

<b>Research Title</b>	Approaches for printed media development to accomplish social rule and cultural understanding in Lanna culture for Chinese tourists : Case study – Lanna culture tourism development region
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The purposes of this research were: 1) study types of print media to support Chinese tourists for making understanding of culture and social rules in Lanna civilization context, 2) study their opinion toward print media in tourism and 3) create the approaches for developing print media that provide the information related to culture and social rules in Lanna civilization context for Chinese tourists. The sample groups were Chinese tourists traveled to the Lanna civilization region in Chiang Rai and Chiang Mai province. The group consisted of 463 people and they were selected by stratified random sampling. The research instruments were questionnaire, t-test, One-way ANOVA and Chi-Square Test.

1. Types of print media to support Chinese tourists for making understanding of culture and social rules in Lanna civilization context, the researchers found that the print media that provide the information about social and culture of Lanna civilization were brochure, newspaper, magazine and book. Most of the tourists had never accessed public relations information about Lanna cultures and traditions or the northern Thailand provinces. The level of understanding of social rules and the culture of Lanna civilization remained at an “unknown” level.

2. Chinese tourists opinion toward print media in tourism, the researchers found that most of them had acquired Thailand tourism information from websites, word of mouth and travel agencies respectively. The opinion toward print media in tourism remained at “agree”(average 3.91) and the clear information board showed the most average (average 4.11), the next below average were the print media in tourism that have the clear illustration (average 4.02) and the print media in tourism that have the interesting and colorful feature (average 3.96).

3. The approach for developing print media that provide the information related to culture and social rules in Lanna civilization context for Chinese tourists, the researcher found that the tourists need to have the information through the

brochure, information board and poster, in addition, the print media should be classified in Thai, Chinese and English language separately. The tourist facilitator should provide the guidepost or the signpost to inform about room and toilet in the tourist attraction. Moreover, the print media should have different types of illustrations and should be provided through social media channels such as website, multimedia and We chat.

Keywords: Public relations, media, Chinese tourists, Tourism development region, Lanna culture tourism development region, culture and social rules, Thainess tourism