

**SUSTAINABLE TOURIST DESTINATION BRAND
IMAGE ASESSMENT CASE STUDY OF
MAE KAM PONG COMMUNITY**

Nattawut Wita

**A Dissertation Submitted in Partial
Fulfillment of the Requirements for the Degree of
Doctor of Philosophy (Integrated Tourism Management)
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ABSTRACT

Titles of Dissertation	Sustainable Tourist Destination Brand Image Assessment Case Study of Mae Kam Pong Community
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This study examines the relationship between attributes-holistic uniqueness: slow tourism, psychology: emotion and sustainable image in the context of community-based tourism. An image of tourism brand at present plays important roles in the construction of tourist attraction. An image of tourism brand is a marketing strategy which can make tourist attractions be successful. In the past, a study on an image of tourism brand put the importance on brand image as most viewed by tourists. The image measuring of community-based tourism at the local level can lead to sustainability.

However, academic are little interested in it. The aimed of this research to measure sustainable community-based tourism brand images as viewed by tourists and stakeholders in tourist attractions, following were research questions: 1) How is the relationship between the brand image based on the holistic- attributes of the tourist attractions towards the brand image based on the tourist attractions uniqueness: slow tourism of tourist attractions in Mae Kam Pong community? 2) How is the relationship between the brand image based on the tourist attractions uniqueness: slow tourism of the tourist attractions towards the brand image based on the psychology: emotion of tourist attractions in Mae Kam Pong community? 3) How is the relationship between the brand image based on the psychological: emotional towards the brand image based on the sustainable image of tourist attractions in Mae Kam Pong community? 4) How is the sustainable community – based tourism brand image as viewed by stakeholders?

This study employed mixed methodology (quantitative and qualitative researches). A quantitative approach involving survey of Thai tourist, in Mae Kam Pong village, Cheng Mai, Thailand from September 2017-February 2018. A survey questionnaire was administered to tourist and a total of 392 completed responses were collected. The data analyses performed using a standard multiple regression method. A qualitative approach involving survey of Thai stakeholder, in Mae Kam Pong from February 2018-March 2018. The in-depth interview was administered to stakeholder and a total of 30 completed responses were collected. The data analyses performed using content analysis.

The quantitative results indicate that the model of attribute-holistic was related positively to slow tourism, uniqueness slow tourism and psychology emotion, and emotion was positively related to natural sustainable. The qualitative finding demonstrate that natural resources and peaceful to relax accommodations are the highlight resource of Mae Kam Pong village. The village is the potential slow tourism and is sustainability of the cultural and natural by management system. The conceptual framework developed and tested in this study can be used as a guideline to enable an appropriate community-based marketing strategy that promote slow tourism and sustainable destination to be developed.

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The PhD journey provided me with a combination of emotion. Starting from the end, I enjoy and happy with my PhD because I expect which educate in Doctoral Degree. Before happiness, I have many emotions which are pressured, confused, and emptiness; in contrast, the first time in PhD, I feel hope and proud. Doctoral studies are a challenges journey which the thesis coordinate many people that help me willingly made the completion research possible.

First of all I profoundly thanks my parents (Mr. Sak Wita and Mrs. Sawai Wita). They are the originators that give me breath, train, and supporting me all. In addition, I special thanks to my family (Mrs. Worapan and Phattharapon Wita) who always care and encouragement. The next, I would like to refer my supervisor, Dr. Suwaree (Ann) Ashton. She like my tourism academic mother. Dr. Suwaree taught me about how to do PhD research (Another world); moreover, she empathize me. The other one, when I have a dream which study in tourism PhD, but it's too hard for me. Associate professor Dr. Therdchai (Ted) Choibamroong give me a great opportunity, he invite me in Nida PhD.

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TABLE OF CONTENTS

	Page
ABSTRACT	iii
ACKNOWLEDGEMENTS	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	xiii
CHAPTER 1 INTRODUCTION	1
1.1 Introduction	1
1.2 Background and Significance of the Problem	1
1.3 Justification for the Research	4
1.4 Objective of the Study	5
1.5 Research Questions	5
1.6 Hypothesis Testing	6
1.7 Contribution for the Research (Expected Outcomes)	6
1.8 Scope and Delimitation of the Study	7
1.9 Operational Definition of Terms	8
1.10 Thesis Structure	9
1.11 Summary of Chapter 1	10
CHAPTER 2 LITERATURE REVIEW	12
2.1 Introduction	12
2.2 Branding and Brand Image Concepts	14
2.3 Community-based Tourism Concept	22
2.4 Sustainable Tourism Concepts	29
2.5 Core Concept for Measuring Image of This Research	33
2.6 Context of Mae Kam Pong Community-based Tourism	53

2.7 Conceptual Framework	59
2.8 Summary of Chapter Two	60
CHAPTER 3 RESEARCH METHODOLOGY	61
3.1 Introduction	61
3.2 Research Approach Design	64
3.3 The Study Area	68
3.4 Quantitative Research Employ for Measuring Brand Image of Sustainable Community-based Tourism as Viewed by Tourists	69
3.5 Qualitative Research Methodology Used for Measuring Brand Image on Sustainable Community-based Tourism as Viewed by Stakeholders	94
3.6 Research Ethics Process	98
3.7 Summary of Chapter Three	98
CHAPTER 4 DATA ANALYSIS AND RESULTS	100
4.1 Introduction	100
4.2 Data Analysis of Quantitative Research as Viewed by Tourists	102
4.3 EFA and Hypothesis Testing	119
4.4 Data Analysis of Qualitative Research as Viewed by Stakeholders	164
CHAPTER 5 DISCUSSION AND CONCLUSIONS	184
5.1 Introduction	184
5.2 Discussion of Findings	186
5.3 Summary of the Study	198
5.4 Contribution to Relevant Theory	201
5.5 Contribution to the Community-Based on Tourist Destination Management	203
5.6 Limitations of this Research	205
5.7 Recommendations for Future Research	206
5.8 Thesis Conclusion	206

BIBLIOGRAPHY	208
APPENDICES	240
Appendix A Research Questionnaire	241
Appendix B Research Question of Interview	250
Appendix C Questions and Code	264
Appendix D Letter to Item-Objective Congruency Process	268
Appendix E Stakeholder Demographic Analysis	271
BIOGRAPHY	273

LIST OF TABLES

Tables	Page
2.1 Definition of Brand Image of Tourism	22
2.2 Forms of a Study on Community-based Tourism	25
2.3 Level of Community Participation in Tourist Attraction Management	27
2.4 Key Factors in the Study on Components Related to Tourism Resource Attraction	36
2.5 Important Factors on the Study on Components of Basic Infrastructure	38
2.6 Important Factors Employed in this Study on Components of the Accessibility	39
2.7 Key Factors on the Study on the Components on Restaurants and Food Shops in Tourist Attractions	40
2.8 Key Factors in this Study on the Component on Accommodation in Tourist Attractions	41
2.9 Important Factors in the Study on the Component on Product or Souvenir Shops	42
2.10 Component on Psychological and Emotional Perception	50
3.1 A Study on Image as Viewed by Tourists or Customers	64
3.2 Studies on Image as Viewed by Stakeholders	67
3.3 Studies in Image in both side (Demand and Supply Side)	67
3.4 Research Project Planning and Operation	70
3.5 Testing Time Spend and Language	75
3.6 Demographic Analysis	79
3.7 Descriptive Statistics of Natural Attraction	82
3.8 Descriptive Statistic of Cultural Attraction	83
3.9 Descriptive Statistic of Basic Infrastructure	84
3.10 Descriptive Statistic of Tourist Attraction Accessibility	84

3.11 Descriptive Statistic of Restaurants	85
3.12 Descriptive Statistic of Accommodation	86
3.13 Descriptive Statistic of Tour Operation	86
3.14 Descriptive Statistics of Souvenir Shops	87
3.15 Descriptive Statistics of Slow Tourism	88
3.16 Descriptive Statistics of Psychological: Emotional	89
3.17 Descriptive Statistics of Environmental Sustainable Image	89
3.18 Descriptive Statistic of cultural Sustainable Image	90
3.19 Statistics Used for Hypothesis Testing	93
4.1 Demographic Analysis	102
4.2 Demographic Analysis-tourist Behavior	104
4.3 Descriptive Statistics of Natural Attraction	107
4.4 Descriptive Statistic of Cultural Attraction	108
4.5 Descriptive Statistic of Destination Infrastructure	110
4.6 Descriptive Statistic of Tourist Attraction Accessibility	111
4.7 Descriptive Statistics of Restaurant and Food Shops	112
4.8 Descriptive Statistic of Accommodation	113
4.9 Descriptive Statistic of Souvenir Shops	114
4.10 Descriptive Statistic of Psychological Emotional Image	115
4.11 Descriptive Statistic of Slow Tourism	116
4.12 Descriptive Statistic Environmental Sustainable Image	117
4.13 Descriptive Statistics of Cultural Sustainable Image	118
4.14 Cultural Attraction on Exploratory Factor Analysis Result	119
4.15 Natural Attraction on Exploratory Factor Analysis Result	120
4.16 Restaurants and Food Shops Exploratory Factor Analysis Result	121
4.17 Destination Infrastructure on Exploratory Factor Analysis Result	122
4.18 Natural Sustainable on Exploratory Factor Analysis Result	123
4.19 Psychological Emotional Image on Exploratory Factor Analysis Result	123
4.20 Souvenir Shops on Exploratory Factor Analysis Result	124
4.21 Slow Tourism on Exploratory Factor Analysis Result	125
4.22 Accommodation Exploratory on Factor Analysis Result	126

4.23 Cultural Sustainable on Exploratory Factor Analysis Result	127
4.24 Companion of EFA	128
4.25 The Regression Results of Overall Attributes-holistic Towards Overall Slow Tourism	131
4.26 The Regression Results Attributes-holistic Towards Overall Slow Tourism	133
4.27 The Regression Results of Accommodation Toward Overall Slow Tourism	136
4.28 The Regression Results of Souvenir Shops Toward Overall Slow Tourism	138
4.29 The Regression Results of Destination Infrastructure Toward Overall Slow Tourism	140
4.30 The Regression Results of Restaurants and Food Shops Toward Overall Slow Tourism	143
4.31 The Regression Results of Natural Attraction Toward Overall Slow Tourism	145
4.32 The Regression Results of Overall Slow Tourism Toward Overall Emotion	147
4.33 The Regression Results of Slow Tourism Toward Overall Emotion	149
4.34 The Regression Results of Overall Emotion Toward Overall Sustainable	151
4.35 The Regression Results of Emotion Toward Overall Sustainable	153
4.36 The Regression Results of Overall Emotion Toward Overall Natural Sustainable	155
4.37 The Regression Results of Emotion Toward Overall Natural Sustainable	156
4.38 The Regression Results of Overall Emotion Toward Overall Cultural Sustainable	158
4.39 The Regression Results of Emotion Toward Overall Cultural Sustainable	160
5.1 The Hypotheses Testing Results of Attribute-Holistic and Uniqueness: Slow Tourism	188

5.2 The Hypotheses Testing Results of Uniqueness Slow Tourism and Psychological Emotional Image	190
5.3 The Hypotheses Testing Results of Psychological Emotional Image and Sustainable Image	192
5.4 A Comparison of Destination Image between Tourists and Stakeholders	198

LIST OF FIGURES

Figure	Page
1.1 Thesis Structure	9
2.1 Chapter Two Structure	13
2.2 Conceptual Framework	59
3.1 Chapter Three Structure	62
3.2 Research Instrument Design	72
4.1 Chapter Four Structure	101
4.2 Conceptual Framework after EFA	129
4.3 Overall Attributes-holistic Towards Overall Slow Tourism	131
4.4 Attributes-holistic Towards Overall Slow Tourism	134
4.5 Accommodation Toward Overall Slow Tourism	137
4.6 Souvenir Shops Toward Overall Slow Tourism	139
4.7 Destination Infrastructure Toward Overall Slow Tourism	141
4.8 Restaurants and Food Shops Toward Overall Slow Tourism	144
4.9 Natural Attraction Toward Overall Slow Tourism	146
4.10 Overall Slow Tourism Toward Overall Emotion	148
4.11 Slow Tourism Toward Overall Emotion	150
4.12 Overall Emotion Toward Overall Sustainable	151
4.13 Emotion Toward Overall Sustainable	154
4.14 Overall Emotion Toward Overall Sustainable	155
4.15 Emotion Toward Overall Natural Sustainable	157
4.16 Overall Emotion Toward Overall Cultural Sustainable	159
4.17 Emotion Toward Overall Cultural Sustainable	161
4.18 Sustainable Community-based on Tourism Brand Image by Tourists' Model	163
5.1 Chapter Five Structure	185
5.2 Slow Tourist Destination Sustainable Image Development in Model of Community Tourism	200

CHAPTER 1

INTRODUCTION

1.1 Introduction

This study entitled “Brand Image Measuring of Sustainable Community-based Tourism in View of Stakeholders” comprised 10 topics as follows: 1) introduction involving overview of each topic in chapter one; 2) background and significance of the problem which involved the importance of tourist attraction brand image towards tourism industry and a gap of the study on tourist attraction brand image in the past; 3) rationale of the study showing main causes to conduct the study; 4) objectives of the study; 5) three research questions to be responsive to the main objectives of the study and this reflected the main hypothesis of the study; 6) three sub-hypotheses; 7) expected outcomes or benefits of the study based on the managerial administration and academic aspect; 8) scope and delimitation of the study comprising content, time span, and locale of the study; 9) operational definition of terms; 10) dissertation structure showing overview of the study based on components of the study; and 11) conclusions of chapter 1.

1.2 Background and Significance of the Problem

An image of tourism brand at present plays important roles in the construction of tourist attraction (Vitic-Cetkovic, Krstic, & Jovanovic, 2015; Xu, 2018). In fact, an image of tourism brand is a marketing strategy which can make tourist attractions be successful (Matiza & Oni, 2014). Many countries in the world have determined an image of tourism brand as an indicator of the competency in tourism competition. Thailand puts the importance on tourism industry and creates an image of tourism brand as an important marketing strategy in the National Tourism Development Plan, 2012-2016. This is included in the fourth strategy on the construction of

trustworthiness and tourism promotion. It aims to be an important marketing strategy for competition advantage of tourist attraction (Loi & Sentosa, 2015). In this respect, stakeholders in tourist attraction management must construct the difference in an image from that of the competition (Ji & Wall, 2015; Tkaczynski, Rundle-Thiele, & Cretchley, 2015). This can be done by keeping the reputation based on quality and tourist attractions (Loureiro, 2014). It aims to make tourists perceive and assess the tourist attractions until they have good attitudes and decide to visit there (Yu, Hongmei, Feifei, & Ho-hon, 2015)

As a matter of fact, brand image is important to the decision-making of tourists both before and after travelling. Tourists can seek for data on tourist attractions before travelling. Tourists can seek for data on tourist attractions before travelling and then make a decision to travel (Li-Hui, Stylos, Shih-Shuo, & Yu-Yun, 2015). Besides, they may visit tourist attraction again and persuade others in the form of “Word-of-mouth” (Smith, Li, Pan, Witte, & Doherty, 2015). The “Word-of-mouth” can also be a tool for an assessment of tourist attractions for those who have never visited there (Papadimitriou, Apostolopoulou, & Kaplanidou, 2015). An attractive tourism image can make tourists decide to visit a tourist attraction effectively (Al-Kwafi, 2015). Besides, it helps reduce risks in social, psychological, and financial aspects in travelling (Chew & Jahari, 2014). Not only this, a good image can make tourists be loyal to tourist attractions (Zhang, Fu, Cai, & Lu, 2014) and eventually lead to income generating in tourist attractions (Buhalis, 2000). However, an image of tourist attractions has a complicated structure which is difficult to determine a conceptual framework and measure (Tkaczynski et al., 2015).

In the past, a study on an image of tourism brand put the importance on brand image as most viewed by tourists. Meanwhile, some academics investigated the image as viewed by stakeholders in tourist attractions. However, a study on tourism image at present still lacks consistency between tourists and stakeholders in tourist attractions (Ji & Wall, 2015). Besides, a comparative study on tourism image is overlooked (Nghiêm-Phú, 2014). For the management of tourism images, stakeholders must coordinate to one another in communication and reputation keeping of tourist attractions (Kislali, Kavartzis, & Saren, 2016). This is done through information receiving from tourists, business owners in tourist attractions and local people

(Llodrà-Riera, Martínez-Ruiz, Jiménez-Zarco, & Izquierdo-Yusta, 2015). Particularly, local people must play roles in image construction to attract tourists (Papadimitriou et al., 2015).

Community-based tourism is an alternative which can develop sustainable tourism (Javier, 2013; Sandmeyer, 2006). Its principle is development planning as viewed by the tourism manager and the tourist (Sánchez-Cañizares & Castillo-Canalejo, 2014b). The former must understand local service management, trade and economic growth, society and culture, and natural resources for developing tourist attractions (Javier, 2013). In addition, tourism management needs market understanding for tourist attraction development. Also, integrated marketing which stakeholders participate in the development can build an opportunity to successful tourist attractions (Asli, Croes, & Villanueva, 2014).

Up to the present, community-based tourism has been investigated a lot by researchers who are interested in community-based tourism and sustainability, natural environment society and culture, quality of life of people in the community, area protection, local attitude, and human resource development. They also explore attitudes of numbers in tourist attractions leader network traits, participation, empowerment, factors effecting successful tourist attractions, and current potential of tourist attractions. Furthermore, there are studies on planning process, strategic destination planning, and tourism cooperative as shown in table 2.2 (p. 27).

According to the data, brand image measuring is therefore important to tourist attractions at the destination of both local and national levels. In fact, the image measuring of community-based tourism at the local level can lead to sustainability. However, academic are little interested in it. Brand image measuring mostly meets the importance on views of clients on tourists, not others. Hence, the researcher was interested in a study on brand image measuring of sustainable community-based tourism as viewed by both tourists and stakeholders in tourist attractions: a case study of Mae Kam Pong tourist attraction. There was the application of Echtner and Ritchie (1991) theory comprising: attribute-holistic, functional-psychology, and common-unique as a main theory employed in this study. In addition, this study was the integration of knowledge on brand images, community-based tourism, and sustainable tourism. This would be beneficial to the community and concerned agencies to adopt

data obtained from this study to develop tourism brand images. Besides, tourists would understand community-based tourism brand image which would have an effect on their decision-making to travel. Also, it would have income generating among local people in tourist attractions.

1.3 Justification for the Research

The current management of the market has the diverse product forms which stiff competition so the marketer needs to create a meaningful value to customers. This could be done by the construction of different perception which attracts tourists (Al-Kwafi, 2015). Also, the concerned personnel in tourist attractions must develop strategies for increasing competitive potential, particularly on tourism brand images (Avraham, 2015; de Diesbach, 2012) have a complicated structure (Tkaczynski et al., 2015). Besides, it is an important component to assist tourists' difference from diverse tourism products (Folgado-Fernández, Oliveira Duarte, & Hernández-Mogollón, 2015). Moreover, the image helps tourists assess tourist attractions leading to the decision which makes to purchase (Yu et al., 2015).

The concept of an image has been studied extensively. The study on an image of tourism brand put the importance on the brand image as most viewed by tourists. A study on tourism image at present still lacks of consistency between tourists and stakeholders in tourist attractions (Ji & Wall 2015). Besides, a comparative study of tourism image is overlooked (Nghiem-Phú 2014). Another reason, the attention paid deeply to the overall holistic-attribute, Functional-psychology and common-uniqueness (Gannon et al., 2017; Greaves & Skinner, 2010; Iarmolenko, 2010; Stepchenkova & Shichkova, 2017). In the development of tourism, the various destinations have adopted the concept of sustainability because the concept has been presented for 30 years ago at the United Nations Conference (Edgell, 2015; Sardianou, Kostakis, Mitoula, Gkaragkani, Lalioti, & Theodoropoulou, 2016). Therefore, academic research is required to provide a theoretical framework in which the destination brand image assessment must bring the concept of the sustainable image into consideration.

In summary, this study measured brand image measuring in order to understand images of community based on tourism. In fact, the important theoretical

contribution of the sustainable community based on tourism image which could be applied by the community for the determination of marketing strategies which are advantageous in competition. The manager includes stakeholders (village committee, homestay owner, restaurant owner, and the owner of a souvenir shop) which can identify the positive image strategy to reduce misconceptions about tourist destination (Asli et al., 2014).

In addition, the study on an image of tourist attractions could adopt the model of knowledge on the image of development and tourist attractions. The key of stakeholders in the community (village committee, homestay owner, restaurant owner, and the owner of a souvenir shop) can develop their products based on slow tourism and sustainable image concept so that the products are even more attractive. The distinctive image clearly attracts the tourist that intend to travel to the tourist attractions (Sun, Geng-Qing Chi, & Xu, 2013). The good image of each section can make tourists which is loyal to tourist attractions (Zhang et al., 2014) and eventually lead to income generating in tourist attractions (Buhalis, 2000). Also, they could have increased incomes from the community based on tourism and part of it could be used for sustainable local development. There was a theory on the community based on tourism brand images as a model for the development of tourism attractions.

1.4 Objective of the Study

Specifically, this study aimed to measure sustainable community-based tourism brand images as viewed by tourists and stakeholders in tourist attractions: a case study of Mae Kam Pong tourism community.

1.5 Research Questions

According the main objective of this study, the following were research questions:

- 1) How is the relationship between the brand image based on the holistic- attributes of the tourist attractions towards the brand image based on the

tourist attractions uniqueness: slow tourism of tourist attractions in Mae Kam Pong community?

2) How is the relationship between the brand image based on the tourist attractions uniqueness: slow tourism of the tourist attractions towards the brand image based on the psychology: emotion of tourist attractions in Mae Kam Pong community?

3) How is the relationship between the brand image based on the psychological: emotional towards the brand image based on the sustainable image of tourist attractions in Mae Kam Pong community?

4) How is the sustainable community-based tourism brand image as viewed by stakeholders in tourist attractions of Mae Kam Pong tourism community?

1.6 Hypothesis Testing

1) The brand image based on the tourist attribute-holistic of the tourist attractions and the image based on uniqueness: slow tourism of the tourist attractions having a positive relationship

2) The brand image based on the uniqueness: slow tourism of the tourist attractions and the image based on psychology: emotion of the tourist attractions having a positive relationship

3) The brand image based on the psychology: emotion of the tourist attractions and the image based on sustainable Image of the tourist attractions having a positive relationship

1.7 Contribution for the Research (Expected Outcomes)

The research finding of this thesis can contribute theoretically and administratively. In this thesis, theoretical aspects provide an exploration of the impact of perception on the attribute-holistic image, slow tourism uniqueness, psychology emotion and sustainable image perception which is not covered in previous studies. This study especially explores the image of the two perspectives of both tourists and stakeholders. Currently, the two research perspectives are few.

The second finding is to develop a conceptual framework for assessing the image which created from three models. The first model shows the impact of attribute-holistic perceptions related to slow tourism uniqueness. The impact of slow tourism uniqueness on emotional perception was shown in the second model. Finally, it shows the impact of emotional perception associated with the perceived sustainable image.

In terms of management, the conceptual framework developed and tested in this thesis can be used as a guideline for creating a marketing strategy that emphasizes slow tourism and sustainable tourism image strategy. Secondly, the results of image measurement can be used to improve tourist attractions by understanding the image of the multi-stakeholder in order to develop tourism elements in the same direction which makes a strong brand.

1.8 Scope and Delimitation of the Study

The study classified scope and delimitation of the study into 3 groups: content, population, and locale of the study as follows:

1.8.1 Content

The study on brand image measuring of sustainable community-based tourism as viewed by tourists and stakeholders: a case study of Mae Kam Pong community had investigated the scope of tourist attraction traits (attributes), identity or uniqueness slow tourism of the tourist attractions, psychological/emotional aspect, and sustainability image of the tourist attractions. After that, results were used as a basis for the construction of the brand image measuring of the community-based tourism.

The image of the tourist attraction traits (attributes) comprised: 1) tourism attraction which included natural and cultural attraction; 2) tourism supporting resources which included infrastructure, accessibility, restaurant, accommodation, tour operation, and souvenir shop.

The uniqueness of the tourist attractions comprised slow tourism. Meanwhile, the psychological is emotional image. Sustainability image of the tourist attractions comprised natural environment and cultural aspect.

1.8.2 Population

Population and the sample group in this study consisted of: 1) tourists visiting Mae Kam Pong community and 2) stakeholders in Mae Kam Pong community-based tourist attractions, Chiangmai province.

1.8.3 Locate of the Study

The location of the study was at Mae Kam Pong community, Chiang Mai province. The selection of Mae Kam Pong village is an area where there is a phenomenon of sustainability. Sustainable tourism destination is noticeable in Mae Kam Pong. The reasons for choosing the Mae Kam Pong area include: Mae Kam Pong Village is famous for its long-standing community tourism destination, Mae Kampong Village has won many awards for tourism which also have sustainability criteria, and the tourists arrive throughout the year that represents economic sustainability.

1.9 Operational Definition of Terms

Destination brand image referred to the concept, and impression of tourists when they visit the tourist attractions. (Echtner & Ritchie, 2003).

Attributes-Holistic referred to the composition of physical image of a destination and the function of the destination elements characteristic. (Echtner & Ritchie, 2003).

Uniqueness referred to physical or feeling of a destination which is the difference of products and services from others (Echtner & Ritchie, 2003)

Slow Tourism referred to the type of tourism which the tourists have a slower movement than general tourism that makes tourism sustainable (Timms & Conway, 2012).

Psychological emotion referred to the feelings and emotions of a tourist having towards a particular tourist attraction (Baloglu & McCleary, 1999)

Community Based on Tourism referred to the type of tourism which people in the community take part in the decision-making about tourism activities in order to develop community based on tourism (Mehta & Heinen, 2001).

Sustainable Destination Image referred to the imagination of tourist which the tourism management does not have a negative impact on social, economic, and environmental aspects. (Hunter, 1997).

1.10 Thesis Structure

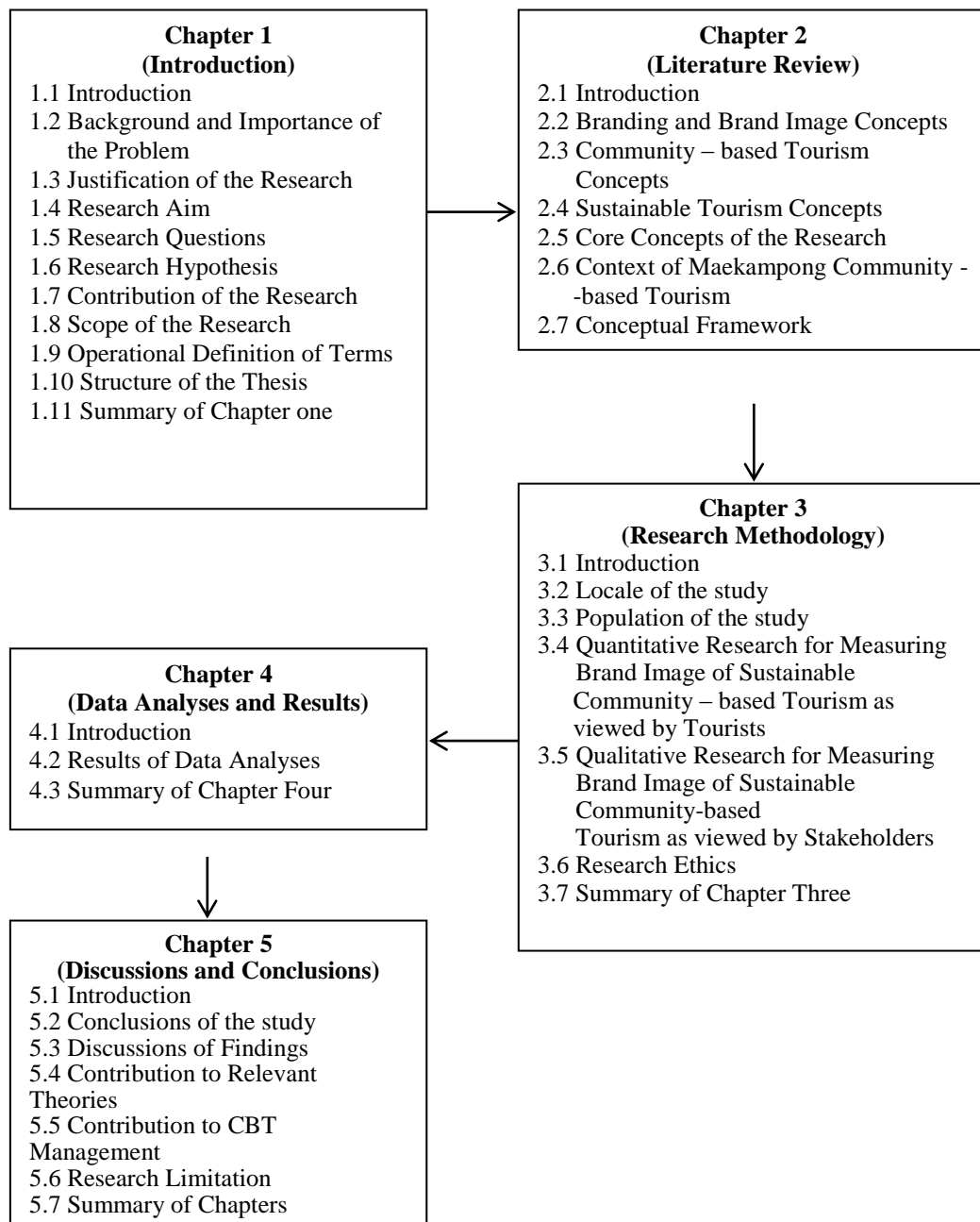


Figure 1.1 Thesis Structure

The thesis structure on brand image measuring of sustainable community-based tourism as viewed by stakeholders: a case study of Mae Kam Pong community comprised five chapters: chapter one-Introduction, chapter two-Literature Review, Chapter three-Research Methodology, Chapter four-Data Analyses and Results, and Chapter five-Discussions and Conclusions.

Chapter one (Introduction) consisted of: 1) Introduction, 2) Background and Importance of the Problem, 3) Justification of the Research, 4) Research Aim, 5) Research Questions, 6) Research Hypothesis, 7) Contribution of this Research, 8) Scope of the Research, 9) Key Definition, 10) Structure of the thesis, and 11) Summary of Chapter one.

Chapter two (Literature Review) consisted of: 1) Introduction, 2) Branding and Brand Image Concepts, 3) Community-based Tourism Concepts, 4) Sustainable Tourism Concepts, 5) Core Concepts of the Research, 6) Context of Mae Kam Pong Community-based Tourism, and 7) Conceptual Framework.

Chapter three (Research Methodology) consisted of: 1) Introduction, 2) Locale of the study, 3) Population of the study Employed for Measuring Brand Image of the Tourist Attractions, 4) Quantitative Research for Measuring Brand Image of Sustainable Community-based Tourism as viewed by Tourists, 5) Qualitative Research for Measuring Brand Image of Sustainable Community-based Tourism as viewed by Stakeholders, 6) Research Ethics, and 7) Summary of Chapter Three.

Chapter four (Data Analyses and Results) consisted of: 1) Introduction, 2) Results of Data Analyses, and 3) Summary of Chapter Four.

Chapter five (Discussions and Conclusions) consisted of: 1) Introduction, 2) Conclusions of the study, 3) Discussions of Findings, 4) Contribution to Relevant Theories, 5) Contribution to CBT Management, 6) Research Limitation, and 7) Summary of Chapter Five.

1.11 Summary of Chapter 1

Chapter one was background and problem of the study. At present, tourism marketers and developers put the importance on branding and brand image. However, the past researches related to relationships between brand image and the sustainability

of tourist attractions were very few. Likewise, researches on community-based tourism were few.

This study reviewed related literature about tourism images, community-based tourism, and sustainable tourism. All of these were synthesized to be the main objective of this study. That was, brand image measuring of sustainable community-based tourism as viewed by tourists and stakeholders in Mae Kam Pong community. Research questions of this study were: 1) how is the relationship between the brand images based on the attributes-holistic of the tourist attractions towards the brand image based on the tourist attractions uniqueness: slow tourism of tourist attractions in Mae Kam Pong community? 2) How is the relationship between the brand image based on the tourist attractions uniqueness: slow tourism of the tourist attractions towards the brand image based on the psychological: emotional of tourist attractions in Mae Kam Pong community? 3) How is the relationship between the brand image based on the psychological: emotional towards the brand image based on the sustainable image of tourist attractions in Mae Kam Pong community? 4) How is the sustainable community-based tourism brand image as viewed by stakeholders in tourist attractions of Mae Kam Pong tourism community?

The selection of Mae Kam Pong community to be local of the study was based on the following: 1) Reputation of Mae Kam Pong community such as the outstanding eco-tourism community awarded in 2007 (Thailand Tourism Awards), Thai homestay standard award, and community-based tourism award (Tourism Authority of Thailand), 2) Sustainability in natural resources and culture. 3) Community participation in tourist attraction management (OTOP village champion). 4) There were tourists visiting there throughout the year which implied economic sustainability. 5) Mae Kam Pong community had been operating community-based tourism for a long time. Thus, all of these were suitable for image measuring as viewed by tourists and stakeholders. The next chapter was review of related literature and it included branding and brand image concepts, community – based tourism concepts, and sustainable tourism.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

In the chapter, the researcher had investigated data from documents and research papers related to tourism brand images, community-based tourism as viewed by tourists and stakeholders, and sustainable tourism. All of these were used for the determination of research questions and conceptual framework. Besides, the review of related literature was used as a basis for the determination of the research methodology appropriate with the research questions.

The introduction part 1) presented review of related literature related to brand image measuring sustainable community-based tourism as viewed by stakeholders. In 2) it involved branding and brand image concepts comprising: (1) review of brand image research; (2) destination brand image research; (3) definition of brand image; and (4) created brand image process. For 3) it involved community-based tourism concepts comprising: (1) background of community-based tourism research; (2) community-based tourism concepts; (3) participation in community-based tourism; and (4) roles and stakeholders in community-based tourism. Regarding 4) it involved sustainable tourism concepts comprising: (1) definition and principle of sustainable tourism; (2) sustainable tourism management; and (3) sustainable tourism components. In 5) it involved review of main concepts of researches. It was an analysis and synthesis as main theories employed in this study. It included the following components: (1) attribute-holistic, (2) function-psychology, (3) common-uniqueness with 2 sub-components, (4) sustainable tourism which focused on: definition of sustainable tourism; sustainable tourism management; and sustainable tourism components. For 6) it involved a study on the context of Mae Kam Pong community-based tourism in order to be synthesized as conceptual framework in 2.6

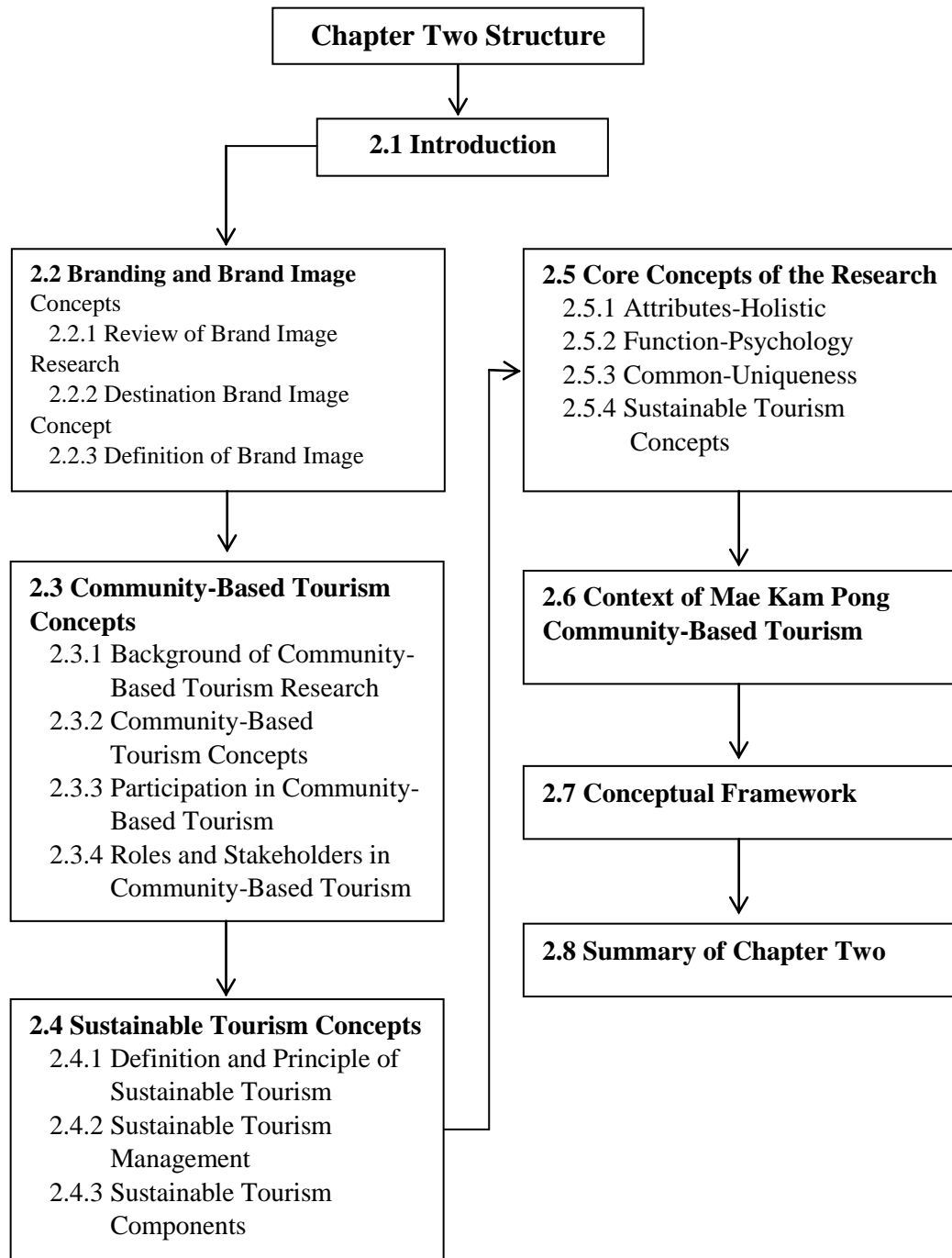


Figure 2.1 Chapter Two Structure

(Figure 2.1-Chapter Two Structure) 2.7 Conceptual Framework and Lastly, 2.8 was summary of chapter two.

2.2 Branding and Brand Image Concepts

This was part of the review of related literature to understand overview about brands. The past brand image was investigated to conclude the research tendency in terms of destination (tourism) brand image. The brand image concepts presented about what has impacts on tourism brand image and what has influence on destination (tourism) brand image. After that, there was an investigation on definition of brand image and created brand image process. All of these were used for the creation of destination (tourism) brand image in the next topic which involved the past researches about brand image.

2.2.1 Review of Brand Image Research

Up to the present, marketing has been classified into 3 ages on the basis of objective of marketing management as follow: 1) Product-Centric Marketing, This arises from the industrial revolution. The main concept of this marketing age is product development in order to gain the best product with a highest amount. As a results, there is over supply so market promotion was needed. 2) Consumer-Oriented Marketing Consumers in this marketing age are eleven and knowledgeable more than before due to the development of information technology. The main concept of this marketing age is the product differentiation to a particular customer group. Besides, it puts the importance on the understanding of consumer behaviors and needs. 3) Values -Driven Marketing, The main objective is to make the world be comfortable or livable and the main driving force was technology. In this age, the marketer perceives that man are perfect and thoughtful. In this age, marketing management is based on mission, vision, and organization values (Kotler, Kartajaya, & Setiawan, 2010). Therefore, appropriate marketing management with the current age includes the creation of meaning and good values to customers. This can be done by the creation of perception which is different and effective attraction of perception which is different and effective attraction to tourists or customers (Al-Kwafi, 2015). Hence, the marketer needs to develop diverse strategies for increased competitive potential. One of it is the development of destination (tourism) brand image (de Diesbach, 2012)

There are two major styles of image. They consist of pre-tourism image and post-tourism image. The pre-tourism image will influence the design of the tourism marketing strategy. While Post-tourism image will focus on the changing image between pre-tourism image and post-tourism image which have an important role to destination control (Echtner & Ritchie, 2003). There are diverse studies on tourism image in the past (Nghiem-Phú, 2014). Forms of the study on brand image can be classified into 2 types: perceived image studies and projected image studies. 1) Perceived image studies put the importance on definition and characteristics of perceived destination image, destination typology, and study interests, structure of destination image, study areas, and study methods. 2) Projected image studies put the importance on conceptualization of projected image and measurement of projected image. Besides, there are researches related to destination (tourism) brand image which employ the concept about “Interdisciplinary Studies Lead the Way” such as Social Science, Education through Media, Brand Image Education and Self-concept, policy and brand image management, and behavioral component of Destination Image (DI).

Moreover, there are studies on brand image which could be classified into two main types based on the research methodology: quantitative aspect of DI research and qualitative aspect of DI research. The former puts the importance on: 1) new methodologies which structural equation modeling (SEM) and path analysis approaches are applied to techniques on marketing, economics, and science and 2) methodological issues which involves DI measurement, improving data quality, and e-surveying. The latter puts the importance on text and imagery in DI research, computer-aided text analysis such as CATA program, VBP or, CATPAC, WORDER, and Nudist Nvivo, and an analysis of image forms from online media (The internet) such as travel websites, travel communities, and online modes of general media (Stepchenkova & Mills, 2010). Thus, the study on brand image has various points of view, components, and study methods. However, it mostly aims to seek for and create different perception to motivate tourists and create competitive potential.

Therefore, this study is the measurement of tourism brand image (area study) as viewed by tourists and stakeholders in the tourist attractions. Mixed methodology

was employed in this study i.e. quantitative aspect of DI research and qualitative aspect of DI research.

2.2.2 Destination Brand Image Concept

Brand image is an important component of brand equity (Gómez & Molina, 2012). Besides, brand image has a relationship with perceived quality, brand association, and brand royalty (Hsiang-Ming, Ching-Chi, & Cou-Chen, 2011; Saleem, Rahman, & Umar, 2015) had conducted a study on image and found that brand awareness and perceived quality have influence on brand image which leads to brand royalty after gaining a good experience and revisit can be happened (Chen & Tsai, 2007; Kim, Hallab, & Kim, 2012; Yamaguchi, Akiyoshi, Yamaguchi, & Nogawa, 2015) Besides, Ye and Tussyadiah (2011) proposed an effective method of communication with tourists. That was, how to make them see the picture which stimulate their imagination and connect it with their potential. In addition, this method took into account of the difference in expectation and experience of tourists which needs to create driving force in different tourism.

Gaining aesthetic and activity participation in tourist attractions will have a direct impact on an image of the tourist attractions. Both aesthetic and activity participation can create experience in tourist attractions. Particularly, the activity participation must satisfy tourists (Lu, Chi, & Liu, 2015; Pratt & Sparks, 2014). Likewise, there was a case study on activity holding and found that an image is the medium between the quality of activity holding, value perception, and intention to visit (Jin, Lee, & Lee, 2013; Moon, Ko, Connaughton, & Lee, 2013). Furthermore, Chi, Chua, Othman, and Karim (2013) had conducted a study on food image and re – service using and found that an image has roles towards satisfaction. Also, food quality and image has an impact on the intention to purchase through the medium i.e. food quality. That is the customer intends to purchase the food when he has an image of the food. According to a study related to hospital clients, it was found that client satisfaction has a relationship with their attitude and brand image (Shahijan, Rezaei, Preece, & Ismail, 2015).

There is a relationship between brand image and the intention to visit. That is, tourists will intend to visit when they perceive good image of a tourist attraction

which results in their satisfactions (Baloglu, Henthorne, & Sahin, 2014; Lu, Chi, & Liu, 2015). In fact, satisfaction with quality of accommodation and restaurant, cultural attraction, and nature are main factors for the occurrence of satisfaction. However, local convenience facilities, convenience and transportation system, and convenience in purchasing have no effect on satisfaction (Tavitiyaman & Qu, 2013). Not only this, the perception of brand values can make tourists to visit again in which it is an assessment after visiting (Phillips, Wolfe, Hodur, & Leistritz, 2013).

Brand image is the medium of a relationship between risk perception (psychology) and the intention to visit again of tourists. That is, the intention to visit again will decrease when tourists feel that they have a high level of risk (Chew & Jahari, 2014). Brand image has influence on brand association comprising traits, benefits, and attitudes towards brand. Besides, it has an effect on future behaviors-the intention to purchase again and giving suggestions about brand to others (Qu, Kim, & Im, 2011).

According to a comparative study on image before and after traveling, there was a difference and a higher level of satisfaction with the tourist attraction which implied a good image of the tourist attraction (Lee, Lee, & Lee, 2014). Besides, there was a comparative study on image conducted with 3 sample groups, it was found that tourists and local people in tourist attractions had a difference in their perception (Draper, 2015). This is because the image of tourist attractions has been changing continually due to impressive travelling experience and tourist attraction accessibility which has an effect on image after travelling (Smith et al., 2015; Vogt & Andereck, 2003). Moreover, Mechinda, Serirat, Popaijit, Lertwannawit, and Anuwichanont (2010) found that tourists can change image of tourist attractions of both before and after visiting. This is because they perceive data on tourist attractions from others and advertisement before they visit there. However, a study on behaviors in sport participation for the first time cannot predict the intention in the future (Kaplanidou & Gibson, 2012).

A good brand image creates brand royalty (Choi, Tkachenko, & Sil, 2011). That is, tourist royalty arises from good image since physical factor development has an effect on the emotional factor stimulating tourists to have the intention to visit (Liu, Lin, & Wang, 2012; Sun, Geng-Qing Chi, & Xu, 2013). Besides, that factor

causes the perception of strange-looking, enjoyment, and value perception (Cheng & Lu, 2012). Thus, the brand must be created to have a higher level than an average since it will make more brand royalty than other products (Hsiang-Ming et al., 2011). Moreover, created brand image for royalty must depend on the creation of tourist attraction characteristics (Liu et al., 2012; Papadimitriou et al., 2015). These characteristics must be based on quality to satisfy tourist (Kim, Holland, & Han, 2013). Quality perception of natural physical evidence and characteristics of local people in tourist attractions have an effect on brand royalty (Herrero, Martín, García De Los Salmones, & Río Peña, 2015)

Furthermore, tourists who are getting used to tourists attractions will have image towards it and there is the assessment of value and satisfaction (Sun et al., 2013). When tourists trust and have feelings towards the tourist attractions (Chen & Phou, 2013), brand image, attraction in tourism and royalty are employed to assure the efficiency and development of tourist attractions. In fact, brand image play vital roles in the assessment of tourist attractions in view of value perception, satisfaction, and the intention to visit (Chen & Tsai, 2007; Lee, Lee, & Lee, 2005). Characteristic of tourist attractions is an important component of competitive potential (Chen, Chen, & Lee, 2010)

Brand image plays important roles in the decision-making process to choose a tourist attraction (Naidoo & Ramseook-Munhurrin, 2012). Moreover, image of tourist attractions is an important factor for tourists to choose and plan travelling (Hung, Lin, Yang, & Lu, 2012). Besides, it is an important factor to choose a tourist attraction (Baloglu & McCleary, 1999). Brand image based on affective image and physical evidence has a relationship with attraction of a tourist attraction through experience variable (Kim & Perdue, 2011). Attraction on tourism plays important roles towards the decision-making to visit and it has influence on tourist attraction image (Pratminingsih, Rudatin, & Rimenta, 2014).

Attraction of tourism has a relationship with image of tourist attractions and satisfaction with the tourist attractions (Tang & Jang, 2014). The component on unique physical evidence is a basis for the creation and product positioning of tourist attractions (Barisic, Prebezac, & Mikulic, 2012). Besides, the uniqueness of tourist attractions is one factor creating brand image by joining trade alliance in tourism

marketing (Mak, 2011). Consequently, tourists must compare image of tourist attractions and the predominant one will be chosen (Al-Kwafi, 2015). In addition, the behavior before travelling also has an effect on the behavior after travelling through the decision-making process. In other word, tourists' behaviors before travelling include image occurrence, data seeking, and decision-making to visit (Li-Hui, Stylos, Shih-Shuo, & Yu-Yun, 2015). The tourist having good image about a tourist attraction after visiting will have no difference in his behavior for his second or third visit (Kaplanidou & Gibson, 2012).

However, risk perception between the first visit and re-visit of tourist is different. For the first visit, they put the importance on financial risk and experience-related risk. In contrast, tourists will put the importance on time and social risk, physical evidence of a tourist attraction risk, and situation of a tourist attraction risk for their re-visit (Karamustafa, Fuchs, & Reichel, 2013). Besides, Tavitiyaman and Qu (2013) had conducted a study on image and found that there is no main interference variable between risk perception, image of tourist attractions, and satisfaction. In contrast, brand image is occurred between risk perception on social psychology and financial risk and the intention to visit again (Chew & Jahari, 2014). Thus, the elimination of various risks and the creation of attraction to tourism is an important strategy in the creation and positioning of tourist attraction.

The overview image arises from the policy determination of the government. Natural environment and what is built by man, history and culture, and the creation of convenience facilities are important components of tourism (Tseng, Wu, Morrison, Zhang, & Chen, 2015). External data obtained by tourists have influence on the value of experience gained from tourism through feeling and physical perception (Hung et al., 2012). There is a relationship between internet and the image of feeling perception (Yacout & Hefny, 2015). The information source must be reliable (destination source credibility) and has influence on the image of tourist attractions (Veasna, Wu, & Huang, 2013). A good image of tourist attractions depends on the creation of a message having good emotion and not exaggerated (Rodríguez Molina, Frías-Jamilena, & Castañeda-García, 2013). Besides, the message introduced from experience block in website using has a direct affect in brand image awareness (Liu, Chii-Hwa, & Chang, 2011). Not only this, the provision of data through the

government website will make the image of tourist attractions be better and risk perception is decreases (Lepp, Gibson, & Lane, 2011). Also, the message and picture employed for market promotion must convey clean tourist attractions and have the potential in memory creation (Hunter, 2012).

A study on postcard making an image still has no confusion but it is unclear and not consistent with tourist attractions (Milman, 2011). The understanding of symbol (narratives in guidebook) has an effect on image and uniqueness of tourist attractions (Marine-Roig, 2011). The marketing promotion on historical and cultural aspects is another method which can create image of tourist attractions (Vitic-Cetkovic et al., 2015). Hence, the provision of data on tourism for the creation of brand image must be reliable and can be well memorized.

Therefore, the image of tourism is the result of tangible and intangible things in tourism destination. Charlotte M. Echtner and Ritchie (2003) mentioned that the tourist attraction is composed of functional characteristics which can be observed directly and psychological characteristics that cannot be observed directly. All of these are importance for measuring the image. However, the separation by functional and psychological characteristics are not clear. At the same time, the holistic impressions of the two elements are also important.

The study of the image of tourist attractions shows that each tourist site has unique identities that represent tourist destinations. The unique identities are characterized by functional and psychological characteristics. The specificity is what other tourist attractions hard to imitate. Thus, the destination image consists of functional characteristics, psychological characteristics, and unique identity of the attraction. As a result, this study focuses on the study of functional characteristics, psychological characteristics, and unique identity.

