

Model of Long Stay Tourism for Korean Tourists Visiting Thailand:

A Case Study of Chiang Mai Province

รูปแบบของการท่องเที่ยวแบบพำนักระยะยาวสำหรับนักท่องเที่ยวชาวเกาหลีในประเทศไทย:
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Abstract

This qualitative and quantitative study aimed to explore model of long stay tourism for Korean tourists visiting Thailand: a case study of Chiang Mai province. The sample group consisted of 293 Korean tourists and 3 representatives of the executive committee

of long stay Koreans Club, Chiang Mai province. A set of questionnaires and an interview were used for data collection and analyzed by using descriptive statistics. Findings were as follows : 1) Push factors on tourism included : too much concept, high pressure condition, aging society, high cost of living, need for starting a new life, and the social current about studying abroad. 2) Pull factors on tourism included: calm city, good tourism image, good climate and topography, low cost of living, good educational system, standard service, hospitality, safety. 3) Factors having influence on decision-making of the Korean tourists included: father/husband, family financial status, information perception through Kakao Talk, similar culture, convenience facilitators of Korean networks. 4) Good attitude/ satisfaction. 5) Travelling behaviors: quality services of the business and the public sectors, convenience facilities in the residence, calm and safety, sport tourism (golf), aging people tourism, wellness tourism and good standard of the educational system. Important factors which would develop form of long stay tourism for Korean tourists were promotion of cross-cultural communication, participation in social activities between Thai and Korean tourists, development of standard visa checking, and development of public/ private sector personnel to cope with long stay tourism for Korean tourists.

Keywords: Long-stay Tourism, Model, Korean Tourists

บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์หลักเพื่อศึกษารูปแบบของการท่องเที่ยวแบบพำนักระยะยาวสำหรับนักท่องเที่ยวชาวเกาหลีในประเทศไทย กรณีศึกษาจังหวัดเชียงใหม่ การดำเนินการวิจัยใช้วิธีการผสมผสานระหว่างวิธีวิจัยเชิงปริมาณและวิจัยเชิงคุณภาพ กลุ่มตัวอย่าง ประกอบด้วย นักท่องเที่ยวชาวเกาหลีจำนวน 293 คน และตัวแทนคณะกรรมการบริหารชมรมผู้พำนักระยะยาวชาวเกาหลีจังหวัดเชียงใหม่ จำนวน 3 คน ส่วนเครื่องมือที่ใช้ในการวิจัยสำหรับการเก็บรวบรวมข้อมูล คือ แบบสอบถามและแบบสัมภาษณ์ โดยใช้สถิติพื้นฐานในการวิเคราะห์ข้อมูล

ผลการศึกษาพบว่า “รูปแบบของการท่องเที่ยวแบบพำนักระยะยาวสำหรับนักท่องเที่ยวชาวเกาหลีในประเทศไทย กรณีศึกษาจังหวัดเชียงใหม่” ซึ่งมีลักษณะคือ (1) ปัจจัยผลักดันทางการท่องเที่ยว แนวคิดเกินพอดี ภาวะความเครียดสูง สังคมผู้สูงวัย ค่าครองชีพสูง ความต้องการเริ่มต้นชีวิตใหม่ และกระแสสังคมด้านการศึกษาในต่างประเทศโดยมีผู้ติดตาม (2) ปัจจัยดึงดูดทางการท่องเที่ยว เมืองสงบเงียบ ภาพลักษณ์ด้านการท่องเที่ยวที่ดี คนไทยมีอัตราวัยไม่ตรี ภูมิอากาศและภูมิประเทศดี ค่าครองชีพต่ำ ระบบการศึกษาดี มีบริการสุขภาพที่มีมาตรฐาน และมีความปลอดภัยสูง (3) ปัจจัยที่มีอิทธิพลต่อการตัดสินใจของนักท่องเที่ยว บิดา/

