

**ภาพลักษณ์หมู่บ้านท่องเที่ยวผ้าไหมอันพึงประสงค์
ของนักท่องเที่ยวในจังหวัดนครราชสีมา**
**THE DESIRABLE SILK TOURISM VILLAGES IMAGES OF THE TOURISTS IN
NAKHON RATCHASIMA PROVINCE**

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บทคัดย่อ

การวิจัยนี้วัตถุประสงค์เพื่อ 1) สำรวจพฤติกรรมการเปิดรับสื่อเกี่ยวกับการเดินทางมาท่องเที่ยวในจังหวัดนครราชสีมา 2) สำรวจภาพลักษณ์หมู่บ้านท่องเที่ยวผ้าไหมในการรับรู้ของนักท่องเที่ยวในจังหวัดนครราชสีมา และ 3) เปรียบเทียบลักษณะประชากรกับภาพลักษณ์หมู่บ้านท่องเที่ยวผ้าไหมของนักท่องเที่ยวในจังหวัดนครราชสีมา โดยเป็นการวิจัยเชิงปริมาณ ประชากรเป็นนักท่องเที่ยวที่เดินทางมาท่องเที่ยวในจังหวัดนครราชสีมาปี 2559 จำนวน 2,191,248 คน กลุ่มตัวอย่างใช้วิธีเปิดตารางสำเร็จรูปทอโรยามาเน ได้จำนวน 400 คน ใช้แบบสอบถามที่มีลักษณะปลายปิดและปลายเปิดที่มีค่าความเชื่อมั่นเท่ากับ 0.94 ในการเก็บรวบรวมข้อมูล และวิเคราะห์ข้อมูลด้วยสถิติหาค่าร้อยละ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน t-test และ F-test

ผลการวิจัยพบว่า 1) นักท่องเที่ยวมีพฤติกรรมการเปิดรับสื่อด้วย อินเทอร์เน็ตมากที่สุด (42.75%) ตามมาด้วย โทรทัศน์ (35.00%) และ สื่อกลางแจ้ง (33.25) สถานที่ที่เปิดรับสื่อสิ่งพิมพ์ท่องเที่ยวมากที่สุด อาทิ โบรชัวร์ ใบปลิวท่องเที่ยว คือ ห้างสรรพสินค้า ตามด้วยโรงแรม ร้านอาหาร และปั้มน้ำมัน 2) การรับรู้ภาพลักษณ์หมู่บ้านท่องเที่ยวผ้าไหมของนักท่องเที่ยวในภาพรวมอยู่ในระดับมาก โดยด้านทรัพยากรท่องเที่ยว มีค่าเฉลี่ยสูงสุดเท่ากับ 3.97 รองลงมา คือ ด้านความพร้อมทางการท่องเที่ยว มีค่าเฉลี่ยเท่ากับ 3.89 3) การเปรียบเทียบลักษณะประชากรกับภาพลักษณ์หมู่บ้านท่องเที่ยวผ้าไหมอันพึงประสงค์ของนักท่องเที่ยวในจังหวัดนครราชสีมา พบว่า ในภาพรวมตัวแปรเพศ ระดับการศึกษา และรายได้เฉลี่ยต่อเดือน มีความคิดเห็นเกี่ยวกับความพึงพอใจของนักท่องเที่ยวที่มีต่อภาพลักษณ์หมู่บ้านท่องเที่ยวผ้าไหมอันพึงประสงค์แตกต่างกันที่ระดับนัยสำคัญ 0.05

คำสำคัญ : ภาพลักษณ์, หมู่บ้านท่องเที่ยวผ้าไหม, ผ้าไหม, นักท่องเที่ยว, ภาพลักษณ์หมู่บ้านท่องเที่ยว

ABSTRACT

The research titled “The Desirable Silk Tourism Villages Images of the Tourists in Nakhon Ratchasima Province” was quantitative research and objected to 1) survey the media exposure about travelling, 2) investigate the silk tourism village image in tourists' perceptions, and 3) compare the demographic factors with the satisfaction of the tourism silk tourism village image in perceptions of the tourists. The population was 2,191,248 tourists travelling in Nakhon Ratchasima province in 2016. The sampling units were 400 gathered from Taro Yamane table. The data-collecting tool was a close and open - ended questionnaire with the reliability value as 0.94. The statistics used were percentage, Mean, Standard deviation, t-test and F-test.

