


**NEW NORMAL CREATIVE POP-CULTURE TOURISM PROMOTION IN LANNA
TOURISM CLUSTER FOR CHINESE TOURISTS**

Chayapoj Lee-Anant^A



ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 04 October 2022</p> <p>Accepted 16 December 2022</p>	<p>Purpose: The objectives of this study were 1) to study the behaviors of Chinese tourists who visit pop-culture destinations in Thailand’s Lanna tourism cluster, 2) To study and compare the decision-making factors of the Chinese tourists to visit Lanna tourism culture, and 3) to suggest provincial policies for Chinese tourists who visit pop-culture destinations in Thailand’s Lanna tourism cluster.</p>
<p>Keywords:</p> <p>Pop-culture Tourism; Film Tourism; Chinese Tourist; Lanna Tourism Cluster; Thailand.</p>	<p>Theoretical framework: This research figured out the demographic profiles of Chinese tourists who visited pop-culture destinations in Thailand’s Lanna tourism cluster. Then, the behaviors of Chinese tourists and the decision-making factors to visit pop-culture destinations in Thailand’s Lanna tourism cluster were further examined. Lastly, all data were combined to create the provincial policies for Chinese tourists who visited pop-culture destinations in Thailand’s Lanna tourism cluster.</p>
	<p>Design/methodology/approach: This research is a qualitative research methodology (QUAN). Total 412 samples of Chinese tourists who visited pop-culture destinations in Thailand’s Lanna tourism cluster were collected using verified questionnaires. The lists of questions investigated demographic profiles and behaviors during their trips of film tourism in Lanna tourism cluster. Full data were analyzed using frequency, percentage, mean, standard deviation, and hypothesis test via T-test and One-Way ANOVA. The data collecting process took several months from September-December 2021.</p>
	<p>Findings: The data revealed that most Chinese visitors who visited pop-culture destinations in Thailand’s Lanna tourism cluster were female, aged 31-35 years old, married, graduated with bachelor’s degree, and worked as private company employees with a monthly salary around 5,001-8,000 CNY. Friends & relatives were the first choice of travel companion. The most inspiring travel decision was movie plots. Movie plots and performances did not influence Chinese visitors with difference marital statuses. Also, visitors with different education backgrounds were not influenced to visit by the locations of movie scenes, the movie trends, the cultural origins, the casts’ personalities, the presses and medias, and the driving trends. Place, social origin, personality, press, and push factor did not influence visitors with different personal incomes. Three provincial policies were recommended, including an administrative aspect, public relation aspect, and quality control aspect, to align with the 3rd National Tourism Development Plan of Thailand 2022-2026.</p> <p>Research, Practical & Social implications: Without proper driving forces by stakeholders, the policies would not be healthy implemented. Consequently, the local government agencies should form a provincial pop-culture tourism committee to capably drive the policies.</p> <p>Originality/value: The behavioral studies of Chinese tourists who visited pop-culture destinations in Thailand’s Lanna tourism cluster were hardly found in academic arena. As well, all data were synthesized using previous literatures to combine with recent research results to create the provincial policies for Chinese tourists who visit pop-culture destinations in Thailand’s Lanna tourism cluster.</p>
	<p>Doi: https://doi.org/10.26668/businessreview/2022.v7i6.e473</p>

^A Dr., Lecturer of Hospitality Industry Management Program, Faculty of Management Sciences, Kasetsart University, Thailand. E-mail: mr_chayapoj@live.com Orcid: <https://orcid.org/0000-0002-9828-7825>

NOVA PROMOÇÃO DE TURISMO DE CULTURA POP CRIATIVO NORMAL NO GRUPO DE TURISMO DE LANNA PARA TURISTAS CHINESES

RESUMO

Objetivo: Os objetivos deste estudo foram 1) estudar os comportamentos dos turistas chineses que visitam destinos de cultura pop no cluster de turismo de Lanna na Tailândia, 2) estudar e comparar os fatores de tomada de decisão dos turistas chineses para visitar a cultura do turismo de Lanna e 3) para sugerir políticas provinciais para turistas chineses que visitam destinos de cultura pop no cluster de turismo de Lanna, na Tailândia.

Referencial teórico: Esta pesquisa analisou os perfis demográficos dos turistas chineses que visitaram destinos de cultura pop no cluster de turismo de Lanna, na Tailândia. Em seguida, os comportamentos dos turistas chineses e os fatores de tomada de decisão para visitar destinos de cultura pop no cluster de turismo de Lanna na Tailândia foram examinados. Por fim, todos os dados foram combinados para criar as políticas provinciais para turistas chineses que visitaram destinos de cultura pop no cluster de turismo de Lanna, na Tailândia.

Desenho/metodologia/abordagem: Esta pesquisa é uma metodologia de pesquisa qualitativa (QUAN). Um total de 412 amostras de turistas chineses que visitaram destinos de cultura pop no cluster de turismo de Lanna na Tailândia foram coletados por meio de questionários verificados. As listas de perguntas investigaram perfis demográficos e comportamentos durante suas viagens de turismo cinematográfico no cluster turístico Lanna. Os dados completos foram analisados por frequência, porcentagem, média, desvio padrão e teste de hipótese via teste T e ANOVA de uma via. O processo de coleta de dados levou vários meses, de setembro a dezembro de 2021.

