

SUCCESS FACTORS PROMOTING TOURISM IN SECONDARY CITIES CASE STUDY IN CHIANG RAI

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Introduction

Statement and Significance of the Problem

The National Strategy 2018 – 2037 has set targets for the tourism industry. To make Thailand a world-class travel destination with an economic concept create both creative and cultural tourism by promoting through product development and services with local wisdom , medical tourism, beauty and traditional Thai medicine. To raise the standard of health promotion service business water tourism ,tourism that connects the region to expand tourism in Thailand and the region at the same time . Which will be valued enormous economy and can develop the community to be attractive and develop into Thailand's tourism industry is growing rapidly. It can be seen from the first 8 months of 2019 that more than 26.56 million foreign tourists have visited, generating income of 1.28 trillion baht, an increase of 2.91% , while the trend of tourism in secondary cities is still highly popular. The number of tourists increased from 50 million in 2011. to 90 million in 2018

From the situation of the epidemic of COVID- 19 that the world is facing. Severe impact greatly affecting the Thai tourism industry domestic travel has decreased. Expecting tourism to recover from foreign visits in the near term is unlikely. Therefore, marketing promotion for Thai tourists is more feasible. and is expected to alleviate the country's tourism crises to a certain extent. Tourism Authority of Thailand Enterprise Plan, Revision 2022 , Strategies domestic market to expand the quality tourist market base in a balanced way focus on specific marketing Increase the Thai tourist market to mainly travel in the country. In addition to tourism in the main cities, the government has promoted the distribution of tourism to various secondary cities, reducing the concentration of tourists. By distributing travel in terms of space and time to areas in secondary tourism provinces. Through stimulus measures tourism in response to the national strategy reduce inequality and distributing tourism to different provinces have policies distribution of income from tourism to the local economy by promoting tourism in secondary cities. And encourage more tourism in the country including tourism promotion projects and stimulate the economy in various fields, including the project, tasting, shopping, using , one hundred, traveling around Thailand , traveling on a day ordinary, the price shocks the world, etc., With the policy to promote tourism in 55 secondary cities such as Phitsanulok, Tak, Phrae, Nan, Sukhothai, Chai Nat, Lopburi, Singburi, Ubon Ratchathani, Nong Khai, Sakon Nakhon, Sisa Ket, Mukdahan, Chanthaburi, Trat, Sa Kaeo, Satun, Ranong, Chumphon, etc., causing the expansion of the business. Tourism and service sectors in that province, including accommodation, hotels and tourist attractions.

From the research of the travel compass (Tourism Compass, Q4 /2018 edition by the Tourism Market Research Center (TAT Intelligence Center) and Online Monitoring Report on the TAT website) indicates about secondary cities that secondary cities are cities that still have tourists. Uncrowded (less than 4 million people per year) consisting of 55 provinces across the country. Focus on enhancing the image. a tourism city through three concepts as

