CHAPTER 4

FINDINGS

4.1 Introduction

This chapter focuses on the results obtained from the quantitative and qualitative studies. The analysis of the quantitative data derived from questionnaires for analyzing the factors influencing tourists both Thai and foreign to make a destination decision to select cultural tourism in southern provinces and questionnaires for analyzing the potentiality of Nakhon Si Thammarat in being a cultural tourist attraction, which were designed in order to achieve the objectives of this research, will be presented briefly with the assistance of tables, charts, and figures, where appropriate. Data were analyzed using mainly descriptive statistics but will be shown in the form of percentage and mean. For the analysis and presentation of the data, software packages SPSS version 11 was used.

And the analysis of the qualitative data derived from face to face interview will be presented by classified data and conclusion.

4.2 Research findings

4.2.1 Factors that influence tourists' decisions to select cultural tourism in South of Thailand

Questionnaires were used for the quantitative side of investigation of this study. There were 400 questionnaires, which include 212 questionnaires with Thai version and 188 questionnaires with English version, collect from the sample group of Thai and foreign tourists in cultural tourism areas as mentioned in Chapter 3. The result was divided in 2 groups that are Thai tourist group and foreign tourist group.

Group1: **Thai tourists**

Characteristic factors and Motive factors

The sample group, consisting of 212 Thai tourists, traveling in cultural sites in Nakhon Si Thammarat, Surat Thani, Phuket, in 20 April- 20 May 2004 belonged to these characteristics (Table 4.1).

Table 4.1 Data collection's areas of the Thai sample group

Areas of data collection	Number	Percentage
Phuket	30	14.2
Surat Thani	70	33.0
Nakhon Si Thammarat	112	52.8
Total	212	100.0

1) Individual factors

The primary purpose of this questions are to examine the personal data of respondents for analyzing the relation with marketing mix factors that influence tourists' decisions to select cultural tourism in South of Thailand

From Table 4.2 the survey showed that Female were the most of Thai sample size at 59 percent and male 41 percent.

Age of Thai sample respondents mostly were 26 – 35 year at 30.2 percent, and secondly 16-25 year at 26.4 percent, and 36-45 year at 24.4 percent, and 46-55 year 15.6 percent respectively.

Most of Thai sample respondents were Southern people at 39.2 percent, whereas Central people 37.7 percent, Northern people 9.4 percent, and Northeast people 6.6 percent respectively.

The Marital status of Thai sample respondents, the result showed that single were the highest of Thai sample size 53.8 percent whereas married 42.0 percent, and divorce or widow only 4.2 percent.

While Education level of the most of Thai sample respondents had education level in Bachelor degree at 56.6 percent, whereas Lower than Bachelor degree 36.8 percent, Master degree 5.2 percent respectively.

Moreover, the most of Thai sample respondents was employee/ company officer at 33.0 percent, whereas government officer/state enterprise 20.8 percent, commercial personnel 17.9 percent, student 14.2 percent respectively. And most of them had income per month 10,000 Baht or less than at 41.0 percent, while between 10,001- 25,000 Baht 36.2 percent, between 25,001-40,000 Baht 11.4 percent respectively.

Table 4.2 Characteristic factors of Thai sample respondents

Characteristic factor	Number	Percentage	Characteristic factor	Number	Percentage
Gender			**Education level**		
Male	87	41	Lower than Bachelor degree	78	36.8
Female	125	59	Bachelor degree	120	56.6
Age			Master degree	11	5.2
16-25 year	56	26.4	Other	3	1.4
26-35 year	64	30.2	**Occupation**		
36-45 year	52	24.4	Professional	2	0.9
46-55 year	33	15.6	Commercial personnel	38	17.9
56-65 year	6	2.8	Administrative/managerial	8	3.8
Over 65 year	1	0.5	Government officer/state enterprise	44	20.8
Hometown (Region)			Employee/company officer	70	33
North	20	9.4	Housewife/unpaid family	11	5.2
South	83	39.2	Retired and unemployed	8	3.8
East	8	3.8	Student	30	14.2
West	7	3.3	Other	1	0.5
Northeast	14	6.6	**Income per month**		
Central	80	37.7	10,000 Baht or less than	86	41
Marital status			10,001- 25,000 Baht	76	36.2
Single	114	53.8	25,001- 40,000 Baht	24	11.4
Married	89	42	40,001- 55,000 Baht	11	5.2
Divorce/Widow	9	4.2	55,001- 70,000 Baht	5	2.4
			Over 70,000 Baht	8	3.8

2) Tourism behavior

The purpose of these questions is to examine the respondents' tourism behavior. From Table 4.3 the results showed that the most of Thai sample respondents prefer traveling with family/relative 49.5 percent, whereas with friend 33.0 percent, and alone 10.4 percent respectively.

The most of Thai sample respondents had influenced to their decision making to travel by family/relative 48.1 percent whereas with friend 33 percent, alone 18.4 percent.

The highest main transportation that Thai sample respondents prefer traveling by private car/rental car at 67.9 percent, while by public bus 15.1 percent, by tour bus 9.0 percent.

Purpose of visit, Thai sample respondents had purpose of visit for holiday/pleasure at 85.9 percent, secondly for visit friend/relation 7.5 percent, and for business 3.3 percent.

The study revealed that respondents were most interested in cultural tourism in the South at 87.7 percent whereas perhaps interested in cultural tourism in the South 11.8 percent, and not interested in cultural tourism in the South 0.5 percent respectively.

Furthermore, the highest of Thai sample respondents was interested in cultural tourism in Nakhon Si Thammarat at 84.0 percent while perhaps interested in cultural tourism in the South 15.6 percent, and not interested in cultural tourism in the South 0.5 percent respectively.

Table 4.3 Tourism behavior of Thai sample group

| Tourism behavior	Number	Percentage
Nature of travel groups		
Alone	22	10.4
With friend	70	33.0
With family/relative	105	49.5
With travel agency	10	4.7
With organization	5	2.4
Reference group		
Alone	39	18.4
With friend	70	33.0
With family/relative	102	48.1
Other	1	0.5
Main transportation		
By plane	15	7.1
By public bus	32	15.1
By cruise/ship	2	0.9
By private car/rental car	144	67.9
By tour bus	19	9.0
Purpose of visit		
Holiday/pleasure	182	85.9
Business	7	3.3
Visit friend/relation	16	7.5
Official	2	0.9
Meeting/seminar	5	2.4
Interest of cultural tourism in the South		
Yes	186	87.7
Perhaps	25	12.3
No	0	0.0
Interest of cultural tourism in Nakhon Si Thammarat		
Yes	178	84.0
Perhaps	33	15.6
No	1	0.5

In addition, cultural tourist attractions and activities do the traveler prefer the most when visiting to the south is **historic site and building** at 16 percent, whereas the next highest cultural tourist attractions and activities were **festival and special event**, **traditional food and drinks**, **religious site**, **museum**, **site associated with historic events& famous people**, **traditional arts and crafts**, and **local village and lifestyle** at 12.8**,** 12.2, 11.4, 11.2**,** 10.5**,** 9.2, 8.9 percent respectively. However, there were some other groups, which prefer traveling in **traditional performance** 4.4 percent, and only 3.4 percent prefers traveling in **local sport** (Table 4.4).

Table 4.4   Interest of cultural tourist attractions and activities of Thai sample group

| Interest of cultural tourist attractions and activities	Number	Percentage
Historic site and building	137	16.0
Festival and special event	110	12.8
Traditional food and drinks	105	12.2
Religious site	98	11.4
Museum	96	11.2
Site associated with historic events& famous people	90	10.5
Traditional arts and crafts	79	9.2
Local village and lifestyle	76	8.9
Traditional performances	38	4.4
Local sports	29	3.4
Other	0	0.0

From the study between gender of Thai sample respondents and interest of cultural tourism in the South found that male (88.5 percent of male respondents) interest in cultural tourism in the South more than female (87.2 percent of female respondents). And the proportion of female (12.8 percent) perhaps interest in cultural tourism in the South more than male (11.5percent). While the interest of cultural tourism in Nakhon Si Thammarat found the similar result with cultural in the South that male has higher interest than female. And female have higher perhaps interest than male. In addition, the study found that only 1 female (0.8 percent) is no interest in cultural tourism in Nakhon Si Thammarat (Figure 4.1).

Figure 4.1   The proportion of interest/ perhaps interest/ no interest group of cultural tourism classified the South and Nakhon Si Thammarat by gender of Thai sample
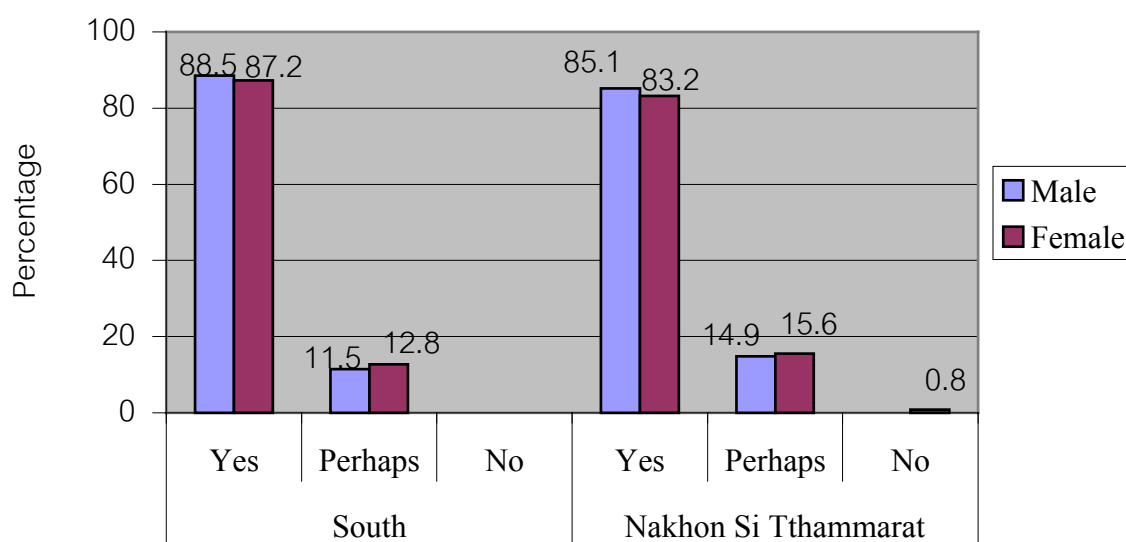
From the study between age of Thai sample respondents and interest of cultural tourism in the South found that most of Thai sample who interest in cultural tourism in the South has age between 36-45 years (92.3 percent), secondly 46-55 years (90.9 percent), and 16-25 years (87.5 percent) respectively. The most proportion of ages' respondents that is perhaps interest is 56-65 years (16.7 percent), and 26-35 years (15.6 percent). While the interest of cultural tourism in Nakhon Si Thammarat found that the most of Thai sample has age between 36-45 years, secondly 46-55 years. And the most of perhaps interest group is 16-25 years (21.4 percent). But the range of age which is over 65 years cannot be considered for this topic because the research has only 1 respondent from this range. In addition, the study found that only 1 respondent which age between 46-55 years (3 percent) is no interest in cultural tourism in Nakhon Si Thammarat (Figure 4.2).
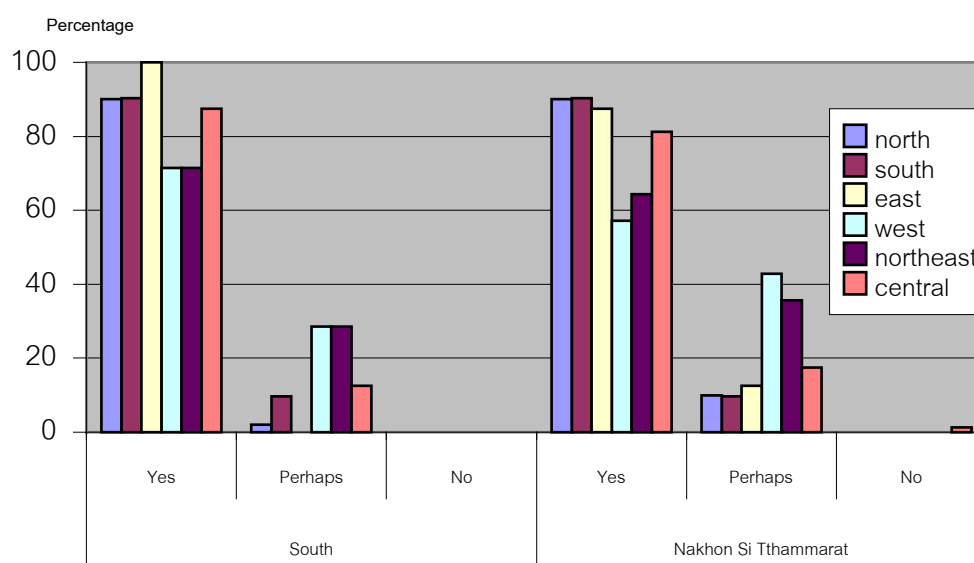
Figure 4.2   The proportion of interest/perhaps interest/no interest group of cultural tourism in the South and Nakhon Si Thammarat classified by age of Thai sample
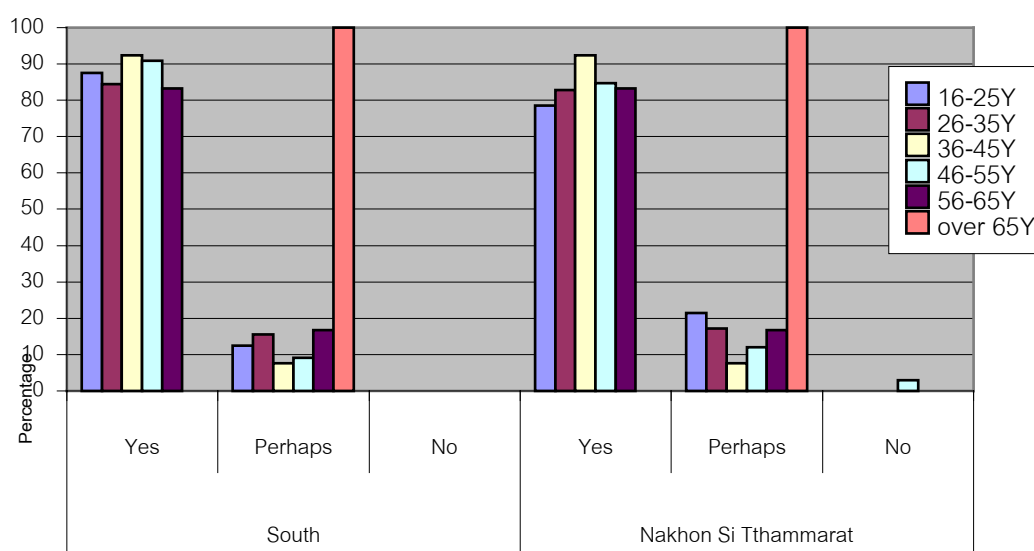
From the study between hometown of Thai sample respondents and interest of cultural tourism in the South showed that most of Thai sample that interest in cultural tourism in the South come from east region (100 percent), secondly south region (90.4 percent). north region (90 percent) and central region (87.5 percent) respectively. The most of perhaps interest in cultural tourism in the south are respondents from west (28.6 percent) and northeast region (28.6 percent).

As the study between hometown of Thai sample respondents and interest of cultural tourism in Nakhon Si Thammarat, the result showed that most of respondents come from south region (90.4 percent), secondly north region (90 percent), east region (87.5 percent), central region (81.3 percent) respectively. And most of perhaps interests are west region (42.9 percent), and northeast (35.7 percent). In addition, the study found that only 1 respondent (1.3 percent) which come from central region is no interest in cultural tourism in Nakhon Si Thammarat (Figure 4.3).

Figure 4.3   The proportion of interest/perhaps interest/no interest group of cultural tourism in the South and Nakhon Si Thammarat classified by hometown of Thai sample

From figure 4.4 the result showed that most of Thai respondents that interest in cultural tourism in the South is married (92.1 percent). And the most of respondents that perhaps interest is single tourists (15.8 percent). While the respondents that interest in cultural tourism in Nakhon Si Thammarat mostly are divorce/widow (88.9 percent) and married (88.8 percent). The perhaps interest's respondents mostly is single (19.3 percent). In addition, the study found that only 1 respondent (0.9 percent) which is single, is no interest in cultural tourism in Nakhon Si Thammarat

Figure 4.4   The proportion of interest/perhaps interest/no interest group of cultural tourism in the South and Nakhon Si Thammarat classified by marital status of Thai sample
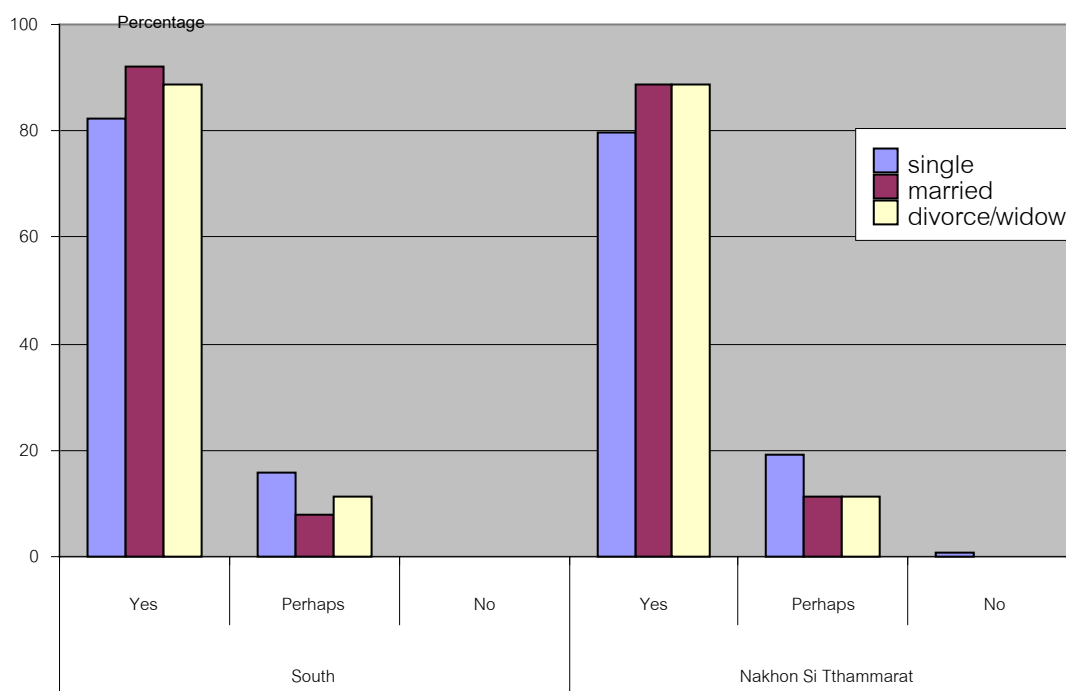
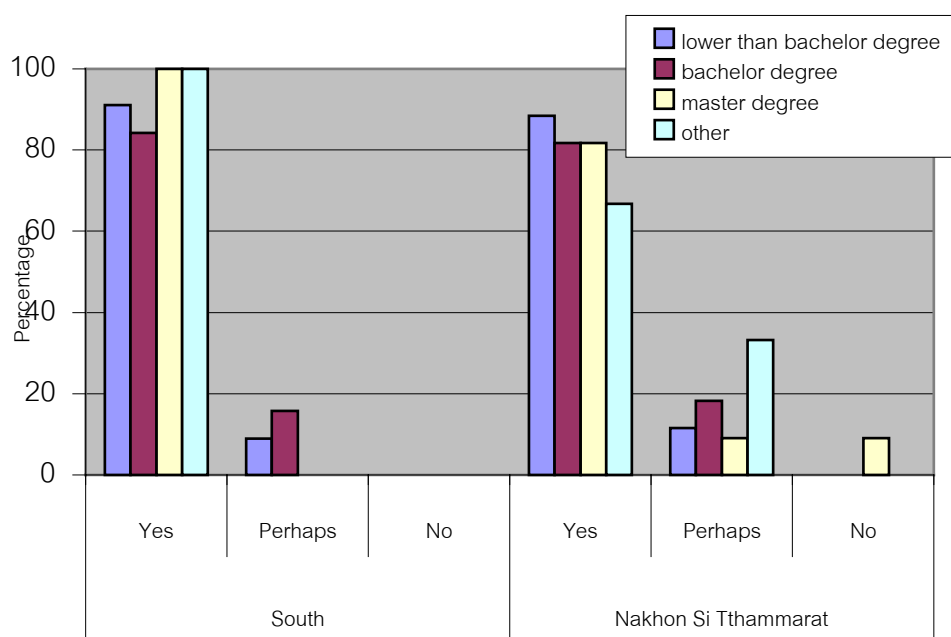From the study between education level of Thai sample respondents and interest of cultural tourism in the South showed that most of Thai sample that interest in cultural tourism in the South is master degree and other (100 percent) and secondly lower than bachelor degree (91 percent). And the respondents that perhaps interest is bachelor degree (15.8 percent). As the study between education level of Thai sample respondents and interest of cultural tourism in Nakhon Si Thammarat, the result showed that most of respondents has education level that lower than bachelor degree, secondly master degree (81.8 percent). And the most of perhaps interest group has bachelor degree (18.3 percent). In addition, the study found that only 1 respondent (9.1 percent) which graduated master degree, is no interest in cultural tourism in Nakhon Si Thammarat (Figure 4.5).

