

การจัดการขนมไทยพื้นบ้านโบราณเพื่อส่งเสริมธุรกิจจำหน่ายของที่ระลึก
จังหวัดเพชรบุรี

**The Management of Traditional Thai Desserts to Promote the Souvenir
Business in Phetchaburi Province**

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บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อ ศึกษาถึงแนวทางการจัดการขนมไทยพื้นบ้าน โบราณ เพื่อส่งเสริมธุรกิจจำหน่ายของที่ระลึก จังหวัดเพชรบุรี ภายใต้การศึกษาซึ่งมุ่งศึกษาในประเด็นที่สำคัญของ ตัวแปรด้านการจัดการทางการตลาดและตัวแปรด้านการจัดการทางธุรกิจสำหรับธุรกิจจำหน่ายของที่ระลึก โดยผู้วิจัยเลือกการวิจัยเชิงสำรวจสำหรับการศึกษา ด้วยแบบสอบถามสำหรับกลุ่มตัวอย่างซึ่งเป็น นักท่องเที่ยว จำนวน 300 คน ที่มาใช้บริการเลือกซื้อสินค้าขนมไทยพื้นบ้านโบราณในธุรกิจจำหน่ายของที่ระลึก จังหวัดเพชรบุรี พร้อมกับการคำนวณและวิเคราะห์ด้วยการใช้แบบจำลองโครงสร้างกำลังสองน้อย ที่สุดบางส่วน สำหรับผลการของการวิจัยพบว่าทั้งตัวแปรในด้านการจัดการทางการตลาดและตัวแปรด้าน

การจัดการทางธุรกิจล้วนมีความสำคัญต่อการจัดการขนมไทยพื้นบ้านโบราณเพื่อส่งเสริมธุรกิจจำหน่ายของที่ระลึก จังหวัดเพชรบุรี โดยเพื่อศึกษาเชิงลึกพบว่า กิจกรรมส่งเสริมการขาย (Promotion) เป็นตัวแปรย่อยที่มีอิทธิพลทางตรงมากที่สุดของตัวแปรในการจัดการทางการตลาด โดยมีค่าอิทธิพลที่ 0.955 และในขณะเดียวกัน การจัดการสิ่งอำนวยความสะดวก (Amenity) เป็นตัวแปรย่อยที่มีอิทธิพลทางตรงมากที่สุดของตัวแปรในการจัดการทางธุรกิจ โดยมีค่าอิทธิพลที่ 0.970 ทั้งนี้อาจกล่าวโดยนัยยะได้ว่าภายใต้หนทางของการบริหารจัดการขนมไทยพื้นบ้านโบราณให้ประสบความสำเร็จสำหรับธุรกิจจำหน่ายของที่ระลึกนั้น ผู้ประกอบการจำเป็นต้องให้ความสำคัญตระหนักรู้ มีความใส่ใจในการจัดงานด้านกิจกรรมส่งเสริมการขาย เช่น สัปดาห์ส่งเสริมการขาย สินค้าราคาพิเศษเฉพาะช่วงและแคมเปญพิเศษต่างๆ เป็นต้น พร้อมๆ กับการจัดการด้านสิ่งอำนวยความสะดวก เช่น พื้นที่จอดรถ ห้องน้ำ สถานที่และสิ่งอำนวยความสะดวกสำหรับผู้มีความต้องการพิเศษ เป็นต้น ทั้งนี้ก็เพื่อให้นักท่องเที่ยวได้รับประโยชน์อันนำมาซึ่งประโยชน์สูงสุดของธุรกิจในที่สุด

คำสำคัญ: ขนมไทยพื้นบ้านโบราณ, ธุรกิจจำหน่ายของที่ระลึก, ปัจจัยด้านการตลาด, ปัจจัยด้านการจัดการธุรกิจ

Abstract

The purpose of this research is to study the traditional Thai desserts management in order to promote the souvenir business in Phetchaburi. This includes managing the souvenir business and related marketing in order to generate higher sales in this dynamic environment. The research was conducted by having 300 tourists to the province fill out a questionnaire. The results were computed using partial least squares structural equation modeling (PLS-SEM). The results were that marketing factors and business management factors play a crucial role in this sector. Promotion had the most direct effect in the context of marketing factor, at 0.955. Amenities had the biggest influence in the context of business management factor, at 0.970. Therefore, all entrepreneur in souvenir business should aware on both factors in order to generate the business successful. Moreover, entrepreneurs in the souvenir business suggests that good sales of such desserts depend on good promotion, as with Thai Dessert Week and other special campaigns, along with increasing related amenities, such as parking, restrooms, and handicapped facilities.

