

Development of Marketing Potential to Enhance Sustainable Tourism in the Ban Nadee–Sangbong Community, Pha Sook, Kumpawapee, Udon Thani

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Abstract

The purposes of this research were: 1) to study the context and style of marketing operations in the Ban Nadee–Sangbong community of Pha Sook, Kumpawapee district, Udon Thani province; 2) to create guidelines for enhancing the marketing potential of that location, and 3) to assess tourists' opinions of, and satisfaction with, the operation of tourist activities there. The subjects in this study comprised; 1) 17 key informants, 2) 86 samples who participated in research activities, 3) 95 purposive samples who joined the trial village tour, and 4) 322 Nadee–Sangbong villagers randomly selected by proportional and accidental sampling. The data were collected by the community forum, small group meetings, interviews, observation of activities, SWOT analysis, workshops, touring experiments, result assessments, lesson summarizing, and returning results to the community. The results showed that the community has tourism potential, but has not yet launched systematically tourist activities. Therefore, tourist activities did not meet the needs of tourists. The results of creating guidelines to enhance the marketing potential were that five projects were launched to develop the marketing potential of tourist attractions in the community. Developing marketing potential resulted in people being proud of, loving, and cherishing their community. The results of villagers' participation in the operation enabled the community to provide services to tourists, to enhance the beauty of the environment, to create unique souvenirs, and the development of effective communication of information–giving for tourists. The assessment showed that the participants' opinions on the overall operations were at an “agree” level ($\bar{x} = 3.53$), and that tourists' satisfaction with the overall operations was at a high level ($\bar{x} = 4.01$).

Keywords: Marketing potential and tourism

Background

The tourism industry is one of the main sources of income coming into the country. The tourism direct gross domestic product (TDGDP) –compared to the gross domestic product (GDP)– has been about 5.45 percent, and is likely to increase (Office of Ministry of Tourism and Sports, 2015). Furthermore, the government, the private sector, small and medium enterprises, and the community have been stimulated by the tourism industry to develop their operations systematically. The exchange of product inputs and the production and distribution of services for tourists have occurred. Correspondingly, the community economy has been expanded. This expansion has helped to generate revenue and to raise villagers' quality of life in rural communities. Recognizing the importance of tourism, both the government and the private sector accelerated the development of basic utility systems –such as transportation, technology, and communication– in order to support the growth of the tourism industry in the future. The development not only attracted a large number of both Thai and foreign tourists, but also brought about tourism issues, such as an increase in crime, the destruction of natural resources, insufficient facilities, and price competition between entrepreneurs. As a result, tourists were less interested in mainstream tourism. They were, then, turning their attention to an alternative tourism that focuses on conserving natural resources and preserving the local way of life. For those reasons, community tourism has attracted more attention from tourists, since community tourism is a form of alternative tourism that emphasizes the participation of local people. Stakeholders both inside and outside the community have planned cooperatively to organize tourism activities that maintain the uniqueness and culture of each locality. The benefits and revenue from tourism are shared in the community, and finally, the operation is controlled, and its performance evaluated, by all stakeholders and community members.

Ban Nadee–Sangbong community –located in Pha Sook, Kumpawapee district, Udon Thani province– was promoted to be the best practice learning center of the royal project of the Sufficiency Economy village in 2015. In the community, the villagers are harmonious and courteous, and they set 11

activity groups operating in accordance with the philosophy of Sufficiency Economy. There are a lot of important tourist attractions nearby, such as Wat Pa Ban Tat, Wat Pra Tat Ban Diam, Wat Pa Don Keaw, Ban Chiang National Museum (World Heritage), and Taley Bua Daeang (or the Red Lotus Sea). Many tourists visit during the Red Lotus Sea festival, as the Tourism Authority of Thailand announced that Taley Bua Daeang is a landmark and an Unseen In Thailand attraction, and CNN (the USA news network) mentioned it as the second most beautiful and unique tourist attraction in the world. (Matt, 2015) As mentioned above, the Ban Nadee–Sangbong community has the potential for tourism by considering its attractions, such as tourist activities, tourist attractions, accessibility to facilities, and hospitality of the villagers. The researcher has surveyed the community to study its context, discussed with the villagers, and collected data on the strengths, weaknesses, and problems related to tourism information. The survey revealed that, although the community has unique tourism activities which reflected the local culture, it still lacked organized tours, so that tourists did not participate in all activities in the community. Moreover, there were problems with inappropriate pricing issues, an unpleasant environment for the tourist attractions, and a discontinuous service, as well as a lack of partners to cooperate in various activities. As a result, the community's tourist marketing has not met the intended purposes.

In accordance with the importance and the problems of tourism mentioned above, the District Administrative Office of Kumpawapee (17 December 2015), which is responsible for coordinating, consulting, and developing the local area, realized that it is very important to develop the Ban Nadee–Sangbong community to be a good quality tourist attraction and to be popular with tourists. However, the tourism marketing in the community is still experiencing problems. Therefore, the researcher was invited to study the marketing contexts and to establish guidelines for the tourism development in the community. The researcher was interested in enhancing the marketing potential for developing sustainable tourism in the Ban Nadee–Sangbong community. The results of the study would help to develop the Ban Nadee–Sangbong community to be a quality tourist destination. There would be a participatory

process with the villagers to make the community unified, and to make them proud of their hometown. The villagers would have jobs, higher income, and a higher quality of life. The natural resources in the community would be utilized and conserved properly. Academic knowledge would be established to help develop the tourism business and related services to have greater potential for marketing and to be sustainable in the future.

Objectives

The purposes of this research were:

- 1) To study the context and marketing operation forms of tourism in the Ban Nadee–Sangbong community, Pha Sook, Kumpawapee district, Udon Thani province
- 2) To create guidelines for the enhancement of the marketing potential of tourism in the Ban Nadee–Sangbong community
- 3) To assess tourists' opinions of, and satisfaction with, the marketing operation of tourism in the Ban Nadee–Sangbong community.

Theory and related literature

In this research, the researcher planned to develop the marketing potential of Ban Nadee–Sangbong community, to enhance tourist satisfaction to a maximum, and to improve sustainable tourism by using the following concepts:

- 1) Sustainable Tourism Development (Jittangwattana, 2005) was used to study sustainable tourism development.
- 2) Community Based Tourism (The Thailand Community Based Tourism Institute, 2008; Rojrungsat, 2013) was applied to develop community participation and to direct community tourism towards sustainability.
- 3) Action Research: Freedom and Creativity–Based Research (Suttinarakorn, 2013) was used to study the principles, processes, techniques, and tools of action research.
- 4) Concepts of Marketing Management for Tourism Industry: the marketing mix, covering 9 aspects –(1) products; (2) product placement and tour arrangements; (3) price; (4)

distribution; (5) the physical environment of the tourist attraction; (6) marketing promotion; (7) service of tourism; (8) tourism personnel, and (9) partnerships and participation of tourism stakeholders (Inkson & Minnaert, 2012; Chaudhary, 2010; Kotler et. al, 2014; Morrison 2013; Jittangwattana, 2012; Pimonsompong, 2011)– was used to study the operational model and to develop the marketing potential of the tourist attractions in the community.

