

# รูปแบบการสื่อสารเพื่อส่งเสริมธุรกิจการท่องเที่ยว เชิงอนุรักษ์วัฒนธรรมล้านนา

## Communication Model for Promoting Tourism on Thai Lanna Cultural Conservation

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### บทคัดย่อ

รูปแบบการสื่อสารเพื่อส่งเสริมธุรกิจการท่องเที่ยวเชิงอนุรักษ์วัฒนธรรมล้านนา วัตถุประสงค์ของการวิจัยเพื่อ 1) ศึกษาสภาพและปัญหาการสื่อสารเพื่อส่งเสริมธุรกิจการท่องเที่ยวเชิงอนุรักษ์วัฒนธรรมล้านนา 2) สร้างรูปแบบการสื่อสารเพื่อส่งเสริมธุรกิจการท่องเที่ยวเชิงอนุรักษ์วัฒนธรรมล้านนา และ 3) ประเมินรูปแบบการสื่อสารเพื่อส่งเสริมธุรกิจการท่องเที่ยวเชิงอนุรักษ์วัฒนธรรมล้านนา ในกลุ่มพื้นที่จังหวัดภาคเหนือตอนบน 1 ที่สอดคล้องกับพระราชบัญญัติการท่องเที่ยวแห่งชาติ พ.ศ. 2551 และแผนพัฒนาการท่องเที่ยวแห่งชาติ พ.ศ. 2555-2559 เป็นการวิจัยแบบผสมผสานระหว่างการวิจัยเชิงปริมาณ (Quantitative Method) กับการวิจัยเชิงคุณภาพ (Qualitative Research) โดยการสัมภาษณ์เชิงลึก (In-Depth Interview) เครื่องมือที่ใช้ในการวิจัยประกอบด้วย แบบสอบถามเพื่อใช้สอบถามนักท่องเที่ยวที่เคยไปเที่ยวในกลุ่มจังหวัดภาคเหนือตอนบน 1 และแบบสัมภาษณ์ แบบสังเกต ผู้ให้ข้อมูล (Key Informants) ที่เกี่ยวข้อง ข้อมูลเชิงคุณภาพจากการสัมภาษณ์วิเคราะห์ด้วยการวิเคราะห์เนื้อหา (Content Analysis)

ผลการวิจัยพบว่า สภาพและปัญหาการสื่อสารเพื่อส่งเสริมธุรกิจการท่องเที่ยวเชิงอนุรักษ์วัฒนธรรมล้านนา ในกลุ่มพื้นที่จังหวัดภาคเหนือตอนบน 1 ที่สอดคล้องกับพระราชบัญญัติการท่องเที่ยวแห่งชาติ พ.ศ. 2551 และแผนพัฒนาการท่องเที่ยวแห่งชาติ พ.ศ. 2555-2559 ข้อมูลด้านพระราชบัญญัตินโยบายการท่องเที่ยว ข้อมูลการอนุรักษ์วัฒนธรรม ด้านสถาปัตยกรรมล้านนา ด้านหัตถกรรมล้านนา ด้านพิธีกรรมล้านนา ด้านโภชนาการอาหารล้านนาโดยรวมอยู่ในระดับปานกลางทุกด้าน การรับรู้ข้อมูลข่าวสารมีกระบวนการสร้างความรู้และการมีส่วนร่วมจากทุกภาคส่วนให้เข้าใจในเนื้อหาสาระสำคัญของแผนพัฒนาความร่วมมือกันทุกภาคส่วนทั้งภาครัฐ ภาคเอกชน และภาคประชาชน (Collaboration) ในส่งเสริมการท่องเที่ยวเชิงอนุรักษ์วัฒนธรรม ด้านสถาปัตยกรรมล้านนาควรใช้การจัดกิจกรรมร่วมกันของทุกภาคส่วน ต้องมีการนำเสนอความจำเป็นและความสำคัญของพิธีกรรมล้านนา และจัดกิจกรรมรวมทั้งจัดประชาสัมพันธ์ให้นักท่องเที่ยวทราบและมาร่วมงานประเพณีทำบุญ

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สลากภัต อาจใช้การจัดเมนูอาหารที่แตกต่าง การร่วมมือกันทุกภาคส่วนทั้งภาครัฐ ภาคเอกชน และภาคประชาชน (Collaboration)