Keywords: Traditional Thai dessert, Souvenir business, Marketing factors, Business management factors

Introduction

Phetchaburi is one of top destinations for tourists in Thailand, as there are many tourist attractions in the area such as Cha-Am beach, the Gulf of Thailand, mountains, waterfalls, historical sites, amusements and so on. Phetchaburi has a long history, with three summer palaces - Khao Wang (Phra Nakhon Khiri Historical Park), Phra Ram Ratchaniwet (Ban Puen Palace), and Mrigadayavan Palace. Locals are proud of this royal history. Additionally, there are many traditional Thai desserts and other food made from local products and often using royal cooking processes. For example, Thai custard cake, pinched gold egg yolk, golden drop, golden thread, Thai crispy rolls, coconut pancakes, and palm cakes. These desserts have a long history, going back to King Rama the 4th who built a lovely summer palace there. Local people absorbed and contributed to recipes for the palace. Most of the ingredients and raw materials were local, such as palm, coconut, and rice dough. Phetchaburi became a famous province for such desserts, as the slogan of province indicates: “the original place of traditional Thai desserts.” These desserts are the symbol of the province. Thai tourists typically travel there to get these sweets. The name Phetchaburi conjures up these desserts.

Phetchaburi is a very good location for tourists. It is only a two-hour drive from Bangkok/ Suvarnabhumi International Airport, and 45 minutes from the Hua Hin pier. The province can be easily accessed by train. Phetchaburi is situated in the gateway to the south of Thailand, which is famous for its beautiful water and beaches. It has generated a lot of benefits to the province. There were 9,064,619 tourists and 31.65 million THB in business in 2018, which was a 7.61% increase over previous years (the Economic Tourism and Sports Division, 2019). Most international tourists prefer to travel to Phetchaburi on weekdays, while domestic tourists prefer the weekend. Normally, souvenir products there are divided into two types: those for utilizing and those for consumption. The first category includes key chains, magnets, t-shirts and etc. Such products are marked with the name of Phetchaburi. The other type includes beverages, dried seafood, and desserts and so on. With the province’s popularity, the souvenir business escalated 78% in 2016, with a revenue of 2.5 million THB (Phetchaburi Provincial Statistical Division, 2019). This business has great potential to keep expanding.

However, many local desserts are hardly promoted. Sellers and the province itself should present the history and flavors of these desserts so as to substantially benefit the community. There is a lack of effective business management, an integration between traditional Thai dessert management and business management of the souvenir business in Phetchaburi province. It's important to study and disseminate the history of this food to promote this key sector of the souvenir business of Phetchaburi.

Research Objectives

The purpose of this research is to find out the traditional Thai desserts management in order to promote the souvenir business in Phetchaburi province. Ideally, the result of this study will be to generate a management model for souvenir business in Phetchaburi province with the traditional Thai dessert.

Literature Review and Related Studies

The Management of the Souvenir Business

The souvenir business is crucial in Thailand, as in so many countries. This is not only a commercial business; it also represents the local culture and history. If managed effectively, such outlets draw tourists to return again and again to buy certain food, exotic drinks, key chains, fruits, postcards, handicrafts, and home appliances (Swanson & Timothy, 2012).