สามี คือผู้มีอิทธิพลต่อการตัดสินใจ สถานะทางการเงินของครอบครัว การรับรู้ข่าวสารข้อมูลผ่าน Kakao Talk วัฒนธรรมมีความคล้ายคลึงกัน ผู้อำนวยการความสะดวกเครือข่ายเกาหลี (4) ระดับความพึงพอใจและทัศนคติที่ดี (5) พฤติกรรมการท่องเที่ยว คุณภาพการบริการของภาครัฐและภาคธุรกิจ ที่พักอาศัยมีสิ่งอำนวยความสะดวกปลอดภัยและสงบ การท่องเที่ยวเชิงกีฬา (กอล์ฟ) การท่องเที่ยวผู้สูงอายุ การท่องเที่ยวเชิงส่งเสริม/ บำบัดรักษาสุขภาพ และมีระบบการศึกษาที่ดีมีมาตรฐานรองรับนักเรียนเกาหลี สำหรับปัจจัยสำคัญที่จะพัฒนารูปแบบของการท่องเที่ยวแบบพำนักระยะยาวสำหรับนักท่องเที่ยวชาวเกาหลีในประเทศไทย กรณีศึกษาจังหวัดเชียงใหม่ ได้อย่างสมบูรณ์นั้น ได้แก่ การส่งเสริมการสื่อสารข้ามวัฒนธรรม การส่งเสริมการมีส่วนร่วมในการทำกิจกรรมสังคมระหว่างคนไทยกับนักท่องเที่ยวชาวเกาหลี การพัฒนาระบบการตรวจลงตราให้มีมาตรฐาน และการพัฒนาบุคลากรทั้งภาคเอกชนและภาครัฐที่เกี่ยวข้องเพื่อรองรับการท่องเที่ยวแบบพำนักระยะยาวของนักท่องเที่ยวชาวเกาหลี

คำสำคัญ : การท่องเที่ยวแบบพำนักระยะยาว รูปแบบ นักท่องเที่ยวเกาหลี

Introduction

Tourism is an industry which is very important to the world's economic system. Almost all countries accept that tourism industries mainly generate revenue to the country which ranks 1-3 out of top ten incomes of the industrial sector in each country (Goeldner and Ritchie, 2002: 26). Likewise, tourism industry of Thailand can generate revenue which is more than many kinds of exported product it creates job opportunities and income generating making economic expansion and development (Sujarinpong, 2006: 2).

Thailand is a tourist destination and it is popular among tourists across the world. According to statistics of long stay tourists visiting upper northern Thailand during 2011-2016 based on Chiang Mai Immigration Office, there were 22,431 foreign tourists in 2011, 33,250 in 2012; 49,132 in 2017; 47,789 in 2014; 60,501 in 2015; and 50,283 in 2016. According to a number of foreign tourists asking a petition to stay for a long term in the country during 2016-2018, there were 28,159 persons in 2016; 53,130 persons in 2017; and 42,422 persons in 2018. (Sangkakorn, 2018) Hence, it can be seen that this type of tourism still has a tendency to grow and tourists of this tourism type generate revenue to the country for about 6-7 billion baht per year. According to the Retirement index in 2016 of the International Living, it indicated that Thailand ranked the 7th out of more than 40 countries in the world that there is a high tendency for foreign tourists to visit Thailand; particularly on tourists from Japan, China and South Korea.

The National Committee for Promotion and Development of long stay Tourism has set Chiang Mai as one of the five area accommodating long stay tourist. This is because Chiang Mai has diverse forms of tourism which are famous such as wellness tourism, cultural tourism, agro-tourism, health tourism, historical tourism, long stay tourism, soft adventure tourism, sport tourism, creative tourism, etc. All of these make Chiang Mai be well-known and popular among tourists across the world. Hence, it is one reason making foreigners choose to stay in Thailand for some purposes such as long stay, investment, business running, etc. There is a tendency that Korean tourists will rank third in terms of long stay in Thailand. Besides, search results from related documents and research it was found that research on long stay of Korean tourists is limited and data collection from sample didn't cover all groups and all types. Therefore, the researcher wants to study "Model of Long Stay Tourism for Koreans Tourists Visiting Thailand: A Case Study of Chiang Mai Province" to prepare the appropriate service to accommodate Korean Tourists who decide to travel for a long stay in Thailand appropriately.

Objective

Specifically, this study aimed to explore model of long stay tourism for Korean tourists in Thailand, a case study of Chiang Mai province.

Scopes of the Study

1. Locale of the study was Chiang Mai province. The area of 30 kilometers from Muang district was the area Korean tourists stayed most in northern Thailand.
2. Sample in this study was a sample group of 293 long stay Korean tourists in Chiang Mai and 3 representatives of the executive committee of long stay Koreans Club, Chiang Mai province.
3. Content to be studied covered various aspects i.e. push and pull factors on tourism, factors having influence on decision-making of tourists, tourist behaviors and satisfaction with long stay program.

