

Experiential Marketing Strategies for Community-Based Traditional Liquor Tourism in Wang Chin District, Phrae Province, Thailand

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ABSTRACT:

This study examines experiential marketing strategies for community-based traditional liquor tourism in Wang Chin District, Phrae Province, Thailand. The objectives were: (1) to analyze the demographic and behavioral characteristics of tourists; (2) to identify experience design factors influencing decision-making; and (3) to propose strategic recommendations using the STP framework and 7Ps marketing mix. A structured questionnaire was distributed to 405 respondents, and data were analyzed using descriptive statistics and one-way ANOVA. The results show that most respondents were female, aged 31–40, highly educated, and employed in professional or government sectors, with moderate to high incomes. The majority were first-time visitors, preferring one-day cultural activities, moderate expenditures (2,000–5,000 THB), and value-for-money accommodations or homestays. Their primary motivations included hands-on liquor production, learning traditional brewing processes, and cultural immersion.

Tourists rated six CBT experience design dimensions aesthetic design, service quality, customization, immersiveness, technology integration, and sustainability at consistently high levels (means = 4.40–4.61). ANOVA revealed significant differences across gender, age, education, and income, indicating diverse experiential preferences.

Based on these findings, Wang Chin is positioned as “*an authentic, immersive, and sustainable liquor heritage destination*” The proposed 7Ps strategy emphasizes cultural product development, value-based pricing, digital promotion, empowered local guides, flexible processes, eco-friendly facilities, and high-quality service delivery.

Keywords: Experiential Marketing, Community-Based Tourism, Traditional Liquor

INTRODUCTION

Tourism in Thailand has increasingly emphasized cultural authenticity and community-based initiatives as key strategies for sustainable development (Kontogeorgopoulos, 2017). Among these cultural assets, traditional liquor production stands out as both an artisanal craft and an expression of local identity. While much research has focused on the global rise of wine and whiskey tourism in destinations such as France, Italy, and Scotland (Hall et al., 2000; Mura & Sharif, 2017), comparatively little attention has been given to how traditional liquor can be leveraged as a catalyst for creative and experiential tourism within rural Thai communities. This study situates its analysis in Wang Chin District, Phrae Province, a rural area in Northern Thailand recognized for its strong cultural heritage and local wisdom in liquor production. Although Phrae Province is rich in cultural and natural attractions, it remains underexplored compared to well-established northern destinations such as Chiang Mai and Chiang Rai (Suntikul et al., 2016). Wang Chin District, in particular, holds untapped potential for

experiential tourism through its long-standing traditions of local liquor brewing, which integrate indigenous knowledge, cultural rituals, and community practices. Unlike mainstream forms of tourism that often prioritize mass consumption, community-based liquor tourism emphasizes hands-on participation, cultural storytelling, and the transfer of knowledge from local producers to visitors. These practices resonate with the principles of experiential marketing, which highlight the growing demand among tourists for authentic, meaningful, and memorable experiences (Schmitt, 1999; Pine & Gilmore, 1999).

The scope of this study is therefore centered on assessing the viability of developing community-based traditional liquor tourism in Wang Chin District through the lens of experiential marketing. Specifically, the research pursues three interrelated objectives:

(1) to analyze the demographic and behavioral characteristics of tourists interested in traditional liquor-related activities; (2) to identify experience design factor that influence tourist decision-making; and (3) to propose strategic recommendations using the STP framework (Segmentation, Targeting, Positioning) and the 7Ps marketing mix to strengthen the promotion and development of traditional liquor tourism in Wang Chin District.

By narrowing its geographical and cultural scope, this study contributes theoretically and practically. It expands academic discussions of experiential marketing in niche tourism contexts (Richards, 2018), while also providing actionable insights for policymakers, community leaders, and tourism operators in Phrae Province. Ultimately, it aims to support the transformation of Wang Chin into a distinctive cultural tourism destination in Thailand.

LITERATURE REVIEW

Experiential Marketing Theories

Experiential marketing has emerged as a transformative approach to consumer engagement by shifting the emphasis from functional product attributes toward the creation of memorable, meaningful experiences. Unlike traditional marketing, which often highlights rational decision-making, experiential marketing acknowledges that consumer behavior is significantly shaped by emotions, sensory stimulation, and symbolic meaning (Pine & Gilmore, 1999). In tourism, this perspective has been particularly influential, as travel decisions are rarely driven solely by utility but are instead motivated by the search for unique, authentic, and memorable experiences (Oh, Fiore, & Jeoung, 2007).

One of the most widely applied frameworks in this field is Schmitt's Strategic Experiential Modules (SEMs) (1999), which conceptualize five dimensions of consumer experience: Sense (sensory experiences), Feel (emotional experiences), Think (cognitive/creative experiences), Act (physical/behavioral experiences), and Relate (social experiences). In a tourism context, the SEMs framework provides valuable insights into how destinations can engage visitors at multiple levels. For instance, the "Sense" dimension may capture the visual and olfactory appeal of a traditional distillery, while the "Relate" dimension could highlight the social bonding and cultural exchange fostered in a liquor-tasting workshop.

This multidimensionality is especially relevant in cultural tourism, where tradition, emotion, and community interactions collectively shape visitor satisfaction.

Complementing this perspective, Holbrook's (1999) typology of consumer value expands the analysis of experiences by categorizing value along dimensions such as extrinsic versus intrinsic, self-oriented versus other-oriented, and active versus reactive. For example, a tourist engaging in hands-on liquor brewing may derive intrinsic value through personal enjoyment, while also experiencing other-oriented value by sharing the activity with companions. This framework has been widely applied in tourism research to explore both hedonic (pleasure-oriented) and utilitarian (knowledge-oriented) value dimensions (Sweeney & Soutar, 2001).

