

# A STUDY OF TOURISTS' WILLINGNESS TO PAY FOR A HISTORICAL PACKAGE TOUR

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## ABSTRACT

The objectives of this study were to study 1) the problem of historical tourism in Lampang province, 2) the historical connection of tourist attractions in each place in Lampang province, and 3) the willingness to pay of tourists toward historical package tours Lampang province. By collecting data from documentary research, in-depth interviews and questionnaire as tools. The data were analyzed by using descriptive analysis and descriptive statistics and analyzing factors affecting willingness to pay by using Tobit model. The results of the research found that: 1) The problem of history in Lampang province provision of tourism services and facilities such as the language diversity of the sign, Accommodation prices are inflated, Public transport within the province is not covered, Inadequate personnel serving attractions lack of guide training, And discontinuity of tourist attractions traveling distance from one tourist attraction to another is quite far., 2) The historical connection of tourist attractions in each place in Lampang province. To find historical connections to create tourism routes. It is a one-day trip tour package "Chao Nan Thip Chang Route" 3) The willingness to pay of tourists toward historical packages tour in Lampang Province has an average price of 774.46 baht/package. The factors affecting the willingness to pay for historical packages tour of tourists at the significant level of 0.05 in the positive direction were age, travel expenses in Lampang province per day per person of tourists, the purpose of traveling is to visit relatives and friends and attitudes about a new historical package tour.

**Keywords:** Willingness to pay, Historical package tour, Chao Nan Thip Chang

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## INTRODUCTION

When entering the season of tourism many tourists choose to spend their long holidays by going out to popular destinations. The top 4 provinces that are most popular with tourists are Bangkok, Chonburi, Kanchanaburi and Chiang Mai respectively. (Ministry of Tourism and Sports, 2022) In 2022, the number of tourists both Thai people and foreigners who come to travel in 4 provinces accounted for 33 percent of the total number of tourists who came to visit all of which 4 provinces accounted for only 5 percent of all provinces in Thailand. Resulting in long holidays or during the season to travel in these 4 provinces, there are traffic jams and crowded so traveling during the off-season or during weekdays or traveling in a quiet city is an option interesting for tourists who want to avoid large crowds traffic jam. Since 2019, the government has issued a policy to support tourism in secondary cities in all 55 provinces by using measures to push tourists from main cities to spread more to secondary cities to reduce the concentration of tourists and can also distribute income to the local Lampang is one of the secondary cities supported by the government. (The Government Public Relations Department, 2019)

In the north, Lampang Province is a secondary city with a history. According to the information (Nakhornlampang Historical Center, 2015) Lampang province has a history of at least 1,300 years and is also the beginning of the Chao Nan Thip Chang family or the seven princes", which is the ancestor of the royal family that ruled the northern region There are also many historical tourist attractions. Especially the temples that combine art and culture of Lampang people each location has a historical connection. Traveling to Lampang is very convenient because there are various transportation routes such as train, airplane, private car and public transport in addition, Lampang province has a terrain that is a passageway with important main routes that will pass to other provinces. But considering the statistical data on the number of tourists in 2022, it was found that Lampang province has a small number of tourists who travel within the province it has the 6th largest number of tourists visiting the north (Ministry of Tourism and Sports, 2022) compared to Chiang Mai, which has the number 1 number of tourists in the North and uses the route in Lampang Province to travel. It was found that Chiang Mai had more tourists than Lampang by 5.6 times. And compared to Chiang Rai who traveled mainly via Lampang it is also a secondary city as well it was found that Chiang Rai had 3.2 times more tourists than Lampang.

From studying the behavior of tourists by reviewing research on demand for historical tourism the suggestion from the study is that historical tourists need interesting tourist routes (Nattawut Vita, 1998) that bring history and uniqueness to the story by linking the historical stories of each place come prepared as an interesting travel route. There is also a research of historical researchers who study the connection of tourist sites to create a tourism route. Study of the potential of historical and cultural attractions of the Lanna (Payao, Prae, Nan) and Sukhothai civilizations (Kampangetch, Sukhothai) (Pannee Suanpang, Pairin Wechtunyagul and Pornteap Leethong-in, 2017) to link the historical tourist attractions of Lanna civilization (Luang Prabang), Lao People's Democratic Republic. And the study of historical connections of tourist attractions in Kamphaeng Phet province but Lampang province has not studied the historical connection of tourist attractions.

