

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The concepts, theories including the relevant researches obtained with respect to the comprehensive literature review of marketing strategies for sustainable cultural tourism in Nakhon Si Thammarat, Thailand are introduced as follows:

2.2 Concepts and theories relevant to tourism

2.2.1 Definition of tourism

Tourism can be defined in various meanings. World Tourism Organization (WTO)(2001) gave the definition of tourism as the activities of persons traveling to and staying in places outside of their usual environment for not more than one consecutive year for leisure, business and other purpose.

Tourism Authority of Thailand has defined tourism as a trip not only for pleasure and entertainment, as perceived in general, but also for studying, sport and recreation, business and family relatives visit.

McIntosh, Goeldner and Ritchie (1995) quoted in Weaver and Oppermann (2000) gave explanation of tourism as being the sum of the phenomena and relationships arising from the interaction among tourists, business suppliers, host governments, host communities, origin governments, universities, community colleges and non-governmental organizations, in the process of attracting, transporting, hosting and managing these tourists and other visitors.

Coltman (1989) explained more about tourism that in 1963, the United Nations organized a conference on international travel and tourism in Rome, Italy and adopted in 1968 by the International Union of Official Travel Organizations(later to become the World Tourism Organization). The meeting agreed to have common definition of tourism because it had broad meaning. There was an agreement for members to replace the term 'International tourist' by 'visitor'. Visitor means as any person traveling to a country, other than that in which he or she normally resides, for any

reason other than following an occupation remunerated from within the country visited. This definition was created for international travelers, but it can easily be adapted for tourists traveling within their own country (domestic tourist) by substituting the word region or area for country. Visitor thus can refer to 2 sorts of traveler.

1) Tourist: a tourist is any visitor staying more than 24 hours in a country/region/area and making an over night stay for any reasons (business, congress convention, family, friends, health, holiday, leisure, meeting, mission, recreation, relatives, religion, sport, study vacation) except for paid work.

2) Excursionists (Day visitors): visitors stay for less than 24 hours and not stay overnight at the destination.

WTO has developed a series of Recommendations on Tourism Statistics issued from the 1991 Ottawa Conference and which were officially adopted by the United Nations Statistical Commission in 1993. It recommended a part of concerned meaning were:

- International visitor: Any person who travels to a country other than that in which he/she has his/her usual residence and outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited

- Domestic visitor: Any person residing in a country who travels to a place within the country and outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited

- Overnight visitor (Tourist): Any visitor who stays at least one night in collective or private accommodation in the place visited.

- Same-day visitor (Excursionist): Any visitor who does not spend the night in collective or private accommodation in the place visited. This definition includes cruise passengers who arrive in a country on a cruise ship and return to the ship each night to sleep on board even though the ship remain in port for several days. Also included in this group are, by extension, owners or passengers of yachts and passengers on a group tour accommodated in a train.

Mill and Morrison (1992) said that tourism was difficult to explain, and difficult to consider it as an industry. Tourism itself was not industry, yet it enabled many kinds of related business. Tourism is an activity relevant to someone's traveling.

They also added that was no certain definition of tourism was applicable in general. There were some vague relations among tourism, traveling, recreation, and leisure. These relations were confusing. Nevertheless, to define tourism as industry under clear conditions, the clearer view of tourism could be seen by insider and outsider of tourism.

In conclusion, tourism means temporarily traveling from the residence or domicile to another places willingly for leisure or pleasure of tourism activities or any purposes except earning or making living.

2.2.2 Tourism system

Tourism should be viewed as an integrated system and socio-economic sector. The functional tourism system is based on supply and demand factors as illustrated in Figure 1.1 (in Chapter 1) from A policy-synthesis concept paper on "Policy and Planning for Thai Tourism Industry: a supply side approach" by Prof. Manat Chaisawat and Guide for Local Authorities on Developing Sustainable Tourism (WTO, 2001)

- Demand factors (Tourist markets)

There must be existing or potential tourist (the tourist markets) to visit the area. These markets may be international, national (domestic) or from the local region and are often a combination of these types. Some markets may be general interest tourists while other have special interests they are seeking to satisfy. Tourist markets include business travelers. Local residents' use of tourist attractions, facilities, services and infrastructure must also be considered in developing tourism.

- Supply factors

Tourist attractions and activities

Attractions and activities must be available to induce tourists to visit the area. Attractions can be natural such as nature parks and beach/marine areas, archaeological sites and historic places, cultural features such as arts and entertainment, crafts, traditional architectural styles, economic activities, traditional customs and

ceremonies and 'man-made' feature such as theme parks and casinos and special events such as fairs, festivals and sports competitions. Many types of features can be developed as tourist attractions.

Thailand have tourism resources that are mostly concerned with base of folk styles such as natural resource, history, tradition and culture. From the past to the present, Thai tourism management were divided from that are natural tourism and cultural tourism (include history and Archaeology)

After that the way that requested tourism to consider increasable conservation or cultural community reservation need had begun. So tourisms in present time are divided in 4 types: (Thailand Institute of Scientific and Technological Research, 1999)

1) Tourism in natural source is the tourism for relaxation, amusement and pleased about natural tourism. All of these are main objectives of this tourism. This tourism is the natural tourism.

2) Tourism that emphasizes on cultural, historical, archaeological appearance and many places that were built by humans. Moreover, it concern with social livelihood and it give knowledge to the foreigner. Consequently, it brings bride to the native.

3) Tourism that respond deliration and satisfaction on relaxation, amusement and entertainment of tourists, they emphasize appropriate services. This tourism is sport and entertainment tourism.

4) Tourism that there are objectives for convention and business. They may have observation and visual education. This is business and convention tourism.

Accommodation

Hotels and other types of facilities where tourists can stay overnight must be provided. Accommodation also often contains restaurants and other tourist facilities.

Other tourist facilities and services

Tour and travel services are necessary to make travel arrangements for tourists and provide guide services. And other tourist facilities and services include restaurants and other types of eating and drinking establishments, postal facilities and

services, medical facilities and services, banking and money exchange, retail shops, souvenirs shops, personal services such as hair dressing, and other types. Providing adequate public safety in the tourism area is essential to protect the tourists from criminal or terrorist acts. Proper public health measures to prevent environmentally based diseases must also be maintained.

Transportation

Transportation can be by air, land (road and rail) and water (ocean' lake' river). Transportation includes both facilities and services such as aircraft, train and bus capacities, routes and schedules and efficiency of the services provided.

Other infrastructure

Other infrastructure required to serve tourism and tourist facilities include hygienic water supply, adequate electric power, proper waste management (sewage and solid waste collection, treatment and disposal) and adequate telecommunications.

Institutional elements

These include education and training of persons to work effectively in tourism (human resource development), marketing and promotion of the tourist destination and its attractions and facilities, standards and regulatory mechanisms for tourist facilities and services including land use and environmental controls and often financial mechanisms to encourage investment in tourism development. Organizational structures for tourism are essential and include both government tourism agencies and boards and association of private tourism enterprises.

