



LOGISTICS AND SUPPLY CHAIN MANAGEMENT OF TOURISM: A CASE STUDY OF YEE PENG FESTIVAL IN CHIANG MAI PROVINCE, THAILAND

Abstract

The paper aimed to study opinions level in the tourism logistics management and compare the opinion levels of tourists, entrepreneurs, and community leaders in the Yee Peng Festival in Chiang Mai Province in 2019 (before COVID-19 situation). This study applied both qualitative and quantitative methods. The samples used in the research were tourists, entrepreneurs, and community leaders, 480 people by questionnaire, and 10 people by interview form. The study was two parts, the private general data and the opinion level in logistics and supply chain management. Firstly, the private general data was gender, age, education level, occupation, average monthly income, and length of stay in different communities. Secondly, the opinion level in logistics and supply chain management was physical flow, information flow, services, marketing, humans, operation performance, re-visiting indicate, location, and network of community. The statistics used to analyze the data are frequency, percentage, mean, and standard deviation. Finally, it is used T-test and F-test, one-way ANOVA to analyze all data.

The finding indicated that the private general information and the opinions level in logistics and supply chain management of tourists, entrepreneurs, and community leaders all of the tourism supply chain management for the Yee Peng Festival in Chiang Mai. Overall, the individual information in the questionnaire was different. The opinions level in logistics and supply chain management, Overall, they were at the highest level of all opinion and it was not significantly different at levels below 0.05. And the results of the interview showed that the promotion of cooperation, networked tourist attraction management in the neighborhood, it is the good way to develop the local community, restore, and preserve local culture.

Theoretical contribution of the paper was the specific of tourism and the tourism with logistic and supply chains management. The management of tourism logistics covers the transport of tourists and objects. Therefore, it can be concluded that logistics management is an important

tool involved in the planning and operation. Thus, it can create a suitable enjoyment and impression for tourists. The tourism supply chain management, the impacts of a tour operator come from the impacts of all components of the products they sell, including use of raw materials and their processing and production, as well as impacts from transport and distribution. Understanding the sustainability of each tourism product means going right back to the raw materials from which they are produced, through suppliers, right back to source, as well as ensuring that a company meets sustainability criteria in its own internal operations. Tourism, like all other supply chains, operates through business-to-business relationships, and supply chain management can be applied to deliver sustainability performance improvements alongside financial performance, by working to improve the business operations of each supplier in the supply chain.

Chiang Mai Province is well-known as one of major provinces of Thailand as an aesthetic local culture destination. Consequently, Yee Peng Festival in Chiang Mai Province, it is very important for planning tourism development, because the image of Chiang Mai in the tourist sight is as a cultural destination.

Keywords: Tourism, Logistics, Supply Chain, Yee Peng Festival, and Chiang Mai Province

INTRODUCTION

Thailand has increased support in the tourism sector to revitalize the economy and expand the tourist market, as well as to build the economic structure to become a tourism hub in the ASEAN region. Including building a strong image for the tourism sector of Thailand in order to offer tourist attractions, lifestyle and traditions and local wisdom that are outstanding in Thailand (Boonkoom, W., 2012). The trend of foreign tourists visiting Thailand continue increased, in 2017, amount 42,024,443 people, and in 2018, amount 44,446,900 people. The most foreign tourists are East Asians, Europeans, Americans, South Asians, Middle Easterners, and Africans, respectively. For tourism in the northern region, the province with the highest number of tourists was Chiang Mai. In 2017, the number of tourists reached 6,621,31 people (Ministry of Tourism and Sports., 2018), and the trend is increasing because it is an interesting province in terms of lifestyle and culture of Lanna people. There are beautiful landscapes and various natural attractions. Therefore, these are the incentives for both Thai and foreign tourists to visit Chiang Mai (Tourism Authority of Thailand., 2019).

One of the most wonderfully beautiful things about world travel is the exploration and discovery of different cultures, the festivals they have, and the traditions and belief systems they adhere

to. Religious festivals are some of the most unique and eye-opening experiences to have in another country and can make for a meaningful reason to visit a new land. Yee Peng Lantern Festival is an ancient festival adapted from Brahmin origins and is closely associated with the Thai Lanna culture. With customs rooted in Buddhism and Hinduism, the Lanna culture dates back to the 13th century. The legend of Yee Peng is based on several palm leaf texts that are read during the festival every year. These texts tell the story of how a candle-carrying bird flew around Buddha. Buddha then explained that by being paid respect with the light from the candle the bird had gained merit would be blessed with great joy in the next life.