follows: 1) Local Experience, providing an in-depth travel experience at the community level; 2) Future Challenge, with the opportunity to build develop and fulfill future potential. 3) Connecting destination linking major cities. Join forces with small towns and connect with neighbors. in addition, the results of the survey of Thai tourists in the northern areas who have traveled to Secondary provinces from 2020 to June 2021 found that 78.4 percent of the sample traveled. traveled to a secondary city last time in 2020 and 21.6 % last visited a secondary city in 2021. When considering the months of travel, it was found that between January (17.6%) and March February 2020 (9.0 %) is the period when the sample units travel to secondary cities the most, and followed by 12.4 percent from December 2020 to January 2021, 8.9 percent had a proportion The sample group also traveled to secondary cities a lot. Tourism behavior in secondary cities Part of the study explores travel behavior. of Thai people in 2020 , a research survey on travel behavior of Thai people Indicated about tourism in the secondary city that In 2020 , 45.6 % of Thai tourists traveled only to major cities, followed by 43.4 % of Thai tourists travel only to secondary cities and another 11 % travel to tourist destinations. to both the main city and the secondary city And if considering the target group of tourists according to TAT's strategy, it was found that The elderly group of tourists (Silver Age) is the group that has the highest proportion of travelers only in secondary cities. Interesting tourism behavior in secondary cities: Thais who travel to secondary cities in 2020 have an average of 1.4 trips to secondary cities, 65.6 percent of which are in the same region as the provinces where Residence Most of them travel by themselves, not using tour services. The top 10 most popular destination provinces are Chanthaburi, Phetchabun, Chiang Rai, Nakhon Si Thammarat, Loei, Ubon Ratchathani, Udon Thani, and Nakhon Nayok. Phitsanulok and Nan, mostly for year-end travel from October to December. Eating while traveling in secondary cities, most tourists prefer street food or street food , followed by restaurants with reviews / word of mouth. and a shop with a beautiful photo corner The difference between primary city tourism and secondary city tourism is purpose Tourism and things in secondary cities or the government must develop to help promote tourism in secondary cities where The purpose of tourism in secondary cities is to reward life. It's a unique creation / experience. Success indicates that Thai travelers More than half, or 68%, would like to take part in reducing the problem of overcrowded tourists. In 2020, they would choose Travel to secondary cities instead of primary cities, while 65% want to change plans to visit lesser-known destinations. but similar to the original At the same time, policies to promote tourism in secondary cities, from tax relief for tourists Tax exemption in case of organizing seminars in secondary provinces Organizing activities to promote tourism in secondary cities various governments, resulting in the expansion of tourists in all provinces. Compared to income from tourism in secondary cities, it was found that Chiang Rai Province Highest income among secondary cities 1,585 million baht in the first 10 months of 2022 (the deputy government statement). The researcher is therefore interested in studying what are the factors that make tourists come to secondary cities. Especially in Chiang Rai Province, which earns the highest income in the secondary city group.

Research Question

1. What is the factor in determining the need for tourism promotion in secondary cities of Chiang Rai?
2. Tourism behavior patterns in secondary cities Both in terms of attractions and services
3. What is the guideline for tourism management in secondary cities to create maximum satisfaction for tourists?

Research Objective

1. To study various factors or elements that affect the determination of travel demand. Chiang Rai Province of Thai tourists
2. To study travel behavior patterns of Thai tourists. including products and tourism services
3. To present guidelines for tourism management in secondary cities to create maximum satisfaction for tourists.

Research Hypothesis

1. Tourists with demographic characteristics including gender, age, marital status Different levels of education, occupation, income influenced decision-making behavior to travel to secondary cities. different
2. Cultural, social and psychological factors affecting tourism in secondary cities differently.
3. Tourist attractions, tourist attractions that have the potential to meet the needs of tourists, which attractive Access to tourist attractions is convenient and easy. Get pleasure and happiness from tourist attractions. and elements of service from local people will be more successful in receiving tourists

Scope of the Study

Content Scope In this section, the researcher reviews relevant documents and literature, including the concepts of travel behavior and decision-making processes of tourists. Concepts of factors and incentives in tourism. concepts and theories related to the components of tourist attractions; Concepts and theories related to expectation and satisfaction.

population boundary This research is a mixed research (Mixed Method) by conducting both quantitative and qualitative studies. which divided the study population as follows

Quantitative data collected from people who visited Chiang Rai during March-June 2023 aged 15 years or older. Participate in travel planning decisions and know about the cost of tourism because the exact number of the population is unknown. Error of no more than 5% (according to Taro Yamane 's theory) , therefore defining a sample of 400 people

The structure of the questionnaire consisted of

Part 1 Behavior of traveling in secondary cities

- decision
- planning and obtaining information
- route
- expenses

Part 2 Factors/Motivation that influence the decision to choose to travel secondary cities

Part 3 Satisfaction with tourism in secondary cities

Part 4 Problems/Obstacles Suggestions

Qualitative: In-depth interviews were conducted with stakeholders such as the Chiang Rai Governor or representatives. Director of Chiang Rai Tourism Office Local administrators of Chiang Rai Province, academics, representatives of Chiang Rai tour operators, totaling 30 people.

Scope of time and space in the study. The study was conducted in Chiang Rai Province. Between February - December 2023

Significance of the study

1. The results of the study will reveal the tourism behavior of Thai tourists who travel to secondary cities. And factors that are important to the decision of tourists to travel to secondary cities. - Know about Thai people. And know the level of expectation and satisfaction of tourists towards secondary city tourism.