2.2.3 Definition of Brand Image

Up to the present, there are scholars giving various definitions of brand image in accordance with their field of study and it focuses on an idea toward tourist attractions. Lawson and Baud-Bovy (1977) defined the meaning of image of tourist attractions as the manifestation of the whole knowledge, impression, bias, and emotion through a specific thing or a group existing in tourist attractions as well as

impression towards products. Besides, image of tourist attractions can be referred to the beliefs, knowledge, and impression towards a specific tourist attractions (Crompton, 1979). An image is a set of beliefs related to a specific brand (Kotler & Armstrong, 1991) and the total of beliefs, thought, as well as tourist impression toward a place or tourist attraction (Baloglu & Brinberg, 1997a). Besides, image of tourist attractions is a relationship system of thought, feelings, and view indicating of tourist attractions (Asli, Gartner, & Cavusgil, 2007). In other word, brand image is unique holistic impression towards a tourist attraction (Barisic et al., 2012).

Aside from the above definition giving, there is the emphasis on a specific importance such as a thought system having relationships (Asli et al., 2007). This is originated from two forms: what only arises from a component and the occurrence in the form of many components in a tourist attraction (Lawson & Baud-Bovy, 1977). Also, motivation must be constructed (Hung et al., 2012) based on physical evidence and the occurrence of feelings (Gartner, 1994) with uniqueness when compared with other brands. In fact, an image is an important thing in the process of the selection of a tourist attraction by tourists (Pike, 2003). It is an assessment to differentiate tourist attractions (Walmsley & Young, 1998) and diverse values (Marine Roig, 2015). This causes the preference and memory association (Keller, 1993) and it also indicates client personality (Martineau, 1957) (Table 2.1). In conclusion, brand image of tourism can be understood as a thinking system arised from a relationship of specific components of tourist attractions which can motivate in terms of physical evidence and feelings and results in the memory of a tourist attraction.

Therefore, the destination brand image was defined in this study defined from Baloglu and Brinberg (1997a); Gartner (1994) conclude that the total beliefs, thought, and impression of tourists towards a place or tourist attraction. It is the fruitfulness of the differentiation of components having physical evidence and feelings as well as total behaviors of both of it.

Table 2.1 Definition of Brand Image of Tourism

Authors	Definition
Marine-Roig (2015)	Image of a tourist attraction or a representative have diverse values and components which are uniqueness of the tourist attraction
Barisic et al. (2012)	Total impression which is uniqueness of a tourist attraction
Hung et al. (2012)	Psychological motivation and external environment factors having relationships to one another forming as a model
Asli et al. (2014)	A relationship system of thoughts, feelings, and perception indicating the tourist attraction
Pike (2002)	An idea in the understanding of the selection process of a tourist attraction of a tourist
Walmsley and Young (1998)	An assessment structure employed for the differentiation of tourist attractions
Lawson and Baud-Bovy (1977)	Product impression arised from thought of tourists
Baloglu and Brinberg (1997b)	The total beliefs, thought, and impression of tourists towards a place or tourist attraction
Milman and Pizam (1995)	The total attributes of a tourist attraction which can create travelling experience
Gartner (1994)	Image is the fruitfulness of the differentiation of components having physical evidence, feelings, and total behaviors of both of it as components
Keller (1993)	Image traits which can create specificity, preference and memory association
Kotler & Armstrong (1991)	Image is a set of beliefs related to a specific brand
Crompton (1979)	Image is a set of belief related to a specific brand

2.3 Community-based Tourism Concept

The topic of community-based tourism concept is review of related literature on background of community-based tourism research. It aims to perceive a study topic on the past community-based tourism and its concept. This topic also involves important-based tourism and its concepts. This topic also involves important theories of community-based tourism. It is particularly on concept of community-based tourism.

2.3.1 Community-based Tourism Concepts

Community-based tourism is a kind of tourism which can develop tourism to be sustainable (Javier, 2013). The main principle of community-based tourism is to make people in the community play main roles in the decision-making in activities concerning with tourism for the development of community-based tourism (Mehta & Heinen, 2001) and an awareness of the participation in tourism development (Cárdenas, Byrd, & Duffy, 2015). This aims to encourage people in the community learn and increase incomes and experience, and be able to develop tourism attractions by themselves (Salleh, Hanim, Othman, Nordin, Idris, Hajar, & Shukor, 2014). This also includes the development of society, culture, and natural resources as well as an increase in a number of tourists (Nicely & Palakurthi, 2012). Importantly, it must elevate quality of life of local people (Kachniewska, 2015) which they must be able to adapted themselves to important issues of the world such as global warming (Edgell, 2015).

Community-based tourism has increased roles in tourism development for sustainability in Thailand. In 1997, the Thai government employed tourism to urge Thai economy. After that, many tourist attractions there were deteriorated due to an increased numbers of tourists so community-based tourism was used to solve the problem

Aside from people in the community, organizations outside the community e. g. local government, Non-Government Organization (NGOs), and university should participate in tourist attraction care-taking and development (López-Guzmán, Borges, & Castillo-Canalejo, 2011). That is, they must coordinate and work together for competitive advantage in tourist attractions (Contini, Scarpellini, & Polidori, 2009). This will be consistent with the sustainable development having the principle of man-centered development.

There is a process of co-implementation among stakeholders. That is the participation in decision-making, planning, implementation, and monitoring (Pongponrat & Pongquan, 2007). This can be done through training, knowledge and empowerment about the management of services, tourism transportation, recreation facilitation, marketing management, and financial management. The environment must be managed to be ready for tourism. This includes the following: tourist

attractions, basic infrastructure, accommodation, transport, political stability, financial institutions, service excellence, and other related to tourism (Choi, 2003). Besides, community-based tourism must create tourist satisfaction (Ahebwa, Aporu, & Nyakaana, 2016; López-Guzmán, Borges, & Castillo-Canalejo, 2011).

Hence, brand image measuring on tourism must be done by many sector in which they participate in decision-making and planning, implementation, and monitoring about tourism brand image based on environmental management to be ready for tourism.

2.3.2 Background of Community-based Tourism Research

Community based on tourism is an alternative which can develop tourist attractions which lead to sustainable tourism (Sandmeyer, 2006). Its development planning is viewed by 2 groups: producers or tourism facilitators and tourists (Sánchez-Cañizares & Castillo-Canalejo, 2014b). Stakeholders must understand local management services, trade and economic growth, society and culture, and natural resources for tourist attraction development (Javier, 2013). Actually, tourism management must understand marketing in tourist attraction development (Rudez, 2014). Besides, integrated marketing is participated by stakeholders in the development which will make successful tourist attractions (Asli, Croes, & Villanueva, 2014).

Many studies on community-based tourism have been conducted from the past up to the present. Most of the researchers focus on community-based tourism and its sustainability in terms of natural environment; society and culture; quality of life of people in tourist attractions; area protection; attitude of people who are owners of tourist attractions; human resource development; attitudes of members in tourist attractions; leader network attributes; participation and empowerment; factors effecting successful tourist attractions; and current potential of tourist attractions. Besides, there are studies on planning process; strategic destination branding; and tourism cooperation (as seen Table 2.2).

Therefore, as discussed show it was found that a study on community-based tourism focused on destination images measurement is still lacking. Hence, this study aim to fill this gap.

Table 2.2 Forms of a Study on Community-based Tourism

Authors	HR	Participation	factors and State strategic planning	Sustainability
1. Su, Long, Wall, and Jin (2016)		✓		
2. Rasoolimanesh and Jaafar (2016)	✓			
3. Ahebwa et al. (2016)				✓
4. Simons and Groot (2015)		✓		
5. Prestholdt and Nordbø (2015)			✓	
6. Nair and Hamzah (2015)			✓	
7. Lekaota (2015)		✓		
8. Kachniewska (2015)			✓	
9. Edgell (2015)				✓
10. Cárdenas et al. (2015)	✓			
11. Anddison Eketu and Needorn (2015)				✓
12. Zehrer, Raich, Siller, and Tschiderer (2014)	✓		✓	
13. Yang and Hung (2014)		✓		✓
14. Asli et al. (2014)			✓	
15. Sánchez-Cañizares and Castillo-Canalejo (2014b)			✓	
16. Navas-Camargo and Zwerg-Villegas (2014)			✓	
17. Monyane (2014)			✓	
18. (Salleh et al. (2014)			✓	
19. Jepson, Clarke, and Ragsdell (2014)		✓		
20. Ibrahim, Pinnock, and Kerr (2014)		✓		✓
21. Hartman, Paris, and Blache-Cohen (2014)			✓	
22. Yuan (2013)				✓
23. Stone (2013)				✓
24. Ruiz-Ballesteros and Brondizio (2013)			✓	
25. Javier (2013)				✓

2.3.3 Participation in Community-based Tourism Concepts

An important component leading to sustainable development is circulation mechanism. That is, community members are middlemen in the management for balancing mechanism between community resources and stakeholders outside the

community (Shikida, Yoda, Kino, & Morishige, 2010). This makes tourism reduce a negative impact on social, economic, cultural, and natural aspects which result in increased investment and incomes (Nastase, Chasovschi, Popescu, & Scutariu, 2010; Nicely & Palakurthi, 2012). Besides, sustainable tourism does not only realize on current benefits but also benefits in the future (Edgell, 2015). Indeed, sustainable tourism should provide benefits to the community and stakeholders and the following must be added to community participation: spirit, ruling and society. In social aspect, moreover, quality of life still be a main factor of sustainable tourism (Kachniewska, 2015). Besides, sustainable tourism needs to have alliance at a public and an individual levels (Edgell, 2015).

An important principle of community-based tourism is that community members play key roles in activity decision-making about tourism for community-based tourism development (Scheyvens, 2002). Community members having a high potential are asked to control two parts: community resource management and benefits gained from tourism (Fox & Van Rooyen, 2004). Interestingly, community members are encouraged to learn and develop tourist attractions by themselves. In fact, community-based tourism plays roles in sustainable tourism development in Thailand more than before. For instance, in 1997, the Thai government employed tourism as strategy for economic charging. After that, many tourism attractions in Thailand were deteriorated due to increased numbers of tourists.

In addition, community-based tourism is the one which member participate in decision-making and benefit sharing in every process of tourism management (Nault & Stapleton, 2011; Pongponrat & Pongquan, 2007). The decision-making system and a level of participation will help increase a sense of belonging of community member. The participation system consists of the following: 1) management level, 2) organizational resolution, 3) Community participation method, and a) opportunity. In addition, Arnstein (1969) classified levels of community participation in eight levels include as shown in Table 2.3

Table 2.3 Level of Community Participation in Tourist Attraction Management

Degree	Type	Meaning
Degrees of Citizen Power	8. Citizen Control	Citizens obtain the majority of decision-making seats, or full managerial power.
	7. Delegated Power	Some power is delegated to agency decision-makers as well as to citizens.
	6. Partnership	Citizens are enabled to negotiate and engage in trade-offs with traditional power holders.
Degrees of Tokenism	5. Placation	A high level of tokenism. Citizens have the right to advice, but no decision making right or power.
	4. Consultation	Citizens may hear and be heard, but they have no power to ensure that their views will be considered by decision-makers.
	3. Informing	Citizens may voice opinions, but have no influence to ensure follow-through or assurance of changing the decision
No Participation	2. Therapy	Non-participation where power holders attempt to educate or “cure” citizens of their ignorance on a particular issue.
	1. Manipulation	Highest level of non-participation, where power holders do not enable people to actively participate.

Source: Arnstein (1969)

The development and sustainable management of community-based tourism should be classified into two steps: initiation and development of community-based tourism structure and making the developed project be sustainable (Nair & Hamzah, 2015). Community participation needs to increase methods for planning, implementation, and tourism benefit keeping (Ahebwa et al., 2016; Lekaota, 2015; Pongponrat & Pongquan, 2007). Especially, it is an important steps in investment and income and attitude creation for community members (Naipinit & Maneenetr, 2010).

In addition, the development of organization potential by participation must rely on many components i.e. 1) Understanding clients; 2) Leader responsibility; 3) Participation by everyone; 4) Core competency development; 5) Long-term strategies; 6) Social responsibility; 7) Suggestions about the process of organization; 8) Failure prevention; 9) Continual development; 10) Learning from others; 11) Rapid response; 12) Management on basis of facts; 13) interaction with other networks (Eriksson & Rickard, 2005). The following are forms of participation: (1) public meeting, (2) law enforcement, (3) monitoring, (4) advisory council, (5) volunteer, (6) education, and (7) work-related activity. All of these can be a mechanism of tourist attraction management (Dalton, Forrester, & Pollnac, 2012).

2.3.4 Stakeholders and Roles in Community-based Tourism

Community-based tourism promotes people in the community to manage local resources by themselves (López-Guzmán, Borges, & Cerezo, 2011). Community-based Tourism supply side can participation in decision-making for sustainable tourism development (Sánchez-Cañizares & Castillo-Canalejo, 2014b) and it can be done by creating relationships to all sectors (Su, Long, Wall, & Jin, 2016). For sustainable tourism development, the community must make a plan and a program related to conservation supported by local agencies (Rasoolimanesh & Jaafar, 2016).

Stakeholders in the tourism community comprise of community members who manage tourist attractions and local government in the community (Shikida et al., 2010). Importantly, the local community must be aware of resources and co-working to enhance strength to tourist attractions (Contini et al., 2009). Also, the government, NGOs, and university must participate in it and try to make tourist have satisfaction (López-Guzmán, Borges, & Castillo-Canalejo, 2011). In addition, the government must promote the understanding about area conservation and develop rules/ regulation at a local level. All of these can be employed for the management of basic infrastructure, market promotion, and provision of knowledge about income management to people in the community (Mehta & Heinen, 2001).

Alliance of tourist attractions like public or private organizations should participate and make an agreement in tourist attraction development (Kennett-Hensel, Sneath, & Hensel, 2010). The creation of relationships among networks outside the

community should be clearly discussed (Nastase et al., 2010). Besides, a sub-system should be constructed to create a continual relationship between stakeholders in the community and those outside the community done by mechanism preparation and control for sustainable tourism (Shikida et al., 2010). For tourism demand, tourists should be aware of community-based tourism (Sánchez-Cañizares & Castillo-Canalejo, 2014a). Hence, stakeholders in the community (local people of all ages and the public sector) should understanding and follow the agreement on tourist attraction development. This aims to make tourists be satisfied with tourist attractions leading to sustainability of the community. Regarding the decision-making about the brand, stakeholders must understand and follow a guideline for management.

2.4 Sustainable Tourism Concepts

Concepts of sustainable tourism involve definition and principle of sustainable tourism, process of sustainable tourism management, and components of sustainable tourism.

2.4.1 Definition and Principle of Sustainable Tourism

Sustainable tourism can be described as the development without burden creation to new generation (Brundtland, 1987; WCED, 1987). The world tourism organization defined sustainable tourism as the development creating benefits to tourists and tourist attraction owners as well as increased opportunity to people in the future (Sardianou et al., 2016). Indeed, sustainable tourism needs to have tourists and the community as components for the creation of social, economic, and natural environment sustainability. A policy and planning maker defined sustainable tourism as a kind of tourism which does not have a negative impact on social, economic, and natural environmental aspects and it relies on participation. Besides, sustainable tourism must make tourists have satisfaction, good experience, and awareness of sustainability of tourism (Edgell, 2015). Also, sustainable tourism must put the importance on long-term vision and coordination among stakeholders (Berno & Bricker, 2001).

Sustainable development has various principles and tourist satisfaction has an effect on benefit gaining of stakeholders (Sardianou et al., 2016). Tourist attraction accommodating based on time interval is one of factor of sustainable tourism (Laitamaki, Hechavarría, Tade, Liu, Setyady, Vatcharasoontorn, & Zheng, 2016). Importantly, sustainable tourism put the importance on the protection and conservation of resources to have balance between people at present and in the future which relies on participation of stakeholders in tourism industry (Mslam, 2015). The principle of sustainable tourism which can move tourism forward must consist of fun, flexibility, and freedom in project participation (Fjelstul & Fyall, 2015). In the sake of sustainable tourism management, the policy on natural resource development and conservation is essential due to increased world tourists. The following are principles: 1) alliance increasing of both the public and the private sectors; 2) quality of life keeping without a negative impact on new generation; 3) putting the importance on sustainable natural resource conservation (Edgell, 2015). The successful development of sustainable tourism is not only the development of attraction of tourist spots and convenience facilities but also service quality and competitive potential (Chindris-Vasoiu & Tocan, 2015).

In addition, the development of sustainable tourism relies on 6 aspects: 1) resources preservation, 2) environmental education, 3) stakeholder inclusion, 4) economic planning, 5) cultural awareness, and 6) community resource identification (Cárdenas et al., 2015). As a whole, does not leave burden to new generation and it does not have a negative impact on social, economic, and natural environmental aspects. Besides, it must create an awareness of the sustainability of tourism.

2.4.2 Process of Sustainable Tourism Management

The process of sustainable tourism management is very important to tourism and it relies on driving force which leads to sustainability. Mohan Das Gandhi, Selladurai, and Santhi (2006) proposed four aspects of driving force leading to sustainable development: one regulatory force, two consumer force, three community force, and four financial benefit. However, non-sustainable development focuses on the development to respond to financial need rather than natural aspect. In contrast, the sustainable development puts the importance on nature. Georgescu (1998)

determined important issues having its relationships which cause sustainable development and it includes the following: ecological system, economic system, technical system, human and social system, political system, educational system, cultural system, legislative system, and spatial system.

A category to have the development of energy and natural environment was designed which comprised six types. Type one is area planning, Type two is water management, Type three is energy management, Type four is resource utilization, Type five is internal environment and air quality, and Type six is innovation (Guarnieri, 2008). Moreover, Devuyt and Hens (2001) classified sustainable development into two main levels beneficial to the measurement of sustainable management: the first level sustainability measuring at the national on regional level and the second sustainability measuring at the local level. McIntyre (2011) claimed that an important thing to develop sustainable tourism is the coordination between business partners in joint investment. Besides, the coordination in finding a conceptual framework for sustainable development by project determination of the private sector, policy maker of the public sector, and people in the community is essential to successful sustainability development. Besides, stakeholders should share knowledge, find causes, and work together. Conditions of effective application in co – operation are as follows six process: Firstly Stakeholders must have vision, responsibility in the same direction. And then, Secondly, Stakeholders must put the importance on value sharing on the responsibility of sustainable development. Thirdly, Stakeholders should trust and respect to one another and must participate in decision-making and project implementation. Fourthly, Stakeholders should share responsibility and trust worthiness of an individual from each organization. Fifthly, Stakeholders must accept tradition of each person from other organizations. And lastly, Stakeholders must have a sense of belonging and responsibility in every organization

Moreover, Kelly, Sirr, and Ratcliffe (2004) proposed a technique on the selection of issues concerning with a local planning process which includes eight steps of future increased sustainability: first setting questions about development strategies; second identifying power of change driving; third setting main issue and tendency; fourth expanding a level of impacts of uncertainty; fifth reasonable project

planning; sixth increased difference in project planning; seventh construction of future expectation; and eighth putting outcomes to planning. It can be seen that the planning of process for sustainable tourism development does not have clear determination so the 8 steps as mentioned are employed in the selection of issues related to planning coordination by stakeholders.

2.4.3 Components of Sustainable Tourism

Sustainable development was firstly proposed in a United Nations Conference 30 years ago. The concept of sustainable development is the development which responds to needs of people at present; it is not the development which reduces an opportunities of people in the next generation. In fact, sustainable development is a tool having relationship with the society and environment of the society. It mainly aims to develop three aspects: one conservation of natural environment; two economic development; and three social development (Edgell, 2015; Sardianou et al., 2016). In other word, sustainable development can be referred to the utilization of resources for a highest benefit on economics, society, and natural environment. Besides, sustainable development must promote entrepreneurs to be friendly with the environment (Sardianou et al., 2016).

Sustainable tourism also includes peace, clean natural environment, and good culture (Stros, Coner, & Bukovinski, 2015). Besides, there are relationships among economic, natural, and social/cultural sustainability (Pulido-Fernández, Andrades-Caldito, & Sánchez-Rivero, 2015). Interestingly, the tourism development in rural areas must integrate stakeholders in the preservation and conservation of natural resources and resources built by man (Aslam & Awang, 2015). Factors having influence on tourism are society, basic infrastructure, ecological system, and form of livelihoods (Kachniewska, 2015).

Ecological sustainability puts the importance on the process which has no impact on the ecological system especially bio-diversity. Meanwhile, social and cultural sustainability puts the importance on cultural value sharing among community members. Economic sustainability aims to make the economy grows effectively and part of income can be used for the management of tourist attractions for the present and future benefits (Carter, Thok, O'Rourke, & Pearce, 2015; Cosma,

2015). Putting the importance on environmental aspects has two sub-components: one: quality of water in the water source of tourist attractions and two: Scenery and topographic condition. This also includes the following: 1) harmonious development between the nature and what is built by man; 2) air quality and noise level; 3) ratio of an increase in natural diversity and natural areas; 4) soil quality and area use; 5) an increase in an awareness of natural preservation of people in the area; and 6. a level of interest in nature of tourists.

The economic aspect puts the importance on the following consist; 1) Increased incomes and collection of tourism tax; 2) increased domestic tourism; 3) increased days of accommodation; 4) rate of re-visit; 5) efficiency in expenses for development; 6) an increase in work forms in tourist attractions; and 7) satisfaction of tourists. For social aspect, it puts the importance on the following: 1) demographic attribute; 2) density and the elderly; 3) equity of an opportunity; 4) conservation of local resources and culture; 5) quality of life of local people; 6) collaboration and co-working; 7) rate of crime decreasing; 8) increased medical services; and 8) increased level of educational attainment (Pomucz & Csete, 2015). According to the sustainable development as mentioned, it aims to develop three main components: environment, economy, and society which relies on the process of management and participation.

Therefore, this study applied components of sustainable tourism comprising three aspects: 1) environment, 2) economy, and 3) cultural. Due to the limitation of the accessibility to economic data so the environmental and social aspects were adapted to be appropriate with the study.

2.5 Core Concept for Measuring Image of This Research

This study had a core concept for measuring the image of community – based tourist attractions for sustainability. Hence, brand image (tourist attraction attributes and psychological: emotional), uniqueness, and sustainability were analyzed for measuring the brand image on tourism.

2.5.1 Tourist Attractions Attributes (Holistic-Attribute)

Function attributes of tourist attractions refers to what a tourist attraction has prepared for tourists which is a measurement of the level of brand image in the first step of image of tourist attraction. Besides, it involves general feelings which leads to the consideration of impression (Kislali et al., 2016). The image on attributes of a tourists consider about properties of tourist attractions (do Valle, Mendes, & Guerreiro, 2012; Steven Pike & Ryan, 2004). Besides, it involves an assessment of thought of knowledge about attributes or understanding of a product (Liu et al., 2012). Attributes of tourist attractions also concern with the image representing tourist attractions arised from nature, culture and a specific experience related to a particular tourist attraction (Wang & Hsu, 2010). Moreover, tourist attraction attributes concern with the benefits personnel knowledge related to tourist attraction attributes which concern with resource and attractive thing (Peña, Jamilena, & Molina, 2012). Thus, tourism image is assessed based on tourist attraction attributes comprising resources and attractive things.

In the past, there were studies on tourist attraction attributes for many purposes such as planning and development of tourist attraction, development of tourism image, development of competitive potential, etc. All of these would lead to sustainable tourism development. However, the study on tourist attraction attributes was classified into many level with diverse component. Moreno-Gil and Martín-Santana (2015) conducted a study on the perception of image of service apartment by perception assessment based on two levels: macro-dimensions and micro-dimensions. Besides, Ritchie and Crouch (2010) conducted a study on the structure of tourist attractions used for competition and sustainability. In this study, components were classified into two types: 1) the component directly concerns with tourists (touchable) which includes: comparative advantage: macro environment; competitive environment; micro environment; core resources and attraction; and supporting factors and resources and 2) activities which tourist attractions used for competition which include: destination policy, planning, and development; destination management; and qualifying, amplifying determinant.

2.5.1.1 Brand Image of Tourist Attraction Attributes

The brand image of tourist attraction attributes was very complicated. This was because it was separated for using in this study: 1) attribution components- natural and socio-cultural attractions and 2) basic infrastructure- tourism infrastructure, accessibility, food, and beverage shop (restaurant), souvenir shop, and tour operation.

1) Tourist Attraction

According to a study on tourist attraction attributes and tourist attraction (natural and socio-cultural attractions), it was found that important components which must be taken into consideration by tourists included the following: easy accessibility, good climate and atmosphere, security in tourist attraction, tourism uniqueness, attraction and interesting, experience creation from travelling enrichment of cultural knowledge, having cultural and historical sites, having cultural center, having art resources, having convenience facilities, clean tourism areas, skills and attributes about service provision, and natural resource management (Table 2.4)

This study classified tourism resources into natural tourism resources and socio-cultural tourism resources. The forum had factors must be taken into consideration as follows: convenient travelling from the community to natural tourist attractions e.g. Mae Kam Pong waterfall and tea plantation; good climate, cleanliness, and security sustainable for relaxation; unique and predominant area with diverse natures; and activities creating good tourism experience. The latter had factors must be taken into consideration as follows: attributes of cultural attractions (uniqueness of Lanna style); diverse cultures which attract tourists; community way of life enhancing knowledge about Lanna culture; cultural and historical sites; dialect as the medium of communication; and Lanna style dressing of local people.

Table 2.4 Key Factors in the Study on Components Related to Tourism Resource Attraction

Attraction and Tourist Resources	
Item	Researcher
Easy Accessibility	Liu, Li, and Yang (2015), Lam González, de León Ledesma, and León González (2015), Remoaldo, Ribeiro, Vareiro, and Santos (2014), Leung, Law, and Lee (2011)
Good Climate and Atmosphere	(Liu, Li, and Yang, 2015) (Lam González et al. (2015), Remoaldo et al. (2014), Leung, Law, and Lee (2011), Jani and Yeong-Hyeon (2011), Jetter and Chen (2011), Shaojun and Wall (2011)
Security in Tourist Attraction	Lam González et al. (2015), Remoaldo et al. (2014), Jetter and Chen (2011), Leung, Law, and Lee (2011), Jani and Yeong-Hyeon (2011)
Attraction and Interesting	Kim and Park (2015), Chavan and Bhola (2013), Peña et al. (2012), Lee, Kang, Reisinger, and Kim (2012), Lee and Lockshin (2012), Liu, Lin, and Wang (2012), Gómez and Molina (2012), Jetter and Chen (2011), Shaojun and Wall (2011), Sahin and Baloglu (2011), Chien-Min, Sheu Hua, and Hong Tau (2011)
Tourism Uniqueness	(Liu, Li, and Yang, 2015)
Having Cultural and Historical Sites	(Liu, Li, and Yang, 2015), (Lee et al., 2012), Liu, Lin, and Wang (2012)
Building Travelling Experience	(Liu, Li, and Yang, 2015), (Lee et al., 2012), (Acharya and Halpenny, 2013)
Attributes about Service Provision, and Natural Resource Management	Lee et al. (2012), Jeong and Holland (2012), Liu, Lin, and Wang (2012), Lam González et al. (2015), Peña, Jamilena, and Molina (2012)
Having Cultural , Historical and Art Areas	Yacout and Hefny (2015), Gómez and Molina (2012), Jeong and Holland (2012), Chien-Min, Sheu Hua, and Hong Tau (2011), Li (2011) Remoaldo et al. (2014) Peña, Jamilena, and Molina (2012), Lee et al. (2012)

Table 2.4 (Continued)

Attraction and Tourist Resources	
Item	Researcher
Having Convenience Facilities	Peña, et al. (2012), Leung, Law, and Lee (2011)
Clean Tourism Areas	Yacout and Hefny (2015), Peña et al. (2012), Lee et al. (2012), Leung, Law, and Lee (2011), Li (2011)
Feeling in Travelling	Kim and Park (2015), Yacout and Hefny (2015), Peña et al. (2012), Leung, Law, and Lee (2011), Li (2011)
Skills and Attitudes about Service Provision	Peña et al. (2012), Leung et al. (2011), Li (2011), Jani and Yeong-Hyeon (2011), Lepp et al. (2011)

2) Tourism Basic Infrastructure

Tourism basic infrastructure and convenience facilities are components having difficulties in maintenance and development in terms of: 1) understanding of vision of tourist attractions and 2) different stakeholder coordination. Besides perception of basic infrastructure may be a factor on the decision-making to visit or not. Not only this, perception of basic infrastructure quality is the creation of competitive advantage (Custódio Santos, Ferreira, & Costa, 2014). Important factors which are taken into consideration in tourism include the following: 1) livable tour facilities; 2) quality and amount of convenience facilities; 3) climate condition; 4) green area without pollution; 5) general costs and worthiness of service using; 6) accessibility of financial service in tourist attractions; 7) health service; 8) security and political stability in tourist attractions; and 9) urban form and data communication system (Table 2.5)

Therefore, this study chose factors on basic infrastructure i. e. hospitality towards tourists; tourism convenience facilities such as public toilets; data service box of Mae Kam Pong community; clean area in tourist attractions; safe area; and people in Mae Kam Pong community are able to provide correct data on tourist attractions in the community.

Table 2.5 Important Factors on the Study on Components of Basic Infrastructure

Basic Infrastructure	
Item	Researcher
Livable Town and Hospitality of People	Yacout and Hefny (2015), Remoaldo et al. (2014), Shaojun and Wall (2011), Li (2011), L. Tang, Scherer, and Morrison (2011), Chien-Min, Sheu Hua, and Hong Tau (2011)
Quality and Amounts of Convenience Facilities	Kim and Perdue (2011)
Green Area without pollution	Kim and Park (2015), Lam González et al. (2015), Gómez and Molina (2012), Lee and Lockshin (2012), Jeong and Holland (2012), Lee et al. (2012), Li (2011)
General Costs and Worthiness of Service Using	Lee et al. (2012), Lee and Lockshin (2012), Jani and Yeong-Hyeon (2011), Chien-Min et al. (2011), Kim and Perdue (2011)
Accessibility of Financial Service in Tourist Attractions	Jani and Yeong-Hyeon (2011)
Health Service	Lepp, Gibson, and Lane (2011)
Clean Area	Kim and Park (2015), Lee and Lockshin (2012), Gómez and Molina (2012)
Security	Kim and Park (2015), Gómez and Molina (2012), Jeong and Holland (2012), Lee and Lockshin (2012), Chien-Min, Sheu Hua, and Hong Tau (2011),
Political Stability in Tourist Attractions	Peña et al. (2012), Lepp et al. (2011), Chien-Min et al. (2011)
Urban Forms	Stepchenkova and Eales (2011), Tang, Scherer, and Morrison (2011)
Data Communication system	(Liu, Li, and Yang, 2015), Yacout and Hefny (2015), Jeong and Holland (2012), Peña et al. (2012), Lee et al. (2012), Li (2011)

3) Tourist Attraction Accessibility

In addition, there were some people who were interested in components of tourist attractions which included clear direction signs, local vehicle form, airlines and airports, highway transportation system, traffic condition in tourist attraction, frequency of transportation in tourist attraction, cleanliness of station and vehicles, security system of station, convenience facilities for clients, adequateness of

vehicles in tourist attraction, data system on travelling, worthiness in service expenses, and skills and attitudes of service providers (Table 2.6).

Therefore, factors employed in this study based on the accessibility included the following: clear direction signs to tourist attractions in Mae Kam Pong community; good and convenience roads in Mae Kam Pong community; and clean vehicle terminal in Mae Kam Pong community.

Table 2.6 Important Factors Employed in this Study on Components of the Accessibility

Item	Accessibility	Researcher
Clear direction Signs and Symbols	Liu et al. (2015), Lam González et al. (2015) ,	
Local Vehicle	Sahin and Baloglu (2011)	
Airline and Airport	Stepchenkova and Eales (2011)	
Transportation System	Yacout and Hefny (2015), Shaojun and Wall (2011), Leung et al. (2011), Shaojun and Wall (2011)	
Frequency of Transportation in Tourist Attractions	Kim and Park (2015), Leung et al. (2011), Leung et al. (2011)	
Cleanliness of the Terminal and Vehicles	Sahin and Baloglu (2011)	
Security System of the Terminal	Lam González et al. (2015), Sahin and Baloglu (2011), Li (2011)	
Convenience Facilities for Clients	Leung et al. (2011)	
Worthiness in Service Expenses	Yacout and Hefny (2015), Peña et al. (2012), Leung et al. (2011), Jetter and Chen (2011), Li (2011)	

4) Restaurants and Food Shops

The component on food and beverage shops can create competitive advantage to tourist attractions. The following are key factors of the food and beverage shops: diverse food and beverages; sanitary or cleanliness; convenience facilities for customers; equipment services on food and beverage; food and beverage quality; data of foods and beverage in menu; skills and attitudes of service providers; worthiness on service expenses; and complaint perception system (Table 2.7)

Image measuring on food and beverages includes the following factors: various types of food and beverage shop; clean food and beverage shop; clean food and beverages; clean food and beverage shops; Lanna uniqueness; and clear food and beverage prices. All of these are worthiness on service expenses.

Table 2.7 Key Factors on the Study on the Components on Restaurants and Food Shops in Tourist Attractions

Restaurants	
Item	Researcher
Diverse Foods and Beverages	Leung, Law, and Lee (2011)
Arts and Uniqueness in Food Consumption	Liu, Li, & Yang (2015), Remoaldo et al. (2014), Peña et al. (2012), Gómez and Molina (2012),
Convenient Accessibility	Peña, Jamilena, and Molina (2012), (Liu et al., 2015), Leung et al. (2011)
Sanitary or Cleanliness of Foods and Food Shops	Yacout and Hefny (2015), Peña et al. (2012), Leung, Law, and Lee (2011), Jetter and Chen (2011), Shaojun and Wall (2011)
Details of Food List in the Menu	Leung et al. (2011)
Equipment on Foods and Beverages	Leung et al. (2011)
Skills and Attitudes of Service Providers	Peña et al. (2012), Leung et al. (2011), Li (2011)
Worthiness on Service Expenses	Yacout and Hefny (2015), Peña et al. (2012), Leung et al. (2011), Li (2011), Jetter and Chen (2011)
Complaint Perception System	Leung et al. (2011)

5) Accommodation

The component on accommodation, convenience facilities, and accommodation experience are components which tourists put the importance on it. In a study. It was found that accommodation is an importance factor which the following are taken into consideration: accommodation quality; convenient travelling to the accommodation; calm of the accommodation and the area around it; quality of life around the accommodation; cleanliness of the accommodation; accommodation maintenance; accommodation security; room condition; appropriate beds and decoration; accommodation toilet condition; convenience facilities for guests; clear

and correct data provision; room reservation and confirm; policy on cancel and repayment of the accommodation; skills and attitudes of service providers; worthiness on service expenses; and complaint perception system (Table 2.8).

The image measuring on accommodation is on the basis of the following: calm around the accommodation without disturbing noise; rooms and equipment are clean; appropriate room decoration with Lanna culture; reliable room reservation and confirm; and worthiness of service expenses.

Table 2.8 Key Factors in this Study on the Component on Accommodation in Tourist Attractions

Accommodation	
Item	Resaercher
Accommodation Quality	Yacout and Hefny (2015), Remoaldo et al. (2014), Jani and Yeong-Hyeon (2011), Kim and Perdue (2011)
Convenient Travelling to the Accommodation	Liu et al (2015), Leung et al. (2011), Jetter and Chen (2011)
Calm around the Accommodation Area	Gómez and Molina (2012), Jani and Yeong-Hyeon (2011), Jetter and Chen (2011)
Quality of Life around the Accommodation	Leung et al. (2011), Jetter and Chen (2011), Gómez and Molina (2012), Jani and Yeong-Hyeon (2011), Jetter and Chen (2011)
Cleanliness of the Accommodation	Yacout and Hefny (2015), Jetter and Chen (2011)
Accommodation Maintenance	Leung et al. (2011),
Room Condition and Appropriate Decoration of bedrooms	Leung et al. (2011), Jetter and Chen (2011)
Accommodation Toilet Condition	Leung et al. (2011),
Clear and Correct Data Provision	Leung et al. (2011)
Skills and Attitudes of Service Providers	Peña et al. (2012), Leung et al. (2011), Jetter and Chen (2011), Li (2011)
Worthiness of Service Expenses	Peña et al. (2012), Leung et al. (2011), Jetter and Chen (2011), Li (2011), Jani and Yeong-Hyeon (2011)
Accommodation System	Leung et al. (2011)

6) Souvenir Shops

Another important components which is essential to tourist attractions is the creation of competitive advantage – general product and souvenir selling. This puts the importance on the following: product exhibition; convenience in travelling to souvenir shops; convenience facilities for customers; diversity of products; product purchasing alternatives; quality of products; repayment policy; currency exchange and product guarantee; skills and attitudes of service providers; worthiness of service expenses; customer complaint system; security in souvenir shops, night activity form; and quality and amount of entertainment places (Table 2.9).

This study put the importance on the factor on products and souvenirs. As a matter of fact, Mae Kam Pong community has diverse types of products or souvenirs related to Lanna culture.

Table 2.9 Important Factors in the Study on the Component on Product or Souvenir Shops

Product or Souvenir Shops	
Item	Researcher
Convenience Facilities for Product Exhibition	Li (2011)
Convenient Travelling to Souvenir Shop	Liu et al. (2015), Leung et al. (2011)
Facilities for Customers	Peña et al. (2012), Jetter and Chen (2011), Leung, Law, and Lee (2011)
Diversity of Products	Liu et al. (2015), Leung et al. (2011), Alhemoud and Armstrong (1996)
Quality of Products	Leung et al. (2011), Gómez and Molina (2012), Kim and Perdue (2011)
Skills and Attitudes of Service Providers	Peña et al.(2012), Leung et al. (2011), Li (2011)
Worthiness of Product Purchasing	Yacout and Hefny (2015), Peña et al. (2012), Gómez and Molina (2012), Leung et al. (2011), Li (2011)
Customer Complaint System	Leung et al. (2011)
Security in Souvenir shops	Leung et al. (2011), Li (2011), Jetter and Chen (2011)

Table 2.9 (Continued)

Product or Souvenir Shops	
Item	Researcher
Night Activity Form	Yacout and Hefny (2015), Liu et al.2015), Peña et al. (2012), Jeong and Holland (2012), Kim and Perdue (2011), Jetter and Chen (2011)
Quality and Amount of Entertainment Places	Alhemoud and Armstrong (1996)

7) Tour Operation

Tour operation is an important component towards image (Custódio Santos, Ferreira, & Costa, 2014; Stylos & Andronikidis, 2013). Tour operation management needs to have various activities (Gómez & Molina, 2012; Jeong & Holland, 2012; Lam González et al., 2015; Peña et al., 2012) as well as the component on tour operation of a company, meaning conveyance, and tour program facilitation (Kim & Perdue, 2013; Veisten, Haukeland, Baardsen, Degnes-Ødemark, & Grue, 2015). Yu et al. (2015) had a conducted a study on image of tour operation in China based on excitement, pride of travelling in China, travelling expenses, and worthiness. Besides, there are factors on tour program facilitation (Stepchenkova & Eales, 2011), tour operation management and time allocation (Jani & Yeong-Hyeon, 2011), the component on the society and population in tourist attractions, service minded, and attention to client (Custódio Santos et al., 2014; Stylos & Andronikidis, 2013) and component on information (Aksu, Caber, & Albayrak, 2009; Chen & Funk, 2010). Custódio Santos et al. (2014) had conducted a study and found that the following create competitive advantage: the provision of data on culture in tourist attraction; hospitality of food people; and opinion expression through internet. Besides, there are additional components based on various complementary services (Lee, Chen, & Huang, 2014; Wondowossen, Nakagoshi, Yukio, Jongman, & Dawit, 2014), service professionalism (Remoaldo et al., 2014), cleanliness and safety (Aksu et al., 2009; Chen & Funk, 2010), prices and value for money (Dolnicar & Grün, 2013; Kim & Perdue, 2013). Besides, there are other concerned components such as political stability. This study was interested in image measuring on tour operation based on the following factors: visiting tourist attractions in Mae Kam Pong

Community with value for money; adequate time span for visiting tourist attractions; tour guide take care of tourists very well; and reliable data provision.

Therefore, the study on image of tourist attraction (Attribute-Holistic) in this study put the importance on the following components: attraction and tourism resources; basic infrastructure and convenient facilities; accessibility to tourist attractions; food and beverage shops (restaurants); accommodation in tourist attractions; shopping and entertainment; and tour operation.

Therefore, tourism image measuring in terms of tourist attraction attributes is complicated. However this study was the measurement of tourism image at a small level. Thus, the assessment was based on the components as follows: 1) attraction and tourism resources (natural attraction and cultural attraction) and 2) resources supporting tourism comprising basic infrastructure and convenient facilities in tourism (sub-components included accessibility to tourist attractions, restaurants and beverages, accommodation, souvenir and entertainment, and tour operation).

2.5.2 Tourist Destination Uniqueness

Uniqueness plays important roles in marketing strategy implementation in which separates brand (Leung, Bougoure, & Miller, 2014; Wang & Finn, 2012) and it can create advantage to the brand (Vivant, 2011). The assessment of brand attributes of customers mostly arises from advertisement (Netemeyer et al., 2004). The identifying of a particular brand is often related to psychological status of customers gained from brand, emotion, and value obtained from the brand (Matthews, 2012). Besides, the customers want uniqueness through the relation of acquisition, utilization, and emotion of customers arised from product using (Ye, Bose, & Pelton, 2012).

Uniqueness can be referred to the capability of a business which can differentiate in its product to be superior more than competitor. This can be done by using design innovation and the ability in workmanship-increased attributes of cultural uniqueness in workmanship (Naidu, Chand, & Southgate, 2014). Besides uniqueness can be understood as the feeling level of a customer that one brand is different from other brands (Netemeyer et al., 2004). In addition, uniqueness is related

to a high product price (David, 1996) in which the uniqueness and high product price is an important indicator of brand value. Indeed, uniqueness can maintain preference, strength, and uniqueness concerning with the brand in memory (Leung et al., 2014). Entertainment is a form of the occurrence of experience and a unique experience can increase the quality of work performance and memory creation (Pine & Gilmore, 1998). Hence, uniqueness means the ability of a business to create a level of feeling about the difference of products and services making customers have emotion and awareness of brand value. This can separate brands from each other through the process of acquisition, utilization, and emotion of customers. All of these arise from product consumption which achieves the goal and social image.

Normally, uniqueness has an effect on the preference of customers which make them be willing to pay with a high price. The perception of brand quality and brand uniqueness is important to market positioning (Kemp, Childers, & Williams, 2012) and uniqueness has influence on brand royalty (Murray, 2012). Moreover, the perception of functional value is very important to customers to purchase a product, uniqueness of a product will be indicated by a high price and good quality (Shukla, 2012). Besides, customers expect a product to be luxurious with good quality which satisfies them.

Tourist attractions can create uniqueness by seeking for a self-specific strength (Apostolakis, Jaffry, Sizeland, & Cox, 2015) which relies on various component. The difference may comprises famous food in a particular place, local songs, and creative names (Kemp et al., 2012). Besides, social identity, social categorization, social comparison, and group distinctiveness can create uniqueness (Matthews, 2012). The tourist attraction potential suitable for tourist needs to have special attributes of culture, ethnic groups, sub-group of population, etc. Besides, it puts the importance on food diversity, language skills of local people, uniqueness of local architecture, and diverse culture (Pechlaner, Lange, & Raich, 2011). Regarding, a study of tourist behaviors about food, it was found that food perception is essential in the selection of a tourist attraction. Tourist search data about food e. g. value, novelty, aesthetic, and uniqueness of local food which all of these have an effect on tourist satisfaction (Björk & Kauppinen-Räsänen, 2016). As a matter of fact, tourists usually are aware of the specialty of situations and potential, meaning that having uniqueness and

variety of sub-attributes of region (Pechlaner et al., 2011). Therefore, it can be concluded that uniqueness of tourist attractions are perceived by tourists which occur from the difference in components of tourist attractions. These components must take time and need details for gaining experience and actual image of tourist attractions that are the slow tourism.

2.5.2.1 Slow Tourism

Slow tourism refers to tourism having movement which is slower than general tourism (Honoré, 2004). The concept of slow tourism is popular and can be found in newspaper article but its meaning is still not clear. Main benefits of slow tourism are an awareness of slow time spending and natural conservation and experience. In fact, slow tourism provided the feeling attach the destination and great experience rather than it touchable product. (Lumsdon & McGrath, 2011). The concept of slow tourism is interested by tourists because it is a process in tourism behaviors focusing on a slow life for creating tourism experience (Oh, Assaf, & Baloglu, 2016). Besides, it is a relationship between tourism and self – presentation of tourists (Traveler's self-identifying and lifestyle). Conway and Timms (2010) cited that slow tourism can make tourists be funny and it enhances knowledge. Woehler (2004) claimed that good slow tourism does not create the feeling of the difference between tourists and people in the community.

Slow tourism is an alternative to tourism which have sensitivity and sustainability which is appropriate for the community in remote areas (Conway & Timms, 2010). In fact, slow tourism originates from slow food culture for relaxation. It puts the importance on the difference between the tourist attractions and the current residence (Gardner, 2009). Slow food culture is a component promoting sustainable tourism development with the participation between the public and the private sectors (public-private partnership) as a key leading to the success (Jung, Ineson, & Miller, 2014). Besides, slow tourism concerns with sustainable development in terms of the environment, economy, and equity (Campbell, 1996). Not only this, ecotourism, sustainable tourism, and slow tourism focus on the quality of time spending of tourists on holidays but also, it creates the memory of culture and livelihood (Nistoreanu, Dorobantu, & Tuclea, 2011).

Slow tourism is a new form of tourism which is appropriate for a specific tourist group. Moreover, slow tourism is a tool which used for controlling and giving benefits for tourism development initiated by the community (development-from-below). In this case, the community must seek for a slow tourism form based on their potential (Conway & Timms, 2010). Renard (2001) stated that tourism management in the community needs to control the community in terms of project planning and implementation. This must realize on capital leaking out, social equity, economy, and nature. When slow tourism is introduced to tourist attractions, it will have the influence on an accommodation form, food shops, and activities (Buckley, 2011). Projects and activities on slow tourism are in remote areas and it is a new choice.

Slow tourism has two main components: holiday type or style choice and travel mode choice (Dickinson, Lumsdon, & Robbins, 2011) which make tourists be funny, knowledgeable, and stay in a tourist attraction for a long time (Woehler, 2004). The following are principles of slow tourism: 1) travelling without a hurry; 2) fast food refusal and aimless destination; 3) visiting place is part of beautiful scenery and without big structure; 4) each tourist seeks for nature and touch it; 5) activities of slow tourism are related to love of nature; 6) the purpose is to make body and mind relax; 7) slow tourism must be in mind or spirit (Nistoreanu et al., 2011). Besides, components of slow tourism include: 1) one week stay in a residence which is not a hotel during holiday and 2) Travelling near by the residence and it is time consuming. Thus, slow tourism can be described as a form of tourism leading to sustainability of tourism and tourism behaviors is separated from other types of tourism. This behavior is truly beneficial to both tourists and tourist attractions. This leads to ties between tourists and tourist attractions with the occurrence of the selection of a tourist attraction (behavioral choice) and decision-making psychology

As afore mentioned, this research focuses on the slow tourism elements that include the tourist should take a long time to visit and do activities in attractions in order to gain true travelling experience new knowledge and relaxation. Therefore, the attribute-holistic related to a uniqueness: slow tourism which is assessed by tourists as the hypothesis presented belows:

H1: The brand image based on attribute-holistic of the tourist attractions and the image based on uniqueness: slow tourism of the tourist attractions having a positive relationship

2.5.3 Psychology: Emotion

Psychology and feelings can be described as specific value concerning with tourist attractions with a basis of motivation (Stepchenkova & Mills, 2010). In other word, it is the feelings arised from tourist attractions related to the psychology about tourist attractions (Hung et al., 2012). This specific value is the emotional view related to tourist attractions (Beerli & Martín, 2004; Gartner, 1994; San Martín & Rodríguez del Bosque, 2008). According to the definition based on psychology, it is emotion or feeling arised from an individual (tourist) having towards a tourist attraction (Peña et al., 2012). Quality of psychology and emotion or feeling arise from tourist attraction attributes (Russell, 1991) which has an effect on both positive and negative feelings towards a tourist attraction (Hwang, Yoon, & Park, 2011).

Although there are many development of conceptual framework and image measurements but it is mostly the measurement based on physical evidence and attributes (Prayag, 2009). Meanwhile, feeling and emotional view is another one of brand image (Baloglu & McCleary, 1999; Hosany, Ekinci, & Uysal, 2007). Both view must be considered together so that it will have efficiency. This is because the feeling or emotional view is an important thing which tourists use it for the assessment of tourist attractions (Sahin & Baloglu, 2011).

Functional and psychological image is an emotion having relationship with brand image (Beerli & Martín, 2004) and it is the motivation in the selection of a tourist attraction. Moreover, functional and psychological image has direct influence on revisit and introduction of tourist attractions (Hallmann, Zehrer, & Müller, 2015; Zhang et al., 2014). In fact, functional and psychological image can make development predict tourist behaviors (Nassar, Mostafa, & Reisinger, 2015). Thus, functional and psychological image can be understood as value related to tourist attractions due to motivation of tourists (Stepchenkova & Mills, 2010).

Emotion and feelings towards image can well explain tourist attractions in the heart of tourist (Baloglu & McCleary, 1999). For example, emotion and feelings can

be used to explain the intention to purchase and emotion and feelings of tourists in the assessment of a tourist attractions; word-of-mouth will be happened if it is in the positive way. Besides, emotion and feelings gained from a tourist attraction attributes (Russell & Snodgrass, 1987). The feeling and emotional image is sometimes happened before visiting but the emotion and feelings after visiting is confirmation and emotion adaptation (Baloglu & Brinberg, 1997a; Kneesel, Baloglu, & Millar, 2010).

Brand image has a relationship with the intention to visit and it concerns with emotion (Assaker, Vinzi, & O'Connor, 2011; Baloglu et al., 2014; Hung et al., 2012; Liu, Li, & Yang, 2015). Emotional perception mostly happens from food shops and attractive things of tourism whereas supplementary components have no effect on emotion and feeling (Tavitiyaman & Qu, 2013). Psychological perception originates from various data sources such as slogan (Lehto, Lee, & Ismail, 2014), picture (S. Pan, Lee, & Tsai, 2014), internet-tourism block and website (Ye, Tianyuan, & Fan, 2014).

Functional-psychology perception refers to value related to tourist attractions based on motivation of tourists (Stepchenkova & Mills, 2010) and it is the emotion having a relationship with brand (Beerli & Martín, 2004). Besides, it is motivation in the selection of a tourist attraction (C.-R. Liu et al., 2012). Moreover, functional – psychological perception has direct influence on re - visit and suggestions about tourist attractions (Hallmann et al., 2015; Zhang et al., 2014).

Functional-psychological perception can make developers predict tourist behavior (Nassar et al., 2015). Psychological perception originates from various data sources such as slogan (Lehto et al., 2014), picture (Pan et al., 2014), internet-tourism block and website (Ye et al., 2014). Besides, functional - psychological perception study also relates to the following Table 2.10.