For that reason, because Lampang is a secondary city with few tourists visiting and also a passing city how to get more tourists to visit? Therefore, this study was to study the problem of historical tourism in Lampang province for get to know the situation and problems of historical tourism in Lampang province. Then create identity and can create more value for tourist attractions by finding historical connections of tourist attractions in each place of Lampang province to suggest a form or a historical tourism route of Lampang province. Create a historical tourism package and find out the willingness to pay of tourists towards the historical packages tour of Lampang province.

## LITERATURE REVIEWS

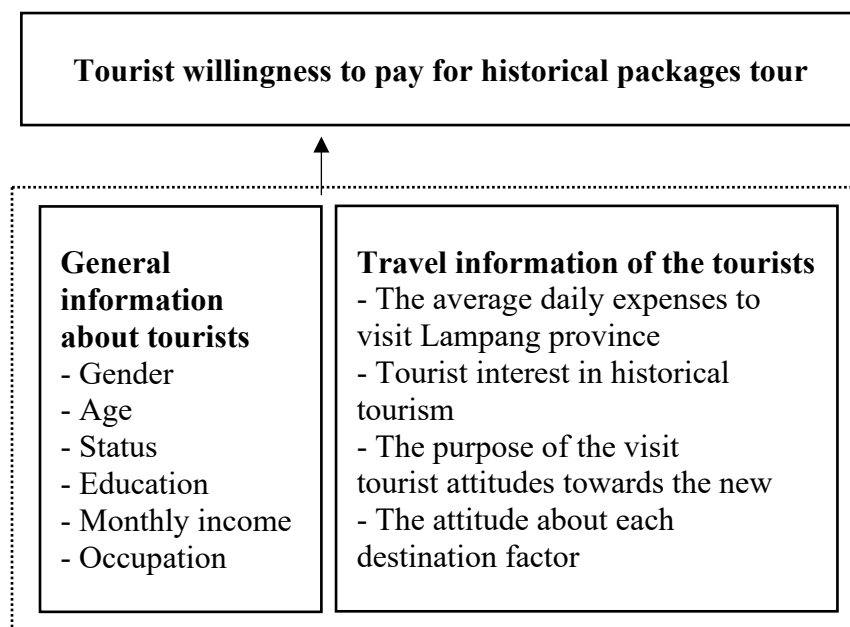
### **Design of historical tourism routes**

There are not many studies that study the history of tourist attractions in order to link them with tourist attractions such as (Ketkaew and Khamphukham, 2010) studied the legends and stories of historical sites and temples to promote tourism in Kamphaeng Phet province, creating a historical tourism route and linking tourism from the history of historical sites in Kamphaeng Phet province by conducting in-depth interviews and conducting a Focus Group 7 new one-day travel routes have been obtained and (Pannee Suanpang, Pairin Wechtunyagul and Porntep Leethong-in, 2017) studied the development of tourism routes to connect historical attractions of Lanna civilization (Phayao, Phrae, Nan) and Sukhothai (Kamphaeng Phet, Sukhothai) to link with LanXang civilization (Luang Prabang) Lao People's Democratic Republic, qualitative research interview and visit the area to explore tourism routes resulting in 3 tourist routes.

### **Evaluating the value of tourists' willingness to pay**

Based on a review of research related to valuing travelers' willingness to pay most of the research used the method of assessing willingness to pay by collecting data from interviews and hypothetical events (Contingent Valuation Method; CVM) such as (Pakkanthon & Chetamas, 2007) conducted a study on the willingness to pay of tourists visiting Seven Little Girls Forest Park by using a hypothetical method to assess the value by collecting data from 600 Thai tourists and (Lertsuwan, 2016) studied the willingness to pay of tourists for conservation of Doi Phu Kha National Park, Nan province by assuming two alternative scenarios for evaluating the willingness to pay conservation projects method 1 is Establishment of a nursery Center, the second method conservation project is to raise awareness of conservation and analyze data with Tobit Model.

