

# THESIS

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# **1 CHAPTER I:**

## **Introduction**

Since people started traveling, they mainly focused on finding something new, and unique that they had never seen or never experienced before. For example, Swiss people are very excited when they go to Thailand and they think Switzerland is boring, it is because of the difference in weather, territory, and economy. It is the same with all people when they stay somewhere for a long time, they have seen everything so they would like to see something different from where they live. For instance, in Asia, the weather is hot, for Asian people is too hot but for some European countries is satisfactory for them.

The term "tourism" refers to the variety of activities people do when they are momentarily removed from their regular surroundings for a maximum of a year, for a variety of reasons, including leisure, business, religion, health, and personal reasons; it does not include long-term relocation or the pursuit of financial gain from the destination (Smith, 2024).

The Luangprabang Heritage Site in Laos has become a popular destination for cultural tourism. Luangprabang is unique in that it has a rich cultural and architectural legacy that combines colonial-era buildings with traditional Lao urban design. This UNESCO World Heritage Site is known for its well-preserved architectural and cultural heritage, attracting tourists from all over the world. The place is located at the confluence of two rivers and is surrounded by lush green mountains. This creates a beautiful atmosphere that attracts tourists.

Tourists who travel to Luangprabang are interested in Cultural tourism have many purposes: to learn and study various historical, architectural, unique designs, traditional festivals, and customs. In order to promote and preserve a culture that has been revered for a long time to remain with the Lao people forever. The serene atmosphere combined with stunning landscapes makes it an ideal destination for those seeking relaxation and tranquility. Furthermore, tourists intend to revisit the Luangprabang Heritage Site due to its unique charm and authenticity. Unlike many other tourist destinations that have become commercialized over time, Luang Prabang has managed to preserve its traditional way of life. Visitors appreciate being able to experience local customs and traditions firsthand through activities such as participating in alms-giving ceremonies or exploring vibrant night markets and visiting festivals during each period. However, the rapid growth of tourism in recent years has also created a permanent problem. Overcrowding and Over-tourism: a UNESCO World Heritage

site in Laos known for its rich cultural heritage and vibrant festivals. During festival time, the city experiences an influx of tourists that overwhelms its infrastructure and threatens its cultural integrity. The narrow streets of Luangprabang become congested with tourists, making it difficult for locals to go about their daily lives. Additionally, the excessive number of visitors can lead to damage or destruction of historical sites and monuments due to a lack of proper management and control.

The aim of this Thesis is to discover people interest in culture tourism, and intent to revisit it. This research problem is to identify which aspects of Luangprabang's cultural heritage are most appealing to visitors. Is it the awe-inspiring beauty of designed temples and traditional Lao houses? The immersive of natural landscapes? Or perhaps the opportunity to engage in traditional ceremonies and cultural events showcasing local practices. Once these aspects are identified, it becomes crucial to understand how these experiences contribute to visitors' desire to visit Luangprabang.

### **1.1.1 Research Purpose**

This research follows 2 objectives:

The study's major purpose is to assess the cultural significance of the Luangprabang Heritage Site in Laos. This UNESCO World Heritage Site holds immense historical and cultural value, as it represents a unique blend of traditional Lao architecture and European colonial influences. The site is home to numerous temples, royal palaces, and traditional wooden houses that showcase the rich cultural heritage of Laos.

The second objective is to analyze the impact of cultural tourism on the preservation and promotion of heritage sites in Luangprabang. Cultural tourism plays a significant role in the preservation and promotion of heritage sites in Luangprabang. By attracting visitors to these historical landmarks, cultural tourism generates revenue that can be reinvested into the conservation and maintenance of these sites.

To complete the objectives above, the following questions will be used:

- How does the historical value of the Luangprabang Heritage Site contribute to its cultural significance?

- How does cultural tourism contribute to the promotion of heritage sites in Luangprabang?

In this paper, the author will take some of the unique heritage sites, important cultural practices, and events in Luangprabang and analyze people's interest in cultural tourism, as well as see why people intend to revisit it.

### **1.1.2 Research Hypothesis**

This paper will confront 3 hypotheses:

- Visitors' satisfaction influences intentions to recommend
- The Archaeological site's historical significance enriches visitors
- Lack of information platform to limited awareness of the Luangprabang Heritage Site

## **2 CHAPTER II:**

### **Literature Review**

#### **2.1 General Overview of Cultural Tourism and Culture Heritage**

The type of tourism known as "cultural tourism" enables visitors to take part in customs and festivals that are unique to the area. The visitor is able to take advantage of a true cultural exchange with the people living there. Furthermore, since cultural tourism is a key growth driver, it helps communities to accept their culture. Communities therefore make a special effort to highlight and appreciate their culture since it sets them apart from other communities. As countries realize the importance of cultural tourism and how it can drive local economies, they are focusing on building cities and towns that can attract overseas visitors to experience and savor culture like never before (Team, 2022).

Tourism and culture have always been strongly connected. Travel is largely motivated by cultural sites, attractions, and events, travel itself produces culture. However, the relationship between culture and tourism has only recently been more clearly recognized as one distinct type of consumption cultural tourism. Given the fact that cultural tourism is still one of the most misunderstood categories of special interest travel. Since the ancient Romans traveled to Greece and Egypt, people have been taking trips for what is now known as cultural tourism (Du Cros & McKercher, 2014).

According to the World Heritage Convention in 1972, World Cultural Heritage is defined as every archaeological site, complex, or archaeological site with a cultural significance index such that its importance transcends national borders and becomes common to all mankind's present and future generations. Its preservation is crucial for the entire world community, and the World Heritage Committee establishes the criteria for its placement on the World Heritage List. These are the six international standards, with a brief description of each: firstly, that represents one of the masterpieces of the human mind, secondly, to reflect the evolution of urban planning or landscape design, thirdly, to be a unique witness to a cultural tradition or civilization that is not disturbed, alive or extinct, fourthly, that represents an important stage in human history, fifthly, to present a prominent model of land use or to represent the interaction between human and his environment, sixthly, it is associated with living customs, traditions or beliefs (UNESCO Centre). Furthermore, Heritage is what we have left behind from the past, what we use in our daily lives, and what

we provide to the next generation. Both our natural and cultural heritage are priceless reservoirs of inspiration and life (UNESCO World Heritage Centre).

The term ‘cultural heritage’ has changed content considerably in recent decades, partially owing to the instruments developed by UNESCO. In general, the cultural heritage of indigenous peoples is divided into two parts. Each part is strongly interconnected to the other and to Country, both broadly or specific to a locality or place. These are:

- Tangible heritage: includes traditional buildings and historic places, monuments, archaeological sites, and temples, which are considered worthy of preservation for the future.
- Intangible heritage: includes traditions, performed arts, music, social practices, conventional customs, festive events, traditional crafts, knowledge and practices concerning nature and the universe, or knowledge and skill.

Over a period of two or three centuries, the concept of heritage that is defined in the 1972 World Heritage Convention has changed. The World Heritage List was created by the Convention to serve two purposes: first, to acknowledge that certain locations are sufficiently significant to be considered cultural or natural sites and that the world community should be responsible for them; and second, to serve as a conservation tool (Lyon, S.W, 2007)

## **2.2 Sustainable Cultural Tourism Practices**

Sustainable cultural tourism practices are essential for preserving cultural heritage, supporting local economies, and ensuring the well-being of communities. Balancing environment, economy, and social culture should be established on the basis of the balance among environment, economy, and social culture. Heritage is closely linked to the sustainable use of cultural heritage, which includes the conservation and management of cultural heritage (S. Liu, & Shu, 2020). Stakeholder cooperation and dialogue planning for appropriate tourism is established in cooperation with local communities and other stakeholders. This is emphasized by the UNESCO World Heritage and Sustainable Tourism Programme. Additionally, the social, economic, and developmental well-being of local communities should be taken into consideration in local community development. It has to promote regional development and work to reduce poverty. Prioritizing responsible tourism that respects regional resources,

communities, and cultural diversity is important. This entails teaching personnel and visitors about expected behavior (UNESCO World Heritage Centre, 2024).

To sum up, to protect the unique heritage of culture for future generations, sustainable cultural tourism practices are essential. Travelers from all over the world can have meaningful experiences while preserving the world's cultural riches by working to involve local people, minimizing negative effects on the environment and culture, and encouraging education among tourists.

## 2.3 Background of Lao People's Democratic Republic

Lao People's Democratic Republic commonly known as Laos is a landlocked country located in Southeast Asia, with a population of 7,852,377 in a total area of 236,800 square kilometers (World Factbook, 2009). Laos shared borders with China, Myanmar, Thailand, Cambodia, and Vietnam (see Figure 1).