Table 2.10 Component on Psychological and Emotional Perception

Psychological and Emotional Perception	
Researcher	Item
Papadimitriou et al. (2015)	AI1: Unpleasant/pleasant AI2: Distressing/relaxing AI3: Ugly/pretty AI4: Gloomy/exciting
Lam González, de León Ledesma, and León González (2015)	Exciting/gloomy destination, Genuine/synthetic destination, Sustainable/unsustainable destination, Dynamic/quite destination, Happy/unhappy destination, Healthy/unhealthy destination.
Tkaczynski et al. (2015)	(1) Favorable, (2) Boring, (3) Unfavorable.
Hallmann et al. (2015)	“gloomy-cheerful,” “dull-exciting,” “unpleasant-pleasant,” “distressing-relaxing,”
Kim and Park (2015)	Distressing-relaxing, Sleepy-arousing, Unpleasant-pleasant, and Gloomy-exciting
Yacout and Hefny (2015)	Pleasant/unpleasant, arousing/boring, relaxing/stressing, Exciting/gloomy.
Pan et al. (2014)	Arousing, Pleasant, Relaxing, Exciting, Distressing, Unpleasant, Gloomy, and Sleepy
Giraldi and Cesareo (2014)	Arousing-sleepy, pleasant–unpleasant, exciting–gloomy and relaxing–distressing
Lee et al. (2014)	Powerless-powerful, Unpleasant-pleasant, Weak-strong, Inactive-active, Quiet-vigorous, Calm-exciting, and Nasty-nice
Rudowsky (2013)	Pleasant-Unpleasant, Gloomy-Exciting , Sleepy-Arousing , and Distressing-Relaxing
Lee, Kang, Reisinger, and Kim (2012)	Pleasant, Relaxing, and Arousing
Jeong and Holland (2012)	Exciting Items: Pleasant-Unpleasant , Exciting-Boring, Arousing-Sleepy, Attractive-Unattractive, Diverse–Plain Relaxing: Relaxing-Distressing, Safe-Risky, Stable-Chaotic, and Comfortable-Uncomfortable
Gómez and Molina (2012)	AF1 Emotions, AF2 Pleasant place, and AF3 Awakens interest
Kim and Perdue (2011)	Fun and comfortable atmosphere: Best-worst, Fun-boring, Cool-uncool, Comfortable-uncomfortable, Friendly-snobbish, Young-old Crowding: Quiet-noisy, Crowded-uncrowded, Big-small Upscale atmosphere: Sophisticated-unsophisticated, Expensive-affordable

Table 2.10 (Continued)

Psychological and Emotional Perception	
Researcher	Item
Sahin and Baloglu (2011)	Pleasant-Unpleasant, Arousing-Sleepy, Relaxing-Distressing ,and Exciting-Gloomy
Pan and Li (2011)	Exciting, Happy, Busy, Interesting, Crowded, Scary, Funny, Different, Boring, Friendly
Ye and Tussyadiah (2011)	Exciting and fun=Exciting, fun, interesting, energetic, busy, hustle bustle, vitality, movement, action Relaxing and peaceful=Relaxing, peaceful, escape, friendly, beautiful, cozy, community feel, safe, getaway, tranquility, romantic/intimate, authenticity
Shaojun and Wall (2011)	Arousing-sleepy, Exciting-gloomy, Pleasant-unpleasant, and Relaxing-stressful
Hwang et al. (2011)	Negative feeling (Gloomy, Tiresome, Prostrated, Irritating, and Trivial) Positive feeling (Fun, Interesting, Exciting, Nice, Comfortable, Cool, and Imaginative) Displeasure (Angry, Terrify, Terrible, and Displeasure)
Hosany, Ekinci, and Uysal (2006)	Arousing- Sleepy, Pleasant-Unpleasant, Exciting-Gloomy, and Relaxing-Distressing

A study of psychological perception focuses on exciting, pleasant, relaxing, and clam. Brand image has influence on brand association which based on attributes, benefits, and attitude towards the brand. Besides, it has an effect on future behaviors; that is, the revisit again and introduce the brand to others. This study on image of community based on tourism which focused on psychological and emotional image which included exciting, pleasant, relaxing, and clam. All mentioned above leads to the occurrence of the hypothesis as shown below:

H2: The brand image based on the tourist uniqueness: slow tourism of the tourist attractions and the image based on psychology: emotion of the tourist attractions having a positive relationship

2.5.4 Sustainable Image

Sustainable development is a tool having relationships with the society and its environment. The goal in development consists of three main aspects: conservation of natural environment; economic development; and social development (Sardianou et al., 2016). Besides, there are relationships among economic sustainability, natural sustainability, and social-cultural sustainability (Pulido-Fernández, Andrades-Caldito, & Sánchez-Rivero, 2015).

A planning and policy maker defined sustainable development as the tourism which has no negative impact on economy, society, and environment and it relies on participation. Besides, it must satisfy tourists and create experience as well as awareness of the sustainability of tourism (Edgell, 2015). The policy on marketing promotion in terms of history and culture is a method which can create image of tourist attractions and tourists can extend their accommodation days (Vitic-Cetkovic et al., 2015). In addition, important components of tourism include the following: policy determination of the government; natural environment and things created by man; and facilitation of convenience facilities (Tseng et al., 2015). These components create brand image having an effect on the decision-making to choose a tourist attraction (Chen & Tsai, 2007; Lee, Taylor, Lee, & Lee, 2005; Naidoo & Ramseook-Munhurrin, 2012). It is an important factor for tourists to choose a tourist attraction and plan their travelling (Hung et al., 2012) and eventually leads to brand loyalty. That is, brand loyalty of tourists will have good image by developing physical factors having an effect on emotional factor which can arouse them to visit (Choi et al., 2011). Successful sustainable development does not only the development of attraction in tourist spots and convenience facilities but also service quality and competitive potential (Chindris-Vasoiu & Tocan, 2015). Importantly, sustainable tourism needs to have tourists and the community as component making the occurrence of sustainability in economy, society, and environment (Sardianou et al., 2016).

Therefore, people in the community must manage about services, tourism transportation, recreation, marketing, and finance in order to facilitate readiness for tourist attraction. This also includes infrastructure, accommodation, transport, political stability, financial institutions, service excellence, and other environmental

aspects related to tourism (Choi, 2003). Besides, community-based tourism must satisfy tourists (Ahebwa et al., 2016; Sánchez-Cañizares & Castillo-Canalejo, 2014a).

As mentioned, sustainable development focuses on 3 main components: 1) environmental aspects, 2) economic aspect, and 3) social aspect. This study put the importance on the sustainability of the environment and the society which can be observed based on the natural environment in Mae Kam Pong village: harmonious landscape; fertile soil suitable for cultivation; feeling of environmental conservation e. g. garbage littering and flower picking; local people keep on conserving the environment e.g. garbage sorting and no tree cutting. Regarding the social aspect, people in Mae Kam Pong village conserve their culture and most of them wear the local dress and speak dialect. Besides, the elderlies there participate in cultural tourism and sell local products to tourists. So, it can be seen that brand image has a relationship with sustainable tourism. This is due to resources of tourist attractions can create uniqueness until there is the occurrence of the hypothesis below:

H3: The brand image based on the psychology: emotion of the tourist attractions and the image which based on sustainable image of the tourist attractions having a positive relationship.

All of this leads to a hypothesis: H1: The brand image based on attribute-holistic of the tourist attractions and the image based on uniqueness: slow tourism of the tourist attractions having a positive relationship. H2: The brand image based on the tourist uniqueness: slow tourism of the tourist attractions and the image based on psychology: emotion of the tourist attractions having a positive relationship. H3: The brand image based on the psychology: emotion of the tourist attractions and the image based on Sustainable Image of the tourist attractions having a positive relationship. (Figure 2. 3)

2.6 Context of Mae Kam Pong Community-based Tourism

In the past, Por Oui Pa migrated from Dokdaeng Village, Doisaket district, Chiangmai province to grow tea in Mae Kam Pong village. During that time, villagers preferred to consume “Miang” (a kind of Northern food made of fermented tea leaf) and the soil and climate conditions in Mae Kam Pong are suitable for tea growing.

Later on, relatives of Por Oui Pa and others migrated to Mae Kam Pong village until it is a big community at Present. Mae Kam Pong village is named after a flower called “Kampong” which is abundant in this area. Meanwhile, there is a small river flowing through the area so the village is called “Mae Kam Pong” (Puangmala, 2002). Regarding geographic and environmental conditions of Mae Kam Pong village, it is located in the east of Chiangmai province or twenty kilometers from Mae On District office and fifty kilometers from Chiangmai city. In other word, Mae Kam Pong village is in Moo 3, Huaykaew sub-district, Mae On district, Chiangmai province. Ninety eight percent of village is a mountaineous area and abundant forest with cold climate throughout the year. Mae Kam Pong village is close to Bann Maelai to the north and Bann Maeruam to the south (Huaykaew sub - district). Besides, it is close to Muang Pan district to the east and Bann Tharmthong to the west. The forest in Mae Kam Pong village is a reserved forest covering an area of about one square kilometer. There is tea and coffee growing in village covering an area of six square kilometers. The forest there is mostly mixed delicious forest and wet evergreen forest. At present, however, wildlife there are hunted until it is almost extinct. Tourism resources based on geographic and environmental aspects in Mae Kam Pong village comprise the following: 1) Monlarn hill suitable for trekking tour due to its natural abundance and cold climate throughout the year; 2) Oeng Din orchid which is beautiful and expensive; it has flowers once a year and lasts about (Puangmala, 2006). Presently, Mae Kam Pong village consume water from the stream where there is the electrical generator for the community and tourism services. Jamroenporn et al. (2014) had conducted a study on the management of area potential to accommodate Mae Kam Pong community-based tourism and found that the air and dust conditions in the village is in a normal condition and water sources are also in a normal condition.

There are 418 persons (216 males and 202 females) living in Mae Kam Pong village. The people there prefer to build their houses near Mae Kam Pong stream. Mae Kam Pong village comprises 128 households which are divided into 6 groups: 1) Pang Nork (30 households), 2) Pang Klang (19 households), 3) Pang Khon (19 households), 4) Pang Ton (15 households), 5) Pang Nai One (9 households), and 6) pang Nai Two (36 households) (Puangmala, 2002). In 2014, however, Thitichamroenporn (2011) made a survey and found that there were 322 persons (165 males and 157

females) living in Mae Kam Pong village (135 households). Mae Kam Pong village has culture and tradition as follows: Songhran festival, new house merit making, wedding ceremony, cremation ceremony, important religious days, Loy Krathong Festival, off-season offering of roles and other needs to makes, religious structure ceremony, etc.

Mae Kam Pong village has systematic management in which it can be classified into five main tasks as follows: 1) The million baht fund, 2) saving, 3) community development, 4) electricity cooperative, and 5) economic stimulation. The task management which is the strong point is the electricity cooperative and other six sub-tasks: electric current, cooperative finance, loan credit, tourism, and product selling. For tourism it is classified into 7 products: 1) lodging group, 2) village doctor, 3) tourist guide, 4) coffee, 5) massage group, 6) tea leaf pillow, and 7) local music and dance.

According to economic aspect, people in Mae Kam Pong village have an annual income for 49,810.03 baht per head on average. They earn an income from farming (24.34%), hired – working (57.90%), trading (13.47%), tourism industrial service (1.88%), and other (3.63%). People there mostly do orcharding (41%), hired-working (28.26%), field crop growing (1%), trading (2.80%), and others (20.50%).

2.6.1 Tourism in Mae Kam Pong Community

Mae Kam Pong lunched to be a tourism community in 2004 and began to be an ecotourism and conservative tourism community in 2005 and 2006 supported by the Cooperative Promotion Department, Ministry of Agriculture and Cooperative. The support also included OTOP project and public relation budget making a lot of tourists be interested in Mae Kam Pong community. During that time, there were research for community development together with readiness preparation particularly on community-based management. Results of the researches have been utilizing since 2002. Awards and standards received are as follows: Firstly, Homestay standard recognition in 2004 by Tourism Department, Ministry of Tourism and sports. Secondly, handicraft village for tourism (OTOP Village Champion: OVC in 2006) and tourism award by the Tourism Authority of Thailand. And thirdly, ASEAN Homestay standard recognition (2014) and Thai tourism award by PATA.

2.6.2 Tourism Attractions

Mae Kam Pong is a mountainous village which there is an abundant forest and rich in natural and cultural attractions

1) Natural Attractions

Mae Kam Pong waterfall-The route to the waterfall is a steep path along the mountain ridge. There is a staircase in the first part but after that it is a path up to the top of Monlarn hill where there are pine tree garden, Srinagarindra garden, and a court yard of the Forest Protection Center. Tourists can stay overnight in a tent there. Interestingly, Thai sakura flowers are blossom during December and January. Mae Kam Pong waterfall has cool water throughout the year so tourists can visit there any time. However, the car park at Mae Kam Pong waterfall is rather limit and there is only one food and souvenir shop. Villagers of Mae Kam Pong grow tea alongside of the forest because the tea can adapt itself well climate condition in the forest. Thus, the management of forest resource is an important part of tea production of Mae Kam Pong villagers. In addition, Huay Hong Khrai Development Study Center has budget and academic support on seedlings and plants varieties. Not only this, the center passes rules and regulations which is consistent with the community forest context.

2) Cultural Attractions

Mae Kam Pong temple is an old temple in the village. Its vihara is simply decorated but beautiful. Surprisingly, the vihara roof is covered by evergreen moss like a carpet all year round. The following are interesting traditions in Mae Kam Pong village: 1) “Si Peng” month tradition: It is held on 15th day of the waning moon of January when local people make merit to those who have passed away after harvest season. 2) “Songkran Festival”: It is held during 13-15 of April in accordance with northern ceremony such as putting sand into the temple. 3) “Buddhist Lent Tradition”: It is held on 15th day of the waning moon of July when local people make merit. 4) “Sib Song Peng Day Tradition”: It is held on 15th day of the waning moon of September. 5) “Tan Kuay Salak Tradition”: It is held any day which aims to make merit for relatives who have passed away. 6) “Loy Krathong Festival”: It is held on 15th day of the waning moon of November. Local people present robe to monks at the end of the Buddhist Lent and there is a big celebration at night together with floating a basket of flowers in water sources to show respectfulness to the Goddess of water.

The local wisdom on the tea leaf body of knowledge beginning with tea growing until harvesting is accumulated and transferred from generations to generations. Although tea leaves can be collected all year round but villagers of Mae Kam Pong know well that tea leaf the tea leaves. The tea leaves collected during April-early June are called the early year tea (Miang Ton Pi). The characteristics of these tea leaves are hard, small, dark green, and tannin-like taste since the tea receives a small amount of water.

The tea leaves collected during June-early August are called the middle year tea (Miang Klang Pi). The characteristics of these tea leaves are big and lightgreen. Meanwhile, the tea leaves collected during August-October are called the late year tea (Moang Choi). These tea leaves have a better taste than the others and it is needed by the market. The tea leaves collected during January-May are called “Miang Muey”. These tea leaves are rather small with yellowish green in colour. The tea during this time gives less yield than other time. Interestingly, The villagers pick only one – half a tea leaf so that the rest can do photosynthesis for producing food for the tea tree. In the case that a whole tea leaf is picked, the tea tree will be undersized.

In addition, there is a learning center in Mae Kam Pong for activities of the community and tourists. In the part, the hall of Khanthaprueksa temple was used as the learning center and community meeting. Later on, however, it was not big enough so the learning center was moved to a building of Mae Kam Pong school. Learning activities held by Mae Kam Pong community can be classified into two types: Forest management and community management. The latter is sub-classified into 7 types: electric cooperative of Mae Kam Pong Royal Project; 2) saving group for production; 3) village and urban community fund; 4) BCC fund; 5) conservative tourism and homestay; 6) tea leaf pillow; and 7) Thai traditional massage.

3) Resources Supporting Tourism

Mae Kam Pong community has many types of resources supporting tourism such as basic infrastructure, hospitality, and convenience facilities. Mae Kam Pong community has enough toilets to serve local people and visitors. It comprises 4 temple toilets, 5 school toilets, 7 entrepreneur toilets, and 2 information venter toilets. Mae Kam Pong community has 2 guard boxes located at the community entrance and the back of the community. Moreover, Mae Kam Pong community does not allow

people to bring weapons into the community. Regarding tourist attraction accessibility, Mae Kam Pong community has 4 car parks: 1) temple yard (10 cars); 2) school cement court (20 cars); 3) waterfall entrance (5 cars); and 4) community cemetery (8 cars). Besides, people in Mae Kam Pong community have a car park with the capacity of 2 cars per house on average. Routes in the community can accommodate 30-50 cars per day. There are information and direction bays and traffic signs to prevent an accident and speed limit is not more than 35 kilometers per hour.

Mae Kam Pong community has 5 food shop and groceries, 22 houses served as homestay which can accommodate 132 persons, 4 persons per hour. Homestay member are mostly gardeners and hire-workers having an income higher than an average income of the community (49,810.03 baht per head per year). For tour operation, Mae Kam Pong community facilitates 3 types tour program: 1) one day program community way of life, trekking, cooking, and local products; 2) two days per one night program- homestay, nature admiration, tea and coffee plantation, waterfall, cooking, hydro-electricity generating, community way of life, herbal plants, morning merit-making; and 3) three days/2 nights program-homestay, community way of life, short and long natural route, Monlarn hill, tea and coffee plantation, Mae Kam Pong waterfall, coffee production, tea leaf pillow making, Miang production, cooking with villagers, and making merit in the temple. Besides, there are activities on arts and culture: “Bai Si Su Khwan Ceremony”: It is practiced when there are ailments or recovery of ailments to call back the spirit or celebrate a recovery. Also it aims to welcome visitors and this ceremony is also practiced in northeastern Thailand. “Poi Luang Festival”: It is a kind of merit-making and cerebation in the occasion of the construction of various religious places and buildings in a temple. “Local Dance Performance”: It is popular in “Poi Luang Festival” and together with local music (Sa Lor Sor Sueng). “Knife and Sword Making”: Such as knives used in the kitchen and forest and swords used in the garden. This activities is normally demonstrated to visitors or those who want to join the activity. For trekking tour, it must have a local guide joining tourists every time (1 tour guide per 5 tourists) and the service charge is 200 baht per head per day and another 100 baht for staying overnight. Besides, there are souvenir shops (tea leaf pillow, Miang, and coffee) to serve tourists.

2.7 Conceptual Framework

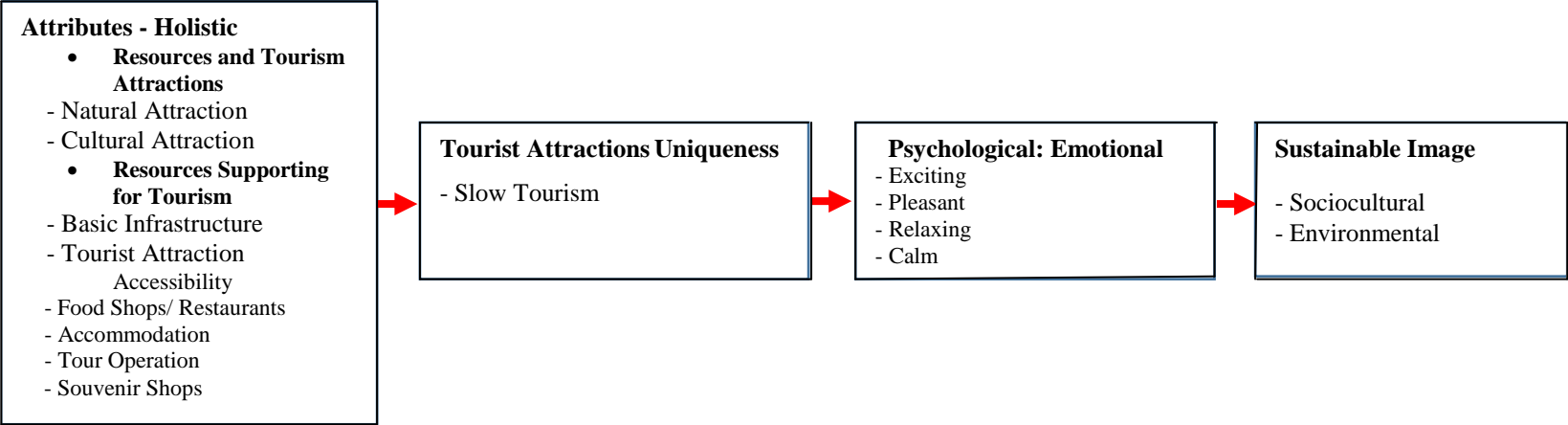


Figure 2.2 Conceptual Framework

2.8 Summary of Chapter Two

Chapter two has presented a history of three important concepts for research conceptual Framework which include 1) Branding and Brand Image concept 2) Community-based Tourism Concepts and 3) Sustainable Tourism Concepts.

Richies's theory-Attributes, Psychological and Uniqueness factors-was employed for brand image concept. In addition, Attributes of Tourist Attractions has 2 factors that is resources and tourism attractions and resources supporting for tourism. Psychological/Emotion is feeling from tourist attribute benefits. And Uniqueness of Tourist Attractions consist of Slow tourism factor.

Moreover, Background of Community-based Tourism Research, Community -based Tourism Concepts, Participation in Community-based Tourism, and Roles and Stakeholders in Community-based Tourism is contained in Community-based Tourism Concepts. And Sustainable Tourism Concept is comprise Definition and Principle of Sustainable Tourism, Sustainable Tourism Management, and Sustainable Tourism Components which has three important keys element; Natural, Cultural ,and Economic.

As a result, the framework is developed in order to provide a basis for which to answer the research aim on how the relationship of 1) Attributes of Tourist Attractions, relate to Emotion 2) Emotion relate to Uniqueness and 3) Uniqueness relate to Sustainable Tourism. The next chapter will discuss the methodology to direct and guide the development of the research strategy and design, including a discussion on data collection and the statistical technique used for data analysis.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

The study on brand image measuring of sustainable community-based tourism as viewed by tourists and stakeholders: a case study of Mae Kam Pong community had 4 research questions. This aimed to be responsive to the main objective of the study. This chapter presents 2 types of research methodology: 1) quantitative research-employed for analyzing image arised to tourists and 2) qualitative research-employed for analyzing data provided by stakeholders in Mae Kam Pong tourist attractions.

The quantitative research method comprised the following: 1) introduction-overview content of research methodology; 2) Research Approach Design used for measuring brand image of tourist attractions; 3) Study Area is located of the study and factors on the selection of locate of the study; 4) quantitative research employed for measuring brand image sustainable community-based tourism as viewed by tourists and this included: data collection and sampling design; research instrument design; pre-testing for instrument improvement; and data analyses; 5) qualitative research employed for measuring brand image of sustainable community-based tourism as viewed by stakeholders and this included: research methodology; key informants, interview guide, data collection method, and data analyses; 6) research ethics; 7) summary of chapter three structure.

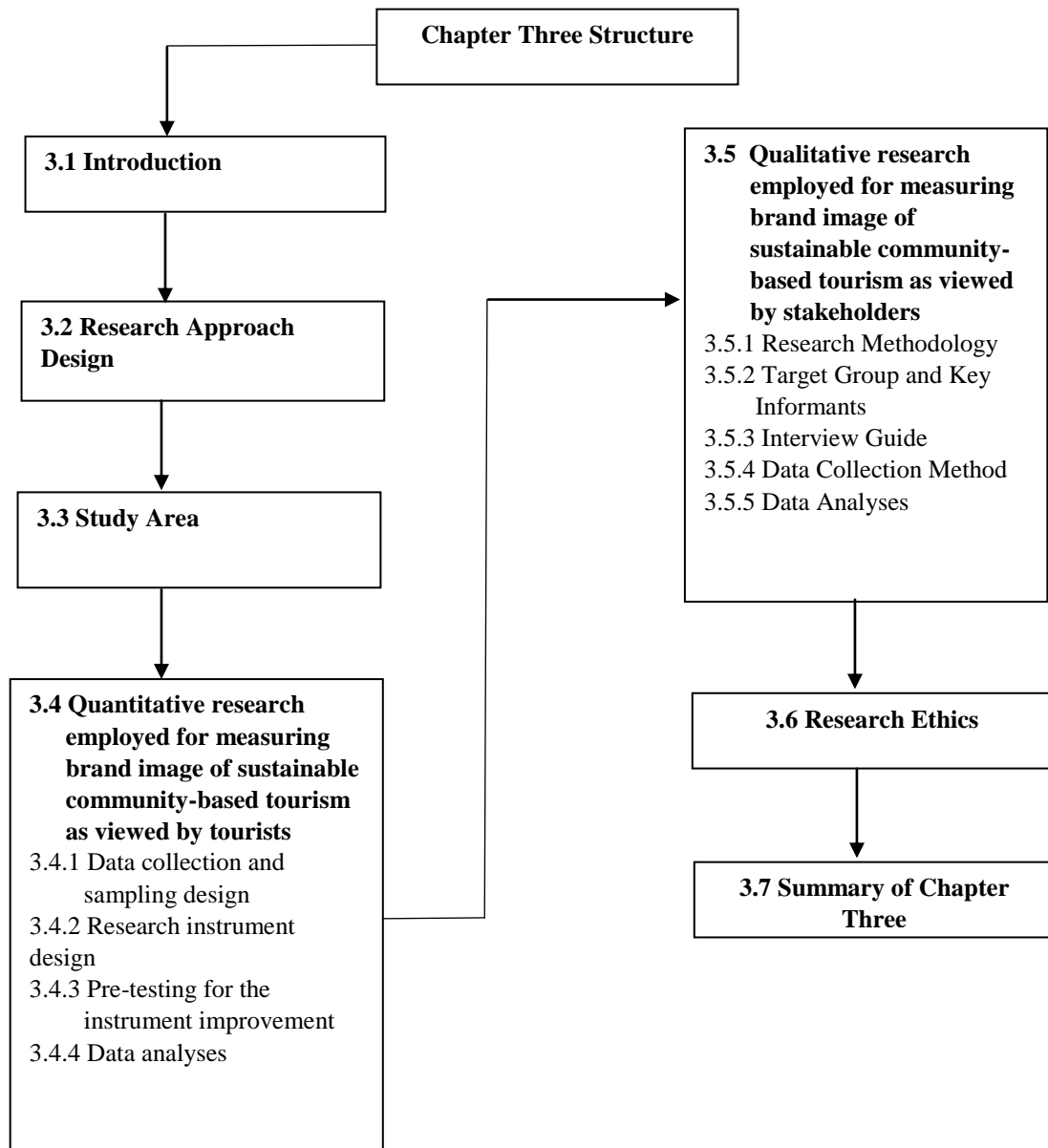


Figure 3.1 Chapter Three Structure

This study had a process on the determination of research methodology to be appropriate with the main objective of the study. That was, brand image measuring of sustainable community-based tourism. Review of related literature in the past was conducted to seek for theories related to the image employed in this study. Besides, there was the investigation on research methodologies employed by the past academics. After that, there was the determination of locale of the study, Mae Kam Pong community. After review of related literature, there was a synthesis to determine population providing data and they were of two groups: tourists and stakeholders. Later on, there was research methodology determination which was appropriate with the population attributes to collect quantitative and qualitative data. After this process, there were analysis and synthesis for finding image of tourist attractions. Lastly, there were conclusions and suggestions for development and further research.

This study employed mixed methodology (quantitative and qualitative researches) which could improve weaknesses and enhance strengths of each research method. Mixed methodology is classified into 3 levels: 1) “two-phase design”-study classification and different phenomena analysis technique; 2) “dominant-less design”-the research presents a study by using a research philosophy within a conceptual framework having a different process to answer a research question; and 3) “fully integrated”-an investigation of a single issue but using a different research methodology for explaining phenomenon (Creswell & Clark, 2007).

The main objective of this study was to measure brand image of sustainable community-based tourism as views by tourists and stakeholders: a case study of Mae Kam Pong tourism community. It was a research measuring image of sustainable tourism which needed qualitative research putting the importance on the phenomenon source- Mae Kam Pong community which had received many awards. Meanwhile, this study also put the importance on the image arised to tourists so quantitative research was employed in the respect. The next topic would be about the selection of locale of the study (study area) based on factors used for the selection.

3.2 Research Approach Design

Regarding the measurement and assessment of brand image on tourism, most researchers employed mixed research methodology (quantitative and qualitative) to investigate tourism brand. Mostly, there was the determination of population basic attributes and then various population sampling methods were conducted to obtain actual and reliable data. It was observed that it was mostly the perception as viewed by tourists and some are viewed by stakeholders.

Most researchers had investigated data on brand image of tourism as viewed by tourists in order to obtain data for developing image of tourist attractions (Table 3.1)

Table 3.1 A Study on Image as Viewed by Tourists or Customers

Authors	Tourist/Customer	Authors	Tourist/Customer
Yacout and Hefny (2015)	√	Karamustafa et al. (2013)	√
Walters, Mair, and Ritchie (2015)	√	Dolnicar and Grün (2013)	√
Tkaczynski et al. (2015)	√	Chen, Chen, and Okumus (2013)	√
Sun, Zhang, and Ryan (2015)	√	Chen and Phou (2013)	√
Smith et al. (2015)	√	Chavan and Bhola (2013)	√
Folgado-Fernández, Oliveira Duarte, and Hernández-Mogollón (2015)	√	Assaker and Hallak (2013)	√
Saleem et al. (2015)	√	Andrades-Caldito, Sánchez-Rivero, and Pulido-Fernández (2013)	√
Rodríguez-Molina, Frías-Jamilena, and Castañeda-García (2015)	√	Aloudat and Rawashdeh (2013)	√
Papadimitriou et al. (2015)	√	Yang, He, and Gu (2012)	√
Nassar et al. (2015)	√	Sánchez-Rivero and Pulido-Fernández (2012)	√

Table 3.1 (Continued)

Authors	Tourist/Customer	Authors	Tourist/Customer
Carballo, Araña, León, and Moreno-Gil (2015)	√	Prayag and Ryan (2012)	√
Lu et al. (2015)	√	Peña et al. (2012)	√
Loureiro and de Araujo (2015)	√	Naidoo and Ramseook-Munhurrun (2012)	√
Loi and Sentosa (2015)	√	Mukhopadhyay, Taggar, and Jena (2012)	√
Liu et al. (2015)	√	Milman (2012)	√
Li-Hui et al. (2015)	√	Stepchenkova and Li (2014)	√
Lam González et al. (2015)	√	Lertputtarak (2012)	√
Josiam et al. (2015)	√	Kim et al. (2012)	√
Hallmann et al. (2015)	√	Hung et al. (2012)	√
Tessitore, Pandelaere, and Van Kerckhove (2014)	√	Hunter (2012)	√
Soares (2014)	√	Frías, Rodríguez, Alberto Castañeda, Sabiote, and Buhalis (2012)	√
Rudez (2014)	√	Barisic et al. (2012)	√
Remoaldo et al. (2014)	√	Wang, Weng, and Yeh (2011)	√
Pratt and Sparks (2014)	√	Tang et al. (2011)	√
Pratminingsih et al. (2014)	√	Stepchenkova and Eales (2011)	√
Montenegro, Costa, Rodrigues, and Gomes (2014)	√	Sahin and Baloglu (2011)	√
Lee et al. (2014)	√	Pestek and Nikolic (2011)	√
Giraldi and Cesareo (2014)	√	Pan (2011)	√
Deng and Li (2014)	√	Pan and Li (2011)	√
de Siqueira, Manosso, and Massukado-Nakatani (2014)	√	Milman (2011)	√
Cherifi, Smith, Maitland, and Stevenson (2014)	√	Mendes, Do Valle, and Guerreiro (2011)	√
Campo and Alvarez (2014)	√	Marine-Roig (2011)	√
Baloglu et al. (2014)	√	D. Leung et al. (2011)	√

Table 3.1 (Continued)

Authors	Tourist/Customer	Authors	Tourist/Customer
Walcutt (2013)	√	Lee and Lockshin (2011)	√
Veasna et al. (2013)	√	Kim and Perdue (2011)	√
Tavitiyaman and Qu (2013)	√	Jani and Yeong-Hyeon (2011)	√
Sungkatavat (2013)	√	Hudson, Youcheng, and Gil (2011)	√
Sun et al. (2013)	√	Hsiang-Ming et al. (2011)	√
Song and Hsu (2013)	√	Florek and Insch (2011)	√
Ryu, Bordelon, and Pearlman (2013)	√	Elliot, Papadopoulos, and Kim (2011)	√
Rudowsky (2013)	√	Choi et al. (2011)	√
Phillips et al. (2013)	√	Chien-Min et al. (2011)	√
Moon et al. (2013)	√	Bui (2011)	√
Michaelidou, Siamagka, Moraes, and Micevski (2013)	√	Assaker et al. (2011)	√
Márcio Marreiro das, Sérgio Marques, and Andressa Cristine Ferreira (2013)	√	Alvarez and Campo (2011)	√
Kim et al. (2013)	√		

Meanwhile, some researchers are interested in views of stakeholders or those living in tourist attractions (do Valle et al., 2012), hotel and service business managers, concerned government personnel (Ashton, 2014), concerned personnel in tourist attractions (Armenakyan, 2012), tourism practitioners, local company and tour operation company personnel (Saraniemi, 2011), industrial partners (Mak, 2011), and people living in tourist attractions (Choi, 2011) as shown in table 3.2

Table 3.2 Studies on Image as Viewed by Stakeholders

Authors	Stakeholder
Ashton (2014)	√
do Valle et al. (2012)	√
Armenakyan (2012)	√
Saraniemi (2011)	√
Mak (2011)	√
Liu et al. (2011)	√
Choi (2011)	√

Besides, there are studies on brand image as viewed by specialists and people having an opportunity to travel in the future and these people include data in internet writers (Tseng et al., 2015), tourists and people living in tourist attractions (Llodrà-Riera et al., 2015), representatives of the government personnel and marketers (Abodeeb, Wilson, & Moyle, 2015; Avraham, 2015), sport specialists and stakeholders (Waller, Trendafilova, & Daniell, 2014), tour operation companies and specialists (Gondim Mariutti, Engracia Giraldi, & Crescitelli, 2013), and specialists (Jetter & Chen, 2011) as shown in Table 3.3

Table 3.3 Studies in Image in both side (Demand and Supply Side)

Authors	Customer	Non-tourist	Expert	Business	governmental	Stakeholder
Tseng et al. (2015)					√	
Llodrà-Riera et al. (2015)	√					√
Ji and Wall (2015)	√				√	
Draper (2015)	√	√				√
Avraham (2015)			√		√	
Abodeeb et al. (2015)			√		√	

Table 3.3 (Continued)

Authors	Customer	Non-tourist	Expert	Business	governmental	Stakeholder
Waller et al. (2014)			√			√
Gondim Mariutti et al. (2013)				√		
Gómez and Molina (2012)				√		
Barisic et al. (2012)			√			
Shaojun and Wall (2011)	√					√
Jetter and Chen (2011)			√			

According the data as mentioned, this study had sorted the population into two groups: tourists and stakeholders in tourist attractions. The latter included hotel and lodging entrepreneurs, food shop and restaurant entrepreneurs, souvenir shop owners, community leaders, and people living in tourist attractions. All of these people were key informants. This study employed mixed research methodology: quantitative and qualitative. For the next topic, the researcher separated the research methodology to be appropriate with the sample group tourists and stakeholders in tourist attractions. In 3.4, it was the quantitative research employed for measuring brand image of sustainable community-based tourism as views by tourists, In 3.5, however, it was the qualitative research employed for measuring brand image of sustainable community-based tourism as viewed by stakeholders in tourists attractions.

3.3 The Study Area

Since this study employed mixed research methodology (quantitative and qualitative) so the research had to seek for the facts as universal knowledge and it put the importance on the research and the phenomenon (Creswell, Plano Clark, Gutmann, & Hanson, 2003)

Mae Kam Pong community was the locale of the study in this study. Based on sustainable tourism management, Mae Kam Pong community Possessed 5 qualifications as follows: 1) Reputation of Mae Kam Pong community since the community had been many awarded e. g. outstanding eco-tourism community in 2007 (Thai Tourism Awards), Thai homestay standards, and outstanding tourism community; 2) Sustainability in natural and cultural aspects which was awarded by many organizations; 3) Community participation in tourist attraction management (OTOP village champion); 4) A lot of tourists visited Mae Kam Pong community throughout the year which implies sustainable economy; 5) Sustainable tourism management there did not have a negative impact on nature, society, culture, and economy of the community.

3.4 Quantitative Research Employ for Measuring Brand Image of Sustainable Community-based Tourism as Viewed by Tourists

3.4.1 Data Collection and Sampling Design

Data collection and sampling design for measuring brand image of sustainable community-based tourism as viewed by tourists. This topic involved data collection method, population in this study, sample group size, and sampling design.

3.4.1.1 Data Collection Method

The researcher's opinion can be used to differentiate the data collection techniques according to their level of objectives (Sandelowski, 2000). This research aims to collect the image of tourists who need to distribute the information. And the image of the stakeholders who manage the tourist needs insights. Therefore, this research was divided into two parts. The first part was to collect quantitative data using a questionnaire to collect data for tourists. The researcher had designed the research instrument and the first part data collection method which occur during September 2017-January 2018 because there were enough tourists for collecting the data there. Although there were tourists visiting Mae Kam Pong Community all year round, which interview Mr. Teramhaj 2014 (Mae Kam Pong tourism leader).

The second part was qualitative data collection by interviewing the data collection method which occur during January 2017-March 2018. The objective of the

data collection in this period was to obtain image information from the perspective of the stakeholders, which was insightful, and required a long interview period. If the data is collected during tourist arrivals, the stakeholders must not be able to provide full information. Therefore, the data are divided into two ranges. The process of data analysis and to synthesize the image of sustainable tourism in the community for summary and suggestion, to be prepared from May to June 2011. (Table 3.4)

Table 3.4 Research Project Planning and Operation

Project Operation	Year 2017						Year 2018						
	6	7	8	9	10	11	12	1	2	3	4	5	6
1. Research Design													
2. Research Instrument Design													
3. First stage Data Collection													
4. Second stage Data Collection													
5. Statistical Analysis													
6. Synthesis of Brand Image													

The process of data collection in image of sustainable community-based tourism

1) The research set data and time of data collection from the sample group. After that, a letter of request for coordination from NIDA was submitted to the community leader to inform the purpose and ask for permission to collect data from tourists and stakeholders in Mae Kam Pong tourist attractions based on data and time indicated.

2) During the data collection step, the researcher introduced himself to the sample group (tourists) and informed them purpose of the study, then the questionnaire was distributed to them.

3) After obtaining data, the researcher checked completeness and correctness of the questionnaire.

4) The researcher analyzed the obtained data then made conclusions and problems encountered and suggestions were presented.

5) The researcher complied data for statistical analyses

3.4.1.2 Population and Sample Size

The population in this study were 3,356 Thai tourists who visit Mae Kam Pong community in 2014 as recorded by the community committee which interview Mr. Teramhaj (Mae Kam Pong tourism leader). The sample size was set regarding the variance of the target population which was very different (heterogeneous) making a high variance. This study aimed to describe various variables in order to obtain a sample group as the representative group. Hence, the researcher set a sample group size which based on the population of 3,356 Thai tourists by employing a formula of Yamane (1973) with the reliability level at 95% and inaccurate at $\pm 5\%$. The sample group computation was in accordance with the formula below:

$$n = \frac{N}{1 + Ne^2}$$

Where:

n	=	Sample group size
N	=	Population size
e	=	Inaccuration of the sample group

A sample group of 364 persons, in the research, 400 questionnaires were collected to prevent errors (Israel, 1992).

3.4.1.3 Sampling Technique

Data collection from tourists in this study was always removed. And there was unclear name list identifying. Thus, this study employed convenience random sampling. Convenience sampling methods focus on generalizability (Etikan, Musa, & Alkassim, 2016). At the same time, convenient random sampling was employed (Hansen & Hurwitz, 1953) and conducted with homestay tourists and those using food and beverage shops in Mae Kam Pong Community.

3.4.2 Research Instrument Design

The sample group in this study was Thai tourists. Questionnaire was designed to gain data on image of the tourist attractions. This part involved questionnaire structure and research question design.

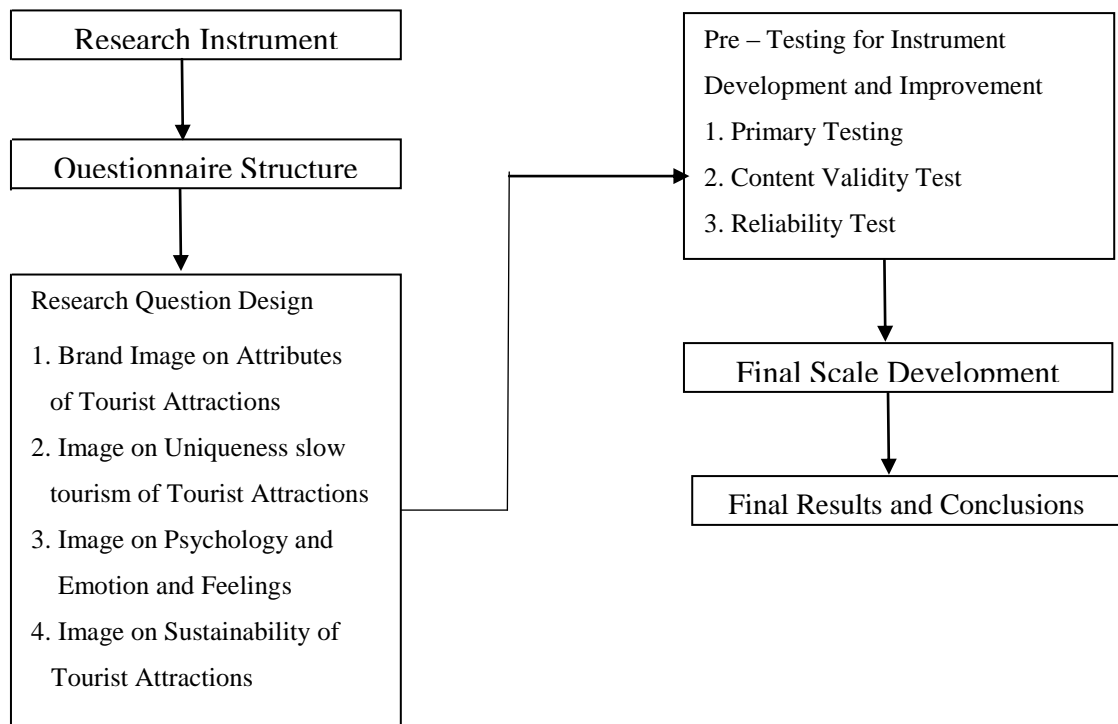


Figure 3.2 Research Instrument Design

The process of the research instrument design (questionnaire) in this study had the determination of questionnaire structure putting the importance on data used for answering the research questions. After that, the questions were designed based on review of related literature on components used for measuring the image. Quality of the research instrument was checked (content validity test) by there are specialists (Cooper, Schindler, & Sun, 2003) and improved. After that, reliability test was conducted and question items were improved again before distributing the questionnaire to the sample group (Laduca, 1994).

3.4.2.1 Questionnaire Structure

The research instrument in this study was a close-ended and open-ended questionnaire. It comprises 6 parts as follows: 1) Part one is a letter of request for data collection issued by NIDA and it included the purpose and details; 2) Part two is image measuring on attributes of tourist attractions comprising components synthesized from the past researchers. The following were measured: 1) attraction and tourism resources- natural and cultural attractions; 2) basic infrastructure- needed infrastructure, accessibility, food shop and restaurant, tour operation, and grocery store and souvenir shop. 3) Part three is data on the image on uniqueness of tourist attractions based on slow tourism. 4) Part four is data on the image on psychology and emotion and feelings arised from the perception of attributes and uniqueness of tourist attractions. 5) Part five is data on the image on sustainability of tourist attractions in Mae Kam Pong community based on natural sustainability and cultural sustainability. 6) Part six is data on socio-economic attributes of the tourists visiting Mae Kam Pong community based on sex, age, marital status, educational attainment, occupation, monthly income, domicile, and time interval of visiting. The last part also included opinions and suggestions about the community-based tourist attraction.

3.4.2.2 Research Question Design

The research question design was on the basis of an analysis and synthesis of the past related researchers (Bradburn et al., 1992) and brand image of tourist attractions. It mostly had a complicated structure and difference in accordance with objectives of the study. This study had synthesized and concluded the following 4 aspects: 1) brand image on attributes of the tourist attractions; 2) image on uniqueness of the tourist attractions; 3) a level of image on psychology and emotion and feelings; and 4) image on the sustainability of the tourist attractions in Mae Kam Pong community.

Interval scale questionnaire was used for measuring the 4 aspects of perception: 1) tourist attraction attributes; 2) uniqueness of tourist attractions; 3) function and psychology; 4) sustainable: natural and cultural sustainable. For opinion level measuring, there were 1-5 scores which 5=a highest level of an agreement and 1=a lowest level of an agreement (Draper, 2015; Kladou, Giannopoulos, & Assiouras, 2014; Loi & Sentosa, 2015; Tang, 2014). For the statistical analysis in the case of the

rating scale questionnaire, the researcher determined the interpretation criteria as follows: 4.21-5.00 = Highest, 3.41-4.20=High, 2.61-3.40=Moderate, 1.81-2.60=Low, and 1.00-1.80=Lowest

Regarding the interview schedule, it was used for the determination of the non-structured interview schedule: perception of tourist attraction attributes; perception of uniqueness of tourist attractions; perception of function and psychology; and perception of sustainability. In other words, in-depth interview was conducted by stakeholders in Mae Kam Pong tourist attractions.

3.4.3 Pre-Testing for Instrument Development

The synthesis for testing quality of the research instrument is important particularly on content validity test and reliability test. Validity test comprises of content validity test and construct validity. For the reliability, this study employed internal consistency and test-retest reliability (Laduca, 1994; Lawshe, 1975).

1) Testing Time Span and Language

The researcher conducted time span and language testing to be beneficial to questionnaire design. This aimed to set question items and language to be appropriate with tourists. This was because they moves all the time so they had a limited time to answer the questionnaire and their level of language use was different due to educational attainment. It was found that the tourists spent 14.50 minutes on average for answering of questionnaire. Besides, they suggested that sequencing of question items should be improved due to confusion (Table 3.5)

Table 3.5 Testing Time Spend and Language

Item	Educational Background	Have ever Visited	Suggestions	Time Spending	Improvement
1.	Doctoral	✓	3.1 How is the perception of Mae Kam Pong Community? 3.2 How to apply knowledge gained from Mae Kam Pong community to livelihoods and promotion of local arts and culture in Mae Kam Pong? 3.3 How much money spent for travelling per day and head? 3.4 Suggestions for improvement and development of tourist attractions in Mae Kam Pong village?	43	3.3 Improvement of Item 77.
2.	Doctoral	✓	1. Some questions about data on tourist attractions are not answered since the questions are not seen.	7	1. Improved by moving it to the back.
3.	Masteral	✓	1. Some questions about data on tourist attractions are not answered since the questions are not seen.	5	1. Improved by moving it to the back.
4.	Masteral	✓	- None -	12	
5.	Bachelor	✓	- None -	15	
6.	Bachelor	✓	Not understand “Slow Tourism”	11	Adding the definition of “Slow Tourism”
7.	Bachelor	✓	1. Item 40 (Tour Operation Service), answer item 41 only 2. Questions on data about tourist attraction attributes are not answered since the questions are not seen.	20	1. Item 37 – add statement (If you answer “ 1) There is no tour program-travel by yourself”. Answer Item 38

Table 3.5 (Continued)

Item	Educational Background	Have ever Visited	Suggestions	Time Spending	Improvement
					only) 2) Improved by moving it to the back
8.	Bachelor	×	Item 40 (Tour Operation Service), answer item 41 only	11	
9.	Bachelor	×	- None - An average time span	15 14.90	

2) Content Validity Test

Content validity refers to a measuring tool has question items which are consistent with what to be measured. The analysis method was conducted after the measuring tool had been constructed. This study wanted to find validity based on the consideration of not less than 3 specialists. However, there were 3 specialists in this study considering 2 methods: face validity and content validity. The former was based on the consideration of question items having consistency with operational definitions with index of item-Object Congruence (IOC) was employed. The steps were as follows:

(1) The researcher submitted the constructed questionnaire together with the research proposal to 3 specialists for checking the validity, and consistency, suggestions, and improvement. Scoring was based on the following: Question items are consistent with what to be measured=+1 score. Uncertainty of question items whether it is consistent with the objective or not=0 score. Question items cannot measure what to be measured based on the objective=-1 score.

(2) Collecting opinion or suggestions of the specialists

(3) The scores given by the specialists were filled in the consistency analysis form for finding an average mean score. Each question item employed the formula below:

$$IOC = \frac{\sum R}{N}$$

Where:

IOC = The consistency index value between the question item and the object (Index of Item – Objective Congruence)

$\sum R$ = The total score of the specialists

N = A number of specialists

4) Improvement of question items in accordance with suggestions of the specialists

The improvement should determine the criteria of the selection of question items having the IOC value range of 0.5-1.00 or it is selected. However, question items having the IOC of less than 0.5 will be improved to be consistent with the research questions. The improvement process includes operational definition of variables and the following cases are taken into consideration: 1) In the case of some question items are consistent with the operational definition but it overlaps with another question, combine it and choose the clearest question item. 2) In the case of some question items are consistent with the operational definition and it does not overlap with another question but it is unclear, improve it and it must cover the operational definition. 3) In the case of some question items are not consistent with the operational definition, delete it. 4) In the case of some question items do not cover the theoretical concept, add some more question items. 5. In the case of the specialists have different opinions, academic reasons and value of question item improvement are taken into consideration (Lawshe, 1975).

3) Reliability Test

Reliability refers to consistency or stability of measure value by previous tool, sample group, and area. Where the researcher has improved the questionnaire in accordance with suggestions of the specialists, the questionnaire must be tested based on its reliability. It is used to collect data with the sample group. This is based on the following: 1) The sample group must consist of not less than 30

persons, 2) population attributes must be similar to population in the study, 3) previous tool, sample group, and area are resemble to the study area.

Therefore, this research set a sample group of 40 persons, 20 persons per time interval and 2 weeks aspect. Data were collected from Thai tourists visiting Ban Pong eco-tourism community in Chiangmai province. Attributes of this community are resemble to the study area in terms of: 1) community-based tourist attraction; 2) predominant tourism resources (nature and culture); 3) basic infrastructure for tourism. This aimed to collect opinions about clarity of the question items, time spending in the interpretation, and suggestions for questionnaire improvement. Besides, it was an analysis of question item for the selection of the question items passing the criteria.

The reliability test in this study employed Cronbach's Alpha Coefficient (First time data collection). According to the rules of George and Mallery for measuring accuracy $> .7$ is acceptable, and $> .6$ is questionable. However, this method was an analysis of the interned consistency value which the value of Cronbach's Alpha Coefficient must not be less than 0.80 that data analysis requires the use of a combination scale or subset of these, not just individual items (Gliem & Gliem, 2003). In addition, the Corrected Item Total Correlation value is between 0.30 – 0.70 (Lawshe, 1975).

3.4.3.1 Pre-test Results

1) Participants Demographics

The participant profile is presented in Table 3.13. The highest number of respondents was Females (65%) Single Marital status (62%) age 18-38 Years old (77.5%) Educated in Bachelor's degree (65.0%) Government official /private company employee/Student (72.5%) Live in Northern of Thailand (80.0%) An average monthly income 15,001-30,000 Baht (55%). Moreover, mostly of tourist behavior is travel for Relaxation (70.0%) travel with friend (60.0%) used private Car (65%) No tour program available (95%) Expenses per day 300-500 Baht (62.5%) and stay in the village 1 day (60.0%) therefore, they though they is Slow tourist and Cultural tourist (62.5%).