Data analysis with a Tobit model is well suited to a model for continuous response to which the resultant variable is censored. Censorship limits may be fixed for all observations or vary by observation. Research using the Tobit model, for example, (Lertsuwan, 2016), (Jangjaeng, 2014) studied the willingness to pay of divers for overnight scuba diving excursions on a boat by collecting data from a sample of divers. Type of scuba diving with a scuba diving license Introductory diving onwards with the Tobit Model it was found that the statistically significant factor affecting willingness to pay was the experience of overnight diving on a boat in Thailand that the sample had been go willingness to pay had a positive effect while age factor had the opposite effect on willingness to pay., (Piriyaphada & Silaprachawong, 2018) analyzed tourists' willingness to pay admission fees to support the management of low-carbon tourism in Koh Larn area, Chonburi province. The variables that influenced the willingness to pay were offered price, age, education level. monthly income Intention to return to Koh Larn in the future and awareness of low-carbon tourism activities., (Pattamarangsan, 2016) studied willingness to pay and factors affecting the willingness to pay entrance fees of visitors to Royal Park Rajapruek Chiang Mai province by collecting questionnaires from 400 people who had visited Royal Park Rajapruek. Considering factors affecting the willingness to pay of visitors to Royal Park Rajapruek found that gender, age, average household income (baht/month), attitude towards places at and price attitude Affecting the level of willingness to pay in the same direction and (Santhinan, 2009) studied the willingness to pay fees for utilizing Praking forest Bophitam district Nakhonsithammarat province the willingness to pay for the use of the forest was found to be 26 baht per person per day. Factors influencing willingness to pay were gender, initial fee rate, and the number of three members in the household. Therefore, factors influencing tourists' willingness to pay were age, gender, status, education level. Monthly income, occupation, travel experience factors which will vary by location.



**Figure 1** Conceptual Framework

## RESEARCH METHODOLOGY

This study data was collected using both primary data and secondary data. As follows, Primary data is survey research collection by in-depth interviews and questionnaire. Secondary data is documentary research collection by studying and researching information from personal and government documents. The study was carried out as follows:

### Population and sample

The population used in this study was local sage or villagers living in that tourist attraction for at least 10 years and knowledgeable about the history of that attraction. Including scholars with knowledge of the history of the attraction as well as individuals' organizations and organizations related to historical tourism in Lampang province.

The number of tourists visiting Thailand in 2022 was 103,728,287 people. Therefore, the researcher determined the sample size that was representative of the population from the formula (Taro Yamane, 1967) at the level and set the confidence level of 95% with the level the error is 0.05 for 400 samples. The researcher collected 411 samples during November 2022 and April 2023.

### Research tool

Documentary research studying and researching information from personal and government documents about the history of Lampang province to link with tourist attractions.

In-depth interview about the problem of historical tourism in Lampang province and the history of tourist attractions to suggest a historical tourism route of Lampang Province for create a historical tourism package.

The questionnaire using the CVM method collects data through questionnaires using open-ended questions. The questionnaire is divided into 3 parts as follows: Part 1 information of the reconstructed historical tour package. Part 2 demographic information socio-economic status of respondents such as gender, age, status, level of education, monthly income, occupation, and travel information of the respondents, such as the average daily expenses to visit Lampang Province, tourist interest in historical tourism, purpose of the visit, tourist attitudes towards the new historical package tour and tourist attractions factors. Part 3 questions about the willingness to pay for the newly created historical tour package in Lampang province. To get answers from travelers whether they are willing to pay or not. And, how much are you willing to pay.