รูปแบบการสื่อสารเพื่อส่งเสริมธุรกิจการท่องเที่ยวเชิงอนุรักษ์วัฒนธรรมล้านนา ประกอบด้วย ผู้ส่งสาร (S: Sender) ในธุรกิจการท่องเที่ยวเชิงอนุรักษ์วัฒนธรรมล้านนา คือ ผู้ริเริ่มในการติดต่อสื่อสาร เป็นการส่งข่าวสารจากแหล่งข่าวสารที่เป็นเจ้าของหรือผู้ดูแล ข้อมูลข่าวสาร (M: Message) หมายถึง เนื้อหาสาระ หรือเรื่องราวที่ผู้ส่งสารส่งไปสู่ผู้รับสาร ซึ่งข้อมูลข่าวสารสำหรับธุรกิจการท่องเที่ยวเชิงอนุรักษ์วัฒนธรรมล้านนา ช่องทางที่เลือกในการส่งข้อมูลข่าวสาร (C: Channel) หมายถึง สื่อหรือช่องทางซึ่งข้อมูลข่าวสารจะถูกส่งผ่านไปยังผู้รับข้อมูลข่าวสาร รูปแบบการใช้สื่อมวลชน (Mass Media) ได้แก่ สื่อกระจายเสียง เช่น วิทยุ โทรทัศน์ สื่อสิ่งพิมพ์ เช่น หนังสือพิมพ์ นิตยสาร ป้ายโฆษณา หรือการใช้สื่ออิเล็กทรอนิกส์ เช่น คอมพิวเตอร์ รวมถึงสื่อเฉพาะกิจ เช่น แคตตาล็อก แผ่นพับ เป็นต้น ผู้รับสาร (R: Receivers) คือ นักท่องเที่ยว

**คำสำคัญ:** รูปแบบการสื่อสาร ส่งเสริมการท่องเที่ยวเชิงอนุรักษ์วัฒนธรรมล้านนา

## Abstract

The aims of this research were to: 1) study the conditions and the problems of communication promoting of Thai Lanna cultural tourism conservation in the area of the four provinces in the upper northern provinces, region 1 in accordance with The Act of National Tourism 2008 and The National Tourism Management Plan 2012-2016; 2) design Communication Model for Promoting Tourism on Thai Lanna Cultural Conservation in the area of four provinces in the upper northern

provinces, region 1 in accordance with The act of National Tourism 2008 and The National Tourism Management Plan 2012-2016; and 3) evaluate Communication Model for Promoting Tourism on Thai Lanna Cultural Conservation in the area of the four provinces in the upper northern provinces, region 1 in accordance with The Act of National Tourism 2008 and The National Tourism Management Plan 2012-2016. It is a mixed method of qualitative technique and quantitative technique. The qualitative data was collected through In-Depth interviews and observations. The quantitative data was analyzed through the application of descriptive statistic including percentage, the arithmetic mean, standard deviation and variable Pearson's correlation.

The results of the study are as follows: the problems of communication promoting of Thai Lanna cultural Tourism conservation in the area of the four provinces in the upper northern provinces, region 1 in accordance with The Act of National Tourism 2008 and The National Tourism management Plan 2012-2016, the information of The Act of National Tourism, the Information about cultural conservation of Lanna architecture, the Information about cultural conservation of Lanna handicrafts, the Information about cultural conservation of Lanna ceremonies and the information about cultural conservation of Lanna foods were moderate. The perception of information included knowledge-forming process and collaboration from all sectors: government, private and public. The promotion of tourism in architecture required

collaborative efforts in organizing events, and the presentations of essentials and significance of Lanna rites. There should be publicity for the Salakphat Festival, as well as the variety in the northern menu selections.

Communication Model for Promoting Tourism on Thai Lanna Cultural Conservation consist of the following: Sender as creator of the message or from whom the message is sent; Message as the actual content or idea for communication; Channel as the medium through which communication takes place, i.e., Mass Media, in the form of broadcast such as radios, televisions, printed media like newspapers, magazines, billboards, or electronics media such as computers, as well as specialty media such as catalogues, pamphlets, etc.; and, finally, Receiver as tourists.

