

The study, namely, Tourism Source Marketing Strategies for Chiang Sean, Chiang Rai Province aimed at 1) analyzing the strength, weakness, opportunities and threat of Chiang Saen Historical City – Tourism Source (SWOT Analysis) and 2) specifying the position of marketing tourism product.

The samples consisted of tourists, tour guides and government officers concerned. The data derived from interviewing and questionnaires and ,were then, quantitatively and qualitatively analyzed.

The results were : the strength of Chiang Saen Historical City were tourism source i.e. the uniqueness, the history and ancient place for learning. However, it has to be improved in the weakness were facilities, infrastructure, management, activities creation and public relation. The opportunities for development were the unit of government has the policy, plan and support Chiang Saen Historical City's tourism, throughout, the growing of commerce with China. The theats were lack of budget, people fail to be possessive in tourism heritage and officer has unknowingness in historical tourism.

The result of Marketing Mix Strategies development for Chiang Saen Historical City showed that; it has been improved in its strength to be the completed and unique historical tourism source. The infrastructure and facilities must be improved as well. The fee of entrance should be higher than present when comparing with product value and presentation, and set variety prices. The channel of distribution through internet and public relation's counter are the other alternative. More promotion, public relation and created activities will take Chiang Saen Historical City in tourists' acknowledgement.