

Travel route creation, tourism activities, story telling of History and Culture for Ban Chiang, Udon Thani Province

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Abstract

The purpose of this study is to investigate the role of travel route creation, tourism activities, history and culture in tourism promotion in Ban Chiang, Udon Thani Province, Thailand. Furthermore, the mediating role of tourist satisfaction is also examined. A survey is carried out in Udon Thani province of Thailand with the help of questionnaire. Area cluster sampling is used to collect data from respondents. Data is collected from the tourists travelling to Ban Chiang, Udon Thani Province. Structural Equation Modeling (SEM) is proposed to examine the relationship. Results of the study shows that positive influence of travel route creation has the potential to enhance tourism promotion. Similarly, activities promotion, historical and culture of specific place also playing an important contribution to enhance tourism promotion. Furthermore, tourist satisfaction is another important element of tourism promotion. Higher the level of tourist satisfaction, higher will be the tourism promotion. Finally, results of this study highlighted vital insights to enhance tourism promotion in Ban Chiang, Udon Thani Province, Thailand.

Keywords: Travel route creation, tourism activities, history and cultural tourism, tourist satisfaction, tourism promotion.

I. INTRODUCTION

In the current business environment, the role of tourism promotion is most important to promote tourism industry (Sharma, Karmakar, & Chakrabarti, 2022). Tourism promotion shows the activities related to the increase in tourism activities in any specific area. It is also based on various activities related to the advertisement, publicizing and distributing information related to tourism to enhance tourism practices. To increase the tourism practices, it is important to develop various strategies to enhance the promotional level of tourism. In any area, the available tourism opportunity is required to promote the tourist

(Ichsan, Suparmin, & Nasution, 2020) to enhance the tourism performance. Furthermore, in the present competition of tourism industry, the role of tourism promotion is also most important. As highlighted by previous studies, it is one of the most significant element in tourism industry (Majid, 2019). Because the tourism promotion is one of the mandatory elements to enhance tourism performance in any country.

Similar with the other countries, the tourism promotion is also most important in Thailand (Pranee, Kortana, Wongjunya, & Suhookorn, 2020). Because the tourism is one of the most important as well as major activity in Thailand.

It is one of the top industries in Thailand as well as globally. However, despite the popularity of this industry in Thailand, the promotion of tourism still required to achieve higher level. Although, all the nations are trying to promote tourism to gain a competitive position in tourism industry but it is also important for those countries having their industry on top level due to the increase in competition. To get better benefits from tourism industry, the promotion is most important because this industry is prevailing in almost all the countries. It has major benefits for the Thailand economy as well as for the people. Because this industry is influential to the economy of Thailand and it has several advantages to promote income generating activities and to provide employment opportunities for the people. Therefore, the tourism promotion cannot be neglected in Thailand (Koment, Panyadee, Ekiem, & Techatunminasakul, 2019; Tetiwat, Esichaikul, & Esichaikul, 2018).

Therefore, this study is an attempt to promote tourism promotion in Ban Chiang, Udon Thani province of Thailand. Although, there are several tourism opportunities in Udon Thani province of Thailand, however it is required to promote these opportunities. To get maximum benefit from tourism opportunities, it is important to promote tourism activities. In Udon Thani province, the promotion of tourism activities is very low that is why the overall performance of tourism in this province is low as compared to other provinces. Therefore, significant strategies are needed to promote tourism activities in this area. According to present study, tourism satisfaction is most important for tourism promotion. As highlighted by several investigations that tourist satisfaction is the key element in tourism industry (Ashton, 2018; Thongma, Leelapattana, & Hung, 2011).

However, tourist satisfaction is a great challenge for the nations (Neal, Sirgy, & Uysal, 1999). The satisfaction of tourists visiting in any place is not easy for the host country. There are several ways to promote the satisfaction level of tourists in a specific area. This study proposed that in Udon Thani

province, the role of travel route creation is most significant. Tourists travel from different parts of the country or different parts of the word To Udon Thani province require a clear travel route. The clear travel route has significant importance in tourism satisfaction. Similarly, various activities related to the tourism in this province also required promotion. The tourism promotional activities in this province also can enhance tourist satisfaction. Additionally, the history as well as culture of this province also has significant importance for tourists. The introduction of history and the explanation of the culture of these people can influence the Tourist satisfaction. Therefore, travel route creation, activities promotion, history and culture have the potential to enhance tourist satisfaction which further lead to the tourism promotion.

