (now the northern region of Thailand). The museum is just one kilometre from town on the road to Phitsanulok. It is open daily from 8 a.m.-5 p.m. Admission is 100 baht for adults and 20 baht for children.

Sukhothai Historical Park

This is located 12 kilometres from town on the Sukhothai-Tak Highway and can be reached by local bus or hired motored tricycle from town. The park is open daily from 8.30 a.m.- 4.30 p.m. Admission is 40 baht. The park also offers tram services as well as bicycles for rent for exploring around its large area. The Tourist Service Centre in the park provides information, as well as displays models of historical buildings and structures in old Sukhothai.

Ruins of the royal palaces, Buddhist temples, the city gates, walls, moats, dams, ditches, ponds, canals, and the water dyke control system, which was the magical and spiritual centre of the kingdom, are now preserved and have been restored by the Fine Arts Department with the cooperation of UNESCO, not only with a view of fostering Thailand's national identity but of safeguarding a fine example of mankind's cultural heritage.

Inside the city wall

The city wall is located in the centre of the historical park and surrounded by earthen ramparts. The city has a rectangular shape with 1,300 metres width and 1,800 metres long. The walls contain four main gates. A stone inscription mentions that King Ramkhamhaeng set up a bell at one of the gates. If his subjects needed help, they would ring the bell and the King would come out to settle disputes and dispense justice. Inside the town stand 35 monuments including Buddhist temples and many other structures.

The Royal Palace and Wat Mahathat

The royal palace lies in the centre of the town and covers an area of 160,000 square metres. This area is surrounded by a moat and contains two main compounds;

the royal building and the sanctuary in the palace. In the royal compound exist the ruins of the royal building called Noen Phrasat. Here, the famous stone inscription of King Ramkhamhaeng was found by King Mongkut (Rama IV) in the 19th century together with a piece of the stone throne called Manangkhasila-at. King Ramkhamhaeng set up the throne in the midst of a sugar-palm grove where, at his request, a monk preached on Buddhist Sabbath days and the King conducted the affairs of state on other days. This throne was later installed in Bangkok's Temple of the Emerald Buddha.

A sanctuary lying to the west behind the Royal Palace compound is Wat Mahathat. It is Sukhothai's largest temple with a customary main chedi in lotus-bud shape and a ruined viharn. At the base of the chedi stands Buddhist disciples in adoration, and on the pedestal are seated Buddha images. In front of this reliquary is a large viharn formerly containing a remarkable seated bronze Buddha image of the Sukhothai style, which was cast and installed by King Lithai of Sukhothai in 1362. At the end of the 18th century, the image was removed to the Viharn Luang of Wat Suthat in Bangkok by the order of King Rama I and has since been named Phra Si Sakaya Muni. In front of the large viharn is another smaller viharn which was probably built during the Ayutthaya period. Its main Buddha image (8 metres high) was installed inside a separate building. In front of the southern image, a piece of sculpture called *Khom Dam Din* (a Khmer who came by way of walking underground) was found, and is now kept in the Mae Ya Shrine near the Sukhothai City Hall. On the south stands a pedestal of a large chedi built up in steps, the lowest platform is adorned with beautiful stucco figures of demons, elephants and lions with angles riding on their backs. Mural painting adorns this chedi.

King Ramkhamhaeng Monument

Situated to the north of Wat Mahathat, the bronze statue of King Ramkhamhaeng sits on a throne with bas-relief at the base depicting the King's life.

Wat Si Sawai

Situated among magnificent scenery southwest of Wat Mahathat is Wat Si Sawai. Three prangs (pagodas) are surrounded by a laterite wall. Inside the wall, the viharn in the west, built of laterite, is separated from the main prang which was constructed in the Lop Buri or Hindu-style, but the other also constructed beside the

prangs are Buddhist viharns. The Crown Prince of that time who later become King Rama VI found a trace of the Hindu sculpture Sayomphu, the greatest Hindu God in this sanctuary. In his opinion, this ruin was once a Hindu shrine, but was later converted into a Buddhist monastery.