Figure 4.5   The proportion of interest/perhaps interest/no interest group of cultural tourism in the South and Nakhon Si Thammarat classified by education level of Thai sample
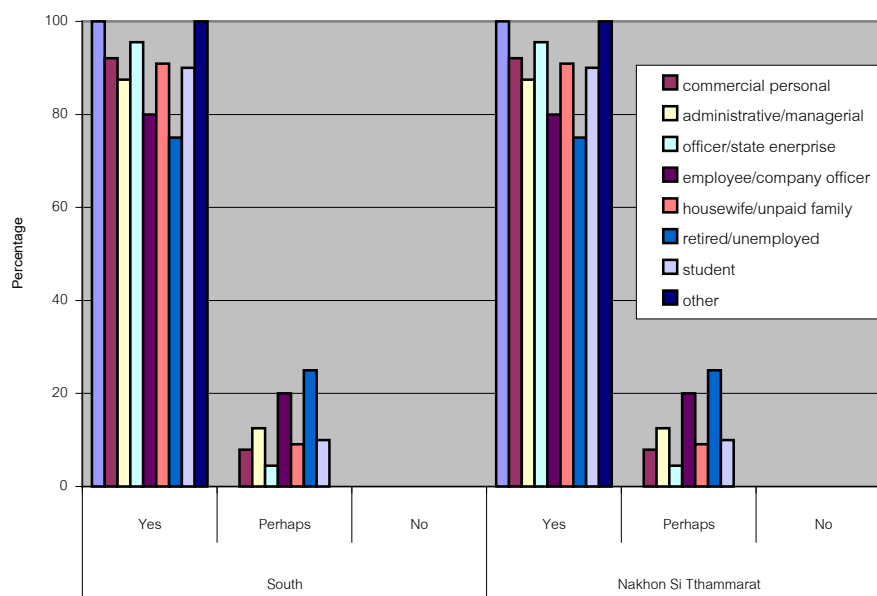
From the study between occupation of Thai sample respondents and interest of cultural tourism in the South, showed that high proportion of Thai sample that interest in cultural tourism in the south are professional (100 percent), government officer/state enterprise (95.5 percent), commercial personal (92.1 percent), housewife/unpaid family (90.9 percent), student (90 percent). And mostly perhaps interest group is retired and unemployed (25 percent). Moreover the study between occupation of Thai sample respondents and interest of cultural tourism in Nakhon Si Thammarat showed that high proportion of Thai sample that interest in cultural tourism in this area are professional (100 percent), government officer/state enterprise (90.9 percent), housewife/unpaid family (90.9 percent), commercial personal (89.5 percent). And mostly perhaps interest group is administrative/ managerial (50 percent), and retired and unemployed (25 percent). In addition, the study found that only 1 respondent (12.5 percent) which is administrative/managerial, is no interest in cultural tourism in Nakhon Si Thammarat (Figure 4.6).

Figure 4.6   The proportion of interest/perhaps interest/no interest group of cultural tourism in the South and Nakhon Si Thammarat classified by occupation of Thai sample

From the study between income per month of Thai sample respondents and interest of cultural tourism in the South, showed that high proportion of Thai sample that interest in cultural tourism in the south has income per month over 70,000 B. (100 percent), 55,001-70,000B.(100 percent), 10,000B. or less than (91.9 percent), and 40,001-55,000. (90.9 percent) respectively. While the most of perhaps interest group has income per month between 10,001-25,000B.(18.4 percent), and between 25,000-40,000B. (16.7 percent). Moreover the study between income per month of Thai sample respondents and interest of cultural tourism in Nakhon Si Thammarat showed that high proportion of Thai sample that interest in cultural tourism in this area has income per month between 55,001-70,000B. (100 percent), 10,000B. or less than (86 percent). And mostly perhaps interest group is over 70,000B. (37.5 percent). In addition, the study found that only 1 respondent (4.2 percent) which has income between 25,000-40,000B. is no interest in cultural tourism in Nakhon Si Thammarat (Figure 4.7).

Figure 4.7   The proportion of interest/perhaps interest/no interest group of cultural tourism in the South and Nakhon Si Thammarat classified by income per month of Thai sample
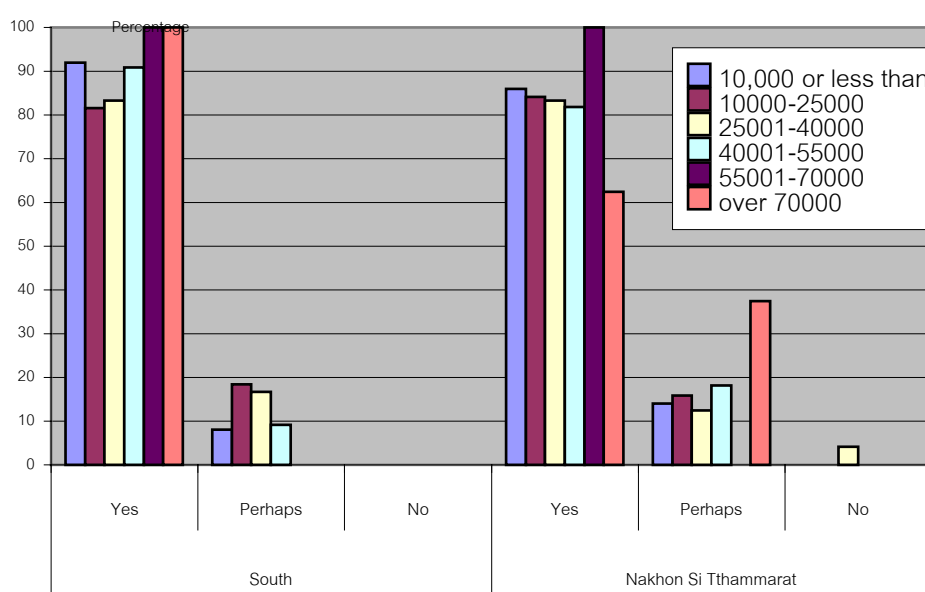
3) The access to information of cultural tourism

The main purposes of these questions are to examine how tourist access to information of cultural tourism and potential medias for additional requirement of cultural tourism information.

The study shown that 76.4 percent of Thai sample respondents got cultural tourism information while the rest at 23.6 percent. From Figure 4.8 Most of tourists got cultural tourism information **from television** at 27.3 percent, whereas from **magazine/journal** 17.0 percent, **from newspaper** 14.6 percent, **friend/relative /colleague** 14.3 percent, **from internet/website** 8.8 percent, **from radio** 8.4 percent, **from brochure/leaflet** 5.5 percent respectively. However, there were some other groups, which got cultural tourism information **from tour operator/travel agent** 3.6 percent, and only 0.5 percent got cultural tourism information **from other media**.

Figure 4.8 The access to information of cultural tourism of Thai sample group
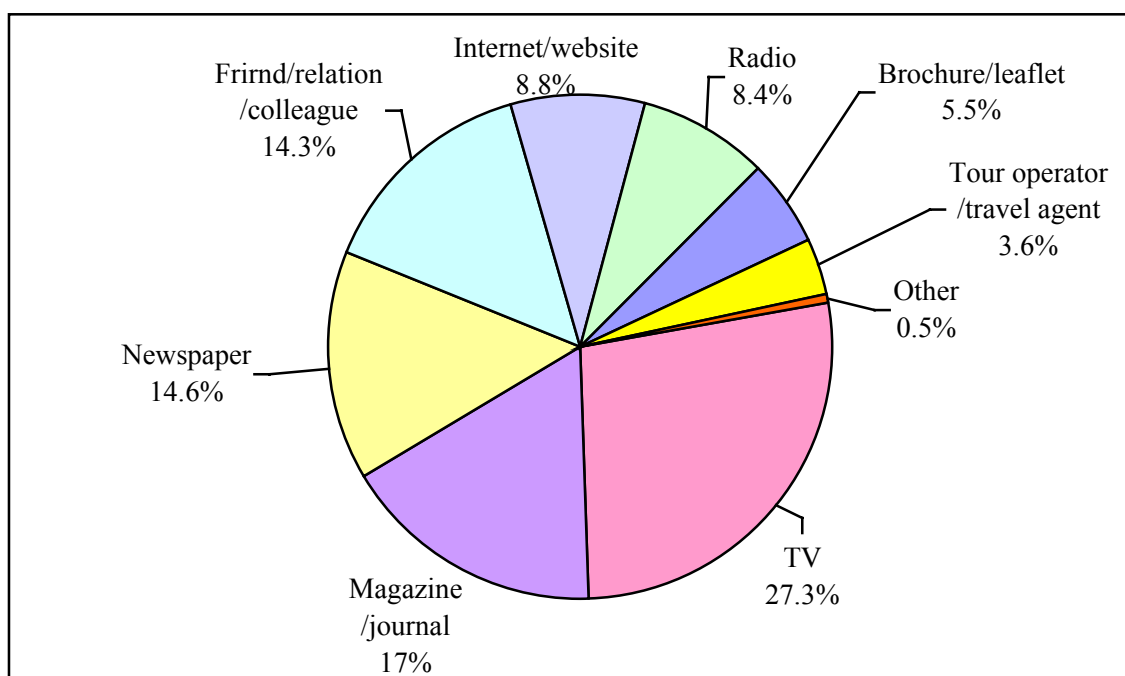
Figure 4.9 the result showed that most of the Thai sample respondents prefer to get an additional requirement of cultural tourism information **from television** 55.7 percent, whereas **from magazine/journal** 13.7 percent, **from newspaper** and **from Internet /website** 10.8 percent, **friend/relative /colleague** 4.7 percent. Although, there were some other groups, which got cultural tourism information **from brochure/leaflet** 3.3 percent, and only 0.9 percent got cultural tourism information **from tour operator/travel agent.**

Figure 4.9 The additional requirement of cultural tourism information of Thai sample group
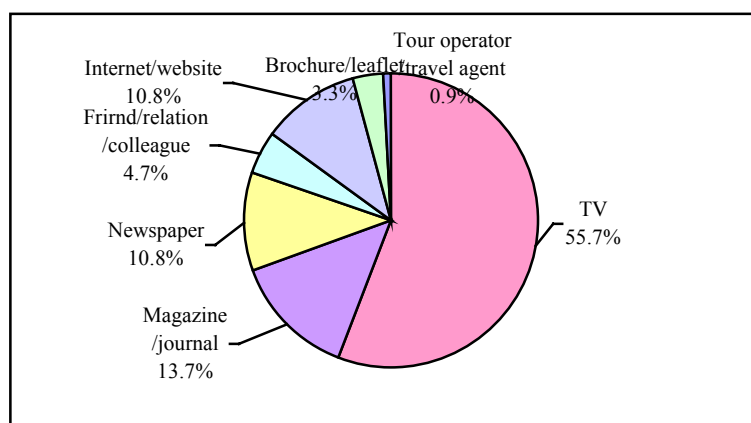
4) The importance of marketing mix's factors that influence tourist' decisions

The study decided to use the 7Ps of marketing mix by Booms and Bitner concept (1981). It includes product, price, place, promotion, people, process, and physical evidence to be the factors for purposing of finding the important level that influence tourists' decisions on selecting cultural tourism in the South for setting marketing strategies from 212 Thai sample respondents.

Thus researcher can range important factor level as follows:

Score 1.00 – 2.33 points   low important factor level

Score 2.34 – 3.66 points   moderate important factor level

Score 3.67 – 5.00 points   high important factor level

Product

From Table 4.5 the study of the Thai sample respondents shown that high important level of product factors that influence tourists' decisions on selecting cultural tourism in the South were **the variety of cultural tourist attractions and activities, famous cultural attraction places, unique cultural tourist attractions and traditions, image of cultural tourist attractions and activities,** and **restaurant and food service (price, quality, variety)**. And moderate important level of product factors that influence tourists' decisions on selecting cultural tourism in the South were **accommodation, adequacy of infrastructures, novelty of the destination, adequacy of support services, hospital, special events, and night life and entertainment.**

In the consideration of important level of Thai sample respondents, product factors was moderate important level (Mean = 3.64) that influence tourists' decisions on selecting cultural tourism in the South.

Table 4.5 Important level of Product factors among Thai sample respondents

	Product	Mean	SD	Important factor level
1.1	The variety of cultural tourist attractions and activities	3.91	0.84	High
1.2	Famous cultural attraction places	3.90	0.83	High
1.3	Unique cultural tourist attractions and traditions	3.89	0.83	High
1.4	Image of cultural tourist attractions and activities	3.76	0.83	High
1.5	Restaurant and food service (price, quality, variety)	3.68	0.98	High
1.6	Accommodation (price, quality, variety)	3.66	0.94	Moderate
1.7	Adequacy of infrastructures e.g. telephone, electricity	3.66	0.94	Moderate
1.8	Novelty of the destination	3.63	0.92	Moderate
1.9	Adequacy of support services e.g. car rental, hospital	3.62	0.94	Moderate
1.10	Special events	3.40	1.00	Moderate
1.11	Night life and entertainment	2.98	1.07	Moderate

Mean = 3.64   S.D. = 0.49   n = 212

Price

From Table 4.6 the study of the Thai sample respondents shown that high important level of price factors that influence tourists' decisions on selecting cultural tourism in the South were **reasonable price,** and **cost of trip (trip cost, on-site cost).**

In the consideration of important level of Thai sample respondents, price factors was high important level (Mean = 3.88) that influence tourists' decisions on selecting cultural tourism in the South.

Table 4.6   Important level of Price factors among Thai sample respondents

	Price	Mean	SD	Important factor level
2.1	Reasonable price	3.93	0.91	High
2.2	Cost of trip (trip cost, on-site cost)	3.83	0.91	High

Mean = 3.88   S.D. = 0.84   n = 212

Place

From Table 4.7 the study of the Thai sample respondents shown that high important level of place factors that influence tourists' decisions on selecting cultural tourism in the South were **accessibility, time of opening and closing,** and **not far from other tourist attractions**. And moderate important level of place factors that influence tourists' decisions on selecting cultural tourism in the South was **tourism information center and booking service**.

In the consideration of important level of Thai sample respondents, place factors was high important level (Mean = 3.72) that influence tourists' decisions on selecting cultural tourism in the South.

Table 4.7 Important level of Place factors among Thai sample respondents

	Place	Mean	SD	Important factor level
3.1	Accessibility	3.86	0.89	High
3.2	Time of opening ad closing	3.73	0.82	High
3.3	Not far from other tourist attractions	3.70	0.88	High
3.4	Tourism information center and booking service	3.60	0.88	Moderate

Mean = 3.72   S.D. = 0.66   n = 212

Promotion

From Table 4.8 the study of the Thai sample respondents shown that high important level of promotion factors that influence tourists' decisions on selecting cultural tourism in the South was **public relations**. And moderate important level of promotion factors that influence tourists' decisions on selecting cultural tourism in the South were **literature; by word of mouth; sale promoion,discount,special price; advertising** and **packaging**.

In the consideration of important level of Thai sample respondents, promotion factors was moderate important level (Mean = 3.56) that influence tourists' decisions on selecting cultural tourism in the South.

Table 4.8 Important level of Promotion factors among Thai sample respondents

Promotion		Mean	SD	Important factor level
4.1	Public relations	3.71	0.88	High
4.2	Literature e.g. guidebook, booklet	3.58	0.92	Moderate
4.3	By word of mouth	3.58	0.86	Moderate
4.4	Sale promotion, discount, special price	3.56	1.08	Moderate
4.5	Advertising e.g. brochure, TV, poster	3.55	0.96	Moderate
4.6	Packaging	3.38	1.01	Moderate

Mean = 3.56   S.D. = 0.69   n = 212

People

From Table 4.9 the study of the Thai sample respondents shown that high important level of people factors that influence tourists' decisions on selecting cultural tourism in the South were **attitudes of the host community (warm, hospitable),** and **professional tour guides and service staffs**. And moderate important level of people factors that influence tourists' decisions on selecting cultural tourism in the South was **common language.**

In the consideration of important level of Thai sample respondents, people factors was high important level (Mean = 3.81) that influence tourists' decisions on selecting cultural tourism in the South.