Literature address to the tourism promotion in several times (Koment et al., 2019; Pranee et al., 2020; Sharma et al., 2022; Zheng et al., 2017), but the travel route creation in tourism promotion is not discussed. Literature also addressed the tourist satisfaction in different ways (Murphy, Moscardo, Benckendorff, & Pearce, 2011), however the role of travel route creation in tourists' satisfaction is rarely addressed. Therefore, the current study considers the unique role of travel route creation in tourist satisfaction and tourism promotion. Additionally, activities promotion, history and culture are also left investigated in tourism promotion and tourist satisfaction, particularly, it is not considered in Udon Thani province of Thailand. Therefore, the purpose of this study is to investigate the role of travel route creation, tourism activities promotion, history and culture in tourism promotion in Ban Chiang, Udon Thani Province, Thailand.

2. Hypotheses Development

The current study presented the theoretical framework in Figure 1. According to this framework, tourism promotion is examined in relation to various independent variables and mediating variable. Travel route creation, activities promotion, history and culture are

considered as independent variables. Tourist satisfaction is considered as mediating variable. Tourism promotion is considered as dependent variable. Figure 1 shows that this study examined the effect of travel route creation,

activities promotion, history and culture on tourism satisfaction and tourism promotion. Furthermore, satisfaction effect is also considered in relation to the tourism promotion.

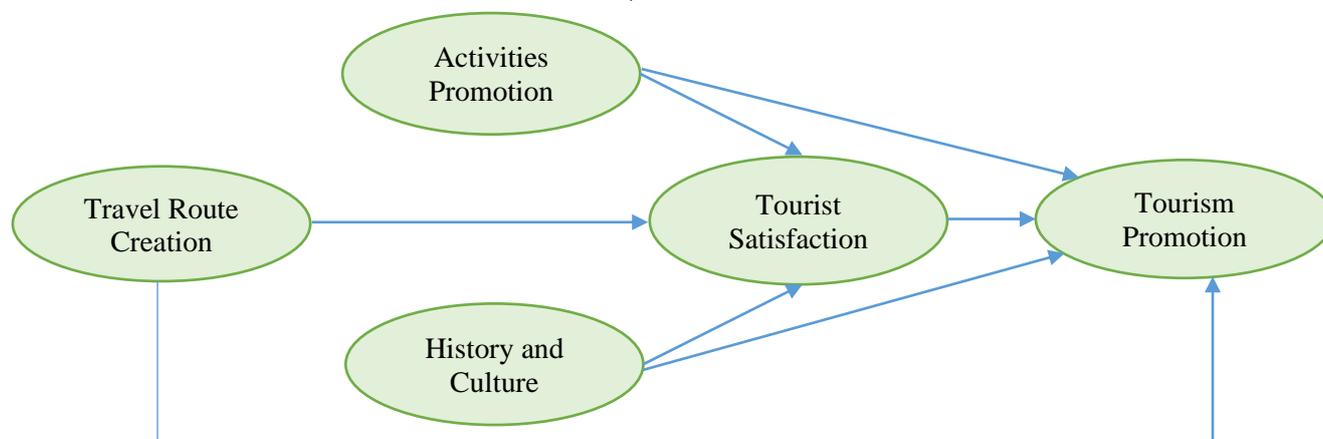


Figure 1. *Theoretical framework of the study showing the relationship between travel route creation, activities promotion, history and culture, tourist satisfaction, tourist promotion*

Tourists travelling to various destinations always required a clear travel route. It is difficult for tourists to approach various places such as Udon Thani province. In this direction, the difficulty in reaching various tourism destinations can decrease the level of satisfaction among the tourists. It is important to promote tourism activities with the help of travel route creation. The clear travel route creation for the tourists helps them to approach various destinations which may have significant contribution to enhance the level of satisfaction. Most importantly, tourists travelling from various other countries always require travel route. Other studies have addressed tourism (Kawulur, Mawitjere, & Kawulur, 2021; Nashiruddin & Susanti, 2021; Sritalalai, 2020), however the studies did not address the importance of travel route creation to promote tourist satisfaction and tourist promotion. Therefore, the current study addressed the important role of travel route creation in tourist satisfaction and tourism promotion.

