

**Title** Creative Tourism Image Creation and Buddhism Tourism in relation to Thainess, Nadoon District, Mahasarakham Province

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### ABSTRACT

The current study aims 1) to investigate destination image factor 2) to analyze the relationship between destination image and religion tourism and 3) to analyze the relationship between destination image and creative tourism as Thainess in Nadoon district, Mahasarakham province. A total of 440 questionnaires were collected from Thai tourists who traveled in the study site and analyzed by Exploratory Factor Analysis (EFA), Multiple Correlation Analysis, and Multiple Regression Analysis.

It is found that four destination image factors extracted are information, holiness, value for money, and religion activity. Findings reveal that there is a positive relationship between these factors and both of religion tourism and creative tourism as Thainess in Nadoon district, Mahasarakham province at the statistically significant level of 0.05.

**Keywords:** Destination image, Religion tourism, Creative tourism, Thainess, Nadoon district