

3. Your suggestion about strategies for Local Wisdom, Identity and Lanna Culture to Hotel Business Management

FIX PRICE. (FAIR PRICE)

Maintain local architecture and preserve Nature.

offer more opportunities to learn how to speak Thai.

Business Management

People are friendly, beautiful city and villages.

This is OK!



PLEASE TEACH TAXI DRIVERS SOME MANNERS
AND THE PEOPLE ARE VERY VERY NICE
LOVING and Good.

ALSO TEACH FARANG TO WEAR ~~ARE~~ MODESTLY
IN THE TEMPLES THEY ARE DISRESPECTFUL

TOWARDS THE LOCAL
CULTURE + TRADITION.

Thank you very much for your cooperation

The researcher of the research project

Advice on transport v important to visitors

Business Management

Keep this area authentic.

No Starbucks or

McDonalds, even
if tourists think they
need these stores.

Thank you very much for your cooperation

The researcher of the research project

Suan Dusit Rajabhat University

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CULTURAL ASPECTS IN CHIANG MAI ARE ATTRACTIVE FROM A TOURIST PERSPECTIVE. YOU DON'T COME NORTH TO PARTY OR ENJOY THE WEATHER, YOU COME TO IMMERSE YOURSELF IN AUTHENTIC TRADITIONAL THAI LIFESTYLE. THEREFORE, TOURISTS WOULD APPRECIATE

BEING OFFERED MORE LEARNING-RELATED ACTIVITIES SUCH AS

Thank you very much for your cooperation

The researcher of the research project

Suan Dusit Rajabhat University

GUIDED TOURS OR EMPHASIS ON CHIANG MAI CULTURAL SPECIFICITIES.

GOOD LUCK TO YOU GUYS, CHIANG MAI IS AMAZING WITH LOVELY PEOPLE!

KHOB KUN KROP.

Nothing it's a very beautiful province with very nice people and local residents. There are a lot of things to interest and visiting and discovery.

MORE WALKING TOURS - MAYBE AUDIO GUIDES TO LET YOU ENJOY AT YOUR OWN PACE AND STILL UNDERSTAND THE CULTURAL SIGNIFICANCE OF EACH LOCATION TO THE THAI PEOPLE

Business Management

Thank you very much for your cooperation

The researcher of the research project

I don't know very much about local wisdom, identity, and Lanna culture. However, if I have chance to learn more I am happy. I think language is the main barrier even though local people are very friendly and warm.

Thank you very much for your cooperation

The researcher of the research project

Suan Dusit Rajabhat University

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Business Management

I hope there will always be lots of
Authentic local handicrafts for sale.
It is nice to see different products that you
don't see in the other areas

Maybe more promotion

I would like more detailed English explanations
and descriptions at the different sites so
I can learn more

For now I haven't got any suggestions

Business Management

Focus A SEPARATE LANNA IDENTITY, (AS OPPOSED
TO THAI). THIS WILL BE USEFUL AS MYANMAR
OBBE TO TOURISM.

Business Management

Include some local desserts for
breakfast.

Business Management

This is a beautiful place, please keep this way.

Business Management

FURNISHINGS & STYLING TO LANNA STYLE NOT WESTERN

EXPLANATION OF ENVIRONMENTAL REASONS FOR WATER JARNS ETC
NEEDS MORE AUTHENTIC THAI INPUT - NOT BELIEVABLE!

Business Management

Keep the touts away from
the entrance of the hotel.

Thank you very much for your cooperation

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Business Management

ARTS + CULTURE PROVIDES
THE MOST UNIQUE EXPERIENCE.
FOR ME AS A TOURIST. DIVERSITY
OF LOCAL MANUFACTURED PRODUCT
IS IMPORTANT

The set of local Lanna Service.

Business Management

Guides at attractions

Business Management

DAILY MASSAGE

LAKE - WATPHRAHIMPHANG & 300

Easier transportation for tourists
Taxi is hard to find/use

ENCOURAGE LOCAL ARTS AND CRAFTS TO CONTINUE

Business Management

It's my first day in Chiang Mai
So I do not have enough
Experience to do any suggestion

Thank you

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To have a tour of the major attractions and service Internet Wifi.

Create ways for tourists to connect more authentically with local people.

Business Management

have planted to rice in home stay.

A LITTLE HARD TO DISCOVER GENUINE (AUTHENTIC) GUIDANCE FOR A SHORT VISIT. MANY TOURS, LITTLE HELP IN FINDING QUALITY ADVICE.

WILL VISIT CULTURAL CENTRE TODAY

- Provide introduction regarding local identity and strategies when welcoming new customers.
- Discuss how tourists can support.

~~Hotel~~ Hotel staff who have information to tell tourists about items of interest - it does not have to be the standard tours.

And tourists must be informed of local customs, so they can respect them

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Business Management

A tour of the main temple of Chiang Mai would be very interesting. I would appreciate explanations about Buddhism by a guide. Messages such as Chiang Mai inheritance of wisdom and excellent food should be emphasized.

temple tours very good.

Keep the people smiling.

I think the hospitality in the hotel management in Chiang Mai is great.

It's hard to find restaurants in Chiang Mai that are good for Thai food but also clean.

Business Management

— Propose Tours with good guides to explain local wisdom, Identity, Lanna Culture.

— Include explanations on local wisdom / Identity and Lanna culture in existing tours

— Train hotel managers about speeches to say to

tourists when they arrive in the hotels, so that managers can explain briefly

local wisdom, Identity, Lanna Culture to visitors and make them want to do the tours

Thank you very much for your cooperation

The researcher of the research project

Chiang Mai Rajabhat University

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Lots of local knowledge from staff in hotels is
very important

Talk more and more about
your culture and rework

Business Management

Information at tourist attractions.