Hypothesis 1. Travel route creation has relationship with tourist satisfaction.

Hypothesis 2. Travel route creation has relationship with tourism promotion.

In various local areas, there are several activities connected with the tourism. The promotion of these activities is most important to promote tourism in any specific area. Particularly, in local areas, there are several activities related to the culture and history which are related to the tourism industry. In these local areas, these activities are important to promote. Without the promotion of these activities, the tourism industry cannot be promoted in such local areas. Therefore, in Thailand, various local areas for example Udon Thani province need activities promotion which is most significant element having contribution to tourism promotion as well as tourist satisfaction. It has relationship with tourist satisfaction which lead to the tourism promotion. As previous studies highlighted that historical and cultural tourism activities has important role in tourism industry (Blešić, Pivac, Đorđević, Stamenković, & Janićević, 2014; Mura & Kajzar, 2019; Rudan, 2010). Therefore, it is needed to promote tourism activities promotion to enhance tourist satisfaction and tourism promotion.

Hypothesis 3. Activities promotion has relationship with tourist satisfaction.

Hypothesis 4. Activities promotion has relationship with tourism promotion.

History and culture in any area has major importance for the people (Liu, Yang, Li, & Kolmanič, 2020). Any area has its own history and culture which represent the people. The old history and unique culture always remained the point of attraction for the tourists (Provotorina, Kazmina, Petrenko, & Ekinil, 2020). Tourists travel from various countries to see the unique culture as well as history of various nations. Similarly, Thailand also has old history which is more interesting to the tourists. Along with the history, the people living in Thailand have a culture which consists of unique values, norms and beliefs. This remains always the attraction for the people to see the norms, values and beliefs of Thai people. Therefore, historical tourism and cultural tourism is always provided significant importance to the tourism industry of Thailand. The Udon Thani province of Thailand is one of the important provinces which has old history along with traditional culture which attract the tourists from different nations. Thus, promotion of history and culture in this province of Thailand can lead to the tourist satisfaction and tourism promotion.

Hypothesis 5. History and culture have relationship with tourist satisfaction.

Hypothesis 6. History and culture have relationship with tourism promotion.

Hypothesis 7. Tourist satisfaction has relationship with tourism promotion.

Hypothesis 8. Tourist satisfaction mediates the relationship between travel route creation and tourism promotion.

Hypothesis 9. Tourist satisfaction mediates the relationship between activities promotion and tourism promotion.

Hypothesis 10. Tourist satisfaction mediates the relationship between history and culture, and tourism promotion.

3. Research Methodology

Scale items from previous studies are used to measure the current variables. This study adapted the scale items from literature to measure travel route creation, activities promotion, history and culture, tourist satisfaction and tourism promotion in Udon Thani province, Thailand. The questionnaire is designed in four, sections. The first section was based on the profile of respondents including the information related to the age, education, gender and marital status. The second section of the questionnaire was based on the scale items related to the dependent variable, namely; tourism promotion. The third section of the questionnaire was based on the scale items related to the independent variables, namely; travel route creation, activities promotion, history and culture. Finally, last and fourth section of the questionnaire was based on the scale items related to the tourist satisfaction. All the variables are measured with the help of 7-point Likert scale.

