

ABSTRACT

THE DEVELOPMENT OF VAT PHOU PACKAGE RELATED TO CULTURAL TOURISM (CASE STUDY), LAOS

Souvanee Promekeattikune

Silpakorn University International College, 2011

Nowadays, tourism has become a significant global industry. Many countries try to develop their infrastructure (IE: transportation, sanitation, security) and make it desirable for tourists. As we know, security is very important to travelers in this current climate of social tensions that exist at some destinations. Recent conceptual work on tourism destination competitiveness has proposed a comprehensive approach that adds industry-level competitiveness attributes to more conventional tourism destination attributes. This study builds on these ideas by generating sets of both attributes, developing a methodology for assessing their relative importance and examining the degree to which their relative importance varies across locations. Survey data was gathered from tourism industry practitioners in competing destinations in Asia Pacific and were subjected to statistical testing. The results provide strong empirical support for the inclusion of both industry-level and destination attributes in studies of tourism competitiveness. The results also question approaches to competitiveness that assume that the relative importance of attributes is common across locations. The importance of competitiveness attributes may vary

across locations, depending on product mix and target market segments. This applies especially in complex, multifaceted industries such as tourism.

The purpose is to discover the important factors for the traveler when they decide on a destination for their holidays. It also examines other aspects regarding holiday travel and the evaluation of destinations by statistical research from recent tourists. These studies will determine the most significant attributes for selecting destinations of tourism competitiveness. It is very important knowing how to manage and improve the tourist business to be suitable for all tourists whom expected to visit from all over the world. With this information, it would enhance the development of creating a holiday package for the future consumers. The research has used a quantitative methodology approach which is statistically tested.

The examination of this research is based on the tourists at VAT PHOU which is located in Laos. There were two groups of respondents to my research whom I randomly conducted the research and summarized information from the international senior tourists and travel agency. The structured questionnaire survey was done by 30 international tourists and 10 travel agencies. The important factors were then given to the experienced tour guides at VAT PHOU to rank the selected attractions to visit at VAT PHOU and nearby places. Results of these studies will help the company to be able develop VAT PHOU packages that can be very competitive and responsive to all consumers.