More recent scholarship has emphasized integrating Schmitt's SEMs and Holbrook's typology to examine tourism experiences in a holistic manner. Studies demonstrate that memorable tourism experiences typically combine sensory stimulation, emotional resonance, cultural learning, and social connectedness (Quadri-Felitti

& Fiore, 2012). Together, these frameworks provide a robust foundation for analyzing traditional liquor tourism in Wang Chin District, where tourists are not only consumers of products but also active participants in cultural heritage and community-based experiences.

Community-Based Tourism (CBT)

Community-Based Tourism (CBT) is a form of tourism owned, managed, and operated by local communities with the explicit aim of ensuring that benefits are equitably distributed among members (Goodwin & Santilli, 2009). In contrast to mass tourism, which often exploits local resources without ensuring long-term returns, CBT emphasizes local empowerment, cultural preservation, and sustainable economic development (Scheyvens, 1999).

The benefits of CBT are multifaceted. First, it promotes community participation, granting local residents greater control over tourism planning and decision-making. Second, it strengthens cultural sustainability by positioning traditions, crafts, and indigenous knowledge at the core of the tourism product. Third, it supports inclusive economic growth, ensuring that tourism revenues are reinvested into local livelihoods (Ashley & Roe, 2002). These features make CBT a particularly relevant framework for developing traditional liquor tourism in Wang Chin District, where cultural practices and community identity are deeply embedded in liquor production.

In Thailand, CBT has received significant policy support, especially through initiatives that promote creative tourism—a model that integrates cultural immersion with participatory, hands-on experiences (Richards & Raymond, 2000). Case studies from Chiang Mai, Mae Hong Son, and other northern provinces demonstrate how CBT can diversify local economies and attract niche tourism markets seeking authentic cultural engagement (Kontogeorgopoulos, 2017). At the policy level, the Tourism Authority of Thailand (2018) has recognized CBT as a tool for rural revitalization, enabling communities to reduce dependence on urban migration and contribute to more balanced regional development.

Nonetheless, CBT faces persistent challenges. Research indicates frequent barriers related to capacity building, marketing expertise, and quality assurance (Manyara & Jones, 2007). Without adequate training and resources, communities may struggle to deliver the high-quality, professionalized experiences expected by contemporary tourists. Furthermore, while CBT aspires to inclusivity, internal power dynamics can sometimes result in inequitable benefit distribution (Tosun, 2000). These challenges highlight the importance of integrating experiential marketing principles with CBT, allowing communities not only to safeguard their cultural traditions but also to strategically package them into appealing, competitive, and sustainable tourism products.

Traditional Liquor Tourism

Globally, liquor-based tourism has become a recognized niche market, encompassing forms such as wine tourism in Europe, whisky tourism in Scotland and Ireland, and craft beer tourism in North America. These tourism models typically integrate tasting experiences, production tours, cultural storytelling, and brand-based marketing strategies (Getz & Brown, 2006). Among these, wine tourism has been studied most extensively, both as a driver of rural economic development and as a branding tool for destination marketing (Carlsen & Charters, 2006). Success factors in this field include heritage branding, perceptions of authenticity, and immersive experiential engagement (Bruwer & Alant, 2009).

Whisky tourism in Scotland offers another benchmark example, where distilleries are incorporated into cultural heritage routes, blending production processes with local identity, regional history, and storytelling traditions (Murray & Overton, 2011). Similarly, the craft beer movement has transformed both urban and rural spaces into experiential hubs, where breweries act as cultural venues that connect producers with consumers in interactive ways (Plummer, Telfer, Hashimoto, & Summers, 2005).

In Southeast Asia, research on liquor tourism remains limited. Thailand's tourism industry has largely focused on cultural heritage, gastronomy, and wellness, while traditional liquors—such as *lao khao* (rice whiskey) and herbal spirits—remain underutilized as tourism products. Wang Chin District in Phrae Province presents a unique opportunity to position traditional liquor tourism as a form of creative and cultural tourism, combining heritage

preservation with hands-on visitor engagement. By integrating brewing practices, community storytelling, cultural rituals, and sustainability principles, Wang Chin can learn from global liquor tourism models while developing a distinctive identity rooted in authentic Thai cultural heritage.

Tourist Motivation and Behavior

Understanding tourist motivation is central to experiential marketing and tourism research. Scholars frequently explain motivation through the framework of push and pull factors: internal drives that “push” individuals to travel—such as novelty seeking, cultural learning, and escape—and external attributes that “pull” them toward a destination, such as unique attractions or perceptions of authenticity (Dann, 1977). Within the context of liquor tourism, several motivational dimensions are particularly relevant:

1. **Authenticity** – Tourists often pursue “real” cultural experiences in contrast to what they perceive as commodified, staged encounters (MacCannell, 1973).
2. **Trust** – Confidence in product quality, safety, and authenticity is a crucial determinant of positive tourism experiences (Morgan & Hunt, 1994).
3. **Sustainability** – With rising awareness of environmental and social impacts, many travelers prefer experiences that embody responsible and sustainable practices (Weaver, 2006).
4. **Perceived Value** – Tourists evaluate experiences by weighing costs against the functional, emotional, and symbolic benefits they receive (Zeithaml, 1988).
5. **Novelty and Learning** – The desire to discover new cultural settings and acquire knowledge is a strong driver of travel choices (Crompton, 1979).
6. **Cultural Immersion** – Visitors seek deeper engagement with local traditions, community life, and heritage practices (Reisinger & Steiner, 2006).

Recent studies further emphasize that experience-driven travelers value participation, personalization, and emotional resonance, showing a preference for co-created experiences over passive consumption (Pine & Gilmore, 2011). In the context of liquor tourism, motivations extend well beyond consumption. Tourists are often motivated by education, sensory exploration, and cultural engagement, which provide memorable connections to place and people (Alonso, 2010). For Wang Chin District, this implies that effective strategies should highlight not only the product itself (traditional liquor) but also the cultural narratives, artisanal skills, and community values embedded within its production processes.