Results of the study revealed that 1) the tourists mostly exposed to Internet (42.75%), followed by television (35.00%), and outdoor advertising media consecutively (33.25%). The favorite places they most picked up the tourism printed materials; the brochures and tourism handouts, were the department stores, followed by the hotels, the restaurants and the gas stations respectively, 2) the overall silk tourism village image was at the high level especially the tourism resources ($\bar{X}=3.97$), followed by the readiness of places ($\bar{X}=3.89$) and the media ($\bar{X}=3.68$), and 3) the comparison of the demographic factors with the satisfaction of the tourism silk, it was found that the factors of gender, the education levels and the income were significantly different at 0.05.

Keywords : Image, Tourism village, Silk, Tourists, The silk tourism village image

INTRODUCTION

Silk fabric is an important provincial handicraft product of Nakhon Ratchasima. The silk fabric, produced by the local folk intelligence, has uniquely beautiful patterns with good quality. Nakhon Chaiburin; a group of provinces in the southern northeast of Thailand, was established as a group to promote tourism. The group had set up their strategies to develop and promote various types of tourism such as historical, cultural, natural tourism. It was also included with the ways of local living. Nakhon Chaiburin (a group of 4 provinces in Southern Isarn : Nakhon Ratchasima, Chaiyasphum, Buriram and Surin) has the advantages of rich resources for tourism making it an ideal place for tourism. Moreover, this region has got tourism potentiality and supporting facilities.

Nakhon Ratchasima is famous for hand-made silk product at Pakthongchai District. There are a lot of villages producing silk where they have been continuously promoted by Nakhon Ratchasima Tourism and Sports Authorities. However, it has not been very successful as expected because these villages are not located on the main tourism spots. The media could not reach the target tourists. Moreover, these silk villages in Chaiburin region lacked the development of public facilities supporting tourism in spite of the fact that these silk villages have high tourism potential (Thongdee, interview, 2012).

The silk village tourism promotion has been done by only one-way communication without asking tourists' opinion about the desirable silk villages images they like to visit. Thus, the Communication Arts Program, Faculty of Management Science, Nakhon Ratchasima Rajabhat University intended to survey of the desirable images of silk villages to provide guidelines to develop the silk village tourism in accordance with the need of the tourists, included with the preparedness of the tourism destination, the products/souvenirs, local products and the infra-structure. Then, the research result could be the guidelines to develop the high potential tourism destination in accordance with the tourists' needs.

Consequently, the Communication Arts program, Management Science faculty, intended to convey a research titled "The Desirable Silk Tourism Villages Images of the Tourists in Nakhon Ratchasima Province" to be the guidelines to develop the silk villages in accordance with the tourist' needs. It could also increase the local community income by using the highest benefits from the tourism resources in accordance with the sufficiency economy.

RESEARCH OBJECTIVES

1. To study the tourists' media exposure of the tourism information in Nakhon Ratchasima Province.
2. To study the desirable images of the silk tourism villages in Nakhon Ratchasima Province in accordance with the tourists' need.
3. To compare the demographic factors with the desirable images of the tourists visiting Nakhon Ratchasima Province.

RESEARCH BENEFITS

1. The silk tourism village image in Nakhon Ratchasima province could be improves by the findings of the research.
2. The findings could be planned to create and promote the silk tourism village image in Nakhon Ratchasima province.
3. The concerned government and private sectors such as the Office of Tourism and Sports in Nakhon Ratchasima Province, Nakhon Ratchasima Cultural Office, silk entrepreneurs and tourism-industry entrepreneurs in Nakhon Ratchasima Province could use the results to plan the silk village tourism communication to gather more income.

Research Framework

The research framework was as the below following :