The term used to define the supply side of the tourism system is the tourism product. The tourism product comprises the tourist attractions and activities, accommodation and other tourist facilities and services and the infrastructure that serves the attractions, facilities and services. A key concept in developing a successful tourism sector in an area is to match the tourist markets and the tourism product determines in part the types of tourist markets that can be attracted, and the product must be in suitable form to meet the tourist markets' expectations. The tourism product, however, must not be developed to match the tourist markets to the extent that it creates local environmental or social problems. Matching the tourist markets and the tourism product must be carried within the framework of achieving

sustainable and balanced tourism development that optimizes benefits to the community.

In conclusion, the research will emphatically analyze the potential of cultural attractions and activities, and review with the following supply factors in Nakhon Si Thammarat to examine the supply factors in terms of potential and limitations for promoting and developing cultural tourism in Nakhon Si Thammarat;

- Accommodation
- Transportation
- Other tourist facilities and services
- Other infrastructures
- Institutional elements

2.3 Concepts and theories relevant to cultural tourism

2.3.1 Definition of cultural tourism

Tourism can be defined in various meanings. WTO (2000) gave the definition of cultural tourism as the lifeblood of tourism. People travel, not just to relax and recreate but to satisfy their need for diversity and their curiosity on how other people live in environments different from their own. Other people's lifestyle are expressed through their religion; festival; costumes; cuisine; arts; and crafts; architecture; music and dance; folklore; and literature. These cultural manifestations differentiate one group of people from another. They make life colorful and interesting.

Thailand Institute of Scientific and Technological Research (1999) referred in Suriyavarakul, N. (2003) explained Cultural tourism as the tour that emphasizes to culture, history, archeology and other man-made places and the rural community life style. Moreover Kaewsuriya, R. (2543) gave more explanations that it is the place for studying the belief, the respect in the rite and for getting knowledge, understanding the social situation and culture, having conscience to preserve environment and culture by the rural community coordinating in arranging in tourism

The Dictionary of Tourism and Hospitality (1994) gave the meaning of Cultural tourism as holiday (vacation) special interest tourism for cultural motivations, such as art and history tours, visits to museums and galleries, historical site and monuments, travel to attend performing art and other cultural events.

Douglas, N. and team (2001) has defined Cultural tourism refers to forms of tourism that highlight the cultural, heritage or artistic aspects of a destination or experiences and activities for the tourist.

Office of National Tourism 'Fact Sheet No 10 Cultural Tourism' (1997) defined Cultural tourism as tourism that focuses on the culture of a destination - the lifestyle, heritage, arts, industries and leisure pursuits of the local population

IUCN charter (1997) for Cultural Tourism that can be defined as that activity which enables people to experience the different ways of life of other people, thereby gaining at first hand an understanding of their customs, traditions, the physical environment, the intellectual ideas and those places of architectural, historic, archaeological or other cultural significance which remain from earlier times. Cultural tourism differs from recreational tourism in that it seeks to gain an understanding or appreciation of the nature of the place being visited and explained more about cultural tourism that may be defined as that movement which involves people in the exploration or the experience of the diverse ways of life of other people, reflecting all the social customs, religious traditions, or intellectual ideas of their cultural heritage

Cultural Tourism Industry Group in Australia- Website mention in National center for cultural and recreation statistics of the Australian Bureau of statistics (2001) Cultural tourism is an entertainment and educational experience that combines the arts with natural and social heritage and history.

Siberberg, T. (1995) quoted in Lord Cultural Resources Planning and Management website (2004) gave definition of Cultural tourism as visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, scientific or lifestyle / heritage offerings of a community, region, group or institution".

Arts Industry Tourism Council, 'Cultural Tourism Development in Victoria' (1997) defined Cultural tourism as the phenomenon of people traveling specifically for the sake of either experiencing another culture or the cultural attractions of a place.

Craik, J. (1995) quoted in Douglas, N. and team (2001) gave explanation of Cultural tourism as involving "customized excursions into other cultures and places to

learn about their people, lifestyle, heritage and arts in an informed way that genuinely represents those cultures and their historical contexts”.

In addition, Cultural tourism can be defined as a form of tourism that highlights the cultural, heritage or artistic aspects of a destination or experiences and activities for the tourist to admire and learn about local culture and traditions. The local community participates in the management of this form of tourism, which is based on the principle of conserving local culture and the environment.

2.3.2 Categories of cultural tourist attractions and activities

ECTARC (1989) identified a typical list of the type of sites or attractions which are considered to attract cultural tourists:

- 1) archaeological sites and museums.
- 2) architecture (ruins, famous buildings, whole towns).
- 3) art, sculpture, crafts, galleries, festivals, events
- 4) music and dance (classical, folk, contemporary).
- 5) drama (theatre, films, dramatists).
- 6) language and literature study, tours, events.
- 7) religious festivals, pilgrimages.
- 8) complete (folk or primitive) cultures and sub-cultures

Major types of cultural attractions, based on man's activities, include those described in the following sections by Inskip, E. (1991):

1. Archaeological, historical and cultural sites

Including cultural and national monuments, historic buildings, districts and towns, important religious buildings, and places of historic events.

2. Distinctive cultural patterns

Cultural patterns, traditions, and life-styles that are unusual (different from those of the tourists). These cultural patterns include customs, dress, ceremonies, life-styles, and religious beliefs and practices and are often associated with rural and village life but may be prevalent in some urban places.

3. Art and handicrafts

The performing art forms, including dance, music, and drama, and the fine arts of painting and sculpting can be important attractions, especially art in Performing arts centers and theaters.

4. Interesting Economic Activities

An often-successful type of specialized cultural attraction is observation, description, and sometime demonstration of interesting economic activities such as rubber plantations and processing plants, traditional farms, and agricultural techniques in many areas, and the operations of modern manufacturing plants, and traditional market.

5. Interesting urban areas

In contrast to rural and village life, large urban areas with their varied architectural style, historic buildings and districts, civic centers, shopping facilities, restaurants, parks, and street life are of interest to many tourists who enjoy general urban sightseeing and absorbing the ambience of a city's character, as well as visiting specific attraction features such as museums and public building. In addition to organized city tours, opportunities should be examined for establishing "urban trails" that lead visitors through interesting parts of the city, with stops at major features on the existing pedestrian and public transportation system, as a way of encouraging self-guided exploration.

6. Museums and other cultural facilities

Related to various aspects of both natural and cultural features of an area are different types of museums on such themes as archaeology, history, ethnology, natural history, arts and crafts, science, technology and industry, and many specialized subjects. Other cultural facilities such as cultural centers, important commercial art galleries, and antique shops or, in some places, whole district of galleries, and antique shop should be considered as tourist attractions.

7. Special cultural events

Special cultural events such as religious festival, pageants, art fairs, and dance, music, drama, or general cultural festivals can be significant attractions for residents and tourists.

8. Cuisine

The local cuisine reflects the history and culture of an area and can be an attraction for many tourists. In addition to providing good quality food for tourists, efforts should be made to promote any dishes unique to the area-most tourists enjoy at least trying the local cuisine.

9. Friendliness of residents

Although not quantifiable, a very real attraction for many tourists can be the friendly, hospitable character of local residents and, more generally, their tolerance and acceptance of tourists visiting their environment. The honesty and reliability of residents in their dealing with tourists are also important factors.