Resultados: Os dados revelaram que a maioria dos visitantes chineses que visitaram destinos de cultura pop no cluster de turismo de Lanna na Tailândia eram mulheres, com idade entre 31 e 35 anos, casadas, graduadas e trabalhavam como funcionárias de empresas privadas com um salário mensal em torno de 5.001- 8.000 CNY. Amigos e parentes foram a primeira escolha de companheiro de viagem. A decisão de viagem mais inspiradora foram os enredos de filmes. Os enredos e performances dos filmes não influenciaram os visitantes chineses com diferentes estados civis. Além disso, os visitantes com diferentes formações educacionais não foram influenciados a visitar as locações das cenas do filme, as tendências do cinema, as origens culturais, as personalidades do elenco, a imprensa e a mídia e as principais tendências. Por outro lado, local, origem social, personalidade, imprensa e fator push não influenciaram os visitantes com diferentes rendas pessoais. Três políticas provinciais foram recomendadas, incluindo um aspecto administrativo, um aspecto de relações públicas e um aspecto de controle de qualidade, para alinhar com o 3º Plano Nacional de Desenvolvimento do Turismo da Tailândia 2022-2026.

Pesquisa, implicações práticas e sociais: Implicações de pesquisa, práticas e sociais: sem as forças motrizes adequadas das partes interessadas, as políticas não seriam implementadas de maneira saudável. Consequentemente, as agências governamentais locais devem formar um comitê provincial de turismo de cultura pop para conduzir as políticas de forma competente.

Originalidade/valor: Os estudos comportamentais de turistas chineses que visitaram destinos de cultura pop no cluster de turismo de Lanna na Tailândia dificilmente foram encontrados na arena acadêmica. Além disso, todos os dados foram sintetizados usando literaturas anteriores para combinar com resultados de pesquisas recentes para criar as políticas provinciais para turistas chineses que visitam destinos de cultura pop no cluster de turismo de Lanna, na Tailândia.

Palavras-chave: Educação gerencial, Educação executiva, Análise bibliométrica, Educação gerencial e empresarial.

NUEVA PROMOCIÓN DE TURISMO DE CULTURA POP CREATIVA NORMAL EN EL CLÚSTER DE TURISMO DE LANNA PARA TURISTAS CHINOS

RESUMEN

Propósito: Los objetivos de este estudio fueron 1) estudiar los comportamientos de los turistas chinos que visitan destinos de cultura pop en el grupo turístico de Lanna en Tailandia, 2) estudiar y comparar los factores de toma de decisiones de los turistas chinos para visitar la cultura turística de Lanna y 3) sugerir políticas provinciales para los turistas chinos que visitan destinos de cultura pop en el grupo turístico Lanna de Tailandia.

Referencial teórico: Esta investigación analizó los perfiles demográficos de los turistas chinos que visitaron destinos de cultura pop en el grupo turístico de Lanna en Tailandia. A continuación, se examinaron los comportamientos de los turistas chinos y los factores de toma de decisiones para visitar destinos de cultura pop en el grupo turístico de Lanna en Tailandia. Finalmente, todos los datos se combinaron para crear políticas provinciales para los turistas chinos que visitan destinos de cultura pop en el grupo turístico Lanna de Tailandia.

Metodología: Esta investigación es una metodología de investigación cualitativa (QUAN). Se recogieron un total de 412 muestras de turistas chinos que visitaron destinos de cultura pop en el grupo turístico de Lanna en Tailandia a través de cuestionarios verificados. Las listas de preguntas investigaron perfiles demográficos y

comportamientos durante sus viajes de turismo cinematográfico en el clúster turístico de Lanna. Los datos completos se analizaron por frecuencia, porcentaje, media, desviación estándar y prueba de hipótesis a través de la prueba t y ANOVA unidireccional. El proceso de recolección de datos tomó varios meses, de septiembre a diciembre de 2021.

Conclusiones: Los datos revelaron que la mayoría de los visitantes chinos que visitaron destinos de cultura pop en el clúster turístico de Lanna en Tailandia eran mujeres, con edades entre 31 y 35 años, casadas, graduadas y que trabajaban como empleadas de empresas privadas con un salario mensual de alrededor de 5.001 - 8.000 yuanes. Amigos y familiares fueron la primera opción de compañero de viaje. La decisión de viaje más inspiradora fueron las tramas de las películas. Las tramas y actuaciones de las películas no influyeron en los visitantes chinos con diferentes estados civiles. Además, los visitantes con diferentes antecedentes educativos no fueron influenciados para visitar los lugares de escena de la película, las tendencias cinematográficas, los orígenes culturales, las personalidades del elenco, la prensa y los medios, y las principales tendencias. Por otro lado, la ubicación, el origen social, la personalidad, la prensa y el factor de empuje no influyeron en los visitantes con diferentes ingresos personales. Se recomendaron tres políticas provinciales, incluido un aspecto administrativo, un aspecto de relaciones públicas y un aspecto de control de calidad, para alinearse con el Tercer Plan Nacional de Desarrollo Turístico de Tailandia 2022-2026.

Implicaciones de la Investigación: Sin las fuerzas impulsoras adecuadas de las partes interesadas, las encuestas no se implementarían de manera saludable. Como resultado, las agencias gubernamentales locales deben formar un comité de turismo de cultura popular provincial para llevar a cabo la política de manera competente.