**Figure 1: Map of Laos**

Source: <https://www.cia.gov/the-world-factbook/static/maps/LA-map.jpg>



Laos experiences a tropical monsoon climate with significant sun exposure, high humidity, and strong monsoon impacts. March through June are the warmest months, with an average yearly temperature that ranges from 22°C to 27°C. In Laos, there are two distinct seasons: the dry winter (October to April) and the humid summer (May to September), with August and

September typically seeing the most rainfall. The plains receive an average of 1,200 to 2,200 millimeters of rainfall annually, while the most exposed mountain slopes receive over 3,000 millimeters. The amount of rainfall varies according to the region. The dry season, which runs from November to March, is the ideal time to visit Laos because of the good weather (World Bank Climate Change Knowledge Portal, 2021).

The Mekong River is Laos' lifeline. This river originates in China's Yunnan Province and flows south, forming the border between Laos and other countries such as Myanmar and Thailand. The Mekong River route cuts through Cambodia and ends in southern Vietnam. It forms the famous Mekong Delta. One of the most popular things to do in Laos is to take a slow boat ride along the Mekong River. Moreover, In Laos, the Mekong River offers many attractions and activities for visitors. One popular excursion is a slow boat ride from the Thai-Lao border in the Lao town of Huay Xai to Luangprabang. This trip takes two days and provides a scenic and relaxing experience. Passengers can enjoy the lush green surroundings, palm trees, banana trees, and corn fields on both sides of the river (Julie & Julie,2023).

Buddhism was once the state religion of Laos. The religion of Laos is deeply rooted in the country's history and culture, making it relatively easy to understand. Buddhism is the predominant religion in Laos, with over 60% of the population practicing Theravada Buddhism. Indeed, public signs of reverence for the religion are evident throughout the country and culture. The second most identified affiliation in Laos is 'none' (31.4%). Of the remaining population, 1.7% identify as Christian while 2.1% identify with 'other' or did not specify their religious affiliation. This tradition of Buddhism remains the dominant cultural force in Laos. the Buddha is not considered a 'God' as understood in the Christian, Jewish, or Islamic sense of the term. People may wear images of the Buddha around their necks or display such images in their homes. This practice serves as a reminder and inspiration for people to aspire towards the qualities of the Buddha. Some Lao believe such amulets will protect them against evil spirits (Lao Culture – Religion, 2018).

### **2.3.1 Historical of Luangprabang**

Luangprabang is a city in the north of the Lao People's Democratic Republic which is located 300 kilometers from Vientiane capital city. It was once the kingdom's capital and went by the name Chiang Thong in the past. It was the royal capital and seat of government of the Kingdom of Laos until the communist takeover in 1975. Situated on a peninsula, Luangprabang is the

meeting point of the Nam Khan and Mekong rivers. The UNESCO-designated town center is made up of three main routes. About 24,000 people live in the UNESCO-protected site, out of the city's total population of about 56,000. There are historical and natural landmarks in Luangprabang. The town's many Buddhist monasteries and temples are well renowned. The Kuang Si Falls, Tat Sae Waterfalls, and Pak Ou Caves are a few of the natural tourism destinations. Luangprabang's city is shaped like an 'L' and covers an area of around two square kilometers, all surrounded by mountains. Lao nationality makes up the majority of Luangprabang's population. Three kilometers separate the downtown area from two villages of the Dai Nationality (Figure 2). There are additional settlements of the Meng Nationality (Miao), Yao Nationality, and Kamu Nationality in the mountainous regions southeast of the downtown. There are also foreign inhabitants from Vietnam, Thailand, India, and Pakistan, as well as Chinese living abroad. The commercial area of Sisawangwong Road in the city is home to all overseas Chinese, Indians, and Pakistanis. Thus, "China Street" is another name for this neighborhood. The majority of Chinese immigrants are from Guangdong's Chaozhou (Liu, 2019).

### **Figure 2: Luangprabang**

Source: <https://www.tourismluangprabang.org/about-luangprabang/>



In Laos, Luangprabang is the oldest town still standing. It is the best preserved city in Southeast Asia that has been preserved the best. The city is home to over thirty temples, and the people who live there practice Buddhism. It truly is the capital of the Buddha. The historic city of Luangprabang was added to the World Heritage List by UNESCO in 1995 as a cultural asset



(UNESCO World Heritage Centre, 09 April 2022). Furthermore, since 1988, tourist arrivals into Lao People's Democratic Republic (Lao PDR) have increased from a few hundred intrepid backpackers to more than 600,000 in 2003, with Luangprabang being Lao PDR's second most popular destination after Vientiane, the capital (Liu, 2019).

### **2.3.2 Understanding the Heritage of Luangprabang**

Luangprabang is a mountainous province, characterized by numerous caves and soaring limestone formations. Elevations vary between 297 and 2257 meters. Thick upland evergreen forests, with diversity in both flora and fauna, provide abundant resources, such as wood, which figures prominently in local buildings and art. The hills are also home to Luang Prabang's many ethnic groups, particularly the Hmong and the Khmu. Luang Prabang's rich architectural endowment of the individual structures, their artistic decorations, and their urban assembly contribute significantly to its heritage significance. Both the monumental and secular constructions exhibit elements of colonial and vernacular architecture, which in certain instances combine to create a unique hybrid cityscape. Understanding the fundamental characteristics of Luangprabang's culture as articulated by its creators and residents is crucial for well-meaning outsiders who want to support the preservation of the city's legacy or benefit from its exceptional cultural resources. Both heritage conservation and tourism development will fall short of their potential in the absence of a shared understanding of the importance of what has to be conserved and how this may be suitably shared with tourists (UNESCO, Bangkok, 2024).

### **2.3.3 The Community Life**

The footsteps of Buddhists are the primary beat of life in Luang Prabang, a city steeped in Buddhist tradition. The city is renowned for its distinctive fusion of religious, cultural, and architectural legacy, which highlights the evolution of both rural and urban areas over several centuries (The World and Vietnam Report, 2022). Some aspects of community life in Luangprabang include:

- **Buddhism:** Luangprabang is among the most intriguing towns in the world, with its unique culture, infused by centuries of Buddhist traditions, and the striking natural beauty of the rivers, mountains, and forests. Mere words cannot do justice to Luangprabang (Buddhist Heritage Project, 2018). Many of the most renowned and exquisite temples in the nation may be found in Luangprabang. more precisely, these

are complexes of religious buildings known as "wats," and they are the center of Buddhist practice as well as education in the area. The wats, which can be found everywhere in the town and in the surrounding countryside, have house novices and monks from all over the nation which function as the heart of the communities that surround them (Heartland of Buddhism, 2024). Moreover, from daily rituals to festive celebrations and acts of kindness towards others, the teachings of Buddha guide how to live a meaningful life filled with compassion and generosity. It is this strong sense of faith that binds together this close-knit society while fostering harmony among its inhabitants.

- **Textile Handcraft:** Luangprabang is deeply rooted in the local culture and economy. The city is known for its native textile handcraft with vibrant and diverse textile traditions that have been passed down through generations, making it an integral part of the local culture and identity. Many households in Luangprabang's well-known Ban Phanom village work with their weaving machines to produce things for the night markets. Ban Phanom is a village steeped in traditional textile manufacturing. The royal family once purchased Ban Phanom textiles, and weavers today use many of the same techniques and patterns, resulting in a distinctly old-fashioned look. Cotton and silk materials with a range of colored threads are intertwined to produce a shimmering effect and silk is added to create a pattern (Waving, 2004).
- **Architecture:** One of the reasons Luangprabang was chosen as a UNESCO World Heritage Site was because of its distinctive architecture, which combines native Lao and European colonial styles. The city is a remarkable example of the 19th and 20th-century European colonial urban buildings combined with traditional architecture. As is customary, most of the buildings are made of wood, and the unique townscape has been exceptionally well preserved to show an important turning point in the fusion of two quite different cultural traditions. The vast number of monasteries that dot the town is one of Luangprabang's most distinctive architectural features; the extraordinary diversity of the town's architectural inheritance is another (Benolaos, 2024). One of the main architectural characteristics of Luangprabang is the enormous quantity of monasteries present in the town, with the extreme diversity in the architectural patrimony being one of its main attractions. The city's architectural ensemble, including vernacular constructions and colonial buildings, is an outstanding example of the fusion of traditional architecture and Lao urban structures with European colonial influences,

making it a remarkable and well-preserved cultural and historical site (Wee Volunteer, 2022). Moreover, the town's religious architectural heritage is an essential part of the local culture and is also one of the major features attracting tourists to Luang Prabang.

Community life in Luangprabang is a testament to the power of shared values, traditions, and interconnectedness. The city's residents, by actively participating in each other's lives, contribute to the preservation of a unique way of life that extends far beyond the physical boundaries of this ancient city. It is this sense of community that not only enriches the lives of individuals but also contributes to the enduring allure of Luangprabang.