## Data analysis

Information obtained from in-depth interviews analyze the data by first examining the data then organize and separate types of data. And then, analyzing the data in terms of content to find the connection of tourist attractions in each place. Design a travel itinerary then check the information by examining the tourism route by bringing the connection of new tourist attractions present to persons or agencies involved in the historical tourism of Lampang province to ask for opinions and check the correctness resulting in a historical tourism route of Lampang province and take that route to create a new package tour. The new packages tour was then analyzed for willingness to pay. Then, data were analyzed using descriptive statistics to analyze general data and information about the tourism of tourists who visit Lampang province. Inferential statistics were used to assess the value of historical packages tour that tourists were willing to pay for historical packages tour Lampang province and to analyze factors affecting willingness to pay with the Tobit model (Tobin, 1958). Used to study factors affecting willingness to pay for historical packages tour. can be shown as follows.

$$WTP_i = \text{Constant} + b_1\text{Gender} + b_2\text{Age} + b_3\text{Status} + b_4\text{Education} + b_5\text{Income} + b_6\text{Occupation} + b_7\text{Expense} + b_8\text{IHT} + b_9\text{PurposeA1} + b_{10}\text{PurposeA2} + b_{11}\text{PurposeA3} + b_{12}\text{PurposeA4} + b_{13}\text{Attitude} + b_{14}\text{FactorA1} + b_{15}\text{FactorA2} + b_{16}\text{FactorA3} + b_{17}\text{FactorA4} + u_i$$

WTP variable is the respondent's willingness to pay for a new historical tour package. (baht/package)

Gender variable is the gender of the respondent. (1 = Male, 0 = Female)

AGE variable is respondent's age (years) is a quantitative variable.

Status variable is the status of the respondent. (1 = Marriage, 0 = Single, Divorced, Widowed)

Education variable is the level of education of respondents (1 = Bachelor's degree or higher, 0 = Otherwise)

Income variable is the monthly income of respondents (baht/month) is a quantitative variable.

Occupation variable is the occupation of the respondent. (1 = Freelance, 0 = Routine)

Expense variable is the average daily expenses for visiting Lampang Province (baht/day/person) as a quantitative variable.

IHT variable is the respondent's interest in historical tourism. (1 = Stories about the history of tourist, 0 = Antique)

Purpose variable is the purpose of the respondent's visit.

PurposeA1 variable is to history and special interest. (1 = Yes, 0 = Otherwise)

PurposeA2 variable is to rest. (1 = Yes, 0 = Otherwise)

PurposeA3 variable is to cultural and religious. (1 = Yes, 0 = Otherwise)

PurposeA4 variable is to visit relatives and friends. (1 = Yes, 0 = Otherwise)

Attitude variable is the attitude of the new historical tour package. (Likert scale 10 levels)

Factor variable is the attitude about each destination factor that drives respondents to travel decisions.

FactorA1 variable is the historical uniqueness of each tourist destination. (Likert scale 5 levels)

FactorA2 variable is the scenic view and the good weather of each tourist destination (Likert scale 5 levels)

FactorA3 variable is the facilities/services (food/accommodation) of each tourist destination. (Likert scale 5 levels)

FactorA4 variable is the travel convenience of each tourist destination. (Likert scale 5 levels)

## RESEARCH RESULTS

### 1) The problem of historical tourism in Lampang province

In-depth interviews services and facilities such as the language diversity of the sign, Accommodation prices are inflated, Public transport within the province is not covered,

Inadequate personnel serving attractions lack of guide training, and discontinuity of tourist attractions traveling distance from one tourist attraction to another is quite far.

## 2) The historical connection of tourist attractions in each place in Lampang Province

Searching for both personal and government documents and In-depth interviews, to find historical connections to create tourism routes. And then, a new package tour “Chao Nan Thip Chang Route (The ancestor in the seven princes.)” Chao Nan Thip Chang, who led the Lampang people in a fight against invaders and His descendants played an important role in liberating other northern provinces from Burmese occupation. It is a one-day trip tour package starting with Chao Nan Thip Chang Monument, Wat Pong Yang Khok, Wat Pa Tan Kum Mueang, Wat Phra Kaew Don Tao Suchadaram and Wat Phrathat Lampang Luang. (Figure 2)



