The purposes of this study aimed to investigate the effectiveness of logistics system management, as well as factors related to the effectiveness of logistics system management for cultural tourism in Lampang Municipality, Lampang Province, mainly by quantitative data collection method. The tool for collecting data was a questionnaire. The sample was 400 Thai tourists by random sampling. The statistics used in the analysis were descriptive statistic, consisting of percentage, mean and standard deviation and inferential statistics, including Confirmatory Factor Analysis (CFA) and Multiple Regression Analysis (MRA). The results showed that the effectiveness of logistics management for cultural tourism in Lampang Municipality consists of 3 main components: 1) the satisfaction of Thai tourists towards the logistics management for cultural tourism in Lampang municipality, 2) the willingness to repeat the visit, and 3) the willingness to pay for cultural tourism in Lampang Municipality. Also, the results of the study of factors related to the effectiveness of logistics system management found that the opinions of Thai tourists towards tourism logistics management travel frequency and the length of time it takes to travel influence on the effectiveness of logistics system management for cultural tourism in Lampang Municipality ($R^2=0.729$, p=0.05).

**Keywords**: Logistic management efficiency, Cultural Tourism

**I. INTRODUCTION**

Tourism is a huge industry that has the potential to grow every year (Csapo, J., 2012: 201). Thailand uses its natural and cultural resources to attract tourists and generate income from tourism, amounting to more than 2.23 trillion baht, resulting in the tourism industry. It was valued at 17% of gross domestic product in 2015 (Ministry of Tourism and Sports, 2016: 2-19), higher than any other industry. It is also a key cog in the creation of direct and indirect employment in the tourism industry. (Ministry of Tourism and Sports, 2016: 11). Still, under the development of tourism achieved economic development. Remain aware of balance in conjunction with social development, and environment especially cultural tourism, which is a form of alternative tourism and is a mechanism for sustainable development (The Thailand Research Fund, 2013: 2) with emphasis on the use of cultural resources, both traditions, food, local wisdom, and way of life (Korawan, S. & Jeerat K. 2008: 149) in promoting tourism that can generate income from the increasing number of tourists coupled with the conservation of cultural resources and drive tourist attractions in the country can become tourist destinations (Jaisom, P., et al, 2020: 133). The driving force in tourism development in Thailand has received cooperation from government agencies, the private sector, and the public sector (Koment, J. et al, 2020: 618), including the distribution of tourism revenues deep into the provincial level to support purchasing demand in all dimensions (Khaosa-ard, M. et al., 2018).

In 2018, it was the year that the government has driven the policy to promote tourism in the main cities and secondary cities in order to spread the number of tourists to secondary cities and stimulate the expansion of Thai tourists to travel to experience new experiences. As for Lampang Province, it depends on the economy from the
service sector and its growth tends to be partly due to accessibility Lampang Province that is convenient for transportation by land, train and air. Tourism promotion policy that emphasizes the use of cultural identity. The development of infrastructure that can connect to travel from within the city demonstrates the expansion of the business sector that supports tourism facilities (Lampang Governor's Office, 2017), as well as the dissemination of tourism information through guidebooks. Tour guides, websites, agencies and communities in the area, and there is an information center for both natural and cultural attractions within the city, covering the responsible area of Lampang Municipality. Appears cultural attractions in the city (city destination) used as a symbol of the city (landmark), including accommodation facilities, food and beverage outlets souvenir shop which represents the adaptation effort of the area (Destination) in the development and promotion of tourism in Lampang Province. But it is not as popular with tourists as it should be. However, Lampang Province still encounters a problem arising from the aforementioned Lampang Province, namely the lack of a logistic management system in terms of basic resource management, various operational processes that help to support the effective movement of goods and services.

