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Measuring the Satisfaction of Domestic and International Tourists toward Lanna Cultural Tourism Products: A Study of Progress in Chiang Mai Walking Street Activities

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Abstract
The purpose of this study was to explore tourists' satisfaction level toward cultural tourism products of Thailand. This study compared the satisfaction level between domestic tourists and international tourists towards Chiang Mai Walking Street activities, in regards to the management of activities, the cultural tourism products promotion, and the preferred Lanna cultural tourism products. The results indicated that international tourists have a higher level of satisfaction than national tourists in almost all areas, especially cultural products. Data analysis and implications are discussed and recommendations are provided.

Key words: Tourism, Tourists, customer satisfaction, Lanna style cultural products, Thailand, and Chiang Mai.

Introduction

The Walking Street project originated at Silom Road, the business zone in Bangkok of Thailand, in order to decrease the traffic, air and noise pollutions, and to promote tourism. After the success on Silom Road, the government promoted this activity into the Chiang Mai municipality and named it, Chiang Mai Walking Street. Chiang Mai municipality organized the "Four Year Anniversary of Chiang Mai Walking Street" on February 5, 2002 at the Three Kings Monument Courtyard. It was intended to promote Chiang Mai Walking Street activities, which over the last four years had become a thriving Sunday market for locally-made handicraft products displayed on the street. Unashamedly borrowing the idea from other locations where it had been successful, Walking Street was promoted by the city council to close off a particular city street to vehicular traffic every Sunday. The purpose of the Walking Street project was to

develop the community as a center of art, artists, performances, music, and increasingly popular cultural tourism products for both local and international tourists.

The local version had the goal of presenting "good Lanna culture" and promoting energy-saving pollution reduction and tourism. Later, in 2004, Walking Street was moved from Thapae Road to its present location on Rachadamnern Road where it provides 1.5 kilometers of stalls selling a bewildering array of handicrafts, and a performance stage situated at the Three Kings Monument Courtyard. The Walking Street event is held every Sunday evening where thousands of people taste different foods, hear diverse music sounds, and purchase different products at great prices.

During the six years that Walking Street has been in operation, it has increased in popularity and has become as widely known as Chiang Mai's famous night bazaar. The number of tourists increased tenfold, with an estimated 150,000 visitors during the high season and 100,000 minimum during the low season; plus, international tourists numbered around 10% which brought minimum revenue of 100 million baht (approximately 3 million dollars) each week. Because of its growing popularity, Walking Street's continuation is assured. But, one unusual trend has already been observed, which is that products and services sold in Chiang Mai Walking Street are not the locally-made handicraft products, nor is it a center of local art, artists, performances and music, as was the intended purpose of project; however, the result is fashionable products, such as bags, shoes, cloths, and food that do not represent the Lanna cultural products. In addition, criticism of the inconvenient traffic in and around the Walking Street area increased (Jittawong, 2003).

This research aims to study the current situation and the key success factors of the Chiang Mai Walking Street activities, as well as the satisfaction level of national and international tourists toward the Lanna cultural tourism products. Additionally, it explores recommendations to government offices and related tourism organizations for management improvement. The specific research questions used for this study are as follows:

1. Do Chiang Mai Walking Street activities achieve the purpose of decreasing pollution?
2. Do Chiang Mai Walking Street activities comply with the objective of increasing cultural tourism promotion?
3. Are international tourists satisfied with Chiang Mai Walking Street activities?
4. Are Thai tourists satisfied with Chiang Mai Walking Street activities?

Definition of Terms

Tourism is defined as a short-term movement of people to areas some distance from their normal place of residence in order to indulge in pleasurable activities (Swarbrooke and Horner, 2007). It is the sum of phenomena and relationships arising from the interaction among tourists, business suppliers, host governments, host communities, origin governments, universities, community colleges, and non-governmental organizations throughout the process of attracting, transporting, hosting and managing of the tourists and other visitors (Weave and Lawton, 2002). A *tourist* is a person who temporarily travels outside of his or her usual environment. *Domestic tourist* is one whose itinerary is confined to their usual country of residence, and an *international tourist* is a person who travels beyond their usual country of residence. *Lanna cultural tourism product* is defined as the handicraft made by the Lanna local artisan or hilltribe people producing related cultural products, such as cotton, silk, embroidery, silverware, lacquer ware, or

woodcarving, etc. and is also represented by the performing arts, such as Lanna Thai classical dance or folk music.
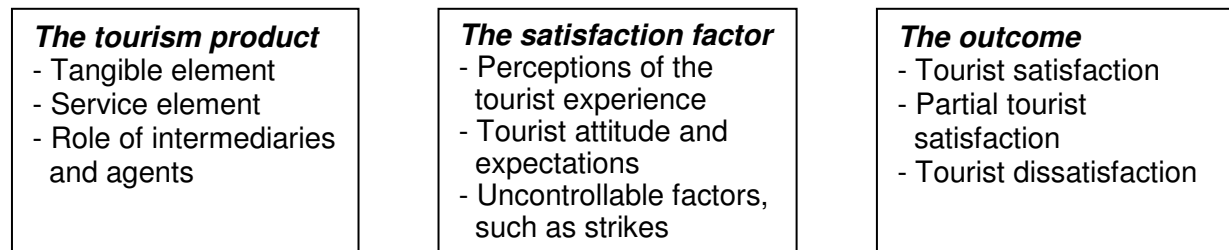
The Importance of Tourist Satisfaction