Table 3.6 Demographic Analysis

Participant's Profile	Frequency	Percent
1) Gender (N= 40)		
Male	14	35.0
Female	26	65.0
2) Marital Status (N= 40)		
Single	25	62.5
Married	12	30.0
Divorced	2	5.0
Separated	1	2.5
3) Age (N= 40)		
18 – 25 Years old	17	42.5
26 - 35 Years old	14	35.0
36 - 45 Years old	7	17.5
46 – 55 Years old	2	5.0
4) Educational (N= 40)		
Secondary school/higher vocational certificate	3	7.5
Bachelor's degree	26	65.0
Master's degree	9	22.5
Doctoral's degree	2	5.0
5) Occupation (N= 40)		
Government official	16	40.0
Private company employee	5	12.5
Student	13	32.5
Own business	1	2.5
Farmer/Hired worker	2	5.0
Other Occupation	3	7.5
6) Residence (N= 40)		
Northern	32	80.0
Eastern	1	2.5
North Eastern	1	2.5
Southern	1	2.5

Table 3.6 (Continued)

Participant's Profile	Frequency	Percent
Bangkok	5	12.5
7) An Average Monthly Income (N= 40)		
Lower 3,500 Baht	3	7.5
3,501 – 10,000 Baht	11	27.5
10,001 – 15,000 Baht	2	5.0
15,001 – 30,000 Baht	22	55.0
30,001 – 50,000 Baht	2	5.0
8) Purpose of Visiting (N= 40)		
Relaxation	28	70.0
Learning culture	3	7.5
Learning nature	4	10.0
Adventure	2	5.0
Avoiding chaos	1	2.5
Reputation of Jabo	2	5.0
9) Type of Visiting (N= 40)		
Alone	5	12.5
With family	8	20.0
With friend (s)	24	60.0
Educational tour	2	5.0
Other Visit Type	1	2.5
10) Vehicle Used to Visit (N= 40)		
Car	26	65.0
Public car	3	7.5
Van	1	2.5
Other	10	25.0
11) Used Tour Program (N= 40)		
No tour program available, travelling by myself.	38	95.0
Tour operation program of Jabo village	2	5.0
12) Expenses Per Day (N= 40)		
100 Baht	2	5.0

Table 3.6 (Continued)

Participant's Profile	Frequency	Percent
150 Baht	1	2.5
200 Baht	9	22.5
300 Baht	15	37.5
330 Baht	1	2.5
350 Baht	1	2.5
400 Baht	2	5.0
450 Baht	1	2.5
500 Baht	5	12.5
1,000 Baht	3	7.5
13) Days to Stay (N= 40)		
1 Day	24	60.0
2 Days	9	22.5
3 Days	6	15.0
5 Days	1	2.5
14) Tourist Type (N= 40)		
Slow tourist	13	32.5
Cultural tourist	12	30.0
Adventure tourist	6	15.0
other Tourist Type	9	22.5

2) Verification Measurement Scale

This section provides a description of the items that were used in the main study. The study was comprised of four variables: Resources and Tourism Attractions, Resources Supporting for Tourism, Psychological: Emotional and Sustainable Image. The measurement for research variable was created from 63 items. The item showed a high reliability scale, α Value=.962, N=40.

(1) Resources and Tourism Attractions: Natural Attraction

The measurement for Natural Attraction variable was created from seven items. The item showed a high reliability scale, α Value=.814, N=40. (Table 3.7)

Table 3.7 Descriptive Statistics of Natural Attraction

Items	N	Mean	SD	α If item deleted	α Value
Natural Attraction (7 items)	40	3.71			.814
Q2. Convenience travelling form the village to natural resource attractions e.g. Jabo waterfall, tea plantation, and coffee plantation.	40	3.70	.723	.802	
Q3. Natural resource attraction areas e.g. Jabo waterfall, tea plantation, and coffee plantation have good climate suitable for relaxation.	40	3.73	.640	.807	
Q4. Natural resource attraction areas e.g. Jabo waterfall, tea plantation, and coffee plantation are safely suitable for visiting.	40	3.48	.679	.792	
Q5. Natural resource attraction areas e.g. Jabo waterfall, tea plantation, and coffee plantation have predominant uniqueness.	40	3.73	.784	.744	
Q6. Natural resource attraction areas e.g. short-distant trekking route of village has diversity in nature.	40	3.80	.608	.798	
Q7. Activities in natural resource attraction areas e.g. short-distant trekking activity visiting tea and coffee plantation create good visiting experience.	40	3.75	.670	.802	
Q8. Natural resource attraction areas e.g. Jabo waterfall, tea plantation, and coffee plantation are clean suitable for relaxation or resting.	40	3.63	.667	.773	
Q2-Q8 used 1-5 scale from 1=Strongly disagree to 5=strongly agree					

(2) Resources and Tourism Attractions: Cultural Attraction

The measurement for Cultural Attraction variable was created from seven items. The item showed a high reliability scale, α Value=.832, N=40. (Table 3.8)

Table 3.8 Descriptive Statistic of Cultural Attraction

Items	N	Mean	SD	α If item deleted	α Value
Cultural Attraction (7 items)		3.76			.832
Q9. Attributes of cultural attractions e.g. temple, house, and other structures in Jabo village are unique and predominant (Lahu Style).	40	3.78	.832	.835	
Q10. Jabo village has diverse cultural attractions, which attract you to visit.	40	3.65	.770	.804	
Q11. Community way of life makes you enhance knowledge about Lahu culture.	40	3.68	.572	.806	
Q12. Jabo village village has many areas for you to learn culture and history.	40	3.63	.667	.811	
Q13. Cultural attractions such as temple in Jabo village have convenience facilities, which ready to be used.	40	3.50	.751	.798	
Q14. Local people in Jabo village use dialect to communicate among them and with tourists.	40	3.68	.859	.816	
Q15. Dressing of local people in Jabo village reflects lahu culture.	40	3.98	.862	.834	
Q9-Q15 used 1-5 scale from 1=Strongly disagree to 5=strongly agree					

(3) Basic Infrastructure

The measurement for Basic Infrastructure was created from five items. The item showed a high reliability scale, α Value=.851, N=40. (Table 3.9)

Table 3.9 Descriptive Statistic of Basic Infrastructure

Items	N	Mean	SD	α If item deleted	α Value
Basic Infrastructure (5 items)					.851
Q16. Local people in Jabo are hospitable which makes the community be livable.	40	4.10	.778	.885	
Q17. There are adequate convenience facilities for tourists visiting Jabo such as public toilets and information box.	40	3.33	.944	.813	
Q18. Areas around or in Jabo village are clean which worth visiting.	40	3.63	.807	.782	
Q19. Areas around or in Jabo village are safe suitable visiting.	40	3.68	.764	.786	
Q20. Local people in Jabo can provide data about Jabo tourist attractions correctly.	40	3.55	.749	.819	
Q16-Q20 used 1-5 scale from 1=Strongly disagree to 5=strongly agree					

(4) Tourist Attraction Accessibility

Tourist Attraction Accessibility variable was built from four items. The outcome indicated that these variables were good reliability scale, α Value=.766, N=40. (Table 3.10)

Table 3.10 Descriptive Statistic of Tourist Attraction Accessibility

Items	N	Mean	SD	α If item deleted	α Value
Tourist Attraction Accessibility (4 Items)					.766
Q21. Jabo village has clear direction sign or information bays, which can be observed easily.	40	3.56	.903	.680	
Q22. Road in Jabo village are in good condition so it is convenient to travel.	40	3.60	.841	.806	
Q23. A number of vehicle queues (mini-bus) is adequate for need of tourists.	40	3.13	.911	.660	
Q24. There is a mini-bus-parking area serving tourists and it is clam.	40	3.08	.859	.673	
Q21-Q24 used 1-5 scale from 1=Strongly disagree to 5=strongly agree					

(5) Restaurants

The measurement of Food Shops/ Restaurants variable was made from seven items. The consequence illustrate a reliable scale, α Value=.865, N=40. (Table 3.11)

Table 3.11 Descriptive Statistic of Restaurants

Items	N	Mean	SD	α If item deleted	α Value
Restaurants 7 Items					.865
Q25. Jabo village has diverse food and beverage shop types to satisfy tourists.	40	3.05	1.011	.843	
Q26. Food in Jabo village is clean.	40	3.42	.712	.839	
Q27. Food and beverage shops in Jabo are clean which can attract tourists to use services.	40	3.53	.751	.843	
Q28. Food in Jabo village is unique in Lahu style.	40	3.43	.874	.867	
Q29. Food and beverage shops in Jabo have menu and food price is clear.	40	3.38	.628	.845	
Q30. You feel that it is worthwhile to spend on food service.	40	3.48	.640	.847	
Q31. Food and beverage shops in Jabo have a good customer complaint system.	40	3.05	.876	.840	
Q25-Q31 used 1-5 scale from 1=Strongly disagree to 5=strongly agree					

(6) Accommodation

The Accommodation variable was created from five items. The outcome indicated that these variables were good reliability scale, α Value=.862, N=40. (Table 3.12)

Table 3.12 Descriptive Statistic of Accommodation

Items	N	Mean	SD	α If item deleted	α Value
Accommodation 5 Items					.862
Q32. Areas around the accommodation in Jabo village are silent with disturbing noise.	40	4.05	.714	.871	
Q33. Rooms and equipment in the accommodation are clean.	40	3.63	.838	.803	
Q34. Room decoration is very appropriate with Lahu culture and local topographic condition.	40	3.73	.816	.822	
Q35. Accommodation in Jabo village has a reservation and confirmation system, which is very condition.	40	3.50	.784	.831	
Q36. You feel that it is worthwhile to spend on accommodation service.	40	3.68	.859	.830	
Q32-Q36 used 1-5 scale from 1=Strongly disagree to 5=strongly agree					

(7) Tour Operation

The Tour Operation variable was created from five items. The outcome indicated that these variables were good reliability scale, α Value=.882, N=40. (Table 3.13)

Table 3.13 Descriptive Statistic of Tour Operation

Items	N	Mean	SD	α If item deleted	α Value
Tour Operation 5 Items					.882
Q38. Visiting tourist attractions in Jabo makes you feel that it is worthwhile to spend money for it.	40	3.65	1.027	.999	
Q39. Visiting tourist attractions in Jabo make you feel that it is worthwhile is spend money for it.	40	.35	1.252	.595	
Q40. The management of tour programs in Jabo can adequately allocate the time to visit each tourist attraction.	40	.35	1.252	.595	

Table 3.13 (Continued)

Items	N	Mean	SD	α If item deleted	α Value
Q41. Tour guide (s) takes good care of you during visiting Jabo tourist attractions	40	.38	1.334	.593	
Q42. Tour guide (s) provides you correct and reliable data during visiting Jabo tourist attractions.	40	.35	1.252	.595	
Q38-Q42 used 1-5 scale from 1=Strongly disagree to 5=strongly agree					

(8) Souvenir Shops

The Souvenir Shops variable was created from four items. The outcome indicated that these variables were good reliability scale, α Value=.898, N=40. (Table 3.14)

Table 3.14 Descriptive Statistics of Souvenir Shops

Items	N	Mean	SD	α If item deleted	α Value
Souvenir Shops (4 Items)					.898
Q43. Souvenir products sold in Jabo village are diverse making you take time in choosing.	40	3.33	.829	.909	
Q44. Souvenir products sold in Jabo village are unique in Lahu style and it impresses you.	40	3.45	.904	.841	
Q45. Souvenir products in Jabo village have good quality, do not damage easily.	40	3.43	.903	.829	
Q46. There are adequate souvenir shops to cope with needs of tourists.	40	3.40	.900	.884	
Q43-Q46 used 1-5 scale from 1=Strongly disagree to 5=strongly agree					

(9) Tourist Attractions Uniqueness: Slow Tourism

The Slow Tourism variable was created from six items. The outcome indicated that these variables were good reliability scale, α Value=.886, N=40. (Table 3.15)

Table 3.15 Descriptive Statistics of Slow Tourism

Items	N	Mean	SD	α If item deleted	α Value
Slow Tourism (6 Items)					.886
Q47. It should take a long time to visit Jabo village tourist attractions in order to gain true travelling experience and relaxation.	40	3.95	.677	.865	
Q48. You prefer to learn local culture by spending a long time in each tourist place in order to truly gain new knowledge rather than visiting many tourist places in the village.	40	3.85	.736	.870	
Q49. You prefer to learn the process of local food eating of Jabo village in order to truly gain the taste of eating.	40	3.65	.736	.862	
Q50. You like to talk with local people in Jabo village since it makes you feel like you are part of Jabo village community.	40	3.70	.823	.867	
Q51. You have known yourself more than even when you visit Jabo village and do activities there.	40	3.65	.770	.863	
Q52. If you have a chance, you will visit again.	40	3.80	.791	.868	
Q47-Q52 used 1-5 scale from 1=Strongly disagree to 5=strongly agree					

(10) Psychological: Emotional

The Emotional variable was created from five items. The outcome indicated that these variables were good reliability scale, α Value=.880, N=40. (Table 3.16)

Table 3.16 Descriptive Statistics of Psychological: Emotional

Items	N	Mean	SD	α If item deleted	α Value
Psychological: Emotional (5 Items)					.880
Q53. You were more excited than visiting other tourist attractions in Thailand.	40	3.68	.829	.854	
Q54. You thought that you would be pleasant to visit and do activities there.	40	3.65	.622	.851	
Q55. You thought that the atmosphere there would make you feel relaxing.	40	3.90	.744	.856	
Q56. You thought that Jabo village is a slow life tourist place compared with other tourist places in Thailand.	40	3.78	.733	.861	
Q57. You thought that activities and way of life learning there would make you be calm.	40	3.70	.723	.852	
Q53-Q57 used 1-5 scale from 1=Strongly disagree to 5=strongly agree					

(11) Sustainable Image

(11.1) Natural Sustainable Image

The Natural Sustainable Image variable was created from four items. The outcome indicated that these variables were good reliability scale, α Value=.785, N=40. (Table 3.17)

Table 3.17 Descriptive Statistics of Environmental Sustainable Image

Items	N	Mean	SD	α If item deleted	α Value
Environmental Sustainable Image (4 Items)					.785
Q58. You perceive that landscape of Jabo village is harmonious between nature and structures.	40	3.95	.815	.690	
Q59. You think that the soil in Jabo village is fertile suitable for cultivation.	40	3.90	.744	.707	

Table 3.17 (Continued)

Items	N	Mean	SD	α If item deleted	α Value
Q60. When visiting Jabo village, you feel that you would like to conserve the environment such as no littering, flower picking, etc.	40	4.15	.736	.780	
Q61. Local people in Jabo village well conserve the environment there such as garbage sorting, on tree cutting, and no wildlife hunting.	40	3.65	.921	.743	
Q58-Q61 used 1-5 scale from 1=Strongly disagree to 5=strongly agree					

(11.2) Cultural sustainable Image

The cultural sustainable image variable was created from four items. The outcome indicated that these variables were good reliability scale, α Value=.766, N=40. (Table 3.18)

Table 3.18 Descriptive Statistic of Cultural Sustainable Image

Items	N	Mean	SD	α If item deleted	α Value
Sociocultural Sustainable Image (4 Items)					.766
Q62. Local people in Jabo village conserve their culture and most of them wear local dress.	40	3.85	.834	.675	
Q63. Local people in Jabo village speak dialect among them.	40	4.15	.770	.772	
Q64. The elderlies in Jabo village participate in tourism there by lecturing knowledge about culture of Jabo community.	40	3.78	.768	.709	
Q65. The elderlies in Jabo village participate in tourism there by selling local products or souvenir.	40	3.63	.807	.675	
Q62-Q65 used 1-5 scale from 1=Strongly disagree to 5=strongly agree					

The research instrument was a questionnaire which the structure of the questionnaire was defined that consist four main variables that attraction resources (natural attractions and cultural attractions), support tourism resources (basic infrastructure, accessibility restaurant and food shops, accommodation, souvenir shops), The Tourist Attractions Uniqueness, in which this research is defined as slow tourism, psychological: emotion and cultural sustainable image (natural sustainable image). The reliability test found that Cronbach's Alpha Coefficient of research instrument was .962, N=40, which is more than 0.80. In conclusion, the research instrument was highly reliable. All variables had high confidence (Natural Attraction α Value=.814, N=40, Cultural α Value=.832, N=40, Basic Infrastructure α Value=.851, Accessibility α Value=.766, Restaurant and Food Shops α Value=.865, Accommodation α Value=.862, Tour Operation α Value=.882, Souvenir Shops α Value=.898, Uniqueness: Slow Tourism α Value=.886, Psychological: Emotional α Value=.880, Natural Sustainable Image α Value=.785, cultural sustainable image α Value=.766). Cronbach's alpha measurement is uncertain due to the size of the data (Christmann & Aelst, 2006). Therefore, the questionnaire was considered as a question of the tour operation. Although α Value is .882, the average does not exceed one, then the test value of the kurtosis and skewness were found to exceed two. It shows the distribution of irregularities and includes the query of the number of tourists traveling with less tour operation. The researcher considered to cut off the question. In conclusion, the variables in this study are as follows: Resources and Tourism Attractions: Natural Attraction and Cultural Attraction, Resources Supporting for Tourism: Basic Infrastructure, Tourist Attraction Accessibility, Restaurants/Food Shops, Accommodation, Uniqueness Slow Tourism, Psychology: Emotion, and Sustainable Image: Natural, Cultural

1) Exploratory Factor Analysis (EFA)

After the Index of Item-Objective Congruence (IOC), this study test Content validity with exploratory factor analysis technique (EFA). Research instruments test is analyzed by EFA which group variables into identifiable categories (Marwaha, 2014). Moreover, EFA retain the number of factors (Hayton, Allen, & Scarpello, 2004) and explore the main dimensions to generate a theory by constructs a set of items. (Williams et al., 2010)

The Requirements of this technique are seven things. 1) The variables are interval or ratio scale. 2) Sample size is more than number of variables. 3) The objective of analysis is group variable. 4) The percentage of variance at least 60% 5) Communalities value (h^2) ≤ 0.5 6) Common factor is not correlated. 7) The variance between e_i and e_j is not correlated ($\text{corr}(e_i, e_j) = 0$) (Yot Krivan, 2014). The EFA can yield reliable results for sample size (n) well below 50 (de Winter, Dodou, & Wieringa, 2009) but the number of variables in this study is 70. So, this study determines the sample size (n) is 100.

Then, this study follows five-Step Exploratory Factor Analysis Protocol. The first, Correlation Matrix Analysis, the objective of this step is investigate correlation of variables which is must least 0.03. The second, Factor Extraction or Initial Factor for find the first factor. Principal components factoring (PCF) was employed. The third, Factor rotation, the process purpose is clearly adjust the factor. In case, if factor loading (in Factor Extraction step) is approximation or not clear. In addition, this research employs two common rotation techniques: orthogonal rotation and oblique rotation. Orthogonal rotation produces factor structures that are uncorrelated. In contrast, oblique rotation produces factors that are correlated, which is often seen in human behaviors research. The fourth step, factor score, component score coefficient matrix is considered which fac1_1 is factor one of the first analysis. The last, Interpretation, the researcher sets factor name or theme (Williams, Onsman, & Brown, 2010) which considered main point all of factor (Yot Krivan, 2014).

3.4.4 Data Analyses

A study on tourism image has many points of view and research instruments (qualitative and quantitative). However, it must be appropriate with objectives of the study, population, and unit of an analysis. Mostly, a research instrument used for data collection is questionnaire and inferential statistic is used for data analysis in order to obtain collected data.

For a study on brand image, questionnaire is mostly used for data collection and factor analysis is popular. Exploratory factor analysis (EFA) is employed to find components and develop a theory by confirmatory factor analysis (CFA). Some researches employ Analysis of Covariance: ANCOVA and Multiple Regression.

In this study, brand image measuring indicated relationships of components of image of community-based tourist attractions as viewed by tourists. Thus, descriptive statistics was applied based on frequency, mean, and standard deviation to describe attributes of the sample group. For hypothesis testing, inferential statistics was used to analyze data and multiple regression was used for finding relationships of components on attributes of tourist attractions (Draper, Smith, & Pownell, 1966)-uniqueness, emotion and feelings, and sustainability (Table 3.19).

Table 3.19 Statistics Used for Hypothesis Testing

Inferential Statistics		Hypotheses
Used for Hypothesis Testing		
Multiple Regression	H1:	The brand image based on the tourist attribute-holistic of the tourist attractions and the image based on uniqueness slow tourism of the tourist attractions having a positive relationship
	H2:	The brand image based on the uniqueness slow tourism of the tourist attractions and the image based on psychology: emotion of the tourist attractions having a positive relationship
	H3:	The brand image based on the psychology: emotion of the tourist attractions and the image based on Sustainable Image of the tourist attractions having a positive relationship

3.4.5 An Analysis of Brand Image on Tourism

Quantitative data were obtained and processed by using the SPSS for Window. Then it was analyzed by using descriptive statistics to find attributes of various groups needed to investigated in various variables. Percentage, Frequency, mean and standard deviation were employed (Wongrattana, 2007). Inferential statistics was used for and analysis of data results i.e. hypothesis analysis and multiple regression was used for finding relationships of variables.

Multiple regression analysis is the investigation about forms of relationships to be used for the prediction of variables needed to be investigated (Phuchinda, 2012). It is an analysis related to the independent variable of more than one. Adding related independent variable will have an effect on increased correctness of an analysis but

decreased standard error of estimate (Draper et al., 1966). The analysis principle of multiple regression for finding relationships among 3 variables and above is that one variable is dependent variable and the rest were independent variables having linear relationship with the dependent variable. The regression equation can be written as follows: $Y_i = \beta_0 + \beta_1 X_{i1} + \beta_2 X_{i2} + \varepsilon_i$ Where:

β_1 = Expectation value of Y which is changed when X_1 changes for one unit which X_2 has no change. Likewise, β_2 is the expectation value of y which is changed when X_2 changes for one unit while X_1 has no change. In the case of the independent variable P-1, the multiple regression can be the equation shown below:

$$Y_i = \beta_0 + \beta_1 X_{i1} + \beta_2 X_{i2} + \beta_3 X_{i3} + \dots + \beta_{p-1} X_{ip-1} + \varepsilon_i$$

The regression equation used for the value prediction of the variable having an efficiency depends on influence of the independent variable and it has an effect on the dependent variable which depends on coefficient of determination arised from the correlation coefficient value (R^2). In the case of multiple linear regression equation has more than one independent variable, the coefficient of determination is called “coefficient of multiple regression” or R^2 . If R^2 value is 0 – 1 or $0 \leq R^2 \leq 1$ when there is variance in Y, it can be explained by all X values, R^2 value is equivalent to 1. In the case of X cannot explain variance of Y, R^2 value will be near 0. If R^2 value is near 1 rather than 0.95, this means that X cannot appropriately explain variance of Y.

3.5 Qualitative Research Methodology Used for Measuring Brand Image on Sustainable Community-based Tourism as Viewed by Stakeholders

This part involves the methodology in research study as viewed by stakeholders. It comprises 3.5.1. Research methodology, 3.5.2. Target group and key informants, 3.5.3. Interview guide, 3.5.4. Data collection method, and 3.5.5. Data analyses.

3.5.1 Research Methodology

The study on the brand image which measure on Mae Kam Pong community based on tourism as viewed by stakeholders employed primary data collection which was part of the qualitative research. Semi-structure interview and observation form

were used for data collection. This was because images are data which cannot be touched but it concerns with components which can be touched and observed for verifying. Interviews were made by the researcher. Then, the index of item-objective congruence (IOC) was tested for content validity by three experts. And test the reliability of 3 tourists. The structure and language of the interview were improved.

This study set initially 30 key informants. The key stakeholders are village committee, homestay owner, restaurant owner and local people in the community. This aimed to perceive the development of tourist attraction image. Purposive random sampling was used in this study which interviewed the stakeholder. The researcher had designed research instrument and collected data during February 2018-May 2018. After that, obtained data were checked and analyzed during February 2018-May 2018 and research report was prepared and synthesized for conclusions and recommendation. The process of data collection on image of Mae Kam Pong community based on tourism as viewed by stakeholders were as follows:

1) Preparing to Enter the Study Area

In this respect, 3 aspects were taken into consideration: 1) area selection, 2) coordination, and 3) preparation.

(1) Area selection-The researcher selected Mae Kam Pong community for the following reasons: 1) Mae Kam Pong is a famous tourism community where there are tourists visiting there throughout the year and 2) Mae Kam Pong is recognized in terms of community participation in sustainable tourism. These components clearly show image of tourist attractions there as viewed by tourists and stakeholders.

(2) Coordination-The researcher set date and time for data collection. After that, the researcher submitted a letter of request for coordination issued by NIDA to the community leader. It included purpose informing and asking permission to collect data from stakeholders in tourist attractions. However, the date and time for data collection might be changes based on convenience of the stakeholders.

(3) Preparation-The researcher, prepared documents related to community context, VDO, and tape recording as tools for data collection. Besides, a

notebook was prepared for data recording during the interview. In this step, a research assistant helped record pictures and sound.

2) Entering the Area

This comprised two main stages: 2.1 resident selection and 2.2 making a relationship

(1) Resident selection-The researcher selected a resident near a temple located in the middle of Mae Kam Pong community as it was a tourist can park. Besides, the temple was a tourist attraction and a place for holding cultural activities. To the north of the temple was a waterfall and the village tea plantation. Also, there was a famous food and beverage shop to the south of the temple.

(2) Making relationships-During data collection process, the researcher himself to the key informants- stakeholders in the community. Then, informed them the purpose of this study and asked for coordination in data collection by in-depth interview. Obtained data were checked in terms of correctness and completeness.

(3) Leaving the area-In this stage, the researcher constructed networks by periodically contact and visiting. This was because it might have some more data collection for correctness and reliability. The researcher sent them a copy of results of the study when it was completed for further benefit utilization.

3.5.2 Key Informants

The key informants were stakeholders in Mae Kam Pong tourist attractions. The sample size consisted of 30 stakeholders which the population of Mae Kam Pong community was 370-out of this were 18 village committee members (Prommin Pongmala, 2015). However, there was no the determination of an appropriate sample group size in the qualitative research (Suchart Prasitrattasin, 2012). It depended on the theoretical saturation which the observation principle consisted of the following: 1) there are no data until there is the occurrence of new data group and 2) obtained data are clear and the data group has a clear relationship and correctness has been checked already. Therefore, the researcher collected data again to gain sure data.

The stakeholders were interviewed as they were key informants of this study. They concerned with tourism components in the community i.e. accommodation

entrepreneurs, food and beverage shop owners, community leaders, souvenir shop owners, and people in local tourist attractions.

3.5.3 Data Collection Method

The researcher employed interview technique as the main data collection tool. Besides, observation was used for data collection in order to gain completed data and its details. The interview is in the form of non-structured interview and in-depth interview in order to fully access feelings and emotion, value, and various processes. It could be said that the two interview techniques are appropriate with this study (Sawaengdee, 2014). At the initial stage, the interview might not fully access key informants. Thus, the researcher requested the past Mae Kam Pong village head who initiated tourism in the community to talk with the key informants.

During the interview, the researcher asked for permission to record picture and sound related to components of tourist attractions in order to compare it with Mae Kam Pong tourist attractions in the past. Obtained data were analyzed and checked in terms of reliability of the data.

3.5.4 Data Analyses

Naturally, the qualitative research puts the importance on: 1) phenomena and 2) The researcher as an important tool of the research. The researcher must be able to interview and change the question where the true answer is not obtained. In other words, the researcher is an analysis tool since he must analyze data all the time during the interview and observation. That is, he must check the correctness of data in the qualitative research called “Triangulation” (Denzin, 1970). The Triangulation is classified into 3 types: 1) data triangulation, 2) investigation triangulation, and 3) theory triangulation.

After that, the analysis technique on the perception of attributes and benefits of tourist attractions is employed. It can be done by data type classification (Typologies). This includes domain analysis (grouping of a set of words to be under another set of words having definition covering that set of words) and taxonomy analysis (a relationship between sub-set of words and domain as a whole). Later on,

content analysis is employed to describe and explain the occurred phenomena (Lincharoen, 2012).

3.6 Research Ethics Process

This study followed researcher ethnics of National Institute of Development Administration (NIDA), proclaimed on 12 January 2011. Thai is a research must be honest- does not copy other's works on research. Besides, research ethnics includes the following: citing data sources; dedicating knowledge and competence to research work; do not renounce or give up research work without a good reason to believe; having enough knowledge for research work to prevent academic damage; having thought independence on the basis of academic principle; impartial data collecting; having awareness of the conservation of natural resources and culture; having responsibilities for effects on himself and the sample group in his study and the society; having respectfulness to human rights and dignity; rights protection and secret keeping of the sample group; presenting research results on the basis of facts- do not deviate or bias for personal benefits; responsible for data dissemination regarding social benefits; and using research results in the right way and responsible for the society of all levels.

3.7 Summary of Chapter Three

The study on brand image measuring on sustainable community based tourism: a case study of Mae Kam Pong community aimed to measure brand image on sustainable community-based tourism as viewed by tourists and sustainable community-based tourism as viewed by tourists and stakeholders in Mae Kam Pong tourist attractions.

Mixed methodology was employed in this study; that is, quantitative research was employed with the population who were tourists whereas qualitative research was employed with the population who were stakeholders.

For the quantitative research, research instrument design was on the basis of review of related literature about components on attributes of tourist attractions. This

comprised the following: 1) resources and tourism attractions-natural and cultural attractions; 2) supporting resources on tourism which included the following: basic infrastructure, accessibility, restaurants (food and beverage shops), accommodation, tour operation, souvenir, psychological: emotional image, pleasant, arousing, exciting, relaxing, and calm; 3) uniqueness of tourist attractions: slow tourism; 4) sustainability of tourist attractions; natural environment and society and culture. All of these were synthesized to design question items. Regarding pre-testing for instrument development, content validity test and reliability test were conducted. Data were collected during May-July 2017. After that, data analyses were conducted by using descriptive statistics. Besides, multiple regression analysis was employed for finding relationships of variables.

Regarding the qualitative research employed for measuring brand image of sustainable community-based tourism as viewed by stakeholders, in-depth interview was used data collection and conducted with key informants who were stakeholders in Mae Kam Pong community. The interview guide was on the basis of review of related literature about components in accordance with the qualitative research. Content analysis was based on typologies and taxonomy analysis. This study followed research ethics process proclaimed by National Institute Development Administration (NIDA). Next chapter involved results of data analyses or it was the presentation of results of the study.

CHAPTER 4

DATA ANALYSIS AND RESULTS

4.1 Introduction

A data analysis and results which is based on research questionnaire for tourists is in this chapter. It was an analysis of data from the survey questions of tourists who visit Mae Kam Pong village and stakeholders who live in Mae Kam Pong village. The data collection started from November 2017 to February 2018 which is totally for 4 months. Pre-testing for the instrument started on November 2017 at Jabo village which is situated in Pang Ma Pha District, Mae Hong Son Province and it was revised in October 2017-November 2018. There are 40 samples which were collected to test the research instruments' reliability. Lastly, this research questionnaire was collected in Mae Kam Pong Village which is situated in Mae On District, Chiang Mai Province.

The results of this research were arranged into six parts. In 4.2, it is the data analysis of the main study (Tourist) which included the demographic analysis, and the descriptive variables for overview data. Descriptive Variables consist of resources supporting for tourism; for example, basic infrastructure, tourist attraction accessibilities, food shops or restaurants, accommodations and souvenir shops and tourism attractions which are the natural and cultural attractions, and the tourists' psychology which are emotion, tourist attractions uniqueness; slow tourism, and sustainable images which are environmental and sociocultural image.

In 4.3, they are EFA and hypothesis testing which are composed of the relationship between attribution-holistically and psychology which is emotion towards the community which based on tourist attractions, the relationship between psychology which are emotion and the community uniqueness which based on tourist attractions, and the relationship between uniqueness and sustainable community which based on tourist attractions. In 4.4, it is the qualitative research data analysis

which is sustainable community which based on tourism brand image as viewed from stakeholders in tourist attractions of Mae Kam Pong tourism community. In 4.5, it is the conclusion of Chapter 4 as shown in Figure 4.1.

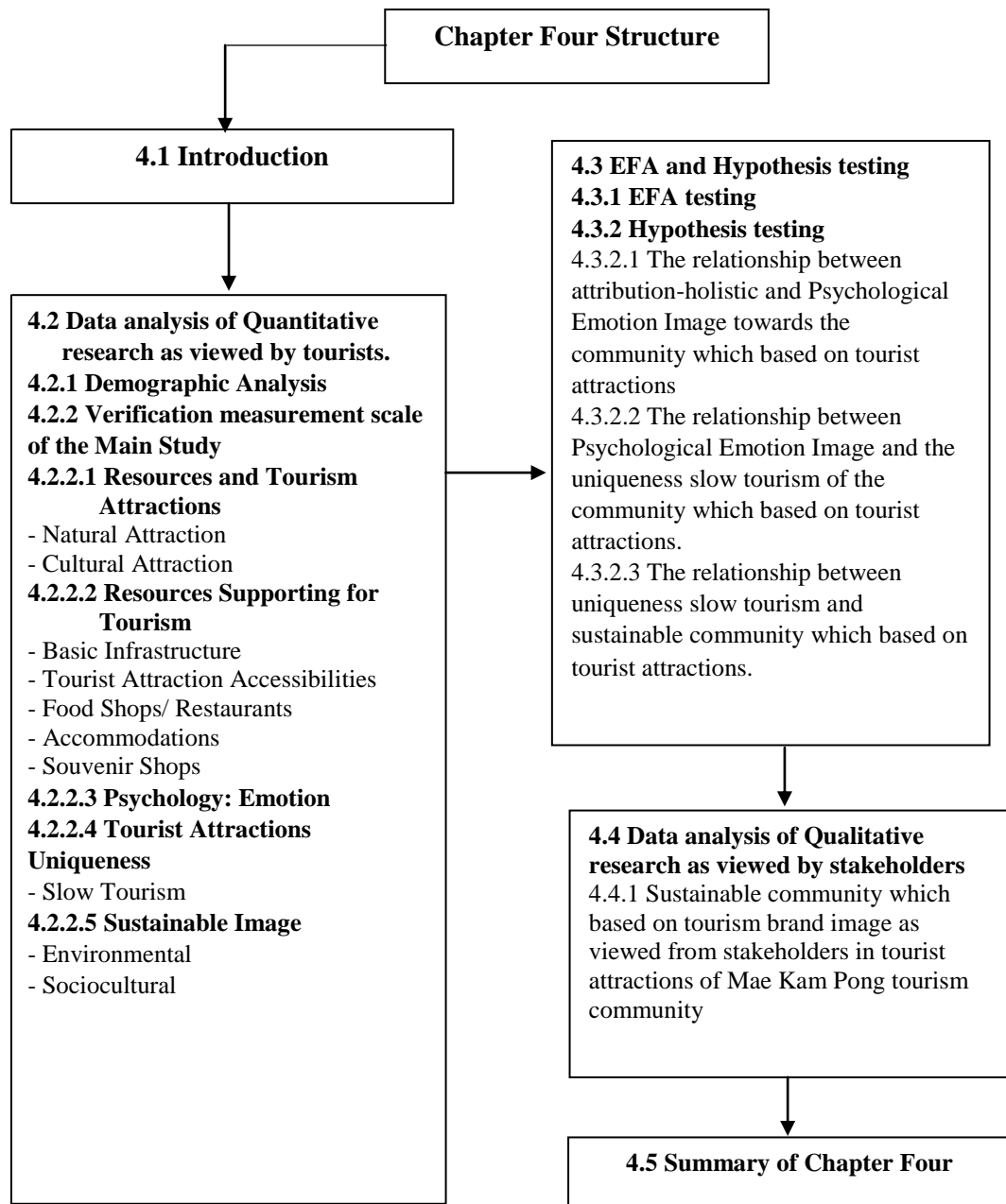


Figure 4.1 Chapter Four Structure

4.2 Data Analysis of Quantitative Research as Viewed by Tourists

The main study was conducted at Mae Kam Pong Village, Chiang Mai Province which is situated in the northern part of Thailand. A survey was conducted on a regular basis between 7:00 am and 5:00 pm on Monday to Sunday at Kantra Prugsa temple which is the center of the village. The tourists were asked to participate in the research project. A total of 392 surveys were collected and this is an adequate sample size for data analysis in this study. The reliability of the measurement scales, is Cronbach's Alpha which is .975 and the number of scale is 58 statement (See Appendix 1). This section provides information of the data analysis of the main study (Tourist).

4.2.1 Demographic Analysis

The profiles of participant are presented in Table 4.1. The highest amount of respondents was females (68.1%), marital status; single (75.3%), aged 18-35 years (71.4%), bachelor's degree graduation (59.9%), private company employees/ students (56.6%), Bangkok residence (37.2%), and an average monthly income between 15,001-50,000 baht (49.8%).

Table 4.1 Demographic Analysis

Profiles of Participant	Frequency	Percent
1) Gender		
Male	125	31.9
Female	267	68.1
2) Marital Status		
Single	295	75.3
Married	94	24.0
Divorced	1	.3
Separated	2	.5

Table 4.1 (Continued)

Profiles of Participant	Frequency	Percent
3) Aged		
18 – 25 Years	158	40.3
26 – 35 Years	122	31.1
36 – 45 Years	67	17.1
46 – 55 Years	37	9.4
Over 55 Years	8	2.0
4) Education		
Lower than secondary school	18	4.6
secondary school /certificate	51	13.0
Bachelor's degree	235	59.9
Master's degree	77	19.6
Doctoral's degree	11	2.8
Government officials	75	19.1
Private company Employees	120	30.6
Students	102	26.0
Business owners	67	17.1
Farmers/Hired workers	1	.3
Retirees	2	.5
Other Occupation	25	6.4
5) Residence		
Northern	76	19.4
Central (not Bangkok)	73	18.6
Eastern	22	5.6
North Eastern	40	10.2
Southern	35	8.9
Bangkok	146	37.2

Table 4.1 (Continued)

Profiles of Participant	Frequency	Percent
6) An Average Monthly Income		
Lower than 3,500 Baht	30	7.7
3,501 – 10,000 Baht	66	16.8
10,001 – 15,000 Baht	41	10.5
15,001 – 30,000 Baht	119	30.4
30,001 – 50,000 Baht	76	19.4
50,001 – 100,000 Baht	39	9.9
100,001 – 300,000 Baht	16	4.1
More than 300,000 Baht	5	1.3
Total	392	100

Moreover, the main purpose of tourist behavior is to travel for relaxation (80.9%), to travel with friends and family (85.2%), to use private car (58.9%), no tour program available (88%) and to stay in the village 1-2 day (90.6%). Therefore, they thought that they are slow tourist and adventurous tourist (64%). (Table 4.2)

Table 4.2 Demographic Analysis-tourist Behavior

Profiles of Participant	Frequency	Percent
1) Purposes of Visiting		
Relaxation	317	80.9
Learning culture	11	2.8
Learning nature	11	2.8
Adventure	13	3.3
Avoiding chaos	9	2.3
Followers	8	2.0
Reputation of Mae Kam Pong	19	4.8
Others	4	1.0

Table 4.2 (Continued)

Profiles of Participant	Frequency	Percent
2) Type of Visit		
Alone	21	5.4
With family	127	32.4
With friend (s)	207	52.8
Educational tour	12	3.1
Tour company	7	1.8
Others	18	4.6
3) Vehicle		
Car	231	58.9
Public car	41	10.5
Van	66	16.8
Tour company van	21	5.4
Others	33	8.4
4) Used Tour Program (N= 392)		
No tour program	345	88.0
Mae Kam Pong program	27	6.9
Tour company program	12	3.1
Others	8	2.0
5) Length of Stay		
1 Day	265	67.6
2 Days	90	23.0
3 Days	28	7.1
4 Days	5	1.3
More than 5 Days	4	1.1
6) Tourist Types		
Slow tourist	137	34.9
Cultural tourist	93	23.7
Adventurous tourist	114	29.1
Others	48	12.2
Total	392	100

4.2.2 Verification Measurement Scale of the Main Study

The measurement items used in verification measurement scale of the main study were the same items which were used in the second pre-test. This section provides information of the reliability of the scales that were used for data analysis.

4.2.2.1 Descriptive Statistics of Resources and Tourism Attractions

1) The natural attraction measurement scale was created from seven items with the internal scale reliability which is the accepted level as follows, α value=.860, $n=392$. The scale item was anchored from 1=strongly disagree to 5=strongly agree. The descriptive statistics for natural attraction are given in Table 4.3.

These indicate strong agreement which are “Q3, it is the natural resource attractions e.g. Mae Kam Pong waterfall, tea plantation, and coffee plantation which have a good climate and suit for relaxation.” ($\bar{x}=4.353$, $SD=.677$), Q8, it is the natural resource attractions e.g. Mae Kam Pong waterfall, tea plantation, and coffee plantation which are clean and suitable for relaxation or rest. ($X = 4.156$, $SD=.753$), “Q5, it is the natural resource attractions e.g. Mae Kam Pong waterfall, tea plantation, and coffee plantation which have predominant uniqueness.” ($X=4.145$, $SD=.758$), Q6, it is the natural resource attractions e.g. short-distant trekking route of village which has the nature diversity. ($X=4.063$, $SD=.751$), Q4, it is natural resource attractions e.g. Mae Kam Pong waterfall, tea plantation, and coffee plantation which are safe and suitable for visit. ($X=4.010$, $SD=.767$), Q2, it is the convenient travel form the village to natural resource attractions e.g. Mae Kam Pong waterfall, tea plantation, and coffee plantation. ($X=4.005$, $SD=.754$), and “Q7, it is the activities in natural resource attraction e. g. short-distant trekking activities which visit tea and coffee plantation which create the good visiting experience.” ($X=3.990$, $SD=.770$)

Table 4.3 Descriptive Statistics of Natural Attraction

Items	Mean	SD	Kurtosis	Skewness	α If item deleted
Q2. Convenient travel form the village to natural resource attractions e. g. Mae Kam Pong waterfall, tea plantation, and coffee plantation.	4.005	.754	.422	-.477	.852
Q3. Natural resource attractions e. g. Mae Kam Pong waterfall, tea plantation, and coffee plantation which have a good climate and suit for relaxation.	4.353	.677	.025	-.721	.849
Q4. Natural resource attractions e. g. Mae Kam Pong waterfall, tea plantation, and coffee plantation which are safe and suitable for visit.	4.010	.767	-.289	-.325	.844
Q5. Natural resource attraction areas e. g. Mae Kam Pong waterfall, tea plantation, and coffee plantation which have predominant uniqueness.	4.145	.758	.305	-.639	.835
Q6. Natural resource attraction areas e. g. short-distant trekking route of village which has the nature diversity.	4.063	.751	.079	-.467	.834
Q7. Activities in natural resource attraction areas e. g. short – distant trekking activities which visit tea and coffee plantation which create the good visiting experience.	3.990	.770	.344	-.489	.829
Q8. Natural resource attraction areas e. g. Mae Kam Pong waterfall, tea plantation, and coffee plantation which are clean and suitable for relaxation or rest.	4.156	.753	1.425	-.843	.838
Q2-Q8 used 1-5 scale from 1=strongly disagree to 5=strongly agree					

Note: α value = .860, n = 392

2) Descriptive Statistics of Cultural Attraction

The Cultural Attraction measurement scale was created from seven items with the internal scale reliability which is the accepted level as follows, α value=.890, $n=392$. The scale item was anchored from 1=strongly disagree to 5=strongly agree. The descriptive statistics for cultural attraction are given in Table 4.4. These indicate strong agreement which are “Q10, Mae Kam Pong village has diverse cultural attractions which attract you to visit. ($X=4.133$, $SD=.779$), “Q9, Attributes of cultural attractions e.g. temple, house, and other structures in Mae Kam Pong are unique and predominant (Lanna Style).” ($X=4.120$, $SD=.721$), “Q14, Local people in Mae Kam Pong use dialect to communicate among them and with tourists.” ($X=4.067$, $SD=.819$), “Q13, Cultural attractions such as temples in Mae Kam Pong have convenience facilities which ready to be used.” ($X=3.849$, $SD=.825$), “Q11, Community way of life makes you enhance knowledge about Lanna culture.” ($X=3.834$, $SD=.774$), “Q12, Mae Kam Pong village has a lot of areas for you to learn culture and history.” ($X=3.735$, $SD=.821$), and “Q15, Dressing of local people in Mae Kam Pong reflects lanna culture.” ($X=3.712$, $SD=.935$)

Table 4.4 Descriptive Statistic of Cultural Attraction

Items	Mean	SD	Kurtosis	Skewness	α If item deleted
Q9. Attributes of cultural attractions e. g. temple, house, and other structures in Mae Kam Pong are unique and predominant (Lanna Style).	4.120	.721	-.348	-.389	.878
Q10. Mae Kam Pong village has diverse cultural attractions which attract you to visit.	4.133	.779	.141	-.628	.873
Q11. Community way of life makes you enhance knowledge about Lanna culture.	3.834	.774	-.463	-.169	.872
Q12. Mae Kam Pong village has a lot of areas for you to learn culture and history.	3.735	.821	-.673	-.027	.869
Q13. Cultural attractions such as temples in Mae Kam Pong have convenience facilities which ready to be used.	3.849	.825	-.312	-.233	.870

Table 4.4 (Continued)

Items	Mean	SD	Kurtosis	Skewness	α If item deleted
Q14. Local people in Mae Kam Pong use dialect to communicate among them and with tourists.	4.067	.819	.113	-.602	.881
Q15. Dressing of local people in Mae Kam Pong reflects lanna culture.	3.712	.935	.153	-.489	.879
Q9-Q15 used 1-5 scale from 1=strongly disagree to 5=strongly agree					

Note: α value = .890, n = 392

4.2.2.2 Descriptive Statistics of Resources Supporting for Tourism

1) Descriptive Statistics of Basic Infrastructures

The basic infrastructure measurement scale was created from five items with the internal scale reliability which is the accepted level as follows, α value=.857, n=392. The scale item was anchored from 1=strongly disagree to 5=strongly agree. The descriptive statistics for basic infrastructures are given in Table 4.5. These indicate strong agreement which are “Q16, Local people in Mae Kam Pong are hospitable which makes the community be livable.” (X=4.286, SD=.664), “Q20, Local people in Mae Kam Pong can provide data about Mae Kam Pong tourist attractions correctly.” (X=4.057, SD=.738), “Q18, Areas around or in Mae Kam Pong village are clean which worth visiting.” (X=4.008, SD=.765), “Q19, Areas around or in Mae Kam Pong village are safe suitable visiting.” (X=3.885, SD=.840) and “Q17, There are adequate convenience facilities for tourists visiting Mae Kam Pong such as public toilets and information box.” (X=3.742, SD=.863)

Table 4.5 Descriptive Statistic of Destination Infrastructure

Items	Mean	SD	Kurtosis	Skewness	α If item deleted
Q16. Local people in Mae Kam Pong are hospitable which makes the community be livable.	4.286	.664	-.514	-.446	.846
Q17. There are adequate convenience facilities for tourists visiting Mae Kam Pong such as public toilets and information box.	3.742	.863	-.720	-.126	.840
Q18. Areas around or in Mae Kam Pong village are clean which worth visiting.	4.008	.765	-.092	-.392	.808
Q19. Areas around or in Mae Kam Pong village are safe suitable visiting.	3.885	.840	.272	-.559	.820
Q20. Local people in Mae Kam Pong can provide data about Mae Kam Pong tourist attractions correctly.	4.057	.738	-.241	-.320	.819
Q16-Q20 used 1-5 scale from 1=strongly disagree to 5=strongly agree					

Note: α value = .857, n = 392

2) Descriptive Statistics of Tourist Attraction Accessibility

The Tourist Attraction Accessibility measurement scale was created from four items with the internal scale reliability which is the accepted level as follows, α value=.821, n=392. The scale item was anchored from 1=strongly disagree to 5=strongly agree. The descriptive statistics for tourist attraction accessibility are given in Table 4.6. These indicate strong agreement that “Q21, Mae Kam Pong village has clear direction sign or information bays which can be observed easily.” (X=3.867, SD=.808), “Q24, There is a mini-bus parking area serving tourists and it is clam.” (X=3.762, SD=.823), “Q23, A number of vehicle queues (mini - bus) is adequate for need of tourists.” (X=3.756, SD=.867), and “Q22, Road in Mae Kam Pong village are in good condition so it is convenient to travel.” (X=3.602, SD=.965)

Table 4.6 Descriptive Statistic of Tourist Attraction Accessibility

Items	Mean	SD	Kurtosis	Skewness	α If item deleted
Q21. Mae Kam Pong village has clear direction sign or information bays which can be observed easily.	3.867	.808	.157	-.456	.792
Q22. Road in Mae Kam Pong village are in good condition so it is convenient to travel.	3.602	.965	.179	-.558	.796
Q23. A number of vehicle queues (mini - bus) is adequate for need of tourists.	3.756	.867	-.113	-.381	.759
Q24. There is a mini-bus parking area serving tourists and it is clam.	3.762	.823	-.107	-.195	.753
Q21-Q24 used 1-5 scale from 1=strongly disagree to 5=strongly agree					

Note: α value = .821, n = 392

3) Descriptive Statistics of Restaurants

The Food Shops/ Restaurants measurement scale was created from seven items with the internal scale reliability which is the accepted level as follows, α value=.903, n=392. The scale item was anchored from 1=strongly disagree to 5=strongly agree. The descriptive statistics for restaurants are given in Table 4.7. These indicate strong agreement that “Q30, You feel that it is worthwhile to spend on food service.” (X=3.944, SD=.779), “Q26. Food in Mae Kam Pong village is clean.” (X=3.926, SD=.738), “Q29. Food and beverage shops in Mae Kam Pong have menu and food price is clear.” (X=3.918, SD=.789), “Q27, Cultural Attraction in Mae Kam Pong are clean which can attract tourists to use services.” (X=3.911, SD=.757), “Q25, Mae Kam Pong village has diverse food and beverage shop types to satisfy tourists.” (X=3.847, SD=.814), “Q28, Food in Mae Kam Pong village is unique in Lanna style.” (X=3.827, SD=.834), and “Q31, Food and beverage shops in Mae Kam Pong have a good customer complaint system.” (X=3.799, SD=.880)

Table 4.7 Descriptive Statistics of Restaurant and Food Shops

Items	Mean	SD	Kurtosis	Skewness	α If item deleted
Q25. Mae Kam Pong village has diverse food and beverage shop types to satisfy tourists.	3.847	.814	-.495	-.257	.894
Q26. Food in Mae Kam Pong village is clean.	3.926	.738	-.046	-.266	.888
Q27. Cultural Attraction in Mae Kam Pong are clean which can attract tourists to use services.	3.911	.757	.123	-.384	.884
Q28. Food in Mae Kam Pong village is unique in Lanna style.	3.827	.834	-.178	-.329	.892
Q29. Food and beverage shops in Mae Kam Pong have menu and food price is clear.	3.918	.789	-.141	-.357	.889
Q30. You feel that it is worthwhile to spend on food service.	3.944	.779	-.020	-.328	.886
Q31. Food and beverage shops in Mae Kam Pong have a good customer complaint system.	3.799	.880	-.021	-.364	.889
Q25-Q31 used 1-5 scale from 1=strongly disagree to 5=strongly agree					

Note: α value = .903, n = 392

4) Descriptive Statistics of Accommodation

The accommodation measurement scale was created from five items with the internal scale reliability which is the accepted level as follows, α value = .879, n=412. The scale item was anchored from 1=strongly disagree to 5=strongly agree. The descriptive statistics for Accommodation are given in Table 4.8. These indicate strong agreement that “Q32, Areas around the accommodation in Mae Kam Pong are silent with disturbing noise.” (X=4.122, SD=.767), “Q35, Accommodation in Mae Kam Pong has a reservation and confirmation system which is very condition.” (X=3.987, SD=.772), “Q36, You feel that it is worthwhile to spend on accommodation service.” (X=3.980, SD=.783), “Q33. Rooms and

equipment in the accommodation are clean.” (X=3.959, SD=.769), and “Q34. Room decoration is very appropriate with Lanna culture and local topographic condition.” (X=3.926, SD=.791)

Table 4.8 Descriptive Statistic of Accommodation

Items	Mean	SD	Kurtosis	Skewness	α If item deleted
Q32. Areas around the accommodation in Mae Kam Pong are silent with disturbing noise.	4.122	.767	-.601	-.417	.884
Q33. Rooms and equipment in the accommodation are clean.	3.959	.769	-.227	-.303	.849
Q34. Room decoration is very appropriate with Lanna culture and local topographic condition.	3.926	.791	-.555	-.178	.844
Q35. Accommodation in Mae Kam Pong has a reservation and confirmation system which is very condition.	3.987	.772	-.202	-.347	.846
Q36. You feel that it is worthwhile to spend on accommodation service.	3.980	.783	.077	-.414	.841
Q32-Q36 used 1-5 scale from 1=strongly disagree to 5=strongly agree					

Note: α value = .879, n = 392

5) Descriptive Statistics of Souvenir Shops

The Souvenir Shops measurement scale was created from four items with the internal scale reliability which is the accepted level as follows, α value = .919, n=392. The scale item was anchored from 1=strongly disagree to 5=strongly agree. The descriptive statistics for souvenir shops are given in Table 4.9. These indicate strong agreement that “Q39, Visiting tourist attractions in Mae Kam Pong make you feel that it is worthwhile to spend money for it.” (X=3.720, SD=.816), “Q40, The management of tour programs in Mae Kam Pong can adequately allocate the time to visit each tourist attraction.” (X=3.668,

SD=.852), “Q38, Visiting tourist attractions in Mae Kam Pong makes you feel that it is worthwhile to spend money for it.” (X=3.663, SD=.801), and “Q37. There are many souvenir products which sold in Mae Kam Pong village and this makes tourists taking a long time to choose the products.”(X=3.581, SD=.820)

Table 4.9 Descriptive Statistic of Souvenir Shops

Items	Mean	SD	Kurtosis	Skewness	α If item deleted
Q37. There are many souvenir products which sold in Mae Kam Pong village and this makes tourists taking a long time to choose the products.	3.581	.820	.340	-.094	.897
Q38. Visiting tourist attractions in Mae Kam Pong makes you feel that it is worthwhile to spend money for it.	3.663	.801	-.159	-.093	.900
Q39. Visiting tourist attractions in Mae Kam Pong make you feel that it is worthwhile is spend money for it.	3.720	.816	-.034	-.064	.884
Q40. The management of tour programs in Mae Kam Pong can adequately allocate the time to visit each tourist attraction.	3.668	.852	-.078	-.197	.899
Q37-Q40 used 1-5 scale from 1=strongly disagree to 5 = strongly agree					

Note: α value = .919, n = 392

4.2.2.3 Descriptive Statistics of Psychological Emotional Image

Descriptive Statistic of Psychological Emotional Image

The Psychological Emotional Image measurement scale was created from five items with the internal scale reliability which is the accepted level as follows, α value=.895, n=392. The scale item was anchored from 1=strongly disagree to 5=strongly agree. The descriptive statistics for Psychological Emotional Image are given in Table 4.10. These indicate strong agreement that “Q43, Souvenir products

sold in Mae Kam Pong are diverse making you take time in choosing.” (X=4.150, SD=.725), “Q44, Souvenir products sold in Mae Kam Pong are unique in Lanna style and it impresses you.” (X=4.018, SD=.755), “Q45, Souvenir products in Mae Kam Pong have good quality, do not damage easily.” (X=4.078, SD=.786), “Q42. Tour guide (s) providers you correct and reliable data during visiting Mae Kam Pong tourist attractions.” (X=3.917, SD=.742), and “Q41, Tour guide (s) takes good care of you during visiting Mae Kam Pong tourist attractions.” (X=3.773, SD=.855).