Integrating Tourist Motivation, Behavior, and Experiential Marketing Theory

Understanding tourist motivation is essential within experiential marketing, as travelers seek destinations that satisfy both their intrinsic desires—such as novelty, authenticity, and cultural learning—and extrinsic expectations, including unique attractions and high service standards (Dann, 1977). Experiential marketing theory posits that memorable tourism experiences are shaped by a constellation of strategic experiential modules: Sense (aesthetic design and sensory stimulation), Feel (emotional responses), Think (cognitive engagement), Act (physical participation), and Relate (social connection) (Schmitt, 1999).

In the realm of traditional liquor tourism, key motivations—such as authenticity, trust, sustainability, perceived value, novelty, and cultural immersion—are closely intertwined with experiential marketing practices (MacCannell, 1973; Zeithaml, 1988; Weaver, 2006; Crompton, 1979; Reisinger & Steiner, 2006):

1. **Aesthetic Design**: Tourists are attracted to visually engaging distilleries and cultural spaces that evoke sensory pleasure and signal authenticity, thereby elevating emotional and cognitive involvement (Pine & Gilmore, 2011).
2. **Service Quality**: Confidence in professional service and product safety fosters trust and perceived value,

which in turn reinforces positive emotional experiences (Morgan & Hunt, 1994).

3. Customization: Personalized activities—such as tailored tours or tastings—enhance novelty, learning, and perceived value, ensuring experiences are meaningful across diverse visitor segments (Sweeney & Soutar, 2001).
4. Immersiveness: Active participation in brewing processes or storytelling promotes cultural immersion and emotional resonance, directly contributing to the memorability of the experience (Quadri-Felitti & Fiore, 2012).
5. Technology Integration: Digital tools for booking, interactive guides, or augmented reality tours can amplify learning, engagement, and accessibility, supporting contemporary travel motivations (Pine & Gilmore, 2011).
6. Sustainability: Showcasing environmental and social responsibility not only attracts ethically motivated tourists but also helps build longer-term loyalty and differentiation for the destination (Weaver, 2006).
7. By combining these experiential dimensions with motivational factors, tourism operators in Wang Chin District can create distinctive traditional liquor tourism products that appeal to experience-driven travelers. This holistic strategy enriches the emotional, sensory, and cultural bond between tourists and the destination, aligning with modern expectations for creative and sustainable tourism experiences (Pine & Gilmore, 2011; Richards, 2018).

Marketing Frameworks in Tourism

Marketing frameworks offer a strategic foundation for the design and promotion of tourism products. The Segmentation, Targeting, Positioning (STP) model remains a cornerstone in tourism marketing, providing a systematic approach to classifying travelers by demographic, psychographic, and motivational criteria (Dolnicar, 2004). Through segmentation, destinations such as Wang Chin can identify distinct travel groups—for example, young professionals seeking authentic cultural experiences or eco-conscious tourists prioritizing sustainability. Targeting enables community leaders to focus marketing resources on these promising segments, while positioning defines a unique value proposition that distinguishes the destination within a competitive market. For Wang Chin District, positioning as an authentic and immersive liquor tourism hub can attract both domestic and international niche travelers.

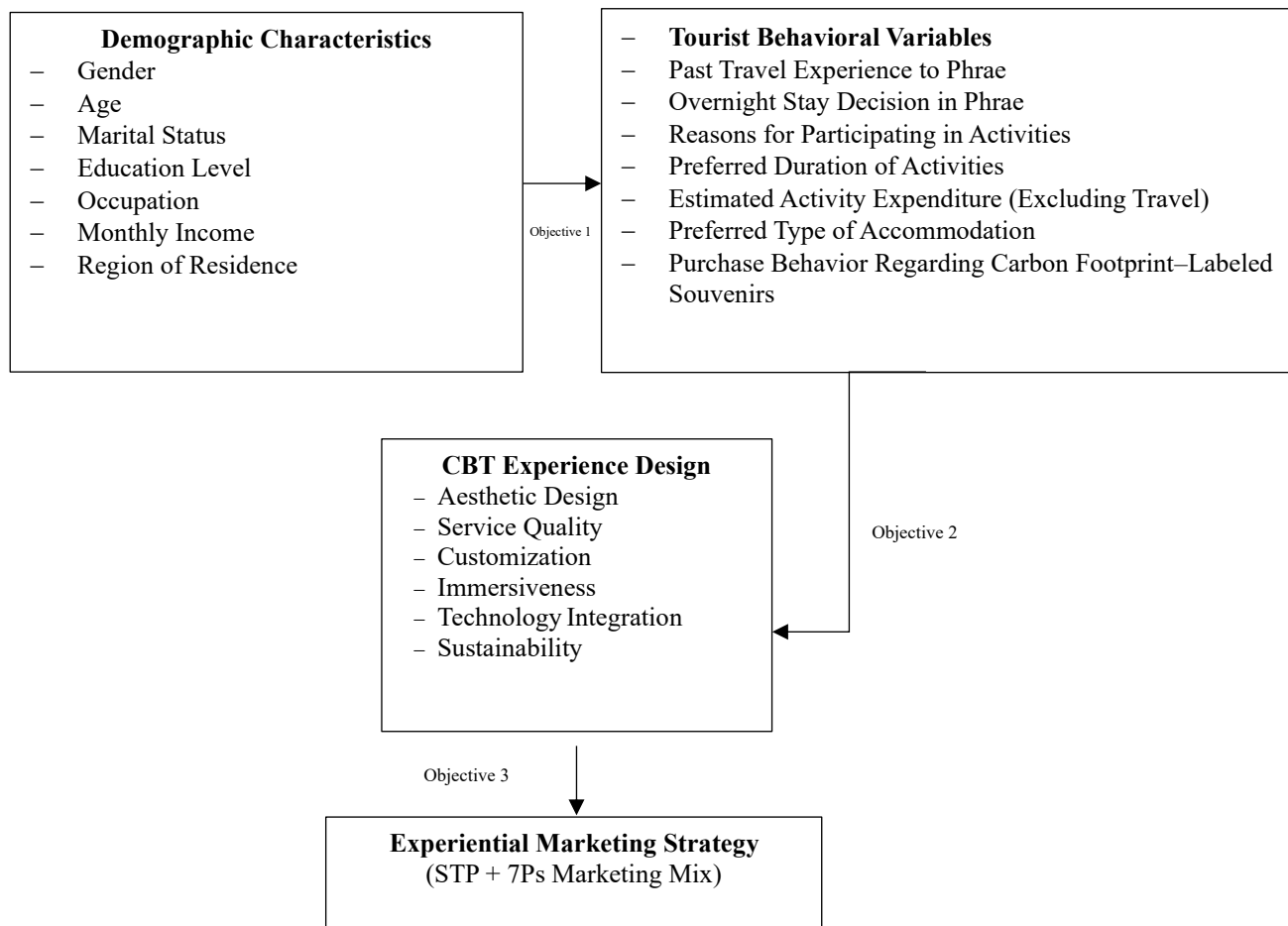
The 7Ps marketing mix (Product, Price, Place, Promotion, People, Process, Physical Evidence) extends the classic marketing model by emphasizing the service-driven nature of tourism experiences (Booms & Bitner, 1981). Applied to community-based tourism (CBT) and experiential models, these elements might include:

1. Product: Offering hands-on liquor brewing workshops, cultural rituals, and storytelling experiences.
2. Price: Developing tiered packages for day trips, weekend stays, and premium cultural immersions.
3. Place: Utilizing online booking platforms and partnerships with established tour operators for distribution.
4. Promotion: Leveraging social media storytelling, influencer collaborations, and destination branding strategies.
5. People: Training community members to serve as guides, hosts, and cultural interpreters.
6. Process: Ensuring smooth, customizable, and engaging visitor pathways.
7. Physical Evidence: Enhancing venues with cultural aesthetics and sustainable branding symbols.

Integrating the STP framework with the 7Ps marketing mix allows destinations to align market segmentation with effective marketing execution, helping experiential tourism offerings resonate with the motivations and

expectations of target audiences. For Wang Chin, this means strategically translating its cultural assets traditional liquor, heritage narratives, and community practices into a coherent and compelling tourism strategy for experience-driven travelers.

Conceptual Framework Development



RESEARCH METHODOLOGY

Research Design

This study adopted a quantitative research design employing a survey-based approach to investigate tourists' demographic characteristics, travel behaviors, and experiential preferences related to community-based traditional liquor tourism in Wang Chin District, Phrae Province, Thailand. The methodological framework was structured into three stages: (1) demographic and behavioral profiling, (2) analysis of CBT experience design factors, and (3) integration of findings for strategic recommendations.

Population and Sample

The target population consisted of domestic and international tourists who visited or expressed interest in cultural and experiential tourism in Phrae Province. A sample size of 405 respondents was determined based on Krejcie and Morgan's (1970) table for adequate representation. Respondents were selected through purposive and convenience sampling, focusing on individuals encountered in major tourist sites, community-based tourism centers, and local events within Phrae Province. This ensured that participants had either direct experience with, or potential interest in, traditional liquor-related tourism activities.

Research Instrument

A structured questionnaire was developed, comprising four sections:

1. Demographic Characteristics: gender, age, marital status, education level, occupation, monthly income, and region of residence.
2. Tourist Behaviors: frequency of visits to Phrae, overnight stay patterns, reasons for participation, preferred activity duration, expenditure levels, accommodation choices, and influence of environmental labels.
3. CBT Experience Design: 21 items covering six experiential dimensions—Aesthetic Design, Service Quality, Customization, Immersiveness, Technology Integration, and Sustainability—measured on a 5-point Likert scale ranging from “Strongly Disagree” (1) to “Strongly Agree” (5).
4. Open-ended Section: qualitative feedback on expectations and perceived improvements for traditional liquor tourism.

The instrument was validated through expert review in tourism management and marketing, and reliability was confirmed via a pilot test of 30 respondents, yielding a Cronbach’s alpha above 0.80, indicating high internal consistency (Hair et al., 2019).

Data Collection

Data collection was conducted over a three-month period during the high tourist season (January – April 2025). Surveys were distributed both on-site at cultural tourism attractions in Phrae Province and via online platforms targeting cultural tourism groups. Respondents provided informed consent prior to participation, ensuring ethical compliance.

Data Analysis

Data were analyzed using descriptive and inferential statistics with SPSS software:

1. Descriptive Statistics (Objective 1 & 2): Frequency, percentage, mean, and standard deviation were employed to analyze demographic characteristics (Table 1), tourist behaviors (Table 2), and levels of agreement with CBT experience design factors (Table 3).
2. Inferential Statistics (Objective 2): One-way ANOVA tests were conducted to examine differences in tourists’ perceptions of CBT experience design factors across demographic groups (Table 4). Post hoc analyses (Tukey’s HSD) were performed where significant differences were detected.
3. Strategic Integration (Objective 3): The results from demographic and behavioral profiles (Objective 1), CBT experience design factors (Objective 2), and ANOVA findings were synthesized to construct an experiential marketing strategy using the STP framework and 7Ps marketing mix.

Results of The Research

This section presents the findings of the study according to the research objectives. Descriptive statistics were employed to analyze the demographic profiles and behavioral patterns of the respondents, while subsequent sections highlight their motivations, perceptions, and decision-making factors related to community-based traditional liquor tourism in Wang Chin District, Phrae Province, Thailand.

Findings for Objective 1

This section is organized to address each research objective systematically. First, the demographic characteristics of the respondents are described to provide an overview of the sample population (Table 1). This is followed by an analysis of tourist behaviors, including past travel experience, overnight stay decisions, reasons for participating in activities, preferred duration, estimated expenditure, accommodation preferences, and purchasing behavior of carbon footprint-labeled souvenirs (Table 2). These findings serve as the foundation for understanding tourist profiles and their experiential expectations, which in turn inform the development of experiential marketing strategies tailored to the context of Wang Chin District.