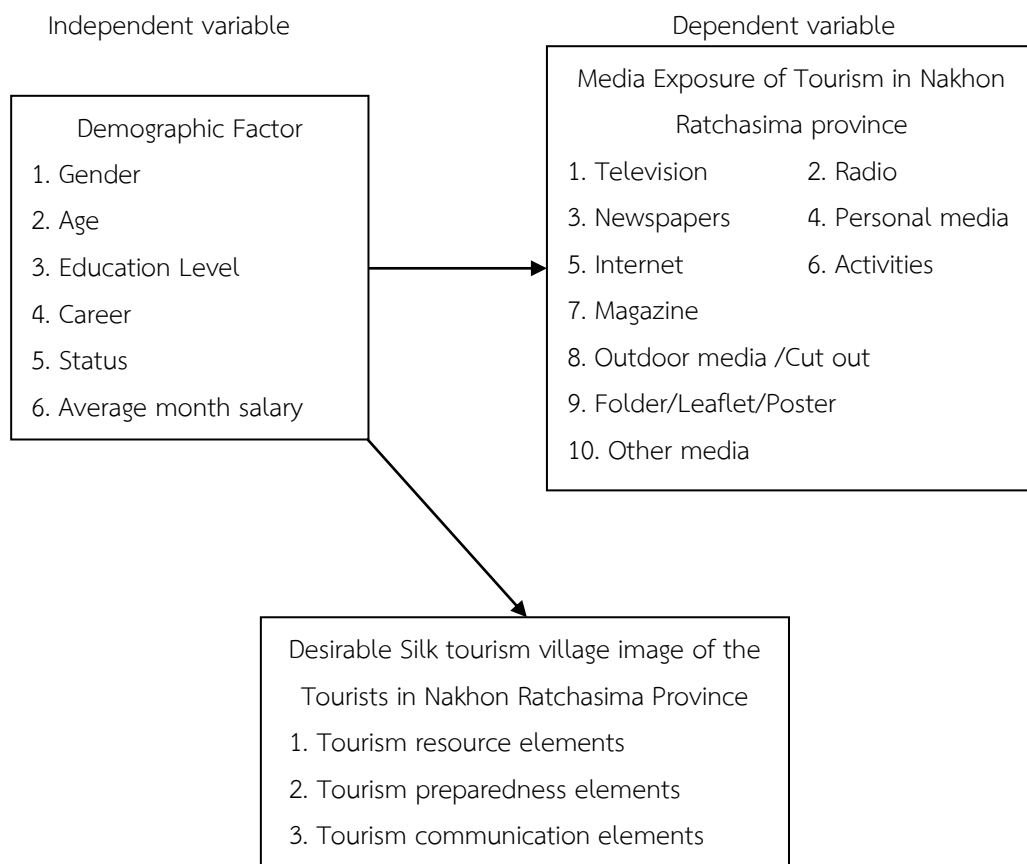


Figure 1 Research framework

RESEARCH METHODOLOGY

1. Population and sampling units

The population was 2,191,248 tourists travelling in Nakhon Ratchasima province in 2016 (Nakhon Ratchasima Authorities of Tourism and Sports Office, 2016)

The sampling units was calculated by using Yamane's table. For over 100,000 of people, the sampling units were 400. The Purposive sampling was also used.

2. Research tool

The research tool was a close-ended questionnaire included with 3 parts; part I Demographic detail, Part II Media exposure of tourists in Nakhon Ratchasima province and Part III silk tourism village Image of tourists' requirement in Nakhon Ratchasima province.

3. Tool construction

The tool construction was conducted as the following :

The tool was constructed by studying the text-books and researches. Then, it was constructed into 2 parts included with the close-ended questionnaire and the open-ended questionnaire.

The tool was examined by 3 experts. Then, it was improved and tried out with 40 of samplings. Finally, the reliability was examined by Cronbach method. The result was equal to 0.94 which was at high level. Consequently, the questionnaire was used for data collection.

4. Data collection

The data was collected from the tourists in Nakhon Ratchasima province at Phimai National Historical Park, Silk tourism villages, Souvenir and silk shops in Pakthongchai district and top department stores.

5. Data and statistical analysis

The data was analyzed by using the computer package program as the following:

5.1 Demographic data and media exposure of travel were statistical descriptive analyzed such as the frequency, percentage, Mean (\bar{X}), Standard Deviation (S.D.). The opinion data was Likert Scale analysis.

5.2 The statistic of t-test and F-test were used to compare the demographic factors and Silk tourism village image requirement of the tourists in Nakhon Ratchasima province.

RESEARCH RESULTS

The results could be concluded as the following research objectives:

1. To study the tourists' media exposure of the tourism information in Nakhon Ratchasima Province.

Most of the tourists were female. The number of the female tourists was 260 (60%) while there were 160 male tourists (40%). The age of 210 tourists were between 21-30 years old. Most of them (52.50%) were graduated with bachelor degree (57.50%). In addition, they were students from schools and universities (40.50%). The average income was less than 10,000 baht (49.25%). Most of them were single (66.25%).

For the Media exposure about traveling in Nakhon Ratchasima province, the result was presented in Table 1

Table 1 Media exposure about traveling in Nakhon Ratchasima province

Media exposure about traveling in Nakhon Ratchasima province	Percentage
Internet	42.75
Television	35.00
Outdoor media	33.25
Personal media	33.25

From Table 1, it showed that the Internet was the most favorite media (42.75%), followed by the television (35.00%), the outdoor media and the personal media such as parents, relatives and friends (33.25%) consecutively.