Wat Traphang-Ngoen

Situated to the west of Wat Mahathat is Wat Traphang-Ngoen with its square pedestal, main sanctuary, and stucco standing Buddha image in four niches. There is a viharn in front, and in the east of the pond, there is an island with an ubosot. This edifice has already crumbled and only its pedestal and laterite columns still remain. Many monuments and magnificent scenery are visible from this location.

Wat Chana Songkhram

Situated to the north of Wat Mahathat is Wat Chana Songkhram. Its main sanctuary is a round Singhalese-style chedi. In front of the chedi exists the base of a viharn and behind the former stands an ubosot. Bases of twelve small chedis are also visible. Near Charot Withithong Road is a strange chedi having three bases, one on top of the other.

Wat Sa-Si

Situated near Wat Chana Songkhram is Wat Sa Si. Around a Singhalese-style chedi is the main sanctuary on an island in the middle of Traphang Trakuan Pond. A large viharn contains a stucco Buddha image. To the south stands nine chedis of different sizes.

San-Ta-Pha-Daeng or Deity Shrine

Situated to the north of Wat Mahathat is San Ta Pha Daeng. This monument consists of only one laterite prang with a staircase in the front. Sandstone Hindu divine objects (Lop Buri-style) were discovered here.

Wat Mai

Situated to the north of Wat Mahathat is Wat Mai. Wat Mai, having a brick viharn as the main sanctuary, is in the Ayutthaya style. The columns of the viharn are

made of laterite. A bronze image of the Buddha under a Naga (Lop Buri-style statue) was found here and is now preserved in the Ramkhamhaeng National Museum.

The Ramkhamhaeng National Museum

The Ramkhamhaeng National Museum was built in 1960 and open on 25 January, 1964. The museum collection includes gifts from the ex-abbot of Wat Ratchathani and art objects unearthed in Sukhothai and nearby provinces. It is open daily from 8.30 a.m.-3.30 p.m. Admission is 30 baht.

Wat Traphang Thong

Situated to the east of Wat Mahathat is Wat Traphang Thong. The monastery is located on an island in the middle of a large pond. A ruined laterite Singhalese-style chedi is on the island. In front of it, a new mondop contains the Lord Buddha's Footprint slab that was created by King Lithai in 1390 on Samanakut or Phra Bat Yai Hill. This footprint was removed to the new mondop some years ago. An annual fair to worship this sacred Lord Buddha's Footprint takes place at the same time as the Loi Krathong Festival.

Wat Phra Phai Luang

This temple lies about 500 metres north of San Luang Gate (northern gate). This sanctuary, formerly a Khmer-Hindu shrine but later converted into a Buddhist monastery, is surrounded by a moat. It is second in importance to Wat Mahathat. Inside, there are three prangs like Wat Si Sawai, but the southern and the central ones have crumbled leaving only the northern one decorated with stucco figures. In front of these prangs are a vihar and a crumbled chedi; the latter has a pedestal decorated with stucco seated Buddha images. A mondop contains Buddha images in four postures; sitting, reclining, standing, and walking. They are now all in ruins. A Sivalinga (Phallic emblem of Hindu gods) was unearthed in the compound of this sanctuary.

Wat Si Chum

This lies about 1,500 metres north of Wat Mahathat and was originally surrounded by a moat. A square mondop which is the main sanctuary, contains a monumental stucco-over-brick Buddha image in the attitude of Subduing Mara called *Phra Achana*. This Buddha measures 11.30 metres from knee to knee.

The mondop is 32 metres square and 15 metres high, and the walls are 3 metres thick. There is a passageway in the left inner wall itself which leads to the above crossbeam. On the ceiling of the passageway are more than fifty engraved slate slabs illustrating Jataka scenes.