**Keywords:** Communication Model, Promoting Tourism, Thai Lanna Cultural Conservation

## 1. Introduction

Thailand's tourism business has played a very significant role affecting the country's economic and social systems, being one of the primary sources of the national incomes. In fact, the revenue was ranked first among the ASEAN Community (The Travel & Tourism Competitiveness, 2008), resulting in the income and prosperity distribution to all regions of Thailand. In addition, the business has also made a vital contribution towards the improvement of the nation's infrastructure in the area of transportation, commerce and investment, as

well as the elimination of unemployment to a certain extent. In 1997, when Thailand was faced with the economic crisis, it was the tourism business that played a pivotal role in restoring the country's economic system, resulting in a more rapid recovery than other industrial and service sectors, through the application of limited but beneficial and economical budgeting schemes (Budget Bureau, 2008).

In 2009, the National Statistical Office of Thailand (TNSO) in corporation with the Tourism Authority of Thailand (TAT) conducted the first survey on the excursion behavior of the Thai people all over the country, involving a sample of 63,060. The survey focused on the temporary migration from one province to another taken by citizens of over 15 years of age and discovered that, between 2008 and 2011, 54.8% of the population undertook excursions, whereas the percentage increased by 57.8% in 2012 (<http://service.nso.go.th/nso/nsopublish/themes/files/TravelExec56.pdf>, retrieved 25 September 2013). Moreover, a survey on the trends of Thailand's tourism business revealed a forecast of a foreign tourist increase of over 20 million in 2013, resulting in an increase of average revenue and boosting the national competitiveness in tourism business to rank third in the ASEAN Community, only after Singapore and Malaysia (The Tourism Promotion Organization of Thailand, 2009:4).

The Thai government's passage of the National Tourism Policy Act, 2008, along with its stipulation of the National Tourism Development Plan, 2012 - 2016, by virtue of Article 15 and effective from 9 May 2011 onward specified

strategies and policy of promoting tourism on cultural conservation, aiming to preserve the Thai culture and to present it as a focus of interest to foreign businessmen and tourists. The emphases have been on historical and cultural studies of social and human evolution, deeply reflecting the Thai lifestyles of each period, on economic, social and cultural aspects, as well as those on traditions, architecture, handicrafts, rites, and local food consumption.

From reasons mentioned, the researcher has become interested in conducting study of Communication Model for Promoting Tourism on Thai Lanna Cultural Conservation, with awareness that local culture is a significant foundation for the Thais. It is a culture composed of colors and fragrances immersed in the body and soul of the people, of local wisdoms handed down from ancestors, a peaceful and simple lifestyle, as well as an agglomeration of priceless cultural treasures of the country. It is of significance to be aware of the value of the national culture as a standard in close relation to the people's way of living, with the Thais feeling proud of their unique cultural heritage. Moreover, there should be collaborative awareness of both the Thai and foreign tourism businessmen in their attempts to conserve the local culture from losing identity.

## 2. Research Objectives

1. To study conditions and problems of communication promoting on Thai Lanna cultural tourism conservation in the upper northern provinces, region 1.

2. To design a Communication Model for Promoting Tourism on Thai Lanna Cultural Conservation in the area of four provinces in the upper northern provinces, region 1.

3. To assess the Communication Model for Promoting Tourism on Thai Lanna Cultural Conservation in the upper Northern provinces, region 1.

## 3. Research Scope

### 1. Content Scope

Conservation of the 4 aspects of Thai folk wisdom and Lanna lifestyle and ritual cultures (1) Lanna architecture (2) Lanna handicrafts (3) Lanna ritual cultures, and (4) Lanna foods.

### 2. Data Area Scope

The upper northern provinces: Chiang Mai, Lampang, Lamphun and Mae Hong Son.

### 3. Time Scope

A one-year study from 15 October 2013 to 15 October 2014

## 4. Research Outcomes

1. A model of communication for promoting Thai Lanna cultural conservation in accordance with the act of National Tourism 2008 and the National Tourism Management Plan 2012-2016.

2. The research outcomes can be applied by the Tourism Authority of Thailand and Thailand Tourism Business in their efforts to promote traditions and culture of the country.