For the places where the tourists gathered tourism documents, the result was presented in Table 2 below.

Table 2 Places where the tourists gathered tourism documents

Places where the tourists gathered tourism documents	Percentage
Department stores/restaurants	76.50
Hotels	37.25
Gas station	37.25

From table 2, it showed that the places where the tourists gathered the tourism manuals/tourism promotion documents. It was found that most tourists gathered them from the department stores/restaurants (76.50 %), followed the hotels (37.25%) and the gas station (37.25%) consecutively.

2. To study the desirable images of the silk villages in Nakhon Ratchasima Province in accordance with the tourists' need.

For the desirable images of the silk villages in Nakhon Ratchasima Province, it was shown in Table 3 as below

Table 3 Desirable images of the silk villages in Nakhon Ratchasima Province

Desirable images of the silk villages in Nakhon Ratchasima Province	\bar{X}	S.D.
Natural resource	3.97	0.63
Preparedness of tourism	3.89	0.79
Tourism communication	3.68	0.70

From Table 3, the findings showed that the tourists were highly satisfied with the image of silk village. When each component was taken into consideration from the highest to the lowest, the natural resource was ranked as the highest means ($\bar{X}=3.97$), followed by the preparedness of tourism ($\bar{X}=3.89$) and the tourism communication ($\bar{X}=3.68$).

Comparing to each element of the tourists' silk tourism image requirement, it revealed the following as in Table 4

Table 4 Elements of the tourism resource image

Elements of the tourism resource image	\bar{X}	S.D.
Long history of the silk villages	4.08	0.72
Scenery for travelling	4.00	0.69
Various local food dishes	3.89	0.53

From Table 4 ,it showed the elements of the tourism resource image. The overall image was ranked at high level. When each component was taken into consideration, it was found the long history of the silk villages at the highest level (\bar{X} =4.08), followed by the appropriated scenery for travelling (\bar{X} =4.00) while the various local food dishes was ranked as the lowest level (\bar{X} =3.89). It was suggested to improve the tourism resources such as the various local food dishes, the famous performances and the reliability of local products.

For the elements of the preparedness of the tourism, it was shown in Table 5 as below

Table 5 Elements of the preparedness of the tourism

Element of the preparedness of the tourism	\bar{X}	S.D.
Beautiful destinations	4.11	0.66
Complete facilities	3.96	0.79
Easy reach of communication	3.93	0.59
Travelling routes in the silk tourism villages	3.76	0.71

From Table 5, it showed the element of the preparedness of the tourism. The overall element of the preparedness of the tourism was at high level. The highest mean was the beautiful destinations (\bar{X} =4.11), followed by the complete facilities such as the buses, the roads, the electricity, the water supply and the drinking water (\bar{X} =3.96). Moreover, the easy reach of communication such as the telephones and the internet (\bar{X} =3.93).On the contrary, the travelling routes in the silk tourism villages was at the lowest level (\bar{X} =3.76). The save and convenient routes, the modern hospital, the recreation activities and the local souvenirs shops were suggested to be improved.

For the elements of tourism communication, it results were shown in the following Table 6.

Table 6 Elements of tourism communication

Elements of tourism communication	\bar{X}	S.D.
Tourism data searching ability by the tourists	3.98	0.74
Clearly route signs in Thai	3.90	0.57
Tourism information via the internet	3.87	0.62
Guide	3.41	0.66

From Table 6, it indicated that the elements of tourism communication was at high level. Moreover, the tourism data searching ability by the tourists was the highest mean (\bar{X} =3.98), followed by the clearly route signs in Thai (\bar{X} =3.90), the tourism information via the internet (\bar{X} =3.87) consecutively. On the meanwhile, the guide was the lowest mean (\bar{X} =3.41). It was suggested that

there should be guides giving travel information, exhibitions organized by Tourism Authority of Thailand (TAT), travel agencies in local and down town area, tourism promotion such as the accommodation discount, discount coupons and free souvenirs. Moreover, it was suggested that the local people should be publicized about the exhibitions. The destination should be reached easily or there should be a travel bus. The silk weaving demonstration should be performed. In addition, the hosts should be gathered to give an impressive service to the tourists.