Wat Saphan Hin

This is situated on a hill 200 metres high. A pathway of slate slabs leads to the sanctuary yard.

Wat Chang Rop

This is situated in the Aranyik area. A chedi is decorated with an elephant emerging from the base. A viharn base and laterite columns are in front of the Chedi.

Phra-Ruang Dam

This earthwork dam was formed to hold back water between Phra Bat Yai and Kio-Ai-Ma Hills and restored by Thailand's Irrigation Department. Water from the dam will be used as a reserve whenever the water level in other reservoirs goes down. This dam is referred to in the Sukhothai inscription.

Wat Chetuphon

A mondop enshrines four Buddha images in different postures: sitting, standing, walking, and reclining. The outer walls of the mondop still retains a section in the form of a slate pillar-balustraded window. There is an entrance to the mondop to the north. Just behind the mondop is a small sanctuary which contains a Buddha image known locally as Phra Si Ariya Maitreya, the Lord Buddha of the Future.

Wat Chang Lom

Wat Chang Lom is located to the north of Charot Withithong Road with a bell-shaped chedi of Ceylonese influence standing as the centre. The chedi is situated on a 3-tiered square base with a platform decorated with a row of elephants seen by their front halves supporting the round chedi.

This type of elephant-decorated chedi is to be seen in many ancient towns of the Sukhothai period; for example, Kamphaeng Phet and Si Satchanalai.

Wat Traphang Thonglang

A square mondop is the main sanctuary. In front of the mondop to the east, is the viharn and beyond the viharn stands an ubosot. The outer wall of the mondop is beautifully decorated by stucco figures in niches. The southern side portrays the Lord Buddha flanked by angels' descending from Tavatimsa Heaven. To the west portrays the Lord Buddha preaching to his father and relatives. The northern side depicts the episode when the Lord Buddha returned to preach to his wife. These stucco figures, especially those on the south side, are masterpieces of Sukhothai art.

Sawankhawanayok National Museum

It is 38 kilometres from Sukhothai and 2 kilometres further on a road on the left. The museum was open in 1984, and features sculptural art from various periods; the most interesting being Sangkhalok crockery from the Sukhothai era and Sangkhalok items retrieved from sunken vessels in the Gulf of Thailand. The museum is open daily except Mondays, Tuesdays, and public holidays, from 8.30 a.m. - 4 p.m. Admission is 30 baht per person.

Celadon Kiln Site Study and Conservation Centre

This is located at *Ban Ko Noi*, some 4 kilometres to the north of *Si Satchanalai*. More than 500 kilns have been excavated up to now. Numerous celadon wares in perfect condition as well as pot have been discovered. The kiln is oval in shape with a curved roof and is 7-8 metres wide.

The centre consists of 2 buildings situated on the kiln site area with 2 kilns No.42 and 61 exhibited on site. There are also exhibitions on artifacts and on the evolution of ancient ceramic wares. The centre is open daily from 9 a.m.- 4 p.m. Admission is 30 baht.

To get there, drive for 6.5 kilometres to the north of Si Satchanalai Historical Park to *Ban Ko Noi* where the remains of ancient kilns can be seen scattered around. The centre is also accessible by the provincial highway No.1201 from *Amphur Si Satchanalai*, a distance of 7 kilometres with the buildings located on the left.

Si Satchanalai Historical Park

Si Satchanalai Historical Park is located on the bank of the Yom River. It is open daily between 8.30 a.m.-4.30 p.m. Admission is 40 baht. The ancient town,

formerly called *Muang Chaliang*, was named *Si Satchanalai* during the reign of Phra Ruang when a new administrative centre was established to replace *Chaliang*. Ruins of 134 monuments have been discovered within the park:

- *Phra Si Rattana Mahathat Temple* also called Phra Borommathat Muang Chaliang Temple or Phra Prang Temple, is situated 3 kilometres to the south of ancient Si Satchanalais wall. An immense laterite prang on a square base marks the centre of the temple. A steep staircase in front of the huge prang leads to a room where a reliquary is enshrined.
- *Khao Phanom Phloeng Temple* is a hilltop temple within the old town of Si Satchanalai. A laterite chedi in the centre, a large viharn or image hall in front, and a small sanctuary behind all lie in ruins. Some laterite pillars and a damaged Buddhas' image constructed of laterite slabs and coated with mortar are seen.
- *Khao Suwan Khiri Temple* is also a hilltop temple situated 200 metres away from *Phanom Phloeng Hill*. A huge bell-shaped *chedi* on a 5-tiered base marks the centre of the temple. Ruins of a viharn and chedi, and fragments of huge stucco figures lie scattered on the ground. The similarity between some figures here and those at Wat Chang Lom in the old town of Sukhothai leads to the belief that it was King Ramkhamhaeng the Great of the Sukhothai Kingdom who had this temple constructed.
- *Chang Lom Temple* is an important monument within the old town of Si Satchanalai. A huge bell-shaped chedi supported by 39 elephants, with 4 of them at 4 cardinal points elaborately decorated, marks the centre of the temple. Above the chedis base, there are niches enshrining images of the Buddha subduing Mara.
- *Chedi Chet Thaeo Temple* is one of the most beautiful temples in Sukhothai Province. *Chedis* of different artistic styles and influence were built within the area of this temple. Mural paintings, seriously damaged, are still to be seen in some *chedis*.
- *Suan Kao Utthayan Yai Temple* is located near *Wat Chedi Chet Thaeo* with only a dirt road in between. A large image hall lies in remains within this temple. The monastery is also called *Wat Kao Hong* or the 9 roomed temple.

- *Nang Phaya Temple* is famous for its delicate stucco reliefs on the remains of the northwestern wall of the 7 roomed viharn or image hall. The pillars of this viharn are decorated with unglazed ceramic designs. The central laterite chedi is surrounded by lampposts and accessible by a set of narrow stairs.
- *Suan Kaeo Utthayan Noi Temple* is the only temple within the old town of Si Satchanalai with a brick building in front. The ruins of this temple consist of a whole laterite image hall with a laterite roof.

Si Satchanalai National Park

This was proclaimed a national park on 8 May, 1981. With a total area of 213 square kilometres in Amphoe Si Satchanalai and Amphoe Thung Saliam of Sukhothai Province, Si Satchanalai National Park offers trekking routes through waterfalls and caves. The parks geography is mainly high, undulating mountains covered by a tropical jungle. Interesting tourist spots in the park include Tat Dao and Tat Duan Waterfalls, about 3 kilometres and 500 metres from the park headquarters, respectively. The park also has a hot spring, two caves called Tham Khangkhao (bats cave), and Tham Thara Wasan.

Si Satchanalai National Park is about 100 kilometres from Sukhothai via route no. 1113 and route no. 1294 and can be reached by local bus from Amphur Si Satchanalai. The bus leaves for the park once a day and costs 30 baht. It takes 50 minutes for the journey. The park admission is 200 baht per person. There is accommodation for tourists.

Appendix C

Interview Questions

Interview Questions

1. What are the main strategies in promoting Thai people to travel within Thailand?
2. What are the obstacles to promoting and attracting Thai people to travel in Thailand?
3. What is the image of Sukhothai in the opinion of domestic tourists?
4. What is the important point of the tourist destination that can attract Thai tourists to visit Sukhothai?
5. How important is the role of cultural tourism in attracting domestic tourists when choosing holidays?
6. Why are the beach destinations more popular than cultural destinations in Thailand and how can tourists be attracted to stay longer in cultural destination?
7. What are the major obstacles to be overcome in increasing the average length of stay at a cultural destination such as Sukhothai?
8. Why do you think Ayutthaya is more famous than Sukhothai in terms of cultural tourism? (Besides distance)
9. In thinking about choosing a holiday, where do you find information?
10. Can you remember particular marketing campaign?
11. How important is price compared to location, transportation, and time?
12. Which places have you visited before, what did you like? What did you do not like?