There are number of sampling techniques are available to collect the primary data with the help of questionnaire. The current study preferred area cluster sampling for data collection. According to the literature, if the population is spread on wider area then area cluster sampling is more suitable technique (Hameed, Basheer, Iqbal, Anwar, & Ahmad, 2018). Therefore, by following the recommendations of previous studies this study preferred to use area cluster sampling for data collection. Consequently, with the help of area cluster sampling, 500 questionnaires were distributed. The respondents of the study were the tourists travelling to the Udon Thani province of Thailand. All the respondents could not respond to the survey. Only 270 respondents responded to the survey and 265 questionnaires were used in data analysis. It was found that most of the respondents are male and with minimum education level is graduation. The age of most of the respondents is between 20 to 30 years. Additionally, it is found that almost 70% of respondents are unmarried and 30% respondents are married. After the data collection, data is used to fix the errors with the help of data screening. Data

screening is most reliable to fix the errors (Won, Wan, & Sharif, 2017) such as missing value and outlier. Data statistics are given in

Table 1 which shows that data is free from missing value and outlier.

Table 1. *Data Statistics*

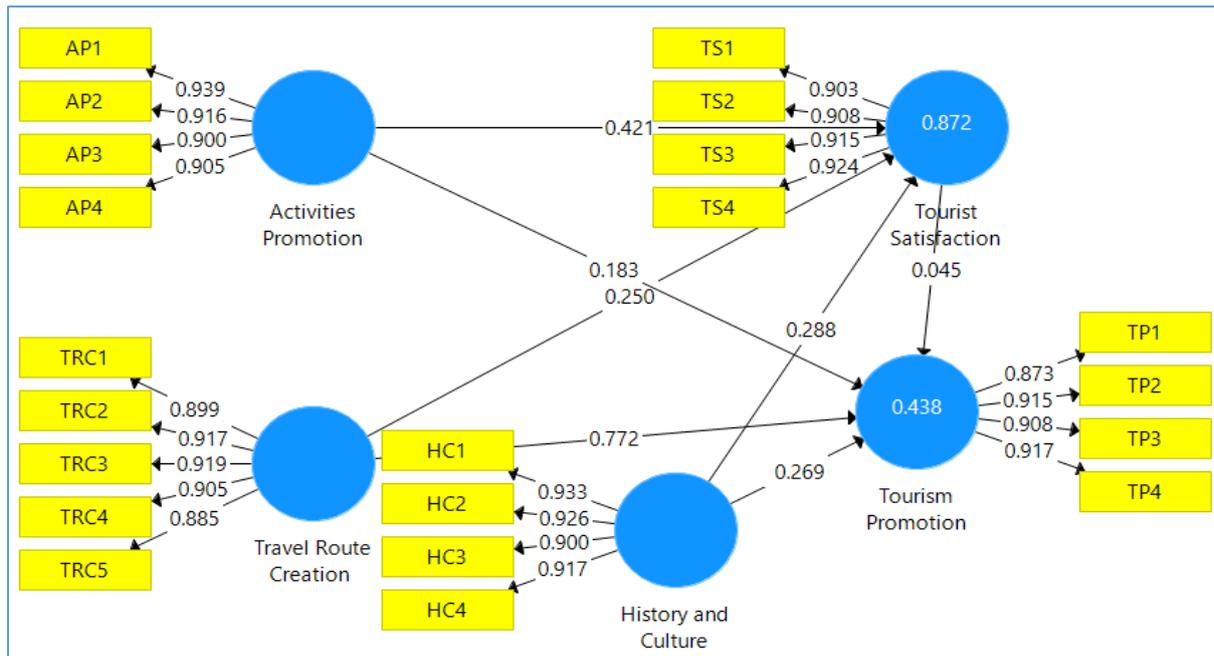
	No.	Missing	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
TRC1	1	0	3.277	3	1	7	1.451	-0.476	0.029
TRC2	2	0	3.182	3	1	7	1.755	-0.552	0.43
TRC3	3	0	3.514	3	1	7	1.818	-0.743	0.285
TRC4	4	0	3.493	3	1	7	1.954	-0.923	0.367
TRC5	5	0	3.547	3	1	7	1.71	-0.493	0.263
AP1	6	0	3.561	4	1	7	1.764	-0.614	0.234
AP2	7	0	3.507	4	1	7	1.833	-0.917	0.142
AP3	8	0	3.689	4	1	7	1.848	-0.745	0.205
AP4	9	0	3.676	4	1	7	1.787	-0.658	0.269
HC1	10	0	3.622	3	1	7	1.81	-0.583	0.337
HC2	11	0	3.534	3	1	7	1.865	-0.704	0.36
HC3	12	0	3.581	3	1	7	1.748	-0.449	0.347
HC4	13	0	3.547	3	1	7	1.843	-0.739	0.261
TS1	14	0	3.365	3	1	7	1.744	-0.461	0.391
TS2	15	0	3.547	4	1	7	1.861	-0.823	0.211
TS3	16	0	3.439	3	1	7	1.756	-0.559	0.276
TS4	17	0	3.595	4	1	7	1.789	-0.746	0.191
TP1	18	0	3.068	3	1	7	1.501	-0.209	0.586
TP2	19	0	3.243	3	1	7	1.431	0.191	0.723
TP3	20	0	3.264	3	1	7	1.392	0.685	0.809
TP4	21	0	3.257	3	1	7	1.489	0.376	0.716