5) Tourism Behavior (Parasakul, 2012) was used to study consumer behavior in tourism, tourism incentives, and the satisfaction of tourists.

6) Performance Evaluation by CIPP Model (Stufflebeam, 2000) was applied to evaluate the performance of each step as a decision support for the development of the marketing potential of tourism.

7) Related literatures were as per the following; Tourism Development and Happiness: A Residents' Perspective; Increasing Potential in Developing Forms of the Souvenir Goods for Tourism in the Northern Region of Northeastern Thailand (Upachitkul et al., 2002); The Development of Community–Base Tourism Business in Phu Khatae Island, Nonklang sub–district, Phiboonmangasaharn district, Ubon Ratchathani province (Somnuek, 2009); Development of Marketing Communications Model in Cultural Tourism Resources in the Group of Provinces Located in the Lower Central Region (Boonkour & Siriwong, 2015); and Development of Souvenir Markets in the Northern Region of Northeastern Thailand (Jaroenwanit et. al., 2002).

Research methodology

This research was a mixed method of qualitative and quantitative research and participatory action research (PAR), and the CIPP Model was used in evaluating the performance as a decision support for the marketing potential development of Ban Nadee–Sangbong tourist attractions. The study was conducted for one year, from 1 March 2015 to 31 April 2016. The research procedure is shown below:

1) Qualitative research

The subjects in this study were selected by purposive sampling and were divided into 2 groups, which were:

1.1) 17 key informants, including community leaders and the heads and members of tourist attraction groups.

1.2) 86 samples who participated in research activities, including Ban Nadee–Sangbong villagers, stakeholders, marketing experts, and tourism experts.

The research instruments used were community forum (4 times), focus group discussions (3 times), interview forms, a study tour, and SWOT analysis.

To collect the data, the researcher studied the context and the marketing operation of the community and created guidelines to develop the marketing potential of tourist attractions through the above research instruments, as well as workshops, trial tours, lesson summaries, and data return.

The data received from the focus group discussions, the interviews, the study tour, and the SWOT analyses were analyzed to create guidelines in order to develop the marketing potential of the tourist attractions in the area.

2) The quantitative research

The subjects in this study were divided into 2 groups, which were:

2.1) 322 Ban Nadee–Sangbong villagers, selected from 1,365 villagers (Kumphawapi District Administration Organization, 2015), using accidental sampling and Yamane's proportion sampling formula (Yamane, 1967 referred to in Prasithratsint, 2001).

2.2) 95 purposive samples who joined the trial tour, including Ban Nadee–Sangbong villagers, marketing experts, tourism experts, correspondents, and tourists.

The research instruments used were two 5–level Likert scale questionnaires: 1) Questionnaire No.1, with a reliability of 0.95, and 2) Questionnaire No.2, with a reliability of 0.94.

The data were collected through the questionnaires in order to study general contexts, opinion of the marketing operations, and satisfaction with the marketing operations.

In the data analysis, the frequency distribution and the percentage were used to analyze the general information and to define an overview of the population; the mean (\bar{x}) and the standard deviation (S.D.) were used to analyze the opinions of, and the satisfaction with, the marketing operations.

3) Research procedure

The research procedure was divided into 3 steps, as shown below:

3.1) Preparation step

3.1.1) Development of research topic, site selection, and team building. The researcher discussed with the villagers the government's policy on community development as a tourist destination, the current tourism situation, and the possibility of participatory working for community development as a tourist attraction in the future. Then, the researcher studied literature on tourist attractions and tourism resources in the Ban Nadee–Sangbong community in order to develop a research topic with 5 participants –the community leader and the heads and the members of the tourist attraction groups.

3.1.2) First community forum. The first community forum was set to explain the research objectives and a participatory project between the researcher and the community, and to share views on sustainable tourism development. There were 18 participants who attended the forum, including the community leader, the heads and the members of the tourist attraction groups, and Ban Nadee–Sangbong villagers.

3.1.3) First focus group discussion. The first focus group discussion was set to share views on the context and form of the marketing operation of tourist attractions. There were 17 participants who attended the discussion, including the heads and the members of Ban Nadee–Sangbong tourist attraction groups.

3.1.4) Study tour of the marketing for conservation and cultural tourism in Chiang Khan district, Loei province. A study tour was set in order to apply the knowledge gained from the tour to develop the marketing potential of community tourist attractions. There were 14 participants who attended the study tour, including the heads and the members of the tourist attraction groups.

3.2) Operation step

3.2.1) Second community forum. The second community forum was set to enhance participation in tourism management, to share views on development, and to create guidelines for tourism development together. There were 86

participants, including the community leader, the heads and the members of the tourist attraction groups, and Ban Nadee–Sangbong villagers.

3.2.2) Interview with the members of Ban Nadee–Sangbong tourist attraction groups. There were 11 members of 11 tourist attraction groups who attended the interview. A semi–structured interview form, with 8 questions, was used to collect data on the operation of tourism activities in the Ban Nadee–Sangbong community.

3.2.3) Second focus group discussion. The second focus group discussion was set to share views on the context and form of the marketing operation of tourist attractions. There were 17 participants, including the heads and the members of Ban Nadee–Sangbong tourist attraction groups.

3.2.4) Workshop (4 projects)

(1) A workshop, titled “The Marketing for Sustainable Tourism in the Community”, was set to provide marketing knowledge for the members of tourist attraction groups before attending the study tour in Chiang Khan district, Loei province. There were 16 participants, including the heads and the members of Ban Nadee–Sangbong tourist attraction groups, with students majoring in Marketing attended as observers.

(2) A workshop, titled “The Development of Sustainable Tourism Products at Ban Nadee–Sangbong Tourist Attractions”, was set with 3 sub–activities: 1) a workshop on homestay development; 2) the development of creative souvenirs, 3) environmental improvement of Ban Nadee–Sangbong tourist attractions. These 3 activities helped to provide knowledge to the members of tourist attraction groups, in order to improve their profession. There were 20 participants, including the heads and the members of tourist attraction groups and Ban Nadee–Sangbong villagers.