4. Conceptual Framework

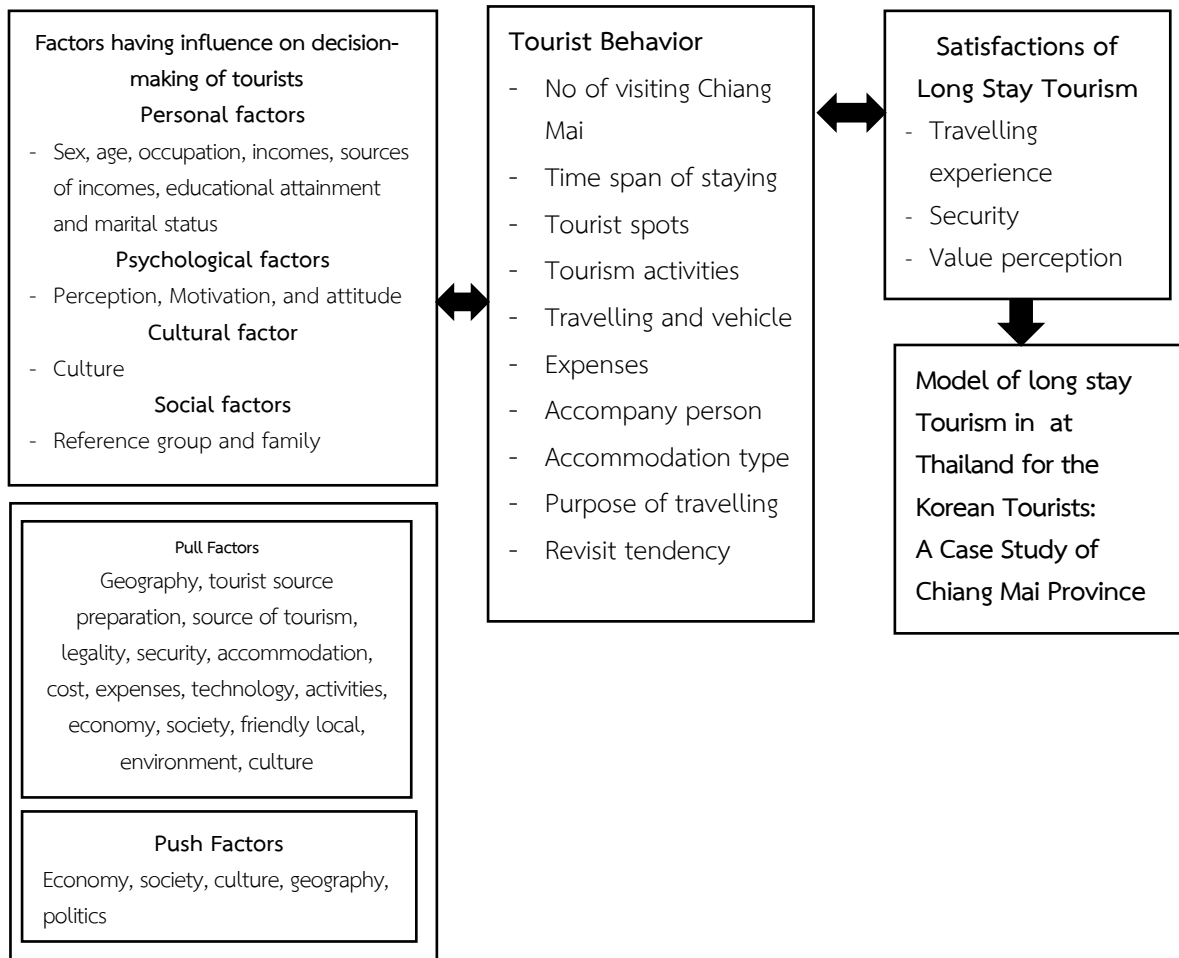


Figure 1 Conceptual framework of the study

Definition of Operational Terms

1. Long stay tourism referred to tourists staying in Thailand for more than 30 days. They were classified into 4 categories on the basis of the following: 1) those who wanted to used their end of life in Thailand; 2) those who wanted to healthier health for some times; 3) those who wanted to learn about Thailand; and 4) those who wanted to play sports in Thailand (Sakcharoenchai, 2006: 15)

2. Model refers to a standard process having main steps and a standard method for operation to achieve the gool as set (Jirajeerangchai, 2006: 4).

3. Korean tourist refers to Korean tourists visiting Thailand under the long stay program or at least 30 day. Most of them are retirees and want to spend their late life there, those

who intend to have medical treatment there, those who escape adverse and severe climate in their country and those who go to study, play sports and visit relatives there.