Each year the Yee Peng festival is celebrated throughout the ancient Lanna Kingdom (Northern Thailand) to mark the end of the monsoon season and the beginning of the cool season. It is also one of the ancient traditions that centers around paying respect to Buddha in order to gain merit. Yee Peng (or sometimes also written as Yi Peng) is a festival unique to northern Thailand which is celebrated on the full moon of the 12th month of the Thai lunar calendar (usually in November). The “Festival of Lights” was adapted from Brahmin origins and has close ties with the ancient Lanna Kingdom. Yee Peng traditionally was celebrated as a stand-alone event to mark the end of the monsoon season and the beginning of the cool season, however, nowadays it is celebrated in tandem with Loy Krathong. Although other towns and cities in northern Thailand celebrate Yee Peng, Chiang Mai is the best place to experience this truly magical festival.

All around Chiang Mai we will see thousands of lanterns (khom loy) float up into the sky, candles lining the little sois (lanes), special parades and krathong (floating flower offerings) floating on the Ping River. Usually, a huge lantern release event takes place at Maejo University about a week before Yee Peng. During the actual Yee Peng festival Three Kings Monument, Thapae Gate, the Old Town moat area and the Ping River are the main locations where celebrations take place. If you prefer not to be part of the hustle and bustle at Thapae Gate or at the Ping River escape the crowds and head to a rooftop bar like Oasis or take a tranquil stroll down the candlelit lanes. Temples and local houses decorate their entrances with flowers and coconut leaves and the art of making or donating khom loy and krathong is significant in Buddhist culture as it represents moving away from darkness and into the light. During festival, some people also decorate their houses, gardens, and temples with Khom Fai intricately shaped paper lanterns which take on different forms. Khom Thue are lanterns which are around hanging from a stick, Khom Khwaen are the hanging lanterns, which are placed at

temples and which revolve due to the heat of the candle inside. Therefore, this paper tries to assess the extent of this contribution. It poses two research questions:

RQ1. How is the logistics and supply chain management of Yee Peng Festival?

RQ2. How can develop the tourism in Chiang Mai, Thailand?

For the above reasons, the researcher is interested in studying logistics management for tourism in Yee Peng Festival in Chiang Mai to study the level of opinions about logistics management. Tourism to see sky lanterns at Yee Peng Festival, and to compare the opinions of tourists, entrepreneurs, and community leaders in tourist attractions regarding tourism logistics management. It will be beneficial to develop and support the tourism changes of the relevant agencies appropriately. Including the media for promoting tourism (Duangmanee, A., Ubolwatra, T., 2018). during the festival to use the information from the study to create guidelines for effective tourism operations. All of this is to promote cultural tourism to create tourism development in Chiang Mai Province (Pongnirundorn, S., Buatham, O., Yodsuwan, C., 2017). And it will continue to expand the success to Chiang Mai Province (Otakanon, P., Pathomsirikul, Y., 2013).

Tourism with Logistics and Supply Chain Management

With the refinement and marginalization of social division of labor, domestic and foreign scholars gradually realize the importance of logistics activities in tourism activities and the demand for logistics in tourism industry, therefore, a highly cross noun “tourism logistics” is put forward. Although there isn’t a unified understanding about the concept of tourism logistics currently, its definitions worthy for reference have been come up at home and abroad.

The logistics is one of the main sources of profits for service providers in tourism industry. Through constantly optimizing the logistics management process and correctly planning, managing, manipulating information and actions, profits can be gained, customers’ tourism process can be adjusted as well as the supporting, promoting and restrictive role played by logistics in tourism activities can be identified (Kochadze and Zaqareishvili,2013). The logistics system in tourist destinations includes five modules: order fulfillment, inventory management, warehousing and dispatching, packaging and reorganization, and vehicle (Segetlija and Lamza-Maronić, 2000). Tourism logistics refers to the coordination and optimization of substances, personnel, information, energy, waste, knowledge and capital at the lowest possible cost from

