

Research Title	The strategies for local wisdom, identity and Lanna cultural for Self – Sufficiency Economy in hotel business management
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This research paper aims to study local wisdom, identity and Lanna culture and to understand the authentic local wisdom, identity and Lanna Culture in order to analyze the solutions to strategies for local wisdom, identity and Lanna culture to the hotel business. This research was done by mixed method (Qualitative Research, as well as Quantitative Research). By ways of studying from document and in-depth interview with related group of concerned persons to find the local wisdom, identity, the culture and the proper management in 3 star hotel in the area. By means of quantitative research, questionnaire had been developed and gathered from tourists to consider the authentic level about local wisdom, identity and Lanna culture. The main sources of information are from (1) the related group of people with local wisdom, identity and Lanna culture concern (2) the related group of people with hotel business concern (3) tourists in Lanna area (4) the groups of academics in the field of hotel industry and culture. For the quantitative research, the sample were from Thai and foreign tourists with 400 samplings for each category. The method of data analysis was done by computer to find statistic data such as the frequency, the percentage, the means, the standard deviation and the one-way ANOVA test had been used to synthesize the information from qualitative research and check the accuracy of data by triangular method.

The results from the research indicate that local wisdom and culture are very distinctive and have their own identities. These identities can be classified into 10 groups, as follows (1) the food (2) the languages (3) the costumes (4) the festival (5) the environment, climate and botany (6) the music art (7) the architecture (8) the art, sculpture (9) the behavior and life style (10) etc. such as handmade art and Thai

medical science. The Lanna selling points for tourists are the cooling weather, the indigenous culture, easy lifestyle and local languages, respectively. For foreign they love to try local food. For Thai, they always think of cool either.

For the level of satisfaction, among the tourists in term of local wisdom, identity and Lanna culture, has turned out to be high in the aspect of beauty from natural resources, pure and un-toxic are quality. This is followed by the beauty of architecture, the behavior and life style of local people, the culture and the facilities. The mark out the level of satisfaction, toward local wisdom, identities and Lanna culture in term of demography approach found out that the differences in gender and ages have no significant effect to the level of satisfaction, however only nationalities and education has little effect on the satisfaction scale with a level of significance at 0.01.

At present the local wisdom, identity and Lanna culture that local to business model management for 3 stars hotel are in the area of art, architecture, costume and food. Art and Architecture are used to decorate the sites and cultural costumes and food are to be used in there standard operational services. In addition to this general use, there are many identities, such as handmade wood craft and wood work, which are used as ornaments.

In some area, the local wisdom of massage is used in spa business. However, tourists still see to the weak point when utilizing the local wisdom, identities and culture of business hotel management such the employees only got the Lanna appearance but lack of knowledge and Lanna-spirits, therefore, the strategies, to a sustainable development, is the render knowledge, identity and Lanna culture to their employee and to let them realize, understand and make use of all matters in the right way. Nevertheless, the networks of all level need to be set up (public, private and local community, like win) to integrate all functions to work together. Hotel body should act like a center hub of knowledge, exhibition, business and tourist information in order to bring balance .Human skill (software), as well as, architecture site and atmosphere (hardware). The cultural bureau of each province should be acting like a coach and bring balance to all business by utilizing the strength of culture as l leverage since it is directly liable to the society.