(3) A workshop, titled “The Psychological of Tourism Service”, was set to educate the members of Ban Nadee–Sangbong tourist attraction groups on tourist service procedure. There were 33 participants, including the heads and the members of tourist attraction groups, Ban Nadee–Sangbong villagers, and students majoring in Tourism.

(4) A workshop, titled “English for Communication

in Tourism”, was set to educate the members of Ban Nadee–Sangbong tourist attraction groups on communicating in English. There were 22 participants, including the heads and the members of tourist attraction groups and Ban Nadee–Sangbong villagers.

3.2.5) Third focus group discussion. The third focus group discussion was set to develop the marketing communication model of Ban Nadee–Sangbong tourist attractions and to make the place more accessible to tourists. There were 17 participants, including the heads and the members of Ban Nadee–Sangbong tourist attraction groups.

3.2.6) Trial tour of Ban Nadee–Sangbong tourist attractions. A trial tour was set twice, on March 28, 2016 and on April 2, 2016, at Ban Nadee–Sangbong tourist attractions. There were 95 participants, including Ban Nadee–Sangbong villagers, marketing experts, tourism experts, correspondents, and tourists.

3.2.7) Information on satisfaction with marketing operation was collected from 95 tourists, using a questionnaire to rate their satisfaction with the marketing operations.

3.2.8 Information on opinions of marketing operations was collected from 322 Ban Nadee–Sangbong villagers, using a questionnaire to rate their opinion on the marketing operations.

3.3) Conclusion and evaluation step

3.3.1) Third community forum. The third community forum was set to summarize lessons, to exchange opinions, and to listen to suggestions on marketing operations. There were 58 participants, including the community leader, the heads and the members of the tourist attraction groups, and students majoring in Marketing.

3.3.2) The fourth community forum. The fourth community forum was set to return the stakeholders’ feedback on, and the tourists’ satisfaction with, the marketing activities to the members of the tourist attraction groups, so that the community would improve the marketing operations to be more effective. There were 17 participants, including the community leader, the heads and the members of the tourist attraction groups, and Ban Nadee–Sangbong villagers.

3.3.3) Publication of operation results in special events organized by public and private sectors, such as attending a seminar on “Sufficiency Economy Promotion in the Community of Her Royal Highness Princess Maha Chakri Sirindhorn” at Praipayom Hall, Ubon Ratchathani Rajabhat University.

3.3.4) Broadcasting of operation results on “Thailand Today”, a TV program on NBT World Station, Public Relations Department, in order to promote the tourist attractions of Udon Thani to 177 countries around the world.

3.3.5) Arranging focus group discussions every 3 months to review the tourism operations or, in urgent cases, to develop the tourism operations to be more effective.

Study results

The study results were as per the following details:

1) Context of tourist attractions of Ban Nadee–Sangbong community

The tourist attractions of the Ban Nadee–Sangbong community has a fertile environment, suited for cultivation. Most of the villagers work in agriculture. Visitors can travel to tourist attractions easily, because the village is located on Udon–Khon Kaen Mittrapab Road. The villagers in the community are courteous. There are 11 groups of activities in the community that can be integrated into tourist attractions, which are: 1) paste production; 2) fold wafer cooking; 3) homestays; 4) mushroom cultivation; 5) dishwashing liquid production; 6) broom production; 7) local fabric weaving; 8) reed weaving; 9) local wisdom healers; 10) local massage, and 11) organic vegetable cultivation. Villagers in the community understand the importance of tourism that will help generate income for the community, develop the community in order to strengthen harmony, create cooperation in work, and exchange knowledge and culture between tourists and villagers in the community. At the same time, they also know that tourism can have negative impacts on the community, such as crime, changing the way of life, and lack of privacy.

1.1) Marketing operations of tourist attractions in Ban Nadee–Sangbong community. The unique daily life of the villagers was considered to be a tourist activity for

Ban Nadee–Sangbong tourist attractions, allowing tourists to learn activities with the villagers, such as organic vegetable cultivation, fold wafer cooking, and weaving. The community environment is suitable for tourism development, and the villagers have preserved, and want to share, their culture and livelihood for visitors to experience. The community already has basic facilities, such as homestays, restaurants, toilets, parking lots, information center, and souvenir shops. Also, there are 7 groups of homestays that can accommodate tourists. The main tourist attractions are the Red Lotus Sea, Phra That Don Luang, and Phra That Don Keaw. Travel to the Ban Nadee–Sangbong community is convenient. Tourists can reach it by private car, bus, or taxi. In order to provide information to tourists, the community is now using various kinds of media, such as a Facebook page for the Sufficiency Economy Learning Center, brochures, vinyls, videotapes, viral introductions by those who have visited, and public and private sector activities. The members of the tourist attraction groups do activities together. The group members are courteous and have service–oriented minds. There is a clear division of responsibilities, such as tourist activity staff, reception staff, stage show staff, site staff, food and beverage staff, and security staff. As the development of sustainable tourism must be based on both internal and external participation, this community is supported by the Kumphawapi district, Kumphawapi Agriculture, the Kumphawapi Community Development Office, the Sub–district Administration Organization, and the faculty of Management Science, Udon Thani Rajabhat University, which help to provide useful knowledge for the development of the community.

1.2) Problems of tourism marketing operations.

There were many problems found with the marketing operations of Ban Nadee–Sangbong tourist attractions. The first one was that the homestays for tourists were not standardized, because the members of the homestay group did not know how to improve their houses to a high standard. Second, souvenirs of the tourist attractions were not diversified, and members wanted to develop unique souvenirs for sale. The third problem was that there were no tour programs for the tourist attractions. The members agreed to develop tour programs together by linking their community activities and neighboring communities to the

programs. Since there were no tour programs, the members could not set the right tour prices. If the tour programs had been set up, suitable prices for the tours could have been determined by considering the quality and the cost of service. The other problem regarded the distribution of tourist attractions; the souvenir shops were small, and the tourist attractions were unknown to the travel agents in Udon Thani. There was no marketing communication model of tourist attractions; as a result, the number of tourists visiting the community was small. The members of the tourist group commented that there should be vinyl signs in front of the village, and that brochures should be prepared which acted as a map of tourist attractions in the community for the convenience of visitors. The last important problem was that the number of staff was small. Moreover, staff lacked knowledge about tourism and services, and they could not communicate with foreign tourists. When foreign tourists visited the attractions, staff could not provide full tourist services, due to the lack of knowledge in it. Also, they were afraid that foreign tourists might not be satisfied with their services, and were too reluctant or shy to talk in English.