Industrial resource management is a systematic improvement of operational processes. from the conceptual review Past theories and research have shown that good logistics management will increase the number of tourists visiting (Theppitak, T. (2018:7) &Thippayakraisorn, S. (2010: 218). The tourism industry offers goods and services that are different from those of the general industry. Thus, tourism logistics is about moving tourists from one point to another under conditions that aim to provide comfort, have access to the use of tourism resources and in accordance with tourism behavior and spending that lead to satisfaction This leads to the intention of revisiting. In addition, local authorities can use it as information for decision-making aiming to create economic advantages by applying the principles of logistics management to support giving, travel service (Suwaenadchariya, C. &Lahteh, K., 2013: 70) and holistic integrated cultural tourism management together with the idea that having a good logistics system will facilitate tourists to access tourist attractions (Chairit, T. 2016.) Lampang Province is a province that has a variety of tourism resources. especially cultural tourism in terms of way of life including architecture reflected through temples, houses such as Wat Pong Sanuk, Kad Kong Ta, Ban Sao Nak, Louis T. House, horse carriage, Ratsadaphisek bridge, train station, etc. Activities, festivals, cultural traditions, and these tourism resources are cultural attractions. However, construction or reconstruction differs depending on the destination. At the same time, each attraction has its own uniqueness and historical value.

The development of cultural tourism in Lampang Municipality requires a linkage system to accommodate the behavior of tourists traveling by themselves. The logistics management for cultural tourism in Lampang Municipality is therefore important in facilitating and promoting tourism in Lampang Municipality, Lampang Province. This research aims to study the effectiveness of logistics management. for cultural tourism in Lampang Municipality and to study the factors related to the effectiveness of logistics management for cultural tourism. The results of this study are therefore important for use in synthesizing and designing such a system as a link between traveling and traveling to be comfortable. Drive towards the goals according to the strategy to increase competitiveness effectively. Support the creation of added value for tourism products and services and reduce the concentration of tourists in tourist-heavy areas to ensure resource sustainability and further tourism development.

II. PURPOSES OF STUDY
1. To study the effectiveness of logistics system management for cultural tourism in Lampang Municipality, Lampang Province.

2. To study the factors related to the effectiveness of logistics system management for cultural tourism in Lampang Municipality, Lampang Province.

III. LITERATURE REVIEW
Tourism is an industry that plays an important role in the economy under the utilization of the resources available in the country which continues to use the principles of sustainable development along with maintaining a balance between economy, society, and environment. Along with the tourism promotion policy, cultural tourism is used as a form of alternative tourism that can meet the needs of tourists and local owners, including preserving cultural identity leading to sustainable tourism development. (Rattanasuwongchai, N. (2011: 32-34) from the perspective of tourists traveling to tourist attractions and participated in activities that have gained experiences from different cultures. This also results in government agencies. business related to tourists and tourism support businesses use local culture as tourism products. C. Y. Gee et al. (1984: 14) coupled with destination support. (Destination) to manage access to tourist attractions (accessibility) and development of accommodation Improved
accommodation, amenities, attraction and transport as part of the tourism component. Dhamabutra, P. (2006:1-3), which are the factors that contribute to travel, as well as to assists in supporting tourism work and affecting tourist satisfaction Warakulwit, S. (2015: 130-292) and to facilitate the management of cultural resources.

This study highlighted the effectiveness of logistics management for tourism. This is a factor in creating a competitive advantage to upgrade to a province with high tourism potential. In accordance with the context of the study area, cultural tourism in Lampang Municipality was specifically designated, covering 8 sub-districts, namely SuanDok Sub-district, WiangNuea Sub-district, Hua Wiang Sub-district, Sob Tui Sub-district, Bo Hao Sub-district, Chompoo Sub-district, Phra Bat Sub-district, and Phichai Sub-district. Its appearance is a tourist attraction and activity that emphasizes the exploitation of unique cultural resources offered to tourists. which from the review of the theory logistics management system effectiveness concept Tourist satisfaction with logistics management Willingness to visit again However, the synthesis shows that the effectiveness of logistics management for cultural tourism is a latent variable with observed variable. The variables consisted of 1) the satisfaction of Thai tourists towards the management of the logistics system for cultural tourism in Lampang Municipality 2) the intention of repeating the visit and 3) the willingness to pay for Cultural Tourism in Lampang Municipality. The factors related to the effectiveness of logistics management for cultural tourism are the frequency of travel. Length of time spent traveling and the opinions of Thai tourists The results from the research can be analyzed and summarized in the development of logistics systems for cultural tourism in Lampang Municipality, Lampang Province to be better.