While Swarbrook J. (1999) defined the main types of cultural tourism resources as follow:

- Heritage attractions (ex. museums, ancient monuments, historic gardens, historic landscapes, historic villages and townscapes)
- Festivals and special events (ex. folklore, performing arts, traditional festivals, sporting and special interest)
- Industry and commerce (ex. Workplace visits, farm attractions, famous shops, market, and leisure shopping complexes)
- Language (ex. Indigenous dominant language, minority and regional languages, and language schools)
- Religious sites (ex. temple, churches, shrines)
- Arts (ex. Theatres, Traditional performances)
- Traditional food and drinks
- Traditional crafts
- Type of architecture
- Sites associated with historic events and famous people
- Modern popular culture (ex. Film locations, TV locations)
- Themed trails and itineraries
- Special interest holidays
- Sport and leisure activities

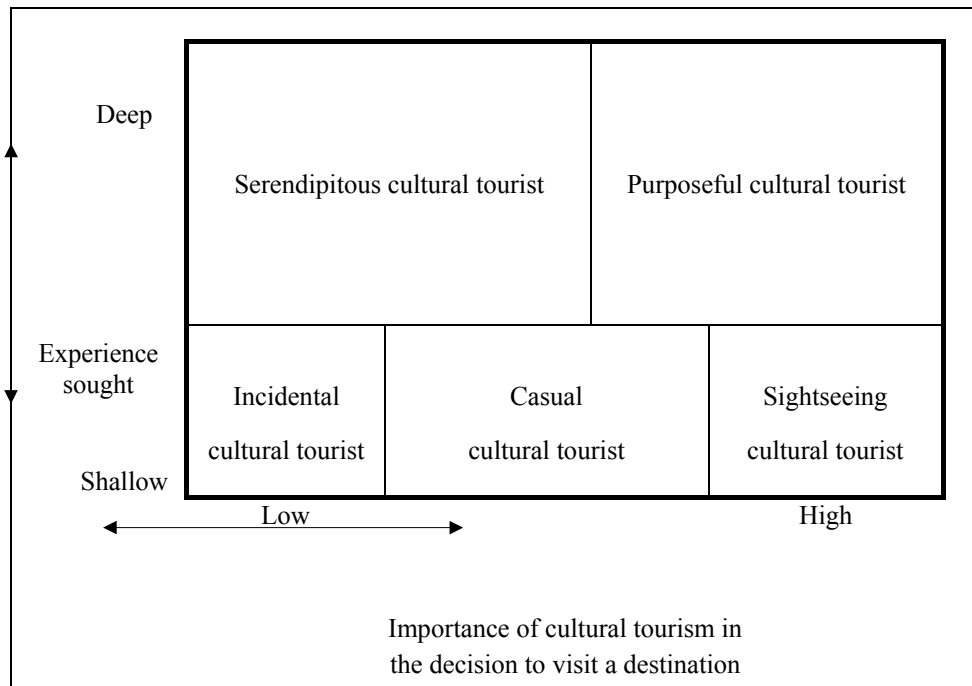
Weaver, D. and Oppermann, M. (2000) list the major types of cultural tourist attractions which are cultural sites and cultural events. Relevant categories of cultural sites include pre-historical, historical, contemporary, economic activity, specialized recreational and retail. Similarly, these distinctions are also often blurred when considering specific attractions. And cultural events can be categorized in a number of ways, including the extent to which they are regular or irregular in term of occurrence or location. Cultural events can range in size from a small local arts festival to international mega-events, which are historical re-enactments and commemorations, sporting events, world fairs, and festival

In summery, the types of cultural attractions that use to study in this research include of religious sites, historic sites and buildings, local village and life style, museums, sites associated with historic events and famous people, local sports, festivals and special events, traditional arts and crafts, traditional performances, and traditional food and drinks.

2.3.3 Types of cultural tourist

Cultural tourist are categorized in five types, based on the importance of cultural tourism in the overall decision to visit a destination and depth of experience. The types are presented graphically in Figure 2.1. The horizontal axis reflects the centrality of cultural tourism in the overall decision to visit a destination. It recognizes that the role cultural tourism plays in the decision to visit a destination can vary from the main or only reason to visit to playing no role in the decision-making process, even though the tourist may still participate in some cultural tourism activities. The vertical axis represents depth of experience. A range of experiences exists, varying from deep or meaningful cultural experiences to orient or largely recreational cultural experiences.

Figure 2.1 A cultural tourist typology



Source: Mckercher, B. and Du Cros, H. 2002. Cultural Tourism: the partnership between tourism and cultural heritage management. NY: Haworth Hospitality.

In addition, Mckercher, B. and Du Cros, H. (2002) recommended about cultural tourist that similarly, the majority of cultural tourists seem to seek a fairly shallow, easy to consume experience. After all, they are on vacation and are looking for a break from their everyday routine. This means that products must be developed in an appropriate manner for the target audience.

2.4 Concepts and theories relevant to Sustainable tourism

Swarbrooke, J. (1999) concluded the meaning of sustainable tourism that Globe 90 conference in Canada gave meaning of sustainable tourism “ It is tourism that respond tourist’s requirement and also respond deliration of the owner of the areas. It has protection and conservation on many occasions of future humans. This tourism means the resource management in order to respond economic, social and beautiful scene necessary. At the same time, it can preserve the cultural, identity, and the ecosystem. UN summit on environment and development or Earth Summit at Rioderjanero city in Brazil gave the meaning of sustainable tourism as is tourism that

no has danger on all the face of the environment. Although the target is any place, big groups or small groups, and in the city or in the rural areas.

Chittangwatana, B. (1999)(quoted in Ruechalit, O.(2002 proposed in education documents sustainable tourism is tourism that there are 6 significant appearances:

- 1) It is the tourism that is all types of tourism attractions; natural attraction, historical and relics attraction, and art-cultural, traditional, activity attraction.
- 2) It is the tourism that emphasizes the value and the identity of each tourism attractions.
- 3) The tourism that is responsible for tourism resources and the environment in tourism attractions.
- 4) It is the tourism that gives opportunity for tourists to touch, learn and receive experience that are concerned with the nature and the culture.
- 5) It is the tourism that gives long interest to person who work in the tourist industry
- 6) It is the tourism that gives benefits to the locals and turn benefit to tourism resource and environment for the locals.

Basic principle of sustainment must be treated by all tourism industries. It is not only some tourism such as small tourism, expensive tourism or the elite market, but it also includes the mass market. Accordingly Eber, S. (1993), sustainable principles are:

- 1) Conservation and appropriate resource are both natural social and culture resource. It is importance and it is the concept for doing business in the long term.
- 2) More consumption decreases and waste products decrease can help the environment keep rip that there are destroyed and it increases the quality of tourism.
- 3) Natural, social and cultural variety preservation and promotion have signification on tourism in the long term. And help to expand the base of tourism industry.

4) Tourism development coordinated with the nation development strategy plan, local development and effect on environment evaluation help to expand tourism capabilities in the long run.

5) Tourism in local economy activity that consider price and value of environment, it is not only save, but also it protects the environment from destruction.

6) Local participation on tourism branch, it not only gives interests to the people and the total environment, but also increase the quality of tourism management

7) There is always discussion between managers, folk and concerned organizations and institutes are necessary for their cooperation in the same way, problem solving and decrease contravention in different interests.

