

The Sustainable Cultural Tourism of Nakhon Si Thammarat Province in Thailand

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Abstract : The objectives of the study were to determine the factors influencing tourists' destination decision making for cultural tourism in the southern provinces, to examine the potential for developing cultural tourism and to guideline for marketing strategy for cultural tourism in Nakhon Si Thammarat. Both quantitative and qualitative data were applied in this study. The samples of 400 cases for quantitative analysis were tourists who were interested in cultural tourism in the southern provinces, and traveled to cultural sites in Nakhon Si Thammarat, Surat Thani, and Phuket, and 14 representatives from provincial tourism committee of Nakhon Si Thammarat. The study found that Thai and foreign tourists are influenced by different important marketing mix factors (7Ps) when making decisions for cultural tourism in southern provinces. The important factors for Thai respondents were physical evidence, price, people, and place at high importance level, whereas, product, process, and promotion were moderate importance level as well.

Keywords : marketing mix factors, Nakhon Si Thammarat province, sustainable cultural tourism, tourists decision making

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