2) Development of marketing potential in tourism of Ban Nadee–Sangbong community

The researcher, community leaders, members of the tourist attraction groups, and villagers jointly developed guidelines to strengthen the marketing potential of Ban Nadee–Sangbong attractions. The participatory process was used in the development procedure, based on the study tour, focus group discussions, and community forums. The researcher had organized a marketing training program in order for the members of tourist attraction groups to gain basic tourism marketing knowledge before attending the study tour. After the study tour, the members were eager to use the knowledge gained from the tour to improve sustainable tourism. The researcher, community leaders, members of the tourist attraction groups, and villagers cooperatively organized the community forums to explain the research objectives, action plan, context and inputs to participants in those forums. Also, listening to, and exchanging opinions about, how to improve the marketing potential of tourism were included.

2.1) Analysis results of the tourism marketing of Ban Nadee–Sangbong community

Strengths: 1) The unity of the villagers in the community; 2) the community's need for tourist attraction development; 3) interesting and diverse tourism activities; 4) convenient accessibility, and 5) availability of utilities.

Weaknesses: 1) The Ban Nadee–Sangbong community was only just established as a tourist attraction; 2) the tourist attractions were not yet well-known; 3) members lacked the skills required for tourism operation; 4) members could not communicate with foreign tourists, and 5) souvenirs were not unique to the tourist attractions.

Possibility: 1) The growth rate of the tourism industry is increasing; 2) tourists are interested in community tourism; 3) the government supports tourism development policies, and 4) local and private agencies provide support.

Obstruction: 1) Lack of cooperation with nearby tourist networks; 2) lack of budget support from the government; 3) many competitors, and 4) many comparable tourist attractions.

2.2) Guidelines for the development of marketing potential. To develop the quality of tourism in the Ban Nadee–Sangbong community, tourism activities should be added, tourists should be encouraged to increase their travel expenses, and tourism activities within the community and nearby attractions should be linked together. The development guidelines could be summarized as follows: 1) The tourism patterns of tourist attractions were improved by using the creative tourism model –tourists are involved with the activities being held in the community to create a relationship and a common experience between tourists and villagers; 2) tour programs should be created with 2 options, a 1–day trip and a 2–day–1–night trip; 3) souvenirs should be developed to represent the identity of the tourist attraction; 4) homestays should be improved to a standard level for accommodating future tourists; 5) training courses on tourism services should be provided for community members, in such areas as the development of services to tourists and foreign language communication with foreign tourists; 6) the environment of the tourist attractions should be improved– the resolution in the meeting proposed to plant

sunflowers along both sides of the road in front of the learning center; 7) a shooting spot (check-in point) should be created for tourists; 8) there should be a big sign at the entrance of the village; 9) brochures should be provided for tourists and, finally, 10) stakeholders should be participate in tourism management.

There were 5 tourism development projects conducted, according to the development guidelines:

(1) Ban Nadee–Sangbong sustainable tourism product development project. The main problems of tourism products were that the homestays did not meet a standard, souvenirs were not diversified, and the environment of the tourist attractions was not beautiful. Therefore, this development project consisted of 3 sub-workshop activities: 1.1) the development of homestay accommodation; 1.2) the development of creative souvenirs, and 1.3) the improvement of the environment of tourist attractions. These activities aimed to develop the standard of the homestay (thus increasing the number of tourists), to diversify souvenirs, and to improve the environment of the tourist attractions.

(2) Project of tour program development and tourism product pricing. Since Ban Nadee–Sangbong

community had never organized tourist activities before, there were no tour programs, and there was no pricing set for the tours. This project helped the community to develop proper tour programs and pricing. Tour program information can finally be provided to tourists and people interested in community tourism. There are two types of tour program:

Tour Itinerary Type 1: One-day trip

9.00 a.m.	Gather at the Sufficiency Economy Learning Center. The president of the center welcomes visitors and introduces the history of the center.
9.30 a.m. – 12.00 p.m.	Sightseeing activities within the Sufficiency Economy Learning Center. <ul style="list-style-type: none"> – Learn about the process of planting organic vegetables and mushrooms. – Watch and learn the process of making fold wafer. – Watch the process of making pastes and other food processing and try to make them yourself.
12.00 p.m. – 1.00 p.m.	Have local food for lunch.



Figure 1 The community forum set to create guidelines for enhancing the marketing potential of tourist



Figure 2 The souvenirs (T- shirt) of the tourist attraction



Figure 3 The site preparation for sunflower planting

Due to all activities not being able to be done in one day, in the afternoon, the tour program is divided into two groups: group A and group B. Therefore, tourists can choose the attractions they go to themselves.

1.00 p.m.	Group A
– 3.00 p.m.	<ul style="list-style-type: none"> – Watch the process of making dishwashing liquid. – Watch and learn how to weave woven mats and buy souvenirs. – Learn how to make brooms.
	Group B
	<ul style="list-style-type: none"> – Watch the process of making dishwashing liquid. – Watch the process of baking Thai desserts and make them yourself. – Learn about wisdom of local healers, herbal medicine, and massage.
3.00 p.m.	Enjoy Thai classical dancing; the last activity of the day.
– 4.00 p.m.	
4.00 p.m.	Home sweet home.

The program costs 260 baht per person (the price for 10 people).

Tour Itinerary Type 2: 2-day-1-night trip

Day 1

9.00 a.m.	Gather at the Sufficiency Economy Learning Center. The president of the center welcomes visitors and introduces the history of the center.
9.30 a.m.	Sightseeing activities within the Learning Center of Sufficiency Economy.
– 12.00 p.m.	<ul style="list-style-type: none"> – Learn about the process of planting organic vegetables and mushrooms. – Watch and learn the process of making fold wafer. – Watch the process of making pastes and other food processing and try to make them yourself.
12.00 p.m.	Have local food for lunch.
– 1.00 p.m.	
1.00 p.m.	Watch and learn how to weave woven mats and buy souvenirs.
– 2.00 p.m.	
2.00 p.m.	Learn about the wisdom of local healers, herbal medicine, and massage.
– 4.00 p.m.	

4.00 p.m.	Return to homestay.
– 6.00 p.m.	
6.00 p.m.	Have local food (Home–Pa–Laeng) for dinner. After
– 8.00 p.m.	that, attend the Baisrisukwan ceremony and enjoy classical I–san dancing at the Sufficiency Economy Learning Center.
8.00 p.m.	Have leisure time.

Day 2

6.00 a.m.	Make Buddhist merit by giving food to monks at the Sufficiency Economy Learning Center.
7.00 a.m.	Have a morning workout by cycling to learn about the lifestyle of local people in the community.
8.00 a.m.	Cook lunch by using organic vegetables.
9.00 a.m.	– Watch the process of baking Thai desserts and
– 12.00 p.m.	make them yourself.
	– Watch the process of making dishwashing liquid.
	– Learn how to produce brooms.
12.00 p.m.	Have lunch and home sweet home.