The detail of results of research see as follows:

Table 1 Demographic Characteristics of Respondents (n = 405)

Variable	Categories	Frequency (n)	Percentage (%)
Gender	Male	174	43.07
	Female	221	54.70
	Not specified	10	2.23
Age	< 20 years	8	1.98
	20–30 years	93	23.02
	31–40 years	155	38.27
	41–50 years	103	25.50
	51–60 years	31	7.67
	> 60 years	15	3.47
Marital Status	Single	188	46.29
	Married	180	44.55
	Divorced	23	5.69
	Widowed	14	3.47
Education	Diploma	20	4.70
	Bachelor's degree	192	47.52
	Master's degree	153	37.87
	Doctorate	40	9.90
Occupation	Government employee/civil servant	175	43.32
	State enterprise/public agency	73	18.07
	Own business	64	15.84
	Private company	39	9.65
	Student	15	3.71
	Freelancer	21	5.20
	Others (retired, etc.)	19	4.45
Monthly Income	< 15,000 THB	33	8.17
	15,001–20,000 THB	43	10.64
	20,001–25,000 THB	75	18.56
	25,001–30,000 THB	72	17.82
	> 30,000 THB	180	44.55
	Not specified	3	0.25
Region of Residence	Central	235	58.17
	Northern	64	15.84
	Northeastern	58	14.36
	Southern	48	11.63

Table 1 presents the demographic characteristics of the 405 respondents who participated in the study. The results show that the majority of respondents were female (54.70%), while males accounted for 43.07%, and 2.23% did not specify their gender. In terms of age, the largest group fell within the 31–40 age range (38.27%), followed by those aged 41–50 (25.50%) and 20–30 (23.02%), indicating that most participants were working-age adults with substantial spending capacity and an interest in cultural tourism activities.

Regarding marital status, the sample was almost evenly divided between single respondents (46.29%) and married respondents (44.55%), with smaller proportions identifying as divorced (5.69%) or widowed (3.47%). The educational background of the respondents was relatively high, with nearly half holding a bachelor’s degree (47.52%) and more than one-third possessing a master’s degree (37.87%), suggesting a sample with strong potential for appreciating cultural and intellectual experiences.

In terms of occupation, the largest proportion of respondents were government employees or civil servants (43.32%), followed by those working in state enterprises or public agencies (18.07%) and self-employed business owners (15.84%). Private-sector employees accounted for 9.65%, while students (3.71%), freelancers (5.20%), and other categories such as retirees (4.45%) represented smaller segments.

Income distribution indicated that nearly half of the respondents earned more than 30,000 THB per month (44.55%), while another significant group earned between 20,001–30,000 THB (36.38% combined). This suggests that the majority of respondents possessed moderate to high purchasing power.

Finally, regional distribution showed that most respondents resided in the Central region of Thailand (58.17%), followed by the Northern (15.84%), Northeastern (14.36%), and Southern regions (11.63%). This finding implies that a significant portion of visitors to Wang Chin District are likely to come from outside the immediate province, particularly from urban centers in the central region.

Table 2 Tourist Behaviour of Respondents (n = 405)

Behavior Dimension	Categories	Frequency (n)	Percentage (%)
Visit to Phrae Province	Never visited	165	40.84
	1 time	154	38.12
	2 times	38	9.41
	3 times	16	3.96
	More than 3 times	32	7.67
Overnight Stay in Phrae	Yes	335	82.92
	No / Stayed nearby province	66	16.34
	Other/Not specified	4	0.74
Reasons for Participation (multiple responses)	Hands-on activity in liquor production	180	44.44
	Learning traditional production process	170	41.98
	Observing community lifestyle	110	27.16
	Learning history/culture of traditional liquor	85	20.99
	Buying liquor products and souvenirs	60	14.81

Preferred Duration of Activities	Half day	61	15.10
	1 day	267	66.09
	More than 1 day	77	18.81
Estimated Expenditure (excluding travel)	< 2,000 THB	75	18.56
	2,001–3,500 THB (2D1N, budget)	151	37.38
	3,501–5,000 THB (2D1N, standard)	148	36.63
	5,001–7,500 THB (3D2N, standard)	28	6.93
	> 7,500 THB (3+ days, premium)	3	0.50
Preferred Accommodation	Standard hotel (value for money)	189	46.67
	Homestay (community lifestyle)	74	18.27
	Boutique hotel (modern design)	43	10.63
	City-center hotel (commercial area)	52	12.83
	Well-known/reputable hotel	47	11.60
Carbon Footprint Label Influence	Influences decision	269	66.58
	No influence	74	18.32
	Not sure	62	15.10

Table 2 summarizes the travel behaviors of the 405 respondents. The results indicate that a substantial proportion of respondents were first-time visitors to Phrae Province (40.84%), while 38.12% had visited once, and smaller proportions had visited two times (9.41%), three times (3.96%), or more than three times (7.67%). This suggests that while many participants had not previously visited, there remains significant potential for attracting new tourists as well as encouraging repeat visitation through well-designed activities.

With respect to accommodation, a large majority of respondents reported staying overnight in Phrae (82.92%), compared to only 16.34% who did not stay or stayed in nearby provinces. This highlights Phrae's potential to establish itself as a destination rather than merely a stopover, which is beneficial for the local economy due to increased spending on food, lodging, and cultural activities.

The most common motivations for participating in traditional liquor-related tourism activities were hands-on experiences in liquor production (44.44%) and learning traditional brewing processes (41.98%), followed by observing community lifestyles (27.16%), learning about history and culture (20.99%), and purchasing local liquor products and souvenirs (14.81%). These results clearly demonstrate that tourists are primarily motivated by authentic, participatory, and culturally immersive experiences.