2. This study focuses on Thai tourists who have traveled to secondary cities. Because the secondary city still has tourist attractions that people do not yet know. and is a natural tourist attraction In this study, the data can be analyzed. in order to know the factors affecting the decision to travel to secondary cities elements of attraction That affects the decision to travel for tourists. and apply the obtained information to The business and tourism management of secondary cities continues to be successful.

3. Tourism in secondary cities has been defined as a strategic tourism plan. The results of the study will make government agencies, policy makers. And all relevant sectors have understood their role in promoting and supporting tourism in the city. to be successful

Definition of term

tourist means People who come to visit Chiang Rai during March - June 2023, aged 15 years or older. Participate in travel planning decisions And know about the cost of travel because the exact population is unknown.

secondary city means A city that still has tourists, not crowded (less than 4,000,000 people per year) It consists of 55 provinces throughout Thailand.

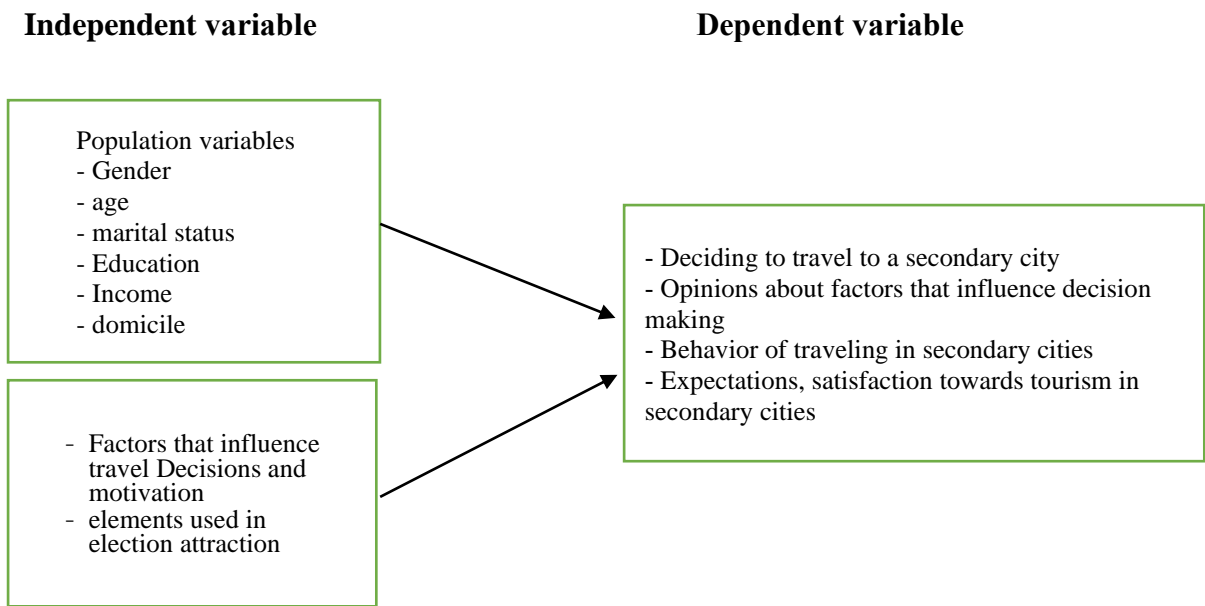
Tourism incentives refer to things that motivate travellers set off doing tourism activities one expects to meet own

Review of Related Literature and Study

In this study, the researcher used various theoretical concepts. to use as a framework for the study as follows:

1. The 13th National Economic and Social Development Plan (2023-2027)
2. National Tourism Development Plan No. 3 (2023 - 2027)
3. Human Resource Development Theory
4. Innovation concepts and theories
5. The concept of management theory
6. Travel concept
7. Concept of demographics
8. Concepts and theories about tourist behavior
9. The concept of the travel decision-making process
10. The concept of factors influencing consumer behavior
11. The concept of travel motivation
12. The concept of expectation and satisfaction
13. Related Research
14. Conceptual Framework

Conceptual Framework



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