3. A model of communication for

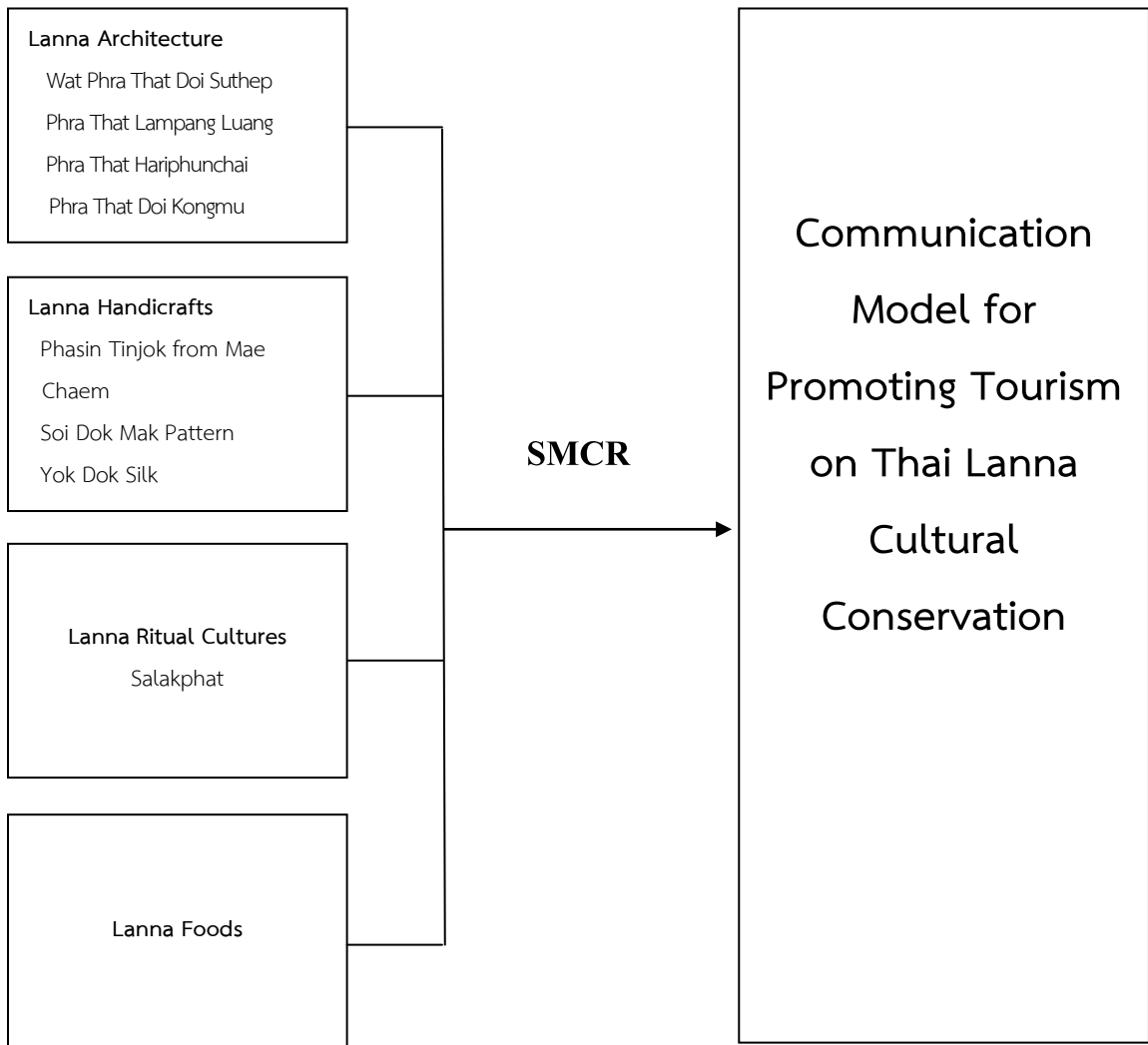
promoting Thai Lanna cultural conservation that can be a model for ASEAN nations in promoting their own cultural tourism business.

## 5. Research Design

### 5.1 Research Tools

The research tools consisted of

### Framework



SMCR: Sender → Message → Channel → Receiver: S → M → C → R

1. A set of questionnaire is composed of 2 main parts

1.1 General information about the respondents

1.2 Information about the communication model for promoting tourism on Thai Lanna cultural conservation

2. Interview and focus group forms

## 5.2 Research Population and Sample Population

The population consisted of both Thai and foreign tourists who had been to the upper Northern provinces, region 1(The National Statistical office, 2012).