Satisfying consumers in tourism is important for at least three main reasons (Swarbrooke and Horner, 2007), as shown:

1. It leads to positive word-of-mouth recommendation of the product to friends and relatives, which in turn, attracts new customers.
2. Creating a repeat customer by satisfying them with their first use of the product brings a steady source of income without the need for extra marketing expenditure.
3. Dealing with complaints is expensive, time-consuming and bad for the organization's reputation. Furthermore, it can add direct costs through compensation payments.

Figure 1 illustrates a simplified view or model of the process by which tourists are either satisfied or not.

Figure 1: The tourist satisfaction process (Swarbrooke and Hornor, 2007).

The tourism product	**The satisfaction factor**	**The outcome**
- Tangible element - Service element - Role of intermediaries and agents	- Perceptions of the tourist experience - Tourist attitude and expectations - Uncontrollable factors, such as strikes	- Tourist satisfaction - Partial tourist satisfaction - Tourist dissatisfaction

Sereeratana (2003, p. 50) explained that satisfaction is performed after a buying decision has been made or services have been received. In terms of consumers' expectations, there are comparison results between the perception of service operation and the effectiveness of products and services. If consumers' expectations are not met, they are dissatisfied and will see satisfaction elsewhere (Sangkaworn and Mujtaba, 2010). However, if consumers perceive the services as satisfactory to their expectation, they will be satisfied; and, services that are provided beyond their expectation result in high satisfaction. Chaipanya (1998) stated the following measurement tools for determining satisfaction:

1. Survey questionnaire based on opinions toward various satisfaction factors using multiple choice or open-ended questions.
2. Interviewing that is specifically directed to measure toward satisfaction based on technical question design and true data.
3. Observation to measure a person's behavior based on performance, speaking and manner.

Than Kanwatananon (2004) research entitled, *Evaluation of the Walking Street Project, Chiang Mai Province*, had objectives to study the following: 1) peoples' satisfaction and opinion towards the Walking Street Project, 2) the income of products' sellers, and 3) problems and

obstacles in carrying out the above-mentioned project. The sampling cohort consisted of 200 units that were gathered from street shoppers, causal sellers along the Walking Street and permanent shops on the Walking Street through a purposively structured questionnaire. The data was then analyzed by means of SPSS for Windows.

The study's results indicated that street shoppers, causal sellers and permanent shops on the Walking Street were all satisfied with the so-called project; to which, reliability equals 0.000l (less than 0.050). All of the casual sellers along the Walking Street had more incomes and net profits from their business, to which, reliability equals 0.000 (less than 0.050). However, the Chiang Mai Walking Street Project still had some problems and obstacles to be tackled; such as, the spirit of service officers was still lacking. General problems may have included the following issues: lack of public transportation for the tourists and general people; a shortage of parking spaces, watchdogs for tourist vehicles, and waste bins for garbage from tourists and traders; as well as, the lack of facilities for tourists and traders, such as electricity, drinking and washing water, public phone, etc. Additionally, there were some bicycles and motorcycles running back and forth along the Walking Street which created a safety concern, plus the security measures were at an insufficient level and inappropriate for tourists.

Piemrak Chattanasenee (2003) studied the "Factors Affecting Consumers' Satisfaction of Walking Street Activities at Thapae Road, Chiang Mai Province." The objective of this study was to investigate factors affecting consumers' satisfaction of Walking Street activities at Thapae Road, Chiang Mai Province. The sample size of this study was 200 observations collected from questionnaires using accidental sampling method. This study employed descriptive statistics and the Logit model for the analysis. The technique of Maximum Likelihood estimation and marginal effects were also utilized in this study. Explanatory variables in the model included consumers' satisfaction with the location (place), price, date (time period), sellers' friendship, gender, and the level of the consumers' education and income.

As expected, the empirical results showed that consumers' satisfaction with location, price, and date had a significantly positive effect on consumers' satisfaction of Walking Street activities at the 1% level ($\infty = 0.01$). In addition, the empirical evidence indicated that consumers who had satisfaction with location would be likely to increase the satisfaction of Walking Street activities at Thapae Road, by 16-31% with the statistical significance at a 1% level. Consumers who were satisfied with price would be likely to increase the satisfaction of Walking Street activities at Thapae Road, by 6-13% with the statistical significance level at a 1% level, and consumers satisfied with date would be likely to increase the satisfaction of Walking Street activities at Thapae Road, Chiang Mai Province by 11-21% with the statistical significance at a 1% level.