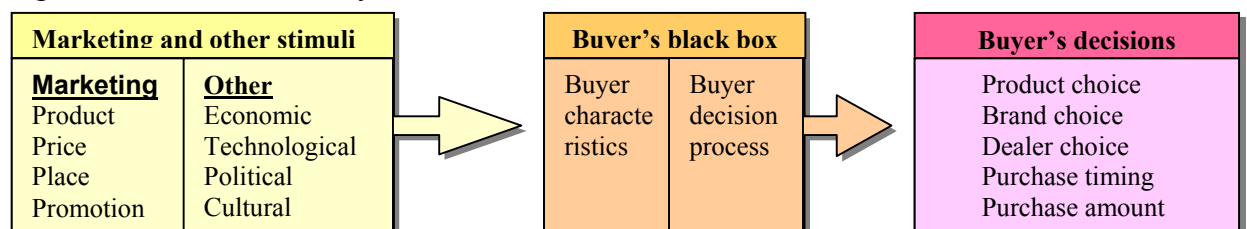
8) Personnel training by inserting concept and treatment method on sustainable development to the local personnel's in all levels. It helps to increase tourism service level.

2.5 Concepts and theories relevant to tourist market and behavior

2.5.1 Concept of consumer behavior

According to a part of research determines the factors influencing tourist both Thai and foreign to make a destination decision to select cultural tourism in southern provinces, it concern with concept of consumer behavior. Because Consumer behavior model explains the factors that influence consumer to make a destination decision. Consumer buyer behavior refers to the buying behavior of final consumers- individual and households who buy goods and service for personal consumption. The starting point is the marketing and other stimuli enter the consumer's "black box" and produce certain responses, which shown in Figure 2.2 Marketers must figure out what is in the buyer's black box.

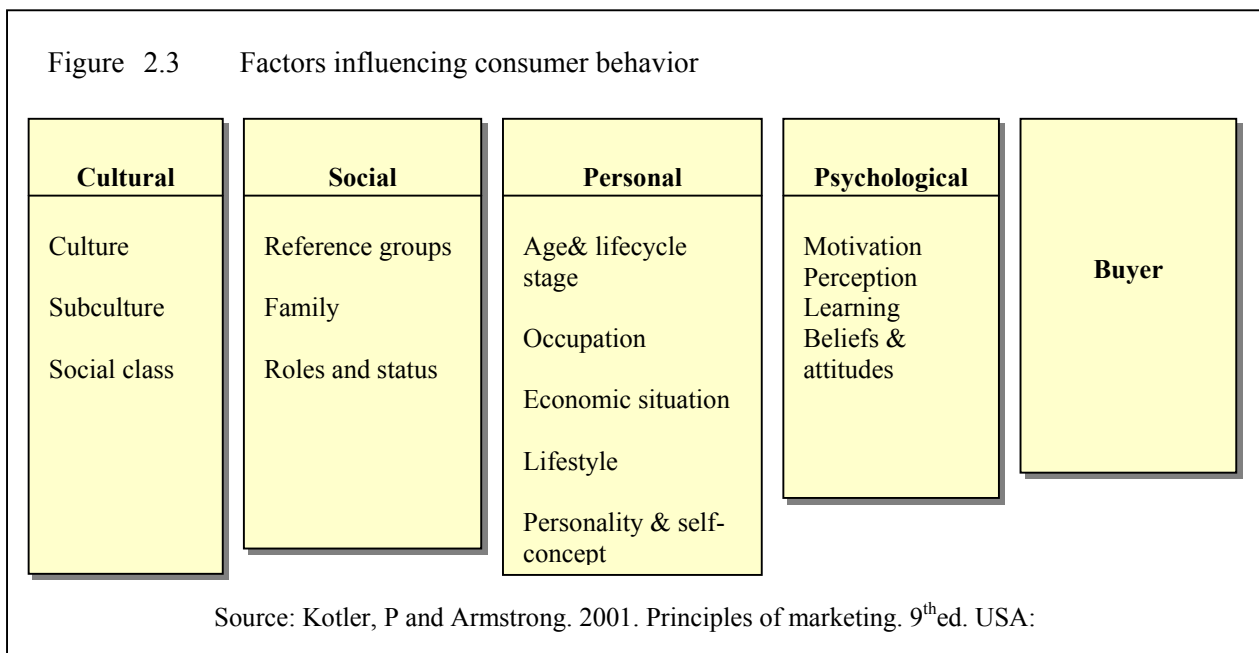
Figure 2.2 Model of buyer behavior



Source: Kotler, P and Armstrong. 2001. Principles of marketing.

From Figure 2.2 of consumer behavior and factors influencing consumer behavior, the consumption Marketing stimuli consist of the four Ps: product, price, place and promotion. Other stimuli include major forces and events in buyer's environment: Economic, technological, political, and cultural. All these inputs enter the buyer's black box, where they are turned into a set of observable buyer responses: product choice, brand choice, dealer choice, purchase timing, and purchase amount. The marketer wants to understand how the stimuli are responses inside the consumer's black box, which has two parts. First, the buyer's characteristics influence how he or she perceives and reacts to the stimuli. Second, the buyer's decision process itself affects the buyer's behavior.

2.5.2 Characteristics affecting consumer behavior



Consumer purchases are influenced strongly by cultural, social, personal, and psychological characteristics, as shown in Figure 2.3 For the most part, we cannot control such factors, but they must take them into account (Kotler: 2001).

Cultural factors

Cultural factors exert the broadest and deepest influence on consumer behavior. The marketer needs to understand the role played by the buyer's culture, subculture and social class

1. Culture

Culture is the most basic cause of a person's want and behavior is largely learned. Growing up in a society, a child learns basic values, perceptions, wants, and behaviors from the family and other important institutions. Every group or society has cultural influence on buying behavior may vary greatly from country to country. Failure to adjust to these differences can result in ineffective marketing or embarrassing mistakes. International marketers must understand the cultural in each international market and adapt their marketing strategies accordingly.

2. Subculture

Subculture is a group of people with shared value systems based on common life experiences and situations. Subcultures include nationalities, religions, racial groups, and geographic regions. Many subcultures make up important market segments and marketers often design products and marketing programs tailored to their needs.

3. Social class

Almost every society has some form of social classes structure. Social classes are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors.

Social factor

A consumer's behavior also is influenced by social factors, such as the consumer's small groups, family and social roles and status.

1. Reference groups

Many small groups influence a person's behavior. Groups that have direct influence and to which a person belongs are called membership groups. In contrast, reference groups serve as direct (face-to-face) or indirect points of comparison or reference in forming a person's attitudes or behavior. Reference groups to which they do not belong often influence people.

2. Family

Family members can strongly influence buyer behavior. The family is the most important consumer buying organization in society, and it has been researched extensively. Marketers are interested in the roles and influence of the husband, wife, and children on the purchase of different products and services.

3. Role and status

A person belongs to many groups-family, clubs, and organizations. The person's position in each group can be defined in terms of both role and status. A role consists of the activities people are expected to perform according to the persons around them. Each role carries a status reflecting the general esteem given to it by society. People often choose products that show their status in society.

Personal factors

A buyer's decisions also are influenced by the following personal characteristics: age and lifecycle stage, occupation, economic situation, lifestyle, personality and self-concept.