1. Tourists to Chiang Mai in 2011 totaling 4,377,739

2. Tourists to Lampang in 2011 totaling 302,992

3. Tourists to Lamphun in 2011 totaling 142,120

4. Tourists to Mae Hong Son in 2011 totaling 423,723

Grand total 5,246,574

### Sample

The sample was derived through the sample selection method proposed by Taro Yamane, which specified that the collected data or observation must be of interval scale and the acceptable sampling error of not over 5%, as shown below.

$$n = \frac{N}{1 + Ne^2}$$

n = sample size

N = population size

e = acceptable sampling error

$$n = \frac{5,246,574}{1 + (5,246,574 \times 0.05^2)} = 400$$

Therefore, the sample size was 400 from 4 provinces

## 5.3 Research Phases

1. Conducted a study of the conditions and problems and an analysis of both quantitative and qualitative data related to the communication model for promoting tourism on Thai Lanna cultural conservation in the upper Northern provinces, region1, through the application of questionnaire and interview method.

2. Constructed a communication model for promoting tourism on Thai Lanna cultural conservation in the upper Northern provinces, region1.

3. Conducted an evaluation of the communication model for promoting tourism on Thai Lanna cultural conservation in the upper Northern provinces, region1.

The data analyses incorporated both quantitative and qualitative approaches. Quantitatively, descriptive statistics, percentage, mean, standard deviation, and Pearson correlation coefficient methods were utilized. On the other hand, qualitative data were classified systemically, all documents from secondary sources were examined for accuracy and content analysis method was used with primary sources from in-depth interviews with primary respondents, whereas secondary data and enumeration of “thoughts” from the primary

source were analyzed with data interpretive, and finally, presented in a descriptive fashion.

## 6. Research Summary

1. The conditions and problems concerning communication for promoting tourism on Thai Lanna cultural conservation in the upper northern provinces, region1 were in accordance with the Act of National Tourism 2008 and the National Tourism Management Plan 2012-2016.

Seventy percent of the majority of respondents was female, at 70.8%; aged between 21 - 30, at 37.8%; with an educational background of a Bachelor's degree or higher, at 79.8%; employees of business sectors, at 36.8%, a salary of over 15,000 baht, at 87.3%; and non-resident of the provinces in the study at 88.5%. The results also revealed that the opinions on the National Tourism Policy Act, data on cultural conservation regarding Lanna architecture, Lanna handicrafts, Lanna rites and Lanna local foods were at medium level. In addition, the majority of the correlation coefficient results on the National Tourism Policy Act, data on cultural conservation regarding Lanna architecture, Lanna handicrafts, Lanna rites and Lanna local foods were found to be co-related.

2. The interviews with tourists and individuals concerned with the promotion of Thai Lanna cultural tourism conservation in the upper Northern provinces, region 1, could be summarized as follows.

The perception of information regarding the Act of National Tourism 2008 and the

National Tourism Management Plan 2012-2016 was through conventions, seminars and training programs organized by government offices and the Tourism Authority of Thailand at both the central and regional levels, to put into action. With earnest impetus, Thai the government has initiated knowledge process and participation from all concerned parties. Regarding Lanna architecture, it appeared rather difficult to build awareness in tourism businessmen and tourists because they did not consider the significance of cultural conservation tourism; as a result, there should be more promotion efforts to attract more tourists to participate in Lanna architecture cultural conservation tourism. However, Lanna handicrafts have been popular with tourists; therefore, promotion attempts to obtain tourists' awareness in the handicraft conservation should be strengthened through collaboration of all sectors: government, private and public. Handicraft business owners, in particular, should place more effort into producing local woven products. One notable Lanna tradition, the Salakphat Ceremony, should be presented in the aspects of essential and significance, as well as publicity of the event. Similarly, efforts to attract tourists should be strengthened through collaboration of all sectors: government, private and public, which should emphasize on the participation of tourists in the Salakphat. Most tourists have normally had experience with the Lanna foods because of the ready availability; therefore, the promotion attempts could be presentations of differing menu choices and collaboration of all sectors: government, private

and public, whereas the tourism promotion should be in the form of local food competitions and publicity of related events.