Originalidad y Valor: Los estudios de comportamiento de los turistas chinos que visitan destinos de cultura pop en el grupo turístico Lanna de Tailandia apenas se han encontrado en el ámbito académico. Además, todos los datos se sintetizaron utilizando literatura previa para combinarlos con resultados de investigaciones recientes para crear políticas provinciales para los turistas chinos que visitan destinos de cultura pop en el grupo turístico de Lanna en Tailandia.

Palabras clave: Educación gerencial, Educación ejecutiva, Análisis bibliométrico, Educación gerencial y empresarial.

INTRODUCTION

Tourism is an industry that plays an important role in the economic system of Thailand and can gain income for the country continuously. According to the statistics from the Ministry of Tourism and Sport, there was the number of tourists in Thailand for 249,074,211, 265,387,106, 289,823,283, 303,019,212, 307,141,990, and 139,067,291 people during year 2015-2020 respectively, and could gain income from Thai and foreign tourists as 2,155,188.96, 2,470,724.03, 2,698,310.23, 2,727,903.84, and 822,578.62 million Bath in year 2015-2020 respectively as well (National Statistical Office, 2021). It was noticeable that in the year 2020, a large number of tourists and income from tourists had decreased considerably, especially the foreign tourists had dropped from the previous years by 80.98% which was an effect of the Covid-19 pandemic since late 2019. This situation caused severe damage to an economic system that needed to change the tourism service model as well as accelerate the promotion of creative tourism in a new normal way to comply with the rapid change situation (Tararattanasuwan, 2020).

The government had given importance to the promotion and development of tourism in various fields to benefit the economy, society, culture, and environment which was the implementation of the National Tourism Development Strategic Plan No. 2 of 2017-2021

(National Tourism Policy Committee, 2017). It complied with the tourism objectives of tourists which changed from the past and affected the behavior of tourists by offering the cultural resource of the country which has the third-largest in Asia through promoting cultural tourism that integrated nature, art, culture, history, and tradition to be a selling point for attracting the tourists' interest in learning about the nature, art, culture, and history of the country (Tungsawat, 2019).

As cultural tourism in Thailand had a tendency to expand and had the potential to grow because of the trend of movie tourism among Thai and foreign tourists, the result showed that many Chinese tourists had traveled in the footsteps of the Chinese film named 'Lost in Thailand' which filmed in Chiangmai for almost entire movie. Moreover, there was also a tourism trend to follow the footstep of historical and cultural TV series which presented interesting and observable stories for the era such as *Nakee* (2016), *Love Destiny* (2018), and *Klin Kasalong* (2019) which attracted a huge number of tourists of Thais and foreign to travel the footsteps of filming location including visiting ancient sites, local food, and dressing in such filmed location. This matter resulted in an increased number of tourists and could gain more income from the related tourism industry which was in accordance with the trend of film tourism that has received a lot of attention from tourists around the world (ChiangMaiNews, 2019). The concept of soft power, hence, greatly focused by the Royal Thai government to appeal world audiences to visit the attractions.

The film tourism was a part of pop-culture tourism which was affected by the entertainment influence such as popular art, music, drama, book, and writing which were widely popular tourism patterns with many tourists (Chaipreechawit, 2017). An example of a successful country in promoting such style of tourism was South Korea which had driven the economy and tourism of the country through the Korean Wave or Hallyu by focusing on actors, superstars, and singers and exporting to the Korean TV or K-Drama to East Asia and Southeast Asia's countries to become a trend that caused a large number of viewers in the Korean music video (Korean pop: K-pop). Many K-dramas were also uploaded on YouTube to distribute to other regions around the world affecting the economy and film induced tourism enormously (Ngamsiltian, 2020).

It appeared that the trend of various entertainment media whether the movie, dramas, music, series or etc. were important tools in promoting and stimulating on export of culture for the origin country and was an extension to other industries (Ngamsiltian, 2020). Thus, the tourism development and promotion of popular culture through film tourism was the key guideline to expand the opportunity and promote business operation in the Thai tourism

industry in order to support the demand of tourists who would like to travel in movie footsteps by focusing on high volume and quality tourists from China.

This research analyzed the factors influencing the decision-making of the Chinese tourists to visit pop-culture destination in Thailand's Lanna tourism cluster, containing Chiangmai, Lamphun and Lampang. These provinces brought high attention from Chinese tourists due to the film shooting locations by numbers of world-famous films. Additionally, the destination's impacts of films shot was studied in order to suggest provincial policies for preparing the pop-culture tourism in Thailand's Lanna tourism cluster.