Table 4.9   Important level of People factors among Thai sample respondents

People		Mean	SD	Important factor level
5.1	Attitudes of the host community (warm, hospitable)	4.04	0.84	High
5.2	Professional tour guides and service staffs	3.75	0.91	High
5.3	Common language	3.66	0.90	Moderate

Mean = 3.81   S.D. = 0.72   n = 212

Process

From Table 4.10 the study of the Thai sample respondents shown that high important level of process factors that influence tourists' decisions on selecting cultural tourism in the South was **quality service**. And moderate important level of process factors that influence tourists' decisions on selecting cultural tourism in the South were **flow of activities and time spent traveling, participation in cultural tourist attraction and activities.**

In the consideration of important level of Thai sample respondents, process factors was moderate important level (Mean = 3.62) that influence tourists' decisions on selecting cultural tourism in the South.

Table 4.10 Important level of Process factors among Thai sample respondents

	Process	Mean	SD	Important factor level
6.1	Quality service	3.88	0.84	High
6.2	Flow of activities and time spent traveling	3.51	0.89	Moderate
6.3	Participation in cultural tourist attraction and activities	3.45	0.95	Moderate

Mean = 3.62   S.D. = 0.74   n = 212

Physical evidence

From Table 4.11 the study of the Thai sample respondents shown that high important level of physical evidence factors that influence tourists' decisions on selecting cultural tourism in the South were **safety and security, cleanness/ sanitation, weather/ season.**

In the consideration of important level of physical evidence from Thai sample respondents, physical evidence factors was high important level (Mean = 4.06) that influence tourists' decisions on selecting cultural tourism in the South.

Table 4.11 Important level of Physical evidence factors among Thai sample respondents

	Physical evidence	Mean	SD	Important factor level
7.1	Safety and security	4.17	0.96	High
7.2	Cleanness/sanitation	4.04	0.95	High
7.3	Weather/season	3.99	0.84	High

Mean = 4.06   S.D. = 0.76   n = 212

Group2:   **Foreign tourists**

Characteristic factors and Motive factors

The sample group, consisting of 188 foreign tourists, traveling in cultural sites in Phuket, Surat Thani, and Nakhon Si Thammarat in 20 April- 15May 2004 belonged to these characteristics (Table 4.12).

Table 4.12   **Data collection's areas of the foreign sample group**

Areas of data collection	Number	Percentage
Phuket	70	37.2
Surat Thani	70	37.2
Nakhon Si Thammarat	48	25.6
Total	188	100.0

1.) Individual factors

The primary purpose of this questions are to examine the personal data of respondents for analyzing the relation with marketing mix factors that influence tourists' decisions to select cultural tourism in South of Thailand

From Table 4.18 the survey showed that male were the most of foreign sample size at 53.2 percent and female 46.8 percent.

Age of foreign sample respondents mostly were 26 – 35 year at 43.1 percent, and secondly 36-45 year at 19.7 percent, 16-25 year at 14.9 percent, and, and 56-65 year 10.6 percent respectively.

Most of foreign sample respondents were European at 52.1 percent, whereas Asian at 19.7 percent, and American 16.5 percent respectively.

The Marital status of foreign sample respondents, the result showed that married were the highest of foreign sample size 48.4 percent whereas single 47.3 percent, and divorce or widow only 4.3 percent.

While education level of the most of foreign sample respondents had education level in Bachelor degree at 46.3 percent, whereas Master degree 29.8 percent, and Lower than Bachelor degree 21.3 percent, respectively.

Moreover, the most of foreign sample respondents were professional at 34 percent, whereas employee/ company officer at 28.7 percent, administrative/managerial 11.2 percent, commercial personnel 9.6 percent, government officer/state enterprise and student at 4.8 percent respectively. And most of them had income per month over 70,000 Baht at 44.1 percent, while between 55,001- 70,000 Baht at 18.1 percent, between 25,001-40,000 Baht 16.4 percent respectively.

Table 4.13 Characteristic factors of foreign sample respondents

Characteristic factor	Number	Percentage
Gender		
Male	100	53.2
Female	88	46.8
Age		
16-25 year	28	14.9
26-35 year	81	43.1
36-45 year	37	19.7
46-55 year	18	9.6
56-65 year	20	10.6
Over 65 year	4	2.1
Nationality		
America	31	16.5
Europe	98	52.1
Oceania	22	11.7
Asia	37	19.7
Middle east	0	0.0
Africa	0	0.0
Marital status		
Single	89	47.3
Married	91	48.4
Divorce/Widow	8	4.3

Characteristic factor	Number	Percentage
Education level		
Lower than Bachelor degree	40	21.3
Bachelor degree	87	46.3
Master degree	56	29.8
Other	5	2.7
Occupation		
Professional	64	34.0
Commercial personnel	18	9.6
Administrative/managerial	21	11.2
Government officer/state enterprise	9	4.8
Employee/company officer	54	28.7
Housewife/unpaid family	6	3.2
Retired and unemployed	6	3.2
Student	9	4.8
Other	1	0.5
Income per month		
10,000 Baht or less than	11	6.2
10,001- 25,000 Baht	12	6.8
25,001- 40,000 Baht	29	16.4
40,001- 55,000 Baht	15	8.5
55,001- 70,000 Baht	32	18.1

2) Tourism behavior

The purpose of these questions is to examine the respondents' tourism behavior. From Table 4.14 the results showed that the most of foreign sample respondents prefer traveling with family/relative 39.4 percent, whereas with friend 37.2 percent, and alone 15.4 percent respectively.

The most of foreign sample respondents had influenced to their decision making to travel by family/relative 40.4 percent whereas with friend 30.9 percent, alone 25 percent.

The highest main transportation that foreign sample respondents prefer traveling by plane at 71.3%, while by private car/rental car at 16.5 percent, public bus 5.9 percent, by tour bus 4.8 percent.

Purpose of visit, foreign sample respondents had purpose of visit for holiday/pleasure at 86.2 percent, secondly for business 6.9 percent, for meeting/seminar 3.7 percent, and for visit friend and relation 2.1 percent.

The study revealed that respondents were most interested in cultural tourism in the South at 81.4 percent whereas perhaps interested in cultural tourism in the South 18.6 percent.

Furthermore, the highest of foreign sample respondents was interested in cultural tourism in Nakhon Si Thammarat at 59.0 percent while perhaps interested in cultural tourism in Nakhon Si Thammarat 36.2 percent, and not interested in cultural tourism in Nakhon Si Thammarat 4.8 percent respectively.

Table 4.14 Tourism behavior of foreign sample group

Tourism behavior	Number	Percentage
Nature of travel groups		
Alone	29	15.4
With friend	70	37.2
With family/relative	74	39.4
With travel agency	11	5.9
With organization	4	2.1
Reference group		
Alone	47	25.0
With friend	58	30.9
With family/relative	76	40.4
Other	7	3.7
Main transportation		
By plane	134	71.3
By public bus	11	5.9
By cruise/ship	3	1.6
By private car/rental car	31	16.5
By tour bus	9	4.8
Purpose of visit		
Holiday/pleasure	162	86.2
Business	13	6.9
Visit friend/relation	4	2.1
Official	2	1.1
Meeting/seminar	7	3.7
Interest of cultural tourism in the South		
Yes	153	81.4
Perhaps	34	18.6
No	0	0.0
Interest of cultural tourism in Nakhon Si Thammarat		
Yes	111	59.0
Perhaps	68	36.2
No	9	4.8

In addition, cultural tourist attractions and activities do the foreign traveler prefer the most when visiting to the south is **Local village and lifestyle** at 13.7 percent, whereas **traditional food and drinks**, **historic site and building, traditional arts and craft, festival and special event, traditional performance, religious site, museum, site associated with historic events& famous people** at 13.6, 12.8, 11.9, 10.4, 10.2, 9.6, 7.7, 6.7 percent respectively. However, there were some other groups, which prefer traveling in local sport at 3.4 percent (Table 4.15)

Table 4.15 Interest of cultural tourist attractions and activities of foreign sample
         Group

Interest of cultural tourist attractions and activities	Number	Percentage
Local village and lifestyle	125	13.7
Traditional food and drinks	124	13.6
Historic site and building	117	12.8
Traditional arts and crafts	109	11.9
Festival and special event	95	10.4
Traditional performances	93	10.2
Religious site	88	9.6
Museum	70	7.7
Site associated with historic events&famous people	61	6.7
Local sports	31	3.4
Other	1	0.5

From the study between gender of foreign sample respondents and interest of cultural tourism in the South found that female (90.9 percent of female respondents) interest in cultural tourism in the South more than male (73 percent of male respondents). And the proportion of male (27 percent) perhaps interest in cultural tourism in the South more than female (9.1 percent). While the interest of cultural tourism in Nakhon Si Thammarat found that male (61 percent) has higher interest than female (56.8 percent). And female (36.4 percent) have higher perhaps interest than male (36 percent). In addition, the study found that only female (6.8 percent) is no interest in cultural tourism in Nakhon Si Thammarat more than male (3 percent) (Figure 4.10).

Figure 4.10   The proportion of interest/ perhaps interest/ no interest group of cultural tourism classified the South and Nakhon Si Thammarat by gender of foreign sample
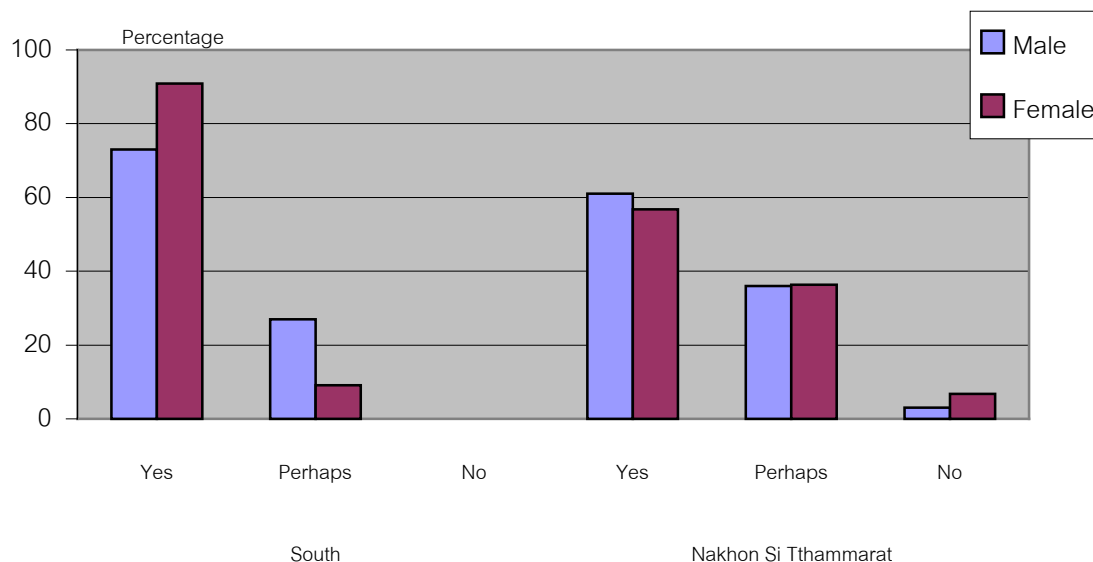
From the study between age of foreign sample respondents and interest of cultural tourism in the South found that most of foreign sample who interest in cultural tourism in the South has age between 46-55 years (88.9 percent), secondly 16-25 years (85.7 percent), and 26-35 years (84 percent) respectively. The most proportion of ages' respondents that is perhaps interest is 56-65 years (30 percent). While the interest of cultural tourism in Nakhon Si Thammarat found that the most of foreign sample has age between 56-65 years (75 percent) and over 65 years (75 percent), secondly 26-35 years (63 percent). And the most of perhaps interest group is 46-55 years (61.1 percent) In addition, the study found that respondents (10.7 percent) that age between 16-25 years is mostly no interest in cultural tourism in Nakhon Si Thammarat (Figure 4.11).

Figure 4.11   The proportion of interest/ perhaps interest/ no interest group of cultural tourism classified the South and Nakhon Si Thammarat by age of foreign sample
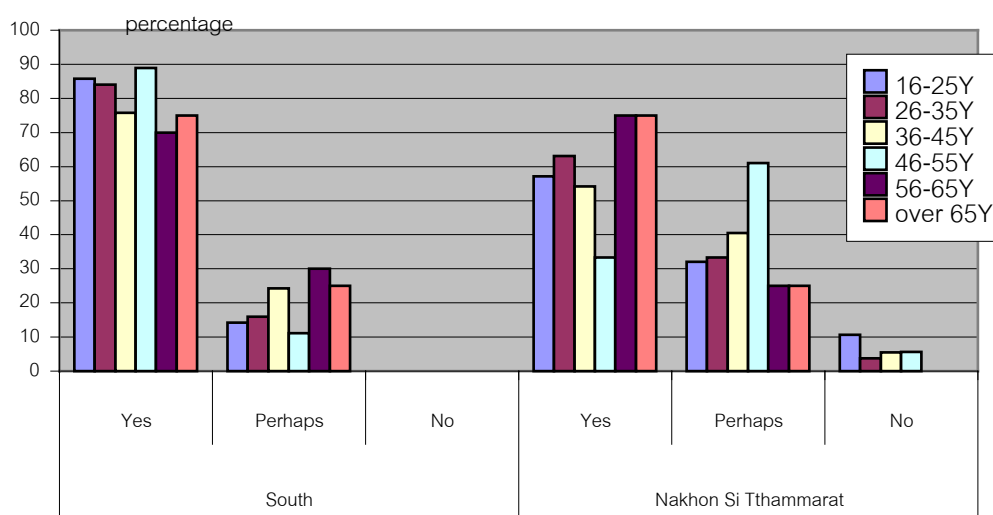
From the study between nationality of foreign sample respondents and interest of cultural tourism in the South showed that most of foreign sample that interest in cultural tourism in the South come from Asia (94.6 percent), secondly Europe (81.6 percent). America (74.2 percent) respectively. The most of perhaps interest in cultural tourism in the south are respondents from Oceania (31.8 percent).

As the study between nationality of foreign sample respondents and interest of cultural tourism in Nakhon Si Thammarat, the result showed that most of respondents come from Asia (86.5 percent), secondly America (58.1 percent), Europe (53.1 percent) respectively. And most of perhaps interests are Oceania (50 percent), and Europe (40.8 percent) In addition, the study found that respondents (9.1 percent) which are Oceania people is mostly no interest in cultural tourism in Nakhon Si Thammarat (Figure 4.12).

Figure 4.12   The proportion of interest/ perhaps interest/ no interest group of cultural tourism classified the South and Nakhon Si Thammarat by nationality of foreign sample
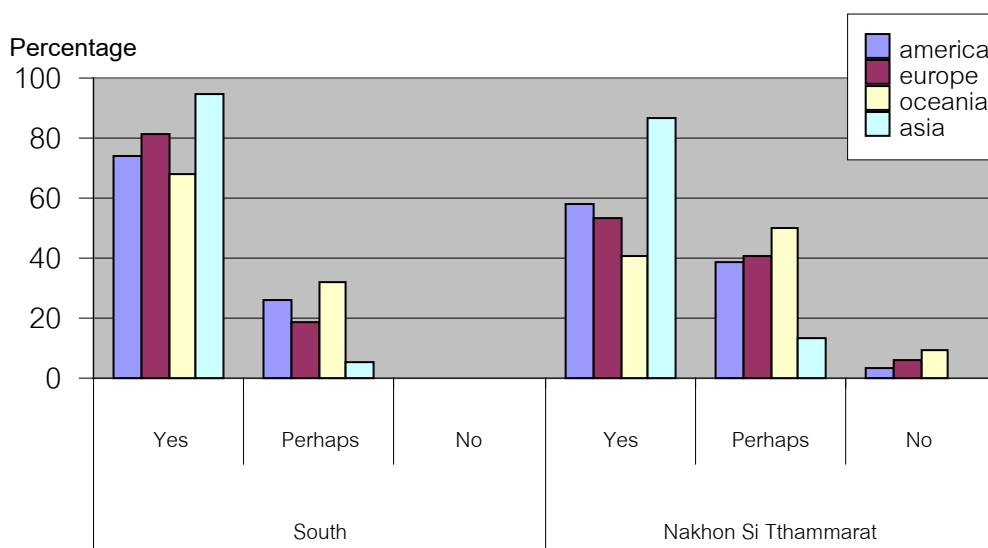
From figure 4.13 the result showed that most of foreign respondents that interest in cultural tourism in the South is divorce/widow (100 percent) and single (82.5 percent). And the most of respondents that perhaps interest is married tourists (22 percent). While the respondents that interest in cultural tourism in Nakhon Si Thammarat mostly are divorce/widow (87.5 percent) and single (61.8 percent). The perhaps interest's respondents mostly is married (41.8 percent). In addition, the study found that respondents (5.6 percent), which are single people is mostly no interest in cultural tourism in Nakhon Si Thammarat.

Figure 4.13   The proportion of interest/ perhaps interest/ no interest group of cultural tourism classified the South and Nakhon Si Thammarat by marital status of foreign sample

From the study between education level of foreign sample respondents and interest of cultural tourism in the South showed that most of foreign sample that interest in cultural tourism in the South is bachelor degree (83.9 percent) and secondly lower than bachelor degree (82.5 percent). And the respondents that perhaps interest is master degree (21.4 percent). As the study between education level of foreign sample respondents and interest of cultural tourism in Nakhon Si Thammarat, the result showed that most of respondents has education level that master degree (71.4 percent), secondly bachelor degree (63.2 percent). And the most of perhaps interest group has lower than bachelor degree (55 percent). In addition, the study found that respondents (10 percent), which are lower than bachelor degree, are mostly no interest in cultural tourism in Nakhon Si Thammarat (Figure 4.14).

Figure 4.14   The proportion of interest/ perhaps interest/ no interest group of cultural tourism classified the South and Nakhon Si Thammarat by education level of foreign sample

From the study between occupation of foreign sample respondents and interest of cultural tourism in the South, showed that high proportion of foreign sample that interest in cultural tourism in the south are housewife/unpaid family (100 percent), commercial personal (88.9 percent), employee/company officer (87 percent), professional (79.7 percent). And mostly perhaps interest group is administrative/managerial (33.3 percent), and retired and unemployed (25 percent). Moreove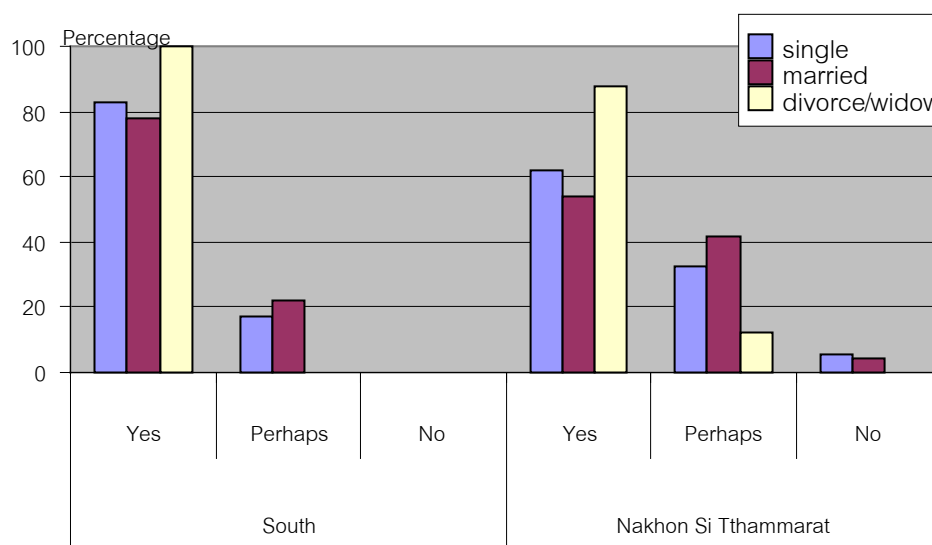r the study between occupation of foreign sample respondents and interest of cultural tourism in Nakhon Si Thammarat showed that high proportion of foreign sample that interest in cultural tourism in this area are government officer/state enterprise (66.7 percent), commercial personal (66.7 percent) and employee/company officer (63 percent). And mostly perhaps interest group is housewife/unpaid family (66.7 percent), and retired and unemployed (50 percent) In addition, the study found that respondents (11.1 percent), which are commercial personal, are mostly no interest in cultural tourism in Nakhon Si Thammarat (Figure 4.15).