Regarding the preferred duration of activities, the majority of respondents favored one-day programs (66.09%), while 15.10% preferred half-day activities and 18.81% preferred activities lasting more than one day. In terms of expenditure, most respondents expected to spend between 2,001–3,500 THB (37.38%) or 3,501–5,000 THB (36.63%), reflecting moderate budgets for short cultural trips. Only a small proportion indicated willingness to spend over 7,500 THB (0.50%), suggesting that the market primarily targets mid-range tourists.

In terms of accommodation preferences, nearly half of the respondents selected value-for-money hotels (46.67%), while 18.27% preferred community-based homestays, and smaller segments opted for boutique hotels (10.63%), city-center hotels (12.83%), or well-known hotel brands (11.60%). This indicates a balance between practical preferences for comfort and affordability and growing interest in community-based lodging aligned with cultural immersion.

Finally, when asked about the influence of environmental labeling, two-thirds of respondents (66.58%) reported that the carbon footprint label influenced their purchase decisions for souvenirs, while 18.32% indicated no influence, and 15.10% were unsure. This finding highlights the increasing importance of sustainability and environmental awareness in shaping consumer behavior among cultural tourists.

Findings for Objective 2

This section examine the community-based tourism (CBT) experience design factors that influence tourist decision-making (Table 3). Six core experiential dimensions were identified aesthetics, service quality, customization, immersion, technology integration, and sustainability all of which were rated highly by respondents. Tourists emphasized the importance of hands-on participation, authentic cultural engagement, multimedia storytelling, and environmentally responsible practices. In addition, One-Way ANOVA analysis (Table 4) revealed statistically significant differences in the perception of CBT experience design factors across demographic groups, underscoring the importance of tailoring tourism products to diverse market segments. The detail of results of research see as follows:

Table 3 CBT Experience Design Factors Influencing Tourist Decision-Making (n = 405)

CBT Experience Design Dimension	Items	Mean	SD	Interpretation
Aesthetic Design	Attractive decoration reflecting local culture and identity	4.48	0.59	Strongly Agree
	Display arrangement of equipment and traditional liquor production	4.58	0.56	Strongly Agree (highest)
	Activities enhancing learning of traditional liquor wisdom	4.55	0.55	Strongly Agree
	Photo spots and storytelling areas about liquor heritage	4.48	0.54	Strongly Agree
Service Quality	Knowledgeable guides/facilitators with good communication	4.53	0.54	Strongly Agree
	Friendly and attentive service at destinations	4.46	0.54	Strongly Agree
	Suitable environmental management for learning activities	4.51	0.54	Strongly Agree
	Adequate facilities and accessibility (toilets, food, shops)	4.59	0.54	Strongly Agree (highest)
Customization	Choice of learning activities (e.g., tasting, distilling, blending)	4.60	0.52	Strongly Agree
	Diverse presentation formats suited to different age groups	4.61	0.57	Strongly Agree (highest)
	Flexible scheduling of activities	4.47	0.56	Strongly Agree
	Option for group or individual learning	4.40	0.59	Strongly Agree
Immersiveness	Hands-on participation in liquor production	4.55	0.55	Strongly Agree
	Experiencing community lifestyle	4.48	0.54	Strongly Agree
	Multi-sensory experiences (sight, taste, smell, sound, touch)	4.55	0.57	Strongly Agree
	Memorable interactions with local people	4.49	0.56	Strongly Agree

Technology Integration	Engaging multimedia presentations	4.60	0.52	Strongly Agree (highest)
	Appropriate use of technology to enhance learning	4.54	0.55	Strongly Agree
	Easy online information access (web, apps, QR codes)	4.44	0.56	Strongly Agree
Sustainability	Activities support preservation of local wisdom	4.48	0.55	Strongly Agree
	Activities consider environmental impacts	4.61	0.51	Strongly Agree (highest)
	Activities generate sustainable income for the community	4.51	0.53	Strongly Agree

Table 3 presents the mean scores and standard deviations of respondents' opinions on the CBT Experience Design factors influencing their decision to participate in traditional liquor-related tourism activities in Phrae Province. Overall, the findings reveal consistently high levels of agreement across all six dimensions (Means ranging from 4.40 to 4.61), suggesting that tourists perceive these factors as highly relevant to their cultural tourism experiences.

For Aesthetic Design, respondents expressed particularly strong agreement regarding the arrangement of equipment and demonstrations of the liquor production process ($M = 4.58$, $SD = 0.56$), indicating that systematic and visually engaging presentations play a crucial role in enhancing cultural interpretation. Other aspects, such as cultural decorations ($M = 4.48$) and the creation of storytelling/photo spots ($M = 4.48$), also scored highly, emphasizing the importance of cultural aesthetics in attracting and engaging visitors.

In terms of Service Quality, the highest-rated item was the availability of adequate facilities and accessibility ($M = 4.59$, $SD = 0.54$), showing that convenience and infrastructure strongly shape tourist satisfaction. Knowledgeable guides ($M = 4.53$) and appropriate environmental management ($M = 4.51$) also received very high scores, highlighting the role of human resources and supportive environments in delivering quality learning experiences.

Customization emerged as another significant factor, with the highest score overall being diverse presentation formats tailored to different age groups ($M = 4.61$, $SD = 0.57$). This reflects tourists' desire for flexible and personalized experiences that accommodate varying needs and interests. Allowing choice of learning activities ($M = 4.60$) further reinforces the demand for participatory and adaptable tourism programming.

The dimension of Immersiveness also recorded very high ratings, with respondents valuing hands-on participation in liquor production ($M = 4.55$) and multi-sensory experiences ($M = 4.55$). These results underline the importance of direct involvement and experiential engagement in creating meaningful and memorable cultural encounters.

With regard to Technology Integration, tourists strongly agreed that engaging multimedia presentations ($M = 4.60$) and the appropriate use of digital tools ($M = 4.54$) enhance learning and enrich the tourism experience. Convenient online access to information ($M = 4.44$) was also positively evaluated, though to a slightly lesser degree, suggesting that both on-site and off-site technological support are increasingly expected in cultural tourism.