### 2.3.4 The Traditional Custom

**Figure 3: Lao dress**

Source: <https://www.artofit.org/image-gallery/2814818503114325//>



The traditional Lao dress is known as The Xout lao (Lao traditional dress), it's a significant cultural symbol that reflects the heritage and the traditions of the Lao people. This elegant attire is worn on special occasions such as weddings, festivals, and religious ceremonies. The Xout Lao is worn by men and women although the style varies, the traditional costume for women is called "sinh," which is a handmade, silk tube or tube-like skirt, paired with a traditional shawl draped over one shoulder. The traditional costume for men is called "salong," which is a puffy

pair of trousers made by wrapping a large piece of fabric in a specific way around the legs and tucking (Figure 3). The sinh and Salong are often worn on formal or religious occasions, and the high-quality ones are made of silk and used in ceremonies and festivals. The traditional costumes are made in many colors and fabrics that are comfortable and reflect the cultural diversity and heritage of Laos. Weaving and textile production are an essential part of the traditional customs in Laos, and many of the groups in Laos have a rich tradition of weaving and textile production, which is integral to their cultural identity (Grainger, 2022).

## 2.4 Heritage Sites in Luangprabang

### 2.4.1 Wat Xieng Thong (Xieng Thong Temple)

**Figure 4: Wat Xieng Thong Temple**

Source: <https://discoverlaos.today/luangprabang/thing-to-do/wat-xieng-thong>



Wat Xieng Thong is one of the most important temples in Luangprabang. The word "wat" in Lao means temple, in this case, the Temple of the Golden City. Wat Xieng Thong was built around 1560 by King Setthathirat, a patron of Buddhism, who ruled Laos from 1548 to 1571. The temple is located in a beautiful garden on the bank of the Mekong River where the Nam Khan, a smaller river runs into it. The temple is a symbol of great historic importance, with characteristics of 16th-century Lao architecture, including elaborate mosaic patterns, wall carvings, rare Buddhist deities, and a 12-meter-tall funeral carriage. This site is famous as the location for the coronation of Lao kings and as an important gathering place for significant annual festivities (Wat Xieng Thong Temple, 2002) (Figure 4).

## 2.4.2 Royal Palace Museum

**Figure 5:** Royal Museum

Source: <https://www.tourismluangprabang.org/things-to-do/culture-history/national-museum/>



The Royal Palace Museum in Luangprabang is located center of the city, it was constructed in 1904 during the French colonial period, King Sisavang Vong and his family lived at the Royal Palace until 1975. It is now a tribute to Laos's regal history and is home to a remarkable assemblage of antiques and artifacts. The museum exhibits a wide range of artifacts, including royal religious objects, weapons, statues, screens, and paintings from centuries past. The museum is housed in a beautiful building with a unique architectural style, reflecting the exceptional fusion of traditional Lao architecture and European colonial structures from the 19th and 20th centuries (Wilcox, 2021) (Figure 5).

## 2.4.3 Mount Phousi

Phousi Hill, also called Phousi Mountain, is a small mountain in the center of Luangprabang, located on the peninsula between the Mekong and Namkhan rivers. Phousi, which means sacred hill, is about 100 meters high although it is quite a climb to the top, it is worth the effort due to the great 360° panoramic specular view of Luangprabang (Figure 7). On top of Phousi is a narrow platform with a small Buddhist temple and a golden stupa. The hill is a popular place to watch the sunset. Two stairways lead to the top of the hill designed for taking one up and one down. The way up most often used with 328 steps was found on Sisavangvong Road,



opposite the Royal Palace and another stairway is on Thanon Phousi with 355 steps (Fludd, 2018) (Figure 6).

**Figure 6: Phousi Mount**

Source: <https://www.tourismluangprabang.org/things-to-do/nature/phou-si-mountain/>



**Figure 7: The panoramic view from Mount Phousi**

Source: <https://www.bestpricetravel.com/travel-guide/mount-phousi.html>



## 2.5 Cultural Practices and Festivals

The cultural practices and festivals in Luangprabang are deeply rooted in the city's rich history, religious traditions, and cultural heritage. These events serve various purposes, including religious observances, heritage celebrations, and community bonding. People who visit Luangprabang can immerse themselves in these vibrant festivities, gaining a deeper understanding of Lao culture while experiencing moments of joy and spirituality.

### 2.5.1 The Morning Almsgiving Ceremony (Tak Bat)

**Figure 8: Alms-giving ceremony**

Source: <https://love-laos.com/alms-giving-in-luang-prabang/>



The morning almsgiving ceremony is known as Tak bat or Sai bat, the ceremony is a daily ritual that involves local Buddhist monks walking silently through the streets of Luangpabang to collect offerings of food from local people and visitors. The ceremony is a symbol of the spiritual and cultural traditions of Laos and reflects the importance of Buddhism in the country. The tradition of almsgiving dates back to the 14<sup>th</sup> century, and it is believed to have been introduced to Laos by the Khmer Empire (Laos Travel, 2023) (figure 8).

In order to ensure a respectful and authentic interaction during the alms-giving ritual in Luangprabang included:

- Dress appropriately: Cover your shoulders, chest, and legs, and avoid wearing revealing clothing. This shows respect for the ceremony and the monks.

- **Silent Presence:** Be aware of local customs and guidelines to ensure the ceremony's sanctity is preserved. Maintain a quiet demeanor during the ceremony. Avoid making loud noises.
- **Take photos from a distance:** If you wish to take photos, do so from a respectful distance. Avoid interrupting the procession or making physical contact with the monks.
- **Be patient and respectful:** The alms-giving ceremony is a peaceful and spiritual event. be patient and respectful, allowing the monks to complete their ritual without any disruptions (Laos, 2024).

Furthermore, the Alms Giving Ceremony has a spiritual importance at its heart. Receiving alms is a practice of humility and disconnection from material possessions for Buddhist monks. It gives them the daily sustenance they need while serving as a reminder of life's transient nature. On the other hand, the celebration is a chance for the locals, who get up early to make offerings and line the streets, accumulate merit, and earn blessings for themselves and their families.

## 2.5.2 Traditional Lao New Year (Pi Mai Lao)

**Figure 9: Lao New Year parade**

Source: <https://images.app.goo.gl/3rAUFHT5MRgio3vx5>



The Lao New Year (Pi Mai Lao) is a popular festival in Luangprabang, it takes place in the hottest time of the year which is the 13<sup>th</sup>-15<sup>th</sup> of April, and every day is dedicated to different



activities. The festival is the time for people to visit their families, clean places, ask and receive forgiveness, receive wishes, and participate in various cultural and religious activities.

The first day of celebration is the last day of the old year. Places are cleaned and perfume, water, and flowers are prepared for the Lao New Year. In temples all over the country, Buddha images are taken down from their permanent places and placed on special temporary easy-to-access places within the Wat (temple) compounds so villagers can pour perfumed water on them. They then collect the water that runs off the Buddha images and take it home to pour on family members, friends, and relatives. This is believed to bless, clean, and purify the receivers before entering the Lao New Year.

### **Figure 10: Baci Ceremony**

Source: <https://www.golaos.tours/unique-baci-ceremony-laos-culture/>



On the second day, family members, relatives, and friends gather together for a “Baci” ceremony to welcome the New Year, and all the souls, which represent different parts of the human body, are asked to come back. At the “Baci” ceremony, Lao people tie white thread around the each other’s wrists and wish one another love, peace, prosperity, longevity, good health, and happiness (Figure 10). In addition, Lao people perform a ceremony at home where they honor their ancestors, family members, and loved ones by bringing food and offerings to the Buddhist monks. It’s also a time when children respect older people and receive blessings for prosperity, health, and peace in return. Moreover, there is a community celebration where people can watch beautiful classical and folk dances, and enjoy a social dance.

On the third day, Lao people go to the temple to give offerings to the monks. It's time to let go of the animals (fish and/or birds) from their tanks and cages. The Lao people think that by releasing the animals, they are warding off illness and bad luck. On this day, Nang-Sang-Kan (the Lao New Year Princess) is chosen to sit on the back of her animal of the year (Figure 9). Next, a stunning, well-planned procession rounds the town or the city, with Nang-Sang-Khan standing as the center of attention. Various school and town dances were showcased during the parade. Lao people set up along the roadsides for the entire three days, ready to splash people with water. Groups of people splash water on each other for good luck, well wishes, and fun (Maha Bounhouane Douangpangna, 2002).

Overall, The Lao New Year is the biggest festival and a time for people to let go of the past and embrace a promising future. It is a festival strongly rooted in Lao culture and tradition, and it offers a unique and vibrant experience for both locals and visitors.

### **2.5.3 Boat Racing Festival (Boun Souang Heuan)**

**Figure 11: Boat Racing Festival in Luangprabang**

Source: Homphet Manisouk Photography



On the serene waters of the Mekong and Nam Khan rivers, boat racing is an exciting and culturally significant event in Luangprabang. The boat racing festival celebrates Lao culture and has its roots in the country's rich cultural heritage. The event typically takes place during the Buddhist Lent, with the biggest boat race occurring in the Nam Khan River in the center of

the town of Luangprabang. This happens every September and it is one of the times of the year when the festival is exciting and draws both locals and visitors.