Local desserts are often the result of royal recipes, local ingredients, and raw materials. Tourists prefer to buy such desserts due to the uniqueness of local ingredients such as palm sugar, coconuts, bananas, and rice. Since most traditional Thai desserts are sold by local people on sidewalks, which may not be a proper souvenir business, sound management of this business is crucial for the local economy. Management in the tourism sector is defined according to the tourism-attractions concept of 5As (Tourism Western Australia, 2008) as follows: 1) Attractions refer to those natural resources or man-made places which lure tourists. Such attractions include natural wonders and places of entertainment, such as water parks. Sites that are truly unique tend to attract the most people (Middleton, 1994). Dickman (1996) argued that attractions are the essential component of tourist destinations. 2) Accessibility is vital, and includes private buses, airplanes, private jets, boats, cruises, yachts, trains, and public cars. Also crucial in this context are roads, railroads, watercourses, airways, and walking or bicycling paths. 3) Amenities are defined as all services provided by suppliers or tourism businesses. These are intended to maximize

tourist satisfaction. The tourism business requires research in order to clearly identify the needs of the customers. 4) Activities are defined as anything fun that visitors can do at specific destinations, indoors or outdoors. (Middleton, 1994) and 5) Accommodations can also be a big attraction to tourists. All of the above elements play a very important role. Lin, Chang, and Tsai (2018) focused on the souvenir business in Taiwan. Tourists visit souvenir outlets to get some memorable products, especially local raw materials or unique products. Many studies focus on the components (attractions, accessibility, amenities, and activities) that attract tourists to the souvenir business (Li & Ryan, 2018; Roseman & Fife, 2008). Moreover, Roseman and Fife (2008) stress that souvenir businesses assist the local community, and that local wisdom is intrinsic to selling local products and raw materials. Therefore, provincial and city officials, along with local businesspeople, should support the souvenir business in order to make it more sustainable and beneficial to the community.

Consumer Behavior and Marketing Management in the Traditional Thai Desserts Sector

Consumer behavior is obviously something that most businesses are concerned about it, especially in the tourism business. There is the study of what consumers need and want, and such research helps sellers to predict and to offer appropriate products. This is all about tourists' expectations and satisfaction. Horner and Swarbrooke (2004) mentioned that tourists have different needs and wants, and that this leads to different traveling patterns. These are influenced by one's childhood background, education, and family. Plog (1977) divided tourists into two types: allocentric and psychocentric.

Nevertheless, Smith (1996) divides tourists into six types: explorers, elite tourists, off-beat tourists, unusual tourists, incipient tourists, and mass tourists. Given such distinctions, sellers must understand the differences in tourists' behavior so as to provide them with the right products and services. And this involves the challenge of really understanding those various behaviors, so Schmoll (1977) did a study on the decision-making processes of tourists which consists of four factors; 1) Travel stimuli such as posters, brochures, and any other form of tourism advertising. 2) Personal and social determinants which must be understood to attract the right kinds of tourists, rather than trying to appeal to a mass of people. 3) External variables must also be seriously considered. These involve people's prior travel experience, expected expenses, length of travel, and destinations. 4) Destination characteristics play a key role, and include attractions, locations, facility and amenity, traveling pattern, itinerary, tourism products, and the value of products. All tourism businesses need to fully understand and be able to explain the uniqueness of their products. This is vital to promoting what they sell.

CHAPTER 4

If such businesses understand their selling points and tourists' behavior, the next step is to find an appropriate way to approach tourists. This involves studies of marketing management in order to persuade the right tourists. Marketing management assists tourism businesses in understanding and using the right approach to tourists. Kotler (2000) formulated the idea of a marketing mix to help businesses better understand their products so as to better target tourists. The four components of the marketing mix are: 1) products and/or services. Products can lead to good and bad experiences for the buyer, and this is integral to the success of one's business. An essential challenge is presenting the right products to the right tourists. 2) Price is one of the sensitive issues for tourists and sellers. Prices can enhance the value of the product, but it may also devalue the product. (Etzel, Walker, & Stanton, 2004) Those in the business need to understand tourists' perspective on prices to create the right price that gives buyers perceived value. 3) Promotion attracts tourists to buy tourism products. (Arens, 2002; Etzel et al., 2004) Promotions include discount coupons, collecting points or stamps, personal selling activity, advertising, "Buy 1, Get 1 Free" deals, and some kinds of public relations. All of these can be effective in the selling of Petchaburi desserts. 4) Place refers to either the place of sale or the distribution channels for various products. Horner and Swarbrooke (2004) stressed that, in the tourism and service-business spheres, sales and service staff play a vital role in the decisions made by consumers. This fact is supported by a study of Li and Ryan (2018) that souvenir staff is the people who could reflect the decision of Chinese tourists for their souvenir shopping experiences. In the sense of marketing strategy, people (staff who sell things) can often be as or more important than place.

