

## Abstract

This study approaches the value of cross-border tourists towards Nong Khai province, Thailand in the perspective of city marketing. Hence, the Purpose of this study is to (1) understand the potential of Nong Khai Province to become as a cross-border tourism destination; (2) to identify the demand of cross-border tourists focusing upon Laotian tourists in Thailand; and (3) to recommend a marketing strategy for cross-border tourism. The research was conducted During May - August, 2018 in Nong Khai Province. The Sample consisted of 400 purposive selected Laotian tourists who had visited Nong Khai. In returning, the questionnaires were useable 350. The response rate was 87.5% The data was evaluated by using descriptive analysis (Means, S.D and Percentage), Exploratory analysis (Factor analysis and Confirmative analysis) and SEM (Structure Equation Model).

The results show that town environment, retail atmospheres and products-orientations can influence cross-border tourists' value. Meanwhile, leisure value created the willingness to pay as the most significant level. This research addresses a gap in the literature on place marketing focusing on tourist's perceptions as the dominant theme of value-based economy.