The program costs 790 baht per person (the price for 10 people).

The location of the Ban Nadee–Sangbong tourist attractions has a train running through the back of the village, the Udon Thani–Bangkok route. Complementary activities (Running Street) were added to each program to allow tourists to take pictures with the train at the following times: 06.00 a.m. / 07.00 a.m. / 09.00 a.m. / 11.00 a.m. / 2.00 p.m. / 4.00 p.m. / 7.00 p.m. / 8.00 p.m.

(3) Marketing communication development

Project. The researcher and members of tourist groups summarized the development of the marketing communication model of Ban Nadee–Sangbong tourism. A picture of a large barn was used as a symbol of a tourist attraction. The slogan “Big barn village, Bright green vegetables, All for one community, Tourist Attraction of Ban Nadee–Sangbong” was used to promote the attractions in various types of media. The members also shared opinions about the media that should be used in promotions, and all agreed to use 3 types of media, as per the following:

- 1) Brochures: Green is the main color used in the brochure.



Figure 4 The development of tour program and pricing



Figure 5 The development of marketing communication

On the front of the brochure, there is a rice paddy image, representing the main occupation of the villagers, along with a list of Ban Nadee–Sangbong tour programs and the contact numbers and QR codes of tourist attractions. On the back of the brochure, there is a map of the village, showing the numbers and locations of tourist attractions within. 2) Tourist activities signs: Each activity group has a circular sign, with watermark and postage stamp at the bottom of the tourist symbol, each group using different symbols. For example, the homestay group uses the symbol of a Thai house, indicating the lifestyle of the community, whereas the weaving group uses the symbol of a pattern of cloth that villagers created themselves. 3) Shooting

1 โปรแกรม 1 วัน ไปเช้า-กลับเย็น

09.00 น. ร่วมกันที่ศูนย์การเรียนรู้เศรษฐกิจพอเพียง บ้านนาดี-สร้างบง ประธานกลุ่มท่องเที่ยว กล่าวต้อนรับ และแนะนำประวัติความเป็นมาของศูนย์ฯ

09.30-12.00 น. เยี่ยมชมกิจกรรมท่องเที่ยวภายในบริเวณ ศูนย์การเรียนรู้เศรษฐกิจพอเพียง บ้านนาดี-สร้างบง เยี่ยมชม

- เรียนรู้กระบวนการปลูกผักปลอดสารพิษ/ผลิตเห็ด
- ชมการควีนีและร่วมทำขนมทองพับ
- ชมการแปรรูปและร่วมทำน้ำพริก

12.00-13.00 น. ร่วมทำและรับประทานอาหารท้องถิ่น เนื่องจากว่ากิจกรรมไม่สามารถทำหมดได้ ภายในวันเดียว ในช่วงบ่ายได้แบ่งโปรแกรม ออกเป็น 2 กลุ่มคือ กลุ่ม A และกลุ่ม B เพื่อให้ได้นักท่องเที่ยวสามารถเลือกท่องเที่ยว ตามความสนใจ

กลุ่ม A	กลุ่ม B
13.00-15.00 น. เยี่ยมชมกลุ่มน้ายาล้างจาน	13.00-15.00 น. เยี่ยมชมกลุ่มน้ายาล้างจาน
ศึกษาวชิการทอดผ้า/ทอด	ชมกรรมวิธีร่วมทำขนมไทย
เลือกซื้อสินค้าที่ระลึก และ	เรียนรู้ภูมิปัญญาหมอยาสมุนไพร และ การนวด
ศึกษาวชิการผลิตไม้กวาด	

คุณบุญหญิง นาสอนศรี
ประธานกลุ่มท่องเที่ยว
ศูนย์การเรียนรู้บ้านนาดี-สร้างบง
0812630265

Facebook Pages :
กลุ่มผลิตภัณฑ์ชุมชน
บ้านนาดีสร้างบง

2 โปรแกรมการท่องเที่ยวแบบ 2 วัน 1 คืน

09.00 น. ร่วมกันที่ศูนย์การเรียนรู้เศรษฐกิจพอเพียง บ้านนาดี-สร้างบง ประธานกลุ่มท่องเที่ยว กล่าวต้อนรับ และแนะนำประวัติความเป็นมาของศูนย์ฯ

09.30-12.00 น. นาทมกิจกรรมท่องเที่ยวภายในบริเวณ ศูนย์การเรียนรู้เศรษฐกิจพอเพียง บ้านนาดี-สร้างบง

- เรียนรู้กระบวนการปลูกผักปลอดสารพิษ/ผลิตเห็ด
- ชมกรรมวิธีและร่วมทำขนมทองพับ
- ชมการแปรรูปและร่วมทำน้ำพริก

12.00-13.00 น. ร่วมทำและรับประทานอาหารท้องถิ่น

13.00-14.00 น. ศึกษาวชิการทอดผ้า/ทอด เลือกซื้อสินค้าที่ระลึก

14.00-16.00 น. เรียนรู้ภูมิปัญญาหมอยาสมุนไพรและการนวด

16.00-18.00 น. เข้าบ้านพักโฮมสเตย์

18.00-20.00 น. ร่วมทำและรับประทานอาหารแบบโฮมมาเลงพิธีบายศรีสู่ขวัญ และชมการแสดงรำวงของกลุ่มการแสดง ที่ศูนย์การเรียนรู้

20.00 น. พักผ่อนตามอัธยาศัย

วันที่ 2

06.00 น. ทำบุญตักบาตร ณ ศูนย์การเรียนรู้

07.00 น. ออกกำลังกายยามเช้า ปั่นจักรยานเพื่อศึกษาชุมชน

08.00 น. กิจกรรมทำอาหารเข้าจากผักปลอดสารพิษ

09.00-12.00 น. นาทมกิจกรรมท่องเที่ยวภายในบริเวณศูนย์ฯ บ้านนาดี-สร้างบง เยี่ยมชม

- ชมกรรมวิธีและร่วมทำขนมไทย
- เยี่ยมชมกลุ่มน้ายาล้างจาน
- ศึกษาวชิการผลิตไม้กวาด

รับประทานอาหารเที่ยงและเดินทางกลับ

@Nadee-Sangbong

หมู่บ้านยั่งยืนก้าวใหญ่
สดใสน่าลิ้มชิม
ชุมชนเข้มแข็งเป็นหนึ่งเดียว
แหล่งท่องเที่ยววนาดี-สร้างบง

เหนือที่ท่องเที่ยววนาดี-สร้างบง

Figure 6 The brochure promoting the attractions



Figure 7 The tourist activities signs



Figure 8 The car sticker



Figure 9 The shooting spot sign

spot sign: There is a large–font sign, containing the words “@ Na Dee – Sang Bong”, in front of the learning center, which allows visitors to take photos and check in for online marketing media, such as Facebook, Instagram, and Line. 4) Car stickers: A big barn car sticker was designed, car stickers being a popular mobile marketing communication. It helps to promote the tourist attractions to the public.