Figure 4.15 **The proportion of interest/ perhaps interest/ no interest group of cultural tourism classified the South and Nakhon Si Thammarat by occupation of foreign sample**
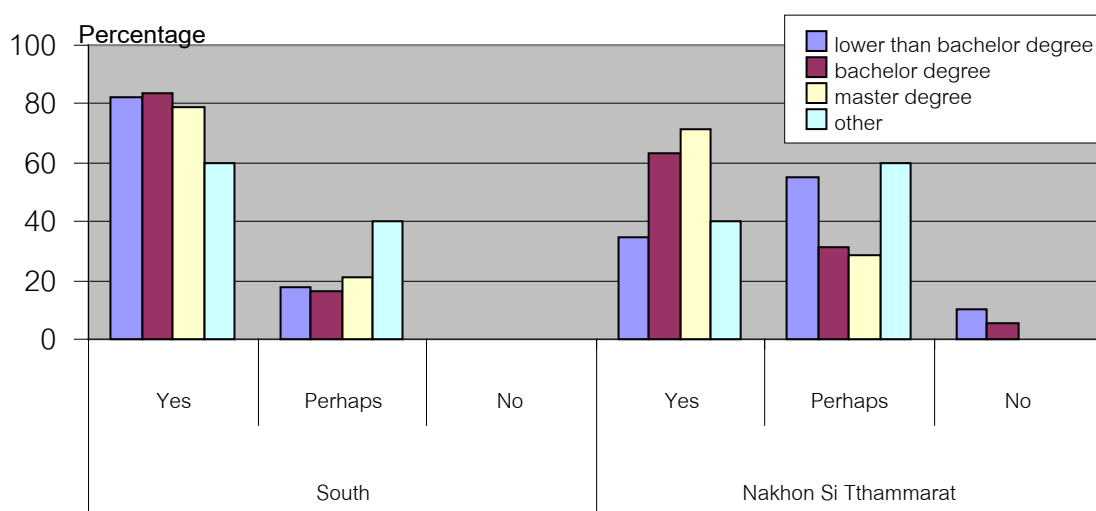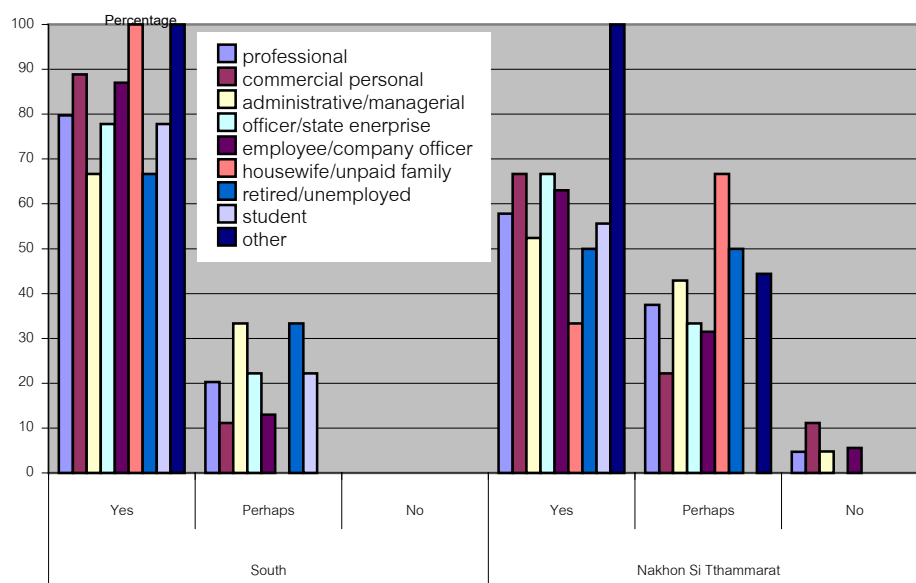
From the study between income per month of foreign sample respondents and interest of cultural tourism in the South, showed that high proportion of foreign sample that interest in cultural tourism in the south has income per month between 55,001-70,000B. (90.6 percent), 40,001-55,000B.(86.7 percent), and over 70,000B. (82.1 percent) respectively. While the most of perhaps interest group has income per month between 25,000-40,000B. (31 percent). Moreover the study between income per month of Thai sample respondents and interest of cultural tourism in Nakhon Si Thammarat showed that high proportion of foreign sample that interest in cultural tourism in this area has income per month between 10,001-25,000B. (66.7 percent), 55,001-70,000 B. (62.5 percent), 25,001-40,000B. (62.1 percent). And mostly perhaps interest group is 10,000B. or less than (54.5 percent). In addition, the study found that respondents (12.5 percent) which have income per month between 55,001-70,000B. are mostly no interest in cultural tourism in Nakhon Si Thammarat (Figure 4.16).

Figure 4.16   The proportion of interest/ perhaps interest/ no interest group of cultural tourism classified the South and Nakhon Si Thammarat by income per month of foreign sample
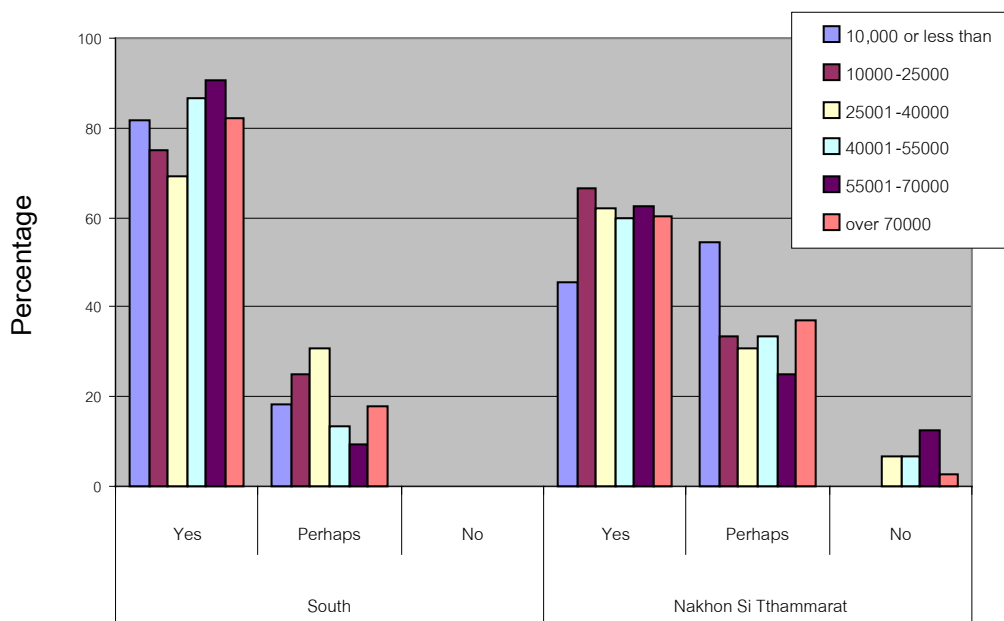
3) The access to information of cultural tourism and additional requirement of information

The main purposes of these questions are to examine how tourist access to information of cultural tourism and potential medias for additional requirement of cultural tourism information.

The result shown that 72.3 percent of foreign sample respondents got cultural tourism information while the rest at 27.7 percent. Figure 4.17 the study shown most of tourists got cultural tourism information **from Internet** 21.2 percent, whereas from **brochure/leaflet** 16.3 percent, **from magazine/journal** 13.7 percent, **friend/relative /colleague** 12.9 percent, **from tour operator/travel agent** 12.1 percent, **from newspaper** 11.4 percent, **from television** 10.9 percent respectively.

Figure 4.17   The access to information of cultural tourism of foreign sample group
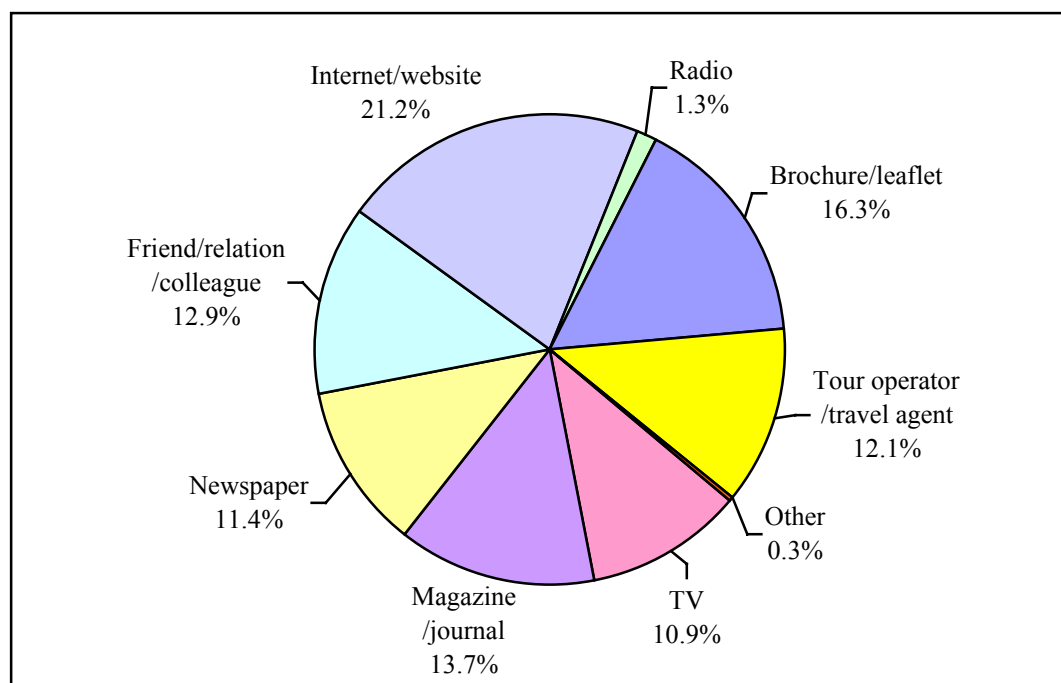
From figure 4.18 the study shown that most of the foreign sample group prefer to get an additional requirement of cultural tourism information **from internet/website** 46.3 percent, whereas **from magazine/journal** 15.4 percent, **from television** 10.1 percent, **from brochure/leaflet** 9 percent, **from newspaper** 8.5 percent respectively. However, there were some other groups, which got cultural tourism information **from friend/relative /colleague** 6.4 percent, and only 4.3 percent got cultural tourism information **from tour operator/travel agent**.

Figure 4.18   The additional requirement of cultural tourism information of foreign sample group
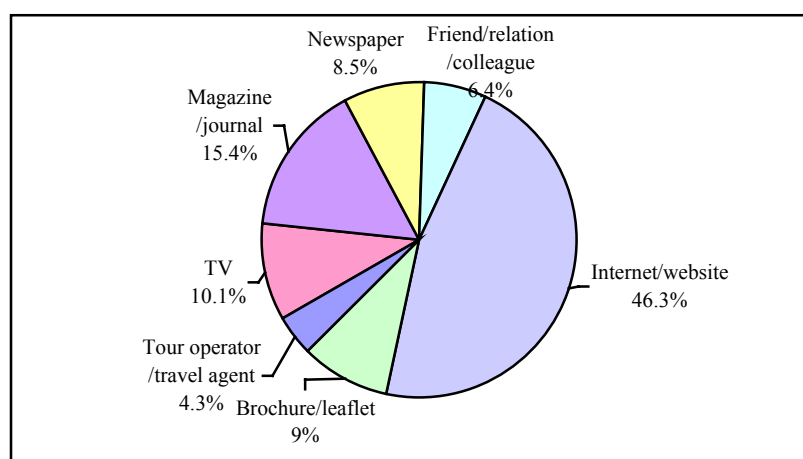
4) The importance of marketing mix's factors that influence tourist' decisions

The study decided to use the 7Ps of marketing mix by Booms and Bitner concept (1981). It includes product, price, place, promotion, people, process, and physical evidence to be the factors for purposing of finding the important level that influence tourists' decisions on selecting cultural tourism in the South for setting marketing strategies from 188 foreign sample respondents. Thus researcher can range important factor level as follows:

	Score 1.00 – 2.33 points	low important factor level
	Score 2.34 – 3.66 points	moderate important factor level
	Score 3.67 – 5.00 points	high important factor level

Product

From Table 4.16 the study of the foreign sample respondents shown that high important level of product factors that influence tourists' decisions on selecting cultural tourism in the South were **restaurant and food service (price, quality, variety), the variety of cultural tourist attractions and activities, accommodation (price, quality, variety), unique cultural tourist attractions and traditions,** and **famous cultural attraction places**. And moderate important level of product factors that influence tourists' decisions on selecting cultural tourism in the South were **adequacy of infrastructures, adequacy of infrastructures, image of cultural tourist attractions and activities, special events, novelty of the destination, night life and entertainment.**

In the consideration of important level of foreign sample respondents, product factors was moderate important level (Mean = 3.64) that influence tourists' decisions on selecting cultural tourism in the South.

Table 4.16 Important level of Product factors among foreign sample respondents

	Product	Mean	SD	Important factor level
1.1	Restaurant and food service (price, quality, variety)	4.03	0.96	High
1.2	The variety of cultural tourist attractions and activities	4.02	0.78	High
1.3	Accommodation (price, quality, variety)	3.95	0.94	High
1.4	Unique cultural tourist attractions and traditions	3.86	0.81	High
1.5	Famous cultural attraction places	3.81	0.88	High
1.6	Adequacy of infrastructures e.g. telephone, electricity	3.53	1.00	Moderate
1.7	Adequacy of support services e.g. car rental, hospital	3.53	1.06	Moderate
1.8	Image of cultural tourist attractions and activities	3.48	1.00	Moderate
1.9	Special events	3.43	1.05	Moderate
1.10	Novelty of the destination	3.41	1.03	Moderate
1.11	Night life and entertainment	2.96	1.19	Moderate

Mean = 3.64   S.D. = 0.55   n = 188

Price

From Table 4.17 the study of the foreign sample respondents shown that high important level of price factors that influence tourists' decisions on selecting cultural tourism in the South were **reasonable price,** and **cost of trip (trip cost, on-site cost).**

In the consideration of important level of foreign sample respondents, price factors were high important level (Mean = 4.00) that influences tourists' decisions on selecting cultural tourism in the South.

Table 4.17 Important level of Price factors among foreign sample respondents

	Price	Mean	SD	Important factor level
2.1	Reasonable price	4.04	0.84	High
2.2	Cost of trip (trip cost, on-site cost)	3.96	0.87	High

Mean = 4.00   S.D. = 0.82   n = 188

Place

From Table 4.18 the study of the foreign sample respondents shown that moderate important level of place factors that influence tourists' decisions on selecting cultural tourism in the South were **accessibility, tourism information center and booking service, not far from other tourist attractions, time of opening and closing.**

In the consideration of important level of foreign sample respondents, place factors was moderate important level (Mean = 3.38) that influence tourists' decisions on selecting cultural tourism in the South.

Table 4.18 Important level of Place factors among foreign sample respondents

	Place	Mean	SD	Important factor level
3.1	Accessibility	3.57	0.99	Moderate
3.2	Tourism information center and booking service	3.36	1.10	Moderate
3.3	Not far from other tourist attractions	3.35	1.06	Moderate
3.4	Time of opening and closing	3.23	1.07	Moderate

Mean = 3.38 S.D. = 0.85   n = 188

Promotion

From Table 4.19 the study of the foreign sample respondents shown that moderate important level of promotion factors that influence tourists' decisions on selecting cultural tourism in the South were **literature, by word of mouth, Sale promoion_discount_special price, public relations, advertising, and packaging**.

In the consideration of important level of foreign sample respondents, promotion factors was moderate important level (Mean = 3.37) that influence tourists' decisions on selecting cultural tourism in the South.

Table 4.19 Important level of Promotion factors among foreign sample respondents

	Promotion	Mean	SD	Important factor level
4.1	Literature e.g. guidebook, booklet	3.61	0.99	Moderate
4.2	By word of mouth	3.43	0.98	Moderate
4.3	Sale promotion, discount, special price	3.39	0.98	Moderate
4.4	Public relations	3.37	0.96	Moderate
4.5	Advertising e.g. brochure, TV, poster	3.25	0.99	Moderate
4.6	Packaging	3.16	1.00	Moderate

Mean = 3.37   S.D. = 0.67   n = 188

People

From Table 4.20 the study of the foreign sample respondents shown that high important level of people factors that influence tourists' decisions on selecting cultural tourism in the South were **attitudes of the host community (warm, hospitable), Professional tour guides and service staffs**. And moderate important level of people factors that influence tourists' decisions on selecting cultural tourism in the South was **common language.**

In the consideration of important level of foreign sample respondents, people factors were high important level (Mean = 3.83) that influences tourists' decisions on selecting cultural tourism in the South.

Table 4.20 Important level of People factors among foreign sample respondents

	People	Mean	SD	Important factor level
5.1	Attitudes of the host community (warm, hospitable)	4.20	0.87	High
5.2	Professional tour guides and service staffs	3.74	1.09	High
5.3	Common language	3.55	1.10	Moderate

Mean = 3.83   S.D. = 0.82   n = 188

Process

From Table 4.21 the study of the foreign sample respondents shown that high important level of process factors that influence tourists' decisions on selecting cultural tourism in the South was **quality service**. And moderate important level of process factors that influence tourists' decisions on selecting cultural tourism in the South were **flow of activities and time spent traveling, participation in cultural tourist attraction and activities.**

In the consideration of important level of foreign sample respondents, process factors were high important level (Mean = 3.69) that influence tourists' decisions on selecting cultural tourism in the South.

