

Research Title	Tourism development strategy for effectiveness expanding Chinese outbound tourism market: Case study-Lanna culture tourism development region
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The aim of this research is to study the capacity of the management strategies in tourist attractions of Lanna cultural tourism development region, the demands of Chinese tourists in Lanna cultural tourism development region, and tourism management strategies in Lanna cultural tourism development region related to tourism capacities and the demand of Chinese tourists. This study was a mixed method research which was conducted in both quantitative research and qualitative research by using questionnaires with 471 Chinese tourists and interviewing 40 people consisting of Thai and oversea tourists, scholars, government personnels, cultural tourism experts, tourism entrepreneurs, tourism associations, village leaders, the head man of villages, village sages and the head of communities. In addition, the quantitative data of the research was analysed by using percentage, average and standard deviation. Besides, qualitative data was analysed by using descriptive approach which the data was brought from document analysis and in depth interviews.

In this research, it was found that the capacity of tourism management in Lanna cultural tourism development region in all perspectives represented the average of the opinions in the greatest positive feedback regarding to management strategies, tourist attraction capacities, and capacities of tourism support respectively. In terms of the survey of Chinese tourist demands in cultural tourist attractions, the perspective average was in the greatest positive feedback and multi tourism designs was the highest positive feedback following by public relation boards and explanation in the public relation spots; native cultural tourism designs; reorganising in better communications respectively. Strategies of tourist management in Lanna cultural tourism development

region were found that the attractiveness in cultural tourist attractions of Chiang Mai and Chiang Rai Provinces were remarkable and gorgeous and had capacities in magnetising Thai and oversea tourists. In terms of the capacities in accessibility of the cultural tourist attractions, they were mostly convenient to access as they were located in communities and in central business districts or city centre. According to convenience, all facilities at cultural tourist attractions were developed and accommodations were multi standards and distributed around tourist attractions. In addition, there were several activities that supported cultural tourist attractions, such as creative activities. Strategies of tourist management in Lanna cultural tourism development region have been represented mostly in the positive feedback. However, they still need to be continuously developed in order to approach to higher tourism sustainability.