Note: TRC = Travel Route Creation, TA = Tourism Activities, HC = History and Cultural Tourism, TS = Tourist Satisfaction, TP = Tourism Promotion

4. Data Analysis

Data analysis of the study is started with confirmatory factor analysis. Confirmatory factor analysis is carried out with the help of partial least square (PLS). The measurement model is used for confirmatory factor analysis to examine the minimum and maximum factor loading value (Chairatana, 2021; Khan et al., 2019). This study proposed 0.5 as minimum threshold level for factor loadings. In this

direction, this study retained all the items having factor loading above 0.5. Different studies provided different threshold level of factor loading. Few studies highlighted that 0.5 is the minimum level to achieve, however, other studies have highlighted that 0.7 is the minimum threshold level for factor loading (Hair, Hult, Ringle, Sarstedt, & Thiele, 2017; Hair et al., 2019). Figure 2 shows the measurement model and all the factor loadings are given in Table 2 which shows that all the items have factor loading above 0.5.



Note: TRC = Travel Route Creation, TA = Tourism Activities, HC = History and Cultural Tourism, TS = Tourist Satisfaction, TP = Tourism Promotion

Figure 2. Outer Model

Table 2. Factor Loadings

Variables	Items	Loadings	Alpha	CR	AVE
Activities Promotion	AP1	0.939	0.889	0.91	0.785
	AP2	0.916			
	AP3	0.9			
	AP4	0.905			
History and Culture	HC1	0.933	0.888	0.885	0.735
	HC2	0.926			
	HC3	0.9			
	HC4	0.917			
Tourism Promotion	TP1	0.873	0.801	0.825	0.702
	TP2	0.915			
	TP3	0.908			
	TP4	0.917			
Tourist Satisfaction	TRC1	0.899	0.871	0.885	0.699
	TRC2	0.917			
	TRC3	0.919			
	TRC4	0.905			
	TRC5	0.885			
Tourist Satisfaction	TS1	0.903	0.901	0.915	0.789
	TS2	0.908			
	TS3	0.915			
	TS4	0.924			

Note: TRC = Travel Route Creation, TA = Tourism Activities, HC = History and Cultural Tourism, TS = Tourist Satisfaction, TP = Tourism Promotion

Nevertheless, the assessment of factor loading also lead to the assessment of composite liability which is important part of measurement model. The composite reliability is examined for travel route creation, activities promotion, history and culture, tourist satisfaction and tourism promotion. It is evident from Table 2 that all the constructs have

composite liability above 0.5. Additionally, the average variance extracted (AVE) for all these constructs is also about 0.5 which achieved the convergent validity. The most important and final step of measurement model is the assessment of discriminant validity which is given in Table 3 with the help of class loading.