The traditional longboats, locally known as ‘Khaen’, are the stars of the show. These slender wooden vessels, often colorfully decorated, can be up to 20 meters long and are powered by a large crew of rowers (Figure 11). The boats are a true spectacle to behold. The races are not only a matter of pride for the communities involved but are also considered a way to make merit and pay homage to the river spirits. Monks often led ceremonies and blessings to ensure safe and successful races. The festival is a true spectacle, with the sight of longboats slicing through the water creating a captivating and energetic atmosphere for spectators (Allan, 2023).

#### 2.5.4 Light Boat Festival

**Figure 12: Light Boat Festival (Boun Lai Heua Fai)**

Source: Laos-Xinhua



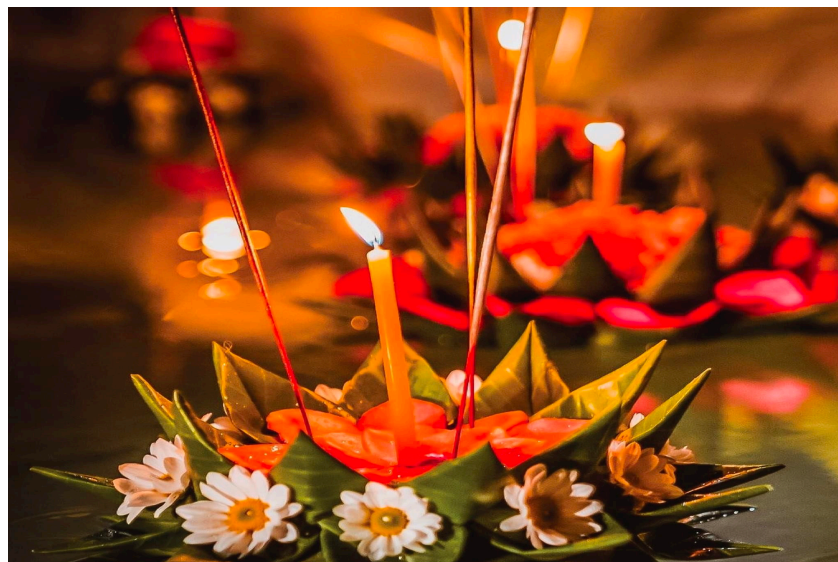
The Light Boat Festival (Boun Lai Heua Fai) in Luangprabang is a traditional celebration that takes place every year in October. This festival, also known as Boun Awk Phansa, marks the end of Buddhist Lent and is one of the most significant events in the country. During this festival, thousands of people gather along the main street to see the parade and end on the banks of the Mekong River to witness a spectacular display of illuminated boats (Figure 12).

The festival is a unique and enchanting event that combines tradition and modern elegance, offering visitors a chance to experience the rich cultural heritage of Luangprabang. As night

falls, the boats are set adrift on the river, creating a breathtaking sight as they float downstream. The flickering lights create a magical ambiance that captivates both locals and tourists alike. Apart from the boat procession, there are various other activities during the festival. Traditional music and dance performances take place throughout Luangprabang, adding to the festive atmosphere. There are also food stalls selling local delicacies. The Light Boat Festival is not only a time for celebration but also an opportunity for spiritual reflection. Many people visit temples to make merit by offering alms to monks or participating in candlelit processions. Each family makes their own offering to the Buddha and the river, which uses banana leaves and is decorated with candles, incense, and flowers. At the river bank, people light the candles say prayers, and send it on the river (LIEM, 2024) (Figure 12).

**Figure 13: Offering to the river**

Source: Laovieng Travel



To sum up, the festival in Luangprabang is a vibrant and captivating event that showcases the rich cultural heritage of Laos. Held annually, this festival brings together locals and tourists alike to celebrate the traditions, customs, arts, and various activities of this enchanting city. The customary procession, in which many monks dressed in saffron robes go through the streets gathering alms from religious Buddhists, is one of the highlights of the festival. Through this sacred ceremony, tourists may get a close-up look at the strongly rooted religious customs that are an essential component of Lao culture and get an insight into the spiritual side of Luangprabang.

In addition to religious ceremonies, the festival also features various cultural performances such as traditional dances, music concerts, and theatrical shows. These performances not only entertain but also educate attendees about Lao folklore and history. The beautiful clothes, elegant motions, and melodious tunes transport people back in time to an era steeped in tradition. Festivals are a symbol of Luangprabang's commitment to preserving its rich cultural heritage. They are more than just a celebration and all of this makes Luangprabang a unique destination for cultural enthusiasts worldwide.



### **3 CHAPTER III:**

#### **Material and Methodology**

##### **3.1.1 Research Approach and Design**

During the work on the bachelor's thesis, both qualitative and quantitative methods for research have been applied. The statistical analysis serves as an example of quantitative research and the Delphi Method, which was used to learn the opinions of the experts and to research consensus among experts about the researched subject, assisted the author to get true results.

This thesis is written in a deductive approach. The hermeneutical research method has also been used. This method is mostly based on detailed analysis and evaluation of available facts and data from different points of view. The main sources of the thesis are books, magazines, and journals on internet websites.

##### **3.1.2 Data Collection Method**

For the purposes of this research, both primary data and secondary data were used. Secondary data was collected from various published sources. Primary data was collected using a structured questionnaire. The questionnaires were distributed individually.

##### **3.1.3 Sample and Sampling Procedure**

In this thesis, the questionnaire was used to ask people who had either visited, traveled to, or had never been to Luangprabang, Laos, by completing a questionnaire to receive different points of view. Most of the questionnaires given are asking about their experiences and opinions on how important or interesting about Cultural Tourism in Luangprabang, Laos. It was considered important to know how they feel after they visit the places and attend the festivals and also it would revisit again. The questionnaire is a close-end question, which is the answer that has the option for respondents to choose to answer within the specific frame. The questionnaire was sent to friends, family, and relatives who were then asked to share them, so the answers were mostly from Lao people. To receive more responses from different points of view of other countries, I posted on social media and sent them to random people.

In order to scale the response, a Likert-type scale was used, which is an easy and popular measurement method. In the questionnaire, I ask about the interest in the Cultural Heritage sites in Luangprabang, Laos. Also, why they want to visit and how important the cultural

heritage is to them. The respondents were asked to indicate their opinions, ranging from extremely important to extremely unimportant, and the attitudes of the respondents on the subjects were measured.

### **3.1.4 Data Processing and Analysis**

Data was processed and analyzed using Microsoft Excel and Google Forms. Google Forms is the popular program most people use for questionnaires or surveys on the internet platform. Also, Google Forms is easy to use with automatic data analysis, Google Forms helps us to collect all data and make graphs with the number of participants or despondences.

## 4 CHAPTER IV:

### Results and Evaluation

#### 4.1.1 Questionnaire Description

The questionnaire is about the importance of the Luangprabang Heritage Site for cultural tourism in Laos, people who are interested in cultural tourism and heritage sites in Luangprabang, Laos, what people find interesting and would like to visit and revisit it, and how important cultural tourism in Luangprabang, Laos.

The aims of the questionnaires are to demonstrate that tourism and tourist attractions are effective with the strong character of the country by itself, which attracts the interest of so many people to visit the country with the unique way of promotion.

#### 4.1.2 Material

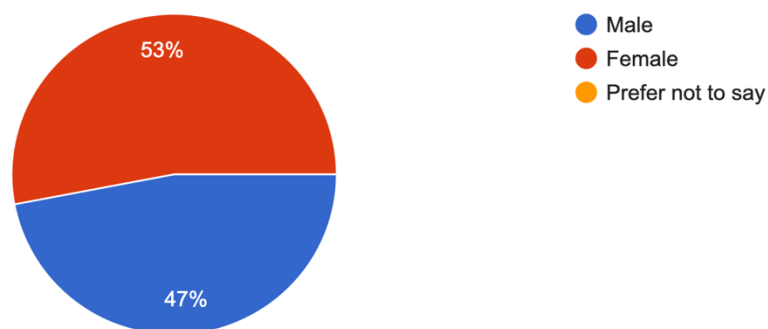
The survey was accomplished by 100 responses from people from different countries all around the world but mostly in Asia. This survey was conducted by the author in May 2023. It was sent online to random people, friends, and families via social media such as Messenger, Facebook, etc. I personally use pie chart to represent the result of my survey the most because it shows the information clearer than the other forms in my case.

I attached the list of the questions in the appendix.