**Figure 2** Chao Nan Thip Chang Route package tour

## 3) The willingness to pay of tourists toward historical package tours Lampang province

### The sample's general personal, economic, and social data.

The most of the tourists are female representing 61.31 percent is the age of working age with an average age of about 39 years. Single status, divorced status and widowed status are accounting for 57.66 percent. Education having a bachelor's degree or higher accounted for 66.67 percent. Employees accounted for 69.59 percent. The average income of tourist 27,917.53 baht per month. Tourists have an average travel expense in Lampang to 996.11 baht per day per person. They also have a positive attitude about historical packages tour. The tourists agreed with the new historical package tour with an average of 7.75. Tourists purpose of coming to travel to rest 52.55 percent. To history and special interest 20.92 percent. To visit relatives and friend's 14.60 percent. To culture and religion 10.22 percent, Etc. 1.70 percent. The most tourists are interested in antiques representing 59.69 percent. Attitudes about tourist attractions that drive tourists to decide to travel are quite high. In terms of scenic view and the good weather of 4.40. Historical uniqueness of 4.30. Travel convenience of 4.30, and

facilities/services of 4.24. Shows that Tourists decide to travel by paying attention to the scenic view and the good weather of the tourist attractions, historical uniqueness, travel convenient, and facilities / services are quite high.

Tourist' purchasing behavior of new tour package.

**Table 1** Tourist' purchasing behavior of new tour package

<b>Tourist' purchasing</b>	<b>Quantity (Person)</b>	<b>Percent</b>
Willing to pay	370	90.02
Unwilling to pay	41	9.98
<b>Total</b>	<b>411</b>	<b>100</b>

The analysis results showed that 411 tourists were willing to pay, 370 people, representing 90.02 percent, with an average willingness to pay 774.46 baht per package, willing to pay minimum 100 baht per package, maximum 5000 baht per package.

Unwilling to pay 41 people, representing 9.98 percent, the most of the reasons that tourists are unwilling to pay due to independent travel 20 people accounted for 48.78 percent, package tours were not interesting 11 people accounted for 26.83 percent, were not interested in historical tourism 7 people accounted for 17.07 percent, and other 3 people, such as unknown historical figures. representing 7.32 percent. (Table 2)

**Table 2** Reasons why tourists are not willing to pay (41 people)

<b>Reasons</b>	<b>Quantity (Person)</b>	<b>Percent</b>
Independent travel	20	48.78
Package tours were not interesting	11	26.83
Not interested in historical tourism	7	17.07
Other	3	7.32
<b>Total</b>	<b>41</b>	<b>100</b>

### **Factors Affecting Tourists' Willingness to Pay for Historical Packages Tour.**

The results of model coefficient estimation of factors affecting willingness to pay for historical packages tour by factors affecting willingness to pay for historical packages tour are as follows: **Age (Age)** has the same direction as the willingness to pay with increasing age resulting in tourists being willing to pay increased at a statistical significance level of 0.05 when an increase in age of 1 year makes tourists willing to pay more 5.66 baht/package.

**The average daily expenses for visiting Lampang province (Expense)** has the same direction as the willingness to pay when the average daily expenses for visiting Lampang per day per person of tourists increases resulting in tourists having willingness to pay increased at a statistical significance level of 0.01 when the average daily expenses for visiting Lampang per day per person increased by 1-baht tourists would be willing to pay an increase of 0.23 baht/package.

**The purpose of visit to rest (PurposeA2)** has the same direction as the willingness to pay when tourists come to visit rest resulting in tourists being willing to pay more than other objectives 445.44 baht/package at the statistical significance level of 0.10.

**The purpose of visit to relatives and friends (PurposeA4)** have the same direction as willingness to pay when tourists come to visit relatives and friends resulting in tourists being willing to pay more than other purposes 672.68 baht / package at the statistical significance level of 0.05.

**Attitudes about new historical packages tour (Attitude)** have the same effect as willingness to pay when tourists have a lot of attitude about new historical packages tour tourists will be willing to pay a new historical packages tour level of statistical significance 0.01 when tourists

have an attitude about the new historical package tour 1 level will increase the willingness of tourists to pay 137.27 baht/package.