Table 3. *Discriminant Validity*

	Activities Promotion	History and Culture	Tourism Promotion	Tourist Satisfaction	Travel Route Creation
AP1	0.939	0.818	0.605	0.821	0.869
AP2	0.916	0.809	0.585	0.829	0.866
AP3	0.9	0.835	0.526	0.832	0.85
AP4	0.905	0.855	0.546	0.87	0.838
HC1	0.861	0.933	0.511	0.86	0.864
HC2	0.84	0.926	0.55	0.823	0.862
HC3	0.805	0.9	0.544	0.801	0.826
HC4	0.825	0.917	0.474	0.824	0.833
TP1	0.54	0.527	0.873	0.527	0.567
TP2	0.593	0.515	0.915	0.552	0.62
TP3	0.534	0.484	0.908	0.479	0.569
TP4	0.566	0.52	0.917	0.539	0.6
TRC1	0.833	0.818	0.62	0.856	0.799
TRC2	0.75	0.802	0.547	0.811	0.717
TRC3	0.827	0.807	0.537	0.83	0.719
TRC4	0.736	0.803	0.613	0.814	0.705
TRC5	0.783	0.728	0.631	0.851	0.685
TS1	0.803	0.804	0.483	0.603	0.828
TS2	0.892	0.835	0.519	0.508	0.899
TS3	0.825	0.793	0.55	0.715	0.314
TS4	0.82	0.802	0.567	0.524	0.824

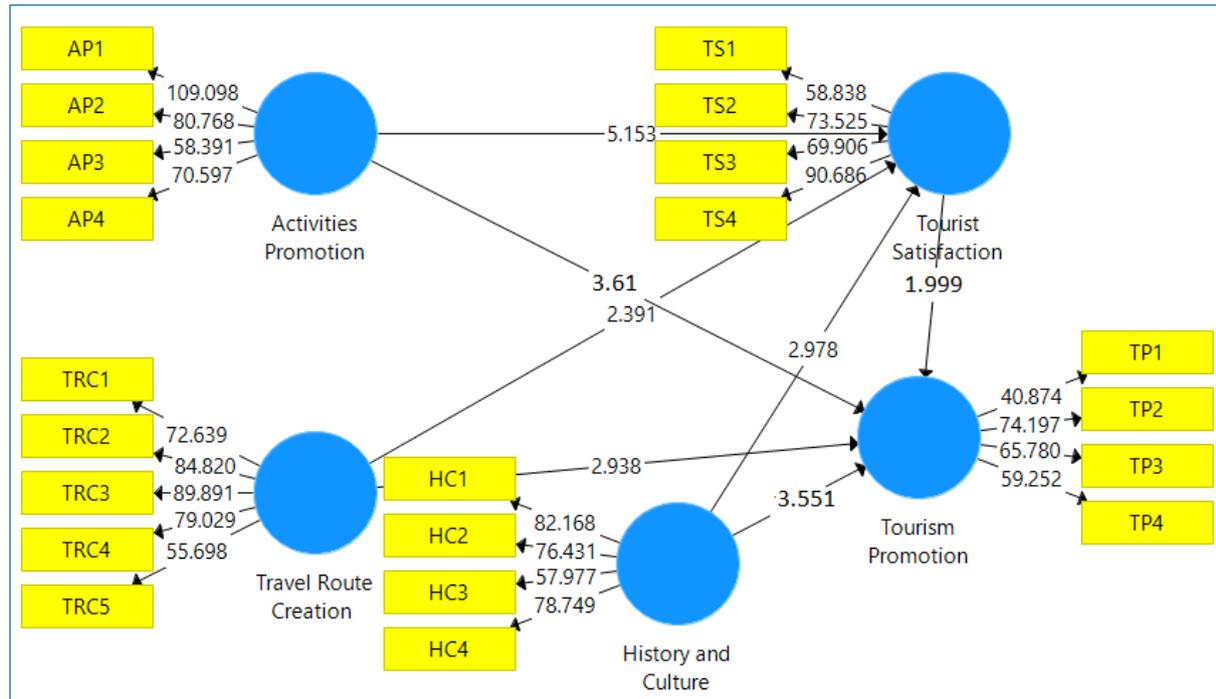
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The above discussion shows the measurement model which is the first step of data analysis. The next step of data analysis is based on structural model which is given in Figure 3 (Afthanorhan, 2013; Astrachan, Patel, & Wanzanried, 2014; Zaman, Nawaz, Tariq, & Humayoun, 2019). In structural model the relationship between travel road creation, activities promotion, history and culture, tourism satisfaction and tourism promotion are considered in the current study. In this section the significance of the relationship is considered with the help of t-value 1.96. Additionally, the beta value is considered to