The majority of traditional Thai desserts are made from local ingredients and special recipes. It's important to point out that many traditional Thai desserts shops are not in the souvenir business. Those that do operate in this sphere can increase their value, prices, and quality by drawing on local wisdom regarding recipes and ingredients.

To maximize the value of traditional Thai desserts, a good understanding of tourists' behavior and marketing mix is required. 1) "Products" refers to these traditional and unique desserts. 2) "Price" refers to their market value. 3) "Promotion" refers to marketing. 4) "People" refers to service staff. 5) "Participation" refers to the possibility of community involvement in this business. These are the key components of this study of marketing management in this sector.

Research Methodology

In order to achieve the objective of this study, a quantitative research methodology was employed. The aim is to determine the best management model. Therefore, a convenience sampling survey was conducted via questionnaire to gather the data from tourists who bought such desserts in Petchaburi. Then, all components were run through the Structural Equation Modeling (SEM) to forecast and explain the variance of variables using the Partial Least Square. The two assumptions of the study were: 1). The souvenir business is positively related to marketing factors, and 2). This business is also positively related to management factors. These assumptions helped us to understand the consumers' behavior, along with the components of tourism management which led to the development of specific products in this business.

Population and sample size

The population of this study was tourists who traveled in Phetchaburi and bought some desserts as souvenirs. According to Hair, Ringle, and Sarstedt (2011), the sample size should be 5-10 times the number of variables, so the sample size for this research was 300 respondents. All data were gathered from souvenir businesses in Phetchaburi – especially the 41 registered ones in the province (Phetchaburi Provincial Statistical Division, 2019).

Research Instruments

This study was survey research using a convenience sampling method. The questionnaire was used as a tool to collect data from the sample size. The questions consisted of three parts: A) personal information drawn from five questions B) tourists' behavior information involving eight questions and C) information regarding the management of traditional Thai dessert sales in the souvenir business involving 36 questions. These questions yielded crucial information that was used to study business management and marketing management factors, and that lead to developing a management model for the souvenir business in Phetchaburi. The researchers assessed the content validity with an Item-Objective Congruence (IOC) of 0.67-1.0 (above 0.6) and a reliability test of the Cronbach alpha coefficient of 0.97 (above 0.7), in accord with Babin, Anderson, Hair, and Black (2006) Seven-point Likert scales were used for the questionnaires, with the scale of 1 meaning “strongly disagree,” to 7 as “strongly agree.” To analyze the components of managing the marketing of traditional Thai desserts in the souvenir business, the Structural

CHAPTER 4

Equation Modeling (SEM) with the Partial Least Square SEM was applied. This concept of data analysis helped us to understand the variance of variables, and the reflection-measurement model can explain this management model properly. All data were collected from March to September, 2020 in an equally distributed fashion covering all the souvenir businesses in Phetchaburi. All questionnaires were distributed on weekdays and weekends, and included screening questions to make sure that the respondents were tourists who bought such desserts at souvenir shops before heading back home.

Data Analysis

Structural Equation Modeling or SEM is a mathematic model used for the analysis of data sets. This helps researchers understand their data by using the statistical method to identify the fit networks of constructs of data. Given the objective of this study, the Partial Least Square (PLS) was applied in order to understand the results of the reflective-measurement model and to determine whether all these components fit with our initial assumptions or not. According to the preliminary agreement of the PLS-SEM data analysis, then the normal distribution-of-data set, the composite-reliability results, the convergence precision with Average Variance Extracted Evaluation (AVE), and the confirmatory-factors analysis were analyzed. (Hair et al., 2011)

Results

In order to determine the result of the study, the descriptive results of respondents' answers were elaborated in terms of their demographic profiles, which provided more understanding of their perspectives and behavior and regarding management and marketing factors. The majority of the 300 respondents were female (203 or 67.70%); the average age range was 21-30 (145 or 48.33%); and most had a bachelor's degree (233 or 77.70%). A small majority of the respondents had their own business (159 or 53%), with an average income of 20,001-30,000 THB per month (163 or 54.30%). All these factors give us a better understanding of these consumers.