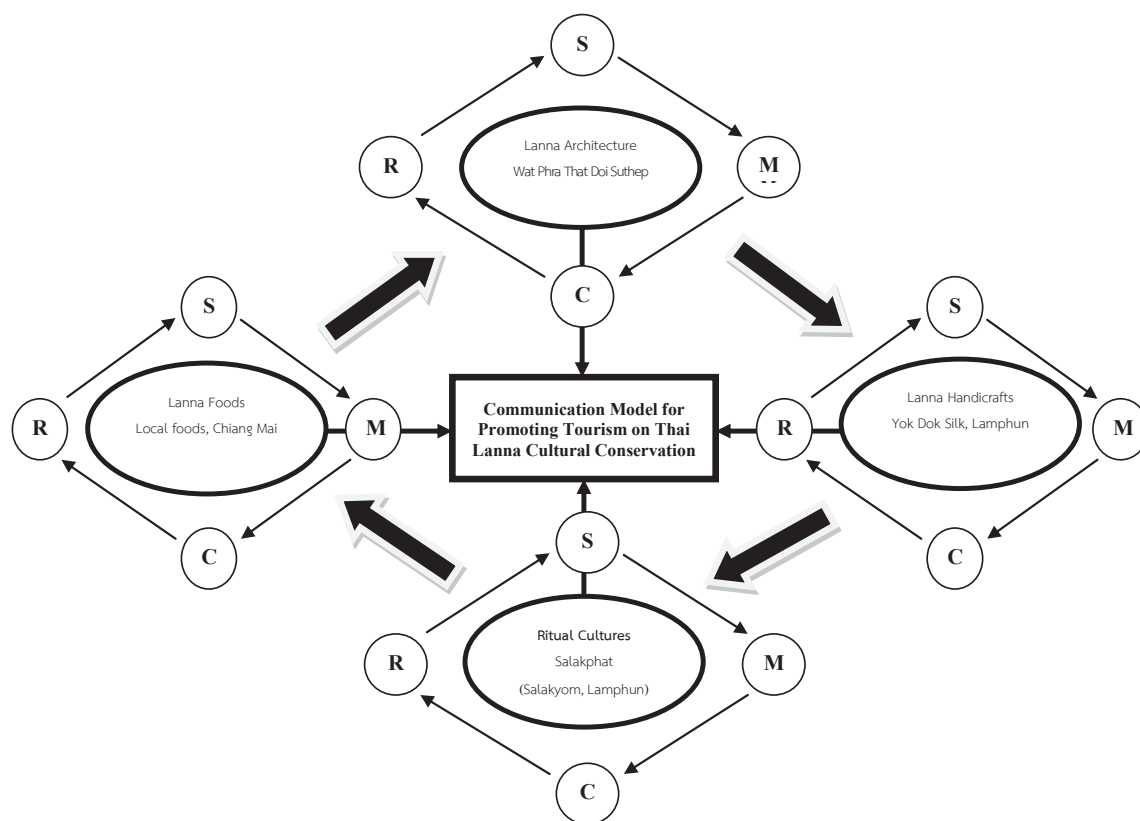
1. S: Sender embraces the Tourism Authority of Thailand, restaurants, products owners, producers, temples, various institutes or museums, sizable markets in tourist attractions, such as Warorot Market, local administrative bodies at sub-district, district and provincial levels, municipalities, communities, tourism companies in Lanna cultural conservation

provinces, Ministry of Culture, Department of Fine Arts, Department of Community Development and Ministry of Public Health.

2. M: Message encompasses the history of the attractions, varieties of woven cloth produced in the upper Northern provinces, region 1, with the well-known Yok Dok silk, which should include its origin and weaving process; Salakphat or Salakyom in Lamphun, which is the annual local celebration, its origin, significance and purpose; the Lanna foods, presentation

**Communication Model for Promoting Tourism on Thai Lanna Cultural Conservation in accordance with the Act of National Tourism 2008 and the National Tourism Management Plan 2012-2016**

**Communication Model for Promoting Tourism on Thai Lanna Cultural Conservation**





styles and characteristics of food consumption in various occasions, as well as sales venues. All of these are essential information for the communication and promotion of Lanna cultural conservation tourism.