Chuwong Maneesiri (2003) studied the "Health Impact from Thapae Walking Street Project on People Living on Thapae and Chang Klan Roads." The objective of this phenomenological qualitative study was to explore environmental changes due to the Thapae Walking Street Project. Study samples involved 19 people, including monks, who were living or engaging in commerce on these two roads. Data collection was made through in-depth interviews, and related environmental changes were observed. Data collection was conducted by employing the content holistic analysis approach. The results showed that the Thapae Walking Street Project had changed physical, economic and social environments of the Thapae and Chang Klan Roads. As a result, the lifestyle and culture of the people living on the Thapae Road had changed, and the economic situation of the Chang Klan residents had declined. The changes also had impacts on the physical, mental, social, and local lifestyle of the people living near and

around these roads. The environmental effects of the project caused inconvenience in the mobility of the Thapae residents and had adverse affects on their ability to sleep. The physical impacts on the people who resided on the Chang Klan Road included an increase in air pollution and a greater incidence of traffic-related accidents. Data indicated that residents of both roads felt disturbed and dissatisfied with the changes. Observation was made that social relationships had been weakened, and with that, public spiritedness and the sense of social and environmental responsibility had decreased. There were also indications that discord and selfishness had increased. In addition, results of this study suggested that its findings could be used to adjust the project, so as to bring it into greater consonance with the context, lifestyle, mental and physical well-being of the community involved. The sharing of ideas and participation in the continuing evaluation of the project were essential because this would ensure community well-being and the sustainability of the project.

Pornthip Sutasirisab (2003) also studied the "People's Opinion on Health toward Thapae Walking Street Project." The purpose of this descriptive study was to survey peoples' opinions on health towards the Thapae Walking Street Project, and the study explored both general and health effect opinions due to this project. The samples were selected by multi-stage sampling technique from people living in Nakorn Chiang Mai municipality. Data was collected by using questionnaires that were specifically developed based on health dimension concepts, including physical, mental, social, and spiritual dimensions. The questionnaires were sent to 400 persons, and the response rate was 50 percent that were analyzed by descriptive statistics.

The results showed that 87.5 percent of the management function is the process of continuous and cooperative activities that managers use in order to help achieve the objectives of the organization. The management function, as explained by Siriwan (1998) and others, consists of planning, organizing, staffing, directing, and controlling. *Planning* is the choosing of mission, objective(s) and activities to achieve the purpose of the organization; in other words, it's the shortcut of an organization to go to the gold. *Organizing*, by a companies' viewpoint, is the management function that usually follows after planning. It involves the assignment of tasks, the grouping of tasks into departments, the assignment of authority and an allocation of resources across the organization. *Staffing* is the management function that selects an effective person to perform work for the organization with high efficiency and productivity. *Directing* is the way in which management commands and motivates people to perform work for an organization. *Controlling* is used in a variety of contexts to express "mastery" or "proficiency."

Respondents had recently visited the site of Thapae Walking Street Project. Overall, 40-60% of those respondents indicated that the objectives of the project were the following: 1) to induce growth in the economic and travel industries, 2) to encourage energy conservation and pollution reduction by walking or riding bicycles, and 3) to sustain the project to advance activity for the quality of life among people. These objectives were established as the main goal for the project. However, the majority of respondents (65-80%) indicated two additional objectives that were not included in the main organizer's concepts: 1) to conserve Lanna's tradition and culture, and 2) to create more jobs and a new marketplace for tourists. Also, the majority of respondents suggested that the project should be improved by providing sufficient waste containers, car parking spaces, public lavatories, an enhanced security system, and communal transportation.

The opinions on health effects were explored by asking questions about both positive and negative effects on health dimensions. Levels of opinion were categorized into five levels, ranging from extremely disagree to extremely agree. Almost all of the respondents agreed with positive statements, such as, "The project created a new area for selling Lanna handmade

products that induced higher income for people;" and yet, some respondents hesitated with negative statements, such as, "People could not participate in policy arrangement of Thapae Walking Street Project." Nonetheless, the results from the study showed that the project had the most effect on social dimensions, then on spiritual, mental and physical dimensions, respectively.

The main purpose of research and opinion polls is to find out what customers want and successfully meet or exceed their expectations. Hotel industry leaders and tourism officials can certainly enhance their overall brand through effective marketing practice (Sangkaworn and Mujtaba, 2010), and build stronger relationships with current and prospective clients through effective and transformational leadership practices (Mujtaba and Sungkhawan, 2009; Mujtaba, Maliwan and Atthyuwat, 2010). In summary, all documentation has presented a comprehensive literature review of consumer behavior, consumer behavior in tourism, the key influencing factors toward the consumer decision making, and from previous research studies that were conducted to explore and evaluate the Chiang Mai Walking Street in various dimensions. This leads to the research methodology, the hypotheses, survey instruments, samples and data collection method, and measurement.

Research Hypotheses and Study Design

Understanding whether the Walking Street is meeting the original objective for its creation is important for many people in the city of Chiang Mai. Furthermore, assessing the satisfaction of domestic and international tourists can provide a measuring tool for continuous improvement. The following three hypotheses are proposed in this study:

- *Hypothesis1:* Chiang Mai Walking Street activities achieve the purpose of decreasing pollution.
- *Hypothesis2:* Chiang Mai Walking Street activities achieve the objective of increasing cultural tourism promotion.
- *Hypothesis3:* The international tourists will have a higher satisfaction level than Thai tourists towards Lanna cultural products at Chiang Mai Walking Street.