#### 4.1.3 The Information of The Respondents

**Figure 14: The gender of respondents**

Source: my own research





According to 100 respondents, 53% of respondents identified as female while 47% identified as male. Interestingly, none of the respondents chose "Not Prefer to Say" as their gender identity. (Figure 14)

### Figure 15: The age of respondents

Source: my own research

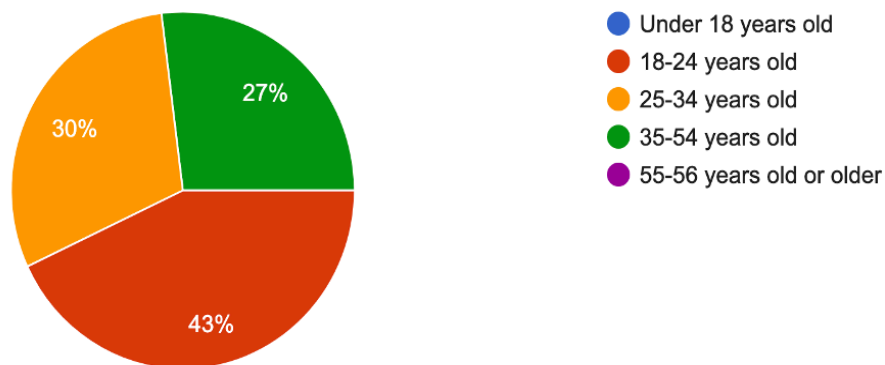
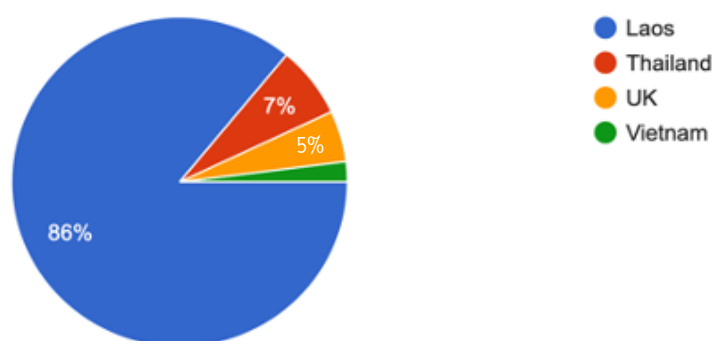


Figure 15 shows the age of respondents divided into five age groups which are under 18 years old, 18-24 years old, 25-34 years old, 35-54 years old, and 55-56 years old or older. The largest number of respondents fall within the 18-24 age group, accounting for 43% of the total. The second-largest group comprises of individuals aged 25-34 years old, making up approximately 30% of the respondents. The third group aged 35-54 years old was 27% of respondents, and the last two groups under 18 years old and 55-56 years old or older had no respondents under or above those ages. (Figure 15)

### Figure 16: The country that respondents came from

Source: my own research



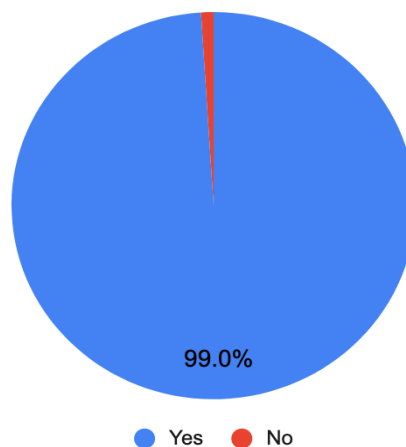
From Figure 16, the largest number 86%, is mostly from Laos, then People from Thailand which represents 7%, and The United Kingdom (UK) accounts for 5% of respondents a presence from outside of Asia. Vietnam concludes with a 2% representation of respondents. (Figure 16)

#### 4.1.4 Survey Results

The first part of the question asks about their experience in Luangprabang, Laos specifically whether they have already been to Luangprabang or not.

**Figure 17: People who have or have not been to Luangprabang**

Source: my own research

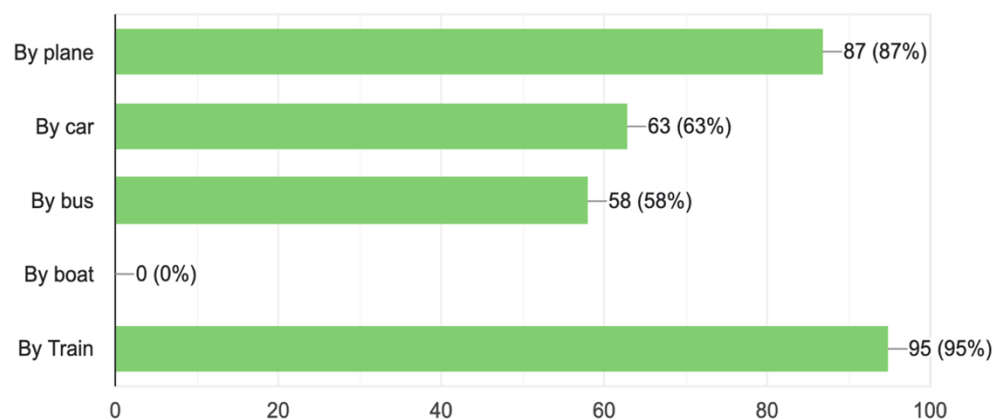


This figure illustrates clearly the number of people who say “Yes” which are 99% who have visited Luangprabang and have experience highlighting the appeal of it as a travel destination and this can be attributed to several factors. (Figure 17)

The next question asks about how people travel to Luangprabang. The chart shows a diverse group of travelers, with 87% traveling by plane as it gives convenience and speed. Interestingly, 95% of respondents travel by train, this is new transportation in Luangprabang and affordable for most of travelers. Traveling by car was mentioned by 63% of respondents. This traveler had road trips or private transportation are relatively common ways to reach Luangprabang. In opposition, just 58% of travelers used to travel by bus. Lastly, travel by boat is not common and boat services are not widely available. (Figure 18)

**Figure 18: How people travel to Luangprabang**

Source: my own research

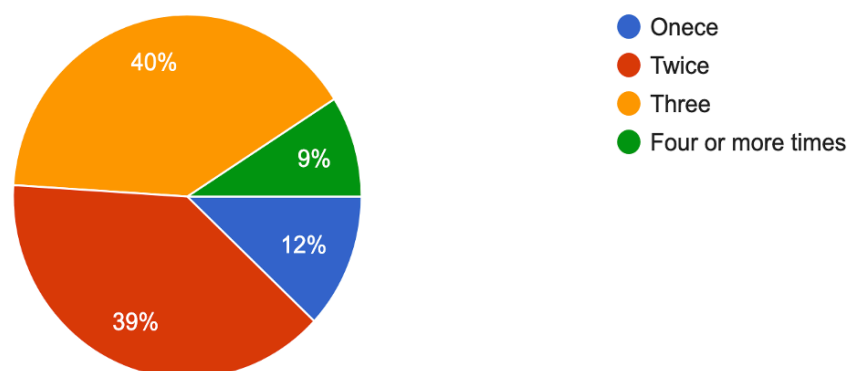


The respondents of how many times people have been to The Lunagprabang Heritage Site:

In Figure 19, The respondents have been drawn back to Luangprabang multiple times. Wonderfully, 40% of those people have visited the site three times which shows a deep appreciation for its beauty and attractiveness. Furthermore, 39% of respondents have been twice, showing the destination's ongoing popularity, and only 12% of respondents have ever been to Luangprabang once. Lastly, only 9% of respondents have been four or more times. Even though this doesn't seem like much, it represents that people are committed and have a close relationship with Luangprabang's unique environment.

**Figure 19: How many times people have been to The Luangprabang Heritage Site**

Source: my own research

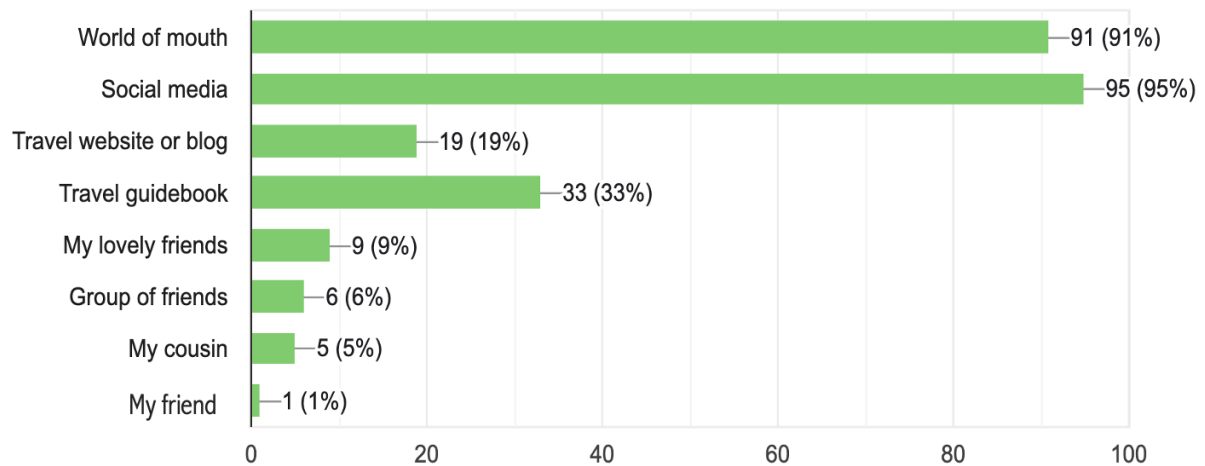


In Figure 20, the chart shows the largest number of people who heard about Luangprabang Heritage Site was from social media platforms with 95% of the total, the second largest heard from word of mouth with 91%. Travel guidebooks were another source of information with 33% of respondents. Finally, Travel websites or blogs with 19% of respondents' awareness of Luangprabang Heritage Site. People who have heard from lovely friends, groups of friends, Cousins, and friend some respondents also mentioned. (Figure 20)