(4) Workshop “Psychological services to tourists”. In the past, outsiders came to study at or visit the Sufficiency Economy Learning Center only. There were no tourist attractions in the Ban Nadee–Sangbong community. After the community was changed to be a tourist attraction, the villagers needed to learn about the process of providing services to tourists. There was a workshop held to learn how to provide services to tourists, conducted by simulating real situations, starting from when the tourists arrive until when they return.

After the workshop, members understood the techniques, steps, and processes of providing services to tourists. Also, they were more capable and confident in providing these services.

(5) Workshop on english communication for tourism. Members of tourist attraction groups were trained in a workshop entitled “The communication to consumers in the AEC”, with content aimed at practicing conversations for local product sales. The researcher, members of the tourist attraction groups, and the lecturer concluded together that the content of the training should focus on English for communication practice, on the topics of greetings, food, giving directions, accommodation, and everyday conversation. The workshop allowed the members of the tourist attraction groups to practice communicating in English and to learn vocabulary used in providing services to foreign tourists. After the workshop, the members felt more confident in speaking English with foreign tourists.

The trial tour

There were 95 participants in the trial tour, including Ban Nadee–Sangbong villagers, marketing experts, tourism experts, correspondents, and tourists. The trial tour allowed the members of the tourist attraction groups to operate activities for which they had been trained. The members could lead the tourists to various attractions groups, encourage them to participate in fun activities, and exchange their knowledge and the lifestyle of the community with tourists. According to the researcher's observations, it was found that villagers in the community were alert to the organized activities. They welcomed tourists with kindness and smiles. These activities made tourists, the members of tourist attraction groups, and villagers feel impressed.

Lesson summary

The researcher presented information on tourism activities to participants in the community forum, and concluded the lesson by giving all members the chance to express their opinions on the activities and to review what had been determined. Before the operation, the members had planned the operation and divided the duties and responsibilities of the members among teams, such as a tourism activity team, a reception team, and a food team. The results of this activity revealed that tourism activities were not completed as planned, because they were the first tourism activities organized in the community. The members of tourist attraction groups were distressed, which made their performances delayed and inaccurate. The observations of the tourism activity experiment revealed that tourists were respectful and friendly with the villagers in the community, and enjoyed doing activities with them. Recommendations for tourism activities were as follows: there should be time management that suits the activities; profits from tourism should be allocated to all members; and all groups should properly prepare to welcome tourists and plan to produce souvenirs to meet the needs of tourists.

3) Data return

The researcher returned the data to the community forum on the topics of community context, inputs, processes and productivity, feedback on the marketing operations of stakeholders, and tourists' satisfaction with those marketing

operations. The results of the feedback on the marketing operations of stakeholders revealed that the majority of the stakeholders were female, with 194 people (60.20%), of which 113 (35.10%) were 46 years old or over. There were 268 people (83.20%) involved in tourism development. There were 172 people (53.40%) who had been working in the community for more than 5 years. The stakeholders' opinions on the overall tourism operations were at an "agree" level ($\bar{X} = 3.53$). When considering each aspect, it was found that the level of opinions in all aspects was at an "agree" level; the highest aspect was the contextual aspect, followed by the productivity aspect and the procedure aspect, respectively ($\bar{X} = 3.66$, $\bar{X} = 3.55$, $\bar{X} = 3.51$). Only the input aspect was at an "uncertain" level ($\bar{X} = 3.40$). From the above information, it can be explained that the stakeholders agreed that the operations of tourist attractions was in line with the government strategy, met the needs of villagers in the community, and would help to improve the quality of life of those villagers. After the tourism development, a committee was set up to carry out the task. Planning jointly between operators and stakeholders would help to develop tourism operations in the same direction. There was only one aspect of the inputs that the stakeholders were unsure of because, if there were a lot of tourists, exceeding the capacity of the community to support them, problems may possibly occur. If tourist attraction development occurs, it will help the relevant agencies to develop more facilities in the future.

The results of tourists' satisfaction with marketing operations revealed that the majority of the tourists were female, with 69 people (72.60%), of which 60 were 20–25 years old (63.20%). There were 73 single people (76.80%), and 64 people (67.40%) who had graduated with, or were studying for, a bachelor degree. There were 60 students (63.20%), and 38 people (40%) earned less than 5,000 baht/month. Satisfaction with the marketing mix was at a high level ($\bar{X} = 4.01$). When considering each aspect, it was found that all aspects were satisfied at a high level, sorted from the highest average to the lowest: the partnerships and involvement of stakeholders, tourism staff, the process of tourism services, the environment of the tourist attractions, tour programs, tourism products, tourist attraction pricing, tourism distribution, and



Figure 10 The Trail village tour activities

marketing communication ($\bar{X} = 4.16$, $\bar{X} = 4.16$, $\bar{X} = 4.05$, $\bar{X} = 4.03$, $\bar{X} = 4.02$, $\bar{X} = 4.00$, $\bar{X} = 3.92$, $\bar{X} = 3.87$, $\bar{X} = 3.84$). From the above information, it could be explained that, when tourists visited Ban Nadee–Sangbong village, what they found touching was the friendliness of the local people and the friendly atmosphere. The process of service was continuous, and services from trained staffs, in good etiquette and service, were of high quality. When walking or cycling to visit the activities at various points in the community, tourists were impressed with the clean and beautiful environment. For tourism activities and the tour

programs aspect, tourist welcoming activities were related to the local wisdom and identity of the community, and the tour followed the schedule properly. These activities made visitors feel good, have a good experience, and enjoy learning about the lifestyle of the community. They felt valued when compared to the quality and service they received. Additionally, tourists found it very convenient to visit the attractions, and there were clear signs for those attractions. There were various types of media guiding tourists, allowing more channels to receive information. The researcher and participants in the community