Table 4.21 Important level of Process factors among foreign sample respondents

	Process	Mean	SD	Important factor level
6.1	Quality service	4.08	0.88	High
6.2	Flow of activities and time spent traveling	3.52	0.81	Moderate
6.3	Participation in cultural tourist attraction and activities	3.48	0.86	Moderate

Mean = 3.69   S.D. = 0.70   n = 188

Physical evidence

From Table 4.22 the study of the foreign sample respondents shown that high important level of physical evidence that influence tourists' decisions on selecting cultural tourism in the South were **safety and security, cleanness/sanitation,** and **weather/ season.**

In the consideration of important level of foreign sample respondents, physical evidence factors were high important level (Mean = 4.00) that influences tourists' decisions on selecting cultural tourism in the South.

Table 4.22 Important level of Physical evidence factors among foreign sample respondents

	Physical evidence	Mean	SD	Important factor level
7.1	Safety and security	4.15	1.03	High
7.2	Cleanness/sanitation	4.08	0.95	High
7.3	Weather/season	3.78	1.01	High

Mean = 4.00   S.D. = 0.81   n = 188

In conclusion, the result summary of important level of marketing mixfactors in Thai and foreign tourist group illustrate in Appendix F (Page 236).

5) The relation of marketing mix factors and personal factors

From Table 4.23, in Thai tourist, female tourists interest in marketing mix factor more than male tourists. While foreign tourists, male tourists interest in marketing mix factor more than male tourists. In the detailed consideration of this relation, physical evidence factors is the most interest of marketing mix factors in all gender of Thai and foreign tourists. And the least interest of marketing mix factors in female both Thai and foreign tourists is promotion factors. As Thai male tourists, the lowest is process factors and place in foreign male tourists.

Table 4.23   The relation of important level of marketing mix factors and gender of sample respondents

Marketing Mix	Gender			
	Male		Female	
	Mean	Std.	Mean	Std.
Thai tourists				
Product	3.66	.662	3.84	.677
Price	3.89	.993	4.05	.851
Place	3.80	.847	3.97	.879
Promotion	3.54	.873	3.80	.813
People	3.86	.878	4.02	.861
Process	3.61	.016	3.84	.874
Physical evidence	4.14	.942	4.28	.829
Total	3.79	.744	3.97	.826
Foreign tourists				
Product	3.82	.702	3.76	.743
Price	4.15	.845	3.97	.928
Place	3.36	1.194	3.53	1.005
Promotion	3.43	.832	3.43	.868
People	4.10	.959	3.85	.953
Process	3.88	.902	3.77	.893
Physical evidence	4.25	.845	4.13	1.026
Total	3.86	.897	3.78	0.917

From Table 4.24, overall Thai tourists age 56-65 yrs. have the highest interest in marketing mix factors at 4.21 followed by age 26-35 yrs. at 3.96, age 16-25yrs. at 3.92, age 36-45yrs. at 3.84, age 46-55 yrs. at 3.76 and age over 65 yrs. at 3.71.And foreign tourists age over 65 yrs. have the highest interest in marketing mix factors at 4.10, secondly age 16-25yrs. at 3.99, age 46-55 yrs. at 3.87, age 36-45yrs. at 3.82, age 26-35 yrs. at 3.79, and age 56-65 yrs at 3.61 respectively.

In the detailed consideration of this relation, physical evidence factors is the most interest of marketing mix factors in most age of Thai and foreign tourists except foreign tourists age 16-25 yrs. and over 65 yrs. interest in price factor and process. And the least interest of marketing mix factors in each age range of Thai tourists are product factor in age 36-45yrs and age 56-65 yrs, promotion factor in age 26-35 yrs., process in age 16-25 yrs. and age 46-55 yrs. While in foreign, the least interest of marketing mix factors in each age range mostly are place factor except promotion factor in age 36-45yrs and age 46-55 yrs.

And from Table 4.25, overall Thai tourists classify by hometown showed that central people have the highest interest in marketing mix factors at 4.45, secondly western people at 4.06, southern people at 3.90, northern people at 3.88, northeast people at 3.86, and eastern people at 3.79. As foreign tourists from Oceania have the highest interest in marketing mix factors at 4.00, secondly from Asia at 3.97, from Europe at 3.78, and from America at 3.62.

In the detailed consideration of this relation, physical evidence factors is the most interest of marketing mix factors in most age of Thai and foreign tourists except in Thai tourists, northeast people interest in people factor and western people equally interest in price factor, place factor, and promotion factor. And some of foreign tourists has the highest interest in price factor. And the least interest of marketing mix factors in each hometown/nationality of Thai and foreign tourists mostly are promotion factor except place factor and process factor in eastern people and central people of Thai tourists. As some of foreign tourists who are Europe people have the least interest in place factor.

Table 4 .24   The relation of important level of marketing mix factors and age of sample respondents

Marketing Mix	Age											
	16-25 yrs.		26-35 yrs.		36-45 yrs.		46-55 yrs.		56-65 yrs.		over 65 yrs.	
	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.
Thai tourists												
Product	3.86	.672	3.77	.684	3.67	.648	3.76	.751	3.83	.408	3.00	.
Price	4.02	.904	4.08	.931	3.83	.810	3.91	1.071	4.50	.548	3.00	.
Place	3.86	.999	4.00	.756	3.83	.857	3.79	.857	4.33	.816	5.00	.
Promotion	3.77	.831	3.69	.833	3.77	.807	3.42	.867	4.00	1.265	3.00	.
People	4.00	.831	4.05	.825	3.90	.846	3.73	.977	4.00	1.265	5.00	.
Process	3.80	1.052	3.80	.946	3.75	.883	3.48	.795	4.17	.983	3.00	.
Physical evidence	4.14	.962	4.31	.852	4.13	.817	4.24	.936	4.67	.516	4.00	.
Total	3.92	.893	3.96	.830	3.84	.810	3.76	.893	4.21	.829	3.71	.
Foreign tourists												
Product	4.00	.720	3.72	.656	3.86	.713	3.83	.857	3.60	.821	4.00	.817
Price	4.29	.937	4.10	.831	4.08	.862	4.22	.732	3.40	1.046	4.20	.500
Place	3.75	1.110	3.38	1.067	3.51	1.044	3.50	1.295	3.05	1.234	3.50	1.00
Promotion	3.82	.819	3.41	.863	3.27	.769	3.22	.732	3.35	.933	4.00	.817
People	3.93	.979	4.00	.908	3.97	1.013	4.06	1.110	3.90	1.021	4.25	.957
Process	4.07	.940	3.72	.840	3.81	.967	3.89	.832	3.80	1.005	4.50	.577
Physical evidence	4.04	.999	4.17	.959	4.27	.932	4.39	.778	4.15	.933	4.25	.957
Total	3.99	.929	3.79	.875	3.82	.900	3.87	.905	3.61	1.00	4.10	.804

	Hometown											
	North		South		East		West		Northeast		Central	
	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.
Thai tourists												
Product	3.80	.951	3.80	.658	3.63	.744	4.00	.577	3.71	.914	3.73	.573
Price	3.90	1.021	3.90	.850	4.00	.926	4.29	.756	3.64	1.082	4.11	.928
Place	3.95	.826	3.88	.802	3.50	1.309	4.29	.488	3.93	.917	3.91	.917
Promotion	3.65	.988	3.65	.803	3.63	.518	4.29	.756	3.57	.938	3.73	.871
People	3.90	.718	4.04	.890	3.63	.916	3.57	.535	4.21	.893	3.90	.894
Process	3.75	.786	3.77	.967	3.88	.641	3.86	1.069	3.79	.975	3.69	.976
Physical evidence	4.20	.894	4.27	.766	4.25	.886	4.14	1.215	4.14	1.027	4.20	.947
Total	3.88	.883	3.90	.819	3.79	0.849	4.06	.771	3.86	.974	4.45	.872

	Nationality											
Marketing Mix	America		Europe		Oceania		Asia					
	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.				
Foreign tourists												
Product	3.45	.675	3.80	.688	3.95	.653	3.97	.799				
Price	4.16	.779	4.01	.958	4.32	.568	3.97	.928				
Place	3.06	1.209	3.37	1.116	3.68	.995	3.81	.967				
Promotion	3.32	.832	3.37	.854	3.45	.596	3.68	.944				
People	3.74	1.000	4.02	.941	4.23	.813	3.95	1.053				
Process	3.77	.845	3.70	.852	3.95	.844	4.14	1.031				
Physical evidence	3.87	1.056	4.20	.941	4.45	.671	4.27	.902				
Total	3.62	.914	3.78	.907	4.00	.734	3.97	.946				

Table 4 .25 **The relation of important level of marketing mix factors and hometown/nationality of sample respondents**

From Table 4.26, overall Thai tourists who are single group and married group. have the highest interest in marketing mix factors at 3.90 followed by divorce/widow group at 3.75. And foreign tourists in single group have the highest interest in marketing mix factors at 3.83, secondly married group at 3.82, divorce/widow group at 3.73 respectively.

In the detailed consideration of this relation, physical evidence factor is the most interest of marketing mix factors in all marital status of Thai tourists. While the highest interest of each foreign tourists' marital status are price factor in single group, physical evidence factor in married group, and equal interest of divorce/widow group in people, process and physical evidence factor. And the least interest of marketing mix factors in each age range of Thai tourists are promotion factor in single group and married group, and place factor in divorce/widow group.

Table 4 .26 The relation of important level of marketing mix factors and marital status of sample respondents

Marketing Mix	Marital status					
	Single		Married		Divorce/widow	
	Mean	Std.	Mean	Std.	Mean	Std.
Thai tourists						
Product	3.81	.664	3.76	.658	3.22	.833
Price	4.04	.876	3.94	.946	3.56	1.014
Place	3.82	.875	3.99	.832	4.00	1.118
Promotion	3.75	.807	3.66	.904	3.33	.707
People	3.95	.871	3.97	.885	3.89	782
Process	3.78	.957	3.70	.946	3.78	667
Physical evidence	4.17	.911	4.27	.850	4.44	726
Total	3.90	.852	3.90	.860	3.75	.835
Foreign tourists						
Product	3.82	.716	3.80	.703	3.38	.916
Price	4.27	.809	3.89	.888	3.75	1.282
Place	3.40	1.105	3.501	1.089	3.13	1.458
Promotion	3.46	.918	3.36	.738	3.88	1.126
People	3.89	.922	4.08	.991	4.00	1.069
Process	3.81	.877	3.84	.934	4.00	.756
Physical evidence	4.13	.882	4.26	.987	4.00	.926
Total	3.83	.890	3.82	.904	3.73	1.076

From Table 4.27, overall Thai tourists, who had master degree have the highest interest in marketing mix factors at 4.02 followed by bachelor degree at 3.96, lower than bachelor degree at 3.78. And foreign tourists, who had education lower than bachelor degree, have the highest interest in marketing mix factors at 3.98, secondly master degree at 3.89, and bachelor degree at 3.70 respectively.

In the detailed consideration of this relation, physical evidence factor is the most interest of marketing mix factors in all education level of Thai tourists, most of education level in of foreign tourists except bachelor degree's group interest in price factor. And the least interest of marketing mix factors in each age range of Thai tourists are promotion factor in lower than bachelor degree's group and master degree's group, process factor in bachelor degree's group. As most education level of foreign tourists have the least interest of marketing mix factors in promotion factor except master degree's group has the least interest in place factor.

From Table 4.28, overall Thai tourists who are administrative/ managerial have the highest interest in marketing mix factors at 4.06 followed and government officer/ state enterprise at 4.03, employee/company officer at 3.95 respectively. And foreign tourists who are housewife/ unpaid family have the highest interest in marketing mix factors at 4.48, secondly government officer/ state enterprise and student at 4.00, employee/company officer at 3.90 respectively.

In the detailed consideration of this relation, physical evidence factor is the most interest of marketing mix factors in most of Thai tourists that classified by occupation except Thai tourists who are housewife/ unpaid family and student. They interest in place factor and people factor. While the highest interest of each foreign tourist's occupation mostly are price factor and physical factor. And the least interest of marketing mix factors in each occupation of Thai tourists mostly is promotion factor and process factor. As most of foreign tourists have the least interest in promotion factor.

From Table 4.29, overall Thai tourists who have income per month between 25,000-40,000B. have the highest interest in marketing mix factors at 4.04 followed by 10,001-25,000B. at 3.96, over 70,000B. at 3.91, 55,001-70,000B. at 3.89, 10,000B. or

less than at 3.81, and 40,001-55,000B. at 3.75 respectively. And foreign tourists, who have income per month between 10,000B. or less than have the highest interest in marketing mix factors at 4.26 followed by 10,001-25,000B. at 4.14, 40,001-55,000B. at 3.96,   25,001-40,000B at 3.95,   over 70,000B. at 3.65, 55,001-70,000B. at 3.59 respectively

In the detailed consideration of this relation, physical evidence factor is the highest interest of marketing mix factors in all income group of Thai tourists and most of foreign tourists except tourists who have income between 10,000B. or less than, 25,001-40,000B, and 40,001-55,000B . They highly interest in process factor, and price factor. And the least interest of marketing mix factors in each income range of Thai tourists mostly are promotion factor and product factor. As most of foreign tourists have the least interest in place factor.

Marketing Mix	Education							
	Lower than Bachelor degree		Bachelor degree		Master degree		Other	
	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.
Thai tourists								
Product	3.73	.658	3.81	.690	3.64	.674	3.33	.577
Price	3.77	.992	4.09	.830	4.36	.924	3.67	1.155
Place	3.78	.949	3.97	.819	4.00	.775	4.00	1.00
Promotion	3.59	.904	3.80	.805	3.36	.809	3.33	.577
People	3.91	.969	3.98	.793	4.09	.944	3.67	1.155
Process	3.68	.987	3.76	.889	4.27	.786	3.00	1.732
Physical evidence	4.03	.980	4.33	.780	4.45	.934	4.33	1.155
Total	3.78	.920	3.96	.801	4.02	.835	3.62	1.050
Foreign tourists								
Product	3.95	.714	3.69	.767	3.82	.664	4.00	.000
Price	4.10	.871	4.02	.889	4.07	.931	4.40	.548
Place	3.70	1.114	3.39	1.145	3.38	1.071	3.00	.707
Promotion	3.58	.958	3.28	.817	3.55	.807	3.60	.548
People	4.20	.883	3.82	.983	4.09	.959	4.00	1.000
Process	3.98	.920	3.69	.931	3.91	.837	4.20	.447
Physical evidence	4.33	.997	3.98	.988	4.43	.759	4.20	.447
Total	3.98	.915	3.70	.931	3.89	.861	3.91	.528

Table 4 .27   The relation of important level of marketing mix factors and education of sample respondents

Table 4 .28   The relation of important level of marketing mix factors and occupation of sample respondents

Marketing Mix	Occupation																
	Professional		Commercial Personal		Administrative /managerial		Government officer /state enterprise		Employee/ company officer		Housewife/ unpaid family		Retired and unemployed		Student		Other	
	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.
Thai tourists																		
Product	4.00	.	3.58	.552	3.88	.641	3.86	.702	3.79	.740	3.64	.809	3.50	.535	3.87	.629	4.00	.
Price	5.00	.	3.74	1.08	4.13	.641	4.09	.830	4.01	.876	3.55	1.128	4.13	1.126	4.07	.785	4.00	.
Place	3.50	.707	3.61	.887	4.25	.463	4.09	.772	3.96	.859	3.91	.831	4.25	.707	3.70	1.055	4.00	.
Promotion	3.00	1.41	3.42	.826	3.88	.641	3.84	.776	3.79	.849	3.55	1.128	3.38	1.188	3.73	.740	4.00	.
People	3.50	.707	3.82	.926	4.00	.926	4.07	.789	3.94	.849	3.64	1.027	4.25	.886	4.10	.845	2.00	.
Process	4.50	.707	3.53	.951	3.75	.707	3.93	.974	3.74	.896	3.27	1.009	3.75	1.165	3.87	.937	4.00	.
Physical evidence	3.50	.707	4.13	.991	4.50	.535	4.32	.829	4.40	.788	3.82	.874	4.38	1.061	3.90	.923	3.00	.
Total	3.86	.61	3.69	.89	4.06	.65	4.03	.81	3.95	.84	3.63	.97	3.95	.95	3.89	.84	3.57	.
Foreign tourist																		
Product	3.83	.579	3.33	.907	3.62	.805	3.89	.601	3.86	.684	4.17	.983	3.83	.753	4.11	.928	4.00	.
Price	4.03	.816	3.50	.924	3.62	1.117	4.22	.667	4.35	.805	4.17	.753	4.50	.548	4.11	.928	5.00	.
Place	3.30	1.12	3.22	1.114	3.43	1.075	3.67	1.323	3.54	.966	4.33	1.033	2.83	1.835	3.89	1.054	4.00	.
Promotion	3.42	.752	3.11	.900	3.33	.856	3.33	1.118	3.52	.720	4.33	.817	2.50	1.049	3.89	1.054	4.00	.
People	4.09	.886	3.67	1.029	3.86	1.108	4.00	1.000	3.98	.942	4.83	.4083	3.17	.753	4.00	1.118	5.00	.
Process	3.89	.819	3.61	1.092	3.48	.873	4.22	.972	3.76	.867	4.67	.516	3.83	.983	4.00	1.000	5.00	.
Physical evidence	4.22	.917	3.50	.985	4.14	1.153	4.67	.500	4.26	.851	4.83	.408	4.33	.817	4.00	1.000	5.00	.
Total	3.83	.84	3.42	.99	3.64	1.00	4.00	.88	3.90	.83	4.48	.70	3.57	.96	4.00	1.01	4.57	.

Table 4 29   The relation of important level of marketing mix factors and income per month of sample respondents

Marketing Mix	Income per month											
	10,000 B.or less than		10,001-25,000 B.		25,001-40,000 B.		40,001-55,000 B.		55,001-70,000 B.		Over 70,000 B.	
	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.
Thai tourists	3.79	.705	3.74	.661	3.83	.565	3.55	.688	4.00	1.000	3.75	.707
Product	3.88	.963	4.01	808	4.08	1.060	4.09	.539	4.60	.894	3.88	1.356
Price	3.77	.916	4.04	756	4.13	.680	3.45	1.214	3.80	1.304	3.88	.835
Place	3.57	.834	3.80	880	3.92	.717	3.55	.820	3.40	.894	3.63	.916
Promotion	3.91	.876	4.04	.871	4.04	.806	3.73	.786	3.20	.447	4.13	1.126
People	3.70	1.064	3.76	.831	3.96	.908	3.64	.809	3.60	.548	3.63	1.061
Process	4.06	.938	4.30	.783	4.33	.868	4.27	.647	4.60	.548	4.50	1.414
Physical evidence												
Total	3.81	.889	3.96	.799	4.04	.801	3.75	.786	3.89	.805	3.91	1.059
Foreign tourists												
Product	4.18	.874	4.08	.669	3.86	.639	3.87	.743	3.59	.756	3.71	.705
Price	4.36	.674	4.25	.452	4.41	.682	4.33	.817	3.78	1.008	3.90	.961
Place	4.09	.831	3.92	.900	3.55	1.352	3.67	1.397	3.25	1.107	3.21	.972
Promotion	4.09	.701	3.75	.866	3.59	.733	3.67	.900	3.28	.924	3.23	.772
People	4.18	1.079	4.17	.835	4.10	.939	4.07	1.033	3.66	.902	3.66	1.006
Process	4.55	.820	4.25	.965	3.83	.889	4.00	.845	3.59	.911	3.68	.845
Physical evidence	4.36	.924	4.58	.793	4.31	.930	4.13	.915	4.00	1.047	4.14	.950
Total	4.26	.843	4.14	.782	3.95	.881	3.96	.950	3.59	.951	3.65	.887

4.2.2 The result of supply factors analysis

The research will emphatically analyze the potential of cultural tourist attractions and activities, and review with the supply factors in Nakhon Si Thammarat, which are accommodation, other tourist facilities and services, transportation, other infrastructures, and institutional element.