3. To compare the demographic factors with the desirable images of the tourists visiting Nakhon Ratchasima Province.

3.1 The comparison between the demographic factors; gender, and the satisfaction of the silk tourism desirable images.

3.1.1 In overall, males and females were significantly satisfied with the silk tourism desirable images differently at the level of 0.05.

3.1.2 Considering each element of the silk tourism desirable images, males and females were significantly satisfied with the tourism resources differently at the level of 0.05 especially the various local dishes, the historical sites and the reliability of the famous local souvenirs.

3.2 The comparison between the demographic factor; age, with the silk tourism desirable images.

3.2.1 In overall, each group of tourists' age has not significantly different satisfaction in the silk village tourism desirable images at the level of 0.05.

3.3 The comparison between the demographic factors; education level, with the silk village tourism desirable images.

3.3.1 In overall the education factor of the tourists has significantly different satisfaction in the silk tourism desirable images at the level of 0.05.

3.3.2 Considering each element of the silk village tourism desirable images, the element of the tourism preparedness and the tourism communication was significantly different at the level of 0.05. Considering by each element, it revealed the following data; For the tourists' levels of education, the tourists were significantly satisfied with the silk village tourism desirable images differently at the level of 0.05, especially the preparedness of tourism element, the easy reach of the communication element such as the telephones and the internet and the modern hospitals.

3.3.3 Considering about the tourists' level of education, the tourists had significantly different satisfaction in the silk village tourism desirable images at the level of 0.05, especially the tourism communication; the ability to search the travel information by oneself, the travel information via central and local mass media, the travel information via the internet, the exhibition held by Tourism Authority of Thailand(TAT), the books/destination guidebooks and the tourism promotion such as the accommodation discounts, the discount coupons and the free souvenirs.

3.4 The comparison between the demographic factors; career, with the silk village tourism desirable images.

3.4.1 In overall the career factor of the tourists has not significantly different satisfaction in the silk tourism desirable images at the level of 0.05.

3.5 The comparison between the demographic factors; status, with the silk village tourism desirable images.

In overall the status factor of the tourists has not significantly different satisfaction in the silk tourism desirable images at the level of 0.05.

3.6 The comparison between the demographic factors; average monthly income, with the silk village tourism desirable images.

3.6.1 In overall average monthly income factor of the tourists has significantly different satisfaction in the silk tourism desirable images at the level of 0.05.

3.6.2 Considering about the tourists' average monthly income, the tourists had significantly different satisfaction in the silk village tourism desirable images at the level of 0.05, especially the preparedness of tourism, the tourism communication.

3.6.3 Considering by each element, the tourists' average monthly income had significantly satisfaction in the silk village tourism desirable images differently at the level of 0.05, especially the preparedness of tourism; the clean and beautiful accommodation, the modern hospital, the impressive services and the recreation activities.

3.6.4 Considering by each element, the tourists' average monthly income had significantly satisfaction in the silk village tourism desirable images differently at the level of 0.05, especially the tourism communication; the ability to search the travel information by oneself, the local and downtown travel agencies, the guides, the exhibition held by Tourism Authority of Thailand (TAT), the books/destination guidebooks.

DISCUSSIONS

According to the findings of the data analysis, it could be discussed as the following :

1. Tourists' behaviors on media exposure to gain information about tourism in Nakhon Ratchasima Province.

Regarding the tourists' behavior in media exposure to gain the information on tourism, the Internet was the most popular way the tourists used to gain information about tourism. The next popular ones were the television and the outdoor cut-outs, respectively. The findings revealed that the Internet played an important role in providing information on tourism. These findings coincided with the findings of Boonsak et al. (2018), who mentioned that the internet; the social media, was the media that the tourists used for searching the travel information. The findings also agreed with the study of Khongthon and Thophol, (2010) under titled "Media Exposure of the Tourists to

Integrated Marketing Communication for Business Entrepreneurs in Nakhon Ratchasima Province”. It was found that the three types of media that attracted tourists to visit Nakhon Ratchasima were the people such as relatives and friends, television, radio and the Internet. Apart from the studies mentioned above, the findings of this research also coincided with that of Nattaphongrit and Cheuyjunya (2016) who found that the reliability of the tourism information from online media had positive relation to the decision behavior of Thai tourists. The more information they gain, the more decision making they made for travelling as they were confident with the information and trusted in it.