IV. METHODS

In this research, the population and samples were Thai tourists traveling for cultural tourism in Lampang Municipality from the opening of a ready-made random table of Robert V. KrejcieDaryle W. Morgan (1970: 607-610). A total of 400 people were obtained from no probability-based sampling process that cannot be used, meanwhile quota sampling is used to determine the proportion of the number of Thai tourists traveling to cultural attractionsthat were publicized through information media and popular places that Thai tourists visit and random sampling (Accidental sampling) until the total number obtained from the sampling used tools. It was a questionnaire which was obtained by examining documents and reviewing elements from concepts and theories for use in the synthesis of variables to be studied in the research conceptual framework. Then check the questions for content validity, then modify according to the recommendations to be correct together with the determination of the coefficient of conformity (index of item objective congruence: IOC). Try out was used with an experimental group of 30 non-sample Thai tourists, and the data was analyzed for confidence. Reliability using Cronbach's method cited in Taweerat, P. (1997: 115-125) to determine the coefficient of alpha (coefficient of alpha). The logistics system for cultural tourism in Lampang municipality was 0.95, the revisiting intention measure was 0.91, and the cultural tourism logistics system management system in the municipality was 0.91 Lampang is equal to 0.96, all of which have confidence values that are suitable for practical use. In data analysis, the researcher used descriptive statistical analysis such as percentage, mean and standard deviation. The general information characteristics of Thai tourists traveling to Lampang Municipality and Inferential Statistics included 1) Component Analysis of Logistics Management Effectiveness for Cultural Tourism in Lampang Municipality Use corroborative component analysis. (Confirmatory Factor Analysis: CFA) and 2) Hypothesis testing was done by analyzing the causal relationship of the variables with multiple regression analysis (MRA) with statistical processing package SPSS for Windows (Statistical Package for the Social Science for Windows) and statistical processing package AMOS (Analysis of Moment Structures).

V. RESULTS

1) General characteristics of Thai tourists traveling in Lampang Municipality

Thai tourists visiting Lampang Municipality mostly female 55.5%, aged between 21-30 years, 47.30 (x̅=31.40, S.D.=10.02), single status, 50%, mostly employed in government service, 21%, with average income before deducting expenses between 10,001-20,000 baht/month (x̅=16238.55, S.D.= 9560.19), representing 43% of Thai tourists who travel to Thailand, most of whom are domiciled in the North. (Chiang Mai Province) accounted for 67.8% had travel behaviors for relaxation/relaxation, 43.80% of which in the past five years have traveled for the first time, 28% were traveling with friends, 33.30% spent on a two-day trip (overnight), 50% of the accommodation located in Lampang municipality, 73.30%, of which 58.71% chose the hotel/resort style, 49% of the way Thai tourists traveled by private car.

2) The results of the component analysis of the effectiveness of logistics management for cultural tourism in Lampang Municipality

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The effectiveness of logistics management for cultural tourism consisted of 3 components, with component weights between 0.55-0.70 in descending order: 1) Intent for repeat visits (0.70); 2) Satisfaction of Thai tourists towards logistics management for cultural tourism in Lampang Municipality (0.69) and 3) willingness to pay for cultural tourism in Lampang Municipality (0.55) The confirmatory component analysis revealed that the Chi-square ($\chi^2$) value was 33.250, Degree of freedom (df) was 22, p-value was 0.05, RMSEA was 0.036, GFI was 0.981, CMIN/DF was 1.511 indicates that the measurement model is suitable for the theoretical model based on the measurement conceptual framework as shown in table 1.

### Table 1 Composition and indicators (observable variable)

<table>
<thead>
<tr>
<th>Elements and Indicators (observable variable)</th>
<th>statistical values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effectiveness of logistics system management for cultural tourism in Lampang Municipality</td>
<td>Factor loading</td>
</tr>
<tr>
<td>1) Intent for repeat visits</td>
<td>0.708</td>
</tr>
<tr>
<td>2) Satisfaction of Thai tourists towards logistics management for cultural tourism in Lampang Municipality</td>
<td>0.697</td>
</tr>
<tr>
<td>3) Willingness to pay for cultural tourism in Lampang Municipality</td>
<td>0.557</td>
</tr>
</tbody>
</table>