the perspective of time and space so as to provide high quality tourism service (Mrnjavac and Ivanovic, 2007). The importance of researching tourist destinations as a whole and comes up with the logistics system of tourist destinations based on systematic science. The lower levels of the logistics system are operational function system, information function system and management function system, which can be further decomposed into functional subsystems, namely, critical business process (Ivanovic, and Baldigara, 2007). Internal logistics activities in the tourism supply chain refer to the process from raw material suppliers to the final consumers, involving procurement, operations, and some other parts which are similar to material transfer and supply chains and are formed by cooperations among different numbers of participants (Muhcina and Popovic, 2008). Thailand's cultural and creative tourism as an example, proposes five elements of tourism logistics management, including infrastructure, information, intelligence, identification and innovation and further points out that logistics management is essential and significant to support creative tourism activities, reduce costs and elevate tourists' satisfaction (Piboonrungraj and Sungkakorn, 2013). The rapid development of the Internet has changed the traditional logistics process, involving changes in logistics functions, which requires tourism enterprises to adapt to electronic logistics (Bosun, Tenescu and Dima, 2014).

Many domestic scholars analyze the connotation of tourism logistics from broad and narrow senses, roughly forming the following three categories of views. The first one analyses the connotation of tourism logistics from the perspective of tourism flow. The "tourism logistics" for the first time to expand the connotation of tourism flow through their analysis of modern tourism flow system. They think that tourist flow is accompanied by tourism logistics, which means that due to the implementation of tourism activities, material flow is generated between tourist origins and tourist destinations. The second one studies the connotation of tourism logistics from the perspective of interaction between tourism industry and logistics industry. Tourism logistics mainly refers to a series of logistics activities of tourists in the process of tourism, including tourism transit, tourism resource supply and the adoption of related logistics technology to manage tourism vehicles and tourists (Li, 2014). The last point about the connotation of tourism logistics is established via using the method of comparative analysis. By comparing the similarities and differences between tourism and logistics, tourism industry and logistics industry. Tourism and logistics activities are customer-oriented and that the essence of tourism logistics is various logistics phenomena and relationships, specifically, the material flow caused by tourists in tourism activities from tourist origins to tourist destinations (Ji and Lin, 2009).

Considering the above three kinds of understandings of tourism logistics, the following two conclusions can be drawn. Firstly, the tourism logistics aims to provide better service for tourists and is a kind of logistics activities which are accompanied by the tourist flow. Narrowly, it refers to flow process of all tangible materials in tourism industry; broadly, it refers to the total of all phenomena and relationships that are associated with tourism activities and material flow. The second conclusion is about the value of tourism logistics, which is reflected in enhancing the tourism experience of tourists, reducing the operation cost and improving the overall operational efficiency of tourism industry etc.

Although there exist different ideas of tourism logistics, it is inseparable from three tourism factors in tourism activities, namely, tourists, tourist destinations, tourism media. While tourists and tourism media play the leading roles in tourist activities, tourists and tourist destinations are the creators of tourism logistics. The three tourism factors define the border of economic activities, which includes tourists conduct tourism activities in pursuit of personal values and spiritual pleasure; tourism media carries out the activities of procurement, supply and sale etc to meet consumers' demands. But they focus on describing the dialectical relationship among themselves and don't mention the process of tourism logistics. So, in order to explain how tourism logistics is generated, the author studies the process of tourism logistics on the foundation of the three tourism factors.

Based on the above theoretical analysis, how to complete the overall function of the tourism logistics and achieve the overall goal of tourism logistics as well as find space nodes suitable for the practice to support the free "in-out transformation" between A and B Items and tourists, have become the top priority of the current tourism logistics research. In addition, under the realistic background of the trend of horizontal expansion of the logistics industry and the high penetration of service industry in the logistics industry, to find a way of resource integration that combines the development of tourism industry and logistics industry, is also an important task for tourism logistics. On this basis, the establishment of a sound tourism logistics operation mechanism is the core content to perform the tourism logistics practice.

A tourism supply chain is defined as "a network of tourism organizations engaged in different components of tourism products/services such as flights and accommodation to the distribution and marketing of the final tourism product at a specific tourism destination, and involves a wide range of participants in both the private and public sectors". There are product, money and information flow in TSC that relate to tourists experience (Buyukkeklik, Ozoglu, Kemer, 2014). TSC components include input providers (sources), service providers (service producers

such as accommodation, food and beverage, recreation, retail companies), intermediaries (tour operators, travel agencies), freight transport (physical flow connectors), and passenger transport (customer flow enablers).