**Attitudes about the factors of historical uniqueness of each tourist destination that drive tourists to decide to visit (Factor A1)** has the same direction as willingness to pay when tourists have an attitude about the decision to travel due to the factor in the historical uniqueness of each tourist destination resulting in tourists' willingness to pay increased at the statistical significance level of 0.10 when a tourist has the attitudes about the factors of historical uniqueness of each tourist destination that drive tourists to decide to visit increased by 1 level will make tourists willing to pay more 113.11 baht/package. (Table 3)

**Table 3** Parameter estimates of determinants of WTP towards Historical Package Tour (Tobit Model)

Variable	Coefficient	Std. err.	t	P> t	95% conf. interval
Gender	5.655472	68.51613	0.08	0.934	-129.047 140.3584
Age	7.768534	3.02643	2.57	0.011**	1.818563 13.71851
Status	-18.75195	80.08822	-0.23	0.815	-176.206 138.7017
Education	59.0251	72.78506	0.81	0.418	-84.0706 202.1208
Income	-0.0000297	0.0005377	-0.06	0.956	-0.00109 0.001027
Occupation	-107.7249	77.43991	-1.39	0.165	-259.972 44.52225
Expense	0.2300305	0.0390943	5.88	0.000***	0.153171 0.30689
IHT	95.42485	71.11336	1.34	0.180	-44.3843 235.2339
PurposeA1	433.1224	277.4185	1.56	0.119	-112.283 978.5281
PurposeA2	445.437	270.3014	1.65	0.100*	-85.9763 976.8503
PurposeA3	201.8754	289.4552	0.70	0.486	-367.195 770.9453
PurposeA4	672.6781	279.9038	2.40	0.017**	122.3863 1222.97
Attitude	137.2668	20.25062	6.78	0.000***	97.454 177.0796
FactorA1	113.1051	64.97056	1.74	0.082*	-14.6273 240.8374
FactorA2	-47.00385	69.0967	-0.68	0.497	-182.848 88.84049
FactorA3	36.69342	68.77374	0.53	0.594	-98.516 171.9028
FactorA4	-107.2481	68.78511	-1.56	0.120	-242.4798 27.98365
Constant	-1315.649	409.9979	-3.21	0.001***	-2121.706 -509.592
var(e.wtp)	430201.6	32245.24			371257 498504.8
Log-likelihood			-2964.3457		
Lower			0		
Upper			5000		
LR chi2(17)			115.04***		

**Notes:** \*, \*\*, \*\*\* indicate significant at the  $p < 0.10$ ,  $P < 0.05$  and  $P < 0.01$ , respectively

## DISCUSSION & CONCLUSION

The willingness to pay of tourists toward the historical package tour in Lampang province had an average willingness to pay 774.46 baht per package which was higher than the cost if a historical package tour was made should not exceed the said price.

Factors affecting tourist's willingness to pay for historical packages tour estimation of the model coefficient factors affecting willingness to pay for historical tour packages at the significance level 0.05 affects willingness to pay in the same direction are age (Age) when tourists are older, more free time and income stability them making tourists have purchasing power or have the ability to pay more. As a result, most tourists choose to travel by buying packages tour (Pattamarungson, 2016; Piriypada & Seenprachawong, 2018)., expenses for traveling in Lampang province per day per person of tourists (Expense) the fact that tourists



have a lot of travel expenses makes tourists worth a lot of packages tour as well purpose of traveling to visit relatives and friends (Chantarawat, 2013; Jadjaeng, 2014; Santhinan, 2009)., tourists come to visit relatives and friends (PurposeA4) tourists want to do various activities together with relatives and friends who have not seen each other for a long time going out on a trip with relatives and friends is 1 of the activity that makes tourists more willing to pay per package tour (Pattamarangsan, 2016). And attitudes about new historical packages tour (Attitude) when tourists have positive attitudes about new packages tour tourists are more willing to pay. Therefore, creating a package tour should consider the appropriate package tour price and target groups (Pattamarangsan, 2016).

Organizations related to tourism should maintain their standards and image. Especially tourism services in the business as it directly affects information on social media which is the main source of information for tourism and strictly supervise the safety of tourists by increasing the standards of security for tourists from crime, fraud and accidents caused by the defects of operator's tourism and integrated assistance for tourists to be effective.

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**Data Availability Statement:** The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

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