3. C: Channel could be formal and encompass inter-personal communication, such as telephone calls to request information from government offices such as various government offices at regional and central levels: the Tourism Authority of Thailand at the central and regional levels, administrative bodies at sub-district, district and provincial levels, in the upper Northern provinces, region 1. On the other hand, informal communication could be in the form of talks among friends or relatives who visited those attractions, and, finally, the non-personal communication would encompass the mass media which could be categorized as the broadcast media such as radio and television stations, printed media such as newspapers, magazines, billboards or electronics media such as computers, as well as specialty media such as catalogues, pamphlets, etc.

4. R: Receivers encompass tourists, government offices concerned with Lanna cultural conservation tourism to obtain feedbacks of communication and to respond accurately and properly to the needs of various tourist groups.

## 7. Discussion

The communication model for promoting tourism on Thai Lanna cultural conservation in the upper Northern provinces, region 1 was in accordance with the Act of National Tourism

2008 and the National Tourism Management Plan 2012-2016 as follows.

In the Thai Lanna cultural conservation tourism, Sender embraces the Tourism Authority of Thailand, restaurants, products owners, producers, temples, various institutes or museums, sizable markets in tourist attractions, such as Warorot Market, local administrative bodies at sub-district, district and provincial levels, municipalities, communities, tourism companies in Lanna cultural conservation provinces, Ministry of Culture, Department of Fine Arts, Department of Community Development and Ministry of Public Health and all were in accordance with the communication process. The sender, communicator or source could be defined as initiator of the communication act, transferring messages from a source that could be either formal or informal, from profit or non-profit organizations, producers, distributors, retailers, sales assistants, business units or even senders, etc. Message in Lanna cultural conservation tourism encompassed the history of the attractions, varieties of woven cloth produced in the upper northern provinces, region 1, the well-known Yok Dok silk, which should include its origin and weaving process; Salakphat or Salakyom in Lamphun, which is the annual local celebration, its origin, significance and purpose; the Lanna foods, presentation styles, the significance, origin, characteristics of food consumption in various occasions, as well as important sales venues. All types of messages above were considered significant and essential for the communication and promotion of Lanna

cultural conservation tourism as reflected in Parnprae Chaoprayoon (2012). On the other hand, the study titled “Communication of Cultural Heritage through Community Tourism in Non Salao Village” by Dolrutai Kowattanakul (2009) explored the significance of cultural heritage, in particular, the Pha Kid weaving heritage of Non Salao Village, a higher valued heritage of the community. The researcher attempted to explore the identity of the woven design and analyze the meaning of the heritage in the study through the application community tourism as the research tool. It was found that there were variations in woven designs to reflect the meaning of identity; thus, this became the outcome with the highest quantity of data, followed by the One-Tambon-One-Product concept, and, finally, with the least data quantity, weaving folk wisdom piracy. This is in line with the study conducted by Nattawee Judjang (2006:12), “The Promotion and Development of Local Tourism : A Case study of Pa Tueng Commune Administration Organization, Mae Chan District, Chiangrai Province”. The study revealed the opinions of the people and the local administrative officials were as follows: 1) The people approved the roles of the local administration in promoting and developing local tourism; however, the people had some reservations about their performance; 2) The people were willing to participate in the promotion and development of the local tourism, but they had not been given the opportunity; 3) the local administration were inexperienced and short-staffed of qualified personnel in tourism management. Therefore, their recommendations

included proficiency development for personnel and tourism management and planning of collaboration with related offices.

Channel could be formal and encompass inter-personal communication, such as telephone calls to request information from government offices such as various government offices at regional and central levels: the Tourism Authority of Thailand at the central and regional levels, administrative bodies at sub-district, district and provincial levels, in the upper Northern provinces, region 1. On the other hand, informal communication could be in the form of talks among friends or relatives who visited those attractions, and, finally, the non-personal communication would encompass the mass media which could be categorized as the broadcast media such as radio and television stations, printed media such as newspapers, magazines, billboards or electronics media such as computers, as well as specialty media such as catalogues, pamphlets, etc. Such means of communication would entail operation expenses which were borne by tourism business owners and government sectors. The publicity would take place on special occasions or annual events where pamphlets were distributed to various sites, government offices, transport depots, tourist attractions, and markets focusing on Lanna culture.