Literature Review

In this study, the following, related concepts, theories and literature were reviewed and gathered as guidelines for the study:

1. Concept about long stay tourism: Intararat et al. (2006: 10) stated that long stay tourism business is different from general tourism which the former must develop the following: 1) preparation of standard accommodation and it must be inexpensive; 2) preparation of accommodation equipped with convenience facilities suitable for long stay of aging people; and 3) preparation and collection of convenience facilities on health care and for various activities. This is not only for relaxation and new thing creating but also for physical/emotional aesthetic. Also, the following support long stay program: transportation, language, communication, visa, banking, purchasing, self-development, etc.

2. Concept about tourist behaviors: Pimonsompong (2005: 33-45) claimed that the exploration of tourist behaviors is the exploration to perceive needs and necessity of consumers who are in target group. It aims to make a plan on marketing strategies to be responsive to needs of consumers and their satisfaction. In general, tourists are consumers who want products and services which are different from the consumption of necessary products and general industrial products. Thus, entrepreneurs need to explore consumer behaviors of tourists in terms of purchase behaviors before and after service using. This helps marketing division find marketing strategies and activities that satisfy tourists.

3. Concept about pull factor: Pimonsompong (2005: 35) claimed that the exploration of pull factor is external factors that encourage or attract people to travel include economics, geography, society and culture, politics, technology and media.

4. Concept about push factor: Pimonsompong (2005: 35) claimed that the exploration of push factor is the feeling of need arises within the person and motivates the person to have a need to travel. "People will have various expressive behaviors to meet their own needs" Therefore, the different needs of each tourist is an important factor that determines the expression behavior of tourists.

5. Concept about Satisfaction of long stay tourism: Otakanon (2012: 148) claimed that the exploration of satisfaction of long stay tourism is 1) The satisfaction of the travel

experience includes the beauty of nature and the scenery. Historical and cultural attractions friendly and welcoming of Thai people. The quality of service received while residing in Thailand and the tourism activities performed this time. 2) The satisfaction of the safety from political unrest, natural disasters, terrorists and tourist attractions and 3) The satisfaction of the perceived value is worth the money spent on tourism. It is worth the time spent on tourism and total value for money that has decided to travel this time

Research Methodology

Population and Sample

According to the Immigration Office of Chiang Mai province, there were 1,091 long stay Korean tourists in Chiang Mai. Non-probability sampling was employed to gain a sample group (Tirakanon, 2005: 170-171). The computation for finding appropriate numbers of the sample group members was done by using the formula of Pagaso, Garcia and Leon (1978) as cited in Thanupon (1997: 150). The reliability value was set at 95% and 293 long stay Korean tourists were obtained and 3 representatives of the executive committee of long stay Koreans Club, Chiang Mai province.

Research Instruments

A set of questionnaires (Close-ended questions 5 parts: Factors having influence on decision-making of tourists, Pull Factor, Push Factor, Tourist Behavior and Satisfaction of Long Stay Tourism) with a reliability at 0.86 and an interview schedule passing quality test were used for data collection.

Data Collection

The researcher prepared a letter asking permission and coordination in data gathering from long stay Korean tourists in Chiang Mai to the executive committee of long stay Korean Club, Chiang Mai province. Obtained data were checked in terms of completeness.

Statistics Used for Data Analysis

Obtained data were analyzed by using the Statistical Package for the Social Science Program. For descriptive statistics, mean and standard deviation were used.

Research period: October 2015- October 2018

Conclusion

Part 1: Push factors on tourism from Korea which made Korean tourists decide to stay in Chiang Mai for a long time included the following:

Factor	Results
Economic factor	Lack of an opportunity to work in an appropriate time; inappropriate rate of returns from incomes; and a high cost of living and it was found at a moderate level ($\bar{x} = 3.32$, S.D. = 0.92).
Social factor	Density of population and crowded area and little effective educational system and it was found at a moderate level ($\bar{x} = 2.63$, S.D. = 0.99).
Cultural factor	Needs for learning culture which is different from Korean culture; local wisdom; and inappropriate culture and tradition, respectively. This was found at a low level ($\bar{x} = 2.58$, S.D. = 0.88).
Environmental factor	Lack of abundant natural resources and needs for new atmosphere and it was found at a low level ($\bar{x} = 2.48$, S.D. = 1.06).
Geographic factor	Inappropriate climate and topographic condition respectively and it was found at a moderate level ($\bar{x} = 3.33$, S.D. = 1.09).
Political factor	Lack of accountability in the country administration which was found at a low level ($\bar{x} = 2.46$, S.D. = 0.95).