RESEARCH OBJECTIVES

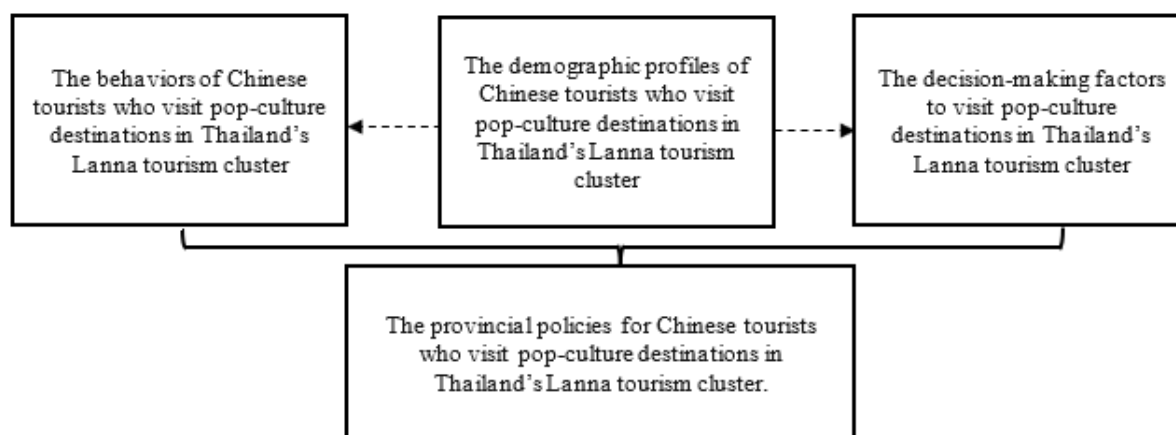
1. To study the behaviors of Chinese tourists who visit pop-culture destinations in Thailand's Lanna tourism cluster
2. To study and compare the decision-making factors of the Chinese tourists to visit Lanna tourism culture
3. To suggest the provincial policies for Chinese tourists who visit pop-culture destinations in Thailand's Lanna tourism cluster

RESEARCH MOETHODOLOGY

Research Design

This research was a quantitative research methodology (QUAN), using the quantitative approach to explore the demographic information and behaviors of Chinese tourists who used to travel for film tourism in Chiang Mai, Lamphun, and Lampang (Thailand's Lanna tourism cluster). After that, the result was synthesized together with data collected from literature reviews to suggest policies at the provincial level for pop-culture tourism in Thailand's Lanna tourism cluster for Chinese tourists. Figure brings the conceptual research framework.

Figure 1 Conceptual Research Framework



Populations and Samples

Population was Chinese tourists who used to travel in film tourism in Thailand's Lanna cluster. According to a survey of the number of Chinese tourists who had traveled to Thailand, there were 11,138,658 people (Ministry of Tourism & Sports, 2019).

Sample was Chinese tourists who used to travel in film tourism in Thailand's Lanna tourism cluster. The researcher applied criteria to determine the size of sample. The calculation from Taro Yamane's formula (Yamane, 1973) from a total population of 11,138,658 and a level of error of 5%, resulted in a sample size of 399.99. Therefore, this research determined the sample size of 400 people and used the system of random sampling with the selection criteria of Chinese tourists who used to do film tourism in Chiang Mai, Lamphun, and Lampang (Thailand's Lanna tourism cluster) and agreed to be a part of this research.

Data Collecting

The tools for the data collecting consisted of a questionnaire which were subjected to content validity by checking for conformance in each aspect (Item Object Congruence, IOC) like the consistency index between content of the questionnaire with objective and correctness of language, and improvement of the questionnaire to be suitable with suggestions from five experts presented that the average of consistency index in each aspect was equal to 0.86. Then, the adjusted questionnaires were taken and tested (pretest) with 30 people who were not a sample group and analyzed for reliability by using Cronbach's Alpha Coefficient (Cronbach, 1970) and obtained the reliability at 0.96.

The questionnaires were collected from Chinese tourists who had previously traveled for film tourism in Chiang Mai, Lamphun, and Lampang. Total 412 questionnaires were

received which were a sample number as determined criteria. The researcher analyzed the full data from the questionnaire by applying the Frequency, Percentage, Mean, Standard Deviation, and hypothesis test via T-test and One-Way ANOVA.

RESULTS

The results can be divided according to research objectives as follows; 1st objective, to study the behaviors of Chinese tourists who visit pop-culture destinations in Thailand's Lanna tourism cluster, 2nd objective, to study the decision-making factors to visit pop-culture destinations in Thailand's Lanna tourism cluster, and 3rd objective, to suggest the provincial policies for Chinese tourists who visit pop-culture destinations in Thailand's Lanna tourism cluster.

Objective 1: To study the behaviors of Chinese tourists who visit pop-culture destinations in Thailand's Lanna tourism cluster. Table 1 presents the the behaviors of Chinese tourists who visit pop-culture destinations in Thailand's Lanna tourism cluster.

Table 1 The behaviors of Chinese tourists who visit pop-culture destinations in Thailand's Lanna tourism cluster