Finally, Sustainability was rated very highly, particularly for activities that consider environmental impacts ($M = 4.61$, $SD = 0.51$), which was among the top-rated items across all dimensions. Ensuring sustainable community income generation ($M = 4.51$) and preserving local wisdom ($M = 4.48$) were also strongly endorsed, indicating that tourists value tourism activities that are ethically responsible and socially inclusive.

In sum, these findings demonstrate that tourists place significant importance on aesthetic appeal, service quality,

customization, immersive participation, technology integration, and sustainability when deciding to engage in community-based traditional liquor tourism. This highlights clear strategic directions for experience design, suggesting that future tourism programs should prioritize a balance of cultural authenticity, visitor engagement, convenience, and environmental responsibility to enhance participation and satisfaction.

Table 4 Analysis of Demographic Influences on CBT Experience Design Factors Using One-Way ANOVA

Demographic Variable	CBT Experience Design Factor	df (Between, Within)	F-value	Sig. (p)	Interpretation
Gender	Aesthetic Design	(2, 402)	1.84	.161	n.s.
	Service Quality	(2, 402)	3.27	.040*	Significant difference
	Customization	(2, 402)	0.95	.388	n.s.
	Immersiveness	(2, 402)	1.12	.329	n.s.
	Technology Integration	(2, 402)	2.41	.091	n.s.
	Sustainability	(2, 402)	4.05	.018*	Significant difference
Age Group	Aesthetic Design	(5, 399)	5.63	.001**	Significant difference
	Service Quality	(5, 399)	2.15	.061	n.s.
	Customization	(5, 399)	3.92	.004**	Significant difference
	Immersiveness	(5, 399)	4.27	.002**	Significant difference
	Technology Integration	(5, 399)	1.73	.127	n.s.
	Sustainability	(5, 399)	2.88	.015*	Significant difference
Education Level	Aesthetic Design	(3, 401)	2.44	.064	n.s.
	Service Quality	(3, 401)	1.92	.126	n.s.
	Customization	(3, 401)	3.54	.015*	Significant difference
	Immersiveness	(3, 401)	1.47	.222	n.s.
	Technology Integration	(3, 401)	2.81	.039*	Significant difference
	Sustainability	(3, 401)	1.12	.342	n.s.
Income Level	Aesthetic Design	(5, 399)	3.05	.011*	Significant difference
	Service Quality	(5, 399)	2.77	.018*	Significant difference
	Customization	(5, 399)	1.59	.162	n.s.
	Immersiveness	(5, 399)	2.41	.034*	Significant difference
	Technology Integration	(5, 399)	1.22	.298	n.s.
	Sustainability	(5, 399)	4.72	.001**	Significant difference

From Table 4 One-way ANOVA was performed to examine the influence of demographic characteristics on tourists' perceptions of CBT Experience Design factors. The results indicated several significant differences.

For gender, significant effects were observed for Service Quality ($F(2, 402) = 3.27, p < .05$) and Sustainability ($F(2, 402) = 4.05, p < .05$), suggesting that male and female respondents evaluated these dimensions differently. Female tourists tended to rate both service quality and sustainability considerations more highly than male respondents, reflecting their greater sensitivity to service interactions and environmental impacts.

Age group was found to be a major determinant of perceptions across several factors. Significant differences

were found for Aesthetic Design ($F(5, 399) = 5.63, p < .01$), Customization ($F(5, 399) = 3.92, p < .01$), Immersiveness ($F(5, 399) = 4.27, p < .01$), and Sustainability ($F(5, 399) = 2.88, p < .05$). Post hoc comparisons revealed that younger tourists (20–30 years) rated aesthetic design and customization higher, while middle-aged groups (31–40 years) emphasized immersive experiences. Older respondents (above 50 years) placed stronger importance on sustainability.

With respect to education level, significant effects were found for Customization ($F(3, 401) = 3.54, p < .05$) and Technology Integration ($F(3, 401) = 2.81, p < .05$). Respondents with higher education (Master's and Ph.D.) gave higher ratings to flexible learning activities and the integration of modern technology compared to undergraduate or diploma-level respondents.

Finally, income level also demonstrated significant differences across several factors: Aesthetic Design ($F(5, 399) = 3.05, p < .05$), Service Quality ($F(5, 399) = 2.77, p < .05$), Immersiveness ($F(5, 399) = 2.41, p < .05$), and Sustainability ($F(5, 399) = 4.72, p < .01$). Tourists with higher income levels tended to place greater importance on sustainability and aesthetic presentation, while middle-income groups emphasized service quality and immersive activities.

Overall, these findings indicate that demographic factors significantly shape tourists' experiential preferences in community-based traditional liquor tourism. Tailored marketing and experience design strategies should therefore consider gender-specific expectations, generational differences, educational background, and income-based preferences to maximize satisfaction and participation.

Findings for Objective 3

This section build on these empirical insights to propose an experiential marketing strategy for promoting community-based traditional liquor tourism in Wang Chin District. Collectively, these strategies aim to strengthen the competitive positioning of Wang Chin District as a distinctive destination for cultural and community-based experiential tourism.

The study proposes an experiential marketing strategy for promoting community-based traditional liquor tourism in Wang Chin District by applying the STP framework and 7Ps marketing mix. Thus, Results from Table 1-4 indicate that the main target groups are educated working professionals aged 20–40 seeking novelty, hands-on activities, and technology integration, as well as middle-aged to older visitors who value sustainability, cultural immersion, and community engagement. The proposed positioning highlights Wang Chin as “an authentic, immersive, and sustainable destination where visitors experience traditional liquor heritage through active participation and community connection.”

Strategically, the 7Ps framework suggests developing hands-on cultural packages (Product), offering tiered pricing options (Price), promoting via digital platforms (Place & Promotion), empowering local guides and artisans (People), creating flexible itineraries (Process), and enhancing aesthetic cultural spaces and eco-friendly facilities (Physical Evidence). In conclusion, the findings emphasize that authenticity, sustainability, and participatory learning are key drivers shaping tourist decision-making and should form the core of Wang Chin's experiential marketing strategy.