The elements of a tourism product/service to supply a tourism package in the TSC are: (1) Accommodation; (2) Transport to and from destination; (3) Catering and Food and Beverage (F&B); (4) Ground transport; (5) Ground services; (6) Cultural and social events; and (7) Environmental, cultural and heritage resources of destination. Similarly, Chen added souvenir industry and entertainment industry into the TSC. Meanwhile, more complicated suppliers involved in TSC within a destination is illustrated by Zang, Song, and Huang. The suppliers could be first tier suppliers and second tier suppliers. The first-tier suppliers include accommodation, transportation, excursion, shopping, and dining. The second-tier suppliers consist of those firms that supply products and services to the first-tier suppliers such as craft producers, water/energy suppliers, and food/drink manufacturers. The first and second tier suppliers support the information flow to the intermediaries such as tour operator and travel agent to produce the tourism package. These suppliers cooperate and collaborate in a network inside the TSC to prepare the tourism package to tourists as the target market (Chen, 2009).

Specific Tourism

Nowadays, cultural heritage is one of the main features of spatial identity, which is becoming a broader term. Something that happened yesterday is becoming a part of history today. The space value is identified as the overall cultural landscape a dialogue of different layers of context: natural and anthropogenic, physical and metaphysical, historical and contemporary. New trends in tourism are based on emphasising the specific values of places. Former common demands for sun and sea are replaced by the need for research, learning and revelation of places specifics. On the numerous examples of early-stage tourism development, such as “mass” tourism between the 1950s and 1980s, mistakes from the past can be learned that should be avoided today. Excessive consumption of space by tourism has led to the collapse of basic components on which the very is founded the landscape values (Maas, 2000). In the present, tourism recognises the category of a carrying capacity the maximum level of touristic exploitation that landscape can bear (Papageorgiou & Brotherton, 1999) as a crucial element for achieving sustainable development. Diversity and specificity of the context are becoming the starting points for achieving new and different specific forms of tourism such as gastronomic, business, robinson tourism (Douglas, 2001).

Cultural heritage tourism (or just heritage tourism) is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. Culture has always been a major object of travel, as the development of the Grand Tour from the 16th century onwards attests. In the 20th century, some people have claimed, culture ceased to be the objective of tourism: tourism is now culture. Cultural attractions play an important role in tourism at all levels; from the global highlights of world culture to attractions that underpin local identities. Heritage tourism involves visiting historical or industrial sites that may include old canals, railways, battlegrounds etc. The overall purpose is to gain an appreciation of the past. It also refers to the marketing of a location to members of a Diaspora who have distant family roots there. Decolonization and immigration form the major background of much contemporary heritage tourism. Falling travel costs have also made heritage tourism possible for more people. Another possible form involves religious travel or pilgrimages. Many Catholics from around the world come to the Vatican City and other sites such as Lourdes or Fatima. Large numbers of Jews have both visited Israel and emigrated there. Many have also gone to Holocaust sites and memorials. Islam commands its followers to take the Hajj to Mecca, thus differentiating it somewhat from tourism in the usual sense, though the trip can also be a culturally important event for the pilgrim. Heritage Tourism can also be attributed to historical events that have been dramatized to make them more entertaining. For example, a historical tour of a town or city is used as theme like ghosts or Vikings.

RESEARCH METHODOLOGY

This study has quantitative and qualitative or mixed method research. This paper aims to study and compare the opinion level of tourists, entrepreneurs, and community leaders by questionnaire, at 480 people, and interview 10 people related. Therefore, the researcher conducted the research as follows;

1. To conduct quantitative research to study the level and compare the opinions of tourists, entrepreneurs, and community leaders in the Yee Peng Festival in Chiang Mai Province. Firstly, the researcher studied details about concepts, theories, research from academic documents, textbooks, documents, academic articles related to tourism logistics management, Yee Peng Festival, Chiang Mai Province. And secondly, to conduct research using questionnaires by creating a 5-level estimation scale model to ask the level of opinions of tourists, entrepreneurs, community leaders at the Yee Peng Festival in Chiang Mai Province.

2. To conduct qualitative research to study details about concepts, theories, papers, textbooks, academic articles related to qualitative research approaches, and interviews the

tourists, entrepreneurs, and community leaders in the Yee Peng Festival in Chiang Mai in 2019. A total of 10 people were interviewed face-to-face by using a semi-structured selection interview and observations.