Goodness of fit Index of 12 observable variables with 3 components found that the value ($\chi^2$) =33.250, df= 22, p=0.05 RMSEA= 0.036, GFI= 0.981, CMIN/DF= 1.511

3) The results of a study on factors related to the effectiveness of logistics system management for cultural tourism in Lampang Municipality, Lampang Province

Factors affecting the opinions of Thai tourists towards tourism logistics management (ATTITUDE), travel frequency (FREQUENCY) and duration of travel (DAY) were factors that could be mutually explained. The variation of logistics system management efficiency for cultural tourism in Lampang Municipality, Lampang Province (EFFECTIVENESS) was $R^2=0.729$, $p<0.05$. Details as shown in figure 1 and table 2.

### Figure 1 Factors related to the effectiveness of logistics system management for cultural tourism in Lampang Municipality

### Table 2 Factors related to the effectiveness of logistics system management for cultural tourism in Lampang Municipality, Lampang Province

<table>
<thead>
<tr>
<th>Symbols</th>
<th>independent variables</th>
<th>statistical values</th>
</tr>
</thead>
<tbody>
<tr>
<td>FREQUENCY</td>
<td>Travel Frequency</td>
<td>B</td>
</tr>
<tr>
<td>DAY</td>
<td>Length of Time spent traveling</td>
<td>0.541</td>
</tr>
<tr>
<td>ATTITUDE</td>
<td>Opinions of Thai Tourists towards tourism logistics management</td>
<td>0.619</td>
</tr>
</tbody>
</table>

$R^2=0.729$, $F=95.63$, $p<0.05$
From the table of multiple regression analysis, it can be concluded that the most influencing factor on the effectiveness of logistics management for cultural tourism in Lampang Municipality, Lampang Province was that tourists' opinions on tourism logistics management (ATTITUDE) had a value of B equal to 0.604, followed by frequency of travel (FREQUENCY) having a value of B equal to 0.541 and time of travel (DAY) having a value of B value of 0.119. Logistics for Cultural Tourism in Lampang Municipality (EFFECTIVENESS) was 72.9%. The results of the multiple regression analysis were shown in the standard score format as follows (EFF=0.604ATT+0.541FREQ+0.119DAY).

VI. DISCUSSION

A study of the effectiveness of logistics management for tourism and factors related to the effectiveness of logistics system management for cultural tourism in Lampang Municipality, Lampang Province can be useful for determining as indicators and guidelines for considering tourism development planning from the general characteristics and behavior of most Thai tourists traveling to Lampang Municipality with friends for the first time. by using a private car When travelers are satisfied and having a memorable experience, they can foster a tendency to repeat visits. in the same way as Nanthapaiboon, J. (2008: 71-72) has stated that the key to success in the tourism and hospitality industry is customer satisfaction with that service, and according to Moutinho L. (1987: 5-44). Given the issue of tourist dissatisfaction can affect the shift of attraction by going elsewhere, and Jaisom, P. et al (2020:133) explain that tourist imagery has an overall influence on sustainability. Of secondary city tourism, if Thailand's secondary cities are committed to pushing the area to be a popular tourist destination, it can be determined from the satisfaction of the tourists and the amenities of the attractions.

Tourism in Lampang Municipality can develop a tourism logistics system in the area to be always ready to serve in order to increase the number of tourists who intend to travel to travel as Ngendee, J. (2009: 84) highlighted the link between positive attitudes and behaviors from the behavior of tourists who compared their actual experiences with those who had traveled before (review). Selling souvenirs after traveling which also plans and calculates the cost for the next trip and can reflect the results of a study by (Srisanga, S. &Wattanakamolchai, S., 2018: 65) that emphasizes the care of tourism resources, especially ancient architecture. local houses and a unique way of life can create a reputation and attractiveness to tourists, including Suabtrirat, T. &Pankham, S. (2020 : 84-85) stating the preservation of cultural values. Presenting interesting information along with pictures of beautiful cultural attractions creates word-of-mouth behavior and encourages the intent of tourists to purchase cultural tours.