CONCLUSION AND DISCUSSION

This study examined the demographic profiles, travel behaviors, and experiential factors influencing participation in community-based traditional liquor tourism in Wang Chin District, Phrae Province. The results provide useful insights into tourist characteristics, motivations, and the role of CBT experience design in shaping decision-making.

For demographically (Table 1), most respondents were working-age adults (20–40 years), highly educated, and with moderate to high purchasing power, aligning with global evidence that cultural and creative tourism attracts middle-income professionals (Cohen & Cohen, 2019; Richards, 2021). Behavioral findings (Table 2) revealed that while many were first-time visitors, most opted for overnight stays, showing potential for repeat visitation

if immersive and participatory experiences are strengthened. Motivations centered on hands-on liquor production, cultural learning, and sustainability, consistent with the rise of experiential gastronomy and wine/whiskey tourism worldwide (Getz & Brown, 2006). Evaluation of CBT experience design (Table 3) showed strong agreement across six dimensions, emphasizing the importance of aesthetics, service quality, customization, immersiveness, technology integration, and sustainability. However, ANOVA results (Table 4) revealed that perceptions varied significantly by gender, age, education, and income, underscoring the need for segmentation. For example, younger tourists valued novelty and technology, while older groups prioritized sustainability.

Beyond the survey findings, these results should be situated within broader socio-cultural debates. The commercialization of traditional liquor tourism raises questions about cultural commodification whether community heritage risks being reduced to a marketable attraction (MacCannell, 1973; Reisinger & Steiner, 2006). At the same time, community ownership and participatory design can mitigate these risks by embedding local voices in decision-making (Owuondo, J., 2024). Relatedly, the issue of responsible alcohol tourism deserves consideration. While liquor heritage can attract tourists, destinations must ensure that promotion does not normalize irresponsible consumption or lead to negative social impacts, such as public health risks or intergenerational conflicts (Carlisle, S., & Ritchie, C., 2021).

Responsible tourism frameworks advocate balancing cultural celebration with safeguards such as moderated tasting activities, educational storytelling, and restrictions on over-commercialization. Comparative perspectives also enrich the discussion. International case studies such as wine routes in France and Italy, whiskey trails in Scotland, and sake tourism in Japan demonstrate how liquor tourism can successfully blend heritage, branding, and rural development (Lixăndrescu et al., 2022). In Southeast Asia, parallels can be drawn with lao khao in Laos or rice wine traditions in Vietnam, where liquor heritage is tied closely to community identity and rituals. Unlike these destinations, Wang Chin remains underexplored, which offers both opportunities (authenticity, niche positioning) and risks (limited infrastructure, lack of marketing expertise). Practical challenges must also be addressed. While respondents highly valued sustainability, community readiness, resource constraints, and equitable benefit distribution remain pressing issues (Manyara & Jones, 2007; Tosun, 2000). Without adequate training, marketing skills, and governance structures, CBT initiatives may struggle to meet tourist expectations. Moreover, reliance on self-reported data and convenience sampling in this study indicates that further qualitative research such as interviews with local producers, community leaders, and policymakers would enrich understanding of local perspectives and ensure authenticity in tourism design.

In conclusion, Wang Chin District has the potential to position itself as “*an authentic, immersive, and sustainable liquor heritage destination*” that integrates cultural wisdom with experiential marketing strategies. However, long-term success requires balancing economic opportunities with cultural integrity, visitor satisfaction with responsible alcohol practices, and heritage preservation with innovation. By learning from global liquor tourism models while addressing local socio-cultural realities, Wang Chin can develop a distinctive tourism identity that contributes to both academic discourse and practical policy on sustainable community-based tourism.

Practical Recommendations for Community-Based Traditional Liquor Tourism in Wang Chin District

1. Preserve Authenticity while Avoiding Over-Commodification

- a. Highlight cultural heritage and storytelling of liquor traditions rather than only product sales.
- b. Establish community-led governance boards to safeguard cultural integrity.
- c. Promote rituals, history, and community narratives alongside production demonstrations.

2. Implement Responsible Alcohol Tourism

- a. Adopt responsible drinking policies: small tasting portions, educational focus, cultural framing.
- b. Collaborate with public health agencies to design awareness campaigns.
- c. Ensure marketing avoids normalizing excessive alcohol consumption.

3. Strengthen Community Capacity and Readiness

- a. Provide training for locals in hospitality, guiding, digital marketing, and sustainability.

- b. Build partnerships with universities, NGOs, and tourism institutes for skills transfer.
- c. Encourage youth and women participation as cultural ambassadors.

4. Integrate Sustainability Practices

- a. Use eco-packaging and emphasize carbon footprint labeling on products.
- b. Encourage eco-friendly infrastructure: recycling, green energy, low-carbon transport.
- c. Reinforce tourists' sustainability expectations through visible certification schemes.

5. Apply Segmentation and Positioning

- a. Target younger professionals (20–40 years) with customizable, tech-integrated packages.
- b. Engage older/high-income tourists with heritage- and sustainability-focused programs.
- c. Position Wang Chin as an “authentic, immersive, and sustainable liquor heritage destination.”

6. Learn from Global and Regional Best Practices

- a. Adapt lessons from wine tourism (France, Italy), whiskey trails (Scotland), sake tourism (Japan).
- b. Benchmark against regional examples (Lao rice liquor, Vietnamese rice wine).
- c. Customize global models to fit Wang Chin's unique cultural and community context.

7. Ensure Policy Support and Collaboration

- a. Embed liquor tourism within creative economy and cultural tourism strategies.
- b. Foster multi-stakeholder collaboration (government, community, private sector).
- c. Promote fair distribution of tourism benefits to sustain community participation and ownership.

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