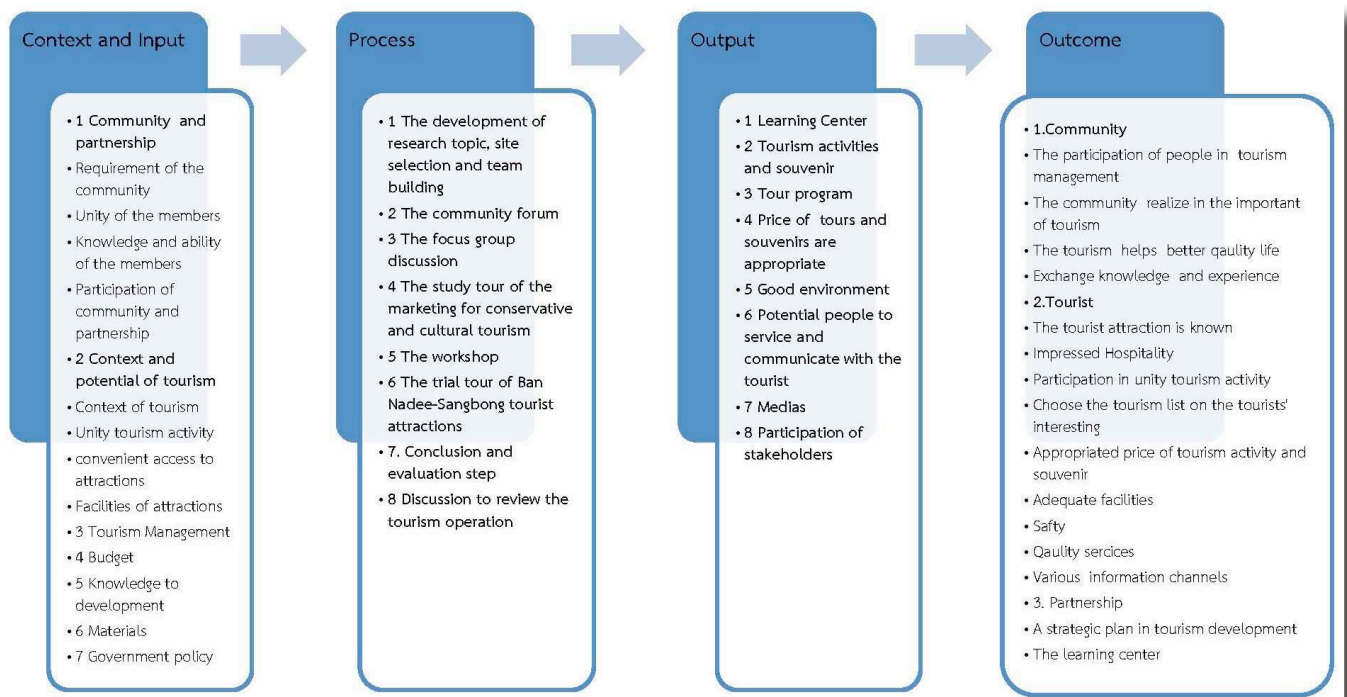


Figure 11 Marketing potential development of Ban Na Dee – Sang Bong tourism

forum shared the idea that there should be a review of tourism operations every three months, or sooner in urgent cases, to develop tourism operations to be more effective.

Summary and discussion

The development of the marketing potential for sustainable tourism in Ban Nadee–Sangbong needed to focus on the development of economy, society, culture, and the environment of tourist attractions, on the basis of supply and demand balancing. Considering the current situation, community–based tourism has attracted the interest of tourists who love to touch the lifestyle of people in the community, and the trend is likely to increase. With the government and related agencies supporting the operations of tourist attractions, this is a great opportunity for the Ban Nadee–Sangbong community to develop a tourist destination that meets the needs of tourists. The Ban Nadee–Sangbong community has the potential for tourism. The tourist attractions can demonstrate activities from the villagers' lifestyle

in order to attract tourists who love to learn and to touch the community's way of life. Also, transportation to the community is convenient; tourists can access the attractions easily, and there are enough facilities for tourists within the community. The participation of stakeholders, both inside and outside the community, is strong, and is ready to develop tourist sites to be successful. It was found that tourism development is vital to the happiness of people in different dimensions, such as social, economic, environmental, macroeconomic and cultural. The above–mentioned potential is a crucial element in the development of Ban Nadee–Sangbong tourist attractions.

The success of the development actually resulted from the participation of the researcher, the relevant policy persons, the members of the tourist attraction groups, and villagers, who collaboratively created guidelines to develop the marketing potential of the tourist attractions. The process started from the development of research problems, studying the context and the marketing operation model, potential development, workshops, the trial tour, and performance evaluation.

This process encouraged stakeholders in the community to recognize the importance, to solve problems, and to develop their own communities. Five tourism development projects were conducted to enhance tourism in the Ban Nadee–Sangbong community in various fields. There are several forms of tourism activities which allow tourists to learn the way of life, customs, and culture of local people. There are tour programs with proper prices that suit the quality of service provided, which creates valuable tourism in the eyes of tourists. The tourists will be impressed and come back again. The members had been trained to be good hosts and to provide services to tourists with sincerity and smiles which impress and reassure tourists who use those services. The tourism development helped to raise awareness in the villagers to feel love for the community and to maintain the balance of the tourist attractions in their community. The result of the tourism resource development was that tourists spent more time in the community. Tourism businesses in the community received income from tourist visits, sales of community products and souvenirs, and other forms of services. Consistent with the findings of the Institute of Community Based Tourism and Jittangwattana (2005), it was explained that, in order to create a suitable marketing form for community-based tourism, people in the community should take a role in designing service programs and reasonable pricing. There should be collaborative marketing between the community and business partners, and the public should be made to understand the lifestyle and culture of the community. The marketing operations should focus on targeted tourists, who are interested in exchanging knowledge, in an amount that the community can support. They should focus on creating tourism awareness and on balancing the tourism resources, the environment, and tourism business development at the tourist attractions.

At the same time, feedback and satisfaction towards the marketing operations of the Ban Nadee–Sangbong tourist attractions reflected the changes that had taken place after the development of tourism potential. The villagers in the community had collaborated in their own local development through their thinking, planning, implementing, evaluating, and sharing of benefits. Moreover, the community was unified, and local

businesses and villagers received more income from tourism. The survey also showed that tourists were satisfied with the operations at a high level. These benefits occurred because the villagers and the members of tourist attraction groups realized the importance of developing tourist destinations and applied the knowledge gained from the training to develop the potential of tourism for the community. As a result, the operations of the tourist attractions were effective and met the needs of tourists. The tourists were also impressed, felt warm, and felt like they were in their own home. The outcomes obtained from the trial tour program were that the villagers and the community were aware of the development of the community as a tourist destination. As a result, members of the tourist attraction groups knew the strengths and weaknesses of the service process. The results of the lesson summary allowed members to review the assessment results of the tourist attraction context, inputs, service processes, and pros and cons of the operation; then, they could use the conclusions to improve the operations. This process supported the operations of the Ban Nadee–Sangbong tourist attractions to be effective and sustainable.