Willingness to pay for cultural tourism in Lampang Municipality be able to explain the behaviors expressed by consumers under the proposition that each consumer has a reason for their choice. rationality, where demographic factors play an important role in willingness to pay behaviors vary and most tourists are more likely to be willing to pay for sustainable cultural tourism. especially in terms of housing expenses accommodation, restaurants, museums, public transport in the city and sustainable management of cultural resources (Rivas, C. & J., Rivero, S., 2019:14-16) for Preedasak, P. (2006. : 75) ready to comment on the willingness or willingness of the consumer to pay for a particular product or service; The consumer's pay is also based on the price that is assessed as being able to pay according to the consumer's willingness to pay for the goods and services that tourists are willing to pay for the source. Heritage cultural tourism to support the sustainability of cultural resources

The effectiveness of logistics management for good cultural tourism depends on positive attitudes and behaviors. This will increase the number of days and time spent traveling. As tourists use the duration of the tour for 2 days (1 night stay), therefore, the service providers in the area or destinations to travel to offer tourism resources to support the use of tourists. which can use tourism logistics in providing services in physical, information, facilities travel, and transportation sustainability and other aspects related to the area, as suggested by Lee, W., Yoo, K.H. &Gretzel U. (2007: 176), tourism management must take into account various limitations of society and the real environment, with good guidelines, measures and plans of action having to take into account the concepts that have been established. Tourist attraction areas and alliances among tourism-supporting businesses, as Suwan, M. (1998: 37-38) agrees that Thai tourists who are satisfied with the quality of tourist attractions and recreation also contribute to a willingness to return to vacation again in the future, coupled with Piriyapada, S. &Seminprachawong, U. (2018: 92), the awareness of tourists about organizing tourism activities can encourage the opportunity to be willing. to pay a higher level; and Srijanrat S. (2012) increasing the logistics factor in the development of facilities in the area, both the number of flights. Public buses, rooms, festivals (Event) can
explain the changes in the increasing number of tourists and stimulate the demand for travel, which has a positive effect on the overall economy of tourism.

VII. RECOMMENDATIONS

Overall tourism development of Lampang Province during the past 5 years, there has been a continuous development drive in line with the policy to promote tourism in secondary cities, including the operation of tourism development according to the strategy of the provincial group Provincial level plans and tourism development plans in Lampang Province. The results of this research can be used as information to support agencies to drive tourism development with an emphasis on maintaining the level of intent to repeat visits. This is a tendency to generate positive opinions and behaviors in order to gain the satisfaction of tourists. This means that tourist attractions with beautiful scenery and cleanliness can give tourists an unforgettable experience. Coupled with a convenient online search for travel information, it will lead to a willingness to pay for travel.

Attraction both tourist attractions tourism activities and facilities it can be a factor in helping tourists to increase the length of stay in Lampang which can result in higher willingness to pay. However, if the aforementioned attraction is organized in a systematic way, both tourism and travel routes are organized. Linking tourist routes within Lampang Municipality with tourist attractions outside the district and have a good travel arrangement both managing service schedules and prices of public transport especially the minibus, which is a public transportation that has flexibility to travel to tourist attractions within Lampang Municipality. This will enhance the group of tourists traveling on their own (FIT: Free and Independent) are between 21-30 years old and have a group of students who studied at educational institutions in Lampang Province and neighboring provinces, traveled to study art culture and history in cultural attractions including temples, ancient buildings, old houses, old towns, museums.

The epidemic situation of Coronavirus Disease 2019 (COVID-19) (World Health Organization) has a consequence of reducing confidence, causing some groups of tourists to fear travel. (Zheng, D., Luo, Q., & Ritchie, B., W., 2021: 1) And result in changes in people's livelihoods and especially the tourism industry directly affected. From the government's policy to limit travel during the period when the number of infected people is higher from the situation. However, if cultural tourism in Lampang Municipality can turn the crisis into an opportunity, it will lead to a new alternative tourism model that uses technology in tourism and online marketing (Digital Marketing) disseminate information on modern tourism and especially cultural tourism. And new forms of activities such as making clips to disseminate local food taking a tour of cultural attractions caring for a carriage during COVID-19 that can accommodate So Lo Mo (Social-Local-Mobile) tourists who are free to travel on their own information is searched to plan and carry out all stages of travel activities manually through technology and social networks in the future.

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