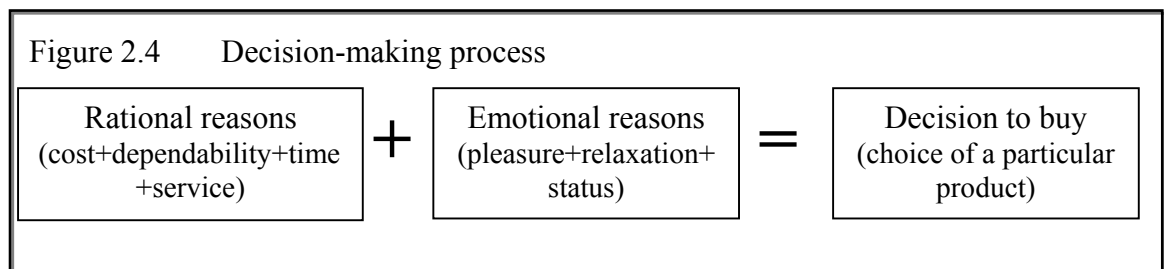
Psychological factors

A person's buying choices are further influenced by four major psychological factors: motivation, perception, learning, beliefs and attitudes.

2.5.3 Concept and theories relevant of decision process

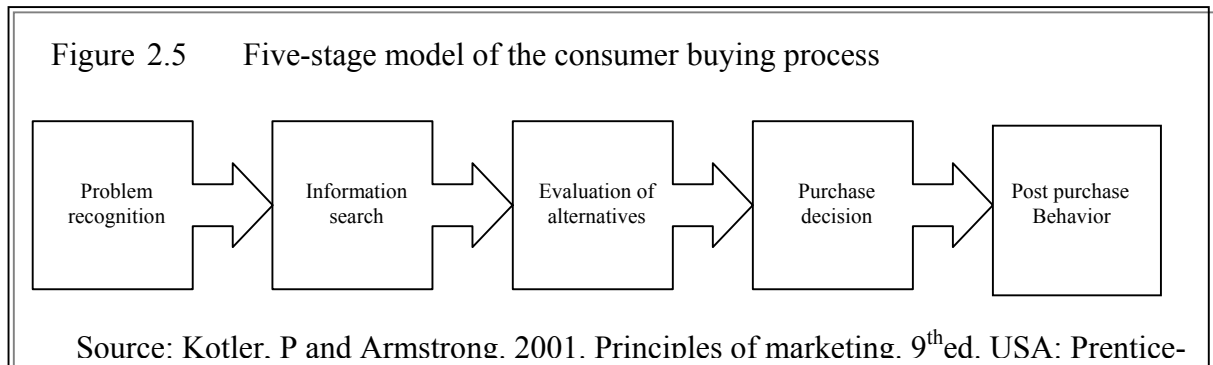
People chose specific travel products for all kind of reasons, some rational, some emotional (see Figure2.4). Rational decision may be based on factors such as cost, dependability, convenience and service. Purchase decision is rarely base on rational reasons alone, however. People's emotions also have a strong influence on their choices of travel products. These motivations concern such highly personal matters as pleasure, relaxation, status and belonging. In general, rational and emotional motivations overlap when people buy travel products because they have more than one reason for choosing a particular product.

Source: Burke, James.2000. Marketing and selling the travel product



Kotler, P. (2001) have developed a “ stages model” of the buying decision

process (see Figure 2.4) in trying to understand how customers actually make their buying decisions. The consumer passes through five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior. Engel, J.F. and team gave more explanation that clearly, the buying process starts long before the actual purchase and has consequences long afterward.



Travel marketing professional who understand the steps involved in purchasing decision is better prepared to help customers to select a product and achieve a goal. Process of buying travel product can be divided into general stage (Figure 2.5):

1. Problem recognition

The buying process starts when the buyer recognizes a problem or need. The need can be triggered by internal or external stimuli. Marketers need to identify the circumstances that trigger a particular need. By gathering information from a number of consumers, marketers can identify the most frequent stimuli that spark an interest in a product category and then can develop marketing strategies that trigger consumer interest.

2. Information search

An aroused consumer will be inclined to search for more information. Kotler, P. (2001) distinguishes between two levels of arousal. The milder search state is called 'heightened attention. At this level a person simply becomes more receptive to information about a product. At the next level, the person may enter an active information search to learn about the product. Of key interest to the marketer are the major information sources to which the consumer will turn and the relative influence each will have on the subsequent purchase decision. Consumer information sources

fall into four groups: personal sources, commercial sources, public sources and experiential sources.

The relative amount and influence of these information sources vary with the product category and the buyer's characteristics. Each information source performs a different function in influencing the buying decision. In addition, the company should identify the consumer's information sources and evaluate their relative importance that will help to prepare effective communications for the target market.

3.Evaluation of alternatives

How does the consumer process competitive brand information and make a final value judgment? There are several decision evaluation processes with largely on a conscious and rational basis.

4.Purchase decision

In the evaluation stage, the consumer forms preferences among the brands in the choice set. The consumer may also form an intention to buy the most preferred brand. However, two factors can intervene between the purchase intention and the purchase decision; attitudes of others and unanticipated situational factors.

5.Post purchase behavior

After purchasing the product, the consumer will experience some level of satisfaction or dissatisfaction. The marketer's job does not end when the product is bought. Marketers must monitor post purchase satisfaction, post purchase actions, and post purchase product uses.

2.6 Concepts and theories relevant to tourism marketing

The problems of marketing in tourism are somewhat different from those of traditional product marketing. Mill and Morrison (1992) explained the differences are the result of the characteristics of tourism supply and demand. An intangible experience is being sold, not a physical good that can be inspected prior to purchase. Because it is a service, production and consumption take place at the same time

A second important factor that makes tourism different from other industries is that the service provided a vacation- is in fact an amalgam of several services and some products. The marketing success of each organization in the tourism service

chain is thus dependent on the efforts of the other organizations providing the other trip service components.

A third factor that makes tourism different from other industries is the role of travel intermediaries. Because tourist services are located at a distance from potential customers. Organizations that operate between the producer and tourist are often necessary to bridge the gap.

The last factor is tourism demand. It is highly elastic, seasonal in nature and influenced by subjective factors such as taste and fashion as well as the more objective factors such as price.

Marketing strategies for hospitality and tourism products, the nature of decision to be made by marketing manager have long been enshrined in four elements of the marketing mix, often referred to as the '4 Ps'. (Middleton, V.T.C., 1994)

The marketing mix may be defined as 'the set of controllable tactical marketing tools (product, price, place and promotion) that the firm blends to produce the response it wants in the target market' (Kotler: 2001)

Cooper C. and team (1993) suggested the fundamental starting point for the creation of a successful marketing mix strategy is to ensure that the target market is clearly defined. For both the internal and the domestic tourist, the holiday visitor and the recreationalist, target markets can be based upon a number of factors:

- Socioeconomic groups
- Geographic location
- Age
- Gender
- Income levels
- Visitor type
- Benefits sought
- Purchase behavior
- Attitudes

Middleton (1994) explained the detail of marketing mix as follows:

1) Product- Product covers the shape or form of what is offered to prospective customers; in other words the characteristics of the product as designed by management decisions.