3. Data Collection

The data collection processes were as follows: Firstly, the researcher verifies the accuracy, completeness and completeness of the questionnaire and distributes it to the sample group. Secondly, the researcher brought the questionnaire to the actual area for asking and questionnaire explanation for tourists, entrepreneurs, community leaders in tourist attractions to be informed and enter information accurately and truthfully as well as interviews with 10 people. Finally, to check and collect data from all questionnaires including interview forms and save the data into the computer program to analyze the data and discuss the results.

4. Data analysis

The researcher analyzes the data by using a computer program to perform all the data analysis sequentially.

4.1 The personal data analysis of the respondents with the check-list characteristics using the descriptive statistics method, the collected data were statistically analyzed by frequency, and summarized as percentage (Thanin Silcharu, 2009).

4.2 Data analysis of opinion level on logistics management for Yee Peng Festival tourism, Chiang Mai Province, which is a rating question scale in 5 levels of choice. They used the descriptive statistical method of processing. The collected data analyze by the statistical values consisting of Mean and Standard Deviation. After, that the data were presented in the form of tables. Along with a lecture and a summary of the research results. The researcher established the criteria for scoring the answers to the questionnaire, and interpreting the questionnaire results by taking the scores to mean and using the criteria for data analysis. (Thanin Silcharu, 2012)

4.3 The qualitative data analysis used in the research will be interpreted in different ways. They are various issues according to the objectives of the study. From the transcription of the interview data, interpretations to group the data according to various issues with study objectives, and the quantitative linkages in reason and effect based on the study results.

RESULTS

1. Quantitative research

Part 1: General Information

Table 1: The percentage of respondents' personal data classified by gender

Gender	Amount	Percentage
male	258	53.75
female	222	46.25
Total	480	100

From Table 1, it was found that the general information of the gender, the largest number was male, 258 persons, equivalent to 53.75 per cent. And it was 222 females, at 46.25 per cent.

Table 2: The percentage of respondents' personal data classified by age

Age	Amount	Percentage
under 20 years	94	19.58
20-29 years	54	11.25
30-39 years	102	21.25
40-49 years	92	19.17
over 50 years	138	28.75
Total	480	100

From Table 2, it was found that the general information of the respondents, the largest number of tourists, they were 138 people, aged over 50 years, or 28.75 per cent. The next number, was 102 persons, 30-39 years old, at 21.25 per cent. The smallest number was of 20-29 years, 54 people, at 11.25 per cent.

Table 3: The percentage of respondents' personal data classified by educational level

Educational Level	Amount	Percentage
under bachelor's degree	280	58.33
bachelor's degree	158	32.92
master's degree	34	7.08
doctor's degree	8	1.67
Total	480	100

From Table 3, it was found that the general information about education level of the respondents who had under bachelor's degree, amount 280 people, at 58.33 per cent. Next was the group with a bachelor's degree, 158 people, at 32.92 per cent. And the smallest group was doctor's degree, 8 people, at 1.67 per cent.

Table 4: The percentage of respondents' personal data classified by occupation

Occupation	Amount	Percentage
government officer	90	18.75
state enterprise employee	67	13.96
company employee	50	10.42

owner business	44	9.17
student	81	16.88
worker	148	30.83
Total	480	100

From Table 4, the general information of the respondents was found. The majority group was worker or general employee people, 148 persons, equivalent to 30.83 per cent. The next group was government officer, 90 persons, at 18.75 per cent. And the least group was owner business, 44 persons, at 9.17 per cent.

Table 5: The percentage of respondents' personal data classified by average monthly income

Average Monthly Income	Amount	Percentage
under 5,000 baht	40	8.33
5,001-10,000 baht	68	14.17
10,001-15,000 baht	232	48.33
15,001-20,000 baht	83	17.29
more 20,000 baht	57	11.88
Total	480	100

From table 5, the maximum proportion of average monthly income of the respondents was found that the average income was between 10,001-15,000 baht, 232 people, equivalent to 48.33 per cent. The secondly, it was the people have average monthly income between 15,000 - 20,000 baht, 83 people, equal to 17.29 per cent. And the smallest proportion of average monthly income was found the group was the average monthly income between 5,001 – 10,000 baht, 68 people, at 14.17 per cent.

Table 6: The percentage of respondents' personal data classified by time to stay in the community

Time to stay in the community	Amount	Percentage
under 5 years	35	7.29
5-9 years	48	10.00
10-14 years	192	40.00
over 15 years	205	42.71
Total	480	100

From table 6, the maximum proportion of time to stay in the community, it was people that stay for over 15 years, at 205 people, at 42.71 per cent. Next, it was people that stay for 10-14 years, 192 people, at 40 per cent. Next, it was people that stay for 5-9 years, 48 people, at 10 per cent. And the smallest proportion was that people stay for under 5 years, 35 people, at 7.29 per cent.