The research design for this study was based on both qualitative and quantitative methods. Qualitative research has as its specific purpose in the uncovering of prevailing trends in thought and opinion. This research used an exploratory research approach, which is particularly helpful in breaking broad, vague problem statements into smaller, more precise sub-problem statements, ideally in the form of specific hypotheses. In contrast, quantitative research uses techniques involving relatively large numbers of respondents which are designed to generate information that can be projected to the whole population. The data came from both primary and secondary sources. Interviews, a questionnaire survey and observation were the principal primary data sources used in the research. The secondary data included information on previous research extracted and collated from journals, the internet, newspaper, text books, and reports, as well as documents produced by organizations.

The Simple Random method was used for each sample of this study because this type of sampling has the least bias, and every unit in the population has an equal chance of being selected. This research assigned 100 respondents, 50 of which were Thai tourists, and the other 50 respondents were international tourists. Structured interviews will further indicate if a

particular sub-group of the respondents has more insight into the satisfaction and problems of Chiang Mai Walking Street.

The research focused on Thai and international tourists who went to Chiang Mai Walking Street during the day of the survey. The total population size was about 5,000 tourists (10% of which were international tourists), and the sample size was determined with the primary sample being selected by Stratified Random Sampling and the secondary sample by the Simple Random Sampling method or Accidental Random Sampling method.

The primary sample of this research consisted of 100 respondents selected from the population size of about 5,000 respondents. The detailed breakdown of the primary sample consisted of two tourist distinctions:

- 50 respondents from Thai tourists.
- 50 respondents from international tourists.

Resulting sampling of 100 respondents used in the study were selected by a Stratified Random Sampling method and the sample size was calculated by the Yamane method at the 10% level ($\infty = 0.10$) significance. The preferred calculated sample size from the population of about 5,000 tourists in a given event is 98 respondents, which was used to calculate the sample size in each sub-group.

$$
\begin{aligned}
n &= \text{Sample size.}\\
N &= \text{Population size is 5,000.}\\
e &= \text{Estimated error of estimate value between ratio of population size and}\\
&\quad \text{ratio of sampling size, which is 0.10.}\\
n &= N / (1 + Ne^2).\\
&= 5{,}000 / [1 + (5{,}000 * 0.10^2)].\\
&= 5{,}000 / [1 + 0.01].\\
&= 5{,}000 / 1.01.\\
&\geq 98.
\end{aligned}
$$

This research was based on several sources of information that used data drawn from both primary and secondary sources. Primary data was collected through interviews, observations and a questionnaire survey. Secondary data provided a starting point for the research, offered advantages of lower costs, time-saving techniques, and was drawn from journal articles, dissertation studies and annual reports. Figure 2 illustrates various stages in, and components of, the research process based on the primary data gathering process that was used in this study.

Figure 2: Flowchart of primary data collection process.

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               ┌──────────────────────────│  Observations   │
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               ▼                                   │
  ┌─────────────────────┐                          │
  │  Observation data   │                          │
  │ analysis to form the│                          │
  │     basis of the    │                          ▼
  │ questionnaire design│                ┌─────────────────┐
  └─────────────────────┘────────────────│  Pilot Testing  │
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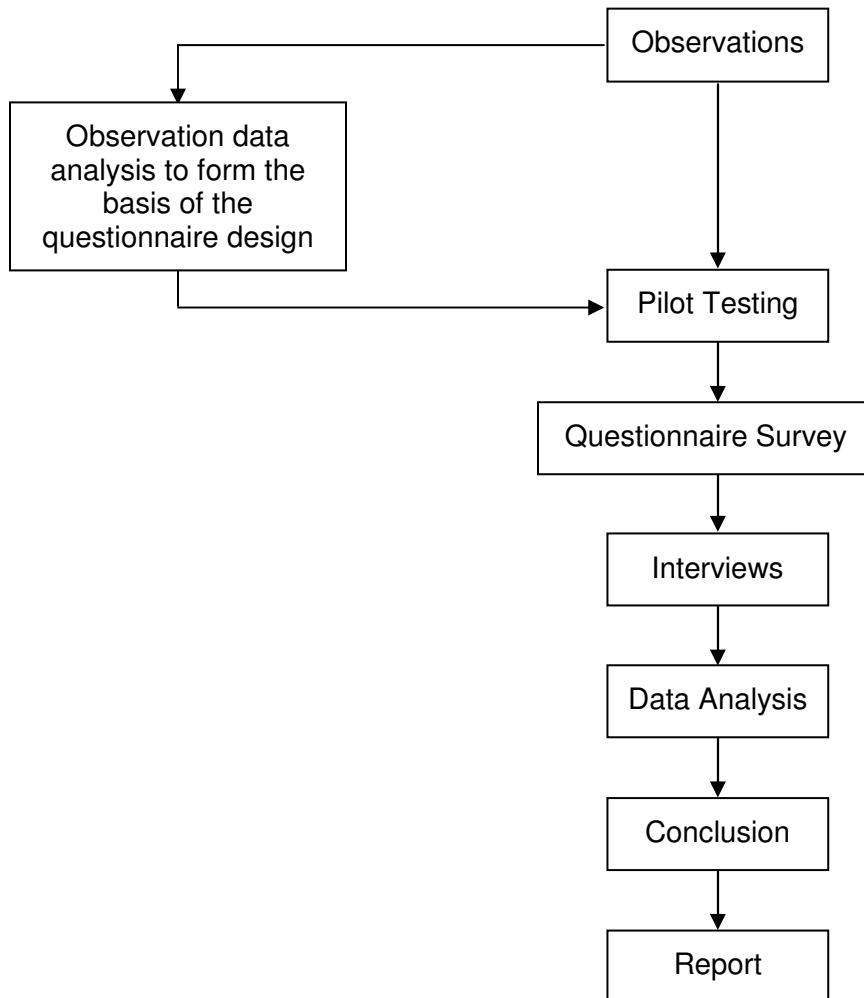
Data obtained from the analysis of the observations was used to construct the questionnaires. Following the design of the questionnaires, pilot testing was conducted to ensure consistency of the questions. The reliability and validity of the questionnaire was also tested, and the questionnaire survey was processed with 100 respondents. Interviews were then conducted to complement the findings of the questionnaire survey. Finally, the researchers summarized the findings for use as the basic information for the conclusions and reporting of the findings.