2) Price- Price denotes the published or negotiated terms of the exchange transaction for a product, between a producer aiming to achieve predetermined sales volume and revenue objectives and prospective customers seeking to maximize their perceptions of value for money in the choices they make between alternative products.

3) Promotion- the most visible of the four Ps', promotion includes advertising, direct mailing, sales promotion, merchandising, sale-force activities, brochure production, and public relations activity. Promotional techniques are used to make prospective customers aware of products, to whet their appetites, and stimulate demand. They also provide information to help customers decide, and generally provide incentives to purchase, either direct from a producer or through a channel of distribution. All the promotion mix elements involve some means of communicating with potential customers (Mill and Morrison: 1992)

4) Place- for marketing purpose, place does not just mean the location of a tourist attraction or facility, but the location of all the points of sale that provide prospective customers with access to tourist products.

Mill and Morrison (1992) explained more about Tourism distribution that is a unique set of distribution channels and travel intermediaries. These intermediaries influence customers' choices of tourism destinations and organizations and require separate attention by the tourism marketer. The choice of specific channels of distribution and intermediaries influenced by several factors, including the target market, type of tourism service or destination and the location of the service relative to the customers' residences.

Because each of the four Ps includes within so many important sub-element and the uniqueness of tourism marketing, various author in the field of tourism have suggested that there are additional components to the marketing mix in tourism industry. It has been recommended that packaging, programming, people, process, physical evidence and partnership be considered as additional marketing mix components. Cowell (1993) reviewed recent American contributions and drew in particular on work by Booms and Bitner in 1981, argue that the marketing mix of four Ps is not comprehensive enough for the tourism and hospitality industry. The major difference is said to be the intangible element of human behavior, where quality and

its control is of paramount importance (quoted in Cooper C. and team (1993: 263).

They recommends a revised marketing mix for service products, which comprises:

- Product
- Price
- Place
- Promotion

- People - in other words the staff in terms of their training, appearance, behavior, commitment, activities, customer contact etc. Mill and Morrison(1992) recommended that tourism is a people business. No amount or quality of facilities can make up for poor service. A tourism marketer must ensure that staff are adequately trained in their specific function, and that industry employees and local residents have hospitable attitudes towards tourists.

- Process - namely corporate policies and procedures, including employee empowerment and customer involvement (customer involvement, procedures in service delivery)

- Physical evidence – the environment in which the service is delivered including layout, noise, and furnishings for example.(furnishings, color, light, noise). Hatton(2000) suggested that physical evidence includes all the tangible evidence that reminds you of the product/service you are in the process of using up (Table 2.1).

Table 2.1 The marketing mix for service

Product	Price	Place	Promotion	People	Physical evidence	Process
Range	Level	Location	Advertising	Personnel:	Environment:	Policies
Q u a l i t y	Discounts:	Accessibility	Personal selling	Training	Furnishings	Procedures
Level	Allowances	Distribution	Sales promotion	Discretion	Colour	Mechanization
Brand name	Commissions	channels	Publicity	Commitment	Layout	Employee
Service line	Payment terms	Distribution	Public relations	Incentives	Noise level	Discretion
Warranty	C u s t o m e r ' s	coverage		Appearance	Facilitating	Customer
After-sales	perceived value			Interpersonal	goods	involvement
service	Quality/price			behavior	Tangible clues	C u s t o m e r
	Differentiation			Attitudes		direction
				Other customers:		Flow of activities
				Behaviour		
				Degree of		
				involvement		
				Customer/		
				customer contact		

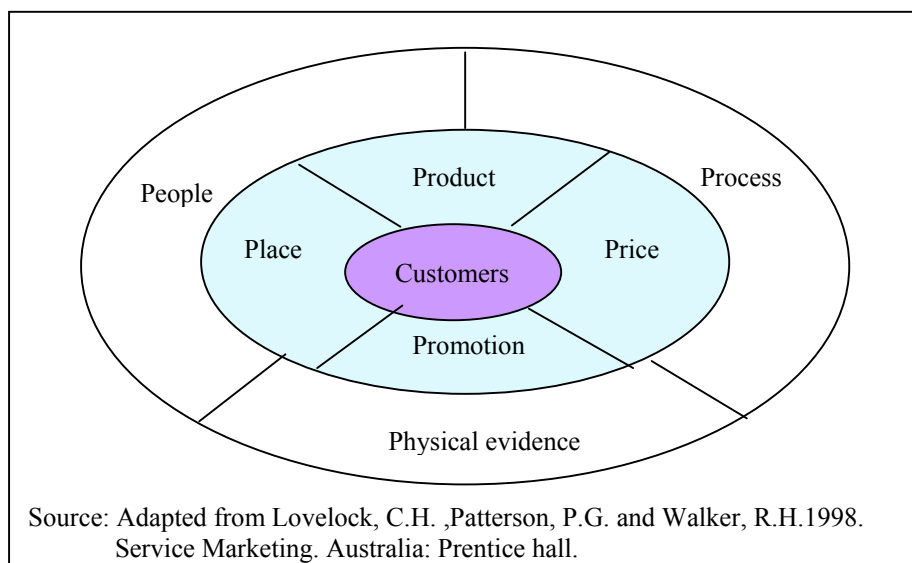
Source: Boom and Bitner (1981)

Closer scrutiny suggested that the proposed additional three mix elements are in fact all integral elements of travel and tourism products that make more understanding the product element. A similar approach to marketing mix is adopted by Morrison (1989,p.175), whose definition comprises:

- Product
- Price
- Place
- Promotion
- Packaging
- Programming
- People
- Partnership

From this definition, people and packaging are integral aspects of the product. Partnership is always a relevant consideration in promotion, and programming is one of the ways in which the mix may be coordinated and marketed to target segments.

Figure 2.6 Marketing mix for travel and tourism



The research decided to use the 7Ps definition in Figure 2.6 by Booms and Bitner(1981) to The factors that influence tourists’ decisions on selecting cultural tourism in southern provinces of Thailand that it help the understanding of tourism marketing concept to focus on the product.

Marketing and promotion of tourism for an area is essential to inform prospective tourists about the area and persuade them to visit it. WTO (2001) suggested a basic marketing approach for local authorities and community can use in marketing their attractions. The approach involves the following steps:

- Conduct an inventory of existing tourist attractions and activities and assess potential attractions that could be marketed. Competition with other similar destinations should be evaluated.

- Clarify tourism and general development and conservation objectives, including economic, environmental and sociocultural considerations.

- Estimate possible levels of the market demand and carrying capacity of the local area and reconcile these two figures.

- Assess existing and planned tourist facilities and services and related infrastructure including access to the area.

- Determine the potential tourist markets that can be attracted as related to the tourist attractions.

- Determine market segments and market targets.

Moreover, identifying potential target markets involves several considerations in addition to the type of local attractions and activities and community development objectives. Knowledge about the geographic locations of the markets is important with respect to transportation access and cost of travel to the destination. Also demographic and behavioral characteristics of market should be analyzed. These include motivation for travel, value system of the target groups, their specific interest, and their age, sex, marital status, education, income levels and occupation profile. This suggestion related to suggestion of Cooper C. and team (1993).