Part 2: Pull factors on tourism in Chiang Mai made Korean tourists decide to stay in Chiang Mai for a long time included the following:

Factor	Results
Geographic factor	Good climate and good topographic condition which was found at a high level ($\bar{x} = 3.83$, S.D. = 0.82).
Tourism factor	good tourism image, diverse cultural/historical tourist attraction; beautiful tourist attractions, diverse natural tourist attractions; tourist attraction on activities; diverse tourism activities; ability to travel throughout the year; good quality of tourism service; reasonable tourism expenses; and inexpensive accommodation, respectively and it was found at a high level ($\bar{x} = 3.83$, S.D. = 0.88).
Security factor	Safe tourism and safe life found at a highest level ($\bar{x} = 4.31$, S.D. = 1.00). Legal factor i.e. good relationships between Thailand and Korea; good quality of medicinal personnel; and modern medical equipment found at a moderate level ($\bar{x} = 2.63$, S.D. = 1.11).
Economic factor	Appropriate expenses of livelihoods and appropriate expenses of medical treatment found at a moderate level ($\bar{x} = 3.07$, S.D. = 1.14).

Factor	Results
Accommodation factor	Appropriate place/location and perfect convenience facilities such as internet and others found at a high level (\bar{x} = 3.65, S.D. = 0.89).
Cultural factor	Good culture and Chiang Mai and Korea share similar culture found at a high level (\bar{x} = 3.90, S.D. = 1.04).

Part 3: Factors having influence on the decision-making of Korean tourists

According to personal factors, results of the study revealed that most of the respondents were male (65.53%), 31 – 45 years old (63.82%), 15-30 years old (17.41%), bachelor's degree graduates (49.83%) and followed by master degree graduates (28.67%). About one-third of the respondents (38.23%) owned business and followed by company employees (19.80%). More than one-half of the respondents (58.02%) had an income range of 50,001–100,000 baht per month and followed by 100,001–150,000 baht (21.50%). Less than one-half of the respondents (44.37%) gained an income from their family members and followed by profits of their business (30.38%). Most of the respondents (61.43%) were married and followed by single (33.11%).

Regarding factors on the psychology in perception, it was found that most of the respondents perceived data on tourism through electronics media (190 persons). They perceived it through Kakao Talk most and followed by concerned agencies on tourism (Long stay club in Thailand and friends, respectively). For motivation, the respondents mostly chose to stay in a hotel due to reasonable price, good security, convenient travelling, good service, beautiful decoration, near to tourist attractions, full of convenience facilities, and some hotels have Korean partnership. This was followed by resort, bungalow and guesthouse, respectively.

In the case of cultural factors, most of the respondents know and admired local culture. In other words, they admired the following: ritual ceremony, tradition, festival, and local ritual ceremony. It was followed by traditional handicraft such as cloth and cloth product, basketry, wood carving product, silverwork, pottery, and other handicrafts. Besides, they admired the following: local food, traditional medicine, local music and song, northern dance, dialect, folk tale, local sports and martial arts.

In terms of social factor, the respondents mostly made a decision by themselves to visit Chiang Mai for a long time (60.06%), and followed by spouse joined the decision-making (16.38%). For the facilitators in convenience for long stay, most of the respondents contacted tour agencies, foundations and long stay association in (47.78%). Only 24.23 percent did not (24.23%) and only 15.01 percent relied on their friends, respectively.

Part 4: Travelling behaviors

Regarding travel experience in Chiang Mai, most of the respondents had visited Chiang Mai before they made a decision to stay there for a long time (3 – 5 years, 1 - 3 Months, and 3 months – 1 year, respectively). The tourist spot which the respondents preferred to visit most was sports/health service places. This was followed by cultural tourist attractions, and natural tourist attractions, respectively. Based on tourism activities, it was found that most of the respondents preferred to use service of food shop, coffee shop, and shopping mall. This was followed by trekking, waterfall visit, temple visit, rafting, elephant riding, bird watching, spa/massage service using fitness service using, museum visit, historical center visit, cloth weaving village visit, orchard visit, orchid farm visit, mixed-farming garden visit, joining Songkran and Loy Krathong festivals, etc. However, using homestay service was found least. Most of the respondents preferred to use car rental service most and followed by Uber/Grab service using.

Most of the respondents spent money on their travel/tour for more than 20,000 baht per month and followed by 15,001 – 20,000 baht. Most of them visited Chiang Mai with their children, followed by alone and with spouse, respectively. They preferred to stay at home/townhouse and followed by condominium. Most of the respondents visited Chiang Mai to Chaperon their children studying there. This was followed by spending time after retiring, recuperating/healing, studying, relaxing, playing sports, respectively.