Table 4.10 Descriptive Statistic of Psychological Emotional Image

Items	Mean	SD	Kurtosis	Skewness	α If item deleted
Q41. Tour guide (s) takes good care of you during visiting Mae Kam Pong tourist attractions.	3.773	.855	-.231	-.330	.883
Q42. Tour guide (s) providers you correct and reliable data during visiting Mae Kam Pong tourist attractions.	3.917	.742	-.023	-.279	.866
Q43. Souvenir products sold in Mae Kam Pong are diverse making you take time in choosing.	4.150	.725	.626	-.646	.878
Q44. Souvenir products sold in Mae Kam Pong are unique in Lanna style and it impresses you.	4.018	.755	.143	-.461	.866
Q45. Souvenir products in Mae Kam Pong have good quality, do not damage easily.	4.078	.786	.441	-.585	.870
Q41-Q45 used 1-5 scale from 1=strongly disagree to 5=strongly agree					

Note: α value = .895, n = 392

4.2.2.4 Descriptive Statistics of Tourist Attractions Uniqueness

Descriptive Statistics of Slow Tourism

The Slow Tourism measurement scale was created from five items with the internal scale reliability which is the accepted level as follows, α value =.879, n=392. The scale item was anchored from 1=strongly disagree to 5=strongly agree.

The descriptive statistics for Slow Tourism are given in Table 4.11. These indicate strong agreement that “Q46, There are adequate souvenir shops to cope with needs of tourists.” ($X=4.148$, $SD=.766$), “Q51, You like to talk with local people in Mae Kam Pong since it makes you feel like you are part of Mae Kam Pong community.” ($X=4.093$, $SD=.775$), “Q47, Tourists take a long time to learn local culture in Mae Kam Pong Village in order to gain new knowledge more than other villages.” ($X=3.962$, $SD=.727$), “Q49, You prefer to learn local culture by spending a long time in each tourist place in order to truly gain new knowledge rather than visiting many tourist places in the village.” ($X=3.928$, $SD=.743$), “Q48, It should take a long time to visit Mae Kam Pong tourist attractions in order to gain true travelling experience and relaxation.” ($X=3.897$, $SD=.767$), and “Q50, You prefer to learn the process of local food eating of Mae Kam Pong in order to truly gain the taste of eating.” ($X=3.856$, $SD=.793$)

Table 4.11 Descriptive Statistic of Slow Tourism

Items	Mean	SD	Kurtosis	Skewness	α If item deleted
Q46. There are adequate souvenir shops to cope with needs of tourists.	4.148	.766	1.828	-.843	.873
Q47. Tourists take a long time to learn local culture in Mae Kam Pong Village in order to gain new knowledge more than other villages.	3.962	.727	-.583	-.142	.854
Q48. It should take a long time to visit Mae Kam Pong tourist attractions in order to gain true travelling experience and relaxation.	3.897	.767	-.490	-.197	.852
Q49. You prefer to learn local culture by spending a long time in each tourist place in order to truly gain new knowledge rather than visiting many tourist places in the village.	3.928	.743	-.305	-.258	.854
Q50. You prefer to learn the process of local food eating of Mae Kam Pong in order to truly gain the taste of eating.	3.856	.793	-.365	-.199	.852
Q51. You like to talk with local people in Mae Kam Pong since it makes you feel like you are part of Mae Kam Pong community.	4.093	.775	-.117	-.495	.862
Q46-Q51 used 1-5 scale from 1=Strongly disagree to 5=strongly agree					

Note: α value=.879, $n=392$

4.2.2.5 Descriptive Statistics of Sustainable Image

Descriptive Statistics of Environmental Sustainable Image

The Environmental Sustainable Image measurement scale was created from four items with the internal scale reliability which is the accepted level as follows, α value=.820, $n=392$. The scale item was anchored from 1=strongly disagree to 5=strongly agree. The descriptive statistics of Environmental Sustainable Image are given in Table 4.12. These indicate strong agreement that “Q54, Tourists should be conserved the environment.” ($X=4.337$, $SD=.691$), “Q53, If you have a chance, you will visit again.” ($X=4.239$, $SD=.676$), “Q53, The soil in Mae Kam Pong village is suitable for cultivation.” ($X=4.239$, $SD=.676$), “Q52, You have known yourself more than even when you visit Mae Kam Pong and do activities there.” ($X= 4.175$, $SD=.743$), and “Q55, Local people in Mae Kam Pong village seriously conserve the environment.” ($X=4.175$, $SD=.730$)

Table 4.12 Descriptive Statistic Environmental Sustainable Image

Items	Mean	SD	Kurtosis	Skewness	α If item deleted
Q52. You have known yourself more than even when you visit Mae Kam Pong and do activities there.	4.175	.743	-.315	-.524	.787
Q53. If you have a chance, you will visit again.	4.239	.676	-.161	-.487	.768
Q54. Tourists should be conserved the environment.	4.337	.691	-.559	-.612	.769
Q55. Local people in Mae Kam Pong village seriously conserve the environment.	4.175	.730	-.192	-.524	.771
Q52-Q55 used 1-5 scale from 1 = Strongly disagree to 5 = strongly agree					

Note: α value=.820, $n=392$

Descriptive Statistic of Sociocultural Sustainable Image

The Sociocultural Sustainable Image measurement scale was created from four items with the internal scale reliability which is the accepted level as follows, α value=.877, $n=392$. The scale item was anchored from 1=strongly disagree to 5=strongly agree. The descriptive statistics for Sociocultural Sustainable Image are given in Table 4.13. These indicate strong agreement that “Q57, Local people in Mae Kam Pong village speak dialect among villagers.” ($X=4.147$, $SD=.741$), “Q59, The elderly people in Mae Kam Pong village participate in tourism which they sell the local products or souvenirs.” ($X=4.033$, $SD=.771$), “Q58, The elderly people in Mae Kam Pong village participate in tourism which they pass on the knowledge about the culture of Mae Kam Pong community to tourists.” ($X=3.959$, $SD=.824$) and “Q56, Local people in Mae Kam Pong village conserve their culture by wearing local dress.” ($X=3.938$, $SD=.847$)

Table 4.13 Descriptive Statistics of Cultural Sustainable Image

Items	Mean	SD	Kurtosis	Skewness	α If item deleted
Q56. Local people in Mae Kam Pong village conserve their culture by wearing local dress.	3.938	.847	-.188	-.440	.850
Q57. Local people in Mae Kam Pong village speak dialect among villagers.	4.147	.741	.268	-.588	.853
Q58. The elderly people in Mae Kam Pong village participate in tourism which they pass on the knowledge about the culture of Mae Kam Pong community to tourists.	3.959	.824	-.010	-.474	.819
Q59. The elderly people in Mae Kam Pong village participate in tourism which they sell the local products or souvenirs.	4.033	.771	-.198	-.394	.844
Q56-Q59 used 1-5 scale from 1=Strongly disagree to 5=strongly agree					

Note: α value=.877, $n=392$

4.3 EFA and Hypothesis Testing

4.3.1 Exploratory Factor Analysis (EFA) Testing

This section explained the Exploratory Factor Analysis (EFA) Testing. The eleven factors include natural attractions, cultural attractions, basic infrastructure, accessibility, food and beverage shops, souvenirs, uniqueness-slow tourism, psychology-emotion, natural sustainable, and cultural sustainable.

1) Factor 1: Cultural Attraction

EFA was used to reduce the 58 Destination Brand Image statements to a more manageable amount of underlying construction. The EFA was performed by using the principal components and the varimax rotation methods, with a cut-off eigenvalue of 0.5 ten factors have arisen (Table 4.14): the first accounts for 41.508% of the total data variance and is associated with the observed variables-attributes of cultural attractions are unique and predominant (Lanna Style). (CAUN), Mae Kam Pong village has diverse cultural attractions which attract to visit. (CADI), community way of life makes you enhance Lanna culture knowledge. (CAKN), Mae Kam Pong village has a lot of areas for you to learn culture and history. (CALO), cultural attractions have convenience facilities which ready to be used. (CACO), local people use dialect to communicate among them and with tourists. (CATA), and dressing of local people reflects Lanna culture. (CADR-This factor is concerned essentially with Cultural Attraction variables and was designated Cultural Attraction. (Table 4.13)

Table 4.14 Cultural Attraction on Exploratory Factor Analysis Result

	Factor Loading	Explained Variance	Reliability (alpha)
Factor 1: Cultural Attraction		41.508	.890
CAUN	.632		
CADI	.641		
CAKN	.702		
CALO	.693		
CACO	.650		
CATA	.539		

Table 4.14 (Continued)

	Factor Loading	Explained Variance	Reliability (alpha)
CADR	.500		
Total variance explained		66.249	.975

Note: Kaiser-Meyer-Olkin measure of sampling adequacy=0.963. Bartlett's test of sphericity $p < 0.000$.

2) Factor 2: Natural Attraction

The second factor which is named Natural Attraction is related to convenience travelling from the village to natural resource attractions. (NACO), natural attraction areas have good climate suitable for relaxation. (NAGC), natural attraction areas are safely suitable for visiting. (NASA), natural attraction areas have predominant uniqueness. (NAUN), natural attraction areas has diversity in nature. (NADI), Activities in natural attraction create good visiting experience. (NAEX) and natural attraction areas are clean suitable for relaxation or resting. (NACL) representing 4.517% of the total data variance. (Table 4. 15)

Table 4.15 Natural Attraction on Exploratory Factor Analysis Result

	Factor Loading	Explained Variance	Reliability (alpha)
Factor 2: Natural Attraction		4.517	.860
NACO	.544		
NAGC	.606		
NASA	.569		
NAUN	.659		
NADI	.684		
NAEX	.706		
NACL	.632		
Total variance explained		66.249	.975

Note: Kaiser-Meyer-Olkin measure of sampling adequacy=0.963. Bartlett's test of sphericity $p < 0.000$.

3) Factor 3: Restaurant

The third factor which is named Restaurants and explains 3.821% of the total data variance. This factor includes the following items: The village has diverse food and beverage shop types to satisfy tourists (FBDI), Food is clean. (FBCL), Food and beverage shops are clean which can attract tourists to use services. (FSCL), Food is unique in Lanna style. (FBUN), Food and beverage shops have menu and food price is clear. (FBME), you feel that it is worthwhile to spend on food service (FBWO), Food and beverage shops have a good customer complaint system. (FBSY). (Table 4. 16)

Table 4.16 Restaurants and Food Shops Exploratory Factor Analysis Result

	Factor Loading	Explained Variance	Reliability (alpha)
Factor 3: Restaurant and food Shops		3.821	.903
FBDI	.564		
FBCL	.602		
FSCL	.675		
FBUN	.520		
FBME	.648		
FBWO	.640		
FBSY	.565		
Total variance explained		66.249	.975

Note: Kaiser-Meyer-Olkin measure of sampling adequacy=0.963. Bartlett's test of sphericity $p < 0.000$.

4) Factor 4: Destination Infrastructure

The fourth factor which is named Destination Infrastructure explains 3.155% of the total data variance. This factor includes the following items: there are adequate convenience facilities for tourists visiting. (INCO), areas around or in village are clean which worth visiting. (INCL), areas around or in village are safe suitable visiting. (INSA), and local people can provide data about attractions

correctly. (INDA). The village has clear direction sign or information bays which can be observed easily. (ACCL), road in Mae Kam Pong village are in good condition so it is convenient to travel. (ACGO), a number of vehicle queues (mini-bus) is adequate for need of tourists. (ACQU), there is a mini-bus parking area serving tourists and it is clam. (ACPA). (Table 4. 17)

Table 4.17 Destination Infrastructure on Exploratory Factor Analysis Result

	Factor Loading	Explained Variance	Reliability (alpha)
Factor 4: Destination Infrastructure		3.155	.891
INCO	.547		
INCL	.450		
INSA	.598		
INDA	.418		
ACCL	.514		
ACGO	.675		
ACQU	.621		
ACPA	.648		
Total variance explained		66.249	.975

Note: Kaiser-Meyer-Olkin measure of sampling adequacy=0.963. Bartlett's test of sphericity $p < 0.000$.

5) Factor 5: Natural Sustainable

The fifth factor which is named Natural Sustainable explains 2.746% of the total data variance. This factor includes the following items: landscape of village is harmonious between nature and structures. (SNLA), the soil in village is fertile suitable for cultivation. (SNSO), tourist would like to conserve the environment. (SNTC), and local people village well conserve the environment (SNLC). (Table 4. 18)

Table 4.18 Natural Sustainable on Exploratory Factor Analysis Result

	Factor Loading	Explained Variance	Reliability (alpha)
Factor 5: Natural Sustainable			
SNLA	.661	2.746	.820
SNSO	.662		
SNTC	.747		
SNLC	.623		
Total variance explained		66.249	.975

Note: Kaiser-Meyer-Olkin measure of sampling adequacy=0.963. Bartlett's test of sphericity $p < 0.000$.

6) Factor 6: Psychological Emotional Image

The sixth factor which is named Psychological Emotional Image related to more excite than visiting other tourist attractions in Thailand. (PEAX), would be pleasant to visit and do activities there. (PEAL), the atmosphere there would make you feel relaxing. (PEAE), the village is a slow life tourist place compared with other tourist places in Thailand. (PEAS), and Activities and way of life learning there will make you be calm. (PEAC) representing 2.545% of the total data variance. (Table 4.19)

Table 4.19 Psychological Emotional Image on Exploratory Factor Analysis Result

	Factor Loading	Explained Variance	Reliability (alpha)
Factor 6: Psychological Emotional			
Image		2.545	.895
PEAX	.644		
PEAL	.675		
PEAE	.678		
PEAS	.735		

Table 4.19 (Continued)

	Factor Loading	Explained Variance	Reliability (alpha)
PEAC	.653		
Total variance explained		66.249	.975

Note: Kaiser-Meyer-Olkin measure of sampling adequacy=0.963. Bartlett's test of sphericity $p < 0.000$.

7) Factor 7: Souvenir Shop

The seventh factor which is named Souvenir Shops explains 2.218% of the total data variance. This factor includes the following items: souvenir products sold are diverse making you take time in choosing. (SODI), souvenir products sold are unique in Lanna style and it impresses you. (SOUN), souvenir products have good quality, do not damage easily. (SOQU), and There are adequate souvenir shops to cope with needs of tourists. (SONE). (Table 4.20)

Table 4.20 Souvenir Shops on Exploratory Factor Analysis Result

	Factor Loading	Explained Variance	Reliability (alpha)
Factor 7: Souvenir shop		2.218	.919
SODI	.758		
SOUN	.745		
SOQU	.722		
SONE	.781		
Total variance explained		66.249	.975

Note: Kaiser-Meyer-Olkin measure of sampling adequacy=0.963. Bartlett's test of sphericity $p < 0.000$.

8) Factor 8: Slow Tourism

The eighth factor which is named Slow Tourism related to take a long time to visit Mae Kam Pong village tourist attractions in order to gain true travelling experience and relaxation. (STEX), Prefer to learn local culture by spending a long time in each tourist place in order to truly gain new knowledge rather than visiting many tourist places in the village. (STKN), Prefer to learn the process of local food eating of Mae Kam Pong village in order to truly gain the taste of eating. (STFO), Like to talk with local people in Mae Kam Pong village since it makes you feel like you are part of Mae Kam Pong village community. (STTA), Known yourself more than even when you visit Mae Kam Pong village and do activities there. (STYO), and Have a chance, you will visit again. (STAG) representing 2.056% of the total data variance. (Table 4.21)

Table 4.21 Slow Tourism on Exploratory Factor Analysis Result

	Factor Loading	Explained Variance	Reliability (alpha)
Factor 8: Slow Tourism		2.056	.879
STEX	.492		
STKN	.661		
STFO	.664		
STTA	.672		
STYO	.603		
STAG	.494		
Total variance explained		66.249	.975

Note: Kaiser-Meyer-Olkin measure of sampling adequacy=0.963. Bartlett's test of sphericity $p < 0.000$.

9) Factor 9: Accommodation

The ninth factor which is named Accommodation explains 1.941% of the total data variance. This factor includes the following items: areas around the accommodation are silent with disturbing noise. (GHSI), rooms and equipment in the

accommodation are clean. (GHCL), room decoration is very appropriate with Lanna culture and local topographic condition. (GHDE) accommodation has a reservation and confirmation system which is very condition. (GHSY), and you feel that it is worthwhile to spend on accommodation service. (GHWO). (Table 4. 22)

Table 4.22 Accommodation Exploratory on Factor Analysis Result

	Factor Loading	Explained Variance	Reliability (alpha)
Factor 9: Accommodation		1.941	.879
GHSI	.556		
GHCL	.605		
GHDE	.613		
GHSY	.626		
GHWO	.613		
Total variance explained		66.249	.975

Note: Kaiser-Meyer-Olkin measure of sampling adequacy=0.963. Bartlett's test of sphericity $p < 0.000$.

10) Factor 10: Cultural Sustainable

The tenth factor which is named Sociocultural Sustainable related to local people conserve their culture and most of them wear local dress. (SSCO), local people speak dialect among them. (SSTA), the elderlies participate in tourism there by lecturing knowledge about culture of Mae Kam Pong community. (SSGU) and the elderlies participate in tourism there by selling local products or souvenir. (SSSE) representing 1.742% of the total data variance. (Table 4.23)

Table 4.23 Cultural Sustainable on Exploratory Factor Analysis Result

	Factor Loading	Explained Variance	Reliability (alpha)
Factor 10: Cultural Sustainable		1.742	.877
SSCO	.651		
SSTA	.545		
SSGU	.639		
SSSE	.589		
Total variance explained		66.249	.975

Note: Kaiser-Meyer-Olkin measure of sampling adequacy=0.963. Bartlett's test of sphericity $p < 0.000$.

Thus, these ten factors explain approximately 66.249% of the total data variance. The scales were deemed reliable as all Cronbach's alpha coefficients above 0.6 are regarded as reliable (Malhotra, 2004). The results from EFA suggest that these ten factors may be used as a summary measurement of the indicators that make up each factor. Consequently, the factor scores derived by EFA we used to estimate a new factor analysis model.

In conclusion, the EFA is grouped and named to new variables. The first variable is cultural attraction which includes 7 items. The second factor is Natural Attraction which includes 7 items. The third factor is Restaurants which includes 7 items. The fourth factor is Destination Infrastructure which includes 8 items. The fifth factor is Natural Sustainable which includes 4 items. The sixth factor is Psychological Emotional Image which includes 5 items. The seventh factor is Souvenir Shops which includes 4 items. The eighth factor is Slow Tourism which includes 6 items. The ninth factor is Accommodation which includes 5 items. The last factor is Cultural Sustainability which includes 4 items. After the test which compared with the posttest, there is the same variable in Infrastructure and Accessibility which combined in eight questions and then cut the first question in the variable of Infrastructure. Local people in Mae Kam Pong Village are hospitable which makes the community be livable. Table 4.24 made the variable for analyzing in the next section which is in the figure 4.3

Table 4.24 Companion of EFA

Components	Items	Reliability	(EFA)
Natural Attractions	7 Items	7 Items	7 Items
Cultural Attractions	7 Items	7 Items	7 Items
Infrastructure	5 Items	5 Items	8 Items
Accessibility	4 Items	4 Items	Sum with Infrastructure
Restaurants	7 Items	7 Items	7 Items
Accommodation	5 Items	5 Items	5 Items
Souvenir Shops	4 Items	4 Items	4 Items
Tour operation	5 Items	Cut	Cut
Uniqueness Slow Tourism	4 Items	4 Items	4 Items
Emotion	6 Items	6 Items	6 Items
Natural sustainable	4 Items	4 Items	4 Items
Cultural sustainable	4 Items	4 Items	4 Items

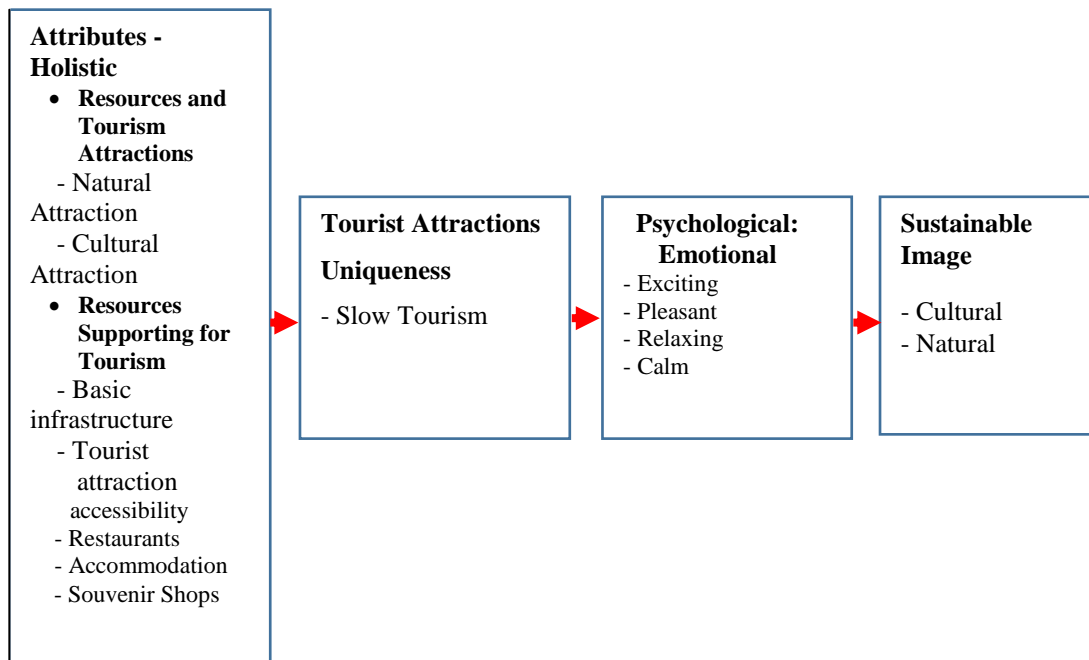


Figure 4.2 Conceptual Framework after EFA

4.3.2 Hypothesis Testing

The previous section provided the details of the construction and the reliability of the measurement scales for Resources and Tourism Attractions: Natural Attraction (α Value=.814) and Cultural Attraction (α Value=.832), Resources Supporting for Tourism: Destination Infrastructure (α Value=.851), Destination Accessibility (α Value=.766), Restaurants and Food Shops (α Value=.865), Accommodation (α Value=.862) and Souvenir Shops (α Value=.898), Psychological Emotional Image (α Value=.895), Tourist Attractions Uniqueness: Slow Tourism (α Value=.886), and Sustainable Image: Natural (α Value=.785) and Cultural Image (α Value=.766). (See Appendix 1)

After that Exploratory Factor Analysis was employed for the data reduction. The result has ten factors: Factor 1: Cultural Attraction (α Value=.890), Factor 2: Natural Attraction (α Value=.860), Factor 3: Restaurant (α Value=.903), Factor 4: Destination Infrastructure (α Value=.891), Factor 5: Natural Sustainable (α Value = .820), Factor 6: Psychological Emotional Image (α Value=.895), Factor 7: Souvenir shop (α Value=.919), Factor 8: Slow Tourism (α Value=.879), Factor 9:

Accommodation (α Value=.879), and Factor 10: Cultural Sustainable (α Value=.877) (See Table: 4.13). The next section allowed the specification of ten variables to be used for data analysis, and provided answers for the three research questions and hypothesis tests.

The first research question sought the answer that ‘how to find the relationship between the brand image based on attribute-holistic and the brand image based on the uniqueness: slow tourism towards the community-based tourist attractions in Mae Kam Pong community?’ The hypotheses was been stated: (H1.-H1.6).

The second research question sought the answer that ‘how to find the relationship between the brand image based on the uniqueness: slow tourism towards the tourist attractions and the brand image based on the Psychological Emotional Image of the community-based tourist attractions in Mae Kam Pong community?’ The hypotheses was stated: (H2).

The third research question sought the answer that ‘how to find the relationship between the brand images based on the Psychological Emotional Image of the tourist attractions and the images based on the sustainability of the community-based tourist attractions in Mae Kam Pong community?’ The hypotheses was stated: (H3 –H3.2).

4.3.2.1 The Relationship between the Brand Image Based on the Attributes-holistic of the Tourist Attractions Towards the Brand Image Based on the Uniqueness: Slow Tourism of Tourist Attractions in Mae Kam Pong Community

H1: The brand image based on the attributes-holistic overall and the brand image based on the slow tourism overall towards the tourist attractions in Mae Kam Pong community have a positive relationship

The hypothesis test required data on overall slow tourism and overall attributes-holistic. The simple regression technique was conducted to test the H1. The overall variable of slow tourism was created from the five-point Likert scale. The overall accommodation was created from the five-point Likert scale. The results explained a total of 55.1% of the variance ($R^2 = .551$, $F(1,390) = 479.529$, $p \leq .001$). Moreover, the estimation of the regression models revealed that overall attributes-

holistic was the one which contributed the most towards overall slow tourism ($\beta = .743$, $t=21.898$, $p \leq .001$, $VIF=1.000$, $\text{tolerance}=1.000$). (Table 4.25)

The regression equation of overall slow tourism was overall slow tourism = $0.705 + 0.743$ (Attribute holistic overall). Overall attribute holistic (74.3%) was predicted that the power influences on overall slow tourism.

Table 4.25 The Regression Results of Overall Attributes-holistic Towards Overall Slow Tourism

Model 1	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.705	.151		4.674	.000		
Attribute holistic overall	.840	.038	.743	21.898	.000	1.000	1.000

Note: Dependent Variable: slow tourism overall, $R^2 = .551$, $SEE = .403$, $F(1, 390) = 479.529$, $P \leq .001$

In conclusion, it was hypothesized that overall attributes – holistic was related to overall slow tourism. The finding indicated that there was a positive relationship between overall attributes-holistic and overall slow tourism, hence the hypothesis tested H1 was supported. (Figure 4.2)

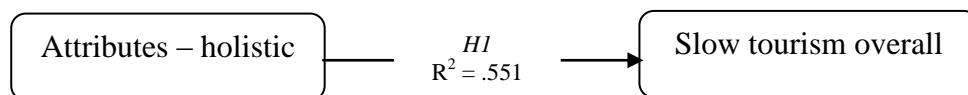


Figure 4.3 Overall Attributes-holistic Towards Overall Slow Tourism

H1: The brand image based on the attributes-holistic and the brand image based on the overall slow tourism towards the tourist attractions in Mae Kam Pong community having a positive relationship

The hypothesis test required data on overall slow tourism and on overall attributes-holistic (overall natural attraction, overall cultural attraction, destination infrastructure, restaurant and overall food shops, overall accommodation, and souvenir shop). The multiple regression technique was conducted to test the H1. The overall slow tourism variable was created from the five-point Likert scale. The attribute-holistic variable was created from the six-item five-point Likert scale by accumulating the score of each item, giving a reliable scale value $\alpha=.910$, $n=392$. The results explained a total of 55.1% of the variance ($R^2=.551$, $F(5,386)=94.587$, $p \leq .001$).

In addition, the estimation of the regression models revealed that overall accommodation was the one which contributed the most towards overall slow tourism ($\beta=.230$, $t=4.181$, $p \leq .001$, $VIF=2.594$, $\text{tolerance}=.386$), overall souvenir was lower ($\beta=.214$, $t=4.576$, $p \leq .001$, $VIF=1.872$, $\text{tolerance}=.534$), overall destination infrastructure ($\beta=.155$, $t=2.734$, $p \leq .01$, $VIF=2.753$, $\text{tolerance}=.363$), overall natural attraction ($\beta=.137$, $t=2.925$, $p \leq .01$, $VIF=1.886$, $\text{tolerance}=.530$), and restaurant and overall food shop predicted overall slow tourism ($\beta=.148$, $t=2.482$, $p \leq .05$, $VIF=3.046$, $\text{tolerance}=.328$) (Table 4.26).

The regression equation of overall slow tourism overall was slow tourism = $0.756 + 0.230$ (Overall Accommodation) + 0.214 (Overall Souvenir) + 0.155 (Overall Destination infrastructure) + 0.148 (Overall Restaurant) + 0.137 Overall (Natural Attraction). Overall Accommodation (23%), Overall souvenir (21.4%), Overall destination infrastructure (15.5%), Overall restaurant (14.8%), and Overall natural attraction 13.7%) were predicted that the power influences on Overall Slow tourism.

Table 4.26 The Regression Results Attributes-holistic Towards Overall Slow Tourism

Model 5	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.756	.162		4.659	.000		
Accommodation overall	.217	.052	.230	4.181	.000	.386	2.594
Souvenir overall	.174	.038	.214	4.576	.000	.534	1.872
Destination infrastructure overall	.148	.054	.155	2.734	.007	.363	2.753
Natural attraction overall	.150	.051	.137	2.925	.004	.530	1.886
Restaurant and food shop overall	.140	.056	.148	2.482	.014	.328	3.046

Note: Dependent Variable: slow tourism overall, $R^2=.551$, $SEE=.407$, $F(5,386)=94.587$, $P\leq.001$

In summary, it was hypothesized that overall attributes – holistic which include overall accommodation, overall souvenir, overall destination infrastructure, overall restaurant, and overall natural attraction was related to overall slow tourism, but overall cultural attraction was not related to overall slow tourism. (Figure 4.3) The findings indicated that there was a positive relationship between overall attributes-holistic and overall Slow tourism, hence the hypothesis tested H1 was supported.

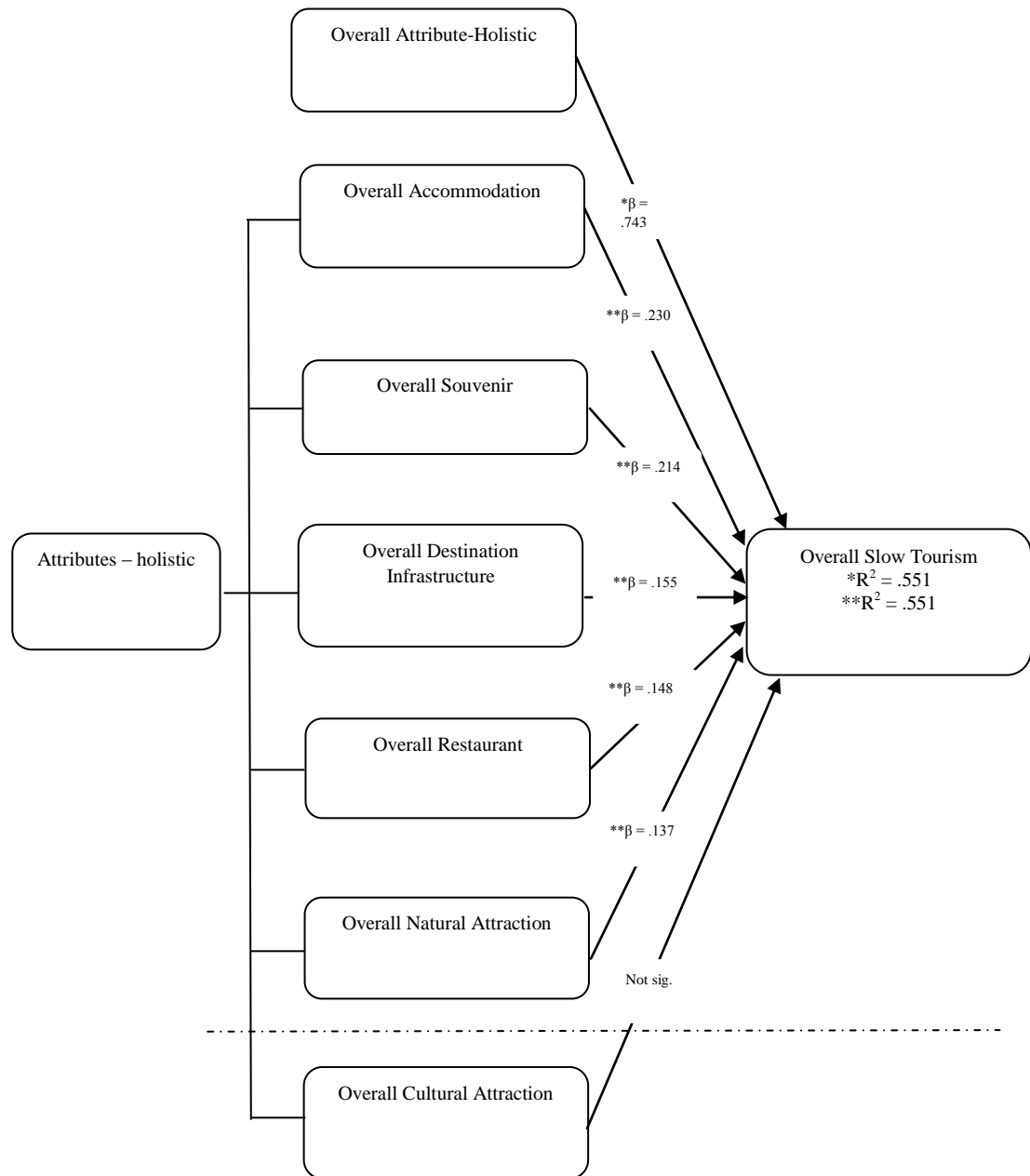


Figure 4.4 Attributes-holistic Towards Overall Slow Tourism

H1.1: The brand image based on the accommodation and the brand image based on the slow tourism overall towards the tourist attractions in Mae Kam Pong community having a positive relationship

The hypothesis test required data on overall slow tourism and on accommodation (Areas around the accommodation are silent with disturbing noise (GHSI), Rooms and equipment in the accommodation are clean (GHCL), Room decoration is very appropriate with Lanna culture and local topographic condition (GHDE), Accommodation has a reservation and confirmation system which is very condition (GHSY), and You feel that it is worthwhile to spend on accommodation service (GHWO)).

The multiple regression technique was conducted to test the H1.1. The overall slow tourism created from five-point Likert. The accommodation variable was created from the five-item five-point Likert scale by accumulating the score of each item, giving a reliable scale value $\alpha=.879$, $n=392$. The results explained a total of 42.4% of the variance ($R^2=.424$, $F(4,387)=71.117$, $P \leq .001$).

Moreover, the estimation of the regression models revealed that GHDE was the one that contributed the most towards overall slow tourism ($\beta=.269$, $t=4.829$, $p \leq .001$, $VIF=2.078$, $\text{tolerance}=.481$), GHWO was lower ($\beta=.212$, $t=3.661$, $p \leq .01$, $VIF=2.249$, $\text{tolerance}=.445$), GHCL ($\beta=.192$, $t=3.361$, $p \leq .001$, $VIF=2.193$, $\text{tolerance}=.456$), and GHSI less predicted overall slow tourism ($\beta=.100$, $t=2.026$, $p \leq .05$, $VIF=1.627$, $\text{tolerance}=.615$) (Table 4.27).

The regression equation of overall slow tourism was overall slow tourism = $1.616 + 0.269(\text{GHDE}) + 0.212(\text{GHWO}) + 0.192(\text{GHCL}) + 0.100(\text{GHSI})$. Room decoration is very appropriate with Lanna culture and local topographic condition (GHDE), you feel that it is worthwhile to spend on accommodation service (GHWO), rooms and equipment in the accommodation are clean (GHCL), and areas around the accommodation are silent with disturbing noise (GHSI) were predicted that power influences on overall slow tourism.

Table 4.27 The Regression Results of Accommodation Toward Overall Slow Tourism

Model 4	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.616	.148		10.934	.000		
GHDE	.204	.042	.269	4.829	.000	.481	2.078
GHCL	.150	.045	.192	3.361	.001	.456	2.193
GHWO	.163	.044	.212	3.661	.000	.445	2.249
GHSI	.078	.039	.100	2.026	.043	.615	1.627

Note: Dependent Variable: overall slow tourism, $R^2=.424$, $SEE=.459$, $F(4,387)=71.117$, $P\leq .001$

In summary, it was hypothesized that accommodation including room decoration is very appropriate with Lanna culture and local topographic condition, you feel that it is worthwhile to spend on accommodation service, rooms and equipment in the accommodation are clean, and areas around the accommodation are silent with disturbing noise was related to overall slow tourism. But accommodation (accommodation has a reservation and confirmation system which is very condition was not related overall slow tourism. (Figure 4.4) The findings indicated that there was a positive relationship between accommodation and overall slow tourism, hence the hypothesis tested H1.1 was supported.

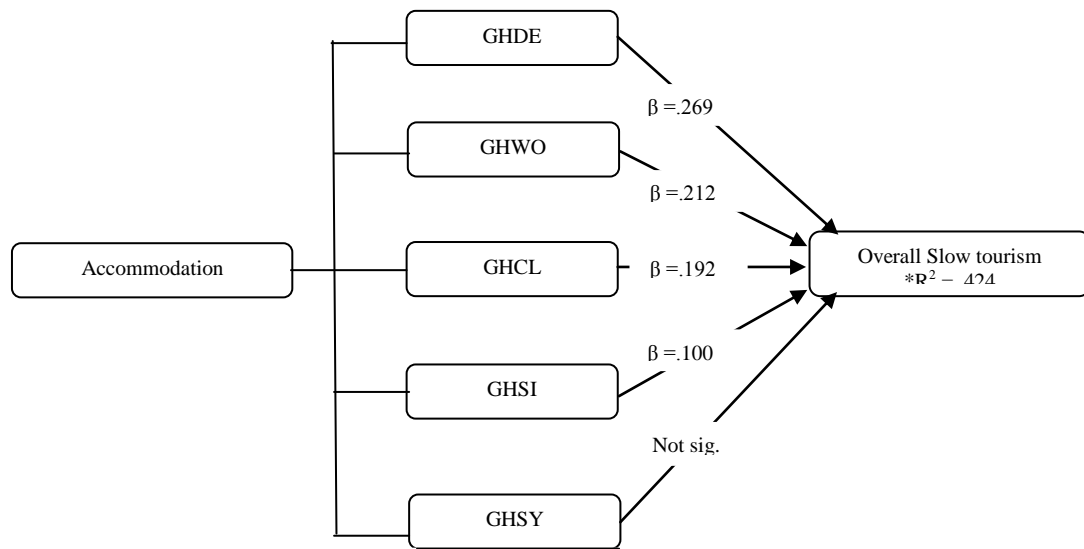


Figure 4.5 Accommodation Toward Overall Slow Tourism

H1.2: The brand image based on the souvenir shops and the brand image based on the slow tourism overall towards the tourist attractions in Mae Kam Pong community having a positive relationship

The hypothesis test required data on overall slow tourism and on souvenir shops (Souvenir products sold are diverse making you take time in choosing (SODI), Souvenir products sold are unique in Lanna style and it impresses you (SOUN), Souvenir products have good quality, do not damage easily (SOQU), and There are adequate souvenir shops to cope with needs of tourists (SONE)).

The multiple regression technique was conducted to test the H1.2. The overall slow tourism created from the five-point Likert scale. The souvenir shops variable was created from the four-item five-point Likert scale by accumulating the score of each item, giving a reliable scale value $\alpha=.919$, $n=392$. The results explained a total of 37% of the variance ($R^2=.370$, $F(2,389)=114.092$, $P \leq .001$).

Moreover, the estimation of the regression models revealed that SOQU was the one that contributed the most towards overall slow tourism ($\beta=.448$, $t=7.453$, $p \leq .001$, $VIF=2.232$, $\text{tolerance}=.448$), and SODI lower predicted overall slow tourism ($\beta=.196$, $t=3.259$, $p \leq .001$, $VIF=2.232$, $\text{tolerance}=.448$) (Table 4.28).

The regression equation of overall slow tourism was overall slow tourism = $2.238 + 0.448(\text{SOQU}) + 0.196(\text{SODI})$. Souvenir products have good quality, do not damage easily (44.8%), and souvenir products sold are diverse making you take time in choosing (19.6%) were predicted that the power influences on overall slow tourism.

Table 4.28 The Regression Results of Souvenir Shops Toward Overall Slow Tourism

Model 2	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.238	.118		18.906	.000		
SOQU	.330	.044	.448	7.453	.000	.448	2.232
SODI	.144	.044	.196	3.259	.001	.448	2.232

Note: Dependent Variable: slow tourism overall, $R^2 = .370$, $\text{SEE} = .479$, $F(2, 389) = 114.092$, $P \leq .001$

In summary, it was hypothesized that souvenir shops include souvenir products have a good quality, do not damage easily, and souvenir products sold are diverse making you take time in choosing was related to slow tourism overall; in contrast, Souvenir products sold are unique in Lanna style and it impresses you was not related to slow tourism overall. (Figure 4.5) The findings indicated that there was a positive relationship between souvenir shops and overall slow tourism, hence the hypothesis tested H1.2 was supported.

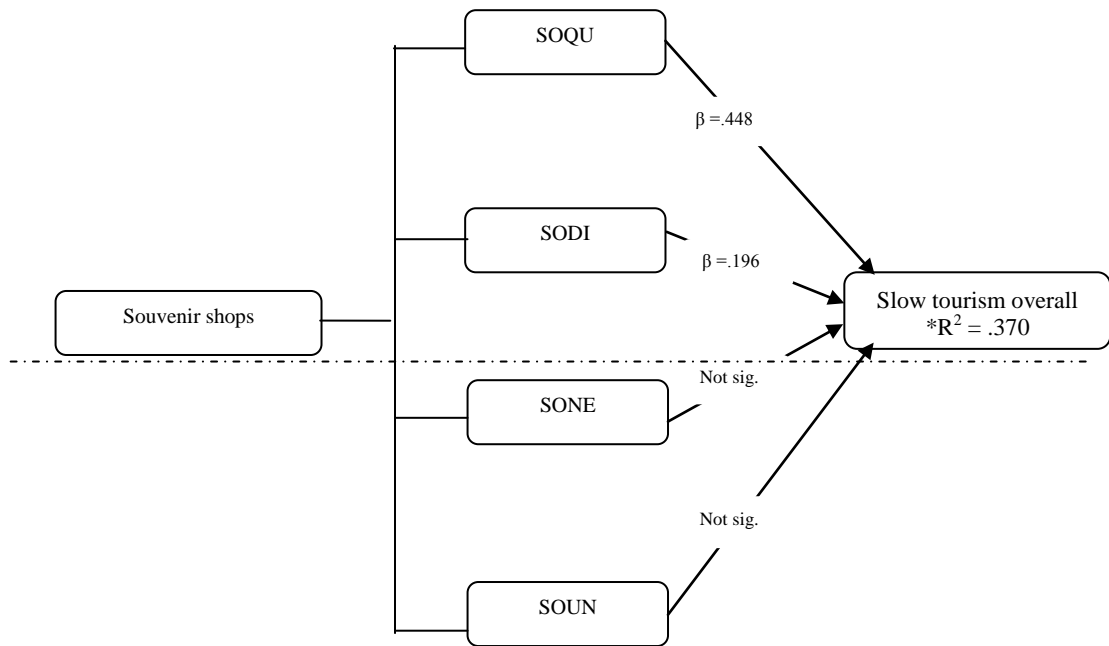


Figure 4.6 Souvenir Shops Toward Overall Slow Tourism

H1.3: The brand image based on the destination infrastructure towards the tourist attractions and the brand image based on the overall slow tourism of the tourist attractions in Mae Kam Pong community having a positive relationship.

The hypothesis test required data on overall slow tourism and on destination infrastructure (there are adequate convenience facilities for tourists visiting (INCO), areas around or in village are clean which worth visiting (INCL), areas around or in village are safe suitable visiting (INSA), local people can provide data about attractions correctly (INDA), the village has clear direction sign or information bays which can be observed easily (ACCL), road in Mae Kam Pong village are in good condition so it is convenient to travel (ACGO), a number of vehicle queues (mini-bus) is adequate for need of tourists (ACQU), and there is a mini-bus parking area serving tourists and it is clam (ACPA)).

The multiple regression technique was conducted to test the H1.3. The overall slow tourism created from the five-point Likert scale. The destination infrastructure variable was created from the eight-item five-point Likert scale by

accumulating the score of each item, giving a reliable scale value $\alpha=.891$, $n=392$. The results explained a total of 42.3% of the variance ($R^2=.423$, $F(4,387)=71.055$, $P \leq .001$).

Moreover, the estimates of the regression models revealed that INDA was the one that contributed the most towards overall slow tourism ($\beta=.274$, $t=5.409$, $p \leq .001$, $VIF=1.720$, $\text{tolerance}=.582$), INCL was lower ($\beta=.223$, $t=4.351$, $p \leq .001$, $VIF=1.769$, $\text{tolerance}=.565$), ACQU ($\beta=.186$, $t=3.927$, $p \leq .001$, $VIF=1.502$, $\text{tolerance}=.666$) and ACCL less predicted overall slow tourism ($\beta=.141$, $t=2.917$, $p \leq .01$, $VIF=1.558$, $\text{tolerance}=.642$) (Table 4.29).

The regression equation of overall slow tourism was overall slow tourism = $1.484 + 0.274(\text{INDA}) + 0.223(\text{INCL}) + 0.186(\text{ACQU}) + 0.141(\text{ACCL})$. Local people can provide data about attractions correctly (27.4%), areas around or in village are clean which worth visiting (22.3%), a number of vehicle queues (mini-bus) is adequate for need of tourists (18.6%), and the village has clear direction sign or information bays which can be observed easily (14.1%) were predicted that the power influences on overall slow tourism.

Table 4.29 The Regression Results of Destination Infrastructure Toward Overall Slow Tourism

Model 4	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.484	.150		9.863	.000		
INDA	.223	.041	.274	5.409	.000	.582	1.720
ACQU	.129	.033	.186	3.927	.000	.666	1.502
INCL	.175	.040	.223	4.351	.000	.565	1.769
ACCL	.105	.036	.141	2.917	.004	.642	1.558

Note: Dependent Variable: Slow Tourism overall, $R^2=.423$, $SEE=.459$, $F(4,387)=71.055$, $P \leq .001$

In summary, it was hypothesized that destination infrastructure include local people can provide data about attractions correctly, areas around or in village are clean which worth visiting, a number of vehicle queues (mini - bus) is adequate for need of tourists, and the village has clear direction sign or information bays which can be observed easily was related to overall slow tourism.

However, destination infrastructure including there are adequate convenience facilities for tourists visiting, areas around or in village are safe suitable visiting, road in Mae Kam Pong village are in good condition so it is convenient to travel, and there is a mini-bus parking area serving tourists and it is clam was not related to overall slow tourism. (Figure 4.6)

The findings indicated that there was a positive relationship between destination infrastructure and overall slow tourism, hence the hypothesis tested H1.3 was supported.