This part is based on primary data are collected from questionnaires and interviews. And the secondary data is collected from concerned literatures.

1. Cultural attractions and activities

The questionnaires were used for quantitative side of investigation in this study. The analysis of this data obtained for analyzing the potentiality of Nakhon Si Thammarat in being a cultural tourist attraction with 4 main factors (include 28 sub factors with physical condition factors, management of cultural tourism factors, activity and process of cultural tourism factors, and Participation of the community in being a cultural tourist attraction factors.

The target population of this study is the public and private organizations, which are tourism committee in Nakhon Si Thammarat, and experts who concerned tourism in Nakhon Si Thammarat. The research collected the 14 questionnaires from target population (10 representatives of public organization, 1 representative of private sector, and 3 experts). Respondents were asked to rate the potentiality of each factor on a 3-point scale of (3-high potentiality, 2-medium potentiality, 1-Low potentiality). The mean scores were used to determine the order of potentiality. A higher mean score indicated that Nakhon Si Thammarat has potential in that factor. On other hand, a mean score of 1or nearly 1 indicated that this factor is non-potentiality. From mean, researcher can range average cultural tourism potentiality level of each sub-factors as follows:

Score 2.34 – 3.00 points   have high potentiality level

Score 1.67 – 2.33 points   have moderate potentiality level

Score 1.00 – 1.66 points   have low potentiality level

The result of these questionnaires can be concluded as follow:

Factor 1:   Physical condition factors

From 10 sub-factors, the study revealed that 5 physical condition sub-factors which the sample respondents thought that **tourist attractive traditions and festivals, uniqueness of culture and attractions, appropriate areas for tourism activities, variety of cultural activities and lifestyles, completeness of original condition** as the factors which Nakhon Si Thammarat has high potentiality of these main factors. Whereas, **Ease of accessibility to tourist attractions, degree of accessibility in various seasons, variety of art work, level of popularity,** and **capacity in accepting the changes of culture** received the moderate potential scores of the potentiality of physical condition factor (Table 4.30).

Table 4.30   Potentiality in factors of Physical condition

Factors for analyzing "the potentiality of Nakhon Si Thammarat in being a cultural tourist attraction"	Potential score (Percentage)				Potential level
	High	Moderate	Low	Average	
1. Factors of physical condition					
1.1 Tourist attractive traditions and festivals	71.4	28.6	-	2.71	High
1.2 Uniqueness of culture and attractions	64.3	35.7	-	2.64	High
1.3 Appropriate areas for tourism activities	64.3	35.7	-	2.64	High
1.4 Variety of cultural activities and lifestyles	64.3	28.6	7.1	2.57	High
1.5 Completeness of original condition	57.1	21.4	21.4	2.36	High
1.6 Ease of accessibility to tourist attractions	42.9	42.9	14.3	2.29	Moderate
1.7 Degree of accessibility in various seasons	28.6	71.4	-	2.29	Moderate
1.8 Variety of art work	28.6	57.1	14.3	2.14	Moderate
1.9 Level of popularity	14.3	78.6	7.1	2.07	Moderate
1.10 Capacity in accepting the changes of culture	14.3	78.6	7.1	2.07	Moderate

Factor 2:   Management of cultural tourism factors

The study showed that the sample respondents rated moderate potential in Management of cultural tourism factors with the **tourist attractions' facilities management, adequate measures to prevent damage, life and property safety management, consideration to the limitation of carrying capacity,** and **waste disposal** in relative to analyze potential of this factor in Nakhon Si Thammarat. And the low potential factors of the potentiality of management of cultural tourism factor were **appropriation of area management to a type of cultural tourist attractions, management of noise quality,** and **management of water quality** (Table 4.31).

Table 4.31   Potentiality in factors of management of cultural tourism

	Factors for analyzing "the potentiality of Nakhon Si Thammarat in being a cultural tourist attraction"	Potential score (Percentage)				Potential level
		High	Moderate	Low	Average	
	2. Factors of management of cultural tourism					
2.1	Tourist attractions' facilities management	28.6	50.0	21.4	2.07	Moderate
2.2	Adequate measures to prevent damage	21.4	42.9	35.7	1.86	Moderate
2.3	Life and property safety management	7.1	71.4	21.4	1.86	Moderate
2.4	Consideration to the limitation of carrying capacity	7.1	57.1	35.7	1.71	Moderate
2.5	Waste disposal	-	71.4	28.6	1.71	Moderate
2.6	Appropriation of area management to a type of cultural tourist attractions	42.9	42.9	42.9	1.50	Low
2.7	Management of noise quality	7.1	28.6	64.3	1.43	Low
2.8	Management of water quality	-	28.6	71.4	1.29	Low

Factor 3:   Activity and process of cultural tourism factors

The result showed that from 6 sub factors most sample respondents thought that the factors which Nakhon Si Thammarat has high potentiality level of these main factors (activity and process of cultural tourism) were **diversity of tourism activities in the area,** and **advantage and value of learning.** While **appropriation of dissemination of knowledge and raising awareness on the value of cultural tourism and cultural tourism resources and conservation,** and **information for communication** have moderate potentiality level**. And type and method of communication to tourist,** and **quality of service** received the low potential level of the potentiality of activity and process of cultural tourism factor (Table 4.32).

Table 4.32   Potentiality in factors of activity and process of cultural tourism

Factors for analyzing "the potentiality of Nakhon Si Thammarat in being a cultural tourist attraction"	Potential score (Percentage)				Potential level
	High	Moderate	Low	Average	
3. Factors of activity and process of cultural tourism					
3.1 Diversity of tourism activities in the area	92.9	-	7.1	2.86	High
3.2 Advantage and value of learning	71.4	14.3	14.3	2.57	High
3.3 Appropriation of dissemination of knowledge and raising awareness on the value of cultural tourism and cultural tourism resources and conservation	28.6	57.1	14.3	2.14	Moderate
3.4 Information for communication:	7.1	57.1	35.7	1.71	Moderate
3.4.1 Interest of information for communication	14.3	50.0	35.7	1.79	
3.4.2 Ease of information understandability for communication	7.1	78.6	14.3	1.93	
3.5 Type and method of communication to tourist	7.1	50.0	42.9	1.64	Low
3.6 Quality of service:	-	21.4	78.6	1.21	Low
3.6.1 Completely of information service	-	57.1	42.9	1.57	
3.6.2 Building tourists' impression of officials and concerned staffs	14.3	28.6	57.1	1.57	

Factor 4: **Participation of the community in being a cultural tourist Attraction factors**

The study showed that from 4 sub-factors the sample respondents rated high potential in participation of the community in being a cultural tourist attraction factors with the **advantage of local community to preserve cultural identity and set example for other communities** in relative to analyze potential of this factor in Nakhon Si Thammarat. The moderate potentiality level of participation of the community in being a cultural tourist attraction factor were **advantage of economic local community, opportunity to accept development supporting from government and private sections,** and **acceptability and participation of local community** (Table 4.33).

Table4.33 **Potentiality in factors of participation of the community in being a cultural tourist attraction**

Factors for analyzing "the potentiality of Nakhon Si Thammarat in being a cultural tourist attraction"	Potential score (Percentage)				Potential level
	High	Moderate	Low	Average	
4. Factors of participation of the community in being a cultural tourist attraction					
4.1 Advantage of local community to preserve cultural identity and set example for other communities	42.9	50.0	7.1	2.36	High
4.2 Advantage of economic local community	28.6	57.1	14.3	2.14	Moderate
4.3 Opportunity to accept development supporting from government and private sections	28.6	57.1	14.3	2.14	Moderate
4.4 Acceptability and participation of local community	14.3	64.3	21.4	1.93	Moderate

Moreover, the sample respondents had suggestions that can be classified as follow:

The potentiality of tourism resources in Nakhon Si Thammarat in being a cultural tourist attraction

1.Religious sites

which are Wat Pramahathat, Wat Chedi Noi, Wat Tha Po, Ho Phra Phutthasihing, Phra Narai shrine, Phra Isuan shrine, and Solahudin mosque

2. Historic site and building

which are Khao Ka archaeological site, Giant pagoda, city wall and Northern gate, Tum Pung archaeological site, Sala Phradu Hok, the City Pillar Hall, Mok Khalan archaeological site, stone inscription of Khao Chong Koy, Century monastery of Wat Wang Tawan Tok

3. Local village and lifestyle

which are Kiriwong village, Chang Klang village, Mai Reang village, Mok Ka Lan village, Krung Ching village, Wang Lung village, Pak Panang 's river basin village, and Cape of Ta Lumpok's village

4. Museum

which are National museum (Nakhon Si Thammarat), city museum, Wat Pramahathat museum, Suchat's shadow puppet museum, and Sai Kheaw beach's local museum

5. Site associated with historic events and famous people

which are Sa Lang Dap Si Prat, Wirathai monument, Si Thammasokarat monument, Wat Khao Khun Pha Nom, Chinese-styled small house of Wat Pradoo and Wat Chaeng, Krung Ching forest in Khao Luang National Park

6. Festival and special event

which are Hae Pha Kean That festival (Pagoda clothing festival), the Buddhist ceremony of festooned thrones in parade (Chak Phra festival), Songklan festival, and the tenth lunar month festival of Nakhon

7. Traditional arts and crafts

which are *"Pha Yok"* a rare cloth weave only in Nakhon Si Thammarat, shadow puppet, neiloware, brassware, silverware, "Kla Jud" weave, pottery, Yan lophao (clinging vine weave), Tie-dyed fabric, and Bai Por fan

8. Traditional performances

which are shadow puppet show, Manora dance, Bok song's performance

9. Traditional food and drinks

which are *"Kanohm Jin"* (Nakhon styled Thai noodle with variety of spicy curry sauces), *"Kang Pung Pla"* (fish viscera curry), *"Mang Kut Kat"* (crispy mangosteen), *"Kang LuangYellow"* (curry sour curry with fish and vegetables), *"Kol Kling Nua"* (stir-fried meat with chili paste), *"Khaw Yum"* (Nakhon styled herb rice with sweet sauce), and seafood

Suggestions for cultural tourism development in Nakhon Si Thammarat

From questionnaire for analyzing the potentiality of Nakhon Si Thammarat in being a cultural tourist attraction, the respondents had suggested to develop the following issues:

The first issue is building a cooperation between government, related organizations and local community in developing cultural tourism in Nakhon Si Thammarat. The second issue is developing effective management, aggressive marketing, and setting a tourism master plan that will support the government and related organization to have unity and cooperation. The third issue is government support to provide information and knowledge to local government, related organizations and local community about culture tourism, sustainable tourism and how to be good host, and provide promotional budget to local government and private sector. The forth issue is more promotion and information in various medias to tourists, promote image and adequacy of cultural tourism city and safety. And the last issue is development of tourism system such as good transportation especially by land and by air, skilled tour guides and foreign language information etc.

2. Other supply factors

According to A study for national action plan for the tourism industry in the 9th National Economic and Social Development Plans (2002-2006), it has the analysis for identifying a suitable province for tourism development. A part of study analyzes provincial supply variable. And the result shows that supply factors in Nakhon Si Thammarat has high potentiality for tourism. Hence, the research will emphatically analyze the potential of cultural tourist attractions and activities, and review with the supply factors in Nakhon Si Thammarat which are accommodation, transportation, other tourist facilities and services, other infrastructures, and institutional element(Appendix B)

4.2.3 The result of face-to-face interview

The results of face-to-face interview of marketing strategies for sustainable cultural tourism in the South of Thailand: a case of Nakhon Si Thammarat. Researcher interviewed a director of Tourism Authority of Thailand: Region 2 Nakhon Si Thammarat, and a president of Nakhon Si Thammarat tourism business association. The conclusion of the interview can be classified as follow:

Situation of Thailand tourism

Thailand is a one of world tourist destinations. In the past tourism was not significantly developed because of many obstacles for example uncomfortable transportation, communication, lack of English language skill in Thai people etc. After tourism was assigned to be one of main issue in National Economic and Social Development Plan and promoted Thailand tourism to international tourists, income from tourism is main national income. Tourism in Thailand reached a significant size for the first time in the 1990s and trended continuous growth. By 2002, the total number of international tourist was 10.8 million people, increased 7.33% from 2001. The reasons of why many international tourists come to Thailand are lower rate of Thai currency, high purchasing power of tourist, high safety, peaceful political situation, friendly people, beautiful attraction (especially seas, beaches and islands), and unique culture and festivals. The top 10 famous tourist attractions' areas are Bangkok, Pattaya, Phuket, Chiang Mai, Songkla (Hat Yai), Samui, Krabi, Sungaikolok, Chiang Rai, Prachuab Khiri

Khan (Hua Hin). The major tourist markets came from Japan, Malaysia, China, Singapore, Taiwan, German, USA, UK, South Korea, and Australia. And high tourist expenditures are from Japan, China, UK, USA, German, Taiwan, Malaysia, Singapore, Australia and India. Average tourist expenditure between 1996- 200 is 3,754 per person/day (increase 0.16%).

The trends of international target market group are elderly, woman, education, family, and free individual travelers. Tourism Authority of Thailand will attract this target group by more promotion.

Domestic tourism, since economic crisis in 1997, numbers of Thai tourists continues increase that had positive impact to Thailand tourism. By 2002, numbers of domestic tourist grow 5.45%. The top 10 famous tourist attractions' areas are Bangkok, Chiang Mai, Nakhon Ratchasima, Konkean, Rayong, Phisanilok, Kanchanaburi, Songkhla (Hat Yai), Phetburi, and Udon.

According to analyze the situation of Thailand tourism, found that foremost in Thailand's strengths are friendly Thais, unique art and culture, variety tourist attraction, suitable season, peaceful country, cheap cost of living. But the weaknesses of Thailand are tourists' swindle, dilapidation of tourist attractions, non-standard products. The opportunity is unpeace of competitive country in Asia. And the threats are pollution, traffic congestion, bad sanitary, inefficient control of tourism product's price.

Trend of world tourism, growth rate will increase rapidly. And development plan will emphasize to sustainable tourism, environment, human right, safety, and community participation.

<u>Situation of tourism in Nakhon Si Thammarat</u>

Nakhon Si Thammarat is one potential province in the South for tourism especially cultural tourism. In 2002, Nakhon Si Thammarat had 847,073 visitors (increase 4.28% from 2001), which most of them were Thai visitors (98.5%) and foreign visitors (1.5%)(see table 3.2). A proportion of cultural tourism is 70% from total and combined with natural tourism 30%.

The situations of domestic market, main markets are tourists from central region and nearby provinces. Thai tourists travel by private car 51.3%, public bus 31.3%, train 14.3%, and plane 3.1%.

The situation of international market, main markets are tourists from Malaysia, and Singapore that travel with tour companies and combined tourist destination with other province (Songkhla (Hat Yai)). And other is German, UK, Japan, USA, France, and Australia, which are backpack tourist 60% and tour group 40%. International tourists (except from Malaysia, and Singapore) distribute from main tourist destination in the South (Phuket, Krabi, Koh Samui).

<u>The SWOT analysis for cultural tourism in Nakhon Si Thammarat</u>

Foremost for cultural tourism in Nakhon Si Thammarat strengths are unique art and culture, variety cultural tourist attractions, the Thailand's religious beginning, image of temple tour, and interesting and firm local communities for tourism. But the weaknesses are non-cooperation between related local government departments and between public and private organizations, influence of local politic. The opportunities are increase interest in cultural tourism of world trend government policies in tourism supporting, cooperation between communities. And the threats are non-security of southern border region, lack of tourism promotion from headquarters.

<u>Policies for cultural tourism</u>

The overview tourism government policies pay attention in cultural tourism by supporting public relation and promotion for example "Unseen in Thailand", and development. The concerned government headquarters empower regional tourism offices to plan a provincial policy and do marketing.

The annual marketing policies (2004) for tourism in Nakhon Si Thamarat under control of Tourism Authority of Thailand: region 2

- Emphasize cultural tourism promotion in marketing policy
- Support tourism information for example brochure, poster with various languages

- Promote potential cultural tourist attractions and activities in various media
- Create various sample tour programs for stimulate tourism in Nakhon Si Thamarat such as Ligor tour (city tour), visit 9 temple tour
- Campaign for supporting return market

And other aspects, which are tourism development and conservation, are responsible by provincial center of tourism and sport

<u>Role for cultural tourism development</u>

The provincial government has an important role to play in the development and promotion of tourism in Nakhon Si Thammarat and formulating tourism policies, which are applicable to the areas. The provincial tourism organizations are key players in the tourism industry. The provincial government organizations have responsibility, which are manage environment, safety and security of visitors, infrastructure, provision and support budget by main provincial government organization, develop and conserve tourist destination and activities by provincial center of tourism and sport, marketing and promote the destinations and activities by Tourism Authority of Thailand: region 2, and educate and develop tourism management and service in tourism industry and local community by educational institute.

And the private sector has responsibility for satisfying the visitors, continuously upgrade the skills of the workforce by providing training and retaining, and assist government in promoting tourism and activities

<u>Estimate trend of cultural tourism in Nakhon Si Thammarat</u>

The trend of domestic market will continue to grow especially in purpose of travel for educational tourism and religious tourism with support by "Thai Travel Thai" campaign.

The trend of international market will continue to grow especially tourist from Malaysia and Singapore. In other national tourists, cultural tourism in Nakhon Si Thammarat will be famous optional tour for mass tourism's tourists. Tourist expenditure and length of stay will increase in both markets.

And trend of marketing will be increased advertisement and promotion especially core cultural tourism product, expand new main international target markets, and combine destination with famous tourism province.

<u>Supporting factors for sustainable cultural tourism</u>

The main supporting factor for sustainable cultural tourism is cooperation and close partnerships among key sectors, which are public sector, private sector and local community.

<u>Measurement of cultural change protection</u>

The best measurement of cultural change protection is to promote tourism awareness at all levels of society especially in local community.

4.3 The result of hypothesis testing

The study have 3 hypothesis for testing as follow:

Hypothesis 1:

Important level of marketing mix factors that influence tourist both

Thai and foreign to make decisions to select cultural tourism in southern provinces have relationship with personal factors

Hypothesis 2:

Thai and Foreign tourists have different important level of marketing mix factors to make decisions to select cultural tourism in southern provinces.

