### TABLE OF CONTENTS

		Page
ABSTRA	CT (ENGLISH)	ii
ABSTRA	CT (THAI)	v
ACKNOV	WLEDGEMENTS	viii
TABLE C	OF CONTENTS.	ix
LIST OF	TABLES	xiv
LIST OF	FIGURES	xvi
СНА	PTER	
1	INTRODUCTION	1
	Background and significance of the problem	1
	Research objectives	10
	Expected outcomes	10
	Research scope	10
	Initial agreement	11
	Definition of terms	11
2	LITERATURE REVIEW	13
	Definitions of tourism	13
	Elements of tourism	14
	Elements of potential tourism destination product	15
	The concept of the Soul	20
	Belief in the laws of spiritual success	23

	Page
Concepts of spiritual tourism	25
The different meanings between pilgrimage and tour	27
The meaning and forms of spiritual tourism	28
Development of spiritual tourism	33
Concepts of spiritual marketing	36
Tourist behavioral typology	37
Motivation Theory	40
Consumer behaviour model	44
The model of attitude determinant of destination choice of	
Um and Crompton	52
Marketing mix theory	53
Proactive marketing strategies	56
Marketing environment concept	62
The TOWS matrix for strategy formulation	68
The concept of tourism marketing model	70
Related research	71
RESEARCH METHODOLOGY	77
The study on the community context and potential	
in spiritual marketing of Saluang Sub-district	77
Population and Sample	77
Data Sources	78

3

	Pag
Instruments and Methods of Data Collection	79
Data Collection methods	79
The study on factors affecting the development	
of spiritual marketing in Saluang Sub-district	81
Population and Sample	81
Data Sources	82
Instruments and Methods of Data Collection	82
Data Collection methods	82
Assessment of research tools	83
Data Analysis	84
The guideline to the development of spiritual marketing	
to promote tourism in Saluang Sub-district	85
Population and Sample	85
Data Sources	85
Instruments and Methods of Data Collection	86
Data Collection methods	86
Data Analysis	86

4 RESULTS AND DISCUSSIONS	rage 88
	00
Part 1: The context and potential of spiritual marketing in the	
community of Saluang Sub-district	89
Section 1 General Information about Saluang Context	89
Section 2 The Analysis of Marketing Mixed (11P)	111
Section 3 SWOT Analysis	116
Part 2: The factors influencing on the development of	
spiritual marketing in Saluang Community	134
Part 3: Guidelines to develop spiritual marketing to	
promote tourism in Saluang	146
Discussion	155
5 CONCLUSION AND SUGGESTION	158
Conclusion	158
Suggestion	163
REFERENCES	165
APPENDICES	184
Appendix A	185
Appendix B	187
Appendix C	190
Appendix D	191

	Page
Appendix E	197
Appendix F	199
CURRICULUM VITAE	201



### LIST OF TABLES

		Page
Table 2.1	Analyzing Consumer Behavior.	45
Table 3.1	List number of community representatives from 8 villages	78
Table 4.1	The demonstration of potential analysis for each village according	ng
	to the five elements of tourism	102
Table 4.2	The Analysis of Marketing Mixed (11P) and the development of	
	spiritual marketing	108
Table 4.3	Illustrating internal factors (strength) analysis	116
Table 4.4	Illustrating internal factors (weakness) analysis	118
Table 4.5	Illustrating content analysis on weakness problems, solution, and	
	suggestion	120
Table 4.6	Illustrating external factors (chance) analysis.	122
Table 4.7	Illustrating external factors (obstruction) analysis	124
Γable 4.8	Illustrating content analysis on problems, solution, and	
	suggestion	125
	RAJABHAT	

### LIST OF TABLE (CONTINUED)

	Page
Table 4.9 Evaluating the weight of Internal Factors	. 123
Table 4.10 Evaluating the weight of External Factors	129
Table 4.11 Result of TOW Matrix	132
Table 4.12 The table shows Part 1: Personal Information	134
Table 4.13 The table shows the Part 2: The suitability and availability in	
Saluang community tourism	136
Table 4.14 The table shows the Part 3: The suitability and availability in	
Saluang community tourism	137
Table 4.15 Illustrating the analysis from focus group on the approaches to	
develop the marketing of Saluang community's spiritual tourism	146
Table 4.16 Illustrating the analysis from focus group on the approaches to	
develop the community people	149
Table 4.17 Illustrating the analysis from focus group on the approaches to	
develop the marketing of Saluang community's spiritual tourism	
in aspects of problems in spiritual tourism development	150

### LIST OF FIGURES

		Page
Figure 1.1	Number of Tourists in Chiang Mai between 2012 and 2015	5
Figure 2.1	Tourism - Pilgrimage Continuum based on spirituality and	
	authenticity	30
Figure 2.2	The interrelation between spiritual tourism, pilgrimage and	
	religious tourism	32
Figure 2.3	Spiritual marketing concept	36
Figure 2.4	SR Model	42
Figure 2.5	The model of attitude determinant of destination choice of Um	
	and Rompton	52
Figure 2.6	SWOT Analysis	62
Figure 2.7	Internal - External matrix	66
Figure 2.8	TOWS Matrix	68
Figure 2.9	The cultural heritage marketing model	70
Figure 4.1	The colourful stones called Ya Ruesi (hermit potion) in Moo 1	91
Figure 4.2	Good scenery picture in Moo 2	91
Figure 4.3	The ancient texts of Buddhist scriptures. in Bann Moo 2	92
Figure 4.4	The ancient cabinet for Buddhist scriptures. in Bann Moo 2	93
Figure 4.5	The old temple which is not known history in Bann Moo 3	94

### LIST OF FIGURES (CONTINUED)

Figure 4.6 The Biggest Budha Image at Wat Kad Haw in Bann Moo 4	95
Figure 4.7 The Biggest Trees in Ban Mueang Ka Moo 5	96
Figure 4.8 The Antique at least 700 years in Ban Mueang Ka Moo 5	97
Figure 4.9 Khun Luang Wilangkha Statues in Bann Moo 5	98
Figure 4.10 Wat Phra Buddhabart Si Roy at Bann Moo 6	99
Figure 4.11 A peaceful place for Meditation in Moo 7	100
Figure 4.12 In Natural Temple, Wat Huay Som Suk Moo 7	100
Figure 4.13 Natural and Relaxing Interview in Ban Mae Ka-Piang - Ban	
Huay Tao Lu, Moo 8	101
Figure 4.14 Local people talked about an old temple which no history	112
Figure 4.15 The researcher looking for community's spiritual by interview	
with a monk	13
Figure 4.16 A local intellectual, a monk named Por Khao who talk about	
Buddhist therapy1	14
Figure 4.17 A local intellectual, who talk about the Buddhist legends in Moo 1 1	53