2. In overall, the 3 elements of the silk village tourism desirable images were at high level, included with 1) The tourism resources; the long history, the appropriated scenery and the historic sites. It showed that the tourists could see the prominent points of the silk villages, where people had woven silk for a long time. The silk production process was culturally sophisticated. It reflected the distinctive silk villages so effectively that the silk has become one part of Nakhon Ratchasima province slogan; City of Brave Women, Good Quality Silk Fabric, Delicious Korat Noodles, Exotic Ancient Sandstone Sanctuary, Dan Kwain Earthen Ware Pottery. Owing to the good quality of the silk, the silk villages became famous and well known among the tourists. Consequently, the reputation helped create work and brought the substantial income to the villagers. As a result, the silk villages have become the tourism attraction and helped boost the community economy. This type of tourism may be called historical tourism or rural tourism. The result coincided with the findings of Limphiroj and Pinkaew (2015) who studied “The Image of Cultural Tourism in Ayutthaya Province”. They found that the tourists mostly perceived the cultural destination sites., 2) Regarding to the preparedness for tourism, the tourists were very satisfied the tourism preparedness of the silk villages. As each component was taken into consideration, the beautiful scenery was ranked as the most favorite. The next ones were the public facilities such as the buses, the roads, electricity, clean drinking water, and etc. Easy access to communication such as telephones, the Internet was also recommended by the tourists. Our research findings coincided with the research findings of Caeho (2016) who found that the image of experiences and various destination sites affected Thai tourists’(who were during working age in Bangkok) attitudes towards the sustainable tourism. Good experiences; impressive travel, the happiness, the convenient accommodation and travel, affected the travel decision making., 3) The overall image of the tourism communication was at high level. Regarding the tourism communication media, the tourists’ satisfaction was at the high level. As each component was taken into consideration, it was found that retrieving tourism by the tourists themselves was the most satisfying aspect, followed by the road signs providing clear direction for traveling, the available travel websites for tourism information, respectively. At present, the tourists’ traveling behavior has changed. Many tourists prefer to take a trip with their own cars. Thus, seeking information about the tourism sites would be very useful for making travel plan more convenient.

This tourists' behavior coincided with the findings of the research done by Inthasung et al. (2011) who found that most tourists drove their own cars to the destinations for conveniences. Consequently, they needed information and clear road signs. Moreover, the finding was also coincided with the findings of the research done by Sangaphol and Thanpan (2010) who studied "The Media Exposure of Tourism in Tourism Authority of Thailand Tourism Promotion Projects and the Travel Decision Making of Working Age People in Bangkok". It revealed that the sampling units liked travelling in the country by themselves and with their families. They usually exposed to the tourism information for conveniences in tourism.

3. In overall, the comparison between the demographics and the desirable images of the silk villages in Nakhon Ratchasima Province including the variables on education level, monthly income, it was significantly different at the level of 0.05. These findings coincided with the findings of Kemapatapan (2015) showing that the tourism image perception of Chinese tourists was at high level. In Chinese tourists' opinion, Thailand had lots of good reputation of destinations, worthy travel, friendly hosts, good products and services and safety. In addition, the comparison between the demographics; age, status, monthly income, and the media exposure of travelling in Thailand, it was significantly different at the level of 0.05. Moreover, the mass media exposure had significantly positive relationship with the perception of Thailand tourism image at the level of 0.05.

SUGGESTIONS

Suggestions from the research

1. More tourism media for public relations should be produced, particularly on the internet as it is the main source to get the tourism information.
2. Government sectors should promote the public relations both at the local and international level tourism exhibition or road show to introduce places for tourism attraction should be promoted and tourism information should be included in Amazing Korat Tourism Fair.
3. Local community should take part in organizing and arranging cultural tourism activities in order to create and distribute the income to local people. For example, tour guides should be available to conduct historical tours in the silk villages. Welcoming dinner with local food should be introduced to tourists to try. Local folk dance and entertainment should be arranged to welcome tourists. A variety of local handicraft products and souvenirs should also be produced for tourists to buy.
4. Integrated Marketing Communication strategies should be employed to promote cultural tourism of the silk villages for example, discount prices of accommodation, and coupon for package tours, special prices for travel during the tourism season, or free souvenirs.
5. The atmosphere of the silk village tour could be arranged in the way that makes the tourists feel like traveling back to the history or traveling in the country rural area so that the tourist could get direct contact to the local people.

Suggestion for the next research study

1. Study on Integrated Marketing Communication should be conducted to promote cultural tourism.
2. Study on Community Participation Process in managing silk village tours to establish their own distinguished identity to be different from other villages in the Northeast.
3. Study on Comparing of the desirable images of silk villages between the Thai and foreign tourists' opinion should be conducted.

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ผู้เขียนบทความ

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