A questionnaire is a data-collection instrument that sets out in a formal way the questions designed to elicit the desired information. The questionnaire is a list of questions designed to be relevant to the research topic which will help to solve the research problems. This study's questionnaire consisted of three parts, as identified below.

- *Part 1*: Demographics of the respondents analyzed by frequency and percentage.
- *Part 2*: The opinion of tourists toward the management of Chiang Mai Walking Street activities analyzed by frequency and percentage.

- *Part 3*: The opinion of tourists toward the Lanna cultural tourism products analyzed by frequency, percentage, average, and standard deviation to compare the opinion of both Thai and international tourists.

This research used Likert scaling to create the set of potential scale items rated on a 1-5 disagree-agree response scale, as shown:

1 = strongly disagree/ mostly dissatisfied.
2 = disagree/ dissatisfied.
3 = undecided/ neither satisfied nor dissatisfied.
4 = agree/ satisfied.
5 = strongly agree/ mostly satisfied.

The research variables for this study fell in three general groups as shown below.

■ Group 1 -- Tourist satisfaction with management or process in Chiang Mai Walking Street activities:

1.1 Air pollution effects;
1.2 Noise pollution effects;
1.3 Public area management;
1.4 Parking area management;
1.5 Waste management;
1.6 Lighting management; and
1.7 Public rest room.

■ Group 2 -- Tourist satisfaction with cultural tourism promotion at Chiang Mai Walking Street activities:

2.1 Authentic Thai foods;
2.2 Thai classical performing arts;
2.3 Thai traditional massage;
2.4 Souvenir; and
2.5 Home decorative.

■ Group 3 -- Tourist satisfaction with the Lanna Thai style products at Chiang Mai Walking Street activities

3.1 Textile/cloth;
3.2 Embroidery;
3.3 Woodcarving;
3.4 Silverware;
3.5 Lacquer ware; and
3.6 Others.

After the data-gathering process was completed, the quantitative data was analyzed. The

raw data from the observations and interviews were edited and coded; then translation of the data into numerical values and statements was performed. Statistical analysis of the quantitative data was then carried out by SPSS to produce frequency counts, percentages and cross-tabulations, and the results were tested using the frequency, mean, standard deviation, *t* test, and one-way ANOVA.

Data Analysis

This research was a study of Thai and international tourists in Chiang Mai Walking Street, Rajadamneun Road, and Chiang Mai province. It focused on satisfaction of management in Chiang Mai Walking Street activities, cultural tourism promotion, and Lanna Thai-style products. Data was collected by a sample questionnaire survey of 100 tourists, selected from a total population size of about 5,000 tourists each week. After processing, the data was analyzed using descriptive statistics (frequency, percentage, mean, and standard deviation) and statistically tested using one-way ANOVA. The quantitative survey was complemented by qualitative research carried out through in-depth interviews.

Part 1: Demographic Data of Respondents

The demographic data of the respondents was analyzed by gender, age, educational level, and occupation (as presented in Tables 1, 2, 3 and 4).

Table 1 - *Amount and Percentage of Respondent's Samples by Gender*

Gender	Amount	Percentage (%)
Male	58	58.0
Female	42	42.0
Total	100	100.0

As shown in Table 1, the highest number and percentage of respondents based on gender was male (58 persons [58%]) and female (42 persons [42%]), respectively.

Table 2 - *Percentage of Respondents by Age*

Age	Amount	Percentage (%)
41 years old and over	21	21.0
31-40 years old	28	28.0
Below 30 years old	50	50.0
Total	100	100.0

As shown in Table 2, the respondent samples in highest number (50 persons [50%]) were 30 years of age or below; followed by respondents representing ages between 31-40 years (28 persons [28%]); and lastly, were ages older than 41 years (21 persons [21%]).