Message entailed contents, signs or messages from senders to receivers. Senders or sources of news in business which included goods producers, product owners would limit the scope or content of the news. Sometimes,

messages were written by other organizations, such as advertizing or public relation companies and goods producers or sales units took part in the basic planning of advertizing and were responsible for the facts. Therefore, trademark characteristics of the products, words, illustrating pictures, symbols, such as product logos were decided upon by the sender or goods producers.

Receivers encompassed tourists, government offices concerned with Lanna cultural conservation tourism to obtain feedbacks of communication and to respond accurately and properly to the needs of various tourist groups which reflected the study conducted by Kittikun Prapin (2007), titled "The Components and Characteristics of Communication Poysanglong Festival in Chiangmai Province". The study on the communication components and characteristics of participation in the festival revealed 4 components as follows: 1) senders of the festival included monks, novices, and temple wardens of Wat Pa Pao, Wat Pa Pao community and government sectors; 2) the messages included the origin, format and values of Poi Sang Long Festival; 3) the channels included meetings and publicity and 4) receivers were Wat Pa Pao community, Chao Thaiyai or Shan people and the local Chiang Mai people. In addition, the participation of the local people started from the preparation, actual events, as well as the evaluation and apply the results to the improvement of the future festival. The concepts of meaning-making messages for the receivers means that the receivers or the expected or targeted receivers are one of the

most significant components in communication for results because receivers are an index of the effectiveness of each communication. Therefore, the consideration of the receiver's perception process of the message and the selection of the message in line with the receiver's understanding should be considered in the communication process.

## 8. Recommendations

1. The management of the Lanna cultural conservation tourism, in particular the architectural aspects entail the promotion of more tourist knowledge of attractions, better image of the attractions to guarantee tourist's return, as well as activities to attract tourists. Moreover, considerations should include adequate venues, cleanliness and continued renovations. However, the changes of Lanna culture as a result of too much market or Western influence may result in the loss of Lanna identity which is the selling point of the upper northern tourism.

2. The cultural conservation tourism in the handicraft aspect, on the other hand, should include the promotion of learning within the community. Without promotion or activities, it is possible that the handicraft cultural heritage could be lost from the upper northern region 1, as it is evident that, at present, cultural losses have increased without preservation by the new generations.

3. Concerning the cultural conservation tourism in the tradition aspect, more significance should be focused through the teaching of

northern traditions in schools, as well as the participation of the young generation in activities to promote their awareness of the heritage and their ability to conserve their traditions.

4. The cultural conservation tourism in the local food aspect has already been one of the tourists' favorites; therefore, there should be monitoring mechanism to prevent food vendors taking advantage of tourists, measures to punish offenders, as well as to provide security to tourists.

5. There should be development programs for personnel in the tourist and tourist-related industries to promote standardized tourism and a sense of the nation's stability for tourists.

6. The government sectors should have a clear policy in the promotion of Lanna cultural tourist attractions to maintain Lanna culture as one of the important attractions as evident in the high number of foreign and Thai tourists choose Lanna as their destinations.

7. The government sectors should have an effective system in collecting and disseminating tourist information on Lanna places of attractions, since it is considered important messages with accurate information on activities, date, time and venue of events which could take place anywhere and anytime. Therefore, a guidebook should be appropriate.

8. The channel of communication could include, besides the mass media, the broadcast media such as radio and television stations, printed media such as newspapers, magazines, billboards or electronics media such as computers, as well as specialty media such as catalogues, pamphlets, etc. However, other media should be considered, such as outdoors media in the form of large advertizing boards during the festivals, or mobile publicity. The time of publicity should be done in advance so that tourists would have adequate time to plan for the trip. The publicity should be done periodically to remind tourists of the cultural, architectural ritual and food events.

#### 9. Recommendations for future study

9.1 Future study could be conducted to explore eco-tourism and compare communicative format to promote cultural preservation and eco-tourism.

9.2 There could be a study to compare with other regions to gain knowledge of communicative format, techniques, procedures and participation process.

9.3 There could be a research focusing on the appropriate communication tools for the cultural preservation tourism to make this type of tourism a success and easily accessed by tourists.

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