The respondents of how people hear about the Luangprabang Heritage Site:

**Figure 20: How people hear about The Luangprabang Heritage Site**

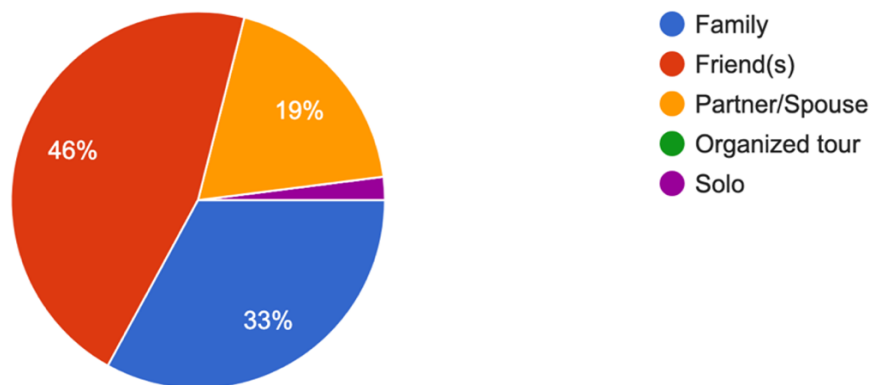
Source: my own research



In Figure 21, the chart illustrates that 45% of people prefer to explore or travel to these sites with friends, while 33% travel with family members. Moreover, only 19% choose to travel with a partner/spouse, and only 2% travel alone. Organized tours seem to be the least popular choice for those groups of people. (Figure 21)

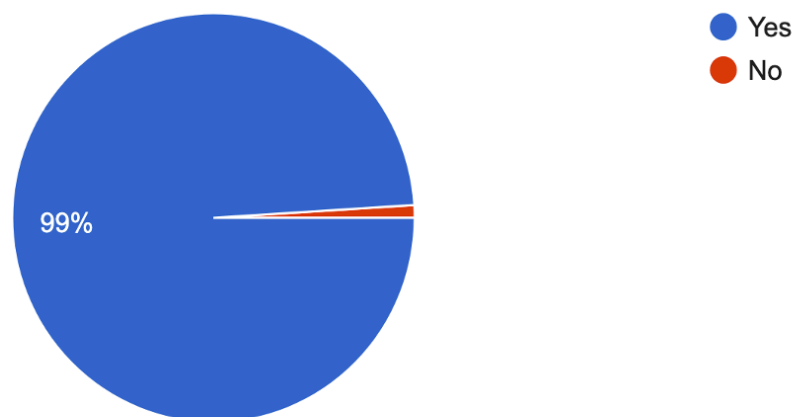
**Figure 21: when people traveled to the heritage site, who they traveled with**

Source: my own research



**Figure 22: Have you traveled to other countries for cultural tourism**

Source: my own research



This Chart shows that 99% of respondents traveled to other countries for cultural tourism. In my opinion, Cultural tourism has become popular in recent years and people like to explore new places and learn about different cultures in different countries around the world. (Figure 22)

**Figure 23: What is the main purpose for visiting the Luangprabang Heritage Site**

Source: my own research

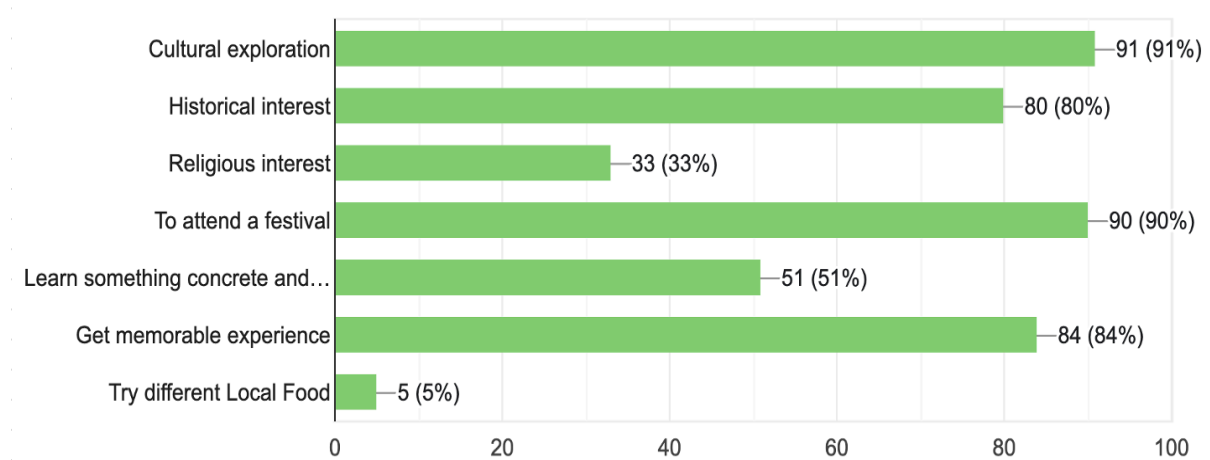
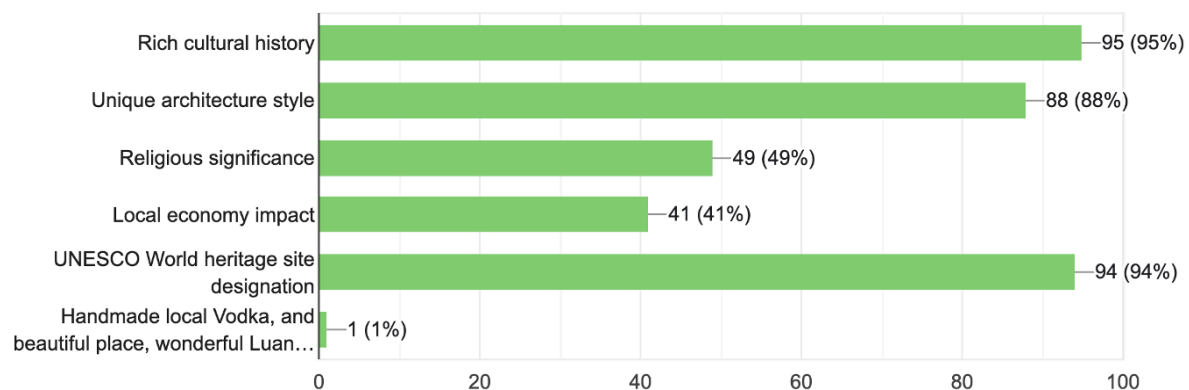


Figure 23, The Chart shows that 91% of the respondents for Cultural exploration as their primary motivation to visit the Luangprabang Heritage site. Close behind cultural exploration were attending the festival with 90% and getting memorable with 84%. Historical interest with 80% also plays a significant role in attracting tourists to Luangprabang. Learning something concrete and new with 51%, religious interest with 33%, and trying different local food with 5% were also mentioned by some respondents as reasons for visiting Luangprabang. (Figure 23)

**Figure 24: What aspect of Luangprabang Heritage Site did you find most interesting**

Source: my own research

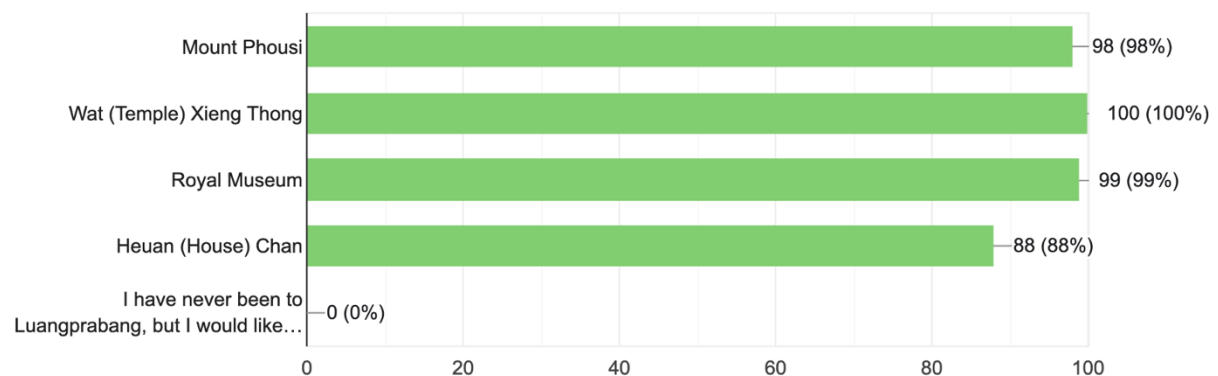


In this figure, the chart shows that 95% of respondents found this aspect of a rich cultural history the most interesting, while The UNESCO World Heritage Site designation with 94%

interest among respondents. Additionally, 88% of respondents found the unique architectural style captivating. The respondents found religious significance in only 49% and 41% recognized the impact on the local economy as an interesting aspect. Lastly, some of the respondents found handmade local Vodka, a beautiful place, and wonderful Luangprabang people as interesting. (Figure 24)