Behavior(s)	Frequency	Percent	Behavior(s)	Frequency	Percent	Behavior(s)	Frequency	Percent
Sex			Income (RMB)			Perceived Channel		
Men	160	38.8	3,000 and under	9	2.2	Television Ads	24	5.8
Women	215	52.2	3,001-5,000	63	15.3	Printing Ads	18	4.4
Alternative Genders	37	9.0	5,001-8,000	146	35.4	Billboard Ads	78	18.9
Total	412	100	8,001-10,000	107	26.0	Online Ads	134	32.5
Age			10,001-15,000			Special Ads		
Under 20 y.o.	1	0.2	Over 15,000	23	5.6	Influencers	81	19.7
20-25 y.o.	8	1.9	Total	412	100	Total	412	100.0
26-30 y.o.	102	24.8	Travel Companion			Number of Film Sighting(s) before Traveling		
31-35 y.o.	160	38.8	Solo Traveler	9	2.2	Lower than 1 Time	26	6.3
36-40 y.o.	96	23.3	Family & Relatives	192	46.6	1-3 Times	260	63.1
41-45 y.o.	33	8.0	Couples	65	15.8	4-5 Times	110	26.7
46-50 y.o.	7	1.7	Friends	114	27.7	More than 5 Times	16	3.9
51 y.o. and over	5	1.2	Group Tour	32	7.8	Total	412	100.0
Total	412	100	Total	412	100.0	Motivating Film		
Marital Status			Trip Organization			Lost in Thailand	202	49.0
Single	143	34.7	Self	155	37.6	Da 5 Bloods	118	28.6
Married	242	58.7	Travel Agents	188	45.6	No Escape	57	13.8
Divorced	27	6.6	Semi-organization	69	16.7	Rambo	35	8.5
Total	412	100	Total	412	100.0	Total	412	100
Education			Revisiting Time			Average Spending (RMB)		
Below Bachelor's Degree	23	Below 200	1 Time	55	13.3	Below 200	3	0.7
Bachelor's Degree	347	84.2	2 Time	105	25.5	201-400	9	2.2
Over Bachelor's Degree	42	10.2	3 Time	141	34.2	401-600	49	11.9
Total	412	100	4 Time	83	20.1	601-800	120	29.1
Career			5 Time	28	6.8	801-1,000	127	30.8
Students	5	1.2	Total	412	100.0	1,001-1,200	76	18.4
Government Officers	61	14.8	Traveling Range (Day)			1,201-1,400	25	6.1
Entrepreneurs	100	24.3	1 Day	5	1.2	1,401 and above	3	0.7
Private Officers	153	37.1	2 Days	55	13.3	Total	412	100.0
Freelances	76	18.4	3 Days	205	49.8	Influencing Travel Decision		
Housewives	8	1.9	4 Days	96	23.3	Casts	25	6.1
Unemployed	7	1.7	5 Days	51	12.4	Plots	96	23.3
Retired	2	0.6	Total	412	100.0	Attractions	71	17.2
Total	412	100				Friends	61	14.8
						Influencers	76	18.4
						Personal Favorite	83	20.1
						Total	412	100.0

Source: Researcher's Field Results, 2022

The results of first objective revealed that most of the tourists were female, aged 31-35 years old, married, graduated with bachelor's degree, and worked as private company employees with a monthly income of around 5,001-8,000 CNY. Most of the respondents usually traveled with family and relatives by the travel agency used to travel as film tourism in Lanna tourism cluster for three times, the maximum days spent on the trip for three days, and the cost of staying in Lanna tourism cluster amounted around 801-1,000 CNY with 192, 188, 141, 205, and 127 people which represented 46.6, 45.6, 34.2, 49.8, and 30.8 percent respectively. Moreover, it found that the movie that motivated the respondents to travel in Chiang Mai, Lampang, or Lamphun at most was 'Lost in Thailand' which responded by 202 people represented 49 percent. Most of them had ever seen the movie in various media 1-3 times and searched for attractions in the movie scene through online media channels with 134, 260, and 253 times representing 32.5, 63.1, and 61.4 percent respectively. While the main reason for film tourism was the interesting story with 96 representing 23.3 percent.

Objective 2: To study the decision-making factors to visit pop-culture destinations in Thailand's Lanna tourism cluster. Table 2 presents the Comparison of factors influencing the decision-making to visit pop-culture destinations in Lanna tourism cluster of the Chinese tourists.

Table 2 Comparison of factors influencing the decision-making to visit pop-culture destinations in Lanna tourism cluster of the Chinese tourists

Factors	Gender	Age	Marital Status	Education	Career	Income
Place	✓	✓	✓	✗	✓	✗
<i>Is place significant?</i>	(.000*)	(.000*)	(.022*)	(.130)	(.000*)	(.193)
Social Origin	✓	✓	✓	✗	✓	✗
<i>Is social origin significant?</i>	(.000*)	(.000*)	(.000*)	(.345)	(.001*)	(.128)
Cultural Origin	✓	✓	✓	✗	✓	✓
<i>Is cultural origin significant?</i>	(.006*)	(.000*)	(.017*)	(.423)	(.000*)	(.011*)
Personality	✓	✓	✓	✗	✓	✗
<i>Is casts' personality significant?</i>	(.000*)	(.000*)	(.000*)	(.425)	(.004*)	(.497)
Plot and Performance	✓	✓	✗	✗	✓	✓
<i>Are plot and performance significant?</i>	(.002*)	(.000*)	(.242)	(.059)	(.000*)	(.038*)
Press	✓	✓	✓	✗	✓	✗
<i>Are press and media significant?</i>	(.003*)	(.000*)	(.00*)	(.341)	(.017*)	(.179)
Push Factor	✓	✓	✓	✗	✓	✗
<i>Is push factor significant?</i>	(.000*)	(.000*)	(.00*)	(.141)	(.000*)	(.101)

Source: Researcher's Field Results, 2022

According to table 2, hypothesis tests can be written in statistical hypothesis forms as follows:

H₀ : Different demographic profiles significantly influenced the decision-making to film tourism.

H₁ : Different demographic profiles did not significantly influence the decision-making to film tourism.