Part 2: The results of the opinion level with logistics management of Yee Peng Festival in Ching Mai Province

Table 7: Mean, Standard Deviation, and Opinion Level on Logistics Management for Yee Peng Festival Tourism, Chiang Mai Province

Composition and Management of Tourism Logistics	\bar{x}	S.D.	Opinion Level
Physical flow	4.46	0.71	Highest level
Information flow	4.53	0.70	Highest level
Services	4.52	0.71	Highest level
Marketing Promotion	4.30	0.95	Highest level
Officer or Staffs	4.48	0.82	Highest level
Operation Performance	4.51	0.61	Highest level
Re-Visiting	4.42	0.75	Highest level
Location	4.28	0.94	Highest level
Logistics Management	4.50	0.67	Highest level
Total	4.45	0.77	Highest level

From table 7, it was found that the level of opinion of the tourism logistics management for the Yee Peng Festival, Chiang Mai Province. The result summary was mean at 4.45 scores, standard deviation at 0.77 ($\bar{x} = 4.45$, S.D. = 0.77). Moreover, it was found that mean of all aspects was at the highest level as follows; the highest score of all aspects was information flow, mean at 4.53, standard deviation at 0.70 ($\bar{x} = 4.53$, SD = 0.70). Next, it was services aspect, mean at 4.52, standard deviation at 0.71 ($\bar{x} = 4.52$, SD = 0.71). After that, it was operation aspect, mean at 4.51, standard deviation at 0.61 ($\bar{x} = 4.51$, SD = 0.61). Onward, it was logistics management aspect, mean at 4.50, standard deviation at 0.67 ($\bar{x} = 4.50$, SD = 0.67). Next, it was staff aspect, mean at 4.48, standard deviation at 0.82, ($\bar{x} = 4.48$, SD = 0.82). Next, it was physical flow, mean at 4.46, standard deviation at 0.71 ($\bar{x} = 4.46$, SD = 0.71). Next, it was re-visiting aspect, mean at 4.42, standard deviation at 0.75 ($\bar{x} = 4.42$, SD = 0.75). Next, it was marketing aspect, mean at 4.30, standard at 0.95 ($\bar{x} = 4.30$, SD = 0.95). And the smallest score was location suitable aspect, mean at 4.28, standard deviation at 0.94 ($\bar{x} = 4.28$, SD = 0.94), respectively.

Table 8: Comparison results of gender, age, education level, occupation, income, and time to stay in the community with the tourism logistics management in 9 perspectives of Yee Peng Festival, Ching Mai Province.

Personal Factors	Elements and management of tourism logistics in 9 perspectives
1. Gender	0.350 (t=1.200)
2. Age	0.214 (f=0.020)
3. Education Level	0.476 (f=1.365)
4. Occupation	0.300 (f=0.752)
5. Monthly Income	0.130 (f=0.620)
6. Time to stay in the community	0.001 (f=2.712)

From table 8, the comparative analysis results from the study revealed that tourists, entrepreneurs, and community leaders. They are difference in gender, age, education level, occupation, average monthly income, and time to stay in community. Their opinions on the management of tourism logistics for the Yee Peng Festival in Chiang Mai did not differ significantly because the results of the computer program analysis or the standard deviation did not exceed 0.05. Therefore, the hypothesis is accepted.

2. Qualitative Research

Results of interviews and observations of tourists, entrepreneurs, and community leaders about logistics management for the Yee Peng Festival tourism in Chiang Mai.

This information is obtained from interviews and observations with tourists, entrepreneurs, and community leaders (Stakeholders). All research findings are as follows.

1) Physical flow aspect, overall, it was at the most agreeable level. When considering each item, it was found that the average score was in the most agreeable level in all 5 items: Firstly, it is safety. Secondly, it is registration or visitation of places. Thirdly, it is tour represent or tour packages. Fourthly, it is community safety. Finally, it can access to food and beverages. This is consistent with the research by (Laorit, 2015) and (Kunsri, 2016).