**Figure 25: People who have visited the Heritage attractions in Luangprabang**

Source: my own research

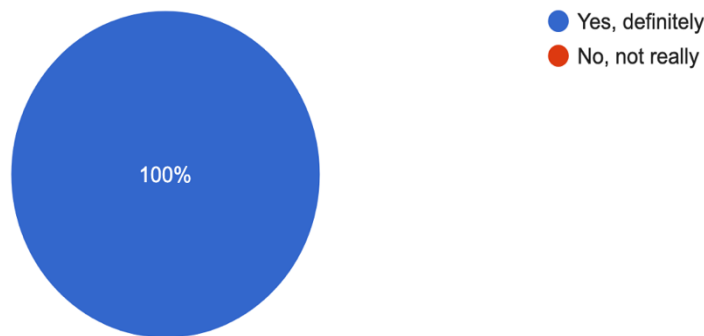


As the figure shows the top list was Wat (Temple) Xieng Thong with 100% of the respondents, while closely behind was The Royal Museum which collected an incredible 99% of respondents. Mount Phousi a sacred hill offering panoramic views of Luangprabang attracted 98% of the respondents. However, Heuan (House) Chan a traditional house with Lao architecture and lifestyle was popular with 88% of the respondents. Surprisingly, none of the respondents have never been to the attractions so it is clear that the beauty and significance of Luangprabang's heritage attractions have made an unforgettable mark on all who have visited. (Figure 25).

This Figure shows that the Luangprabang Heritage Site is a cultural treasure that has captivated the hearts of countless tourists. Its architectural wonders, spiritual practices, vibrant markets, and stunning scenery create an unforgettable experience for all who visit. With its rich history and well-preserved architecture, 100% of respondents would recommend this site to others interested in cultural tourism (Figure 26).

**Figure 26: Would you recommend The Luangprabang Heritage Site to others who interested in Cultural tourism**

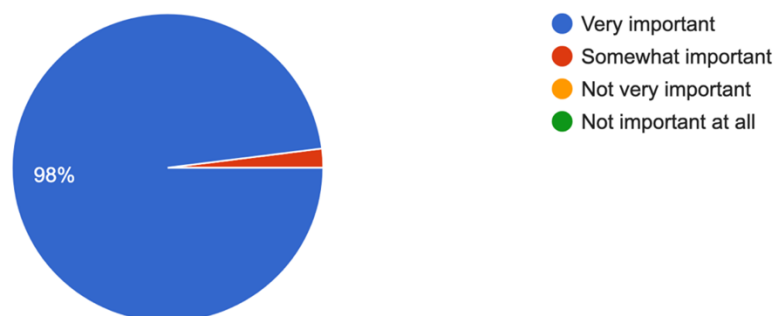
Source: my own source



In Figure 27, The Luangprabang Heritage Site, located in Laos, is one such site that holds immense historical and cultural significance. With 98% of respondents considering it very important to preserve this site (Figure 27).

**Figure 27: How important do you think it is to preserve cultural heritage sites like the Luangprabang Heritage Site**

Source: my own research

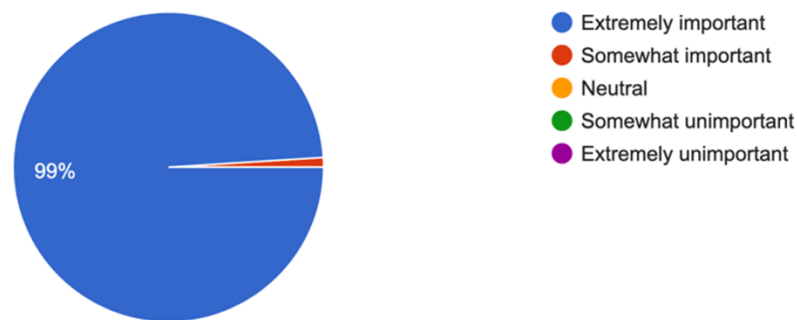


In this figure, in terms of its importance for cultural tourism, the respondents rate it as extremely important, with 99% due to its historical significance, architectural beauty, and vibrant traditions (Figure 28).



**Figure 28: How you rate The Luangprabang Heritage Site in terms of it is importance for cultural tourism in Laos**

Source: my own research



#### 4.1.5 Provide Hypothesis and Research Questions

Based on both secondary and primary research, it can be concluded the importance of the site's historical significance in shaping their experiences and perceptions. Moreover, cultural tourism plays a crucial role in promoting heritage sites in Luangprabang by fostering appreciation for their history, traditions, and architecture. It also indicated that cultural tourism initiatives, such as recommended person-to-person (Tour guided), cultural events, and educational programs, contribute to the promotion and preservation of heritage sites in the region.

I have come to the following table observations concerning my hypothesis. (Table 1)

**Table1: Problem hypothesis**

Source: my own source

Hypothesis	Description	Poof
H1	Visitors' satisfaction influences intentions to recommend	<b>True</b>
H2	The Archaeological site's historical significance enriches visitors	<b>True</b>
H3	Lack of information platform to limited awareness of the Luangprabang Heritage Site	<b>True</b>

## **5 CHAPTER V:**

### **Conclusion**

#### **5.1.1 Conclusion**

As a result of the questionnaire, it is clear that respondents appreciate and value cultural tourism, particularly the opportunity to explore the important sites and have an amazing experience beside them, as well as to learn and understand more about history, community life, foods, and how customs were. As shown, the participants expressed their interest in this sector of tourism, and visitors to Luangprabang have shown similar interests due to the country's diverse heritage attractions. Furthermore, Luangprabang is a Heritage Site that has been well-preserved and promoted. The Luangprabang Heritage Site is appealing to all people around the world and makes memories for them to want to revisit.

The main purpose for visiting this site can be categorized into several aspects, as revealed by this survey. The main purpose for visiting the Luangprabang Heritage Site varies among individuals but is primarily driven by cultural exploration. UNESCO World Heritage Site offers a unique opportunity to immerse oneself in the rich traditions and customs of the local people, attending festivals, creating memorable experiences, and historical interest, and learning something new or concrete about the region's heritage or religion.

Many factors of the attractions in the Luangprabang Heritage Site are cultural heritage and historical attractions with all the unique architecture over the years, the landscape beauty, and spiritual significance. However, whether it's the breathtaking scenery of Mount Phousi or the architectural wonders of Wat Xieng Thong, these attractions provide an unforgettable experience for everyone who visits.

The survey also revealed some positive and negative, understanding how people hear or learn about this place is essential to appreciating the attraction and popularity. While there are various platforms or channels through which information about the site is disseminated, two prominent categories can be identified as the popular sources such as by word of mouth and social media in which enthusiastic visitors to share their experiences with friends, family, and acquaintances. Also in recent years, social media platforms have emerged as influential channels for discovering new destinations for example posting or sharing their travel stories on platforms like Instagram or Facebook, with stunning photographs showcasing its temples,

traditional architecture, and vibrant markets have enticed wanderlust-filled individuals to add this UNESCO World Heritage Site to their bucket lists. On the other hand, Travel websites or blogs and Travel guidebooks are not as popular platforms for some groups of people as they may not offer enough information or no multiple language options for visitors. However, it is essential for reliable channels of information dissemination to ensure that destinations like Luangprabang receive the recognition they deserve.

Lastly, this study found that cultural themes are essential to a considerable number of tourists visiting this destination and that cultural tourists are useful in terms of preserving and promoting to the destination and for social and cultural connection with locals. On the Luangprabang Heritage Site, the study offers some insights into cultural tourism and the enthusiasm of cultural visitors to revisit.

### **5.1.2 Recommendations and Suggestions**

The Luangprabang Heritage Site is essential for cultural tourism in Laos. Firstly, Luangprabang is a UNESCO World Heritage Site, known for its well-preserved architectural and cultural heritage. The ancient temples, traditional wooden houses, and vibrant markets provide visitors with unforgettable views into the rich history and traditions by recommending the promotion of this site, it can be ensured that the places will be preserved for future generations while also boosting tourism in the country.

Acquiring the cultural appeal of tourism in accordance with the developing tourist idea, and obtaining a tourism product characteristic is required for tourism to be successful. In this perspective, it's also important to make rich cultural aspects suitable for tourist consumption through experiencing tourism.

Secondly, Tour operators and providers should stress the heritage site's culturally unique characteristics and provide a variety of travel information sources, especially for first-time tourists who immerse themselves in local traditions, experiencing authentic cuisine, and participating in traditional festivals, to have access to accurate and comprehensive knowledge about the heritage site they are visiting while fostering cultural understanding and appreciation.