The inferential statistics of this study were derived from the Structural Equation Modeling with the Partial Least Square analysis. Before estimating the structural model, the basic conditions must be examined as hereunder: -

The correlations between variables with Pearson Correlation testing indicated that the correlation coefficient was between 0.8 – 1.0, which is higher than the criterion that if approach -1 to +1 (Hinkle, Wiersma, & Jurs, 1998)

The skewness and kurtosis of the data set indicate that the overall skewness of the management variable is between -1.23 to 1.42, and the skewness of marketing variable is between -0.96 to 1, which is above the criterion that if approach -3 to +3 (Kline, 1998). Moreover, the result of the overall kurtosis of the management variable is between -0.90 to 1.07, and the kurtosis of the marketing variable is between -0.68 to 0.27, which is above the criterion that if approach -3 to +3 (Kline, 1998).

The Composite Reliability (C.R.) indicated that management has a CR value of 0.969, and the marketing variable has a CR value of 0.968, which is above the criterion of 0.70 (Hair et al., 2011)

The average variance extracted evaluation (AVE) indicated that the management variable has an AVE value of 0.759, and the marketing variable has an AVE value of 0.857, which is above the criterion of 0.50 (Hair et al., 2011)

R square (R^2) indicated that the management variable has an R^2 of 0.850, and the marketing variable has an R^2 of 0.897, which is above the criterion of 0.75 (Chin, 1998)

The Cronbach alpha coefficient indicated that the coefficient of both the management variable (0.957) and the marketing variable (0.958) were above the criterion of 0.7 (Wanichbancha, 2003).

An analysis of the Structural Equation Modeling with the Partial Least Square analysis was used in order to generate the significance component of traditional Thai dessert management in the souvenir business in Phetchaburi. The results are shown in the figure below.

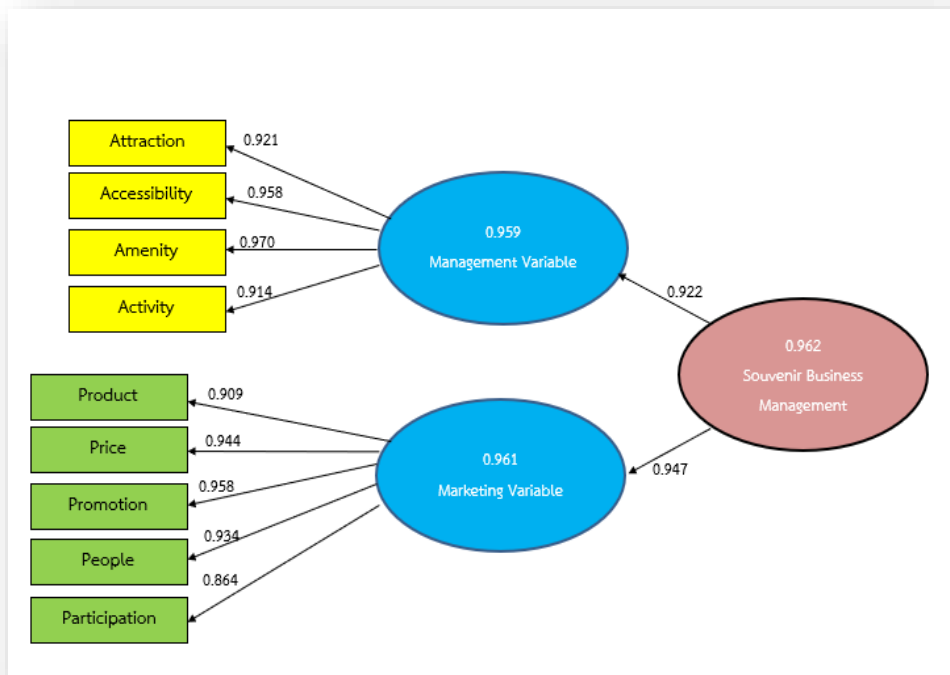


Figure 1: The Structural Equation Model

The results indicate that the assumptions behind this study are valid, as there is a positive relationship between the management and marketing variables. This may suggest that the management and marketing variables are related to the development of this business. Moreover, the results indicate that the marketing variable has a greater relationship with a path coefficient of 0.947 ($t = 146.644$, $P = 0.000$), while the management variable has a path coefficient of 0.922 ($t = 95.732$, $P = 0.000$).