Weaver and Oppermann (2000) explained the strategic tourism marketing as marketing that takes into consideration an extensive analysis of external and internal environmental factors in identifying strategies that attain specific goals. It has step as follow:

- Mission
- External and internal environmental analysis
- SWOT analysis
- Long-term objectives/marketing strategy
- Short term goal/ marketing tactics
- Implementation
- Control/evaluation

Coltman (1989) defined marketing strategy as the process of managing the marketing of a tourist supplier business. Four step in this strategy can be identified:

- Develop performance objectives
- Develop a marketing action plan
- Prepare a budget appropriate to the action plan
- Obtain feedback for control and evaluation

Moreover, Middleton and Clarke (2001) suggested the seven logical steps in a systematic marketing process which are

Step1 Diagnosis: Analysis or audit of current markets, consumers' behavior and satisfaction, product trends, and other selected aspects of the internal and external environment

Step2 Prognosis: Forecasts of the same internal and external aspects noted under Diagnosis

Step3 SWOT analysis: Assessing strengths, weaknesses, opportunities and threats

Step 4 Marketing objectives

Step 5 Marketing budget

Step 6 Marketing mix program

Step 7 Monitoring, evaluation and control: Feeds back into diagnosis

2.7 Concepts and theories relevant to Potentiality

2.7.1 Definition of Potentiality

Oxford dictionary (2001) gave the definition of Potentiality as a power or quality that exists but has not been developed

Prasert, S. defined potentiality tourism as the capability on bearing, accept to have those place. Amount of tourism that can stay in tourism source, and they can travel through don't make those places lose from tourists crowded. Tourists can benefit from many facilities through they are not crowded.

Town and country planning office (quoted in Ruechalit, O.(2002: p30) defined the meaning of potentiality that they are origin things and resources of the area. That in the present are not used to benefit, but are not complete and it will be used on the development

Thus, the potentiality is the capability on benefit use bearing in many form area through not originate effects on environment and tourism resources of that area.

2.7.2 Potentiality analysis

From the study, the organization relating to tourism has designed various factors to use for analyzing the potential of certain tourist attractions. However, there have been no particular cases about cultural tourist attraction. Therefore, the study of cultural tourist attractions and activities for this research will be adapted the potential analysis factors in other concerned type of tourist attraction.

Man and environmental research project, Graduate school, Chiang Mai University with a cooperation of Thailand Environmental Institute (2001) did the study project for the design of an index to measure quality level and standardization of the tourism sites in one of the measures for promotion and development of tourism industry of Thailand. Results of the study process enable the study team to determine conceptual principles for the evaluation of quality status, the construction of a quality index and quality standardization of tourism sites that can be presented as follow which based on the 7 certain and necessary dimensions of quality characteristics, a set of quality indicators have been designed, a total of 114 indices:

1. Physical condition of the tourism sites

- 1) Location of the sites
- 2) Accessibility
- 3) Richness of tourism resources and reputation of the sites

2. Environmental quality and conservation dimension

- 1) Garbage disposal
- 2) Management of water quality
- 3) Management of air quality
- 4) Management of noise quality
- 5) Preventive measures for fragile environment

3. Social and economic dimension of the tourism sites

- 1) Economic benefits to the communities
- 2) Self-supporting ability

- 3) Cost worthiness of the visit
 - 4) Participation of communities in management
 - 5) Strengthening of community and local culture
4. Artistic and cultural dimension
- 1) Distinguished identity uniqueness
 - 2) Local wisdom and educational value
 - 3) Aesthetic quality
 - 4) Historical value
 - 5) Social identity value
5. Historical and archeological dimension
- 1) Aesthetic quality
 - 2) Historical and archeological
 - 3) Technical and educational value
 - 4) Social identity value
 - 5) Size
 - 6) Present state of physical conditions
 - 7) Fragility and risks of damage/ deterioration
6. Educational and experience learning dimension
- 1) Educational benefit and worthiness of learning experience
 - 2) Methods and media for dissemination of knowledge
 - 3) Continuity of improvement of the learning process
7. Administrative and managerial dimension
- 1) Efficiency in the use of resources
 - 2) Management of facilities and amenities
 - 3) Safety to life and property
 - 4) Personal and budget administration
 - 5) Compliance with regulations and related laws
 - 6) Promotion of awareness of the value of tourism and tourism resources

These evaluation forms were experimented at the field level with 10 areas of tourism sites, covering every kind of tourism types

Suriyavarakul (2003) studied the criteria for analyzing the potential of establishing a conservation-based tourist attraction: a case study of Tomborn Koh Yor, Songkla, Thailand. It comprises 4 main component factors: 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. A set of main component factors has a total of 29 sub-component factors.

In addition, the research decided to adapt an index to measure quality level and standardization of the tourism sites by Man and environmental research project, Graduate school, Chiang Mai University with a cooperation of Thailand Environmental Institute (2001) ,and the criteria for analyzing the potential of establishing a conservation-based tourist attraction by Suriyavarakul (2003) for designing an index to measure potentiality level in being a cultural tourist attraction. It comprises 4 main component factors. A set of main component factors has a total of 28 sub-component factors as follow.

Factors of physical condition

1. Uniqueness of culture and attractions
2. Variety of art work
3. Variety of cultural activities and lifestyles
4. Tourist attractive traditions and festivals
5. Level of popularity
6. Completeness of original condition
7. Capacity in accepting the changes of culture
8. Ease of accessibility to tourist attractions
9. Degree of accessibility in various seasons
10. Appropriate areas for tourism activities

Factors of management of cultural tourism

11. Waste disposal
12. Management of noise quality
13. Management of water quality
14. Tourist attractions' facilities management
15. Life and property safety management

16. Appropriation of area management to a type of cultural tourist attractions
17. Consideration to the limitation of carrying capacity
18. Adequate measures to prevent damage

Factors of activity and process of cultural tourism

19. Quality of service
20. Advantage and value of learning
21. Type and method of communication to tourist
22. Information for communication
23. Diversity of tourism activities in the area
24. Appropriation of dissemination of knowledge and raising Awareness on the value of cultural tourism and cultural tourism resources and conservation

Factors of participation of the community in being a cultural tourist attraction

25. Advantage of local community to preserve cultural identity and set example for other communities
26. Advantage of economic local community
27. Opportunity to accept development supporting from government and private sections
28. Acceptability and participation of local community

All of these factors are the tool for analyzing the potentiality of destination in being a cultural tourist attraction and measuring a conservation and management that will lead to sustainable tourism in that destination.

2.8 Relevant researches

2.8.1 Marketing

Boonmeenimit (1997) studied the research in title “Thai tourist behavior in purchasing souvenir in Muang district, Chiang Mai. The result indicated that Thai tourists who travel in Chiang Mai, mostly are male, age between 21-35 years, be student, come from central region, earn 5,000-10,000Baht(B.). per month. They have ever traveled in this province more than 5 trip. 75.75 percent of tourists buy souvenir,

which are cloth, wood product, silver wear respectively. And the purchasing purpose is a gift that buys from souvenir shop, shopping expense 500-1,000B., and pay by cash. And from the study found that age factor mostly influence a decision to purchase souvenir, occupation factor influence a purposing purpose and purchasing motivation, income factor influence a type of souvenir. Moreover the problem and obstacle of Thai tourist to purchasing souvenir include high price, size of product, not variety products.