Based on total seven factors, place, social origin, cultural origin, personality, plot and performance, press and push factors, the researcher compared Chinese tourists' demographic profiles with aforementioned factors to find statistically significant, adopting One-way ANOVA. Setting the 1st research hypothesis (H_0) that the different demographic profiles influenced decision-making of film tourism. The analysis result revealed that almost demographic profiles significantly influenced the decision-making to film tourism., excepted education, one factor of marital status, and most factors of personal income. In terms of the education, it revealed that all levels of education did not influence any factor of decision-making to film tourism which affirmed H_1 that different levels of education did not influence the decision-making to film tourism. In terms of the marital status, plot and performance factor did not influence the decision-making to film tourism. So did the personal income, the data showed that place factor, social origin factor, casts' personality factor, press factor and push factor did not influence the decision-making to film tourism which also confirmed statement of H_1 .

Objective 3: To suggest the provincial policies for Chinese tourists who visit pop-culture destinations in Thailand's Lanna tourism cluster

Based on the data collection, the researcher analyzed the research objective 1 and research objective 2 to suggest the provincial policies for Chinese tourists who travel to visit pop-culture destinations in Thailand's Lanna tourism cluster. Hence, the policies could be divided into 3 substantial aspects which were administrations, public relations, and quality controls.

- 1) In terms of administrations, the government agencies at the local level and the subdistrict administrative organization should have a refined strategic plan for destination development according to Thailand's Strategies of Film and Video Promotion, Phase III (2017-2021) prepared by Ministry of Culture (2016). The government agencies must be realized the concept of soft-power creative tourism for specific film tourism and able to merge with the on-going provincial development strategies. Referring to the demographic profiles of targeted tourists, the destination design should be in line with the movie plot, as the results indicated that the movie plot was the most influencing travel decision among Chinese tourists. In a meantime, most of them are women with age range between 31-35 years old. Activities are therefore another element to serve the visitors. The destination administrators should equip the on-site activities that pointedly relate to the movie plots; for instances, having a meal like stars and photobooths with favorite casts. Activities are also considered as a pull

factor to lengthen the visitors' time spent. The extra time spent increases opportunities for tourism stakeholders to gain additional revenues. Furthermore, to set a good practice on pop-culture tourism, the concept of 'sustainability' is crucial which combined 'people', 'planet' and 'profit'. Movie trends come fast and leave fast practically. Therefore, giving a 24/7 preparation on policies for the unprecedented waves would enable all stakeholders to instantly reflect all possible challenges.

2) In terms of public relations, it is a responsibility of all related stakeholders. To effectively advertise the destinations, the area must be well-managed. Hence, the local government agencies must encourage all destinations, either run by government or private, to prepare their sites for filming purposes especially for international film shooting organizations. To measure the readiness, the concept of 5A is necessary including attraction, amenity, accessibility, activity, and accommodation (Dickman, 2000). If all aforementioned factors are met the standards, the advertisement would be highly efficient. The more readiness simply refers to the more upcoming international films to be shot in Thailand's Lanna tourism cluster. Although, the situation of COVID-19 critically cutbacks a number of Chinese visitors due to the lockdown measure set by Chinese government, the Royal Thai Government is boosting the safety standards together with Tourism Authority of Thailand to ensure the visitors' safety confidence when travel in Thailand. According to the tourists' behaviors, the government agencies must vastly concentrate on 'online advertisement' which is known as the most perceived channel by targeted visitors. The recommended top ten online advertisement platforms include WeChat, Weibo, Tencent QQ, Douyin, Zhihu, Douban, Toutiao, Baidu, Youku, and Meituan. Additionally, Tourism Authority of Thailand (TAT), a local tourism government agency, should arrange 'roadshows' and 'fam trips' for a group of foreign film investors, especially Chinese film investors. The recent data reveals that 'Lost in Thailand', directed by Xu Zheng under Beijing Enlight Pictures, is the most motivating film among the Chinese tourists. Therefore, by arranging so, foreign film investors would reckon Thailand as the premier world film destinations.

3) In terms of quality control, the characteristics of service marketing, containing intangibility, inseparability, variability, and perishability, must be well-understood by all stakeholders, in particular the policy creators (Baron et al., 2018). It is unavoidable to say here that tourism cannot effectively run without people. Hence, the quality of supply side seems to be important to retain existing and acquire new visitors. If all stakeholders carry the same service values, the tourism ambiances will be certainly

lifted. Another factor to uplift the quality is a communication skill, both verbal and non-verbal communications. Referring to the communication, language is lied under this factor. To communicate with Chinese tourists understandably, at least basic Mandarin Chinese language for tourism purpose is required. All tourism stakeholders in Thailand's Lanna tourism cluster should be educated in basic Chinese language by the support of local governmental agencies. Besides, this allies with the 2nd National Tourism Development Plan 2017-2021, in Strategy 3, that the nation shall develop tourism personnel while give a full support on tourism public participation by enhancing the quality and competency of tourism personnel to be at a world-class level. In an aspect of shooting locations, the quality control of tourists' facilities, for examples, hotels and accommodations, restaurants, restrooms, gift shops, parking areas, etc., must be carefully monitored by local government agencies, especially after the new normal tourism era.

