

<b>Research Title</b>	Tourism Marketing Strategy for Chinese Tourists: Case Study – Lanna Culture Tourism Development Region
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The aims of this research are to study expectation and satisfaction towards tourism of Chinese tourists travelling in Lanna culture tourism development region, to study tourism marketing mix strategy (7 P's) affecting towards tourism of Chinese tourists travelling in Lanna culture tourism development region, to study improvement guidelines for enhancing tourism marketing mix strategy (7 P's) for Lanna culture tourism development region management. The representative sample (stratified sampling) was 468 Chinese tourists travelling in Lanna culture tourism development region; Chaingmai and Chaingrai. The qualitative sample was community leaders, entrepreneurs, and policy supportive figures in tourism industry.

The analysis of marketing mix strategy (7 P's) applied in Lanna culture tourism development region was found out that entrepreneurs, local community, including government sector had adopt themselves to catch up needs and wants and serve numbers of Chinese tourists contributing to healthier community and country economy. However, in order to promote tourism sustainability in the long run, suggestions for tourism marketing strategy for Chinese tourists should be concerned about social and environmental responsibility. Therefore, marketing mix strategy guidelines applied for Chinese tourists consist of Tourism Marketing Strategy for Chinese Tourists (13 P's): Case Study – Lanna Culture Tourism Development Region are shown as follows;

**1. Planning** – improve and develop all sectors from landscape design, physical environment care, to behavior and attitude to serve Chinese tourists.

**2. People** – educate and train personnel, entrepreneurs, people in the community, and even tourists to enable them to realize their roles and responsibilities to promote sustainability in tourism industry.

**3. Product** – design and develop products and service to meet the tourists' needs, including create impression.

**4. Positioning** – identify the business selling proposition and represent uniqueness, identity, and true characters to serve Chinese tourists.

**5. Price** – price products and services to reflect the creativity and value of Lanna cultures and history.

**6. Process** – improve service processes corresponding to the community's way of life, also develop service standard and process to become Lanna service system.

**7. Presentation/Packaging** – design packaging and present products and service with standard, hygiene, and safety by representing Lanna uniqueness and identity.

**8. Place** – provide comfort and convenience in every touch point, including enable tourists to experience Lanna tourism culture.

**9. Promotion** – catch up with trends in order to create buzz but still conserve Lanna own local identity.

**10. Promise** – keep the promise and treat tourists well both before and after delivering the service to establish loyalty and encourage the tourists to revisit Lanna culture region next time.

**11. Perception** – create understanding among local people and properly position Lanna selling points in order to communicate the real Lanna culture to tourists.

**12. Prove** – create trust among tourists and be able to measure the advantages of the visiting in Lanna region creating satisfaction and passing influential feeling and information about the potential of Lanna culture tourism development region to serve Chinese tourists.

**13. Payday** – after applying all marketing mixes mentioned above, all sectors in Lanna culture tourism development region help conserve and transfer social value, culture, the way of life, wisdom and Lanna identity and uniqueness, inevitably promoting sustainability in Lanna culture tourism development region.