Utilization and sustainability

This study for the enhancement of the marketing potential for the development of sustainable tourism in the Ban Nadee–Sangbong community, Pha Sook, Kumpawapee, Udon Thani, has led to increased use and sustainability; details are as follows.

1) Tourism marketing: The Ban Nadee–Sangbong community has developed a tourism marketing business that is driven by the involvement of stakeholders. Accordingly, there are various new tourist activities, tour programs, and reasonable pricing for those tourist attractions. The members of tourist attraction groups are knowledgeable in providing tourist services, and can communicate with foreign tourists. The community environment has been improved. There are souvenir items that reflect the local identity, and many types of promotional media were created to provide tourist information, such as brochures, stickers, and signs. To promote information on and create a tourism network, brochures for tourist attractions were sent to the relevant authorities, such as the Tourism Authority of

Thailand in Udon Thani, the Udon Thani Public Relations Office, the Radio Station of Thailand in Udon Thani, the Udon Thani Tourist Information Center, districts of Udon Thani, the Kumphawapi Sub-district Administration Organization, the Kumphawapi Municipal Municipality, and private tourism companies. After promoting the community with the brochures, a reporter from the Radio Station of Thailand in Udon Thani came to the area, in order to conduct tourism news and place information on the website of the Public Relations Department, on March 30, 2016. Additionally, Ban Nadee–Sangbong tourist attraction members were selected to attend a seminar for the Sufficiency Economy project in the community under the Royal Initiative of Her Royal Highness Princess Maha Chakri Sirindhorn, during the period of May 18–19, 2016, at the Praipayom Hall, Ubon Ratchathani Rajabhat University, and had the opportunity to report on the operations of tourist attractions. As a result of this project, the Ban Nadee–Sangbong community had the opportunity to welcome Mr. Sudsakorn Pattarakulnit, Deputy Director–General (Extension and Training) of the Department of Agricultural Extension, in visiting the operations of the tourist attractions; the Deputy Director–General also supported the operation by assigning the Agricultural and Public Relations departments of Udon Thani to promote recognition of the tourist site. In this regard, the governor of Udon Thani assigned the Udon Thani Public Relations department to coordinate with

Ban Nadee–Sangbong tourism to record a tape for the Thailand Today show of the NBT World station, Public Relations Department, to publicize Udon Thani’s tourist attractions to viewers in 177 countries around the world. After conducting a trial tour program and television broadcasting, many tourists came to visit, both in tour groups and privately.

From the above, it can be seen that the development of tourist marketing has been coordinated from the local (tourist attraction) to the district level, including provincial and national agencies, and that a strategic plan for tourism development with long-term marketing potential has been created.

2) Environment of tourist attractions: The results of tourism development made villagers in the community become aware of maintaining the local environment, such as maintaining hygiene at tourist sites, the learning center, and around their houses, in order to impress tourists.

3) Tourism businesses resulting from tourism development: Villagers in the community set up two new tourist groups together; the homestay group, which offers options for tourists who want to stay overnight and learn the lifestyle of the community, and the folk-dance show group, which shares an activity that expresses the identity and culture of the community. Many local businesses have grown, such as food stores and convenience stores. The improving operations and supply of products that meet the needs of tourists has



Figure 12 NBT World station, Public Relations Department, recorded the show



Figure 13 Brochure were provided to public in order to create a network of attractions



Figure 14 Students studied and practiced tourism marketing.

made local businesses more profitable, and also helps to create jobs for local people, keeps family members together, and does reduced work migration from the area. It can be said that the new tourism groups help meet the needs of tourists and generate more income for members.

4) Tourism resources: Tourism resources are an important part of sustainable tourism development. This study changed the tourism resources by developing new tourism activities aimed at providing tourists with experiences and allowing participation in tourism activities, in order to impress them and make them want to return. Activities like staying overnight at homestay, the Baisrisukwan ceremony, folk dance performances, and a cycling tour to study the community, were combined with the original tourism and listed to create 2 optional types of tour programs. Local ingredients are used to produce souvenirs for sale, such as organic vegetables and local herbs, in order to reduce costs and increase income. From this, villagers in this self-reliant community can reduce their dependence on the outside community.

5) Participation and community tourism networks: There are two types of participation in community tourism and tourism networks.

5.1) Within the community: The results of the tourism development were formed through engagement by locals in the community from the beginning of the study process, through co-thinking, analyzing, and deciding whether to continue developing the community as a tourist attraction. The villagers jointly planned to develop the marketing potential of the tourist site and followed this plan. Various activities have been set, and the benefits are shared together. Some of the benefits are allocated to the operations of the tourism groups. Villagers jointly evaluate the work and give feedback to the performance to improve the operations of the tourist attractions. As a result, the operations of the tourist attraction are in the same direction and are effective. In addition, the Ban Nadee-Sangbong School can use the results of the study by integrating them into the curriculum, so that students will have more knowledge about their community, love their homeland, and recognize the value of preserving local culture.



Figure 15 The Deputy Director – General of Department of Agricultural visited the operation of tourist attractions

5.2) Outside the community: The study helped to create a network of tourist attractions through the community and neighboring attractions exchanging knowledge on various aspects, exchange tourists, creating a network of community tourism, increasing the potential of the area, and strengthening the operations. Moreover, related agencies, such as the Agricultural department of Udon Thani, the Kumphawapi District Community Development department, and the Pha Sook Sub-district Administration Organization, can use the results of the study to develop strategic plans for community development, tourism, and related areas, in order to create competitive advantage. The researcher integrated marketing for tourism by positioning the Ban Nadee–Sangbong tourist attractions as learning resources, in order for students to study and practice from these real tourist attraction. This integration allowed students to learn from community classrooms and allowed knowledge exchanging and learning among villagers, students, and researchers.

6) Creating Awareness in Tourism: The development of tourist attractions has resulted in the villagers having a good

understanding and focus on community development as a tourist destination. Tourism has helped to make the community self-reliant, harmonious, and proud, and can allow for the preservation of traditions and culture in order to develop the community further as a future tourism destination in the future.

Suggestions

1) The public and private sectors should support the operations of tourist attractions in many areas, such as modern technology, knowledge, budgeting, and management, to ensure sustainable tourism occurs.

2) The tourist attractions should establish networks with other tourist attractions in Udon Thani and neighboring provinces in order to exchange knowledge, experience, and tourists, as a solid and self-supporting travel network.

3) Community development should be done in other areas, such as improving the quality of life of people in the community, developing the community's environment, enhancing knowledge, and preserving the culture of the community. The

results of this development will also enhance the potential of tourism.

4) A comparative study of demand for tourism and tourism supply should be made after the development of tourist sites, in order to inform the decision-making processes of the tourism operations.

Acknowledgments

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