Furthermore, by encouraging cultural tourism at the Luangprabang Heritage Site, it can also contribute to sustainable development. The proceeds received from tourism-related activities can be put back into the community to support environmental projects or the local community

and improve infrastructure. For example, funds can be allocated towards preserving and restoring historical buildings, temples, and monuments within the heritage site. This not only helps maintain the cultural integrity of the area but also creates employment opportunities for local craftsmen and artisans.

## **6 CHAPTER VI:**

### **Summary**

The Luangprabang Heritage Site holds immense significance for cultural tourism in Laos. This ancient city, nestled in the mountains of northern Laos, is a UNESCO World Heritage site and a testament to the country's rich history and cultural heritage. The importance of this site lies in its ability to attract tourists from all over the world, who come to experience its unique blend of traditional Lao architecture, Buddhist temples, and vibrant local culture.

The subject of how cultural tourism might be valued in the aspect of history, preservation, and promotion of the tourist destination of Luangprabang was examined in this study. As a consequence of this study, it is clear that cultural tourism is an attractive tourism product for the Luangprabang heritage site.

The rapid growth of tourism in Luangprabang, a UNESCO World Heritage site in Laos renowned for its cultural heritage and festivals, has led to overcrowding and over-tourism. Addressing these challenges is essential to sustainably balance tourism growth with the preservation of Luangprabang's cultural heritage.

Luangprabang is crucial for cultural tourism in Laos because of its historical value. The city was once the capital of the Kingdom of Lane Xang and served as an important center for Buddhism in Southeast Asia. Its well-preserved temples, such as Wat Xieng Thong, showcase exquisite architectural details that reflect the artistic prowess of ancient Lao craftsmen, historical and cultural characteristics are the most important attractions in terms of cultural tourism potential as mentioned, while the traditional buildings, traditional handicrafts, eating and drinking culture, language, and occasions, on the other hand, are among the aspects that allow communities' physical look to transform into a cultural landscape. This study is one of the first to show that there is a link between tourists' views of heritage site values and their experiences there.

Overall, the Luangprabang Heritage Site plays a vital role in promoting cultural tourism in Laos due to its historical significance and ability to offer visitors an authentic Lao experience and make people want to revisit it. By preserving this heritage site and showcasing its unique features, Laos can continue attracting tourists who seek to explore its rich culture.

## 7 CHAPTER VII:

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## Appendix 1: Student's Declaration

### DECLARATION

#### the public access and authenticity of the thesis/dissertation/portfolio<sup>1</sup>

Student's name: Savanouthip Phengsavath  
Student's Neptun code: KFOET6  
Title of thesis: The Importance of Luangprabang Heritage  
Site for Cultural Tourism in Laos  
Year of publication: 2024  
Name of the consultant's institute: Hungarian University of Agricultural and Life Sciences  
Name of consultant's department: Tourism and Catering

I declare that the final thesis/thesis/dissertation/portfolio submitted by me is an individual, original work of my own intellectual creation. I have clearly indicated the parts of my thesis or dissertation which I have taken from other authors' work and have included them in the bibliography.

If the above statement is untrue, I understand that I will be disqualified from the final examination by the final examination board and that I will have to take the final examination after writing a new thesis.

I do not allow editing of the submitted thesis, but I allow the viewing and printing, which is a PDF document.

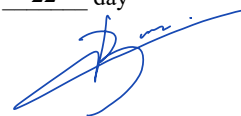
I acknowledge that the use and exploitation of my thesis as an intellectual work is governed by the intellectual property management regulations of the Hungarian University of Agricultural and Life Sciences.

I acknowledge that the electronic version of my thesis will be uploaded to the library repository of the Hungarian University of Agricultural and Life Sciences. I acknowledge that the defended and

- not confidential thesis after the defence
- confidential thesis 5 years after the submission

will be available publicly and can be searched in the repository system of the University.

Date: 2024 year 03 month 22 day



Student's signature

## Appendix 2: Declaration of Consultations with Supervisor


### STATEMENT ON CONSULTATION PRACTICES

As a supervisor of Phengsavath Savan Outhip (Student's name) KFOET6 (Student's NEPTUN ID), I here declare that the final essay/thesis/master's thesis/portfolio<sup>1</sup> has been reviewed by me, the student was informed about the requirements of literary sources management and its legal and ethical rules.

I recommend the final essay/thesis/master's thesis/portfolio to be defended in a final exam.

The document contains state secrets or professional secrets: yes no<sup>\*2</sup>

Place and date: Gyöngyös, 2024. year \_ April month 04. \_ day

  
Internal supervisor

---

<sup>1</sup> Please select applicable and delete non-applicable.

<sup>2</sup> Please underline applicable.

### **Appendix 3: The Questionnaire**

Dear Sir or Madam,

Kindly please I need you to complete the questionnaire so that I can finish my research.

Thank you for taking the time to fill out this questionnaire.

Topic: The Importance of Luangprabang Heritage Site for Cultural Tourism in Laos

Sincerely,

Savanouthip Phengsavath

## The questionnaire



### Luangprabang, Laos

Hello, my name is Savanouthip Phengsavath, I am currently a Bachelor student from the Hungarian University of Agriculture and Life Sciences, majoring in Tourism and Catering. The aim of my questionnaire is to collect data for my research topic "**The importance of Luangprabang Heritage Site for Cultural Tourism in Laos**".

All your information will be kept confidential and used for educational purposes only. Please help my survey by filling in this questionnaire. It will take about 15 minutes altogether.

Thank you so much for your help.

**Have a nice day :)**

Contact: [biesavanouthipphengsavath@gmail.com](mailto:biesavanouthipphengsavath@gmail.com)

Facebook: Bie Phengsavath



Which country are you from? \*

☐ Laos

☐ Other: \_\_\_\_\_

Have you been to Luangprabang? \*

☐ Yes

☐ No

How did you travel to Luangprabang? \*

☐ By plane

☐ By car

☐ By bus

☐ By boat

☐ By Train

How many times have you visited the Luangprabang Heritage Site? \*

- ☐ Onece
- ☐ Twice
- ☐ Three
- ☐ Four or more times

How did you hear about the Luangprabang Heritage Site? \*

- ☐ Word of mouth
- ☐ Social media
- ☐ Travel website or blog
- ☐ Travel guidebook
- ☐ Other: \_\_\_\_\_

Have you ever traveled to other countries for Cultural tourism? \*

- ☐ Yes
- ☐ No

When you travelled to the heritage site, Who did you travel with? \*

- ☐ Family
- ☐ Friend(s)
- ☐ Partner/Spouse
- ☐ Organized tour
- ☐ Solo

What is the main purpose for visiting the Luangprabang Heritage Site? \*

- ☐ Cultural exploration
- ☐ Historical interest
- ☐ Religious interest
- ☐ To attend a festival
- ☐ Learn something concrete and new
- ☐ Get memorable experience
- ☐ Other: \_\_\_\_\_

What aspect to the Luangprabang Heritage Site did you find most interesting? \*

- ☐ Rich cultural history
- ☐ Unique architecture style
- ☐ Religious significance
- ☐ Local economy impact
- ☐ UNESCO World heritage site designation
- ☐ Other: \_\_\_\_\_

Please indicate if you have visited any of the following heritage attractions in Luangprabang. \*



☐ Mount Phousi



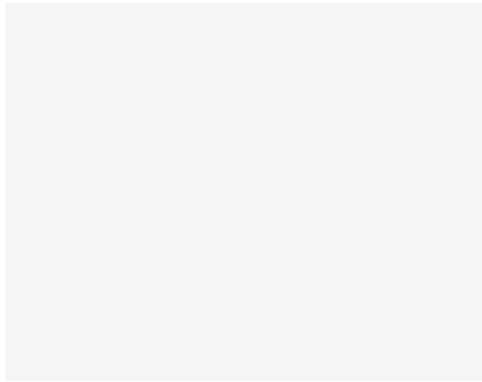
☐ Wat (Temple) Xieng Thong



☐ Royal Museum



☐ Heuan (House) Chan



- ☐ I have never been to  
Luangprabang, but I would like  
to visit one day

Would you recommend The Luangprabang Heritage Site to others who are  
interested in Cultural tourism? \*

- ☐ Yes, definitely
- ☐ No, not really

How important do you think it is to preserve cultural heritage sites like the  
Luangprabang Heritage Site? \*

- ☐ Very important
- ☐ Somewhat important
- ☐ Not very important
- ☐ Not important at all

How you rate The Luangprabang Heritage Site in terms of its importance for cultural tourism in Laos? \*

- ☐ Extremely important
- ☐ Somewhat important
- ☐ Neutral
- ☐ Somewhat unimportant
- ☐ Extremely unimportant

What is your age? \*

- ☐ Under 18 years old
- ☐ 18-24 years old
- ☐ 25-34 years old
- ☐ 35-54 years old
- ☐ 55-56 years old or older

What is your gender? \*

- ☐ Male
- ☐ Female
- ☐ Prefer not to say