Profile of Interviewees

1. Mr. Sornchai Sangthong; tour guide from LTU Asia Tour.
2. Ms. Chu-jai Sangthong; tour guide from Turismo Thai.
3. Mr. Aekapol Nakkaseam; limousine service operator from Maenam Hotel.
4. Mr. Christopher Chang Natawon; domestic tourist.
5. Ms. Temduang Suwanborisut; domestic tourist.
6. Ms. Vimpattra Mengchauly; domestic tourist.

Appendix D

Questionnaire in English Version

QUESTIONNAIRE

“A Study of Marketing Mixed Factors Influencing Tourism Demand in Sukhothai”

Part 1: Opinions about visiting Sukhothai

1. How did you come to Sukhothai?
 - By your own With tour operator

2. Where do you receive information about Sukhothai? (*can choose more than one*)
 - General mass media Friends and relatives
 - Tourism promotion literature Internet
 - Tour operators brochure/leaflet Travel guide book
 - Others (please specify) _____

3. How much do you intend to spend daily in Sukhothai, excluding transportation?
 - Below 300 baht 300 – 600 baht
 - 601 – 900 baht 901 – 1,200 baht
 - 1,201 – 1,500 baht Over 1,500 baht
 - Others (please specify) _____

4. How long will you stay at Sukhothai?
 - 1 day 2 days
 - 3 days 4 days and over
 - Others (please specify) _____

5. How many times have you visited Sukhothai?
 - First time 2 times 3 times
 - 4 times 5 times and over

Part 2: Marketing Mixed Factors toward traveling in Sukhothai

Please read statements carefully, and put a ✓ (*only one mark*) in the box for each question that most appropriate to your idea.

Attractions	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1. Sukhothai is the first choice when I want to visit cultural heritage site.					
2. I want to spend time to study about					

attractions in Sukhothai.					
3. I want to participate in any events and/or festivals of Sukhothai eg. Loy Khra Thong Festival.					
4. I am impressed in Sukhothai attractions and its environment.					
5. Activities (eg. camping, etc.) in Sukhothai are available and well-supported.					
6. Tourist attractions in Sukhothai are sufficient.					
7. Accommodations in Sukhothai are convenient, comfortable, and safe.					
8. Souvenir shops in Sukhothai are convenient and easy to access to buy products.					
9. Easy access in traveling to Sukhothai.					
10. Easy access in traveling inside Sukhothai.					
11. Tour guide is necessary in traveling in Sukhothai.					
12. I always attend travel fair to look for Sukhothai package tour.					
13. Sukhothai government officer is friendly and helpful.					
14. I always find out the information and attractions of Sukhothai before traveling.					
15. 'Thai Tiew Thai' travel fair impulses me to travel in Sukhothai.					
16. 'Amazing Thailand', 'Unseen Thailand', and 'Happiness on Earth' campaigns impulse me to know more about Sukhothai.					
17. I decide to visit Sukhothai because the promotion in tour package.					

18. How perfect information about Sukhothai you have received, in your own opinion.

Information	Very Perfect	Perfect	Neutral	Imperfect	Very Imperfect
Attractions in Sukhothai, including how to get there.					
Events and Festivals in Sukhothai.					
Accommodations (hotel, guest house, bungalow, resort, and etc.).					
Other facilities, including restaurants, shops, and transportation to travel within Sukhothai.					
Safety in traveling in Sukhothai					

19. What do you think about the expenses in Sukhothai?

Expenses	Very Expensive	Expensive	Reasonable	Cheap	Very Cheap
Entrance fee for historical sites including tour guide at that sites.					
Accommodation price (hotel, guest house, bungalow, resort, and etc.).					
Transportation price (within Sukhothai only), including car rent or mass transportation.					
Price for food and beverage.					
Price for souvenir in Sukhothai.					