Table 3 - *Respondents by Educational Level*

Educational level	Amount	Percentage (%)
Higher than bachelor degree	17	17.0
Bachelor degree	71	71.0
High school	12	12.0
Total	100	100.0

As shown in Table 3, the highest number of respondents was 71 persons (71%) having bachelor degrees; second highest respondent group was 17 persons (17%) having higher degrees than bachelor degrees; and lastly, 12 persons (12%) having high school degrees.

Table 4 - *Amount and Percentage of Respondents by Occupation*

Occupation	Amount	Percentage (%)
Employee	40	40.0
Government officer	30	30.0
Others	26	26.0
Student	4	4.0
Total	100	100.0

Table 4 indicates that the majority of respondents (40 persons [40%]) worked as employees in companies; 30 respondents (30%) worked as government officers; others (indicated as retired persons) represented 26 persons (26%); and the remaining 4 persons (4%) were students.

Part 2: Data Analysis of the Research's Purpose

The purpose for the research was two-fold: 1) To study the impact of tourists' satisfaction toward Chiang Mai Walking Street. 2) Analysis of the tourists' satisfaction toward Lanna cultural products at Chiang Mai Walking Street.

The breakdown of the score/ranking is as follows:

Score rank	Interval scoring	Meaning
1	1.00 – 1.80	Most dissatisfied/Very dissatisfied
2	1.81 – 2.60	Dissatisfied
3	2.61 – 3.40	Neither satisfied nor dissatisfied
4	3.41 – 4.20	Satisfied
5	4.21 – 5.00	Most satisfied/Very satisfied

As shown in Table 5 (Appendix B and C), the respondents had an average satisfaction level. Group 2 indicated that the tourists were satisfied with souvenirs, authentic Thai foods, Thai traditional massage, home decorative, and Thai classical performing arts with average scores of 4.01, 3.79, 3.73, 3.70 and 3.65 by ranking. Group 3 indicates the tourists were satisfied with textiles/cloths, woodcarving, and silverware with average scores of 3.68, 3.58 and 3.56 by ranking. In addition, the results indicated that Thai tourists were dissatisfied with parking area management and public restrooms.

As shown in Table 6 (Appendix D), international tourists and Thai tourists had different satisfaction levels (0.01, t test = 4.711) where international tourists had higher satisfaction levels. In regards to public area management, parking area management, and light management, international tourists and Thai tourist had different satisfaction levels. As shown, the international tourists had higher satisfaction level than Thai tourists. In terms of public restrooms, both international and Thai tourists had satisfaction in differences of statistical significance level at 0.15, t test = 2.466 indicating international tourists had higher satisfaction level than Thai tourists.

As shown in Table 7 (Appendix E), international tourists had different satisfaction levels at a significance level of 0.01, t test = 3.22 where international tourists had a higher satisfaction level than Thai tourists. Additional testing found that both international and Thai tourists had different satisfaction levels toward authentic Thai food and massage at a significance level of 0.01, t test = 4.909 and 4.316 by ranking. This indicates international tourists had higher satisfaction level than Thai tourists in these items. Regarding Thai performing art, international and Thai tourists had different satisfaction levels at a significance of 0.05.

Table 8 (Appendix F) represents the different values tested by t test as summarized from Group 3. International tourists and Thai tourists had different satisfaction levels at a statistical significance level of 0.05, t test = 2.329 indicating that international tourists had higher satisfaction levels than Thai tourists. Regarding textiles/cloths and embroidery, both international and Thai tourists had different satisfaction levels at statistical significance of 0.01, t test= 3.414 and 3.009 by ranking which means international tourists had a higher satisfaction level than Thai tourists. In terms of lacquer ware, international and Thai tourists had different satisfaction levels at statistical significance of 0.10, F test = 1.844, inferring that international tourists had higher satisfaction levels than Thai tourists.

As shown in Table 9's (Appendix G) analysis of variance tested by *F* test, results indicated that different educational levels were satisfied with those items in Group 1 by the statistical significance level at 0.05, *F* test = 3.204. The respondents who hold high school degrees were mostly satisfied with a mean value of 22.50; respondents who hold bachelor degrees had a mean value of 20.676; and respondents who hold degrees higher than bachelor had the lowest mean value of 18.294.

When *t* test analysis of samples was performed (see Table 10 - Appendix G), the samples show the difference in significance level (0.10) as: respondents who hold high school degrees had a higher satisfaction level than respondents who hold higher than bachelor degrees.

Conclusions

This research collected data from the tourists who participated in Chiang Mai Walking Street. In-depth interviews may be a better tool for gathering data from both groups of tourists. Study of related groups of factors between two tourism months as high season (October-February) and low season (March – September), in addition to the number of visiting tourists should be collected.

Factors that influenced the decision making of international tourists' satisfaction level and Thai tourists' satisfaction level are quite similar. The critical factors influencing the tourists' satisfaction level of Walking Street management area are: cultural tourism promotion and production, air pollution effects, noise pollution effects, public area management, parking area management, waste management, lighting management, public restrooms, authentic Thai foods, Thai classical performing arts, Thai traditional massage, embroidery, woodcarving, and silverware.