2) Information flow aspect, overall, it was at the most agreeable level. When considering each item, it was found that the average score was in the most agreeable level of 5 items: Firstly, it is official website information. Secondly, it is attractions information of tours. Thirdly, it was travel information (Klomjit, 2013). Fourthly, it is accurate information. Finally, it is food and

drink service information. This is consistent with the research by (Thalerngsak Chaichan., 2012).

3) Services aspect, overall, it was at the highest level. When considering each item, it was found that the average score was at the highest of 4 items: Firstly, it is tourist attractions and convenient. Secondly, there are enough food and beverage outlets. Thirdly, it is tourist attractions and safe. Finally, it is attractions and clean. This is consistent with research by (Laorit, 2015) and (Kunsri, 2016).

4) Marketing promotion aspect, overall, it was at the highest level. When considering each item, it was found that the average score was at the highest level in 2 items, namely it is word-of-mouth publicity (telling) and publicity via brochures (Chaimankong, and Chaimankong, 2007). This is consistent with the research by (Supan Charoenchaisombat, 2011).

5) Officer or Staff, overall, it was at the highest level. When considering each item, it was found that the average score was at the highest level of 5 items: Firstly, staff or local people who provided service with politeness and friendliness. Secondly, they gave advice or answered questions clearly. Thirdly, they provided service with speed. Fourthly, they are enthusiasm and willingness to serve. Finally, they are honesty. This is consistent with research by (Kunsri, 2016).

6) Operational Performance aspect, overall, it was at the highest level. When considering each item, it was found that the average score was at the highest level of 5 items: Firstly, the responsible agency prepared emergency aid equipment and recommended the use of equipment to tourists before start for responsible agency. Secondly, there are a lot of expertise (Banomyong, 2016). Thirdly, they have services according to various tourist attractions and service mind (Li, 2016). Fourthly, they have a complete guide to tourist attractions, Finally, the responsible agency has organized public relations for tourists, respectively. This is consistent with research by (Laorit, 2015).

7) Re-visiting aspect, overall, it was at the highest level. When considering each item, it was found that the average score was at the highest level of 4 items: Firstly, it is a good planning to visit the Yee Peng Festival in Chiang Mai. Secondly, the wanting to support tourism to visit the Yee Peng Festival for ever (Chancharat, Nakornthab, 2013). Thirdly, the wanting to come back

and visit again (Dabpet, 2014). Finally, recommendation to travel the Yee Peng Festival in Chiang Mai. This is consistent with the research by (Thaloengsak Chaichan, 2012).

8) Location aspect, overall, it was at the highest level. When considering each item, it was found that the average score was at the highest level of 4 items: Firstly, people in the community participate in improving the landscape at tourist attractions. Secondly, the community has improved clear road signs. Thirdly, tourism cause the development of the community. Finally, tourism make the local people know more information (Chiwakunanan, D, 2018).

9) logistics management aspect, overall, it was at the highest level. When considering each item, it was found that the average score was at the highest level of 4 items: Firstly, training was provided to the local community on development, rehabilitation, and preservation of local culture. Tourism management cooperation is promoted as a network in nearby areas (Kongprasert, 2008). The people in the community are trained about the community's attractions (Ballou, 2004). And people in the community are involved in disseminating information about the community's attractions.

CONCLUSION

The study of logistics and supply chain management of tourism of YEE PENG FESTIVAL in Chiang Mai, Thailand discovered that the private general information and the opinions level in logistics and supply chain management of tourists, entrepreneurs, and community leaders were different. And all of the opinions level in logistics and supply chain management were at the highest level. Especially, it was not significantly different at levels below 0.05. Additionally, the interview showed that the promotion of cooperation, networked tourist attraction management in the neighborhood, it is the good way to develop the local community, restore, and preserve local culture. Accommodation in the communality was found to be sufficient to serve tourist that will be a driving factor for tourists to travel to the area in the future and on a sustainable basic (Bramwell & Lane, 2010)

This research is a comparison between individual factors and the composition and management of tourism logistics services. There is still a lack of education about the internal and external environment that may affect the logistics management system in tourism such as economic (Chaichan, 2012), social (Saejao, 2016), technological, motivation, etc. Researcher should

study about the internal and external environment. In addition, in this study, there was a lack of education about resource services in management services, especially the issue of finance and investment value. Thus, in the next study, the researcher may choose to study financial and cost management in order to create value for the investment. Finally, in this study we only looked at the personal factors of tourists, which lacked studies on the behavior of tourists who may have different travel behaviors. Therefore, in the next study, the researcher should study the travel behavior of tourists.

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