Additionally, each marketing variable is indicated as an influence of the five sub-components. The results reveal that promotion is the most influential factor (loading=0.955), followed by price (loading=0.944), people (loading=0.934), product (loading=0.909), and participation (loading =0.884), respectively. This means that business owners should pay special attention to those variables with a high loading factor to increase their sales. Regarding the other four sub-components of management variables, we found that amenities are the most influential, with a loading of 0.970, followed by accessibility (loading=0.958), attractions (loading=0.921), and activities (loading=0.914). Thus, the most significant sub-components are promotion in marketing and amenities in management.

Discussion and Conclusion

In order to understand the management model of selling traditional Thai desserts in the souvenir sector in Phetchaburi province, two significant factors must be analyzed: marketing and business management. The result will be explained in each factor as follows. First, the marketing factors in this business include the sub-components of promotion, pricing, people, products, and participation, as has been emphasized in many studies (Chonnapastit, 2009; Li, & Ryan, 2018; Yeh, Chen, & Chen, 2019).

- 1) Promotion is the most influential sub-component, as was earlier revealed by Chonnapastit (2009)
- 2) Following with pricing of marketing process, pricing can enhance tourists' perspective regarding traditional Thai desserts as premium and rare (ibid).
- 3) People comprise another sub-component that is vital – namely, the shops' staff, who can have a very positive or negative effect on customers. Thus, they need to be well-trained about their products and customer service. Li and Ryan (2018).
- 4) Product sub-components in this context include the uniqueness of traditional Thai desserts, along with a good description of them and perhaps a bit of background (history) that's shared with customers. The story-telling strategy is essential, as Yeh et al. (2019) stressed in their study on service innovations that can really enhance the value of the product.
- 5) The last sub-component is the participation of the community to sustain local businesses. Effective management of the sale of these products in Petchaburi is vital to the community, as it's all about local products, labor, and know-how.

Second, the management factors behind this business consist of the four sub-components of amenities, accessibility, attractions, and activities.

- 1) Amenities comprise the key sub-component in this market, and that is in line with what various studies have concluded. (Lin et al., 2018; Roseman, & Fife, 2008). Roseman and Fife (2008) focused on the locality and meanings of tourist souvenirs, and found that amenities help tourists better understand the cultural significance of such items.
- 2) Accessibility is another crucial factor in this market. Focusing on tourism in Taiwan, Lin et al. (2018) showed the vital role played by good access to shops.
- 3) Attractions comprise a further essential draw, as Li & Ryan (2018) demonstrated.
- 4) Activities such as cooking classes, games, and concerts are yet another very important part of the success of this sector, as Roseman and Fife (2008) have shown in their work on souvenir sales to tourists.

Souvenir shop owners in the province need to realize the significance of traditional Thai desserts so as to enhance their business. There will be two essential factors of management factor and marketing factor to enhance the traditional Thai dessert in souvenir business itself. The most significant sub-component of marketing is promotion, such as by having Thai dessert weeks and discount campaigns.

CHAPTER 4

The most significant sub-component within management is amenities, such as parking lots, facilities for the disabled, and restrooms.

All sellers and related local government agencies need to focus on these factors in order to benefit the souvenir business, tourists, the government, and the community.

Recommendations

Souvenir shop owners should focus on management and marketing factors to develop this business. traditional Thai dessert in souvenir business. This will lead to better sales, more satisfied customers, and a boost to the tourism industry in Phetchaburi.

In theory, this study confirms that the pathway to a successful souvenir business is to develop the marketing and business factors concurrently. In practice, this study contributes to a concrete understanding of the benefits to all parties involved: business owners, tourists, and the rest of the community. In other words, this is a way to improve local business, with positive impacts on the community and environment.

Obviously, we focus on just one unique sector. Additional studies need to focus on other kinds of business in other locations. The key point is to develop management and marketing strategies at the same time.

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