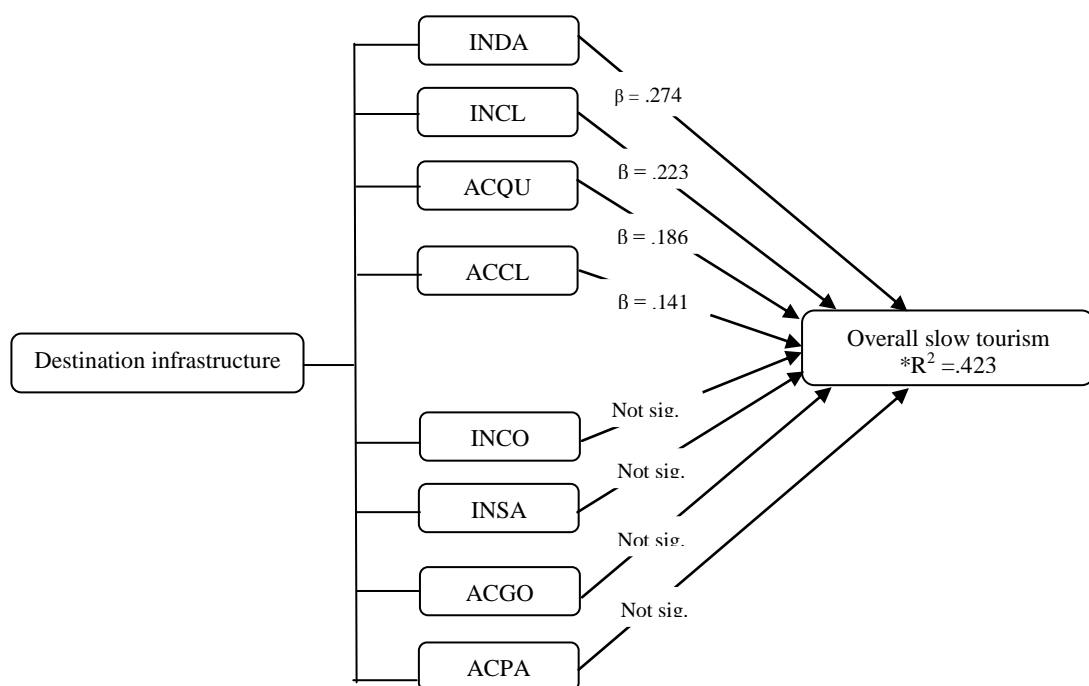


Figure 4.7 Destination Infrastructure Toward Overall Slow Tourism

H1.4: The brand image based on the restaurants and food shop overall and the brand image based on the overall slow tourism towards the tourist attractions in Mae Kam Pong community having a positive relationship

The hypothesis test required data on overall slow tourism and on restaurants and food shops (the village has diverse food and beverage shop types to satisfy tourists (FBDI), food is clean (FBCL), food and beverage shops are clean which can attract tourists to use services (FSCL), food is unique in Lanna style (FBUN), food and beverage shops have menu and food price is clear (FBME), you feel that it is worthwhile to spend on food service (FBWO), and food and beverage shops have a good customer complaint system (FBSY))

The multiple regression technique was conducted to test the H1.4. The overall slow tourism created from the five-point Likert scale. The restaurants and food shops variable was created from the seven-item five-point Likert scale by accumulating the score of each item, giving a reliable scale value $\alpha=.903$, $n=392$. The results explained a total of 42.1% of the variance ($R^2=.421$, $F(6,385)=46.693$, $P \leq .001$).

Moreover, the estimation of the regression models revealed that FBCL was the one that contributed the most towards overall slow tourism ($\beta=.193$, $t=3.465$, $p \leq .001$, $VIF=2.070$, $\text{tolerance}=.483$), FBME was lower ($\beta=.134$, $t=2.369$, $p \leq .01$, $VIF=2.130$, $\text{tolerance}=.470$), FBDI ($\beta=.128$, $t=2.046$, $p \leq .05$, $VIF=1.895$, $\text{tolerance}=.528$), FBWO ($\beta=.121$, $t=2.028$, $p \leq .05$, $VIF=2.377$, $\text{tolerance}=.421$), FBUN ($\beta=.119$, $t=2.246$, $p \leq .05$, $VIF=1.880$, $\text{tolerance}=.532$), and FBSY less predicted Slow tourism overall ($\beta=.117$, $t=2.118$, $p \leq .05$, $VIF=2.028$, $\text{tolerance}=.493$) (Table 4.30).

The regression equation of overall slow tourism was overall slow tourism = $1.595 + .193 \text{ (FBCL)} + .134 \text{ (FBME)} + .128 \text{ (FBDI)} + .121 \text{ (FBWO)} + .119 \text{ (FBUN)} + .117 \text{ (FBSY)}$. Food is clean (19.3%), food and beverage shops have menu and food price is clear (13.4%), the village has diverse food and beverage shop types to satisfy tourists (12.8%), you feel that it is worthwhile to spend on food service (12.1%), food is unique in Lanna style (11.9%), and food and beverage shops have a good customer complaint system (11.7%) were predicted that the power influences on overall slow tourism.

Table 4. 30 The Regression Results of Restaurants and Food Shops Toward Overall Slow Tourism

Model 6	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.595	.146		10.948	.000		
FBCL	.157	.045	.193	3.465	.001	.483	2.070
FBME	.102	.043	.134	2.369	.018	.470	2.130
FBSY	.080	.038	.117	2.118	.035	.493	2.028
FBUN	.086	.038	.119	2.246	.025	.532	1.880
FBDI	.095	.039	.128	2.406	.017	.528	1.895
FBWO	.094	.046	.121	2.028	.043	.421	2.377

Note: Dependent Variable: Overall slow tourism, $R^2=.421$, $SEE=.461$, $F(6,385)=46.693$, $P\leq.001$

In summary, it was hypothesized that restaurants and food shops include food is clean, food and beverage shops have menu and food price is clear, the village has diverse food and beverage shop types to satisfy tourists, you feel that it is worthwhile to spend on food service, food is unique in Lanna style, and food and beverage shops have a good customer complaint system was related to overall slow tourism ,but food and beverage shops are clean which can attract tourists to use services was not related to overall slow tourism. (Figure 4.7) The findings indicated that there was a positive relationship between natural attraction and overall slow tourism, hence the hypothesis tested H1.4 was supported.

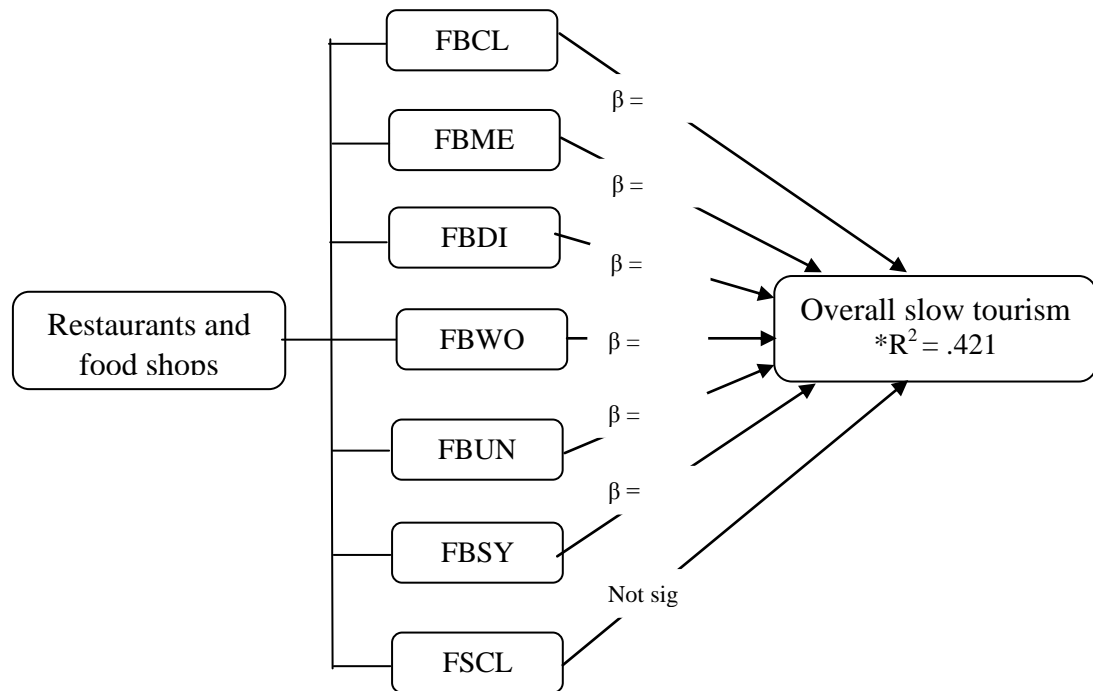


Figure 4.8 Restaurants and Food Shops Toward Overall Slow Tourism

H1.5: The brand image based on the natural attraction and the brand image based on the overall slow tourism towards the tourist attractions in Mae Kam Pong community having a positive relationship

The hypothesis test required data on overall slow tourism and on natural attraction (Convenience travelling form the village to natural resource attractions (NACO), Natural attraction areas have good climate suitable for relaxation (NAGC), Natural attraction areas are safely suitable for visiting (NASA), Natural attraction areas have predominant uniqueness (NAUN), Natural attraction areas has diversity in nature (NADI), Activities in natural attraction create good visiting experience (NAEX), Natural attraction areas are clean suitable for relaxation or resting (NACL)).

The multiple regression technique was conducted to test the H1.5. The overall slow tourism variable was created from five-point Likert. The natural attraction variable was created from the seven-item five-point Likert scale by accumulating the score of each item, giving a reliable scale value $\alpha=.860$, $n=392$. The results explained a total of 32.2% of the variance ($R^2=.322$, $F(5,386)=36.650$, $p \leq .001$).

In addition, the estimation of the regression models revealed that NASA was the one that contributed the most towards overall slow tourism ($\beta=.174$, $t=3.267$, $p\leq.001$, $VIF=1.611$, $\text{tolerance}=.621$), NACO was lower ($\beta=.171$, $t=3.412$, $p\leq.001$, $VIF=1.431$, $\text{tolerance}=.699$), NAEX ($\beta=.149$, $t=2.598$, $p\leq.01$, $VIF=1.861$, $\text{tolerance}=.537$), NAUN ($\beta=.145$, $t=2.610$, $p\leq.01$, $VIF=1.758$, $\text{tolerance}=.569$), and NACL less predicted overall slow tourism ($\beta=.110$, $t=1.975$, $p\leq.05$, $VIF=1.779$, $\text{tolerance}=.562$) (Table 4.31).

The regression equation of overall slow tourism was overall slow tourism= $1.582+.174(\text{NASA})+.171$ (NACO)+ $.149$ (NAEX)+ $.145$ (NAUN)+ $.110$ (NACL). Natural attraction areas are safely suitable for visiting (17.4%), convenience travelling form the village to natural resource attractions (17.1%), activities in natural attraction create good visiting experience (14.9%), natural attraction areas have predominant uniqueness (14.5%), and natural attraction areas are clean suitable for relaxation or resting (11%) were predicted that the power influences on overall slow tourism.

Table 4.31 The Regression Results of Natural Attraction Toward Overall Slow Tourism

Model 5	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
(Constant)	1.582	.181		8.761	.000		
NAEX	.116	.045	.149	2.598	.010	.537	1.861
NASA	.136	.042	.174	3.267	.001	.621	1.611
NACO	.137	.040	.171	3.412	.001	.699	1.431
NAUN	.115	.044	.145	2.610	.009	.569	1.758
NACL	.088	.045	.110	1.975	.049	.562	1.779

Note: Dependent Variable: slow tourism overall, $R^2=.322$, $SEE=.498$, $F(5,386)=36.650$, $P\leq.001$

In summary, it was hypothesized that natural attraction include natural attraction areas are safely suitable for visiting, convenience travelling form the village to natural resource attractions, activities in natural attraction create good visiting experience, natural attraction areas have predominant uniqueness, and natural attraction areas are clean suitable for relaxation or resting was related to overall slow tourism, but natural attraction areas have good climate suitable for relaxation, and Natural attraction areas has diversity in nature was not related to slow tourism overall. (Figure 4.8) The findings indicated that there was a positive relationship between natural attraction and overall slow tourism, hence the hypothesis tested H1.4 was supported.

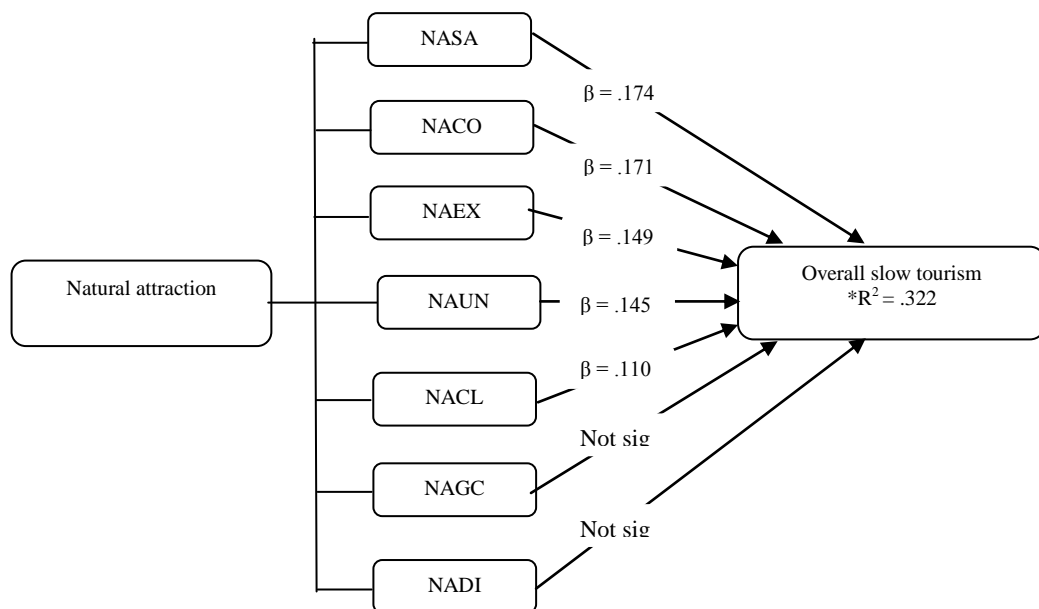


Figure 4.9 Natural Attraction Toward Overall Slow Tourism

4.3.2.2 The Relationship between the Brand Image Based on the Uniqueness: Slow Tourism Towards the Brand Image Based on the Emotion of Tourist Attractions in Mae Kam Pong Community
H2: The brand image based on the slow tourism towards the tourist attractions and the brand image based on the overall emotion of the tourist attractions in Mae Kam Pong community having a positive relationship

The hypothesis test required data on overall emotion and on tourist attractions uniqueness: slow tourism. The simple regression technique was conducted to test the H2. The overall emotion created from the five-point Likert scale. The slow tourism variable was created from the five-point Likert scale by accumulating the score of each item, giving a reliable scale value $\alpha=.895$, $n=392$. The results explained a total of 50% of the variance ($R^2=.500$, $F(1,390)=389.798$, $P<.001$).

Moreover, the estimation of the regression models revealed that overall slow tourism was the one that contributed the most towards overall emotion ($\beta=.707$, $t=19.743$, $p\leq.001$, $VIF=1.000$, $\text{tolerance}=1.000$ (Table 4.54). The regression equation of overall emotion was $\text{overall emotion}=.945+.707(\text{Overall slow tourism})$. Overall slow tourism was predicted that the power influences on overall emotion. (Table 4.32)

Table 4.32 The Regression Results of Overall Slow Tourism Toward Overall Emotion

Model 1	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
(Constant)	.945	.156			6.065	.000		
Slow tourism overall	.764	.039	.707		19.743	.000	1.000	1.000

Note: Dependent Variable: overall emotion, $R^2=.500$, $SEE=.460$, $F(1,390)=389.798$, $P<.001$

In conclusion, the tourist attractions uniqueness: slow tourism was positively related to overall emotion, hence the hypothesis tested H2 was supported. (Figure 4.9)

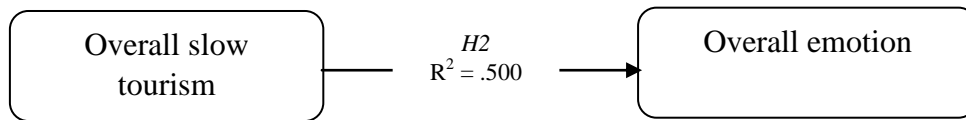


Figure 4.10 Overall Slow Tourism Toward Overall Emotion

H2: The brand image based on the slow tourism towards the tourist attractions and the brand image based on the overall emotion of the tourist attractions in Mae Kam Pong community having a positive relationship

The hypothesis test required data on overall emotion and on slow tourism (take a long time to visit Mae Kam Pong village tourist attractions in order to gain true travelling experience and relaxation (STEX), prefer to learn local culture by spending a long time in each tourist place in order to truly gain new knowledge rather than visiting many tourist places in the village (STKN), prefer to learn the process of local food eating of Mae Kam Pong village in order to truly gain the taste of eating (STFO), like to talk with local people in Mae Kam Pong village since it makes you feel like you are part of Mae Kam Pong village community (STTA), known yourself more than even when you visit Mae Kam Pong village and do activities there (STYO), and have a chance, you will visit again (STAG)).

The multiple regression technique was conducted to test the H2. The overall emotion created from the five-point Likert scale. The slow tourism variable was created from the six-item five-point Likert scale by accumulating the score of each item, giving a reliable scale value $\alpha=.879$, $n=392$. The results explained a total of 51.6% of the variance ($R^2=.516$, $F(5,386)=82.335$, $P<.001$).

Moreover, the estimation of the regression models revealed that STAG was the one that contributed the most towards overall emotion ($\beta=.327$, $t=6.831$, $p<.001$, $VIF=1.830$, $\text{tolerance}=.547$), STEX was lower ($\beta=.176$, $t=4.036$, $p<.001$, $VIF=1.511$, $\text{tolerance}=.662$), STYO ($\beta=.158$, $t=3.015$, $p<.01$, $VIF=2.200$, $\text{tolerance}=.455$), STFO ($\beta=.128$, $t=2.551$, $p<.05$, $VIF=2.019$, $\text{tolerance}=.495$), and STTA less predicted overall emotion ($\beta=.106$, $t=2.056$, $P<.05$, $VIF=2.102$, $\text{tolerance}=.476$).

The regression equation of overall emotion was $\text{overall emotion} = .959 + .327 (\text{STAG}) + .176 (\text{STEX}) + .158 (\text{STYO}) + .128 (\text{STFO}) + .106 (\text{STTA})$. The Slow tourism consist have a chance, you will visit again (32.7%), take a long time to visit Mae Kam Pong village tourist attractions in order to gain true travelling experience and relaxation (17.6%), known yourself more than even when you visit Mae Kam Pong village and do activities there (15.8%), prefer to learn the process of local food eating of Mae Kam Pong village in order to truly gain the taste of eating (12.8%), and like to talk with local people in Mae Kam Pong village since it makes you feel like you are part of Mae Kam Pong village community (10.6%) was predicted that the power influences on overall emotion. (Table 4.33).

Table 4.33 The Regression Results of Slow Tourism Toward Overall Emotion

Model 5	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
(Constant)	.959	.154		6.213	.000		
STAG	.274	.040	.327	6.831	.000	.547	1.830
STFO	.109	.043	.128	2.551	.011	.495	2.019
STEX	.149	.037	.176	4.036	.000	.662	1.511
STYO	.130	.043	.158	3.015	.003	.455	2.200
STTA	.092	.045	.106	2.056	.040	.476	2.102

Note: Dependent Variable: overall emotion, $R^2 = .516$, $SEE = .455$, $F(5, 386) = 82.335$, $P < .001$

In summary, it was hypothesized that slow tourism include that if you have a chance, you will visit again, take a long time to visit Mae Kam Pong village tourist attractions in order to gain true travelling experience and relaxation, known yourself more than even when you visit Mae Kam Pong village and do activities there, prefer to learn the process of local food eating of Mae Kam Pong village in order to truly gain the taste of eating, and like to talk with local people in Mae Kam

Pong village since it makes you feel like you are part of Mae Kam Pong village community was related to overall emotion, but prefer to learn local culture by spending a long time in each tourist place in order to truly gain new knowledge rather than visiting many tourist places in the village was not related overall emotion. (Figure 4.10) The findings indicated that there was a positive relationship between slow tourism and overall emotion, hence the hypothesis tested H2 was supported.

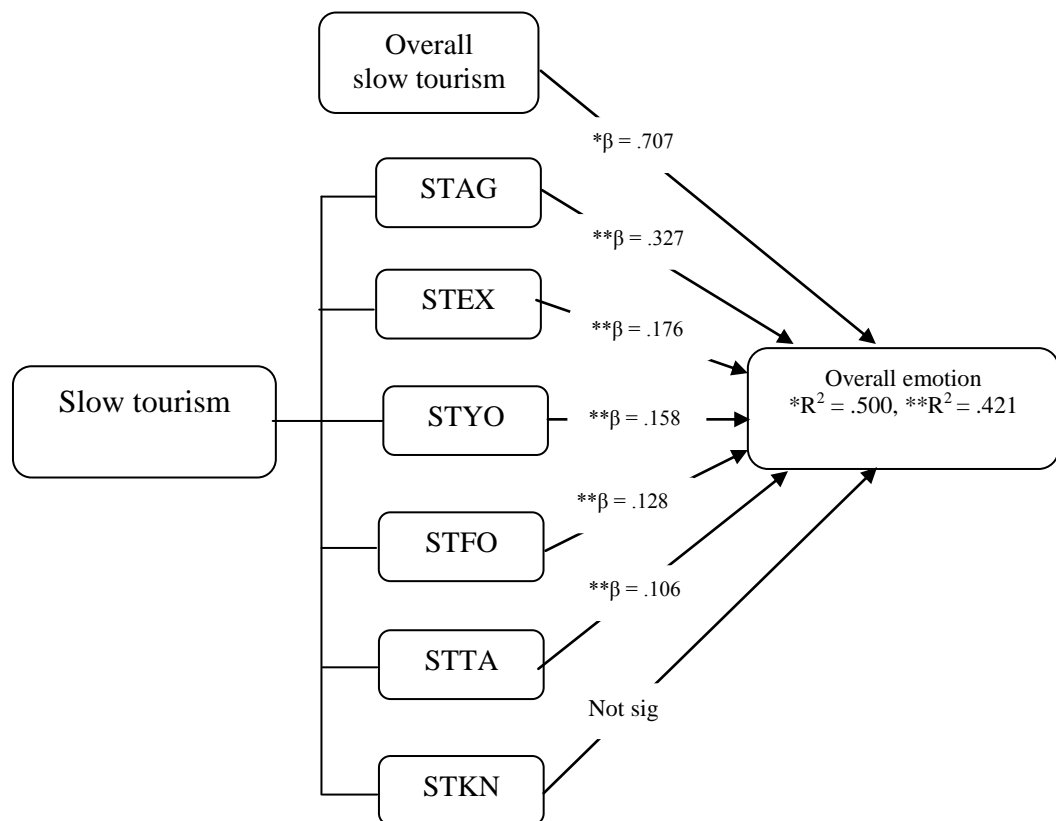


Figure 4.11 Slow Tourism Toward Overall Emotion

4.3.2.3 The Relationship between the Brand Image Based on the Emotion Toward the Brand Image Based on the Sustainable Image of Tourist Attractions in Mae Kam Pong Community

H3: The brand image based on the overall emotion toward the tourist attractions and the brand image based on the overall sustainable of the tourist attractions in Mae Kam Pong community having a positive relationship

The hypothesis test required data on overall sustainable and on psychology: overall emotion. The simple regression technique was conducted to test the H3. The overall sustainable created from the five-point Likert scale. The emotion variable was created from the five-point Likert scale. The results explained a total of 45.1% of the variance ($R^2=.451$, $F(1,390)=319.878$, $P\leq .001$).

Moreover, the estimation of the regression models revealed that emotion contributed the most towards overall sustainable ($\beta=.671$, $t=17.885$, $P\leq .001$, $VIF=1.000$, $\text{tolerance}=1.000$), (Table 4.32). The regression equation of overall sustainable was $\text{overall sustainable}=1.807+.671(\text{overall emotion})$. Overall emotion (67.1%) was predicted that the power influences on overall sustainable. (Table 4. 34)

Table 4.34 The Regression Results of Overall Emotion Toward Overall Sustainable

Model 1	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.807	.131		13.765	.000		
Overall emotion	.581	.033	.671	17.885	.000	1.000	1.000

Note: Dependent Variable: sustainable overall, $R^2=.451$, $SEE=.417$, $F(1,390)=319.878$, $P\leq .001$

In conclusion, the overall emotion was positively related to overall sustainable, hence the hypothesis tested H3 was supported.

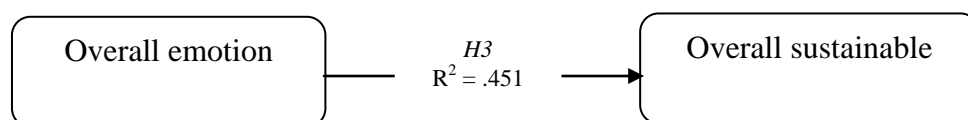


Figure 4.12 Overall Emotion Toward Overall Sustainable

H3: The brand image based on the emotion towards the tourist attractions and the brand image based on the overall sustainable of the tourist attractions in Mae Kam Pong community having a positive relationship.

The hypothesis test required data on overall sustainable and on emotion (more excited than visiting other tourist attractions in Thailand (PEAX), would be pleasant to visit and do activities there (PEAL), the atmosphere there would make you feel relaxing (PEAE), the village is a slow life tourist place compared with other tourist places in Thailand (PEAS), and activities and way of life learning there will make you be calm (PEAC)).

The multiple regression technique was conducted to test the *H3*. The overall sustainable created from the five-point Likert scale. The emotion variable was created from the five-point Likert scale. The results explained a total of 45.5% of the variance ($R^2=.455$, $F(4,387)=80.891$, $P\leq.001$).

Moreover, the estimation of the regression models revealed that PEAC was the one that contributed towards overall sustainable ($\beta=.271$, $t=5.004$, $P\leq.001$, $VIF=2.078$, $\text{tolerance}=.481$), PEAL was lower ($\beta=.219$, $t=3.564$, $P\leq.001$, $VIF=2.671$, $\text{tolerance}=.374$), PEAE ($\beta=.160$, $t=3.010$, $P\leq.001$, $VIF=2.004$, $\text{tolerance}=.499$), and PEAX less predicted overall sustainable ($\beta=.144$, $t=2.527$, $P\leq.05$, $VIF=2.302$, $\text{tolerance}=.434$) (Table 4.35).

The regression equation of overall sustainable was overall sustainable = $1.814 + .271(\text{PEAC}) + .219(\text{PEAL}) + .160(\text{PEAE}) + .144(\text{PEAX})$. Activities and way of life learning there will make you be calm (PEAC), would be pleasant to visit and do activities there (PEAL), the atmosphere there would make you feel relaxing (PEAE), and more excited than visiting other tourist attractions in Thailand (PEAX) were predicted that the power influences on overall sustainable.

Table 4.35 The Regression Results of Emotion Toward Overall Sustainable

Model 4	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
(Constant)	1.814	.134		13.564	.000		
PEAC	.194	.039	.271	5.004	.000	.481	2.078
PEAL	.166	.046	.219	3.564	.000	.374	2.671
PEAE	.124	.041	.160	3.010	.003	.499	2.004
PEAX	.095	.037	.144	2.527	.012	.434	2.302

Note: Dependent Variable: overall sustainable, $R^2=.455$, $SEE=.417$, $F(4,387)=80.891$, $P\leq.001$

In conclusion, the emotion include activities and way of life learning there will make you be calm, would be pleasant to visit and do activities there, the atmosphere there would make you feel relaxing, and more excited than visiting other tourist attractions in Thailand was positively related to overall sustainable, but the village is a slow life tourist place compared with other tourist places in Thailand was not related to overall sustainable. (Figure 4.12) Hence the hypothesis tested H3 was supported.

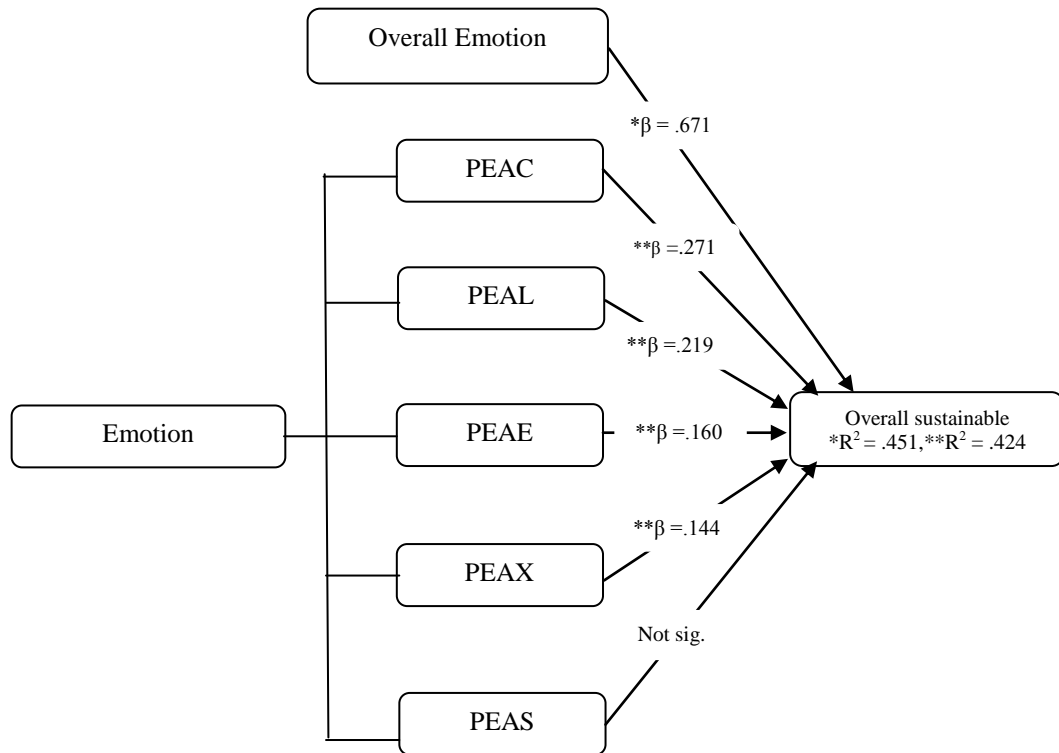


Figure 4.13 Emotion Toward Overall Sustainable

H3.1: The brand image based on the overall emotion towards the tourist attractions and the brand image based on the overall natural sustainable of the tourist attractions in Mae Kam Pong community having a positive relationship.

The hypothesis test required data on overall natural sustainable and on overall emotion. The simple regression technique was conducted to test the H3.1. The overall natural sustainable created from the five-point Likert scale. The overall emotion variable was created from the five-point Likert scale. The results explained a total of 30.5% of the variance ($R^2=.305$, $F(1,390)=170.759$, $P\leq.001$).

Moreover, the estimation of the regression models revealed that emotion contributed the most towards overall natural sustainable ($\beta=.552$, $t=13.067$, $P\leq.001$, $VIF=1.000$, $\text{tolerance}=1.000$), (Table 4.34). The regression equation of overall natural sustainable was overall natural sustainable= $2.293+.552$ (overall emotion).

Overall emotion (55.2%) was predicted that the power influences on overall natural sustainable. (Table 4. 36)

Table 4.36 The Regression Results of Overall Emotion Toward Overall Natural Sustainable

Model 1	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.293	.150		15.251	.000		
Emotion overall	.486	.037	.552	13.067	.000	1.000	1.000

Note: Dependent Variable: overall natural sustainable, $R^2=.305$, $SEE=.478$, $F(1,390)=170.759$, $P\leq.001$

In conclusion, the overall emotion was positively related to overall natural sustainable, hence the hypothesis tested H3.1 was supported.

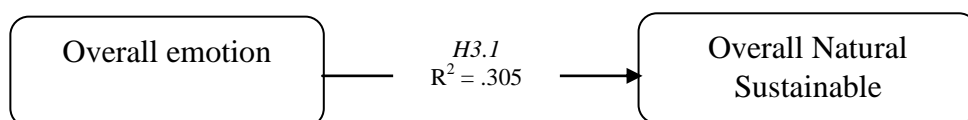


Figure 4.14 Overall Emotion Toward Overall Sustainable

H3.1: The brand image based on the emotion towards the tourist attractions and the brand image based on the overall natural sustainable of the tourist attractions in Mae Kam Pong community having a positive relationship

The hypothesis test required data on overall natural sustainable and on emotion (more excited than visiting other tourist attractions in Thailand (PEAX), would be pleasant to visit and do activities there (PEAL), the atmosphere there would make you feel relaxing (PEAE), the village is a slow life tourist place compared with

other tourist places in Thailand (PEAS), and activities and way of life learning there will make you be calm (PEAC)).

The multiple regression technique was conducted to test the H3.1. The overall natural sustainable created from the five-point Likert scale. The emotion variable was created from the five-point Likert scale by accumulating the score of each item, giving a reliable scale value $\alpha=.820$, $n=392$. The results explained a total of 32.8% of the variance ($R^2=.328$, $F(3,388)=63.214$, $P\leq.001$).

Moreover, the estimation of the regression models revealed that PEAC was the one that contributed the most towards overall natural sustainable ($\beta=.265$, $t=4.522$, $P\leq.001$, $VIF=1.980$, $\text{tolerance}=.505$), PEAE was lower ($\beta=.251$, $t=4.256$, $P\leq.001$, $VIF=2.003$, $\text{tolerance}=.499$), and PEAL less predicted overall natural sustainable ($\beta=.141$, $t=2.472$, $P\leq.05$, $VIF=1.869$, $\text{tolerance}=.535$)

The regression equation of overall natural sustainable was overall natural sustainable = $2.199 + .265(\text{PEAC}) + .251(\text{PEAE}) + .141(\text{PEAL})$. Activities and way of life learning there will make you be calm (26.5%), the atmosphere there would make you feel relaxing (25.1%) and would be pleasant to visit and do activities there (14.1%) were predicted that the power influences on overall sustainable. (Table 4.37).

Table 4.37 The Regression Results of Emotion Toward Overall Natural Sustainable

Model 3	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
(Constant)	2.199	.151		14.569	.000		
PEAC	.193	.043	.265	4.522	.000	.505	1.980
PEAE	.198	.047	.251	4.256	.000	.499	2.003
PEAL	.108	.044	.141	2.472	.014	.535	1.869

Note: Dependent Variable: overall natural sustainable, $R^2=.328$, $SEE=.471$, $F(3,388)=63.214$, $P\leq.001$

In conclusion, the emotion includes activities and way of life learning there will make you be calm, the atmosphere there would make you feel relaxing, and would be pleasant to visit and do activities there was positively related to natural overall sustainable, but more excited than visiting other tourist attractions in Thailand, the village is a slow life tourist place compared with other tourist places in Thailand was not related to natural overall sustainable. (Figure 4.14) Hence the hypothesis tested H3.1 was supported.

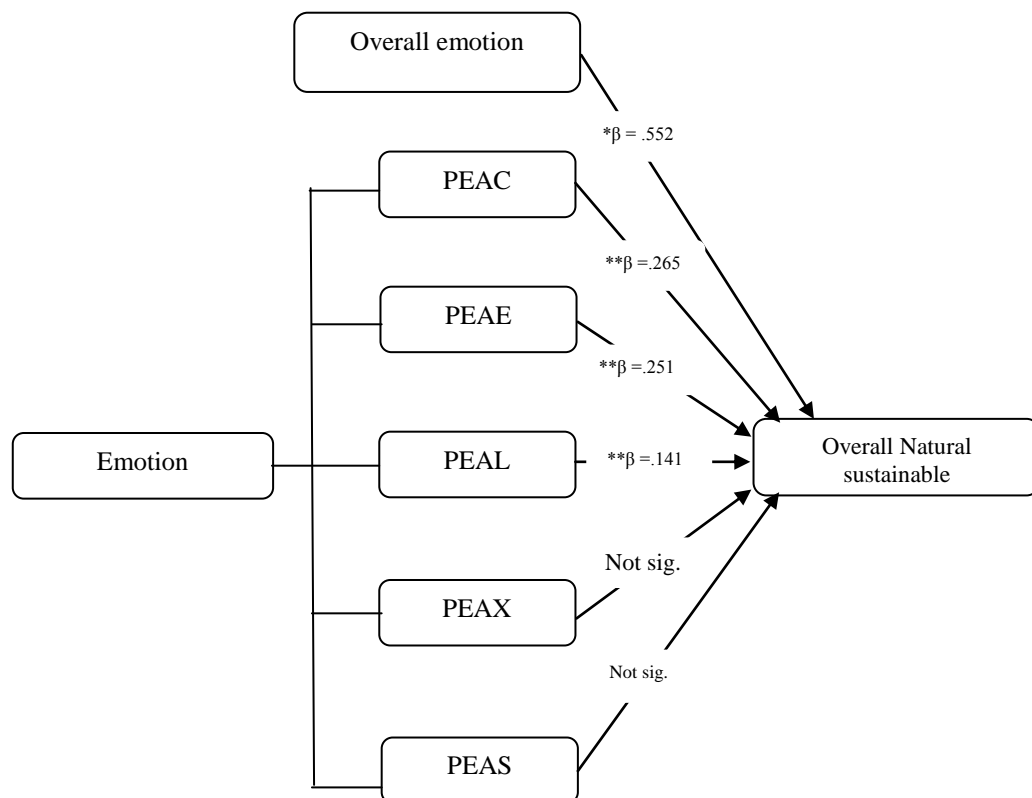


Figure 4.15 Emotion Toward Overall Natural Sustainable

H3.2: The brand image based on the overall emotion towards the tourist attractions and the brand image based on the overall cultural sustainable of the tourist attractions in Mae Kam Pong community having a positive relationship.

The hypothesis test required data on overall cultural sustainable and on overall emotion. The simple regression technique was conducted to test the H3.2. The overall cultural sustainable created from the five-point Likert scale. The overall emotion variable was created from the five-point Likert scale. The results explained a total of 41.7% of the variance ($R^2=.417$, $F(1,390)=278.931$, $P\leq.001$).

Moreover, the estimation of the regression models revealed that emotion contributed towards overall cultural sustainable ($\beta=.646$, $t=16.701$, $P\leq.001$, $VIF=1.000$, $\text{tolerance}=1.000$), (Table 4.36). The regression equation of overall cultural sustainable was $\text{overall cultural sustainable}=1.322+.646(\text{overall emotion})$. Overall emotion (64.6%) was predicted that the power influences on overall cultural sustainable. (Table 4.38)

Table 4.38 The Regression Results of Overall Emotion Toward Overall Cultural Sustainable

Model 1	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
(Constant)	1.322	.164		8.082	.000		
Overall emotion	.676	.041	.646	16.701	.000	1.000	1.000

Note: Dependent Variable: overall cultural sustainable, $R^2=.417$, $SEE=.520$, $F(1,390)=278.931$, $P\leq.001$

In conclusion, the overall emotion was positively related to overall cultural sustainable, hence the hypothesis tested H3.2 was supported.

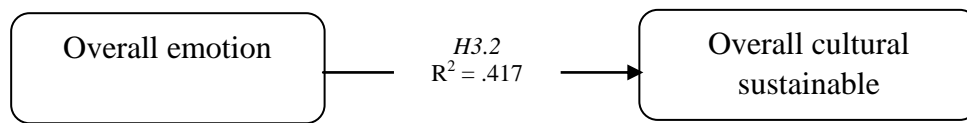


Figure 4.16 Overall Emotion Toward Overall Cultural Sustainable

H3.2: The brand image based on the emotion towards the tourist attractions and the brand image based on the overall cultural sustainable of the tourist attractions in Mae Kam Pong community having a positive relationship

The hypothesis test required data on overall cultural sustainable and on emotion (more excited than visiting other tourist attractions in Thailand (PEAX), would be pleasant to visit and do activities there (PEAL), the atmosphere there would make you feel relaxing (PEAE), the village is a slow life tourist place compared with other tourist places in Thailand (PEAS), and activities and way of life learning there will make you be calm (PEAC)).

The multiple regression technique was conducted to test the H3.1. The overall natural sustainable created from the five-point Likert scale. The emotional variable was created from the five-point Likert scale by accumulating the score of each item, giving a reliable scale value $\alpha=.877$, $n=392$. The results explained a total of 43.6% of the variance ($R^2=.436$, $F(3,388)=99.965$, $P\leq.001$).

Moreover, the estimation of the regression models revealed that PEAX was the one that contributed towards natural overall sustainable ($\beta=.278$, $t=4.810$, $P\leq.001$, $VIF=2.300$, $\text{tolerance}=.435$), PEAC was lower ($\beta=.239$, $t=4.778$, $P\leq.001$, $VIF=1.720$, $\text{tolerance}=.581$), and PEAL predicted overall cultural sustainable ($\beta=.238$, $t=4.000$, $P\leq.001$, $VIF=2.437$, $\text{tolerance}=.410$)

The regression equation of overall natural sustainable was overall cultural sustainable = $1.485 + .278(\text{PEAX}) + .239(\text{PEAC}) + .238(\text{PEAL})$. More excited than visiting other tourist attractions in Thailand (27.8%), activities and way of life learning there will make you be calm (23.9%) and would be pleasant to visit and do activities there (23.8%) were the most predicted power influences on overall cultural sustainable. (Table 4.39).

Table 4.39 The Regression Results of Emotion Toward Overall Cultural Sustainable

Model 3	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.485	.153		9.683	.000		
PEAX	.221	.046	.278	4.810	.000	.435	2.300
PEAC	.207	.043	.239	4.778	.000	.581	1.720
PEAL	.218	.055	.238	4.000	.000	.410	2.437

Note: Dependent Variable: overall cultural sustainable, $R^2=.436$, $SEE=.513$, $F(3,388)=99.965$, $P\leq.001$

In conclusion, the emotion include more excited than visiting other tourist attractions in Thailand, activities and way of life learning there will make you be calm and would be pleasant to visit and do activities there was positively related to overall cultural sustainable, but the atmosphere there would make you feel relaxing, and the village is a slow life tourist place compared with other tourist places in Thailand was not related to overall cultural sustainable. (Figure 4.16) Hence the hypothesis tested H3.2 was supported.

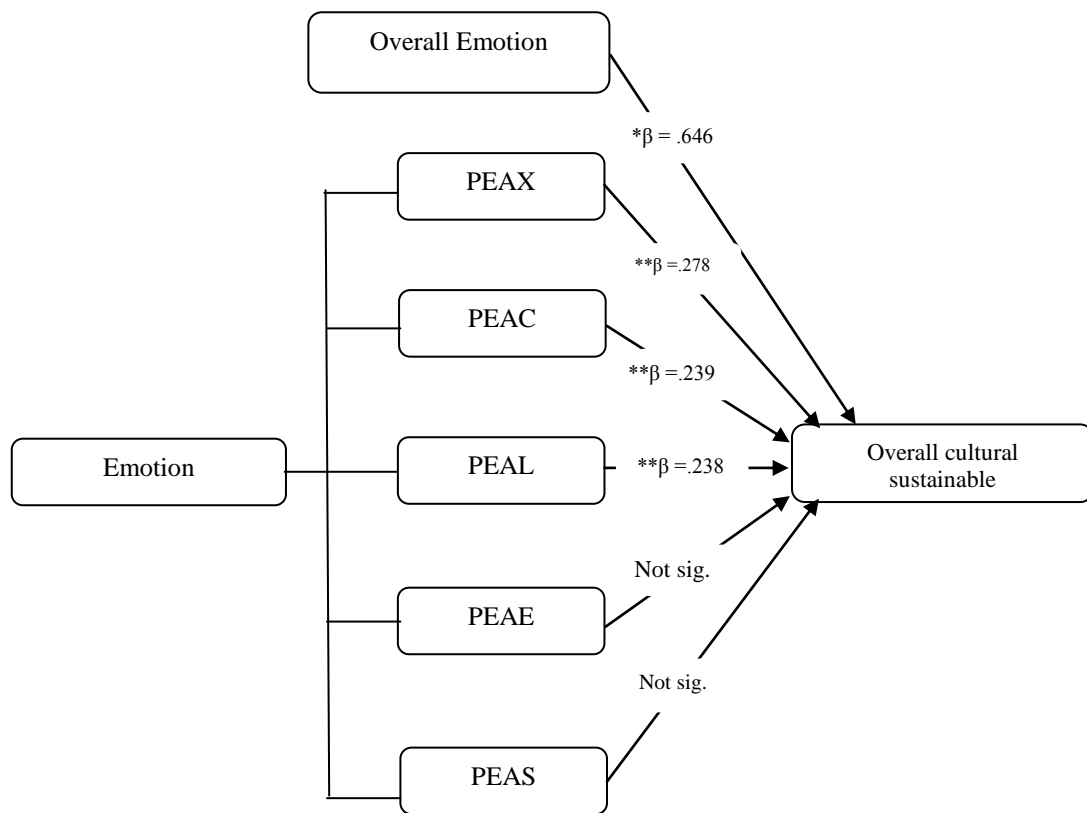


Figure 4.17 Emotion Toward Overall Cultural Sustainable

The Summary of Sustainable Community-based on Tourism Brand Image by Tourists

The findings of the data analysis results were discussed in this section. For the main study data was collected from tourists in a Mae Kam Pong Village, Mae On district, Chiang Mai, Thailand to brand images. The image is attributes-holistic related to slow tourism which related to emotion, and emotion related to sustainable. The data analysis technique mainly employed multiple regression analysis has been used for hypothesis test H1, H2 and H3.

Hypothesis test H1, the (overall) attributes-holistic was accepted. The detail of overall attributes-holistic include (overall)accommodation, (overall) souvenir, (overall)destination infrastructure, (overall)restaurant, and (overall) natural attraction was related to (overall) slow tourism; however, (overall) cultural attraction was not related to overall slow tourism. Hypothesis test H2, the (overall) slow tourism was

accepted, and Hypothesis test H3, emotion was related to sustainable. H3.1, emotion was related to natural sustainable and H3.2, emotion was related to cultural sustainable. (Figure 4.17) The next case presents the result of the image of Mae Kam Pong Stakeholder.

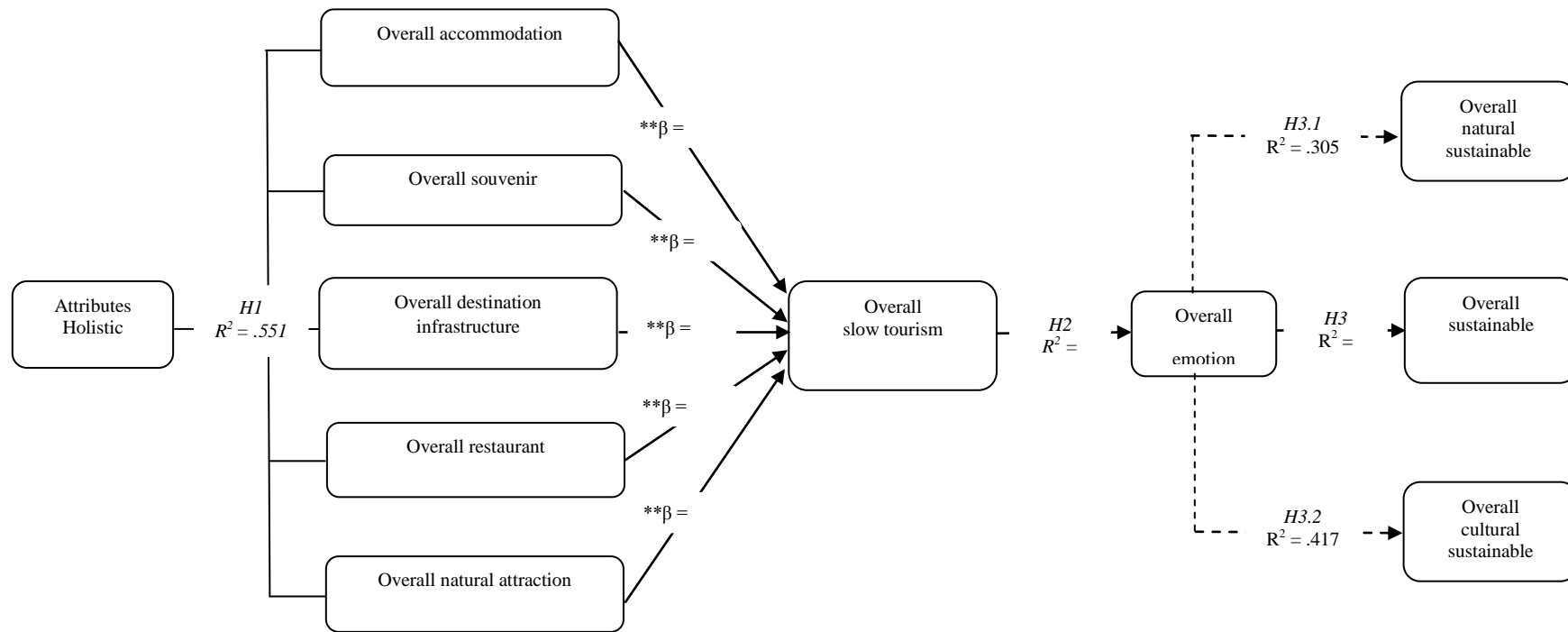


Figure 4.18 Sustainable Community-based on Tourism Brand Image by Tourists' Model

4.4 Data Analysis of Qualitative Research as Viewed by Stakeholders

4.4.1 Attribute-holistic

This is the result of interviews with stakeholders in the tourism section which divided into five elements; as follows, Natural attractions, Cultural attraction, Destination infrastructure, Restaurants and Food shop, Accommodation and Souvenir shops.

4.4.1.1 Natural Attraction

Traveling to Mae Kam Pong Waterfall, the tourist take the single main road of the village, which build through the village to the scenic spots of Jae son National Park Mountain. The name is “Kew Fin”.

Formerly, the road in the Mae Kam Pong village is a small way that people and animals, such as horses and cows that used to travel by the villagers. The way was created by accentor villager. At present, the road condition is asphaltic concrete road (Id 1).

Based on interviews with homestay owners, the interviewee said that

Before the present, the main course in the village was concrete, then poured black streets (Asphalt concrete) in the present. During the rainy season, the road condition is narrow and slipping makes the tourists wearing high heel shoes slide (Id9).

The other homestay owner said that “you should be aware and wear appropriate footwear (Id12)” likewise, the path to the coffee park is a sidewalk behind the village which you walk through to converge on Mae Kam Pong Waterfall.

The Area of natural resource attraction as well as the Mae Kam Pong waterfall which is called Miang and coffee garden are good climate for relaxation, because the village is located in the full of the forest which is situated in the High Mountain, and the water flows throughout the year. Homestay owner or stakeholder said that "Mae Kam Pong village has a clear stream of water from the past to the

present and it has the beautiful scene for long-lasting tourism (Id1 and Id7)". In addition, the villager thinks in the same way, "The climate is different from others. It is cold all day, if it is sunny, it will be cold. (Id 6, Id and Id 10)" Stakeholders say that "the attraction of natural resources in Mae Kam Pong village, Mae Kam Pong Waterfall, Miang garden and Coffee garden has a good weather for a great vacation (Id16)". In addition, the area of the attraction is also highly secure for tourism. Stakeholders interviewed said that "Don't scare away for the snatching or a lost visitor (Id7 and Id9)"

The attractive area also has a unique identity which is the forest community. Interview

From grandparents age, the former of Mae Kam Pong village has a lot of big trees, after the villagers came to live, they were cut all the big tree for Miang garden (id1).

However, the forest around the village is protected by the rules and regulations of community. The stakeholder said that "the trees in the forest are reserved and not allowed to cut (Id14)". At the present, some of them change this profession and turned to coffee garden. Homestay owner said that "some local people left this profession 3-4 years ago, they turned to travel and left the coffee garden (Id7)". Hence, the attraction of the natural resources of Mae Kam Pong village differ other tourist attractions, it is a natural resource that co-exists with the high valley community (Id16)."

In addition, the area of natural resource attraction is diversity but there is not as much as in the past because of the adaptation of wildlife behavior. In the interview, the stakeholders said that: "There is a wild boar, but it does not come down near the village and there are also birds, jungle fowl (Id4)". However, interviews with other villagers in the center of community commented that, "There were wildlife in the past, but nowadays there are few and some animals are extinct (Id16)".

The diversity of seedling in the forest at Mae Kam Pong Village is more richness due to the care of the community. According to interviews, community leaders and villagers said that: "the importance principle is trying to take care of

nature that does not allow for logging and encourages the afforestation (Id2 and Id6)." And one more reasons for vegetation is the career which was changed. The villagers interviewed said: "The forest is abundantly because Miang agriculture was reduced. (Id7)"

The cleanliness of the areas around, the attraction of natural resources is very suitable for relaxation. Due to the nature of this attraction, villagers pay close attention to cleanliness. The interviewer said: "Most villagers will take care of the cleaners. Where it goes, it will be improved (Id2). The villagers take out the trash every week. Then they burn them at the cemetery (Id10)". Most of these natural resources are clean (Id9)." Nevertheless, in some areas, people also commented that not really clean, but it is clean enough to welcome tourists (Id16)."