Anukoon (1999) studied the research in title “Car rental of foreign tourists in Muang district, Chiang Mai. The conclusion show that Most of tourist who rent car in Muang district, Chiang Mai, are male, single, age between 25-34 years, come from Europe, be employee, graduate in bachelor degree, income between 35,001-50,000B. per month. The factor that influences a decision to rent, classified by 5 types of transport they prefer (bike, motorbike, jeep, sedan, and van). The result show that price factor mostly influence to rent bike, motorbike, jeep, as product mostly influence to rent sedan and van. In addition, the problems of rental are product problem in bike, motorbike, jeep, and sedan user, and place problem in van user. And they recommend to improve the factors as follow: product, price, and place.

Faculty of commercial and account, Thammasat University (1998) studied the research in title “Marketing strategies for Greater Mekong Subregion (GMS). The research have 5 factors that influence tourist to make a decision to travel in GMS, which are tourist attraction, accessibility, facilities, safety, and tourism expenses. The study indicated that the first important factor is tourist attraction especially cultural site, nature site, historical site respectively. The second important factor is safety. The third is facilities that include accommodation, service quality, tourism information, revamping the immigration formalities, communication service respectively. The fourth is tourism expenses and finally accessibility. More than 50 percent of sample tourist interest to travel in GMS. The research set up the strategies for GMS as follow: combined tourism product strategy, combined tourism price strategy, combined tourism place strategy and combined tourism promotion strategy. All strategies was applied for appropriate each target market.

Chailert (2001) studied the research in title “ Tourism Marketing Planing Thai Buffalo Traning Camp Mae Rim District, Chiang Mai. The result indicated that

Baankwai Thai has major target groups among Thai tourists group are family, high school and university students and working people, while the minor target groups are foreign tourists who travel with travel agents. They are working age and independent travelers. The main tourism marketing planning implemented by this place is to differentiate its products and prices. It sell s an inclusive package tour by combining the tourism product, expanding its channels of distribution, establishing a marketing division for proactive marketing management as well as proactive conducting a foreign language training course for the personnel.

Na Chiang Mai (2001) studied “Tourism marketing strategies for Thai elephant conservation center, Lampang province”. The result indicated that it has major target groups among Thai tourists group are family, students, FIT, and working people, while the target groups are foreign tourists who travel with travel agents, working people and independent travelers. The main tourism marketing planning implemented by this place is to differentiate its products and prices, expand new target market. It sells an inclusive package tour by combining the tourism product, expanding its channels of distribution, develop to be easy to access, establishing a marketing division for proactive marketing management as well as proactive conducting a foreign language training course for the personnel, improve quality of service, build awareness of image in tourist.

Lertsakda (2000) studied “Marketing mix factor that influence a decision making to purchase built-in electric appliances in Chiang Mai. The result indicated most of respondent are male, age between 20-30 years, educate lower than bachelor degree, earn lower than 20,000B. And the marketing mix factors influenced respondents to make a decision to purchase built-in electric appliances at highly important level. However product factor, price factor were interest at the most important level. While Promotion factor and place factor were interest at the highly important level. And the research applied the result to suggest the idea for dealers to set marketing plan that relate the need of customers.

Sirakaya, E , et al. (1996) studies “Modeling vacation destination decisions : a behavioral approach” . The study emphasizes the importance of individual differences in making vacation destination choice decisions. And the research identified by each as exerting the most influence in travel destination choices as follow

Physical attractions		Social-Psychological attractions		
Man-made	Nature	Social Cultural	Psychological	
-infrastructure -superstructure -publicity	-scenic attraction -historical sights -beaches -climate	-attitude of host community -cultural activities -nightlife and entertainment	-historical interest -family&friend -novelty of destination -tourist conveniences -accessibility	-suitability -good food -good accommodation -hotel room density -quietness of the place -common language
Exogenous factor		Total travel cost		Available time
-political&social environments -political block affiliation	-epidemics -natural disaster -terrorism	Transport cost	Holiday cost	-amount of travel time
		-cost of trip -time spent traveling -actual geographical distance	-exchange rate -reasonable price -good value for money	-amount of vacation time

Table 2.2 Factors affecting travel destination choices

2.8.1 Potentiality analysis

Suriyavarakul (2003) studied the criteria for analyzing the potential of establishing a conservation-based tourist attraction: a case study of Tomborn Koh Yor, Songkla, Thailand. The research designed 4 main component factors: 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 that consist of 29 sub-component factors. The result of potential analysis to establish a conservation-based tourist attraction: a case study of Tomborn Koh Yor found that it has moderate potential in being a conservation-based tourist attraction which have high potential in physical condition factor and participation of the community factor. And the research tested these criteria in various kinds of tourist attraction. However this area has potential to be a conservation-based tourist attraction. It is lack of effective management, and activity and process of cultural tourism factors. So they should emphasis human resource development for management planning, set activities and process with concern to the concept of conservation tourism.

2.8.3 Other relevant researches and literatures

Khanchanarot (2000) wrote the article “tourism trend in 21st century” that estimate from world tourism situation in Year 2000, show that in 21st century tourism development will flow in the concept of sustainable tourism management. The trend will influence tourists to interest in keeping environment. With influence of

globalization, purpose of traveling change to be leisure tourism, cultural and way of life tourism, and combined leisure and soft adventure tourism.

Tourism Authority of Thailand review the main principle of tourism policy as established by the Minister of Tourism and Sports, which include:

- Develop as well as promote sustainable tourism with least environmental, natural, social and cultural impact, so as to preserve the existing natural resources for the benefits of later generations.
- Enhance the quantitative expansion of the tourism industry through the development as well as management of potential tourism resources in a manner that generates the extreme benefit
 - Standardize tourism products in orders to attract quality tourists
 - Use Thai uniqueness as the country's selling point while establishing a brand image for each region and push them to be developed accordingly
 - Present the products from different points of view in order to meet the tourists' demands due to the fact that 50 percent of tourist visitors to Thailand are repeaters.
 - Promote international sports events as a major tourism activities
 - Develop an integrated management of information, public relations and customer relations through the use of information technology

From these principles, the tourism development strategies have been established to create Thailand will become the Tourism Capital of Asia from 2004-2006 as follow:

Strategic 1: Strategic positioning presenting Thailand as a serene and peaceful country ideal for a leisure visit and offering quality, world class attraction and services, giving a different image from those of our regional competitors

Strategic 2: Market offering establishing guideline for the integrated development and standardization of tourism products and services, especially in potential areas which include natural, historical, and cultural attractions, as well as other outstanding products and activities that still meet the demand of each target group to be ready in term of the carrying capacity.

Strategic 3: Adjustment of the country's tourism industry concept and dynamic force through the following 5 strategies:

Strategic 3.1	Expansion of tourism areas
Strategic 3.2	Adjustment of tourism key factors
Strategic 3.3	Decentralization of strategy and management
Strategic 3.4	Division of role and responsibility
Strategic 3.5	Restructuring

2.9 Conclusion

This chapter focused on the concerned literature review for this research. The concepts, theories include the following topic: tourism, cultural tourism, sustainable tourism, tourist market and behavior, tourism marketing, potentiality, relevant researches. The next chapter, research methodology of this study, will be presented.