CONCLUSIONS & SUGGESTIONS

The result of this research presented the behaviors of Chinese tourists who visit Thailand's Lanna tourism cluster for film tourism. Most of the tourists were female, aged 31-35 years old, married, graduated with bachelor's degree, and worked as private company employees with a monthly income of around 5,001-8,000 CNY. The major tourists usually traveled with friends and relatives. The most inspiring travel decision was movie plots. The demographic profiles of Chinese tourists allied with the previous studies of Chinese tourists visited Thailand by Thongsawang (2021) and Choibamroong (2017) that the majority of respondents were female, worked as private company employees with monthly income roughly 3,001-6,000 CNY.

The data from secondary research together with literature reviews revealed total 7 factors, containing place, social origin, cultural origin, personality, plot and performance, press and push factor, influencing the decision-making to visit pop-culture destinations. Hence, the 2nd objective, all aforementioned factors were compared with Chinese visitors' demographic profiles to investigate whether or not different demographic profiles influenced the decision-making to film tourism. It was found that marital status did not influence the decision-making to film tourism on the aspect of plot and performance of the film. By the result, it was in line with the study of Krutwayscho et al. (2021) that the impression of film plots was very subjective based on individual's backgrounds. Besides, the education profile did not influence all listed factors. To elaborate, it could be said that the different educational backgrounds of Chinese

tourists did not influence decision-making to visit pop-culture tourism in Thailand's Lanna tourism cluster at all aspects. In terms of the personal income, the data showed that place factor, social origin factor, casts' personality factor, press factor and push factor did not influence the decision-making to film tourism. Therefore, the research hypothesis that the difference in demographic characteristics influenced the decision-making in film tourism was partially right. The results affirmed the same view as Du et al. (2020) and Rattanaphinanchai & Rittichainuwat (2018) that different demographic profiles gave diverse impressions, feeling, thoughts, ideas, and perceptions.

In terms of policy suggestions, three dimensions were discussed including administration, public relations, and quality controls. The administration aspect suggested the stakeholders to arrange a strategic plan for destination development by inputting the concept of soft power creative film tourism and sustainable tourism. This was also mentioned Athique (2019) that 'soft power' can be a powerful tool to create a receptive environment for international initiatives. Other key recommendations were the activity arrangements for Chinese tourists that must meet the actual tourists' expectations. The research of Choibamroong (2017) also affirmed that Chinese tourists were satisfied by the provided activities as well as beauty of the attractions and accommodations.

In terms of public relations, it was suggested that the local government agencies and private organizations must ensure their sites' 24/7 readiness to welcome international filming firms when required. The concept of 5A was analyzed and found that attraction, amenity, accessibility, activity, and accommodation were considered as key measurement for filming attractions (Dickman, 2000). Accessible social medias for Chinese tourists were significant. Some world social medias were banned in China. To access the right targeted group, Chinese platforms must be reached. There were some research (Liu et al., 2020; Alonso-Almeida et al., 2019, Wen et al., (2018) discussing that using the right Chinese social medias increase service providers' visibility, engage communities, and cost-effective. Additionally, it was a responsibility of the local tourism government agency, Tourism Authority of Thailand (TAT) to promote the film tourism by arranging roadshows and fam trips for Chinese tourists and Chinese film investors.

In terms of quality controls, the stakeholders were encouraged to understand the characteristics of service marketing, comprising of intangibility, inseparability, variability, and perishability. Once stakeholders realized the service characteristics, they would profoundly understand that people are one of the keys in controlling the tourism quality. The study of He et al. (2020) indicated that satisfaction was a foremost key to have a direct positive effect on

subjective well-being. The service providers, in particular front line interactors, were key players who built visitors' satisfaction. Therefore, the demand and supply sides must be equally balanced. To better serve the Chinese tourists, a basic Mandarin Chinese language was suggested for all relates service personnel in film tourism. This was also aligned with previous studies of Li et al. (2020) and Kornphanat (2016) that Chinese language was essential as it was a factor to uplift the perceived qualities and satisfactions among Chinese tourists.

All the results were designed to align with the 3rd National Tourism Development Plan 2022-2026 which aimed to grow with balance on the Thainess basis to promote both economic, social development and income distribution to people in all sectors with sustainability.

Suggestions and applications

1. Public relations via Chinese online advertisements to promote pop-culture tourism for Chinese tourists and Chinese film investors would be an advantage. China restricts the access of major world online platforms, for instances, Facebook messenger, WhatsApp, Line, etc. Therefore, the right channel takes information to the right audiences.

2. To enforce the suggested policies, it is crucial that all pop-culture tourism stakeholders must understand their roles and responsibilities. Without proper driving forces by stakeholders, the policies would not be well implemented. Consequently, the local government agencies must at least form a cluster pop-culture tourism committee to capably drive the policies.

Suggestions for further research

1. Further research in readiness measurement of tourism in Thailand's filming locations would broaden the knowledge in film tourism. So that, the tourism stakeholders can be able to solve the right issues within a timely manner.

2. Further research in film routing in each Thailand's region would extend new knowledge for Thailand Film Office (TFO), Department of Tourism (DOT), Ministry of Tourism and Sports (MOTS). This also increases the potentiality for oversea film investors to consider Thailand as their filming locations. However, the great support from Tourism Authority of Thailand (TAT) for marketing approach is mandatory.