In summary, the attraction of natural resources is the highlight resource of Mae Kam Pong village that attracts tourists. Furthermore, the atmosphere is good from the geography as well as the management of the community to promote the natural resources completely. The variety of clean is safe and pleasant.

4.4.1.2 Cultural Attraction

Cultural attractions are important factor for tourism in Mae Kam Pong Village. This research focuses on the image of the identity, the potential cultural diversity which enhances cultural knowledge in tourism, In addition, the number of places and facilities of cultural attraction, the language and clothing style (Lanna Style) of the local people in Mae Kam Pong community appeal tourists. The house in the Mae Kam Pong Village which is Lanna cultural identity impressed tourists. In the past, the principles of construction are based on the ancestors' beliefs.

Nowadays, the family type in Mae Kam Pong has changed, and it affects the house style. Public interviews in the community "the villagers build a house to live and homestay. This house was built by my son, and the equipment is made of natural wood, because the village council forbade a fancy house (Id1)". Aged 30 to 35 years of people who earn money graduated in Chiang Mai. As a result, the culture and transmission are in the form of "Blended culture buildings" different from the past (Id16). The creation of houses in Mae Kam Pong village is a construction which depend on the needs of the owners and homestay utilization. Conversely, the villagers are aware of the common villages' regulations. The interviewer said "A

house is built according to the needs of the owners and does not have an architectural designs (Id7)."

Furthermore, local materials are incorporated as a main part of the house. The stakeholder said that "The house should be built by wood but do not build a concrete house (Id14)". A village committee said that "I ask for the villagers' cooperation that the homestay should be built based on the sufficiency economy theory, The theme must be in harmonious nature together (Id2) and building a house without going into forest (Id4)". In the former time, there is no a bathroom and toilet in the house because it was bad (Id9)". The cultural identity through the building is not very prominent but the village is characterized by natural conditions. The interviewer commented that the style of homestay in Chiang Saen is the same us, but the weather differ Mae Kam Pong Village. Moreover, Chiang Saen is hotter than Mae Kam Pong Village (Id9)".

On the diversity of cultural attraction, an interviewees said that there was a diversity and number of places of cultural study which is adequate to the size of the village. But cultural may not be the main tourist attraction because some cultural studies match the traditions of the village. Cultural attractions, Kantha Prughsa temple, located in the center of Mae Kam Pong Village which has an over 100 year of sanctuary. Moreover, the buddhist monastery in the middle of river are also in the temple area. Most of the interviewees said in the same way: "Temple beside the street is the old sanctuary which have many cultural activities (Id12, Id14 and Id16 ". In addition, modern cultural resources, the Miang Museum are being created.

In the temple area, the interviewee said that "The Miang Museum has received the budget from Chiang Mai University (Id7)". And there is also a learning center (Old Mae Kam Pong School), which is a place to give a traditional welcome ceremony and dinner together. The villagers said that "The learning center is at the old school and the guests should do these activities for example indigenous music, traditional welcome ceremony and etc. (Id7)". Moreover, the way of life appear in the house style that the tourist can also study the Mae Kam Pong culture. In contrast, the villagers in Mae Kam Pong community said that

A lot People come to study the culture. But there are tourists complaining about what to see nothing. Some tourists say that sleeping in the city is better. Then our chief have seen that his life is not fun (Id1) .

The cultural attractions enhance the knowledge of Mae Kam Pong village and the tourists do activities with villagers which increase their knowledge. The interviewee said that "in the overnight, students tied up Mieng, but they did not tie well because they were not skillful (Id1)." And a group of souvenirs, the tea pillow group is also educated as well. The leader of community said that "Pillow was learnt by a tourist who sit and do hear (Id2)." But the participation in this activity, tourists must notify to the homestay owner who match the activities to the tourists.

In the area of the Mae Kam Pong Village, Wat Kan Tha Pruksa is a popular place. It is the cultural and traditional source of the village and there are two bathrooms on both sides of the temple, which are sufficient for the tourists because they have staffs who manage them. The interviewee said that "The bathroom was built by the money of the villagers. The temple's manager provides the workers who clean the temple including junk (Id2)."

The local people use dialect to communicate with tourists. Especially, elderly people often use the native language to contact with tourists. There are some problems with understanding, so the villagers sometimes have to translate into common language. Based on the interview, the homestay owner mentioned that "Visitors from other region in Thailand cannot understand about the Northern language. Also we do not know their language well (Id1). Teenagers and working age people often use common language to communicate with tourists. However, they always use the to communicate among them.

The interviewee claim that

People regularly talk with the dialect."If visitors or tourists came Mae Kam Pong Village, native speakers also converse with the regional language (Id4, Id10, Id14, and Id16).

The dress of the people in Mae Kam Pong village feel less of Lanna style. There are only some elderly people who dressed in sarong, but the working age dressed in general clothes that sold in Chiang Mai. The interviewer said that

In the past, there are rules that female tourists do not wear short skirt and shorts in the homestay. If tourists do not have a suitable clothes, homestay owner provides appropriate clothes for them. However, nowadays, the tourists wear very short skirt and shorts, if this culture does not change, it affects to the next generation in the village. Formerly, the villagers has a lot of cloth, they made the north Thai dress for tourists (Id1).

In conclusion, the northern culture of Mae Kam Pong village appeal to add elements that attracts visitors to the nature because the cultural condition is a mixed Lanna culture which is caused by changes in current social circumstances and the clothes which are easy to buy is popular. In terms of language, there is a change for culture in their school and interaction by tourists.

4.4.1.3 Destination Infrastructure

For destination infrastructure in Mae Kam Pong community, this research focuses on the people's courteousness in the community and adequacy of tourist facilities. This also emphasizes the cleanliness of the security of Mae Kam Pong village, and the accuracy of the information provided to tourists. Moreover, destination infrastructure consists of accessibility: direction signs, road conditions, number of arrivals, and pick up points at Mae Kam Pong Village.

The people in the village have good relations with the people in the community and the tourists which make the village liveliness a lot. The interviewees said that "the villagers in Mae Kam Pong Village help each other, like the relatives. The villager observe tourists who come to visit, the local greet and smile to them". The tourists tell the interviewee that "Most local people have courteously relations (Id10). However, some people do not work on tourism, they do not dare greet tourists because of shyness and do not want to answer the questions (Id9)"

The Areas around or in Mae Kam Pong village are safe suitable visiting. But some place is not enough clean. The interviewer said. "This temple is clean

because of the local employment staff (Id2). In the contrast, the homestay owner said that in the village, there are some places that are not clean (Id12)" In the opinion of the manager, Kanthaprugsa, said that the cleanliness of the area "the place is available clean, but it will not be like a hotel. (Id16)". Home owner point out that "the dirtiness is caused by too many tourists (Id1).

In addition, the areas around Mae Kam Pong village is highly secure for tourists. There is no case of burglary and harm around here, to both tourists and people in the village. The interviewee said. "The village has no thieves because of the observation (Id9)". The village has a small steep path which is a barrier to escape. In addition, the village also has security system that there are CCTV cameras in the school (parking) and the temple, there is the cooperation with the villagers (Id12).

In terms of the local people's ability in Mae Kam Pong Village, they can provide data about Mae Kam Pong tourist attractions correctly, some local people can only provide accurate insights because they used to work on regional guide or community tourism. The tourism worker are often trained. The homestay owner said that "some people do not know the details of the village like a guide, because they are not trained. I am a homestay owner, just a homestay training (Id4)". The other interviewer said that "If you go to the waterfall, you walk 1 kilometer. The tourists will walk behind the village or the main road which is far away. (Id5) ". That is tour guide's skill. However, some people in the village did not pay attention to tourism, they avoid to answer and contact with the tourists (Id9).

Accessibility or condition of travel in Mae Kam Pong village, it is divided into signs to destinations that are prepared but not clear and easy to observation. Homestay owner said that "No signs. Last year, the villager took the sign that means "did not park", but tourist come to the park (Id1) ". And another interviewer said that "There is a sign in the village, but at Doi Saket which is one of the way to Mae Kam Pong Village, there is no sign (Id12)" Food and beverage operators said that "Outside the village, there are signs, but some tourists do not notice (Id14)". Besides, due to the geography of the village and the selfishness behavior's tourist of using the car which make the road is not comfortable. The temple administrator said that "Road is good condition (Id16)" "The concrete way into subway cannot be expanded (Id4)". Moreover, homestay owners said. "The road is in

good condition but very steep at some point (Id10)". The committee of village has interviewed about the common sense of the road used by tourists, he said that "We knew the problem that the car was stuck because our roads were narrow and tourists had to park on the road (Id2)". In addition, Homestay owner agrees in the same opinion that the problem caused by tourists had to park on the road (Id1).

The number of vehicle arriving in Mae Kam Pong village is abundant to the need of tourists. As, the recognition of the popularity of destination and the word of mouth, both tourists and service providers prepared to visit Mae Kam Pong Village. The village said that, "Because there is the flow of social media between 2015 and 2017, people come to Mae Kam Pong Village quite a lot by a lot of cars. The committee prepare to solve this problem which there is a shuttle van (mini bus) and contact the outsourcing bus to send tourists (Id2)". Homestay owners interviewed. "There are relatives rental car to pick tourists up and down (Id10)". In addition, the village committee said that there are red car and shuttle van for tourists (Id14)". Moreover, the manager of the village's parking lot said that "If the parking lot is not enough, the tourist will be complained (Id16)".

In summary, the local hospitality, cleanliness and safety in toilets and information facilities has great potential in view of the stakeholders. But in terms of accessibility, there are some problems which are geography and tourists' behavior which need to cooperate to solve this problem.

4.4.1.4 Restaurants

This research focuses on restaurants and food shops consist of the diversity of food, cleanliness of the restaurant and food in Mae Kampong village, and also interested in the menu and the price is clear. Moreover, worthiness is also attentive. Mae Kam Pong Village offers 3 main types of food and beverage: homestay, restaurant and coffee shop. The restaurant at Mae Kam Pong village offers a wide range of services for tourists, especially in homestays. Besides, there is also an à la carte restaurant. Homestay owners said that "down the temple, there are many restaurants (Id9)". The owner of the neighborhood said that "There are six restaurants in the village, including noodles, a la carte. In addition, Homestays have tourists to stay which are asked for eating (Id12)". From the evaluation, temple administrator said that "The restaurant in the village is abundant for tourist (Id16)". Moreover, most

of the respondents commented on the cleanliness of food and restaurants that “restaurants and food are clean and hygienic (Id9, Id10 and Id12”.

The attraction of the restaurant in Mae Kam Pong village to tourists is very attractive service, especially the coffee shop. The cafe is decorated according to the owner's style and location of the coffee shop and unique decorated shops will be popular for tourists. The interviewee recommended to go to the shop that

"Lung Pud Pa Peng coffee shop which is at the south of the village and Chom Nok Chom Mai, a coffee shop on the north of the village, offers a view of the village (Id1)". The characteristic of the food in the village of Mae Kam Pong village is not unique in ancient Lanna style. Homestay owners said that "Below of the temple is a Thai central noodle, Northern noodle (Kaw Soi), grilled piece pork shop (Sai Aow) (Id9)". Some people in the village said that "I am not sure about the identity of Lanna food, but understand the folk food (Id10)" The Village Committee said that " serving food focuses on north: noodles, Sai Aow, cooked to order food. In the same way, the homestay is served by the local food at Mae Kam Pong village. "The food is made from locally sourced ingredients to serve the tourists, but they also serve the Thai general food as fried pork, fried chicken and omelet (Id12)"

Therefore, the food served in Mae Kam Pong village is clean and hygienically cooked. In particular, homestay owner ask tourists about the meals to eat in each day because they take times to prepare food for tourists. "Visitors will eat breakfast and dinner; in contrast, tourists do not eat breakfast because they go out (Id1 and Id12)"

Most of the restaurants in Mae Kam Pong Village have clear menu with food items and food prices. Whereas, the travelers ordering food that is different from the one offered, the shop will supply and charge different high price so the shop will be charged the same in the menu offered. However, some local people in the village do not used the service. "I do not know, how much food is it (Id9 and Id10)". Mae Kam Pong Village has a system to receive complaints from customers, the guest can notify the seller directly about the taste and cleanliness. In the same way, "The homestay owner has directly inquired about the type, taste and amount of food with guests (Id7 Id12 and Id14)." The village also has a system to collect complaints. The homestay owner said that "in the past, a la carte shop serve fried rice without

meat, but this shop has closed down. Because, tourist complaints the village committee (Id12)". Moreover, homestay have a guestbook that guest can write comments (Id9)"

Summary of restaurants in Mae Kam Pong village is adequate both quantity and variety. Food and beverage are not unique to old Lanna style but it mixes another food style to tourists. Mae Kam Pong Village has good complaints system, For example, homestay has a guest book and the duties of the committee of village are the supervision and control.

4.4.1.5 Accommodation

Accommodation in Mae Kam Pong village is a major attraction of the destination. At present, the accommodation in Mae Kam Pong village can be divided into 2 types: Homestay and room which local style which invests for tourists. The villager call "Daily Rented Room". In this research, the accommodation image has been emphasized in the perspective of stakeholders on the clam and disturbance, cleanliness of rooms and equipment in the accommodation, suitable room decoration for Lanna culture and local landscapes, reservations and confirmation system and we are also interested in the worthiness of services.

By the north of the temples, many homestay and some daily rented rooms are included. In contrast, in the south of the temple, there are a daily rented room. In this research, the accommodation of Mae Kam Pong Village is called homestay and daily rented room, because Mae Kam Pong Village is in the high valley, and there is no nightlife activities. It is peace. However, some of the tourist behavior causing noise and disturb others. Homestay owners and daily rented rooms said that "There can be a talk lightly party and pork dip (Id4)". The cloth seller and daily rented rooms said that

The homestay owner can remind them who are clamor, but it depends on the tourists whether obey or not. However, the village has rules and the village in the night is quiet (Id6).

Moreover, the tourists' vehicles sometimes make a loud noise. "On some days, there are many cars which come around Mae Kam Pong Village, It is

noisy. (Id12)" the homestay owner said that Mae Kam Pong Village is a peaceful place to relax.

The hygienic cleanliness of the rooms and equipment in Mae Kam Pong village is clean and suitable for tourism. Mae Kam Pong village has a supervised committees to manage the standard of the accommodations. The homestay owner mentioned about the standard of the room as follows,

There is a village committee regulations about the standard of the accommodations (Id12)" "The committee sets the standard of equipment to the same level; for example, cover the bed sheets, dishes, cups, spoons which is the same level (Id7).

The committee determines how to clean the rooms and equipment. "Cleaning in daily room when tourists leave houses, after that they put the bed in boxes or cabinet (Id9 and Id10)" Therefore, the accommodation in Mae Kam Pong community is clean and ready to serve tourists.

The room decoration is suitable for local landscape but it is not suitable antique in Lanna culture. Currently, the accommodation is a modern Lanna style. The house decoration is also appropriate with the geography which a new generation of villagers do the house because the agreement between the villagers in Mae Kam Pong community. According to the interview, the owner of the homestay said that,

The house renovation is made by my son. He build roofs and accessories the same as Lanna Style (Id1) ". The village leaders said that "the cooperation in house decoration should be in the concept of sufficiency economy theory. The theme must be in harmonious nature (Id2)". In addition, there are regulation that "the people do not build houses intruded into the forest and do not cut the big trees in the forest to do the houses (Id4).

The Lanna identity is a hybrid because most currently homestays have a bathroom in it which the ancestors' belief that it is bad. A senior homestay owner said

that "In the past, there are not a bathroom in the house (Id9)" However, house decoration is also free to the owners. The homestay owner said that "House can be designed according to the suitability of each owner (Id7)".

The accommodation in Mae Kam Pong Village has a reservation and confirmation system. Homestay can be reserved in two ways. The first approach reserve through the former chief of the village, village committee and homestay manager, Por Luang Phrommin. And another way can directly call to the homestay owners.

You can contact the homestay through the former chief. Sometimes, there are many tourists in the village, then they should paid half money to confirm their reservation. And another way, tourists can directly call to the homestay owner. Then, the owners confirm the reservation with the chief to prevent overbooking after that the chief will cross our houses which are the system of Mae Kam Pong homestay (Id1).

The village committee and the owners of the daily rental rooms mentioned that the daily reservation system. "The daily rental room can be directly reserved through the owners of the house. The tourists sometimes take photos, and they call to reserve the accommodations (Id14)". Accommodations in Mae Kam Pong is a reliable system.

It is worthwhile to stay in accommodations, homestay owners said that "Some tourists of the daily rental room do not have meals at a rate of 500 baht. Particularly, investor of the daily rental room should be 600 baht and there is no food (Id1)" The community leaders talked about the value of money that "all the year, the homestay committee determined that every accommodation should be avoided to charge room rates under 500 baht, but the owners charge between 500-600 baht (Id2)". Moreover, homestay owners ask for a sense of well-being homestay, tourist said. "the accommodations are good (Id9 and Id10)".

In conclusion, accommodations in Mae Kam Pong Village is highly suitable because Mae Kam Pong accommodations is a peaceful place for relaxation. The hygienic cleanliness of the rooms and equipment is clean. The village has a

reliable reservation system and it is worthwhile to stay. However, homestay decoration is not an ancient Lanna identity which is suitable for local landscape.

4.4.1.6 Souvenir Shops

This section present about souvenir shops in the stakeholder's perspective of Mae Kam Pong Village. This research attend to study about identity, quality, variety and adequacy of souvenirs.

In the high season of tourism, the main souvenir which sold in Mae Kam Pong village was tea pillows which sell at the temples and homestays. At present, coffee in Mae Kam Pong Village is the main product; however, the tea pillows are sold as a wholesale. From the interview, the member of tea pillows said that

Chinese company agencies buy a lot of tea pillows for example long, medium and small tea pillows, and bone style of tea pillows. The members want to sell elephant tea pillows, but elephant tea pillows take a long time (Id5).

Some of interviewed local people thought that "the village had tea pillows for sale at the temple (Id9, Id12 and Id14)", but there should be the cooperation of coffee and tea pillows (Id10)". However, there is a souvenir shop that sells clothes of Lanna style. There are many clothes which are imported from the north provincial of Thailand. The seller said that "these cottons are imported from another village. These cottons were embroidered and the handmade products which produce by the elderly people. The owners of souvenir shop help the elderly people earning money (Id6)". Thus, the variety of souvenirs includes the roasted coffee, the imported cotton cloth and the tea pillows; especially, tourists want to buy tea pillows and to contact the tea pillow members or the village committee.

Souvenirs in Lanna identity are not like the ancient Lanna, but these souvenirs are still local. The cooperation of committee sought to sell the local style. From the interview, the temple administrators mentioned about the identity of souvenirs that, "There is not any authentic folk like anywhere,". In addition, "the coffee which sold in Mae Kam Pong village is grown there (Id2 and Id14)". However,

in the case of handmade woven clothes which are imported from another village. "These cottons are imported from another village (Id6)." The committee said about the sale that "the administrator asked for the cooperation which keep the distribution of the packets to the local theme (Id2)."

In terms of adequate demand for tourists, coffee is abundant distribution, but some coffee shops which have a good relationship with tourists have a lot of profits. Based on the interview, the owners of the homestay mentioned about the sale of coffee that "coffee is sold at the roaster and the house of Por Luang Phrommin (Former chief) (Id10)". Homestay owners who sell their own coffee said that "Some coffee is not enough for sales, and people buy them back for souvenir (Id14) ". The tea pillows are not enough for retail, because the sellers buy them for wholesale. From the interview tea pillow header said that

Tea Pillows are not enough, because I just have sent the tea pillows to the customers. The tourists often ask for buying the tea pillows. However, some local people are not interested in producing them because they do not make the extra income (Id5).

In conclusion, the souvenirs in Mae Kam Pong village are not abundant for tourists. However, the quality of souvenirs is good because coffee plantation is grown and roasted there.

4.4.2 Tourist Attractions Uniqueness: Slow Tourism

4.4.2.1 Tourist Attractions Uniqueness: Slow Tourism

The identity of destination in this research focused on the slow tourism. The slow tourism in Mae Kam Pong Village takes a long time to visit. Travelling in Mae Kam Pong Village gives more knowledgeable than other villages. The activity participation with local people, the tourists feel that they are the one part of the community. And they know about other activity which this a reason why they come back again to Mae Kam Pong Village.

Tourists spend for a long time at Mae Kam Pong Village and do not hurry up for travelling and they think that this is the leisure experience. The

stakeholders have focused on the different attractions. The homestay owner said that "Traveling around the village takes two hours for seeing the headwaters and the coffee shop, Chom Nok Chom mai (Id4, Id9, and Id12)." The temple administrators and village committee advised that the local people will take the tourists to there". Tourists should study with nature and culture in Mae Kam Pong Village at least two days (Id14 and Id16)". At the same time, the teenage sales person suggested that "tourists sometimes should be travelled for one week (Id6)".

Stakeholders have the same opinion that we should manage activities and interact with the villagers to gain knowledge. It takes a long time for studying the local culture learning in each location for gaining the knowledge. The interviewee said that "In the past, student tourists come for the educational travel. Tied Meing is one of activities but they cannot tie well because they are not skillful (Id1)". These activities are also developed the areas. From the interview, "When students came to do activities such as dam, but it is not done completely. The villagers do not know what else to develop (Id4)". Many well educated tourists come to study about making tea pillows (Id5). The objective is to bring knowledge back to the village. Learning at Mae Kam Pong Village spend a long time. "There are many tourists which came to study Mae Kam Pong Village to develop there (Id12)". By getting the real knowledge, the interviewee suggest that "tourists must live and do activities with the villagers, it will be the real knowledge (Id16)". Furthermore, tourists should be back again to memorize the story in the past. The interviewee said that "tourists come back to Mae Kam Pong Village for 3-4 times (Id9, Id10, Id2, and Id14)" and the repeated tourists asked the question that "why Mae Kam Pong Village is changed so much (Id1)".

Therefore, the image of uniqueness is the same as a slow tourism. Mae Kam Pong village has the potential places to make tourists returning again because there are activities that takes a long time and gain the knowledge from travelling.

4.4.3 Psychological Emotional Image

Psychological Emotional Image

Traveling in Mae Kam Pong village can create a variety of emotions due to the various factors. Especially, tourists' experience come from the various places and different sources. The emotional aspect of travelling is complicate and profound. Nevertheless, stakeholders have generated the emotion from the natural environment and they have the peace image which creates more relaxation than other emotions in Mae Kam Pong Village. From interviews with villagers, "Travelling in Mae Kam Pong Village is calm and relaxed (Id 9, Id10, Id12 and Id16)". Homestay owners and souvenir sales person have an emotional perspective on tourism. "The weather in Mae Kam Pong Village is cool which is not like the others. And it is sunny in spite of the cool weather (Id6)".

The temper of staying in nature accommodation, "The tourists feel very warm. He told that the house make him touching the nature (Id1)". Food and beverage also create the temper. "I would like to touch a natural air and community river (Id7)" and "tourists like to take photos and drink coffee there (Id4)". However, some stakeholders think that there is a creation and excitement in Mae Kam Pong Village because there is the narrow and steep way to travel. The villagers said that "Travelling in Mae Kam Pong Village is quite exciting (Id9 and Id10)".

Therefore, the emotional image in the view of many stakeholders have seen that there are the created, peaceful and relaxed emotion more than excited and pleasant emotion in Mae Kam Pong Village. The cause of emotion above derived from the tourism resource which tourists themselves touch the nature.

4.4.4 Sustainable Image

4.4.4.1 Sustainable Image: Natural Sustainable Image

Natural sustainability is an important image for the present tourism, because many tourists pay more attention to the natural environment. This research focuses on sustainability in the perspective of stakeholders. The landscape in the village is harmonious between nature and buildings. Soil fertility in the area can be planted very well. Environmental protection of tourists and environmental protection in tourism has received the attention from all sectors.

The harmonious image of both nature and building, as a result, the accommodation in Mae Kam Pong Village is an appropriate forest valley geography. There is a relationship agreement between the people in community Mae Kam Pong community. Homestay owner mentioned that "This house was built by my son, and the equipment is made of natural wood. Because, the village council forbade a fancy house (Id1)". Village leaders told that "Ask for the cooperation of the villagers that they should build a homestay which based on the sufficiency economy theory, the theme must be in harmony with nature (Id2)". It was pointed out that the harmony of the nature in the village was very sustainable because there are the regulations, the enforcement of the building by the acceptance of the local people.

The soil fertility in this area can be planted very well because of the village regulations on the use of chemicals. According to the law which relate to forests, there are limits to agriculture. The homestay owner said about the condition of the soil that "coffee can grow up well in this area (Id10)". "In the woods, there is a Meing garden which is his/ her business owner. However, we also conserve water and the forest (Id5)". There is a thick forest in the village in the past, and until now the local areas have changed a tourism career. Thus there is the abundant forest resources. The village leader said that

The forest is abundant in the past, because the villagers do the job. But the reason that there is a thick forest because the local people change the job (Id7).

In addition, rules and regulations which the villagers should pay respect and adhere are important for the community because this makes the soil. The villagers said that "there is a prohibiting law which use insecticides that destroyed the soil fertility in the village (Id12)". There is less agriculture area near the homestay. The villagers said that "In the past, we were able to grow plants near our houses, but now we don't do like the past (Id9 and Id16)". However, the villagers in Mae Kam Pong Village also planted their home-grown vegetable. "There is no wide growing area for home-grown vegetable, so villagers grow Mieang in the forest because it do not need sunlight. (Id14)".

In the view of stakeholder, Mae Kam Pong natural resources should be conserved. Some tourists leave garbage on the way. The villagers discussed that "tourists leave their coffee cup on the route (Id10, Id13, Id14, and Id 16)". Many tourists come in Mae Kam Pong Village, so the following problem is garbage. Homestay owner said that "there will be some junk when the tourists visited to Mae Kam Pong Village (Id1)". Consequently, the sustainable image in the stakeholder mindset, tourists do not have some good image. From interviews, villagers understand the relationship of natural system that lead to sustainability "Sustainability does not just conserve the water, but it is not the deforestation too (Id5)". The interviewee said that "many villagers will control and clean our village (Id2)." "There is a garbage collection every week, then burn them at the incinerator (Id10)". The way which make the clean natural resources, the interviewee said that "There is no waste (Id9)." "It is not really clean, but it is clean enough to welcome tourists (Id16)".

In summary, the sustainability of the natural environment of Mae Kam Pong Village is very sustainable from the perspective of stakeholders. The sustainable management system is also a factor that makes it sustainable.

4.4.4.2 Sustainable Image: Cultural Sustainable Image

Social and cultural sustainability which tourists and other stakeholders need are another important aspect. This research focused on the cultural conservation with local costume. The villagers use dialect to communicate among them and with tourists. The elderly people in Mae Kam Pong village participate in tourism.

Villagers use dialect conservation to communicate with tourists.

Especially, elderly people often use the local language to communicate with tourists that conserve the language. Approaching in language limitations, that is the understanding of some words, so the local people translate it into Thai language (Id1).

Teenagers and worker aged often use Thai language to communicate with tourists, but the villagers and neighborhood still use the dialect. (Id1)". Interviewer said that "If there are visitors or tourists, I also use the dialect to

communicate with them (Id4, Id10, Id14, and Id16)". It can be seen that the native language of the culture is strong. Villages sometimes interpret into Thai language to communicate among tourists.

Some people in Mae Kam Pong village wear the traditional costume in Lanna style, but some elderly people still dress in sarong. Many people bought the clothes from Chiang Mai. The interviewer said that "I stay in homestay, and there are rules which tourists are not allowed us to wear some short skirts. If tourists do not wear a suitable dress, the villagers set the clothes for them. If you do not change your costume's style, the children will imitate this (Id1)."

There is some tangible evident about the costume culture in ancient times. This has changed a lot because of the villagers' careers which is dynamic. Moreover, new costume style is easier than the original ones.

The participation of elderly people in the tourism, only some of them are tour guides because they have a good health and they have known the geography of Mae Kam Pong village very well. The village committee gave some opinions about the career that "there are two or three seniors who work as tour guides which can be walked on the hill "Id15". The elderly people do souvenirs by the variety in the career. The homestay owner provided more information that "there are some strong elderly people, grandmother, who can make the bamboo baskets (Id12 and Id14)". The interviewee said that "there are 70 years old elderly people who are the president of herbs' committee who serve tourists (Id7).

In conclusion, there are the social and cultural sustainability of the tourist community in Mae Kam Pong. The cultural conservation is not strict for the worker age. In terms of the participation of elderly people in the tourism, they participate in the physical and suitable career's choices.

Summary of Sustainable Community-based on Tourism Brand Images by Stakeholders

In this section, the findings of the data analysis results were discussed. For the main study data was collected from brand images by stakeholders. The image include attributes-holistic, slow tourism, emotion, and sustainability. The data analysis technique mainly employed content analysis which has been used for the sustainable community which based on tourism brand images by stakeholders.

The natural and peaceful resources gives tourists the relaxed accommodations (homestays) which are the highlight resources of Mae Kam Pong village. These attract tourists. Moreover, the cultural attraction is an additional element that attracts tourists to the nature resources. In the potential destination infrastructure, adequate restaurants and souvenirs are support Mae Kam Pong tourism. Tourists' emotion, relaxation, which depends on the tourism resources.

In conclusion, slow tourism in Mae Kam Pong village has the high potential which tourists return in order to gain true travelling experience and relaxation. There are the sustainable cultural and natural environment by a good management in Mae Kam Pong Village (Figure 5.2). The next chapter presents the discussion and conclusions of this research.

CHAPTER 5

DISCUSSION AND CONCLUSIONS

5.1 Introduction

The aim of this research is to measure sustainable community based on tourism brand images as viewed by tourists and stakeholders in tourist attractions: a case study of Mae Kam Pong tourism community. The model of conceptual framework which was considered from previous research was developed and presented in Section 2.5. The framework was constructed to approve the key aspects that support the relationship of tourist attractions, attributes, Psychological and Emotional Image, and unique slow tourism with sustainable image. Research findings present the conclusions was considered in this chapter.

The finding and conclusions of this study refer to the data analysis collection which presented in chapter four and the literature review presented in chapter two. The research findings are formulated and examined around the four research questions and related research hypotheses as follows. The first research question discuss its hypotheses which appear in Section 5.2.1. The second research question discuss its hypotheses which appear in Section 5.2.2. The last research question still discuss its hypotheses which appear in Section 5.2.3.

The conclusion of essential components of the revised edition of the model of conceptual framework in the relationship are between tourist attractions attributes toward the psychological and emotional image, psychological and emotional image toward the uniqueness slow tourism, and uniqueness slow tourism toward sustainable image and sustainable community based on tourism brand images as stakeholders which are in Section 5.3. The research contributions on the theoretical and managerial implications of the results are presented in Section 5.4 and 5.5.

On Section 5.6, it presents the study's limitations and Section 5.7 shows the outlines for the future research's directions. While the final section presents the thesis conclusions. The structure of chapter five is presented in Figure 5.1

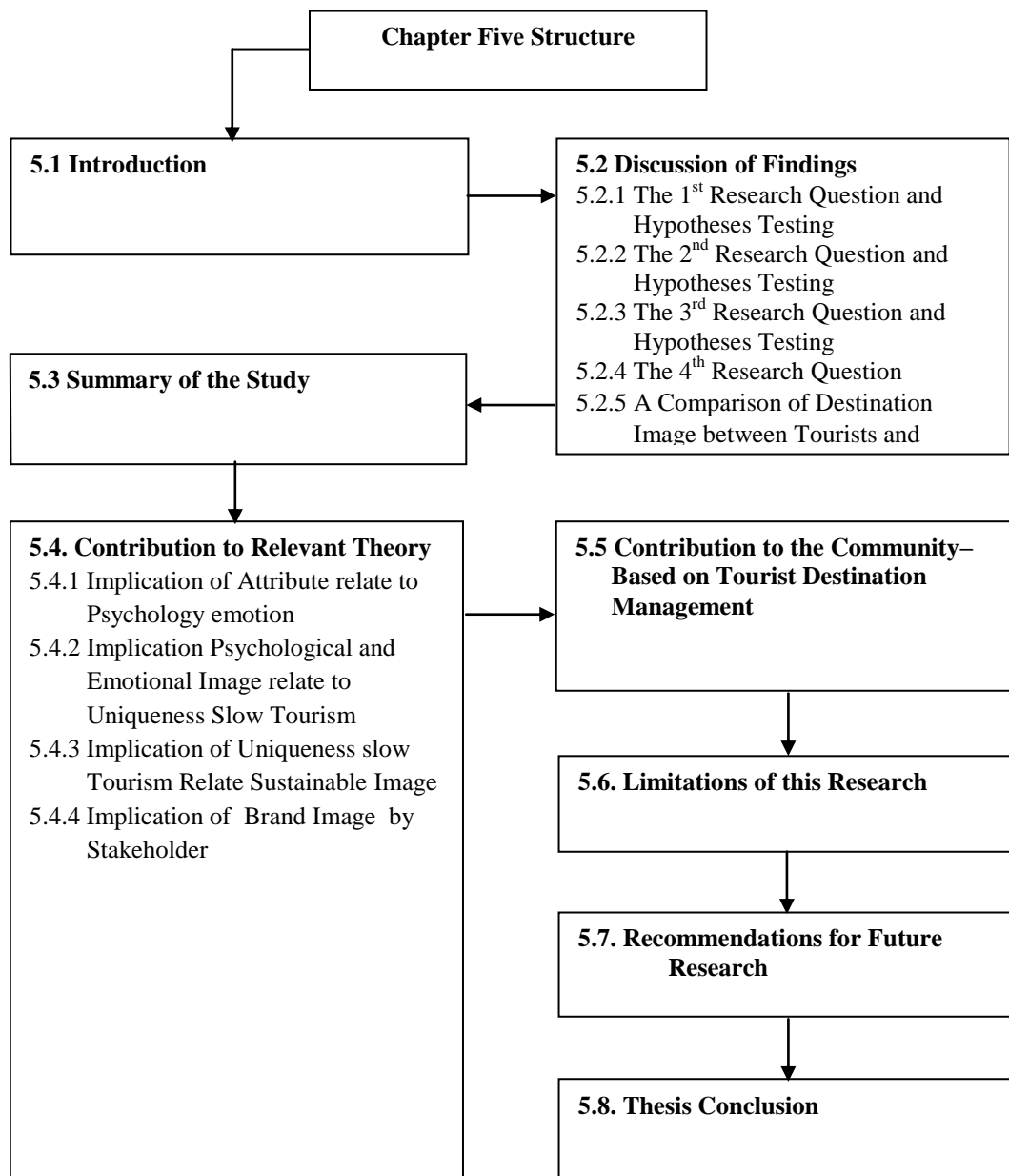


Figure 5.1 Chapter Five Structure

5.2 Discussion of Findings

This section will consider and discuss each research question and the hypotheses respectively. This study aimed to measure sustainable community based tourism brand images as viewed by tourists and stakeholders in tourist attractions: a case study of Mae Kam Pong tourism community. The main aim of this study is to seek for answers to the questions which are proposed in chapter one:

1) How was the relationship between the brand image based on tourist attraction traits and the brand image based on the feelings towards the community-based tourist attractions in Mae Kam Pong community?

2) How was the relationship between the brand image based on the feelings towards the tourist attractions and the brand image based on the uniqueness of the community-based tourist attractions in Mae Kam Pong community?

3) How was the relationship between the brand images based on the uniqueness of the tourist attractions and the images based on the sustainability of the community-based tourist attractions in Mae Kam Pong community?

4) How was the sustainable community-based tourism brand image as viewed by stakeholders in tourist attractions of Mae Kam Pong tourism community?

Analyzing consistent literature within a community based tourism background is the genesis of this research. In justifying this research, the community based on tourism literature review highlighted the lack of brand image topic. Moreover, brand image measuring mostly the importance on views of tourists, not others. In this study, there was the application of Echtner and Ritchie (1991) theory comprising: holistic-attribute, functional psychology, and common unique as a main theory employed in this study.

The experiment of the relationship between holistic-attribute and uniqueness slow tourism concentrate on natural attraction, cultural attraction, destination infrastructure, restaurant and food shops, accommodation, souvenir shop and uniqueness slow tourism. Moreover, the examination of the relationship between uniqueness slow tourism focused on to take a long time to visit, to learn local culture by spending a long time, to learn the process of local food, to talk with local people, known yourself and will visit again and psychological and emotional image. Lastly,

the relationship between the psychological and emotional image and Sustainable image focused on natural sustainable and cultural sustainable. Each of the results for the research questions is presented as follows.

5.2.1 The 1st Research Question and Hypotheses Testing

H1. The brand image based on the tourist attribute-holistic of the tourist attractions and the image based on uniqueness: slow tourism of the tourist attractions having a positive relationship

To examine the relationship between holistic-attribute and uniqueness slow tourism in a community based on destination context, the first research question asked that How was the relationship between the brand image based on tourist attraction traits and the brand image based on the feelings towards the community-based tourist attractions in Mae Kam Pong community?

The hypotheses was developed. Statistical analyses were performed by using standard regression method as the main data analysis. The discovery establish that overall attributes-holistic was related positively to overall slow tourism, hence the hypothesis tested H1 was supported. In detail, attributes-holistic including accommodation, souvenir, destination infrastructure, restaurant, and natural attraction was related positively to overall slow tourism.

However, cultural attraction was not related to overall slow tourism. And, the results of the interview, the stakeholder's view, homestay and natural attraction in Mae Kam Pong village is a major attraction in tourism. But Mae Kam Pong village has a mixed culture between Lanna culture and modern culture. And some new traditions come to match the time. This is supported by Saleem et al. (2015) studied the brand image and found that brand awareness and perceived quality influenced brand image. However, sustainable tourism and slow tourism are all forms of tourism that emphasize the quality of leisure time and holiday memories. Tradition and well-being (Nistoreanu et al., 2011) is not support.

Table 5.1 The Hypotheses Testing Results of Attribute-Holistic and Uniqueness:
Slow Tourism

Hypothesis No.	Hypothesis	Results
H1	The brand image based on the overall attributes – holistic and the brand image based on the overall uniqueness: slow tourism toward the tourist attractions in Mae Kam Pong community having a positive relationship	Supported
H1.1	The brand image based on the accommodation and the brand image based on the overall uniqueness: slow tourism toward the tourist attractions in Mae Kam Pong community having a positive relationship	Supported
H1.2	The brand image based on the souvenir shops and the brand image based on the overall uniqueness: slow tourism toward the tourist attractions in Mae Kam Pong community having a positive relationship	Supported
H1.3	The brand image based on the destination infrastructure and the brand image based on the overall uniqueness: slow tourism toward the tourist attractions in Mae Kam Pong community having a positive relationship	Supported
H1.4	The brand image based on the restaurants and food shops and the brand image based on the overall uniqueness: slow tourism toward the tourist attractions in Mae Kam Pong community having a positive relationship	Supported
H1.5	The brand image based on the natural attraction and the brand image based on overall the uniqueness: slow tourism toward the tourist attractions in Mae Kam Pong community having a positive relationship	Supported
H1.6	The brand image based on the cultural attraction and the brand image based on the overall uniqueness: slow tourism toward the tourist attractions in Mae Kam Pong community having a positive relationship	Not Supported

The accommodation includes suitable room decoration with Lanna culture and local topographic condition which make tourists feel that it is worthwhile it is worthwhile to spend on accommodation service. Rooms and equipment in the accommodation are clean. The accommodation is silent without disturbing noise, so it relates to slow tourism. Accommodations in Mae Kam Pong Village has a reservation and confirmation system which is very condition, so it does not relate to overall slow tourism. The view of the tourist image is consistent with the stakeholders. From the interview, the image of the stakeholders, homestays in Mae Kam Pong village are the main attraction. The accommodation area is quiet. Rooms and equipment are clean.

The result of accommodation support with slow tourists which focus on the experience (Timms & Conway, 2012) because other prominent tourists are not aware of the details.

The souvenir shops including souvenir products in Mae Kam Pong Village have good quality, do not damage easily and Souvenir products sold in Mae Kam Pong Village are diverse making you take time in choosing. These two reasons above relate to slow tourism. In contrast, souvenir products sold are unique in Lanna style and it impresses you. They do not relate to overall slow tourism. Not support research results (Dickinson et al., 2011) that can make tourists more enjoyable and gain knowledge.

The destination infrastructure includes local people can provide data about corrective attractions which is support slow tourism to create a tourist experience (Oh et al., 2016), areas around or in village are clean which worth visiting, a number of vehicle queues (mini-bus) is adequate for need of tourists, and the village has clear direction sign or information bays which can be observed easily. These relate to overall slow tourism. However, destination infrastructure include the adequate convenience facilities for tourists visiting, areas around or in village are safe and suitable visiting, road in Mae Kam Pong village are in good condition so it is convenient to travel , and there is a mini - bus parking area serving tourists and it is clam. This does not relate to overall slow tourism. This result is not support (Nistoreanu et al., 2011).

The restaurants and food shops are as follows, food is clean, food and beverage shops have menu and food price is clear, the village has diverse food and beverage shop types to satisfy tourists, the tourist feel that it is worthwhile to spend on food service, food is unique in Lanna style, and food and beverage shops have a good customer complaint system. These reasons above relate to overall slow tourism, but food and beverage shops are clean which can attract tourists to use services which does not relate to overall slow tourism. The result support the principle of slow tourism which does not rush. Lastly, in the tourist destination and did not eat fast food (Nistoreanu et al., 2011) and (Conway & Timms, 2010) that suit for rural communities. This slow tourism originated from slow food is a slow process, instead of speed. Slow food culture is an element that promotes sustainable tourism (Gardner, 2009).

The natural attraction includes natural attraction areas which are safe and suitable for visiting, convenience travelling from the village to natural resource, activities in natural attraction which creates good visiting experience, natural attraction areas which have predominant uniqueness, and natural attraction areas which are clean and suit for relaxation or resting. These reasons above relate to overall slow tourism. This result support the main advantage of slow tourism. The realization is slow. Experience and nature conservation in slow tourism is a group of ideas rather than tangible goods. In addition, slow tourism is also part of a sustainable tourism which the concept is important (Lumsdon & McGrath, 2011). But natural attraction areas have good climate and suitable relaxation, and natural attraction areas has diversity in nature. These reasons do not relate to overall slow tourism.

5.2.2 The 2nd Research Question and Hypotheses Testing

H2. The brand image based on the uniqueness: slow tourism of the tourist attractions and the image based on Psychological Emotional Image of the tourist attractions having a positive relationship

The second research question asked that How was the relationship between the brand image based on the tourist attractions uniqueness: slow tourism of the tourist attractions towards the brand image based on the psychological: emotional of tourist attractions in Mae Kam Pong community?

Table 5.2 The Hypotheses Testing Results of Uniqueness Slow Tourism and Psychological Emotional Image

Hypothesis No.	Hypothesis	Results
H2	The brand image based on the uniqueness: overall slow tourism and the brand image based on the overall psychological emotional image toward the tourist attractions in Mae Kam Pong community having a positive relationship	Supported

The brand image based on the uniqueness slow tourism of the tourist attractions and the image based on psychological emotional image of the tourist attractions having a positive relationship. The hypotheses was developed. Statistical analyses were performed using standard regression method as the main data analysis method. The exploration found that the tourist attractions uniqueness slow tourism was positively related to overall emotion, hence the hypothesis tested H2 was supported. (Table 5.16)

Slow tourism includes to have a chance, you will visit again, to take a long time to visit Mae Kam Pong village tourist attractions in order to gain true travelling experience and relaxation, to know yourself more than even when you visit Mae Kam Pong village and do activities there, to learn the process of local food eating of Mae Kam Pong village in order to truly gain the taste of eating and to talk with local people in Mae Kam Pong village since it makes you feel like you are part of Mae Kam Pong village community. These reasons above relate to overall emotion. This result support the travel type which engages the places and lifestyles. This leads to the behavioral choice and psychology (Dickinson et al., 2011). Moreover, Conway and Timms (2010) mentioned that slow tourism make tourists enjoyable. It helps the body and mind to relax (Nistoreanu et al., 2011). In contrast, prefer to learn local culture by spending a long time in each tourist place in order to truly gain new knowledge rather than visiting many tourist places in the village do not relate overall emotion.

5.2.3 The 3rd Research Question and Hypotheses Testing

H3. The brand image based on the psychological emotional image of the tourist attractions and the image based on sustainable image of the tourist attractions having a positive relationship

The third research question asked that How was the relationship between the brand image based on the psychological emotional image toward the brand image based on the sustainable image of tourist attractions in Mae Kam Pong community? The brand image based on the (overall) psychological emotional image of the tourist attractions and the image based on (overall) sustainable image of the tourist attractions having a positive relationship. The emotion was positively related to

overall natural sustainable, hence the hypothesis tested H3.1 was supported. In addition, the overall emotion was positively related to overall cultural sustainable, hence the hypothesis tested H3.2 was supported. (Table 5.3)

Table 5.3 The Hypotheses Testing Results of Psychological Emotional Image and Sustainable Image

Hypothesis No.	Hypothesis	Results
H3:	The brand image based on the overall psychological emotional image and the brand image based on the sustainable overall toward the tourist attractions in Mae Kam Pong community having a positive relationship	Supported
H3.1	The brand image based on the overall psychological emotional image and the brand image based on the natural sustainable overall toward the tourist attractions in Mae Kam Pong community having a positive relationship	Supported
H3.2	The brand image based on the overall psychological emotional image and the brand image based on the cultural sustainable overall toward the tourist attractions in Mae Kam Pong community having a positive relationship	Supported

The emotion includes activities and way of life which tourist learn there will make you be calm, would be pleasant to visit and do activities there, the atmosphere there would make you feel relaxing, and more excited than visiting other tourist attractions in Thailand. There was positively related to overall sustainability, but the village is a slow life tourist place compared with other tourist places in Thailand. These reasons above do not relate to overall sustainability.

The emotion includes activities and way of life which tourists learn there will make you be calm, the atmosphere there would make you feel relaxing, and would be pleasant to visit and do activities. There was positively related to overall natural sustainability, but more excited than visiting other tourist attractions in Thailand. The village is a slow life tourist place which compared with other tourist places in Thailand. These do not relate to overall natural sustainable. The result support Woehler (2004) which states that slow tourism is an essential part of a slow-moving

lifestyle, and helps the body and mind relaxed. Tourists find an natural experience and love nature. Therefore, the image and psychology also have a direct influence on the repeated visit and the introduction of attractions (Hallmann, Zehrer, & Müller, 2015; Zhang et al. (2014). And, psychological emotional image relate to the image of sustainability. The community also needs to be satisfied with the tourists (Ahebwa et al., 2016). This is an important part of the tourist's decision to travel (Sahin & Baloglu, 2011). After that, it will cause an environmental attitude and motivation. And viral statements that affect the willingness of tourists to choose sustainable tourism destinations (Mohaidin, Wei, & Ali Murshid, 2017).

5.2.4 The 4th Research Question

The last research question asked that How was the sustainable community based tourism brand image as viewed by stakeholders in tourist attractions of Mae Kam Pong tourism community?

In this section the findings of the data analysis results were discussed. For the main study data was collected from stakeholder to brand images. The image include attributes-holistic, slow tourism, emotion, and sustainability. The data analysis technique mainly employed content analysis has been used for sustainable community based on tourism brand images by stakeholders

The natural resources and peaceful to relax accommodations (homestay) are the highlight resources of Mae Kam Pong village that attracts tourists. Likewise, the cultural attraction is an alternative element that attracts tourists to main nature resources. Besides, the potential destination infrastructure, adequate restaurants and souvenirs support Mae Kam Pong tourism. For emotion reason, tourist need to touch the relaxation with consists of the tourism resources.

Therefore, Mae Kam Pong village has the potential places to make tourists returning again because there are activities that takes a long time and gain the knowledge from travelling. The sustainability of the cultural and natural environment of Mae Kam Pong Village is still sustainable by a good management system (Figure 5.2). The next chapter presents the discussion and conclusions of this research.

5.2.5 A Comparison of Destination Image between Tourists and Stakeholders

1) In Natural Attraction Aspect

Tourists have the destination image which consists of the natural resource, the waterfalls, the Mieng plantation, the coffee plantation and the natural route. These areas above are highly security for the tourism. Tourists go there easily and there are also many activities which give them some experience. Natural attractive areas still have the unique identity. In the view of stakeholders, the attractive areas have the highly security for tourists because there is no any danger throughout the tourism management. Tourists go to the main road through the center of the village, then go up to the hill and walk along the river which is back of the village, so they reach to the Mae Kam Pong Waterfall which is near the village. Between the route, there are activities which tourists learn about the ร่วมกัน between the forest and community. In this natural area, the very big trees is conserved, but there are the Mieng plantation and the coffee plantation which are conserved by the law and the community's regulations. Mae Kam Pong village is the natural attractive areas which is cool all the year. The high hill community has the variety of the nature. There are many wildlife for example jungle fowls which go down for their meals. Moreover, the stakeholders focus on the attractive management in tourism. Moreover, the stakeholders pay attention in the attractive management in tourism; especially, the nature. There should be clear regulations on using the forest which include the care and clean natural attractions. In conclusion, there are two views of natural attraction aspect which are like perfect, diverse, safe, and pleasant.

2) In Cultural Attraction Aspect

The area that attract tourists is the culture. Stakeholders and tourists have the same view of the culture. The cultural identity of the mixed Lanna style show the houses in Mae Kam Pong are. There is some part in the building which based on the ancestor's belief so it makes the unclear unique culture. In learning traditional aspect, tourists should come in the right time in order to participate with the villagers. Also the temple, Wat Khantha Phueksa, is the a learning center with is situated in the center of the village. And there are more than 100 year old of Buddhist image hall and the buddhist sanctuary among the water. There are special activities

for a big group of tourists for example the rice offering, the meal, the dancing, and the local musicale. In convenience aspect, Mae Kam Pong Village also has the well-equipped bathrooms and the skillful staffs. Many elderly people use dialect or local language to communicate with tourists. But teenagers and working age use Thai to communicate with tourists. Some people in Mae Kam Pong village wear the traditional costume in Lanna style, but some elderly people still dress in sarong. In the tourists' view, the building, the house, the temple, the Buddhist image hall, the use of dialect, the costume, and tradition are the tourists' attraction. In conclusion, both tourists and stakeholders' view have the same point in the cultural attraction aspect.

3) In Infrastructure Aspect

In tourists' view, many villagers provides tourists correct and reliable data during visiting. And areas around or in Mae Kam Pong village are clean. A number of vehicle queues (mini-bus) is adequate for need of tourists. Mae Kamp Pong village has clear direction sign or information bays which can be observed easily. In stakeholders' view, areas around or in Mae Kam Pong village are clean. Local people in Mae Kamp Pong are hospitable which makes the community be livable. Some local people in Mae Kam Pong can provide data about Mae Kam Pong tourist attractions correctly. Mae Kamp Pong village has clear direction sign or information bays which can be observed easily. Road in Mae Kam Pong village are in good condition so it is convenient to travel but it is inconvenience unlike the plain area because of the mountainous topography which is steep. So tourists will be careful in driving. In conclusion, between tourists and stakeholders' view are different. The main point for tourists' view are the information bays the clean area, a number of vehicle queues (mini-bus) and the direction sign. In contrast, stakeholders' view are mainly interested in the hospitality, the direction sign and the road condition.