The tourists are satisfied with air pollution effects, noise pollution effects, public area management, waste management, lighting management, authentic Thai foods, Thai classical performing arts, Thai traditional massage, embroidery, woodcarving, and silverware. Dissatisfaction factors are parking area management and public restrooms. The international tourists have higher satisfaction levels than Thai tourists, especially toward authentic Thai foods. Regarding the demographics of respondents' education background, tourists who hold high school degrees have higher satisfaction levels than respondents who hold advanced college degrees. The results also indicated that the most preferred cultural tourism product of tourists was textiles and cloths that sold at Chiang Mai Walking Street.

Two critical factors of tourists' dissatisfaction in this study are public restrooms and parking areas. The management of Chiang Mai Walking Street and Chiang Mai municipality office should provide appropriate traffic systems and provide zoning for parking. Also, signposts should be provided to the public restrooms. There were no pollution problems that negatively influenced tourist's satisfaction level; however, management needs to be aware of continuing to reduce pollution. The management of Chiang Mai Walking Street and Chiang Mai municipality office should provide appropriate traffic systems and provide zoning for parking. Signpost should be provided for indicating the public restroom areas.

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Appendix A – Survey and Figures

Satisfaction Levels for Chiang Mai Walking Street Activities

****

The purpose of research is to study the tourists' satisfaction toward Lanna cultural products at Chiang Mai Walking Street. Your opinion will be appreciated for this research and will be very useful information.

***Part 1*: Demographic Information** *(Please mark ✓ for your appropriate answer)*

```
1. Gender          O Male             O Female
2. Age_____
3. Nationality
   O  International Tourists    Nationality _____
   O Thai Tourists             Province _____
4.  Education      O High School      O Bachelor's Degree        O Higher than Bachelor's Degree
5. Occupation      O Student          O Employee        O Government officer       O Others (specify) _____
```

Part 2: **The tourists' satisfaction towards Lanna cultural products at Chiang Mai Walking Street.**
(Please mark ✓ your appropriate answer)

1=Most dissatisfied (MD)   2=Dissatisfied (D)   3=Neither satisfied nor dissatisfied (ND)   4=Satisfied (S)   5=Most satisfied (MS)

Items	Satisfaction Level					Remarks
	MD	D	ND	S	MS	
	1	2	3	4	5	
1. How satisfied are you with Chiang Mai Walking Street management or process in this area?						
1.1 Air Pollution effects						
1.2 Noise Pollution effects						
1.3 Public Area Management						
1.4 Parking Area Management						
1.5 Waste Management						
1.6 Lighting Management						
1.7 Public Rest Room						
2. How satisfied are you with the cultural tourism promotion in this area?						
2.1 Authentic Thai Foods						
2.2 Thai Classical Performing Arts						
2.3 Thai Traditional Massage						
2.4 Souvenir						
2.5 Home Decorative						
3. How satisfied are you with Lanna Thai style product at this event?						
3.1 Textile/cloth						
3.2 Embroidery						
3.3 Woodcarving						
3.4 Silverware						
3.5 Lacquer ware						
3.6 Others (please specify) _____						

Part 3: **Other Suggestions and Comments**

1. Opinion regarding the management of Chiang Mai Walking Street activities!
   _____
   _____

2. Opinion regarding the Lanna cultural tourism products
   _____
   _____

3. Opinion regarding the atmosphere/surrounding/environment
   _____
   _____

….Thank you very much for your attention and participation….

Appendix B – Table 5.1

Table 5.1 - *Mean of Tourist's Satisfaction towards to Lanna Thai Cultural Tourism Products at Chiang Mai Walking Street*

Variable	International tourists		Thai tourists		Total	
	Mean	Meaning	Mean	Meaning	Mean	Meaning
Group 1						
1.1 Air pollution effects	3.32	Neither satisfied nor dissatisfied	3.10	Neither satisfied nor dissatisfied	3.21	Neither satisfied nor dissatisfied
1.2 Noise pollution effects	3.14	Neither satisfied nor dissatisfied	2.86	Neither satisfied nor dissatisfied	3.00	Neither satisfied nor dissatisfied
1.3 Public area management	3.52	Neither satisfied nor dissatisfied	2.76	Neither satisfied nor dissatisfied	3.14	Neither satisfied nor dissatisfied
1.4 Parking area management imported for local	3.16	Neither satisfied nor dissatisfied	1.92	Dissatisfied	2.54	Dissatisfied
1.5 Waste management	2.90	Neither satisfied nor dissatisfied	2.64	Neither satisfied nor dissatisfied	2.77	Neither satisfied nor dissatisfied
1.6 Lighting management	3.72	Satisfied	3.04	Neither satisfied nor dissatisfied	3.38	Neither satisfied nor dissatisfied
1.7 Public restrooms	2.72	Neither satisfied nor dissatisfied	2.18	Dissatisfied	2.45	Dissatisfied

Appendix C – Table 5.2 and Table 5.3

Table 5.2 - *Mean of Tourist's Satisfaction towards to Lanna Thai Cultural Tourism Products at Chiang Mai Walking Street*