20. How likely do you want to revisit Sukhothai? (*only one mark*)

Very likely
 Likely
 May be
 Unlikely
 Very unlikely

21. How likely will you stay overnight at Sukhothai? (*only one mark*)

Very likely
 Likely
 May be
 Unlikely
 Very unlikely

22. Do you think traveling in Sukhothai is worth your money?

Very Worthy
 Worthy
 May be
 Unworthy
 Very Unworthy

Part 3: Your personal information

- Gender: Male Female
- Age (years): Less than 20 20 - 29 30 – 39
 40 – 49 50 – 59 60 and above
- Education: Secondary school certificate or below
 High school diploma or vocational school diploma
 Higher diploma and associate degree
 Bachelor's degree
 Higher than bachelor's degree
- Occupation: Government/state enterprise officer
 Employee Student
 Business owner Retired
 Others (please specify) _____

5. Income (baht): () Less than 10,000 () 10,000 – 17,500
 () 17,501 – 20,000 () 20,001 – 35,000
 () 35,001 – 50,000 () 50,001 and above
6. Marital status: () Single () Married
 () Married/Separated () Divorced

Part 4: Suggestion for Sukhothai



Appendix E

Questionnaire in Thai Version

□ □ □

แบบสอบถาม

“ปัจจัยทางการตลาดที่มีผลต่อการท่องเที่ยวในจังหวัดสุโขทัย”

ส่วนที่ 1: ความคิดเห็นเกี่ยวกับสุโขทัย

1. ท่านเดินทางมาท่องเที่ยวจังหวัดสุโขทัยอย่างไร
 () ด้วยตนเอง () กับบริษัททัวร์
2. ท่านได้รับข้อมูลข่าวสารเกี่ยวกับจังหวัดสุโขทัยจากที่ใด (ตอบได้มากกว่า 1 ข้อ)
 () สื่อทั่วไป (โทรทัศน์, วิทยุ, หนังสือพิมพ์, นิตยสาร เป็นต้น)
 () เพื่อนและคนรู้จัก () หนังสือ/วารสารที่เกี่ยวข้องกับการท่องเที่ยว
 () อินเทอร์เน็ต () แผ่นพับ/ใบปลิวโฆษณาจากบริษัทนำเที่ยว
 () คู่มือท่องเที่ยว () อื่นๆ (กรุณาระบุ) _____
3. ท่านใช้จ่ายเฉลี่ยไม่รวมค่าเดินทางมายังสุโขทัยในการท่องเที่ยวจังหวัดสุโขทัยประมาณ (ต่อคน/ต่อวัน)
 () ต่ำกว่า 300 บาท () 300 – 600 บาท
 () 601 – 900 บาท () 901 – 1,200 บาท
 () 1,201 – 1,500 บาท () มากกว่า 1,500 บาท
 () อื่นๆ (กรุณาระบุ) _____
4. ระยะเวลาที่ท่านท่องเที่ยวในจังหวัดสุโขทัย
 () 1 วัน () 2 วัน
 () 3 วัน () 4 วันขึ้นไป
 () อื่นๆ (กรุณาระบุ) _____
5. ท่านเดินทางมาสุโขทัยกี่ครั้ง รวมถึงครั้งนี้ด้วย
 () ครั้งแรก () 2 ครั้ง () 3 ครั้ง
 () 4 ครั้ง () 5 ครั้งขึ้นไป

ส่วนที่ 2: ข้อมูลเกี่ยวกับปัจจัยทางการตลาดต่อการท่องเที่ยวจังหวัดสุโขทัย

กรุณาใส่เครื่องหมายถูก ✓ ในช่องที่ตรงกับความคิดเห็นท่านมากที่สุด เพียงข้อเดียว ต่อหนึ่งคำถาม