examine the direction of the relationship. Results of structural model shows travel route creation has a significant effect on tourism promotion with t-value 2.938. Travel road creation also has a significant effect on tourist satisfaction with the t-value 2.391. Furthermore, activities promotion has significant effect on tourism promotion with the t-value 3.61 and activities promotion also has significant effect on tourist satisfaction with the t-value of 5.153. Additionally, history and culture have significant effect on tourism promotion with the t-value 3.551. History and culture also have a significant effect on tourist

satisfaction with t value 2.978. Finally, it is found that tourist satisfaction has significant effect on tourism promotion with the t-value

1.999. These results are given in Table 2 which shows that all the direct hypotheses are supported.



Note: TRC = Travel Route Creation, TA = Tourism Activities, HC = History and Cultural Tourism, TS = Tourist Satisfaction, TP = Tourism Promotion

Figure 3. Inner Model

Table 4. Direct Effect Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Activities Promotion -> Tourism Promotion	0.183	0.187	0.05	3.61	0
Activities Promotion -> Tourist Satisfaction	0.421	0.428	0.082	5.153	0
History and Culture -> Tourism Promotion	0.269	0.265	0.075	3.551	0
History and Culture -> Tourist Satisfaction	0.288	0.275	0.097	2.978	0.003
Tourist Satisfaction -> Tourism Promotion	0.045	0.055	0.022	1.999	0.045
Travel Route Creation -> Tourism Promotion	0.772	0.774	0.263	2.938	0.003
Travel Route Creation -> Tourist Satisfaction	0.25	0.256	0.105	2.391	0.017

The mediation effect of tourist satisfaction is given in Table 5. Three mediation effects are considered in this study. The first mediation effect of tourist satisfaction between travel route creation and tourism promotion is not significant as the t-value is 0.24. The second mediation effect of tourist satisfaction is considered between activities promotion and tourism promotion which is significant as the t-

value is 2.391. The third mediation effect of tourist satisfaction is considered between history and culture and tourism promotion which is not significant as the t-value is 0.274. Finally, this study checked the variance explained by all the variables in tourism promotion. Results of variance explained shows that all the variables namely; activities promotion, travel route creation, history and

culture and tourist attraction are expected to bring 43.8% change in tourism promotion

which is moderate.

Table 5. *Indirect Effect*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
History and Culture -> Tourist Satisfaction -> Tourism Promotion	0.013	0.014	0.048	0.274	0.784
Activities Promotion -> Tourist Satisfaction -> Tourism Promotion	0.019	0.024	0.012	2.391	0.017
Travel Route Creation -> Tourist Satisfaction -> Tourism Promotion	0.011	0.014	0.048	0.24	0.811

5. Discussion and Conclusion

The results of the study partially fulfilled the objective of this study. The objective of this study was to investigate the role of travel route creation, tourism activities, history and culture in tourism promotion in Udon Thani province, Thailand. To achieve this objective the current study considered the effect of travel route creation, activities promotion, history and culture, tourist satisfaction on tourism promotion. The direct effect hypothesis shows that travel route creation has positive effect on tourism promotion. Therefore, hypothesis 1 shows that travel route creation is one of the important elements to promote tourism. The effective travel route creation in Udon Thani province has the potential to increase tourism promotion. Furthermore, hypothesis 2 shows the relationship between travel route creation and tourist satisfaction. This relationship a significant and positive which shows that travel route creation also has positive role to increase satisfaction level among tourists. Travel route creation is the important element leading to increase tourism with the help of tourist satisfaction. Furthermore, activities promotion in Udon Thani province can increase the tourism promotion. Hypothesis 3 shows that increase in activities promotion can increase the tourism promotion. Activities promotion also has significant and positive relationship with satisfaction as highlighted in hypothesis 4. It shows that promotion of activities can increase the tourist satisfaction. Similar with travel route creation, activities promotion significantly increases the tourist satisfaction and tourism promotion. The relationship