Part 5: Satisfaction with Long stay

In terms of natural, cultural and historical tourist attractions, it was found that the respondents had a high level of satisfaction with it due to the following: absoluteness of tourist attraction, appropriate car park, security, cleanliness, convenient travelling, and having personnel who facilitate convenience. Based on travel/tour, sport activities for tourism, and health service place, the respondent had a highest level of satisfaction with massage service and golf sport was found at a high level, on the basis of services of caddy. For fitness activities, the following were found at a high level: appropriate place, beautiful place, service of the trainer/fitness center, convenient accessibility. On the basis of security, the respondents were satisfied with it a high level because there were not problems in terms of: political turmoil, natural disaster, terrorist, and tourist spot. For value perception, the respondents were satisfied with the following at a high level: worthiness of money spending for travelling; worthiness of the decision-making to stay in Chiang Mai, and worthiness of time spending in Chiang Mai.

Discussion

According to results of the study, it could be explained that push factors on tourism from Korea which had influence on the decision-making of the respondents to stay in Chiang Mai comprised too much concept by doing a lot which Koreans regard it as an important criterion in their livelihoods. Hence, most Koreans sleep for 3-4 hours a day. This conforms to a study of Thandee (2006: 72-101) which revealed that Koreans truly work hard and they are serious about it in order to save money for bright future. Because of this, most Koreans prefer to promote hard working or many hours a day and results in stress. In 1990, Korea gained the current of globalization and aimed to develop the country to enter the world market. The Korean government began to put the importance on English language more than before. This made Korean have good attitude towards foreign languages and education and many of them supported their children to pursue study abroad. These factors become to be push factors influencing parents to visit their children abroad. Many Koreans send their young children to study in international schools both inside and outside the country and after that to pursue study in the U.S.A., Singapore, Hong Kong, etc. This is a new alternative or opportunity in education. Besides, it is one way to avoid stress due to serious livelihoods in Korea. This also conforms to a study of Pinthawihok (2013: 29) which found that, in Korea, to pursue study depends on learning achievement in each subject and a student cannot choose a field of study based on his interest. Not only this, Korea is now becoming to be an aging society and there are a lot of nuclear families and this is one reason why aging people there wish to stay in other countries to reduce daily expenses of high cost of living. All types of long stay Korea tourists in Chiang Mai think that it is travelling for relaxation, learning new culture and avoid stress due to social and economic conditions in Korea.

For pull factors on tourism in Chiang Mai province, Chiang Mai is clam and attractive having diverse types of tourism. Indeed, Chiang Mai has a lot of good food shops, restaurants, hotels, resorts condominiums, homestay programs, etc. All of these attract both Thai and foreign tourists to visit Chiang Mai until it becomes to be a world class tourist destination. Furthermore, long stay program in Chiang Mai is now popular among foreigners who want to relax in and learn ways of life of local people both in rural and urban areas. Meanwhile, health tourism aims to learn ways of life and relax aside from health activities or medical treatment. Another term “Education tourism” it refers to educational trip which

focuses on the provision of services to foreign students to visit Thailand or Chiang Mai and this is responsive to needs of Korean tourists. Interestingly, Thai people are usually friendly or hospitable and will to assist foreigners when they have problems in the country. Due to good tourism image, Chiang Mai becomes to be a tourist destination of Koreans and other foreigners. In fact, Chiang Mai is popular due to the following: low cost of living, good/standard schools/colleges/universities, good/standard hospitals, convenient transportation, and good security. This conforms to a study of Saengpikul (2008: 2) which indicated that Korean tourists used long stay service in Chiang Mai because of safe livelihoods there.

Regarding main factors having influence on the decision-making to stay in Chiang Mai of the respondents, it was found to be father and husband since people there respect male rather than female due to the influence of Confucianism. That is male is the leader and female is the follower and they seldom have important social roles. Because of this, gender dividing line clearly appears in task roles. For example, male usually does not cook food or take care of children because it is the duty of female. These roles are strictly practiced in Korean society. For data perception on long stay program in Chiang Mai, most of the respondents perceived it through Kakao Talk online. In facts, there are more than 3,000 Koreans staying in Chiang Mai and there is South Korea consulate Office there. Likewise, results of a study of Pinthawihok (2013: 29) showed that long stay Korean tourists had made a plan in advance through relative or friend contact on accommodation finding in Chiang Mai. Another important factor was that the respondents had good attitude towards Chiang Mai and they were satisfied with their long stay activities there at a high level.