4) In Food and Beverage Shop Aspect

In tourists' view, food in Mae Kam Pong village is clean. Food and beverage shops in Mae Kam Pong village have menu and food price is clear. Mae Kam Pong village has diverse food and beverage shop types to satisfy tourists. Also food and beverage shops in Mae Kam Pong have a good customer complaint system. In stakeholders' view, Mae Kam Pong village has diverse food and beverage shop types including homestay service, coffee shop, and local food shops with are mixed

between local and central food. Mae Kam Pong have a good customer complaint system. Moreover, homestay in Mae Kam Pong village also attract tourists. The accommodations in Mae Kam Pong Village have two types which consist of homestays and rental rooms. The overall accommodations are quiet and suitable for relaxation. Rooms and equipment in the accommodation are clean. Room decoration is very appropriate with Lanna culture and local topographic condition. Accommodation in Mae Kam Pong has a reservation and confirmation system which is very condition. Visiting tourist attractions in Mae Kam Pong makes you feel that it is worthwhile to spend money for relaxation. In tourists' view, room decoration is very appropriate with Lanna culture and local topographic condition. And it is worthwhile to spend on accommodation service. Rooms and equipment in the accommodation are clean. In conclusion, both tourists and stakeholders' view have the same point in the quiet and clean accommodations. Also, Room decoration is very appropriate with Lanna culture and local topographic condition.

5) In Souvenir Products Aspect

In stakeholders' view, areas around both temple and homestay sold tea pillows. In the present, Mae Kam Pong mainly sell coffee. Tea pillows are the wholesale products. Local costume and cotton is imported from other areas. Coffee which is sold in the village is unique because the villagers themselves grow it in their farm. The costume is unique in Lanna style. In conclusion, souvenir products in Mae Kam Pong Village is not diverse for tourists' need. In souvenir quality, there are new and roast coffee plantation and the long smell of tea pillows. In tourists' view, souvenir products sold in Mae Kam Pong are diverse making you take time in choosing. In conclusion of souvenir products, both tourists and stakeholders' view have the same point in the the quality and long lasting of souvenir products. Tourists said that there are diverse souvenir products, but stakeholders said in the difference way. There are not adequate some coffee shops to cope with needs of tourists. Tea pillows are not adequate for selling by retail, so they are only the wholesale products. The style of souvenir products are still local but not to Lanna culture.

6) In Uniqueness Slow Tourism Aspect

In stakeholders' view, tourism in Mae Kam Pong village is uniqueness slow tourism. It should take a long time to visit Mae Kam Pong tourist attractions in

order to gain true travelling experience and relaxation. Tourists should spend one day to one week there in order to be part of Mae Kam Pong community. There should have the main activities for tourists in order to truly gain knowledge. And try to find how were the ways which make tourists visit again. In tourists' view, if they have a chance, they will visit again. Tourists learn the process of local food eating of Mae Kam Pong in order to truly gain the taste of eating. Tourists spend a long time in each tourist place, and have known yourself more than even when you visit Mae Kam Pong which makes them feel like they are part of Mae Kam Pong community. In conclusion, both tourists and stakeholders' view have the same point in uniqueness slow tourism aspect. There are as follows spending a long time in each tourist place and knowing yourself more than even when you visit Mae Kam Pong which makes you feel like you are part of Mae Kam Pong community.

7) In Emotional Aspect

In stakeholders' view, they conclude that tourism in Mae Kam Pong make the diverse feelings which derive from many factors. In stakeholders' view, moreover, the cool atmosphere in Mae Kam Pong would make tourists feel relaxing. In tourists' view, they thought that activities and way of life learning there will make them be calm. And they were relaxed and excited. In conclusion, both tourists and stakeholders' view have the same point in relaxation and peace. In addition to tourists' view, they are also enjoyable and excited in tourism.

The sustainable aspect in both views are the same. The sustainability in stakeholders' view is natural which the soil is fertile suitable for cultivation for example coffee, Mieang, and local vegetable plantation. The conservation environment which is derive from strict regulation manage the sustainable problem. There is sustainable of cultural in Mae Kam Pong which adapt in the suitable socio and natural environment. Local people in Mae Kam Pong wear common dress. Local people in Mae Kam Pong speak dialect among tourists; especially, elderly people communicate with tourists in Lanna language and they can do souvenir products. In tourists' view, landscape of Mae Kam Pong is harmonious between nature and structures which have the good plantation. Local people in Mae Kam Pong well conserve the environment there such as garbage sorting. Local people in Mae Kam Pong speak dialect among them. And the elderlies in Mae Kam Pong participate in tourism there by selling local products or souvenir. (Table 5.4)

Table 5.4 A Comparison of Destination Image between Tourists and Stakeholders

Maekampong Image	Stakeholder Image	Tourist Image
Accommodation	Silent, Clean, Regulation	Silent, Clean, Decoration
Souvenir shop	Uniqueness, Quality	Uniqueness, Quality, Diversity
Destination Infrastructure	Clean, Hospitality, safely	Data, Clean
Restaurant	Mixed Lanna Culture food, Clean	Lanna Culture food, Clean, Diver, Value for money
Natural Attraction	Cool Climate, Safely,	Natural experience, Safely, Cool
Slow tourism	Experience, Long time	Experience, Visit again, Long time
Emotion	Calm, Relaxing	Calm, Pleasant, Excite, Relaxing
Sustainable	Natural	Natural, Cultural

5.3 Summary of the Study

This study has produced several important findings. Firstly, in terms of a conceptual implementation of the attribute-holistic in relation to slow tourism. A modified the model of conceptual framework of image of sustainable community based on destination considered in these terms is presented in Figure 5.2.

A tourists' assess of a sustainable destination image is constructed around the models. The first model associate attribute-holistic related to uniqueness slow tourism, and comprises five main components, including accommodation, souvenir, destination infrastructure, restaurant and food shop, and natural attraction. The second model, uniqueness slow tourism related to psychological emotional image, and the last model is psychological emotional related to sustainable that comprises two key components also: natural sustainable and cultural sustainable.

According to the findings of this study, it is clearly the case that slow tourism is the most crucial component related to sustainable in community based destination. The findings of this study contribute to the conceptual model proposed by Echtner and Ritchie (1991) on brand image which focused on attribute-holistic, functional-psychology, and common-unique. However, previous research have not explored the

area of slow tourism image in sustainable community-based destination, especially in terms of attribute which include accommodation, souvenir, destination infrastructure, restaurant and food shop, and natural attraction. The attribute was provided by slow tourism concept, then effect to emotion. Finally, the emotion of slow tours appear in sustainable destination. By using the theoretical model with the need to explore sustainable community-based destination image this thesis has provided detail to this model and highlights its contribution to the field of study. The results indicate that this conceptual model can be of value to community-based destination management when considering adopting a destination image.

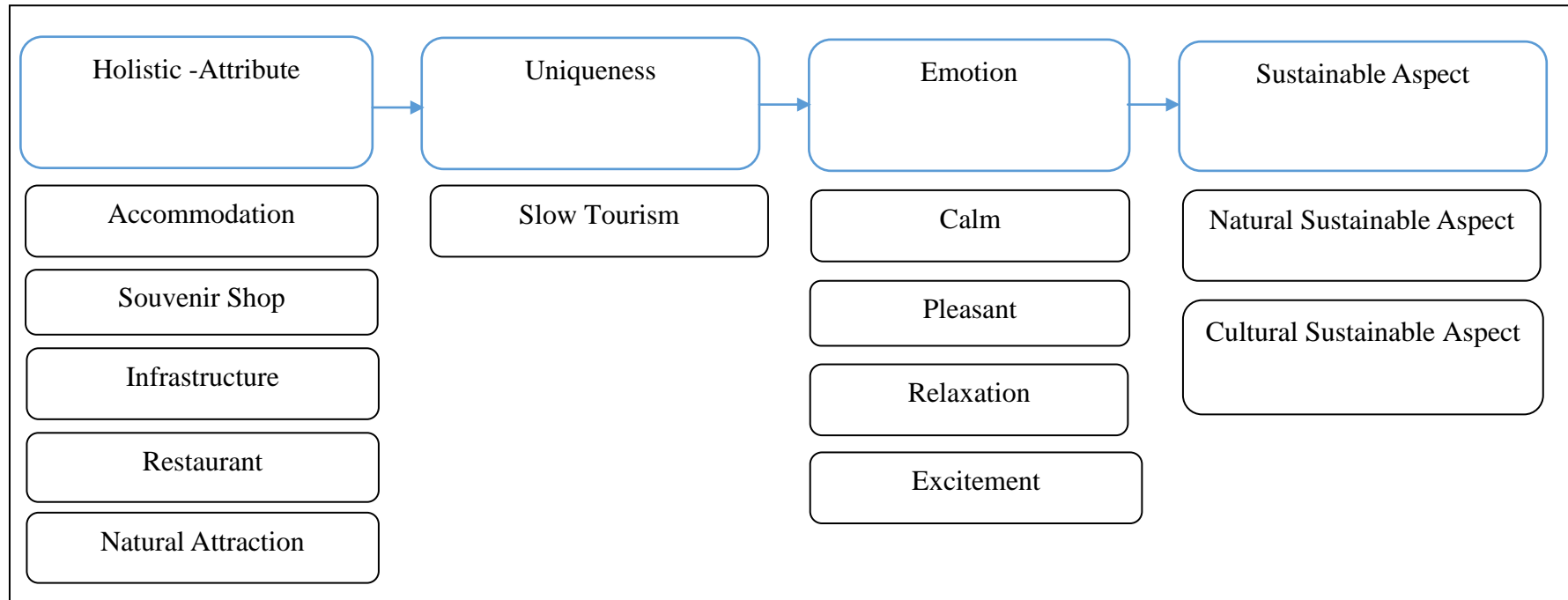


Figure 5.2 Slow Tourist Destination Sustainable Image Development in Model of Community Tourism

5.4 Contribution to Relevant Theory

Community based on tourism management provides the image of sustainability. The community is organized tourism by introducing the identity concept of tourism which organize accommodation, souvenir shop, destination infrastructure, restaurants and natural attractions. Organizing activities in tourist destinations, tourists should take a long time to visit Mae Kam Pong tourist attractions in order to gain true travelling experience and relaxation. Tourism management in these elements which tourists have known themselves more than even when they visit Mae Kam Pong and do activities there. Moreover, tourists talk with local people in Mae Kam Pong since it makes you feel like you are part of Mae Kam Pong community. When the development of the composition of the accommodation, souvenir shop, infrastructure, restaurants and tourist attractions are all part of the slow tourism concept. These elements create the emotional, relaxed, pleasant and exciting experience so that the whole aspects contribute to the image of sustainability. (Figure 5.2)

5.4.1 Implication of Attribute-Holistic Related to Uniqueness Slow Tourism

The theoretical implications occur in terms of the model of attribute - holistic in relation to uniqueness slow tourism in a community based on destination. A key implication focuses on attribute-holistic: accommodation, souvenir, destination infrastructure, restaurant, and natural attraction and complementary fit based on uniqueness slow tourism. This is the crucial descriptiveness for creating attribute-holistic of the accumulation, well established reputations and brand image of community based on destination. The overall attribute-holistic derives from the perception of the community based on destination as a good couple and as compatibility in terms of accommodation, souvenir, destination infrastructure, restaurant, and natural attraction.

Accommodation in Mae Kam Pong provide three things for special need; 1) Room is very appropriate with Lanna culture and local topographic condition., 2) Rooms and equipment in the accommodation are clean., and 3. Areas around the

accommodation in Maekampong are silent with disturbing noise. Visiting tourist attractions in Mae Kam Pong makes you feel that it is worthwhile to spend money for it.

Souvenir products in Mae Kam Pong have good quality, do not damage easily. And Souvenir products sold in Mae Kam Pong are diverse making you take time in choosing. In term of destination infrastructure, the local people provide correctly attractions data, clean areas, adequate a number of vehicle queues (mini-bus), and clear direction sign or information bays. Food in Mae Kam Pong village is clean and they have menu and food price is clear. Mae Kam Pong village has diverse food and beverage shop types to satisfy tourists. Food in Mae Kam Pong village is unique in Lanna style. And food and beverage shops in Mae Kam Pong have a good customer complaint system. Moreover, the restaurants and food shops should make the tourist feel that it is worthwhile to spend on food service.

In addition, the community has provide natural attraction characteristic including safely and clean areas, convenience travelling form the village to natural resource attractions, activities that create good visiting experience, and predominant uniqueness natural attraction. All developments is suitable for relaxation or resting.

5.4.2 Implication of Uniqueness Slow Tourism Related to Psychological Emotional Image

The model of uniqueness slow tourism developed in this study indicates the key components which positively influence a consumer's psychological emotional image

The community committee has provide the activities that tourists should take a long time to visit Mae Kam Pong tourist attractions in order to gain true travelling experience and relaxation. Tourists have also known yourself more than even when you visit Mae Kam Pong and do activities there. For example, learn the process of local food eating of Mae Kam Pong in order to truly gain the taste of eating. As a result, if tourists have a chance, they will visit again.

5.4.3 Implication of Psychological Emotional Image Related to Sustainable Image

The third key theoretical contribution of this study in the model of conceptualized psychological emotional image. The findings indicate that there are three main components to psychological emotional image and sustainable image consist of natural sustainable and cultural sustainable.

In terms of psychological emotional image and sustainable image, the findings of this study suggest that the relationship of psychological emotional image is the direct result of intrinsic cues. The local people there make tourists have the emotion as follows, activities and way of life learning there will make tourists be calm, relaxed and pleasant. Tourists were more excited than visiting other tourist attractions in Thailand.

The psychological emotional image and natural sustainable, the findings of this study suggest that the community activities and way of life learning there will make you be calm, relaxed, relaxed and pleasant

The last component that links psychological emotional image with cultural sustainable is concerned with the image. The findings of this study suggest that the community activities and way of life learning there will make you be calm, relaxed, relaxed and pleasant.

5.5 Contribution to the Community-based on Tourist Destination Management

The conceptual framework developed and tested in this study which provides useful guidelines for implementing a community based on destination management and marketing strategies. For instance, the findings offer a management strategy to attribute-holistic, psychology emotion, uniqueness slow tourism to sustainable in community based on destination arrangement. Slow tourism is a tool used for controlling and giving benefits for initiated tourism development by the community (development-from-below). In this case, the community must seek for a slow tourism based on their potential (Conway & Timms, 2010). Stakeholders comprise of local community, local government, NGOs, and university management in the mechanism

balancing between them (Shikida et al., 2010). That is the participation in decision - making, planning, implementation, and monitoring (Pongponrat & Pongquan, 2007).

In community management, the relationship between attribute-holistic and uniqueness slow tourism has five strategies. Firstly, the model suggests that the relationship between accommodations and uniqueness slow tourism has the three elements; appropriate room decoration in local culture and local topographic condition, the clean equipment, disturbing noise management around the accommodation, and the accommodation management which make tourist feel worthwhile to spend on accommodation service. Secondly, the relationship between souvenirs and uniqueness slow tourism have the diversity and good quality elements. The souvenir group provide the good quality of souvenir products, and diverse souvenir products make tourist take time in choosing. Thirdly, the relationship between destination infrastructures and uniqueness slow tourism have four management strategies: correct data, clean, adequate vehicle, and clear direction sign. The local people can provide data about attractions correctly, areas around or in village are clean which worth visiting. Besides, the number of vehicle queues (mini - bus) is adequate for need of tourists, and the village has clear direction sign or information bays which can be observed easily. Then, the relationship between restaurants and uniqueness slow tourism have five strategies; clean, clear menu, diverse food and beverage shops, unique food, and good customer complaint system. The restaurants and food shops owner who provide clean food, clear menu. Besides, the village has diverse food shop types and has unique in local style. The restaurant in the village manage these to satisfy tourists, and worthwhile to spend on food service.

The last strategy, the relationship between the natural attraction and uniqueness slow tourism have four strategies; clean and safe suitable for visiting, convenience travelling, and activities created good visiting experience, and conserve predominant uniqueness. The committee of the village develop the natural attraction which clean and safe. Moreover, they create convenience travelling to attraction and activities in natural attraction in order to good visiting experience and relaxation.

The relationship between the uniqueness slow tourism and emotion has two strategies. The stakeholders provide the attribute-holistic which the tourist take a long time to visit tourist attractions in order to gain true travelling experience and relaxation. Moreover, the activities on attribute-holistic make the tourists have known

yourself more than even when you visit Mae Kam Pong and make the tourist like to talk with local people in village since it makes you feel like you are part of village community. Until, the tourists think that If they have a chance, they will visit again. The relationship between the emotion and sustainable has four strategies. The emotion appear on activities and way of life make tourist be calm, pleasant, relaxed, and excited.

In term of marketing, stakeholders implement that uniqueness slow tourism plays the big roles (Leung et al., 2014; Wang & Finn, 2012) which create advantage to the brand (Vivant, 2011). Besides the slow tourism can be different from other brands (Netemeyer et al., 2004). The findings offer a uniqueness slow tourism in marketing strategy. Frist, the stakeholders develop the products on five components: Accommodation, Souvenir, Destination Infrastructure, Restaurant, and Natural attraction. Practical ways to improve marketing by sustainable community based on destination image. The destination image is slow tourism which the tourists travel in the village are calm and relaxed. These feelings cause five attribute-holistic. A uniqueness emotion massage is created by the promotion (Rodríguez Molina et al., 2013) which appear on the narratives in guidebook (Marine-Roig, 2011), internet (Yacout & Hefny, 2015), and block in website that direct affect in awareness (Liu, Chii-Hwa, & Chang, 2011)

5.6 Limitations of this Research

There are numerous challenges for limitation in this study. The first limitation is the selection a pilot test area which does not have many tourists in the community destination because it is low season in tourism. However, the researcher manages this risk by changing to other cases.

Secondly, there are no tourists in the low season. The researcher manage the complete questionnaire to fit the season. The access to the area has a problem in the wrong time. The researcher always contact to the head of the village for getting a good opportunity which the local people provides information easily. Therefore, the research project was in the northern part of Thailand. The language is just a little barriers. In the interview process, the researcher asked for the translator who translate

some words into common Thai. Thirdly, the relevant level of tourism is the importance problem. The interviewee does not understand image. The researcher added many questions for collective and reliable data. Finally, there are predominant attraction between natural attraction and cultural attraction.

5.7 Recommendations for Future Research

The findings and limitations of this study have indicated the several potential implications for further research. Firstly, future research should compare two study areas which is between distinguished natural and cultural attraction. So the future research has clearly results. Secondly, the image of tourists which travel in low season are essential aspect. The viewpoint may be lead to new contribution which attract new information form tourists. For example, the image attract tourists in low season.

Thirdly, the study had a number of participants who are Thai tourists, future study might focus on different types of tourists, such as educational tourists, slow life tourists, and inattentive tourists. Then, the research will be compared between the educational tourists' images and slow life tourists' image.

Fourthly, the level of relevant tourism is importance. The future study will be compared the image between low level and high level of relevant tourism. The new contribution will be found; for example, image management of low level stakeholders who build famous destination.

5.8 Thesis Conclusion

The gap in the literature on brand image in sustainable community based on tourism context focuses on the relationship of four key aspects which consist of attribute, uniqueness slow tourism, emotion and sustainable tourism. The overviewed chapter has the major research findings, discussion the conclusions of the study and three contributions demonstration to the relevant theory and the community based on destination management. The findings demonstrated in this thesis help to understand the image of sustainable community. The important key aspects involve image which links attribute-holistic and uniqueness slow tourism, uniqueness slow tourism to

emotion, and emotion to sustainable. Additionally, the research topic follows on two concepts, the first one is the marketing concept which responds the tourists' need. The second one is community based on management concept which is in the small destination. The third one is the sustainable concept which manages the natural and cultural attraction. Moreover, the undertaking process in this PhD research increase the knowledge and skill in academic experience.

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APPENDICES

APPENDIX A

RESEARCHER QUESTIONNAIRE



DOCTORAL OF PHILOSOPHY PROGRAM (INTEGRATED TOURISM MANAGEMENT)

Faculty of Tourism Management, NIDA

Research Questionnaire for Tourists

Title: Brand Image Measuring on Sustainable Tourism: A Case Study of Mae Kam Pong Tourism Community

Directions: This questionnaire aims to investigate brand image measuring on sustainable Tourism: a case study of Mae Kam Pong tourism community.

Your consideration in the provision of data will have not any effect on you.
Please indicate your opinion based on facts for correctness and benefits of this study.
This questionnaire consists of 6 parts as follows:

- Part 1: Brand Image Level on Attributes -Holistic of Tourist Attractions
- Part 2: Image Level on Uniqueness: Slow tourism
- Part 3: Image level on Psychology: Emotion
- Part 4: Image level on the Sustainability of Mae Kam Pong
- Part 5: Personal Attributes of Tourist Visiting Mae Kam Pong
- Part 6: Opinions and Suggestion

QUESTIONNAIRE FOR TOURISTS

**Title: Brand Image Measuring on Sustainable Tourism: A Case Study of Mae
Kam Pong Tourism Community**

Part 1: Brand Image Level on Attributes of Tourist Attractions

Directions: Please answer the following by checking (✓) in the ☐ provided (Only one answer)

1) What kind of tourist are you?

- ☐ 1. Slow tourist
- ☐ 2. Cultural tourist
- ☐ 3. Adventurous tourist
- ☐ 4. Other, please specify

.....

* Slow tourist refers to a traveler mostly spending their time in travelling on the bus or train and puts the importance on travelling routes on details in tourist attractions and stays there for a long time. In other words, he or she prefers to seek for locality and lives there for a long time to gain flavor and nice atmosphere. Besides, he or she realized on negative impact on tourists.

Please Check (✓) in the space provided.

1 = A highest level of disagreement, 5 = A highest level of agreement

Items	Natural Attractions	Highest Agreement	Agree	Moderate Agreement	Disagree	Highest Disagreement
		5	4	3	2	1
2.	Convenience travelling from the village to natural resource attractions e. g. Mae Kam Pong waterfall, tea plantation, and coffee plantation.					
3.	Natural resource attraction areas e. g. Mae Kam Pong waterfall, tea plantation, and coffee plantation have good climate suitable for relaxation.					
4.	Natural resource attraction areas e. g. Mae Kam Pong waterfall, tea plantation, and coffee plantation are safely suitable for visiting.					
5.	Natural resource attraction areas e. g. Mae Kam Pong waterfall, tea plantation, and coffee plantation have predominant uniqueness.					
6.	Natural resource attraction areas e. g. short – distant trekking route of village has diversity in nature.					
7.	Activities in natural resource attraction areas e. g. short – distant trekking activity visiting tea and coffee plantation create good visiting experience.					
8.	Natural resource attraction areas e. g. Mae Kam Pong waterfall, tea plantation, and coffee plantation are clean suitable for relaxation or resting.					

Items	Cultural Attractions	Highest Agreement	Agree	Moderate Agreement	Disagree	Highest Disagreement
		5	4	3	2	1
9.	Attributes of cultural attractions e. g. temple, house, and other structures in Mae Kam Pong are unique and predominant (Lanna Style).					
10.	Mae Kam Pong village has diverse cultural attractions which attract you to visit.					
11.	Community way of life makes you enhance knowledge about Lanna culture.					
12.	Mae Kam Pong village has a lot of areas for you to learn culture and history.					
13.	Cultural attractions such as temples in Mae Kam Pong have convenience facilities which ready to be used.					
14.	Local people in Mae Kam Pong use dialect to communicate among them and with tourists.					
15.	Dressing of local people in Mae Kam Pong reflects lanna culture.					

Items	Destination Infrastructure	Highest Agreement	Agree	Moderate Agreement	Disagree	Highest Disagreement
		5	4	3	2	1
16.	Local people in Mae Kam Pong are hospitable which makes the community be livable.					
17.	There are adequate convenience facilities for tourists visiting Mae Kam Pong such as public toilets and information box.					
18.	Areas around or in Mae Kam Pong village are clean which worth visiting.					
19.	Areas around or in Mae Kam Pong village are safe suitable visiting.					
20.	Local people in Mae Kam Pong can provide data about Mae Kam Pong tourist attractions correctly.					

Items	Destination Accessibility	Highest Agreement	Agree	Moderate Agreement	Disagree	Highest Disagreement
		5	4	3	2	1
21.	Mae Kam Pong village has clear direction sign or information bays which can be observed easily.					
22.	Road in Mae Kam Pong village are in good condition so it is convenient to travel.					
23.	A number of vehicle queues (mini - bus) is adequate for need of tourists.					
24.	There is a mini – bus parking area serving tourists and it is clam.					

Items	Restaurant and food Shops	Highest Agreement	Agree	Moderate Agreement	Disagree	Highest Disagreement
		5	4	3	2	1
25.	Mae Kam Pong village has diverse food and beverage shop types to satisfy tourists.					
26.	Food in Mae Kam Pong village is clean.					
27.	Food and beverage shops in Mae Kam Pong are clean which can attract tourists to use services.					
28.	Food in Mae Kam Pong village is unique in Lanna style.					
29.	Food and beverage shops in Mae Kam Pong have menu and food price is clear.					
30.	You feel that it is worthwhile to spend on food service.					
31.	Food and beverage shops in Mae Kam Pong have a good customer complaint system.					

Items	Accommodation	Highest Agreement	Agree	Moderate Agreement	Disagree	Highest Disagreement
		5	4	3	2	1
32.	Areas around the accommodation in Mae Kam Pong are silent with disturbing noise.					
33.	Rooms and equipment in the accommodation are clean.					
34.	Room decoration is very appropriate with Lanna culture and local topographic condition.					
35.	Accommodation in Mae Kam Pong has a reservation and confirmation system which is very condition.					
36.	You feel that it is worthwhile to spend on accommodation service.					

Items	Souvenir Shop	Highest Agreement	Agree	Moderate Agreement	Disagree	Highest Disagreement
		5	4	3	2	1
37.	Souvenir products sold in Mae Kam Pong are diverse making you take time in choosing.					
38.	Souvenir products sold in Mae Kam Pong are unique in Lanna style and it impresses you.					
39.	Souvenir products in Mae Kam Pong have good quality, do not damage easily.					
40.	There are adequate souvenir shops to cope with needs of tourists.					

Part 2: Image Level on uniqueness: Slow Tourism

Directions: Please Check (✓) in the space provided.

1 = A highest level of disagreement, 5 = A highest level of agreement

Items	Slow Tourism	Highest Agreement	Agree	Moderate Agreement	Disagree	Highest Disagreement
		5	4	3	2	1
41.	It should take a long time to visit Mae Kam Pong tourist attractions in order to gain true travelling experience and relaxation.					
42.	You prefer to learn local culture by spending a long time in each tourist place in order to truly gain new knowledge rather than visiting many tourist places in the village.					
43.	You prefer to learn the process of local food eating of Mae Kam Pong in order to truly gain the taste of eating.					

Items	Slow Tourism	Highest Agreement	Agree	Moderate Agreement	Disagree	Highest Disagreement
		5	4	3	2	1
44.	You like to talk with local people in Mae Kam Pong since it makes you feel like you are part of Mae Kam Pong community.					
45.	You have known yourself more than even when you visit Mae Kam Pong and do activities there.					
46.	If you have a chance, you will visit again.					

Part 3: Image Level of Psychology: Emotion

Directions: Please Check (✓) in the space provided.

1 = A highest level of disagreement, 5 = A highest level of agreement

Items	Psychology: Emotion	Highest Agreement	Agree	Moderate Agreement	Disagree	Highest Disagreement
		5	4	3	2	1
47.	When you travel in Mae Kam Pong, you were more excited than visiting other tourist attractions in Thailand.					
48.	When you travel in Mae Kam Pong, you thought that you would be pleasant to visit and do activities there.					
49.	When you travel in Mae Kam Pong, you thought that the atmosphere there would make you feel relaxing.					
50.	When you travel in Mae Kam Pong, you thought that Mae Kam Pong is a slow life tourist place compared with other tourist places in Thailand.					
51.	When you travel in Mae Kam Pong, you thought that activities and way of life learning there will make you be calm.					

Part 4 Image level on the sustainability of Mae Kam Pong tourist attractions.

Directions: Please Check (✓) in the space provided.

1 = A highest level of disagreement, 5 = A highest level of agreement

Items	Sustainable of Natural	Highest Agreement	Agree	Moderate Agreement	Disagree	Highest Disagreement
		5	4	3	2	1
52.	You perceive that landscape of Mae Kam Pong is harmonious between nature and structures.					
53.	You think that the soil in Mae Kam Pong is fertile suitable for cultivation.					
54.	When visiting Mae Kam Pong, you feel that you would like to conserve the environment such as no littering, flower picking, etc.					
55.	Local people in Mae Kam Pong well conserve the environment there such as garbage sorting, on tree cutting, and no wildlife hunting.					

Items	Sustainable of Cultural	Highest Agreement	Agree	Moderate Agreement	Disagree	Highest Disagreement
		5	4	3	2	1
56.	Local people in Mae Kam Pong conserve their culture and most of them wear local dress.					
57.	Local people in Mae Kam Pong speak dialect among them.					
58.	The elderlies in Mae Kam Pong participate in tourism there by lecturing knowledge about culture of Mae Kam Pong community.					
59.	The elderlies in Mae Kam Pong participate in tourism there by selling local products or souvenir.					

Part 5 Attributes of tourists visiting Mae Kam Pong tourism community

Directions: Please answer the following by checking (✓) in the space provided.

Name:

Date:

60. Gender

☐ 1. Male

☐ 2. Female

61. Age

☐ 1. 18 – 25 year old

☐ 2. 26 - 35 year old

☐ 3. 36 - 45 year old

☐ 4. 46 – 55 year old

☐ 5. Over 55 year old

62. Marital status

☐ 1. Single

☐ 2. Married

☐ 3. Divorced

☐ 4. Separated

63. Educational attainment

☐ 1. Lower than upper – secondary school

☐ 2. Secondary school to higher vocational certificate

☐ 3. Bachelor's degree

☐ 4. Master's degree

☐ 5. Doctoral's degree

64. Occupation

☐ 1. Government official

☐ 2. Private company employee

☐ 3. Student

☐ 4. Own business

☐ 5. Farmer/Hired worker

☐ 6. Retiree

☐ 7. Other (Please specify).....

65. An average monthly income

☐ 1. Lower 3,500 Baht

☐ 2. 3,501 – 10,000 Baht

☐ 3. 10,001 – 15,000 Baht

☐ 4. 15,001 – 30,000 Baht

☐ 5. 30,001 – 50,000 Baht

☐ 6. 50,001 – 100,000 Baht

☐ 7. 100,001 – 300,000 Baht

☐ 8. More than 300,000 Baht

66. Residency

☐ 1. Northern of Thailand

☐ 2. Central of Thailand

☐ 3. East of Thailand

☐ 4. North east of Thailand

☐ 5. Southern

☐ 6. Bangkok

67. Visiting Mae Kam Pong village

☐ 1. Alone

☐ 2. With family

☐ 3. With friend (s)

☐ 4. Educational tour

- ☐ 5. Tour company ☐ 6. Other (Please specify).....

68. Purpose of Visiting (Please list three in order)

- ☐ 1. Relaxation ☐ 2. Learning culture
☐ 3. Learning nature ☐ 4. Adventure
☐ 5. Avoiding chaos ☐ 6. Accompanying
☐ 7. Reputation of Mae Kam Pong ☐ 8. (Please specify).....

69. How many days do you intend to stay at Mae Kam Pong?

70. What vehicle do you use to visit Mae Kam Pong?

- ☐ 1. Private car ☐ 2. Bus
☐ 3. Van ☐ 4. Tour company van
☐ 5. Other (Please specify).....

Part 6 Opinions and Suggestions

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Thank You Very Much for Your Cooperation

Mr. Nattawut Wita

A Ph. D. Student in

Integrated Tourism Management, NIDA

APPENDIX B
RESEARCH QUESTION OF INTERVIEW

RESEARCHER INTERVIEW



DOCTORAL OF PHILOSOPHY PROGRAM
(INTEGRATED TOURISM MANAGEMENT)
Faculty of Tourism Management, NIDA
Research Interview for Stakeholder

Title: Brand Image Measuring on Sustainable Tourism: A Case Study of Mae Kam Pong Tourism Community

Directions: This interview aims to investigate brand image measuring on sustainable tourism: a case study of Mae Kam Pong tourism community.

Your consideration in the provision of data will have not any effect on you.
Please indicate your opinion based on facts for correctness and benefits of this study.
This interview consists of 50 Items as follows:

INTERVIEW FOR STAKEHOLDER

Title: Brand Image Measuring on Sustainable Tourism: A Case Study of Mae Kam Pong Tourism Community

NAME.....

DATE.....

1. What is your job in Mae Kam Pong.....

2. Year of job or Committees.....

3. Occupation

☐ 1. Government official ☐ 2. Private company employee ☐ 3. Student

☐ 4. Own business ☐ 5. Farmer/Hired worker ☐ 6. Retiree

☐ 7. Other (Please specify).....

4. An average monthly income (Please specify).....

5. An average monthly income from Tourism (Please specify).....

6. In your opinion, what is the tourist purpose of visiting (Please list three in order?)

☐ 1. Relaxation ☐ 2. Learning culture

☐ 3. Learning nature ☐ 4. Adventure

☐ 5. Avoiding chaos ☐ 6. Accompanying

☐ 7. Reputation of Mae Kam Pong ☐ 8. (Please specify).....

7. What do you think about Mae Kam Pong?

☐ 1. Slow tourism destination

☐ 2. Cultural tourism destination

☐ 3. Adventurous tourism destination

☐ 4. Other, please specify

* Slow tourism destination refers to the destination that a traveler mostly spending their time in travelling on the bus or train and puts the importance on travelling routes on details in tourist attractions and stays there for a long time. In other words, he or she prefers to seek for locality and lives there for a long time to

gain flavor and nice atmosphere. Besides, he or she realized on negative impact on tourists.

8. Please explain the changes of Mae Kam Pong village from the past to present?

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The questions below will interview the Village committees.

Natural attraction

9. Please provide the characteristic of the natural attraction in Mae Kam Pong, such as Waterfall, Food wrapped in leaves (Meing) park, and Coffee Park?

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10. In your opinion, what does Natural attraction mean to you?

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11. How do you feel about the Natural attraction at Mae Kam Pong? For Example:
Exciting, Pleasant, relaxing, or calm

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12. How has Natural attraction for tourism at Mae-Kampong been developed?

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13. What was the most important aspect for natural attraction development?

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Cultural attraction

14. Please explain the characteristics of Cultural attraction in Mae Kam Pong Such as
Temple, House, and people in Community?

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15. In your opinion, what does Cultural attraction mean to you?

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16. How do you feel about the Cultural attraction? For Example: Exciting, Pleasant, relaxing, or calm.

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17. How has cultural attraction for tourism at Mae-Kampong been developed?

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18. What was the most important aspect of cultural attraction development? (Risk management)

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Basic Infrastructure

19. Please explain the characteristic of Infrastructure in Mae Kam Pong Such as Local people, public toilets, and information box?

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20. In your opinion, what does Infrastructure mean to you?

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21. How do you feel about the Infrastructure? For Example: Exciting, Pleasant, relaxing, or calm

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22. How has Infrastructure for tourism at Mae-Kampong been developed?

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23. What was the most important aspect of infrastructure development? (Risk management)

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Accessibility

24. Please explain the characteristics of Accessibility in Mae Kam Pong Such as direction sign, information bays, road, and vehicle?

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25. In your opinion, what does Accessibility mean to you?

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26. How do you feel about the Accessibility? For Example: Exciting, Pleasant, relaxing, or calm

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27. How has accessibility for tourism at Mae-Kampong been developed?

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28. What was the most important aspect of Accessibility development? (Risk management)

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The questions below will interview the Food and Beverage Shop owner.

Food and Beverage Shop (Restaurant)

29. Please explain the characteristics of Food and Beverage Shop (Restaurant) in Mae Kam Pong Such as menu, food price, unique, and diverse food and beverage shop types?

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30. How do you feel about the Food and Beverage Shop (Restaurant)? For Example:
Exciting, Pleasant, relaxing, or calm

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31. How has Food and Beverage Shop (Restaurant) for tourism at Mae-Kampong
been developed?

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32. What was the most important aspect of Food and Beverage Shop (Restaurant)
development? (Risk management)

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The questions below will interview the Homestay owner.

Accommodation

33. Please explain the characteristics of Accommodation in Mae Kam Pong Such as
rooms, equipment confirmation system, and areas around?

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34. How do you feel about the Accommodation? For Example: Exciting, Pleasant, relaxing, or calm

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35. How has accommodation for tourism at Mae-Kampong been developed?

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36. What was the most important aspect of Accommodation development? (Risk management)

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The questions below will interview the Village tour guide.

Tour Operation

37. Please explain the characteristics of Tour Operation in Mae Kam Pong Such as tour programs, guide (s) takes good care, and correct and reliable data?

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38. How do you feel about the Tour Operation? For Example: Exciting, Pleasant, relaxing, or calm

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39. How has Tour Operation for tourism been developed?

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40. What was the most important aspect of Tour Operation development? (risk Management)

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41. What is the activities the tourist come for and how long its take in term of time spending?

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The questions below will interview the Souvenir Shop owner.

42. Please explain the characteristics of Souvenir Shop in Mae Kam Pong such as good quality, unique, diverse product?

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43. How do you feel about the Souvenir Shop? For Example: Exciting, Pleasant, relaxing, or calm

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44. How has the Souvenir Shop for tourism been developed?

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45. What was the most important aspect of Souvenir Shop development? (Risk Management)

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The questions below will interview the local people in Mae Kam Pong Village.

46. In your opinion, what does Natural Environment Sustainability mean to you?

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47 Please explain the characteristics of Sustainability on Natural Environment in Mae Kam Pong Such as harmonious between nature and structures, soil, and conserve the environment?

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48. In your opinion, what does Sociocultural mean to you?

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49. Please explain the characteristics of Sustainability on Sociocultural in Mae Kam Pong such as wear local dress, speak dialect among them, and elderly or Children in Mae Kam Pong participate in tourism?

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50. Opinions and Suggestions

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Thank You Very Much for Your Cooperation

Mr. Nattawut Wita
A Ph. D. Student in
Integrated Tourism Management, NIDA

APPENDIX C

QUESTIONS AND CODE

Table 1 Questions and Code of Natural Attractions

Questions	Natural Attractions	Code
2.	Convenience travelling from the village to natural resource attractions e. g. Mae Kam Pong waterfall, tea plantation, and coffee plantation.	NACO
3.	Natural resource attraction areas e. g. Mae Kam Pong waterfall, tea plantation, and coffee plantation have good climate suitable for relaxation.	NAGC
4.	Natural resource attraction areas e. g. Mae Kam Pong waterfall, tea plantation, and coffee plantation are safely suitable for visiting.	NASA
5.	Natural resource attraction areas e. g. Mae Kam Pong waterfall, tea plantation, and coffee plantation have predominant uniqueness.	NAUN
6.	Natural resource attraction areas e. g. short – distant trekking route of village has diversity in nature.	NADI
7.	Activities in natural resource attraction areas e. g. short – distant trekking activity visiting tea and coffee plantation create good visiting experience.	NAEX
8.	Natural resource attraction areas e. g. Mae Kam Pong waterfall, tea plantation, and coffee plantation are clean suitable for relaxation or resting.	NACL

Table 2 Questions and Code of Cultural Attractions

Questions	Cultural Attractions	Code
9.	Attributes of cultural attractions e. g. temple, house, and other structures in Mae Kam Pong are unique and predominant (Lanna Style).	CAUN
10.	Mae Kam Pong village has diverse cultural attractions which attract you to visit.	CADI
11.	Community way of life makes you enhance knowledge about Lanna culture.	CAKN
12.	Mae Kam Pong village has a lot of areas for you to learn culture and history.	CALO
13.	Cultural attractions such as temples in Mae Kam Pong have convenience facilities which ready to be used.	CACO
14.	Local people in Mae Kam Pong use dialect to communicate among them and with tourists.	CATA
15.	Dressing of local people in Mae Kam Pong reflects lanna culture.	CADR

Table 3 Questions and Code of Infrastructure

Questions	Infrastructure	Code
16.	Local people in Mae Kam Pong are hospitable which makes the community be livable.	INHO
17.	There are adequate convenience facilities for tourists visiting Mae Kam Pong such as public toilets and information box.	INCO
18.	Areas around or in Mae Kam Pong village are clean which worth visiting.	INCL
19.	Areas around or in Mae Kam Pong village are safe suitable visiting.	INSA
20.	Local people in Mae Kam Pong can provide data about Mae Kam Pong tourist attractions correctly.	INDA

Table 4 Questions and Code of Accessibility

Questions	Accessibility	Code
21.	Mae Kam Pong village has clear direction sign or information bays which can be observed easily.	ACCL
22.	Road in Mae Kam Pong village are in good condition so it is convenient to travel.	ACGO
23.	A number of vehicle queues (mini - bus) is adequate for need of tourists.	ACQU
24.	There is a mini – bus parking area serving tourists and it is clam.	ACPA

Table 5 Questions and Code of Restaurant

Questions	Restaurant	Code
25.	Mae Kam Pong village has diverse food and beverage shop types to satisfy tourists.	FBDI
26.	Food in Mae Kam Pong village is clean.	FBCL
27.	Food and beverage shops in Mae Kam Pong are clean which can attract tourists to use services.	FSCL
28.	Food in Mae Kam Pong village is unique in Lanna style.	FBUN
29.	Food and beverage shops in Mae Kam Pong have menu and food price is clear.	FBME
30.	You feel that it is worthwhile to spend on food service.	FBWO
31.	Food and beverage shops in Mae Kam Pong have a good customer complaint system.	FBSY

Table 6 Questions and Code of Accommodation

Questions	Accommodation	Code
32.	Areas around the accommodation in Mae Kam Pong are silent with disturbing noise.	GHSI
33.	Rooms and equipment in the accommodation are clean.	GHCL
34.	Room decoration is very appropriate with Lanna culture and local topographic condition.	GHDE
35.	Accommodation in Mae Kam Pong has a reservation and confirmation system which is very condition.	GHSY
36.	You feel that it is worthwhile to spend on accommodation service.	GHWO

Table 7 Questions and Code of Souvenir Shop

Questions	Souvenir Shop	Code
37.	Souvenir products sold in Mae Kam Pong are diverse making you take time in choosing.	SODI
38.	Souvenir products sold in Mae Kam Pong are unique in Lanna style and it impresses you.	SOUN
39.	Souvenir products in Mae Kam Pong have good quality, do not damage easily.	SOQU
40.	There are adequate souvenir shops to cope with needs of tourists.	SONE

Table 8 Questions and Code of Slow Tourism

Questions	Slow Tourism	Code
41.	It should take a long time to visit Mae Kam Pong tourist attractions in order to gain true travelling experience and relaxation.	STEX
42.	You prefer to learn local culture by spending a long time in each tourist place in order to truly gain new knowledge rather than visiting many tourist places in the village.	STKN
43.	You prefer to learn the process of local food eating of Mae Kam Pong in order to truly gain the taste of eating.	STFO
44.	You like to talk with local people in Mae Kam Pong since it makes you feel like you are part of Mae Kam Pong community.	STTA
45.	You have known yourself more than even when you visit Mae Kam Pong and do activities there.	STYO
46.	If you have a chance, you will visit again.	STAG

Table 9 Questions and Code of Psychology: Emotion

Questions	Psychology: Emotion	Code
47.	When you travel in Mae Kam Pong, you were more excited than visiting other tourist attractions in Thailand.	PEAX
48.	When you travel in Mae Kam Pong, you thought that you would be pleasant to visit and do activities there.	PEAL
49.	When you travel in Mae Kam Pong, you thought that the atmosphere there would make you feel relaxing.	PEAE
50.	When you travel in Mae Kam Pong, you thought that Mae Kam Pong is a slow life tourist place compared with other tourist places in Thailand.	PEAS
51.	When you travel in Mae Kam Pong, you thought that activities and way of life learning there will make you be calm.	PEAC

Table 10 Questions and Code of Sustainable of Natural

Questions	Sustainable of Natural	Code
52.	You perceive that landscape of Mae Kam Pong is harmonious between nature and structures.	SNLA
53.	You think that the soil in Mae Kam Pong is fertile suitable for cultivation.	SNSO
54.	When visiting Mae Kam Pong, you feel that you would like to conserve the environment such as no littering, flower picking, etc.	SNTC
55.	Local people in Mae Kam Pong well conserve the environment there such as garbage sorting, on tree cutting, and no wildlife hunting.	SNLC

Table 11 Questions and Code of Sustainable of Cultural

Questions	Sustainable of Cultural	Code
56.	Local people in Mae Kam Pong conserve their culture and most of them wear local dress.	SSCO
57.	Local people in Mae Kam Pong speak dialect among them.	SSTA
58.	The elderlies in Mae Kam Pong participate in tourism there by lecturing knowledge about culture of Mae Kam Pong community.	SSGU
59.	The elderlies in Mae Kam Pong participate in tourism there by selling local products or souvenir.	SSSE

APPENDIX D

LETTER TO ITEM-OBJECTIVE CONGRUENCY PROCESS



ที่ ศธ ๐๕๒๖.๑๖/ว.๗๓.๗

คณะกรรมการจัดการการทอ้งเทียว
สถาบันบัณฑิตพัฒนบริหารศาสตร
๑๑๘ ถนนเสรีไทย แขวงคลองจั่น
เขตบางกะปิ กรุงเทพฯ ๑๐๒๔๐

๑๒ กุมภาพันธ์ ๒๕๖๑

เรื่อง ขอความอนุเคราะห์ตรวจสอบคุณภาพเครื่องมือวิจัย

เรียน รองศาสตราจารย์ ขวลิ้ง ฦ ฦกลาง

- สิ่งที่ส่งมาด้วย ๑) แบบสอบถาม
๒) แบบการตรวจสอบความเที่ยงตรงเชิงเนื้อหาของแบบสอบถาม
๓) โครงร่างวิทยานิพนธ์

ด้วย นายณัฐวุฒิ วิทา รหัสประจำตัว ๕๕๑๑๗๓๑๐๐๑ นักศึกษาหลักสูตรปริญญาดุษฎีบัณฑิต สาขาวิชาการจัดการการทอ้งเทียวแบบบูรณาการ คณะการจัดการการทอ้งเทียว สถาบันบัณฑิต พัฒนบริหาร ศาสตร ได้อนุมัติหัวข้อดุษฎีนิพนธ์ “การวัดภาพลักษณ์ตราสินค้าจากการทอ้งเทียวอย่างยั่งยืน กรณีศึกษา ชุมชนทอ้งเทียวแม่กำปอง” โดยมี ผู้ช่วยศาสตราจารย์ ดร.สุวารี นามวงศ์ เป็นอาจารย์ที่ปรึกษาดุษฎีนิพนธ์ และนักศึกษาได้พัฒนาเครื่องมือวิจัยตามหัวข้อดังกล่าวเรียบร้อยแล้วนั้น เพื่อให้เครื่องมือวิจัยมีคุณภาพ จึง จำเป็นต้องได้รับการตรวจสอบความเที่ยงตรงเชิงเนื้อหา (Index of Item-Objective Congruence) จาก ผู้เชี่ยวชาญ

คณะกรรมการจัดการการทอ้งเทียว สถาบันบัณฑิตพัฒนบริหารศาสตร ได้พิจารณาเห็นแล้วว่าท่าน เป็นผู้มีความรู้ ความเชี่ยวชาญ และประสบการณ์ตามประเด็นหัวข้อวิจัยของนักศึกษาจึงใคร่ ขอความอนุเคราะห์จากท่านในการตรวจสอบความเที่ยงตรงเชิงเนื้อหาของแบบสอบถามจำนวน ๑ ชุด และ กรุณาส่งกลับคืนยังนักศึกษาตามเอกสารตอบกลับที่แนบมาพร้อมจดหมายฉบับนี้

คณะกรรมการจัดการการทอ้งเทียว หวังเป็นอย่างยิ่งว่าจะได้รับความอนุเคราะห์จากท่าน จึงขอขอบคุณมา ณ โอกาสนี้

ขอแสดงความนับถือ

(รองศาสตราจารย์ ดร.เทิดชาย ชัยบำรุง)
คณบดีคณะกรรมการจัดการการทอ้งเทียว

ผู้ประสานงาน

นายณัฐวุฒิ วิทา

โทรศัพท์ ๐๘-๔๕๔๑-๔๖๕๔ โทรสาร ๐-๒๓๗๕-๔๒๒๒



ที่ ศร ๐๕๒๖.๑๖/ว ๗/๓.๑

คณะกรรมการจัดการการทอ้งเทียะ
สถาบันบัณฑิตพัฒนบริหารศาสตร
๑๑๘ ถนนเสรีไทย แขวงคลองจั่น
เขตบางกะปิ กรุงเทพฯ ๑๐๒๔๐

๑๒ กุมภาพันธ์ ๒๕๖๑

เรื่อง ขอความอนุเคราะห์ตรวจสอบคุณภาพเครื่องมือวิจัย

เรียน ดร.ชิตชนก อนันตมงคลกุล

- สิ่งที่ส่งมาด้วย ๑) แบบสอบถาม
๒) แบบการตรวจความเที่ยงตรงเชิงเนื้อหาของแบบสอบถาม
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คณะกรรมการจัดการการทอ้งเทียะ สถาบันบัณฑิตพัฒนบริหารศาสตร ได้พิจารณาเห็นแล้วว่าท่าน เป็นผู้มีความรู้ ความเชี่ยวชาญ และประสบการณ์ตามประเด็นหัวข้อวิจัยของนักศึกษาจึงใคร่ ขอความอนุเคราะห์จากท่านในการตรวจสอบความเที่ยงตรงเชิงเนื้อหาของแบบสอบถามจำนวน ๑ ชุด และ กรุณาส่งกลับคืนยังนักศึกษาตามเอกสารตอบกลับที่แนบมาพร้อมจดหมายฉบับนี้

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ที่ ศธ ๐๕๒๖.๑๖/ว. พ.๓.๑

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๑๒ กุมภาพันธ์ ๒๕๖๑

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- สิ่งที่ส่งมาด้วย ๑) แบบสอบถาม
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APPENDIX E

STAKEHOLDER DEMOGRAPHIC ANALYSIS

Table 3.13 Stakeholder Demographic Analysis

Participant's Profile	Frequency	Percent
Gender (N= 22)		
Male	9	40.9
Female	13	59.1
Marital status (N= 22)		
single	8	36.4
married	13	59.1
Separated	1	4.5
Age (N= 22)		
18-25	2	9.1
26-35	2	9.1
36-45	3	13.6
45-55	6	27.3
over 55	9	40.9
Educational (N= 22)		
Lower than upper – secondary school	11	50.0
secondary school / higher vocational certificate	5	22.7
Bachelor's degree	6	27.3
Occupation (N= 22)		
Home stay	6	27.3
Committee	4	18.2
Restaurant	4	18.2
Villager	4	18.2
Souvenir	2	9.1
Car park attendance	1	4.5
Tour guide	1	4.5

Table 3.13 (Continued)

Participant's Profile	Frequency	Percent
An average monthly income (N= 22)		
Lower than 3,500	1	4.5
3,501 – 10,000	11	50.0
10,001 – 15,000	8	36.4
15,001 – 30,000	2	9.1
Total	22	100

BIOGRAPHY

NAME

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Bachelor's Degree with a major in Bachelor of Business Administration (Tourism) from Naresuan University, Phitsanulok Province, Thailand in 2007 and a Master's Degree in Master of Arts Program in Hotel and Tourism Management at Naresuan University, Phitsanulok Province, Thailand in 2010

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