We learned much from Sgt. Kai and Noy in
their company

Business Management

invest in infrastructure to keep
streets ~~an~~ clean; showing respect gains
more respect. teach about culture.
Activities (elephant, zip-line, etc) should be
consolidated on streets, so walks are
not as full of
the same
offers.

Thank you very much for your cooperation

The researcher of the research project

Suan Dusit Rajabhat University

Good Luck & Have fun.

It's a beautiful land here. ☺

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→ TABLES, POINTS (INFO)

MORE TRAVEL INFORMATION FOR TOURISTS

More info on Buddha images.

business management

Have more information for tourists on local practices and tradition.

keep on the good work!

Perhaps it's possible to renovate hotels because all are very old. The rest it's perfect

Business Management

RENEW TAIC HOTELS, "THE HOTELS"
ARE OLDETS

Business Management

THE POLLUTION IS TERRIBLE
PEOPLE BURNING FIRES EVERYWHERE
AND NO-ONE DOES ANYTHING THIS
WILL STOP PEOPLE TOURISTS COMING TO
THAILAND

Thank you very much for your cooperation
The researcher of the research project
Suan Dusit Rajabhat University

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Business Management

Less Franchised stores. McDonalds? Starbucks?
Local Food is much much better!

Business Management

MORE INFO IN ENGLISH ON LOCAL
CUSTOMS AND HABITS

BEAUTIFUL CITY AND PEOPLE!

Maybe more foreign translations

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Business Management

Promotion of cultural events

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Business Management

Encourage more local businesses to advertise
that they sell locally grow food, products.
Shops in town that show the processes in pictures
and demonstrations to promote Lanna culture.

Business Management

STAFF AT DESK PROMOTE WHAT IS GOOD TO DO
AND SEE OR LOCAL PLACES TO EAT

Do not change your local identity to
please the tourists

Business Management

ATTEMPT TO AVOID THE LANGUAGE BARRIER
BY HAVING A RANGE OF GUIDES THAT ARE ABLE TO
TRANSLATE LOCAL KNOWLEDGE TO TOURISTS FROM ALL
OVER THE WORLD

NEVER CHANGE A WINNING TEAM.

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Business Management

Chiang Mai is at this moment very good for tourist, because it is not so busy at this moment. My suggestion is on more reclame to make for Chiang Mai because it is a very nice area !!!

Business Management

It's a Beautiful Province

Business Management

RETAIN ETHNIC DIVERSITY

ENCOURAGE LAW-KEEPING

PLAN THE SMALL & SIMPLE RATHER THAN GRAND & GRANDIOSE

Business Management

find a way for tourists to appreciate culture + identity in a way which is empowering for local people. eg. do not do village tours where the tourist is just a passive observer but perhaps something more respectful of local people + culture.

Business Management

- * VARIED MENU'S - DIFFERING THAI FOODS
- * HOTEL EXCURSIONS/TRIPS VERY EXPENSIVE

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or
Hold a regular evening ~~or~~ day event
tourists can attend showing the
local culture inside the city?

MORE CHOICE OF LOCAL THAI CUISINE ON MENUS
TO MANY REPEATED DISHES.

MORE CHOICE OF DRINKS OFFERED,

Business Management

Politeness + cleanliness + traditional food lead to a good hotel

- Internet wifi

Siripanna is a very good well done
management.

business management

More info in English, a guide to
explain religion and etiquette
e.g. clothing in temple, tipping,
phrasas.

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Business Management

Very beautiful and interesting country, but
sometime the food is a little too spicy for
occidental people! I'm very impatient to visit
more.

STRESS MORE THE CONNECTION TO BARTHA
(CLOSE BORDERS) AND THE HISTORY OF
BORDER CROSSING (SMUGGLING, WARS...)

I'm not sure - but I've enjoyed Chiang Mai so
far!

Be real, don't make show off

Business Management

Very kind people all over.

underlining more the local culture
by more nationally and
internationally spread
wisdom

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REPHRASE SECTION 2

QUESTION 2

ALSO SECTION 1 QUESTION 6

SEEMS A BIT RICH. REALLY FEW FARANG

MAKE \$30,000 USD PER MONTH. I DO BUT THAT
IS ABOUT 2% OF US TODAY

REAGUE YOURS +15%

MORE FESTIVAL DANCE

IDENTIFY TARGET MARKET - EG ARAB -
AND MARKETS TO IN

Business Management

Clean air, no burning

Speak English, French and German. Good presentation, maybe
put some "good" music and offer sexual services.

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Business Management

Visitors to Northern Thailand are
well catered for. No complaints

Business management

I don't know
perhaps more environment protection

Keep on doing what you're doing :)

Business management

MORE DETAILED ~~EXPLANATION~~ EXPLANATION
OF THE WATS

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Business Management

Beautiful city. Nice hotel. Safe environment
for female travelers,

Business Management

The hotel was very good. Very helpful

Hotels can instruct visitors, what the
customs are in the temples.

Business Management

It's ok like that. Maybe it can be more
promoted.

Business Management

TRAFFIC CARD & TRAIL
IS MORE AND MORE EVERY YEAR.
SOON BUSY LIKE EVERY CITY.
TIME TO LEAVE

Business Management

More information on the history and traditional
customs and festivals

Thank you very much

Business Management

Nothing ~~everything~~ everything ok.

Thank you very much for your cooperation
The researcher of the research project
Suan Dusit Rajabhat University