between history and culture with tourism promotion is highlighted in hypothesis 5. This hypothesis shows a significant and positive effect of history and culture on tourism promotion. It shows that history of Udon Thani province along with the unique culture of the people in this area has the potential to promote tourism promotion. Representation of old history along with the unique culture to the tourist can increase tourism promotion. In addition to this, hypothesis 6 highlighted the effect of history and culture on tourist satisfaction. The relationship between history and culture and tourism satisfaction has significant and positive relationship which shows that a unique culture as well as history of people can promote the satisfaction level among tourists. Finally, the hypothesis 7 shows the relationship between tourist satisfaction and tourism promotion. The relationship among tourists' satisfaction and tourism promotion is significant and positive, it shows that tourist satisfaction led to the tourism promotion. It is in line with the previous studies because previous studies proved that tourist's satisfaction has significant effect on tourism (Oviedo-García, Vega-Vázquez, Castellanos-Verdugo, & Orgaz-Agüera, 2019). Furthermore, the results of the study are also consistent with other studies because the tourism activities promotion has positive effect on tourism performance which is also in line with the current study (Wahyono & Hutahayan, 2019). Additionally, various other authors also reported that promotion of various tourism activities in any specific area is connected with tourist satisfaction. There is a strong connection between tourist satisfaction and tourism activities.

Additionally, the last three hypothesis of the current study are based on the mediation effect of tourist satisfaction. The first mediation effect between travel route creation and tourism promotion is not significant. This mediation effect is given in hypothesis 8. Hypothesis 9 shows the mediation effect of tourist satisfaction between activities promotion and tourism promotion which is also not significant. Tourist satisfaction does not transfer the effect of activities promotion and travel route creation on tourism promotion. Finally, the hypothesis 10 shows the mediation effect between history and culture and tourism promotion which is significant and it shows that tourist satisfaction transfers the positive effect of travel route creation on tourism promotion. Finally, the results of the current study provided important insights which shows that tourism promotion in Udon Thani province can be promoted through tourist satisfaction. Tourist satisfaction is one of the major challenges which can be achieved with the help of travel route creation, activities promotion, history and culture.

6. Implications

6.1 Theoretical Implications

The current study covered several unique aspects in the industry of tourism which has major theoretical contribution of the study. For example, the current study considered Udon Thani province of Thailand which is not well addressed in previous studies. While considering Udon Thani province of Thailand, this study addressed tourism promotion along with tourist satisfaction. The area of tourism is majorly discussed by other researchers; however, tourism promotion is not well documented in this province. Furthermore, tourism promotion in relation to the tourist satisfaction is also not well addressed in this part of Thailand. More importantly, several studies considered tourism promotion along with tourist satisfaction, however, travel route creation is one of the most unique constructs which is ignored by the literature. Travel route creation is the significant variable which is major role in tourism promotion. Number of

previous authors have not considered this construct, therefore, the current study introduced travel route creation as one of the major promoters of tourism promotion as well as tourist attraction. In addition, this study considered activities for promotion along with history as well as culture of Udon Thani province and its effect on tourism promotion and tourist satisfaction. This aspect of the study is also unique in nature because this is not considered by the previous studies. Therefore, the relationship tested by the current study is one of the unique relationships which has major theoretical implications. Additionally, this study proved tourists' satisfaction as the mediating variable between activities promotion and tourism promotion is first time addressed in the literature.

6.2 Practical Implications

This study contributing majorly in practice with the help of unique contribution to the theory. Very first major practical implication of the current study is related to the travel route creation. Because this study proved that travel route creation is the unique element to promote tourism promotion and tourist satisfaction. Therefore, this study provides valuable insights to the management of tourism companies and practitioners to create travel routes in Udon Thani province to promote tourism promotion. The second most important practical implications of this study are based on activities for promotion. This study proves that activities promotion is playing a leading role to promote tourist satisfaction and tourism promotion, therefore, it is recommended to the practitioners to promote tourism activities to enhance tourism promotion. The third most important implication is based on history and culture of Udon Thani province. This study proved that history as well as culture of Udon Thani province people is unique to promote tourist satisfaction and tourism promotion. Hence, it is recommended to the practitioners and management of tourism companies to promote history and explain the culture with different activities to promote tourist satisfaction and tourism promotion.

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