ACKNOWLEDGEMENTS

This research paper is a part of full research titled, ‘The Creative Pop-Tourism Promotion in the New Normal Era in Ching Mai, Lamphun, and Lampang’, funded by Program Management Unit Competitiveness (PMU-C), fiscal year 2021, research code: C10F640158. Additionally, the research is ethically approved by The Kasetsart University Research Ethics Committee, certification code: KUREC-SS64/172. The researcher also would like to give a special thank to Faculty of Management Sciences, Kasetsart University for granting the valuable time to undertake this research.

REFERENCES

- Alonso-Almeida, M. D. M., Borrajo-Millán, F., & Yi, L. (2019). Are social media data pushing overtourism? The case of Barcelona and Chinese tourists. *Sustainability*, *11*(12), 3356.
- Athique, A. (2019). Soft power, culture and modernity: Responses to Bollywood films in Thailand and the Philippines. *International Communication Gazette*, *81*(5), 470-489.
- Baron, S., Harris, K., & Hilton, T. (2018). *Services marketing: text and cases*. Bloomsbury Publishing.
- Chaipreechawit, J. (2017). **An influence of popular culture toward food truck's consumption in Bangkok**. (In Thai). M.A. thesis. Thammasat University. Thailand.
- ChiangMaiNews. (2019). **The charm of civilized culture through movies, TV series Helping to promote tourism in the Thailand 4.0 era**. [Online]. Available: <https://www.chiangmainews.co.th/page/archives/1206503/>
- Choibamroong, T. (2017). Expectations and Satisfaction of Chinese Tourists Toward Thailand Tourism Management. *Asia-Pacific Social Science Review*, *16*(3), 30- 45
- Cronbach, L. J. (1970). Mental tests and the creation of opportunity. *Proceedings of the American Philosophical Society*, *114*(6), 480-487.
- Dickman, S. (2000). **Tourism: An introductory text**. (3rd ed.). Sydney: Hodder Headline.
- Du, Y., Li, J., Pan, B., & Zhang, Y. (2020). Lost in Thailand: A case study on the impact of a film on tourist behavior. *Journal of Vacation Marketing*, *26*(3), 365-377.
- He, X., Su, L., & Swanson, S. R. (2020). The service quality to subjective well-being of Chinese tourists connection: A model with replications. *Current Issues in Tourism*, *23*(16), 2076-2092.
- Kornphanat, T. (2016). Culture and commerce: China's soft power in Thailand. *International Journal of China Studies*, *7*(2), 151.

Krutwayscho, O., Tanon, N., Harnsombat, S., Boonchai, K., & Treesuk, W. (2021). Tourism Impacts of Pop Culture through Series Taken in Chiang Mai. (In Thai). **Journal of Humanities and Social Science Nakhon Phanom University**, 11(1): 274-287.

Li, Z., Chen, H., Huang, S. S., Wanichwasin, P., & Cui, R. (2020). Resident perceptions of Chinese tourists in Thailand. **Tourism Review**, 76(5), 1154-1163.

Liu, X., Mehraliyev, F., Liu, C., & Schuckert, M. (2020). The roles of social media in tourists' choices of travel components. **Tourist Studies**, 20(1), 27-48.

Ministry of Culture. (2016). **Film and Video Industry Promotion Strategy Phase 3 (2017-2021)**. (In Thai). Bangkok: Office of the Permanent Secretary.

Ministry of Tourism & Sports. (2019). **Tourism Receipts from International Tourist Arrivals January-December 2019**. [Online]. Available: <https://www.mots.go.th/news/category/615>

National Statistical Office. (2021). **Situation Domestic Travellers by Province: 2011 - 2020**. [Online]. Available: <http://statbbi.nso.go.th/staticreport/page/sector/en/17.aspx>

National Tourism Policy Committee. (2017). **The National Tourism Development Plan No. 2 (B.E. 2560 - 2564)**. (In Thai). Bangkok: Office of the War Veterans Organization Printing House.

Ngamsilstian, A. (2020). Development Approach for Tourism Following the Film and TV Series Trails in Thailand. (In Thai). **Dusit Thani College Journal**, 14(3), 717-734.

Rattanaphinanchai, S., & Rittichainuwat, B. N. (2018). Film-induced tourism in Thailand: an influence of international tourists' intention to visit film shooting location. **International Journal of Tourism Sciences**, 18(4), 325-332.

Tararattanasuwan, S. (2020). Impact of COVID-19 on Tourism Sector in Thailand. (In Thai). **The Secretariat of the Senate**. 10(15), 1-27.

Thongsawang, S. (2021). Guildlines for promoting Thailand tourism for Chinese tourists in the Chonburi province. **Journal of Social Science and Buddhist Anthropology**, 6(8), 307-324.

Tungawat, S. (2019). The Influence of Tourist Behavior and Tourism Management on Tourist's Satisfaction of Khmer Civilization Route. (In Thai). **Journal of MCU Social Science Review**, 8(2), 180-191.

Wen, H., Josiam, B. M., Spears, D. L., & Yang, Y. (2018). Influence of movies and television on Chinese tourists perception toward international tourism destinations. **Tourism management perspectives**, 28, 211-219.

Yamane, T. (1973). **Statistics: An Introductory Analysis**. (3rd ed.). New York: HarperCollins Publishers.