In the case of travel/tour behaviors of respondents, they were satisfied with the quality services of the public and the business sectors which included: accommodation, car rental service, tourist attractions, grocery shops, shopping malls, food shops, convenience facilities, good public health system, and security. For sports, it was found that most of the respondents preferred golf most. What should be added to be concrete is the preparation of business to cope with aging tourist and health tourism. It is because there is a steadily increase in a number of aging Korean tourist every year and many of them want to recuperate there. For example, private hospital services for long stay foreign tourist leading to be an international health center based on 5 aspects: 1) Physical health promotion i.e. annual health check program, home visit, health problem consulting, provision of nurses/care

givers, health food service, traditional Thai massage, physical therapy, etc., 2) Mental health promotion i.e. meditation, music therapy, health tourism, library service, and party/recreation activities, 3) Social nursing service i.e. health promotion group activities, cultural exchange group activities, information service such as computer, internet, overseas telephone, collaboration service such as VISA extension, long stay document translation, ticketing, etc., 4) Spirit nursing service i.e. observing the precepts, dharma practice (Buddhism), aging to the church (Crist, and praying (Islam), 5) Security nursing i.e. regular nursing, emergency calling, and medical networks with nearby hospital. In addition, Korean parents in Chiang Mai prefer to send their children to private schools and universities (English program) there such as Waree Chiang Mai, Montfort, Wichaiwittaya, Sarasart Chiang Mai etc. because it is cheaper than international school.

Therefore, researchers therefore developed a completely new model for promoting long-stay tourism for Korean tourists staying in Chiang Mai Province. By developing from the original format used in the present. Cross-cultural communication is an important factor for the development of a long stay model message sender and the receiver having different culture or language can be done by using gesture or body language aside from verbal language in order to convey cultural meaning. Because of this, population movement in the current age also bring their culture to their destination. Like in the case of long stay Korean tourists in Chiang Mai, they are nationalism so they create networks and have no opportunity to learn Thai culture in many aspects, particularly on communication. Consequently, these Korean tourists want to be promoted on the participation in social activities between them and Thai people more than before. For example, the participation with the educational sector as it used to do such as Thai & Korean cultural exchange program at Maejo University, participation in activities of Korean Language Section, Chiang Mai University and participation in some activities of Chiang Mai Rajabhat University. These activities cannot be seen at present because there is no coordinator. However, it is found that the long stay Korean tourists have communicative problem when they join activities with Thai people so it needs to find Thai people who can speak Korean language or Koreans who can speak Thai language for effective communication.

On the basis of the public service system on VISA application, it should be standard in terms of convenience, rapidness, correctness, and efficiency. Besides, it should have

personnel development to cope with long stay Korean tourists. That is, personnel of concerned public and private agencies should be developed in terms of Korean language. Also, it should have the establishment of the center taking care of long stay Korean tourists so as to be a data dissemination source for Korean tourists. Various communicative equipment must be improved such as information board, website and data on public service to make Chiang Mai is an area for information exchange among tourists leading to be friendly with all groups of long stay Korean tourists