Hypothesis 3:

Nakhon Si Thammarat has potentiality of cultural tourism.

4.3.1 Result of hypothesis 1:

Important level of marketing mix factors that influence tourist both Thai and foreign to make decisions to select cultural tourism in southern provinces have relationship with personal factors

The hypothesis 1 of the study use Crosstabulation and Chi-Square test at 5%(0.05) significance level as a tool for analyzing the relationship between marketing mix factors and personal factors from 188 foreign sample respondents and 212 Thai sample respondents that include of gender, age, nationality/hometown, marital status, education, occupation, income per month.

Among 7Ps of marketing mix factors, there are 5 rating levels for the personal to give to each factor.

5 points =	the most important factor
4 points =	highly important factor
3 points =	medium important factor
2 points =	lowly important factor
1 points =	the least important factor

The result of hypothesis 1 testing found that from 98 cases of crosstabulation between marketing mix factors and personal factors of Thai and foreign tourists, they have only 13 cases, which have relationship at 0.05 significant level (See table 4.34)

Table 4.34 Summary of the relation between demographic variables and marketing mix factors

Marketing Mix	Tourist group	Gender		Age		Hometown/ nationality		Marital status		Education		Occupation		Income	
		χ^2	Sig	χ^2	Sig	χ^2	Sig	χ^2	Sig	χ^2	Sig	χ^2	Sig	χ^2	Sig
Product	Thai	4.102	0.251	3.947	0.413	27.080	**0.028**	30.876	**0.000**	5.459	0.793	17.883	0.809	9.891	0.827
	Foreign	1.332	0.721	7.685	0.104	7.685	0.104	7.685	0.104	12.103	0.208	44.788	**0.006**	16.397	0.356
Price	Thai	3.947	0.413	20.021	0.457	20.796	0.409	8.269	0.408	20.485	0.058	26.736	0.730	48.421	**0.000**
	Foreign	7.685	0.104	24.610	0.217	9.001	0.703	32.737	**0.000**	5.666	0.932	36.240	0.277	23.237	0.277
Place	Thai	6.030	0.197	17.127	0.645	23.476	0.266	7.620	0.471	6.684	0.878	23.508	0.862	26.005	0.166
	Foreign	4.877	0.300	18.598	0.548	17.438	0.134	4.971	0.761	9.328	0.675	50.728	**0.019**	28.656	0.095
Promotion	Thai	5.911	0.116	16.908	0.324	10.254	0.803	4.222	0.647	10.072	0.345	24.540	0.431	9.409	0.855
	Foreign	1.211	0.876	23.287	0.275	21.112	**0.049**	4.971	0.761	13.440	0.338	65.812	**0.000**	25.139	0.196
People	Thai	1.617	0.655	19.112	0.209	15.389	0.424	1.175	0.978	12.603	0.181	43.088	**0.010**	18.011	0.262
	Foreign	3.746	0.290	15.570	0.411	6.581	0.681	9.657	0.140	7.036	0.633	28.580	0.236	9.090	0.873
Process	Thai	7.000	0.136	18.279	0.569	14.663	0.795	15.507	**0.050**	20.671	0.055	23.267	0.870	20.019	0.457
	Foreign	4.167	0.244	11.722	0.700	16.620	0.055	3.224	0.780	12.022	0.212	28.580	0.236	25.984	**0.038**
Physical evidence	Thai	2.589	0.629	18.279	0.569	21.001	0.397	6.475	0.594	13.905	0.307	40.499	0.144	46.182	**0.001**
	Foreign	3.807	0.433	13.286	0.865	10.882	0.539	9.107	0.333	22.860	**0.029**	41.157	0.129	21.817	0.351

** Bold figures indicate marketing mix and demographic variables having significant relationship at 0.05

Moreover, the analysis was classify by marketing mix factors as follow:

1. Product

According to Crosstabulation and Chi-square testing at 0.05 significance level, the result in Thai sample respondents showed that important level of product factor have relationship with nationality/hometown, and marital status. And foreign sample respondents, important level of product factors have relationship with occupation. While other personal factors do not have relationship with these factor .The detail of related factors between product factor and personal factors as follow:

For the test of relationship between important level of product factors and nationality/hometown, in Thai sample respondents, it has relationship at 0.05 significance level. Respondents from North, South, West, Northeast, and Central region, their nationality relate to their important level that mostly are high important level. And

respondents from East and Northeast interest in product factor at moderate important level (Table 4.35).

Table 4.35 The relation of important level of product factor and nationality /hometown of Thai sample respondents

Nationality/hometown		Important level of product factor					Total	Mean
		1	2	3	4	5		
Thai	North	-	2 10.0%	5 25.0%	8 **40.0%**	5 25.0%	20 100.0%	3.80
	South	-	-	28 33.7%	44 **53.0%**	11 13.3%	83 100.0%	3.80
	East	-	-	4 **50.0%**	3 37.5%	1 12.5%	8 100.0%	3.63
	West	-	-	1 14.3%	5 **71.4%**	1 14.3%	7 100.0%	4.00
	Northeast	-	1 7.1%	5 **35.7%**	5 **35.7%**	3 21.4%	14 100.0%	3.71
	Central	-	-	27 33.8%	48 **60.0%**	5 6.3%	80 100.0%	3.73
	Total	-	3 1.4%	70 33.0%	113 53.3%	26 12.3%	212 100.0%	
	Pearson chi Square = 27.080 df = 15 *Significance level = 0.028							

The relationship testing between important level of product factor and marital status found that there is relationship in Thai sample respondents, important level of product factor has relationship with marital status at 0.05 significance level. Their marital status relate to their important level that mostly are high important level (Table 4.36).

Table 4.36 The relation of important level of product factor and marital status of Thai sample respondents

Marital status		Important level of product factor					Total	Mean
		1	2	3	4	5		
Thai	Single	-	-	38 33.3%	60 **52.6%**	16 14.0%	114 100.0%	3.81
	Married	-	1 1.1%	29 32.6%	49 **55.1%**	10 11.2%	89 100.0%	3.76
	Divorce/Widow	-	2 22.2%	3 33.3%	4 **44.4%**	-	9 100.0%	3.22
	Total	0 0.0%	3 1.4%	70 33.0%	113 53.3%	26 12.3%	212 100.0%	
	Pearson chi Square = 30.876 df = 6 *Significance level = 0.000							

Occupation has relationship with important level of product factors in foreign sample respondents. Most of them though that product factors have highly important level (except medium important level in commercial personal and administrative/managerial, and most important level in housewife/ unpaid family and student) (Table 4.37).

Table 4.37 The relation of important level of product factor and occupation of foreign sample respondents

Occupation		Important level of product factor					Total	Mean
		1	2	3	4	5		
Foreign	Professional			17	41	6	64	
		-	-	26.6%	**64.1%**	9.4%	100.0%	3.83
	Commercial personal		3	8	5	2	18	
		-	16.7%	**44.4%**	27.8%	11.1%	100.0%	3.33
	Administrative/managerial		1	9	8	3	21	
		-	4.8%	**42.9%**	38.1%	14.3%	100.0%	3.62
	Government officer/state enterprise			2	6	1	9	
		-	-	22.2%	**66.7%**	11.1%	100.0%	3.89
	Employee/company officer			17	28	9	54	
		-	-	31.5%	**51.9%**	16.7%	100.0%	3.85
	Housewife/ unpaid family			2	1	3	6	
		-	-	33.3%	16.7%	**50.0%**	100.0%	4.17
	Retired and unemployed			2	3	1	6	
		-	-	33.3%	**50.0%**	16.7%	100.0%	3.83
	Student			3	2	4	9	
		-	-	33.3%	22.2%	**44.4%**	100.0%	4.11
	Other				1		1	
		-	-	-	100.0%	-	100.0%	4.00
	Total	0	4	60	95	29	188	
		0.0%	2.1%	31.9%	50.0%	15.4%	100.0%	
	Pearson chi Square = 44.788			df = 24	***Significance level = 0.006**			

2. Price

From Crosstabulation and Chi-square test at 0.05 significance level, the result in Thai sample respondents showed that important level of price factor have relationship with income per month. While foreign sample respondents have relationship with marital status. The detail of related factors between price factor and personal factor as follow:

The relationship test's result of important level of price factor and marital status showed that there is relationship in marital status of foreign sample respondents are

associate with the important level of price factor at 0.05 significance level. Single respondents, their marital status relate to their important level that mostly is most important level and highly important level in married, and divorce/ window respondents (Table 4.38).

Table 4.38 The relation of important level of price factor and marital status of foreign sample respondents

Marital status		Important level of price factor					Total	Mean
		1	2	3	4	5		
Foreign	Single	-	3 3.4%	11 12.4%	34 38.2%	41 **46.1%**	89 100.0%	4.27
	Married	-	7 7.7%	20 22.0%	40 **44.0%**	24 26.4%	91 100.0%	3.89
	Divorce/Widow	1 12.5%	-	1 12.5%	4 **50.0%**	2 25.0%	8 100.0%	3.75
	Total	1 0.5%	10 5.3%	32 17.0%	78 41.5%	67 35.6%	188 100.0%	
	Pearson chi Square = 32.737 df = 8 ***Significance level = 0.000**								

The result of relation test between important level of price factor and income per month of Thai and foreign sample respondent showed that income per month of Thai sample respondents has relationship with important level of price factor at 0.05 significance level. The sample group in many income classes is interested in price factors with highly and most important level (Table 4.39).

Table 4.39 The relation of important level of price factor and income per month of Thai sample respondents

Income per month		Important level of price factors					Total	Mean
		1	2	3	4	5		
Thai	10,000B. or less than	-	9 10.5%	18 20.9%	33 **38.4%**	26 30.2%	86 100.0%	3.88
	10,001-25,000 B.	-	1 1.3%	21 27.6%	30 **39.5%**	24 31.6%	76 100.0%	4.01
	25,001-40,000 B.	-	3 12.5%	3 12.5%	7 29.2%	11 **45.8%**	24 100.0%	4.08
	40,001-55,000 B.	-	-	1 9.1%	8 **72.7%**	2 18.2%	11 100.0%	4.09
	55,001-70,000B.	-	-	1 20.0%	-	4 **80.0%**	5 100.0%	4.60
	Over 70,000 B.	1 12.5%	-	1 12.5%	3 **37.5%**	3 37.5%	8 100.0%	3.88
	Total	1 0.5%	13 6.2%	45 21.4%	81 38.6%	70 33.3%	210 100.0%	
	Pearson chi Square = 48.421 df = 20 ***Significance level = 0.000**							

3. Place

From Crosstabulation and Chi-square testing, the result showed that important level of place factor has relationship with occupation of foreign sample respondents. Whereas other personal factors of Thai and foreign respondents have no relationship with important level of these factors. The detail of related factors between place factor and personal factors as follow:

The relation test of important level of place factor and occupation of Thai and foreign sample tourists found that at 0.05 significance level, occupation has relationship with important level of place factor in foreign sample respondents. Most of them though that place factors have medium important level (except lowly important level in Retired and unemployed, highly important level in administrative/managerial, employee/ company officer, and most important level in government officer/state enterprise, housewife/ unpaid family, retired and unemployed). However, occupation of Thai sample respondents has no relationship with important level of place factor (Table 4.40).

Table 4.40 The relation of important level of place factor and occupation of foreign
sample respondents

Occupation		Important level of place factor					Total	Mean
		1	2	3	4	5		
Foreign	Professional	4	11	21	18	10	64	
		6.3%	17.2%	**32.8%**	28.1%	15.6%	100.0%	3.30
	Commercial personal	-	5	8	1	4	18	
			27.8%	**44.4%**	5.6%	22.2%	100.0%	3.22
	Administrative/managerial	-	5	6	6	4	21	
			23.8%	**28.6%**	**28.6%**	19.0%	100.0%	3.43
	Government officer/state enterprise	1	-	3	2	3	9	
		11.1%		**33.3%**	22.2%	**33.3%**	100.0%	3.67
	Employee/company officer	-	10	13	23	8	54	
			18.5%	24.1%	**42.6%**	14.8%	100.0%	3.54
	Housewife/ unpaid family	-	-	2	-	4	6	
				33.3%		**66.7%**	100.0%	4.33
	Retired and unemployed	2	1	1	-	2	6	
		33.3%	16.7%	16.7%		**33.3%**	100.0%	2.83
	Student	-	-	-	1	-	1	
					100.0%		100.0%	3.89
	Other	-	1	2	3	3	9	
			11.1%	22.2%	33.3%	33.3%	100.0%	4.00
	Total	7	33	56	54	38	188	
		3.7%	17.6%	29.8%	28.7%	20.2%	100.0%	
	Pearson chi Square = 50.728	df = 32		***Significance level = 0.019**				

4. Promotion

The result of Crosstabulation and Chi-square testing in Thai and foreign sample respondents indicated that important level of promotion factors have relationship with nationality and occupation of foreign sample respondents at 0.05 significance level. While other personal factors have no relationship with these factors. The detail of Crosstabulation and Chi-square testing that have relation, showed as follow:

For the result of relationship test between important level of promotion factor and nationality/hometown of Thai and foreign sample respondents at 0.05 significance level indicated that important level of promotion factors has relationship with nationality of foreign sample respondents. Oceania and Asia sample respondents interest promotion factor at highly important level. While in foreign sample respondents from America, they realize to the important level of promotion factor at medium and highly important level equally. And European sample interests promotion factor at moderate important level (Table 4.41).

Table 4.41 The relation of important level of promotion factor and nationality/ hometown of foreign sample respondents

Nationality/hometown		Important level of promotion factor					Total	Mean
		1	2	3	4	5		
Foreign	America	1 3.2%	3 9.7%	13 **41.9%**	13 **41.9%**	1 3.2%	31 100.0%	3.32
	Europe	- 	12 12.2%	50 **51.0%**	24 24.5%	12 12.2%	98 100.0%	3.37
	Oceania	- 	1 4.5%	10 45.5%	11 **50.0%**	- 	22 100.0%	3.45
	Asia	- 	4 10.8%	12 32.4%	13 **35.1%**	8 21.6%	37 100.0%	3.68
	Other	-	-	-	-	-	-	-
	Total	1 0.5%	20 10.6%	85 45. 2%	61 32.4%	21 11.2%	188 100.0%	
	Pearson chi Square = 21.112		df = 12		***Significance level = 0.049**				

Occupation of foreign sample respondents has relationship with promotion factors. Most of them though that promotion factor has moderate and highly important level and (except most important level in housewife/unpaid family, and lowly important level in retired/unemployed) at 0.05 significance level (Table 4.42).

Table 4.42 The relation of important level of promotion factors and occupation of foreign sample respondents

Occupation		Important level of promotion factor					Total	Mean
		1	2	3	4	5		
Foreign	Professional	-	5 7.8%	32 **50.0%**	22 34.4%	5 7.8%	64 100.0%	3.42
	Commercial personal	-	5 27.8%	7 **38.9%**	5 27.8%	1 5.6%	18 100.0%	3.11
	Administrative/managerial	-	3 14.3%	10 **47.6%**	6 28.6%	2 9.5%	21 100.0%	3.33
	Government officer/state enterprise	-	2 22.2%	4 **44.4%**	1 11.1%	2 22.2%	9 100.0%	3.33
	Employee/company officer	-	2 3.7%	27 **50.0%**	20 37.0%	5 9.3%	54 100.0%	3.52
	Housewife/ unpaid family	-	-	1 16.7%	2 33.3%	3 **50.0%**	6 100.0%	4.33
	Retired and unemployed	1 16.7%	2 **33.3%**	2 33.3%	1 16.7%	-	6 100.0%	2.50
	Student	-	1 11.1%	2 22.2%	3 **33.3%**	3 **33.3%**	1 100.0%	3.89
	Other	-	-	-	1 100.0%	-	9 100.0%	4.00
	Total	1 0.5%	20 10.6%	85 45.2%	61 32.4%	21 11.2%	188 100.0%	
	Pearson chi Square = 65.812 df = 32 ***Significance level = 0.000**							

5. People

From Crosstabulation and Chi-square testing at 0.05 significance level, the result showed that occupation of Thai sample respondents has relationship with important level of people factor. While other personal factors both Thai and foreign sample respondents have no relationship with these factors. The detail of related factors between people factor and personal factors as follow:

From the result of relation testing at 0.05 significance level found that occupation have no relationship with people factor in foreign sample respondents. While in Thai sample respondents, there is relationship between occupation and important level of people factor. Most of them though that people factor has most important level and follow by medium important level, and high important level in employee/company officer (Table 4.43).

Table 4.43 The relation of important level of people factor and occupation of Thai sample respondents

Occupation		Important level of people factor					Total	Mean
		1	2	3	4	5		
Thai	Professional	-	-	1 50.0%	1 50.0%	-	2 100.0%	3.50
	Commercial personal	-	2 5.3%	14 **36.8%**	11 28.9%	11 28.9%	38 100.0%	3.82
	Administrative/managerial	-	-	3 **37.5%**	2 25.0%	3 **37.5%**	8 100.0%	4.00
	Government officer/state enterprise	-	-	12 27.3%	17 **38.6%**	15 34.1%	44 100.0%	4.07
	Employee/company officer	-	3 4.3%	18 25.7%	29 **41.4%**	20 28.6%	70 100.0%	3.94
	Housewife/ unpaid family	-	2 18.2%	2 18.2%	5 **45.5%**	2 18.2%	11 100.0%	3.64
	Retired and unemployed	-	-	2 25.0%	2 25.0%	4 **50.0%**	8 100.0%	4.25
	Student	-	-	9 30.0%	9 30.0%	12 **40.0%**	30 100.0%	4.10
	Other	-	1 100.0%	-	-	-	1 100.0%	2.00
	Total	0 0.0%	8 3.8%	61 28.8%	76 35.8%	67 31.6%	212 100.0%	
	Pearson chi Square = 43.088		df = 24		***Significance level = 0.010**				

6. Process

The result of Crosstabulation and Chi-square testing at 0.05 significance level in Thai and foreign sample respondents showed that important level of process factors have relationship with marital status of Thai respondents and income per month of foreign respondents. And other personal factors have no relationship with these factors. The detail of related factors showed as follow:

The relationship of process factors and marital status, the testing result showed that there is relationship between important level of process factor and marital status of Thai sample respondents at 0.05 significance level. Mostly is highly important level in single and divorce/ window respondents, and moderate important level in married respondents (Table 4.44).