Variable	International tourists		Thai tourists		Total	
	Mean	Meaning	Mean	Meaning	Mean	Meaning
Group 2						
2.1 Authentic Thai foods	4.24	Most satisfied	3.34	Neither satisfied nor dissatisfied	3.79	Satisfied
2.2 Thai classical performing arts	3.82	Satisfied	3.48	Satisfied	3.65	Satisfied
2.4 Souvenirs	3.98	Satisfied	4.04	Satisfied	4.01	Satisfied
2.5 Home decorative	3.72	Satisfied	3.68	Satisfied	3.70	Satisfied

Table 5.3 - *Mean of Tourist's Satisfaction towards to Lanna Thai Cultural Tourism Products at Chiang Mai Walking Street*

Variable	International Tourists		Thai tourists		Total	
	Mean	Meaning	Mean	Meaning	Mean	Meaning
Group 3						
Textiles/cloths	3.96	Satisfied	3.40	Neither satisfied nor dissatisfied	3.68	Satisfied
3.2 Embroidery	3.48	Satisfied	3.04	Neither satisfied nor dissatisfied	3.26	Neither satisfied nor dissatisfied
3.3 Woodcarving	3.66	Satisfied	3.50	Satisfied	3.58	Satisfied
3.4 Silverware	3.56	Satisfied	3.56	Satisfied	3.56	Satisfied
3.5 Lacquer ware	3.48	Satisfied	3.20	Neither satisfied nor dissatisfied	3.34	Neither satisfied nor dissatisfied

Appendix D – Table 6

Table 6 - *Mean and St. Deviation of Satisfaction in Group 1 and Value of T test by Nationality*

Variable	Tourist	*N*	*M*	*SD*	*t*	*SIG*
Air pollution	International	50	3.32	.999	1.082	.282
	Thai	50	3.10	1.035		
Noise pollution	International	50	3.14	1.030	1.429	.156
	Thai	50	2.86	.926		
Public area management	International	50	3.52	.789	4.793	.000***
	Thai	50	2.76	.797		
Parking areas	International	50	3.16	1.017	5.895	.000***
	Thai	50	1.92	1.085		
Waste management	International	50	2.90	.953	1.388	.168
	Thai	50	2.64	.921		
Light management	International	50	3.72	.882	4.023	.000***
	Thai	50	3.04	.807		
Public restrooms	International	50	2.72	.991	2.466	.015*
	Thai	50	2.18	1.190		
Total of Group 1	International	50	22.4800	3.87688	4.711	.000***
	Thai	50	18.5000	4.54569		

*α ≤ .10. **α ≤ .05. ***α ≤ .01.

Appendix E – Table 7

Table 7 - *Mean and St. Deviation of Satisfaction in Group 2 and Value of t test by Nationality*

Variable	Tourist	*N*	*M*	*SD*	*t*	*SIG*
Authentic	International	50	4.24	.960	4.909	.000***
	Thai	50	3.34	.872		
Thai performing art	International	50	3.82	.748	2.140	.035**
	Thai	50	3.48	.839		
Thai massage	International	50	4.10	.863	4.316	.000***
	Thai	50	3.36	.851		
Souvenirs	International	50	3.98	.869	-.326	.745
	Thai	50	4.04	.968		
Home decorative	International	50	3.72	.834	.232	.817
	Thai	50	3.68	.891		
Total of Group 2	International	50	19.8600	2.94861	3.222	.002***
	Thai	50	17.9000	3.13147		

*α ≤ .10.   **α ≤ .05.   ***α ≤ .01.

Appendix F – Table 8

Table 8 - *Mean and St. Deviation of Satisfaction in Group 3 and Value of t test by Nationality*

Variable	Tourist	*N*	*M*	*SD*	*t*	*SIG*
Textiles/cloths	International	50	3.96	.699	3.414	.001***
	Thai	50	3.40	.926		
Embroidery	International	50	3.48	.646	3.009	.003***
	Thai	50	3.04	.807		
Woodcarving	International	50	3.66	.848	.887	.377
	Thai	50	3.50	.953		
Silverware	International	50	3.56	.884	.000	1.000
	Thai	50	3.56	.861		
Lacquer ware	International	50	3.48	.677	1.844	.068*
	Thai	50	3.20	.833		
Total of Group 3	International	50	18.1400	2.66504	2.329	.022**
	Thai	50	16.7000	3.46557		

* α ≤ .10. ** α ≤ .05. *** α ≤ .01.

Appendix G – Table 9 and Table 10

Table 9 - *Mean and Standard Deviation and Value of F test by Education Level*

Educational level	N	M	SD	F	SIG
High school degree	12	22.5000	5.30009		
Bachelor degree	71	20.6761	4.00277	3.204	.045**
Higher than bachelor degree	17	18.2941	6.02873		
Total	100	20.4900	4.65474		

** α ≤ .05.

Table 10 - *Mean Differences of Paired Comparison*

Educational level	High school	Bachelor degree	Higher than bachelor
High school	-	1.823	4.205*
Bachelor degree		-	2.181
Higher than bachelor degree			-

* α ≤ .10.

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