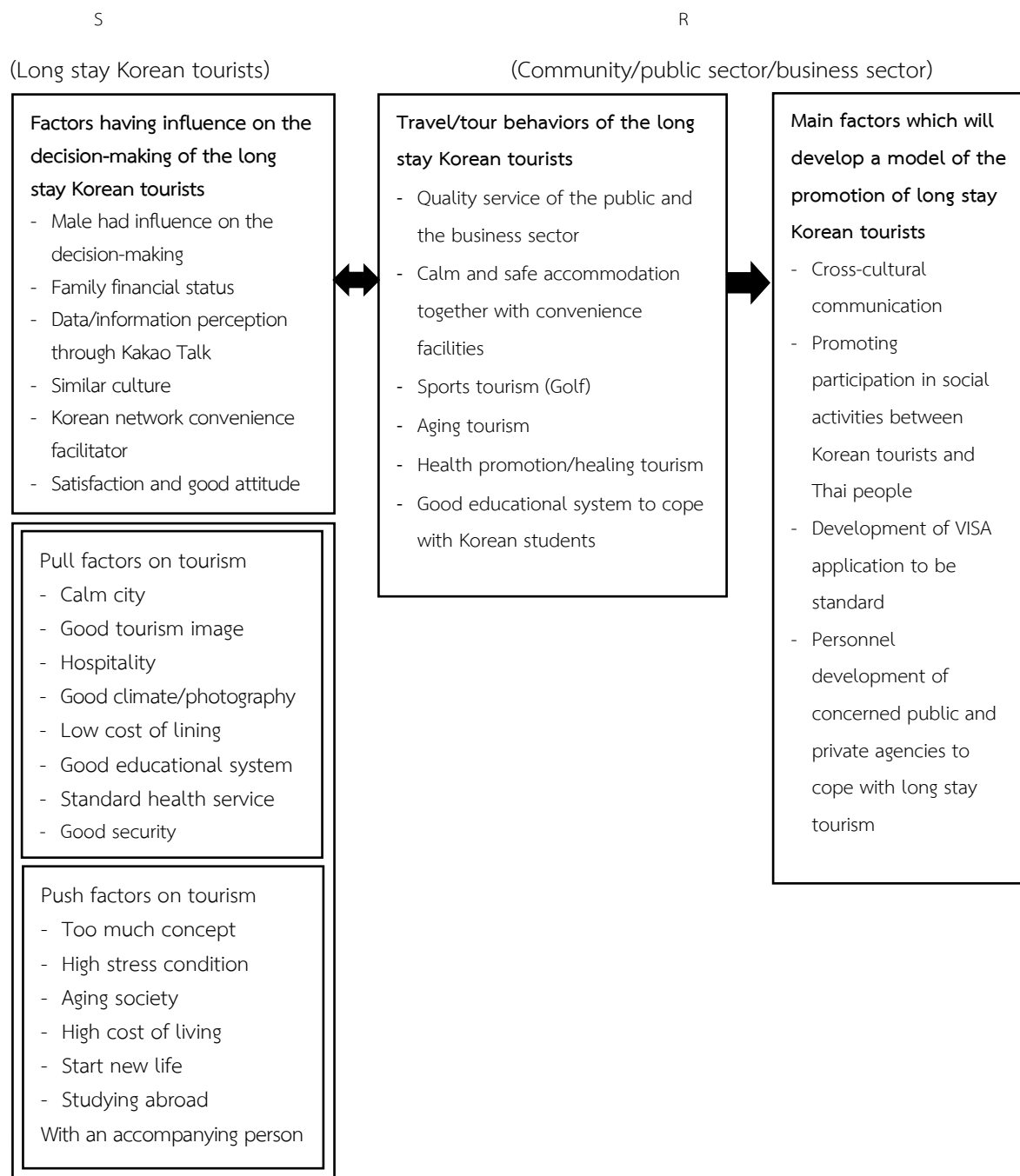


Figure 2 A Model of long stay tourism of Korean tourists in Thailand

Suggestions at the policy and strategy level

Concerned public agencies should prepare a policy promoting long stay program of Korean tourists in Chiang Mai. In this respect, it should have an increase in area in the campaign project for promoting long stay of Korean tourists and continual public relations should be done. Also, it should have coordination with concerned private agencies such as real estate rental/sale service entrepreneur, Korean food restaurant, shopping mall, public car, etc. for mutual planning on tourism design and service improvement. Not only this, it should have promotion on social integration of long stay tourists and local people. In terms of creative social activity participation such as volunteers in development private organization or in the public sector. In other words, long stay Korean tourists should have an opportunity to participate in Thai cultural activities such as Songkran and Loy Krathong festivals.

Suggestions at the practice level

Entrepreneurs can design their service to cope with needs of long stay Korean tourists by using results of the study for improving good/appropriate services. This must be consistent with activities of long stay tourism and responsive to needs of long stay Korean tourists. Besides, redesign of service should be done for providing data/information service and convenience facilitation to long stay Korean tourists in Chiang Mai and nearby areas. Examples are data service for tourism center and Thai-Korean interpretation service center. Furthermore, long stay Korean tourists should hold activities and participate in cultural activities of Chiang Mai province to promote good relationships between them and local people.

Suggestions for next research

At present, concerned local agencies and area owners do not have needs for development to cope with long stay tourism of Korean in Chiang Mai. Thus, future context/ and development direction should explore opinions and knowledge/understanding of local people in Chiang Mai about impacts of long stay tourism and benefits to them as well as travel/tour behaviors of each nation for a comparison and preparation of model promoting appropriate long stay tourism. This is because this study is pacifically for behaviors of long stay Korean tourists in Chiang Mai province. It can be a basis for an analysis and preparation of a model promotion long stay tourism. In fact, there are other long stay foreign tourists in Chiang Mai and their travel/tour behaviors may differ from that of long stay Korean tourists.

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