Table 4.44 The relation of important level of process factor and marital status of
Thai sample respondents

Marital status		Important level of process factor					Total	Mean
		1	2	3	4	5		
Thai	Single	1	9	34	40	30	114	
		0.9%	7.9%	29.8%	**35.1%**	26.3%	100.0%	3.78
	Married		8	33	26	22	89	
		-	9.0%	**37.1%**	29.2%	24.7%	100.0%	3.70
	Divorce/Widow		1		8		9	
		-	11.1%	-	**88.9%**	-	100.0%	3.78
	Total	1	18	67	74	52	212	
		0.5%	8.5%	31.6%	34.9%	24.5%	100.0%	
	Pearson chi Square = 15.507		df = 8		***Significance level = 0.050**			

The result of relation testing between important level of process factor and income per month of foreign sample respondents at 0.05 significance level showed that there is relationship between this factor in foreign sample group. Most of them interest in process factors with moderate and highly important level (Table 4.45).

Table 4.45 The relation of important level of process factor and income per month
of foreign sample respondents

Income per month		Important level of process factor					Total	Mean
		1	2	3	4	5		
Foreign	10,000B. or less than	-	-	2	1	8	11	
				18.2%	9.1%	**72.7%**	100.0%	4.55
	10,001-25,000 B.	-	-	4	1	7	12	
				33.3%	8.3%	**58.3%**	100.0%	4.25
	25,001-40,000 B.	-	1	11	9	8	29	
			3.4%	**37.9%**	31.0%	27.6%	100.0%	3.83
	40,001-55,000 B.	-	-	5	5	5	15	
				33.3%	**33.3%**	**33.3%**	100.0%	4.00
	55,001-70,000B.	-	3	13	10	6	32	
			9.4%	**40.6%**	31.3%	18.8%	100.0%	3.59
	Over 70,000 B.	-	5	29	30	14	78	
			6.4%	37.2%	**38.5%**	17.9%	100.0%	3.68
	Total	0	9	64	56	48	177	
		0.0%	5.1%	36.2%	31.6%	27.1%	100.0%	
	Pearson chi Square = 25.984		df = 15		***Significance level = 0.038**			

7. Physical evidence

The result of Crosstabulation and Chi-square testing in Thai and foreign sample respondents showed that at 0.05 significant level, the important level of physical evidence factor has relationship with part of personal factors, which are income of Thai respondents and education level of foreign respondent However, the result of Crosstabulation and Chi-square testing at 0.05 significance level between the important level of physical evidence factor and all personal factors that have relation, showed as follow:

The result of relation test between important level of physical evidence factor and education level of Thai and foreign sample respondent showed that education level of foreign sample respondents has relation with important level of physical evidence factor. Most of respondents who graduated lower than bachelor degree, bachelor degree and master degree realize in physical evidence factor at most important level (Table 4.46).

Table 4.46 The relation of important level of physical evidence factor and education level of foreign sample respondents

Education		Important level of physical evidence factor					Total	Mean
		1	2	3	4	5		
Foreign	Lower than Bachelor degree	1 2.5%	1 2.5%	6 15.0%	8 20.0%	24 **60.0%**	40 100.0%	4.33
	Bachelor degree	-	7 8.0%	22 25.3%	24 27.6%	34 **39.1%**	87 100.0%	3.98
	Master degree	-	1 1.8%	6 10.7%	17 30.4%	32 **57.1%**	56 100.0%	4.43
	Other	-	-	-	5 **80.0%**	1 20.0%	5 100.0%	4.20
	Total	1 0.5%	9 4.8%	34 18.1%	53 28.2%	91 48.4%	188 100.0%	
	Pearson chi Square = 22.860 df = 12 *Significance level = 0.029							

The result of relation of important level of physical evidence factor and income per month showed that Thai sample group in many income classes has relationship with important level of physical evidence factor. Most of them interested in physical evidence factors at most important level. (Table 4.47).

Table 4.47 The relation of important level of physical evidence factor and income per month of Thai sample respondents

Income per month		Important level of physical evidence factor					Total	Mean
		1	2	3	4	5		
Thai	10,000B. or less than	-	4 4.7%	23 26.7%	23 26.7%	36 **41.9%**	86 100.0%	4.06
	10,001-25,000 B.	-	1 1.3%	12 15.8%	26 34.2%	37 **48.7%**	76 100.0%	4.30
	25,001-40,000 B.	-	-	6 25.0%	4 16.7%	14 **58.3%**	24 100.0%	4.33
	40,001-55,000 B.	-	-	1 9.1%	6 **54.5%**	4 36.4%	11 100.0%	4.27
	55,001-70,000B.	-	-	-	2 40.0%	3 **60.0%**	5 100.0%	4.60
	Over 70,000 B.	1 12.5%	-	-	-	7 **87.5%**	8 100.0%	4.50
	Total	1 0.5%	5 2.4%	42 20.0%	61 29.0%	101 48.1%	210 100.0%	
	Pearson chi Square = 46.182 df = 20 *Significance level = 0.001							

4.3.2 Result of hypothesis 2:

    Thai and Foreign tourists have different important level of marketing mix factors to make decisions to select cultural tourism in southern provinces.

  The hypothesis 2 of the study use t-test at 5%(0.05) significance level as a tool for analyzing the difference of marketing mix factors between Thai and foreign tourists, which classified as follow:

    1. Product

  From t-testing, the result showed that Thai and foreign sample tourists have four different product factors to make decisions to select cultural tourism in the southern provinces at 5%(0.05) significance level were **image of cultural tourist attractions and activities, novelty of the destination, accommodation (price, quality, variety),** and **restaurant and food service (price, quality, variety),** which has mean difference at 0.28, 0.22, 0.29, and 0.35 (Table 4.48).

Table 4.48   The result of t-test of difference of product factor between Thai and foreign tourists

Product			Levene's Test for Equality of variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
			f	Sig	t	df	Sig (2-tailed)	Difference In Mean	Std. Error of Difference	Lower	Upper
1.1	The variety of cultural tourist attractions and activities	EVA	4.452	.035	-1.293	398	.197	-.11	.082	-.226	.055
		EVNA			-1.229	397.002	.195	-.11	.081	-.265	.054
1.2	Famous cultural attraction places	EVA	5.200	.023	1.028	398	.305	.09	.085	-.080	.255
		EVNA			1.025	386.620	.306	.09	.086	-.081	.256
1.3	Unique cultural tourist attractions and traditions	EVA	.040	.842	.363	398	.717	.03	.082	-.131	.191
		EVNA			.364	394.220	.716	.03	.082	-.131	.191
*1.4	**Image of cultural tourist attractions and activities**	EVA	11.872	.001	3.070	398	.002	.28	.091	.101	.460
		EVNA			3.035	364.288	**.003**	.28	.092	.099	.463
*1.5	Novelty of the destination	EVA	2.258	.134	2.228	398	**.026**	.22	.097	.026	.409
		EVNA			2.212	376.563	.028	.22	.098	.024	.410
1.6	Special events	EVA	.696	.405	-.292	398	.771	-.03	.103	-.232	.172
		EVNA			-.291	388.118	.771	-.03	.103	-.232	.172
1.7	Night life and entertainment	EVA	2.626	.106	.121	398	.904	.01	.113	-.208	.236
		EVNA			.120	379.770	.904	.01	.114	-.210	.237
*1.8	**Accommodation**	EVA	.919	.338	-3.036	398	**.003**	-.29	.094	-.472	-.101
		EVNA			-3.036	392.509	.003	-.29	.094	-.472	-.101
*1.9	**Restaurant and food service**	EVA	3.286	.071	-3.572	398	**.000**	-.35	.097	-.539	-.156
		EVNA			-3.578	394.672	.000	-.35	.097	-.538	-.156
1.10	Adequacy of infrastructures	EVA	.846	.358	1.277	398	.203	.12	.097	-.067	.314
		EVNA			1.272	385.103	204	.12	.097	-.068	.315
1.11	Adequacy of support services	EVA	3.071	.080	.905	398	.366	.09	.100	-.106	.288
		EVNA			.899	376.821	.369	.09	.101	-.108	.289

Remark: *   indicates Significantly difference in factor

EVA   indicates Equality of variances applied

EVNA   indicates Equal variances not assumed

2. Price

There is not difference of price factors between Thai and foreign sample tourists to make decisions to select cultural tourism in the southern provinces at 5%(0.05) significance level. Both of sample though that price factors have high important level to influence to their decision-making to select cultural tourism in the southern provinces (Table 4.49).

Table 4.49   The result of t-test of difference of price factor between Thai and foreign tourists

Price			Levene's Test for Equality of variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
										Lower	Upper
2.1	Reasonable price	EVA	3.301	.070	-1.239	398	.216	-.11	.088	-.281	.064
		EVNA			-1.244	397.228	.214	-.11	.087	-.280	.063
2.2	Cost of trip	EVA	5.008	.026	-1.432	398	.153	-.13	.089	-.303	.048
		EVNA			-1.437	395.987	.152	-.13	.089	-.303	.047

Remark: *   indicates Significantly difference in factor

EVA   indicates Equality of variances applied

EVNA   indicates Equal variances not assumed

3. Place

The result of t-test at 5%(0.05) significance level showed that all place factors that influence Thai and foreign sample tourists to make decisions to select cultural tourism in the southern provinces are unlike, which are **not far from other tourist attractions** (mean difference at 0.35)**, accessibility** (mean difference at 0.28)**, time of opening and closing** (mean difference at 0.50)**, and tourism information center and booking service** (mean difference at .24) (Table 4.50)**.**

Table 4.50   The result of t-test of difference of place factor between Thai and foreign sample tourists

Place		Levene's Test for Equality of variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
										Lower	Upper
*3.1	**Not far from other tourist attractions**	EVA EVNA	7.646	.006	3.632 3.594	398 366.157	.000 **.000**	.35 .35	.097 .098	.162 .160	.543 .545
*3.2	**Accessibility**	EVA EVNA	7.753	.006	3.016 2.997	398 378.702	.003 **.003**	.28 .28	.094 .095	.099 .098	.469 .470
*3.3	**Time of opening and closing**	EVA EVNA	14.969	.000	5.258 5.174	398 346.883	.000 **.000**	.50 .50	.095 .096	.312 .308	.684 .687
*3.4	**Tourism Information center and booking service**	EVA EVNA	13.592	.000	2.441 2.408	398 356.533	.015 **.017**	.24 .24	.099 .101	.047 .044	.437 .440

Remark: *   indicates Significantly difference in factor

EVA   indicates Equality of variances applied

EVNA   indicates Equal variances not assumed

4. Promotion

Advertising, packaging, and public relations are part of promotion factors, which have different important level at 5% (0.05) significance level between Thai and foreign sample tourists to make decisions to select cultural tourism in the southern provinces. The unlike factor has mean difference at 0.30, 0.22, and 0.35 respectively (Table 4.51).

Table 4.51   The result of t-test of difference of promotion factor between Thai and foreign sample tourists

Promotion			Levene's Test for Equality of variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
											Lower	Upper
4.1	Literature	EVA	1.813	.179	-.225	398	.822	-.02	.096		-.209	.166
		EVNA			-.224	382.602	.823	-.02	.096		-.210	.167
*4.2	**Advertising**	EVA	.405	.525	3.061	398	**.002**	.30	.097		.106	.488
		EVNA			3.055	389.174	.002	.30	.097		.106	.488
4.3	Sale promotion, discount, special price	EVA	3.645	.057	1.578	398	.115	.16	.103		-.040	.366
		EVNA			1.578	397.753	.113	.16	.103		-.039	.365
*4.4	**Packaging**	EVA	.742	.389	2.160	398	**.031**	.22	.101		.20	.416
		EVNA			2.162	393.256	.031	.22	.101		.20	.416
*4.5	**Public relations**	EVA	2.428	.120	3.756	398	**.000**	.35	.092		.165	.526
		EVNA			3.734	380.201	.000	.35	.092		.163	.527
4.6	By word of mouth	EVA	3.747	.054	1.628	398	.104	.15	.092		-.031	.330
		EVNA			1.615	375.214	.107	.15	.092		-.032	.331

Remark: *   indicates Significantly difference in factor

EVA   indicates Equality of variances applied

EVNA   indicates Equal variances not assumed

5. People

There is no difference of people factors between Thai and foreign sample tourists to make decisions to select cultural tourism in the southern provinces at 5%(0.05) significance level (Table 4.52).

	People		Levene's Test for Equality of variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
										Lower	Upper
5.1	Attitudes of the host community (warm, hospitable)	EVA	4.857	.028	-1.856	398	.064	-.16	.086	-.328	.009
		EVNA			-1.852	388.853	.065	-.16	.086	-.328	.009
5.2	Professional tour guides and service staffs	EVA	6.225	.013	.053	398	.958	.01	.100	-.192	.203
		EVNA			.052	365.650	.958	.01	.101	-.194	.205
5.3	Common language	EVA	12.727	.000	1.025	398	.306	.10	.100	-.094	.299
		EVNA			1.013	361.208	.312	.10	.101	-.097	.301

Table 4.52   The result of t-test of difference of people factor between Thai and foreign sample tourists

Remark: *   indicates Significantly difference in factor

EVA   indicates Equality of variances applied

EVNA   indicates Equal variances not assumed

6. Process

Only one of process factors has different important level at 5%(0.05) significance level between Thai and foreign respondents to make decisions to select cultural tourism in the southern provinces that is **quality of service** (at 0.20 mean difference)(Table 4.53).

Table 4.53   The result of t-test of difference of process factor between Thai and foreign sample tourists

Process			Levene's Test for Equality of variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
											Lower	Upper
6.1	Participation in cultural tourist attraction and activities	EVA	2.631	.106	-.285	398	.776	-.03	.091		-.205	.153
		EVNA			-.287	397.903	.774	-.03	.090		-.203	.152
6.2	Flow of activities and time spent traveling	EVA	1.130	.289	-.083	398	.934	-.01	.085		-.175	.161
		EVNA			-.084	397.695	.933	-.01	.085		-.174	.160
*6.3	**Quality of service**	EVA	.100	.752	-2.297	398	**.022**	-.20	.086		-.367	-.028
		EVNA			-2.291	388.132	.022	-.20	.086		-.367	-.028

Remark: *   indicates Significantly difference in factor

EVA   indicates Equality of variances applied

EVNA   indicates Equal variances not assumed

7. Physical evidence

Weather/season is one of three physical evidence factors which has different important level between Thai and foreign respondents to make decisions to select cultural tourism in the southern provinces(at 0.26 mean difference)(Table 4.54).

Table 4.54   The result of t-test of difference of physical evidence factor between Thai and foreign sample tourists

Physical evidence			Levene's Test for Equality of variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
											Lower	Upper
7.1	Cleanness/ sanitation	EVA	1.297	.255	-.443	398	.658	-.04	.095		-.229	.145
		EVNA			-.443	392.389	.658	-.04	.095		-.229	.145
7.2	Safety and security	EVA	.874	.350	.109	398	.913	.01	.100		-.185	.207
		EVNA			.108	384.305	.914	.01	.100		-.186	.208
*7.3	**Weather/ season**	EVA	18.791	.000	2.268	398	.024	.21	.092		.028	.391
		EVNA			2.242	363.872	**.026**	.21	.092		.026	.393

Remark: *   indicates Significantly difference in factor

EVA   indicates Equality of variances applied

EVNA indicates Equal variances not assumed

4.3.3 Result of hypothesis 3:

Nakhon Si Thammarat has potentiality of cultural tourism.

After getting average cultural tourism potentiality level, the result of analyzing "the potentiality of Nakhon Si Thammarat in being a cultural tourist attraction" can evaluate with The factors calculate by using formula that was adapted from Tourism Authority of Thailand and Forestry faculty, Kasetsart university (2538: 6-11) which was quoted by Narongsak Suriyavarakul (2003) as follow

$$EP = (R_1+R_2+R_3+\ldots\ldots+R_n) / n$$

When   EP   : Level of potential to be a cultural tourist attraction

$R_{1\ldots n}$: Potential score of 1st-n factors

Rating score from questionnaire was analyzed by potential formula and range cultural tourism potentiality level as follows:

Score 2.51 – 3.00 points   have high potentiality level

Score 1.51 – 2.50 points   have moderate potentiality level

Score 0.00 – 1.50 points   have low potentiality level

The research separate factors in each following component of cultural tourism (see conclusion in Table 4.55):

Factor 1:   **Physical condition**

(Question number 1.1-1.10)

This factor consists of 5 high potential level and 5 moderate potential level which was calculated as follow:

$$EP = [(5*3)+(5*2)] / 10$$
$$= 2.5$$

In conclusion, Nakhon Si Thammarat has moderate potentiality level of physical condition factors in being a cultural tourist attraction.

Factor 2: **Management of cultural tourism**

(Question number 2.1 –2.8)

This factor consists of 5 moderate potential level and 3 low potential level which was calculated as follow:

. EP = [(5*2)+(3*1)] / 8

= 1.63

In conclusion, Nakhon Si Thammarat has moderate potentiality level of management of cultural tourism factors in being a cultural tourist attraction.

Factor 3: **Activity and process of cultural tourism**

(Question number 3.1-3.6)

This factor consists of 2 high potential levels, 2 moderate potential levels, and 2 low potential level, which was calculated as follow:

. EP = [(2*3)+(2*2)+(2*1)] / 6

= 2.0

In conclusion, Nakhon Si Thammarat has moderate potentiality level of activity and process of cultural tourism factors in being a cultural tourist attraction.

Factor 4: **Participation of the community in being a cultural tourist attraction**

(Question number 4.1-4.4)

This factor consists of 1 high potential level, 3 moderate potential levels, which was calculated as follow:

EP = [(1*3)+(3*2)] / 4

= 2.25

In conclusion, Nakhon Si Thammarat has moderate potentiality level of participation of the community in being a cultural tourist attraction factors in being a cultural tourist attraction.

Then, the result of analyzing "the potentiality of Nakhon Si Thammarat in being a cultural tourist attraction" as follow:

$$EP \quad = \quad [(8*3)+(15*2)+(5*1)] / 28$$
$$= \quad 2.11$$

So the conclusion of this study show that Nakhon Si Thammarat in being a cultural tourist attraction has moderate potentiality level.

Table 4.55 The conclusion of analyzing the potentiality of Nakhon Si Thammarat in being a cultural tourist attraction

Factors for analyzing "the potentiality of Nakhon Si Thammarat in being a cultural tourist attraction"	Potential score		
	High	Moderate	Low
1. Physical condition factors		X	
2. Management of cultural tourism factors		X	
3. Activity and process of cultural tourism factors		X	
4. Participation of the community in being a cultural tourist attraction factors		X	
Average potential score		**X**	

4.4 Conclusion

The chapter was concerned about the finding derived from the questionnaire survey and face to face interview, which was conducted to achieve the main objective of this research.

The research finding showed that should be consider the factors that are most important to tourists to make a decision to select southern provinces of Thailand as a cultural tourism destination. At 0.05 significance level some important level of marketing mix factor and personal factors of respondents have relation and 11 sub factors of marketing mix factor have different important level between Thai and foreign respondents to make decisions to select cultural tourism in the southern provinces. And the study of analyzing the potential of Nakhon Si Thammarat in being a cultural tourist attraction show that Nakhon Si Thammarat has moderate potentiality level. The conclusions and recommendations will be presented in the next chapter.