ข้อความ	เห็นด้วย อย่างยิ่ง	เห็นด้วย	เฉยๆ	ไม่เห็น ด้วย	ไม่เห็นด้วย อย่างยิ่ง
1. สุโขทัยเป็นจังหวัดแรกที่ข้าพเจ้านึกถึงเมื่อต้องการเดินทางท่องเที่ยวทางวัฒนธรรม					
2. ข้าพเจ้าต้องการใช้เวลาในจังหวัดสุโขทัยเพื่อศึกษาแหล่ง					

ท่องเที่ยวต่างๆของจังหวัด					
3. ข้าพเจ้าต้องการเข้าร่วมงานประเพณี ที่จัดขึ้นในจังหวัดสุโขทัย เช่นงานลอยกระทง เป็นต้น					
4. ข้าพเจ้าประทับใจในสภาพแวดล้อมและความสวยงามของแหล่งท่องเที่ยวในสุโขทัย					
5. สุโขทัยมีความพร้อมในการจัดกิจกรรม เช่น เดินป่า, แคมป์ปิ้ง, และอื่นๆ					
6. แหล่งท่องเที่ยวที่น่าสนใจในสุโขทัยมีเพียงพอ					
7. ที่พักในสุโขทัยมีความสะดวกสบาย และสะอาด ปลอดภัย					
8. สถานที่ซื้อของฝาก/ของที่ระลึกในจังหวัดสุโขทัยมีความสะดวก สามารถหาซื้อได้ง่าย					
9. ความสะดวกในการเดินทางมายังสุโขทัย					
10. ความสะดวกในการเดินทางท่องเที่ยวภายในจังหวัด สุโขทัย					
11. ภาครัฐก็มีความจำเป็นในการเดินทางท่องเที่ยวในสุโขทัย					
12. ข้าพเจ้ามักเข้าร่วมงานเทศกาลการท่องเที่ยวต่างๆ เพื่อหาข้อมูลและแพคเกจทัวร์มายังสุโขทัย					
13. ข้าพเจ้าได้รับความร่วมมือจากเจ้าหน้าที่ ของการท่องเที่ยวแห่งประเทศไทย และ/หรือ ทางจังหวัด เป็นอย่างดี					
14. ข้าพเจ้ามักหาข้อมูลข่าวสาร รวมถึงแหล่งท่องเที่ยวต่างๆของสุโขทัยก่อนการเดินทาง					
15. งานไทยเที่ยวไทย ทำให้ข้าพเจ้าอยากท่องเที่ยวสุโขทัยมากขึ้น					
16. สโลแกน “อมชิ่ง ไทยแลนด์”, “อันซีน ไทยแลนด์” และ “แฮปปี้เนส ออน เอิร์ธ” ทำให้ข้าพเจ้ารู้จักและอยากท่องเที่ยวสุโขทัยมากขึ้น					
17. ข้าพเจ้าตัดสินใจเดินทางท่องเที่ยวสุโขทัยเพราะมีการจัดโปรโมชั่น (ลดราคาหรือของแถม) โดยเฉพาะจากแพคเกจทัวร์					

18. ท่านคิดว่าข้อมูลข่าวสารของจังหวัดสุโขทัยที่ท่านได้รับ มีความละเอียดชัดเจนเพียงใด

ข้อความ	ละเอียดมาก	ละเอียด	ปกติ	ไม่ค่อยละเอียด	ไม่มีข้อมูลข่าวสารเลย
แหล่งท่องเที่ยว รวมถึงเส้นทางการเดินทางไปยังแหล่งท่องเที่ยว					
งานเทศกาลประเพณีที่สุโขทัยจัดขึ้น					
สถานที่พัก (โรงแรม/เกสต์เฮาส์/บังกะโล/รีสอร์ท)					
สิ่งอำนวยความสะดวกต่างๆ รวมถึงร้านอาหาร ร้านค้า และพาหนะในการเดินทางท่องเที่ยวภายในจังหวัด					
ความปลอดภัยในการท่องเที่ยว					

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