ปัจจัยทางศาสนาที่มีอิทธิพลต่อการรับรู้คุณค่าของนักท่องเที่ยวไทย
ในเขตพัฒนาการท่องเที่ยววิถีชีวิตลุ่มแม่น้ำเจ้าพระยาตอนกลาง[*]

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บทคัดย่อ

    การวิจัยนี้มีวัตถุประสงค์เพื่อ 1) วิเคราะห์องค์ประกอบของปัจจัยแรงผลักดันทางศาสนาของนักท่องเที่ยวไทยสำหรับการท่องเที่ยวเชิงจิตวิญญาณในเขตพัฒนาการท่องเที่ยวเชิงวิถีชีวิตลุ่มแม่น้ำแม่น้ำเจ้าพระยาตอนกลาง 2) ศึกษาองค์ประกอบของปัจจัยแรงผลักดันทางศาสนาที่มีอิทธิพลต่อการรับรู้คุณค่าของนักท่องเที่ยวชาวไทยสำหรับการท่องเที่ยวเชิงจิตวิญญาณในเขตพัฒนาการท่องเที่ยวเชิงวิถีชีวิตลุ่มแม่น้ำแม่น้ำเจ้าพระยาตอนกลาง การวิจัยนี้ใช้แบบสอบถามในการเก็บข้อมูลจากนักท่องเที่ยวชาวไทยจำนวน 422 คนที่มีประสบการณ์การเดินทางมาท่องเที่ยวในเขตพัฒนาการท่องเที่ยวเชิงวิถีชีวิตลุ่มแม่น้ำแม่น้ำเจ้าพระยาตอนกลาง สถิติที่ใช้ในการวิเคราะห์ข้อมูล ได้แก่ สถิติเชิงพรรณนา การวิเคราะห์ปัจจัย และการวิเคราะห์การถดถอยพหุคูณ ผลการวิจัยระบุว่า การวิเคราะห์ปัจจัยของแรงผลักดันทางศาสนามีค่า KMO เท่ากับ 0.858 และ ค่า Bartlett's Test แบบ Chi-Square เท่ากับ 3864.288* และค่า Sig เท่ากับ 0.000 ซึ่งน้อยกว่า 0.05 สามารถนำไปวิเคราะห์ปัจจัยได้ หมุนแกนด้วยวิธี Varimax โดยมีความแปรปรวนสะสมเท่ากับร้อยละ 50.00 ผลการวิเคราะห์ปัจจัยสามารถแยกออกเป็น 4 ส่วน ได้แก่ 1. ความเชื่อมั่นทางศาสนา 2. การปฏิบัติธรรม 3. สภาพแวดล้อมทางศาสนา และ 4. การค้นพบทางศาสนาใหม่ การวิเคราะห์การถดถอยพหุคูณพบว่า ความเชื่อมั่นทางศาสนา การปฏิบัติธรรม และสภาพแวดล้อมทางศาสนามีอิทธิพลต่อการรับรู้คุณค่าของนักท่องเที่ยวไทยสำหรับการท่องเที่ยวเชิงจิตวิญญาณในเขตพัฒนาการท่องเที่ยวเชิงวิถีชีวิตลุ่มแม่น้ำแม่น้ำเจ้าพระยาตอนกลาง

คำสำคัญ: การท่องเที่ยวเชิงจิตวิญญาณ, แรงผลักดันทางศาสนา, คุณค่าการรับรู้, การวิเคราะห์ปัจจัย

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Religious Factors Affecting Thai Tourists' Perceived Value in Spiritual Tourism within the Central Chao Phraya River Lifestyle Tourism Development Cluster[*]

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Abstract

This research aims to 1) analyze the religious driver's components of Thai tourists for spiritual tourism at the Central Chao Phraya River lifestyle tourism development cluster 2) study the religious driver's components that influence on the of Thai tourists for spiritual tourism at the Central Chao Phraya River lifestyle tourism development cluster. This research used questionnaires to collect data from 422 Thai tourists who have experience traveling at the Central Chao Phraya River lifestyle tourism development cluster. The statistics used in data analysis are descriptive, factor analysis and multiple regression analysis. the research finding indicated that the factor analysis of the religious driver has KMO value of 0.858, a Bartlett's Test Chi-Square value of 3864.288*, and a Sig value of 0.000, which is less than 0.05. can be used to analyze factors by rotating the axis using the Varimax method, with a cumulative variance of 50.00 %. The factor analyze result can be extracted into 4 components which are 1. Religious confidence 2. Meditation retreats 3. Religious environment and 4. New religious discovery. The multiple regression analysis found that religious confidence, meditation retreat, and religious environment influence on the perceived value of Thai tourists for spiritual tourism at the Central Chao Phraya River lifestyle tourism development cluster at the Central Chao Phraya River lifestyle tourism development cluster.

Introduction

The National Tourism Development Plan 2023-2027 (Ministry of Tourism and Sport, 2022) aims to develop Thailand's tourism service industry, enhance entrepreneurs' readiness, and generate sustainable income. Prior to COVID, Thailand had 40 million foreign tourists and a 2,000-million-baht income (Ministry of Tourism and Sports, 2021). The industry provides job opportunities and contributes to economic circulation. It also stimulates education, rehabilitation, and conservation of arts, culture, and traditions, attracting more tourists, especially spiritual tourism. The plan aims to build competitive potential and generate sustainable income for the tourism sector. In 2020, Covid-19 caused a decrease in Thai and international tourists, with 5,615,048 and 410,647 respectively. However, Thailand's tourism business has begun to recover since 2021 due to relaxation of measures and increased vaccinations.

Spiritual tourism, one of the health tourism types is expected to become a significant trend in the global tourism industry due to rising demand for meaningful experiences, post-pandemic wellness focus, global growth of wellness and faith-based tourism, cultural exploration, sustainability, and technological integration. Travelers are increasingly seeking purpose-driven journeys, mindfulness, relaxation, and spiritual rejuvenation. The sector is expected to triple in value globally by 2033, driven by religious travelers and those seeking alternative spiritual experiences. Innovative campaigns, such as AI-driven fortune-telling apps, cater to tech-savvy travelers (The Nation, 2023)

The National Tourism Development Plan 2023-2027 have established a national tourism development plan through the creation of tourism action plans for tourism development zones and tourism city group maps to serve as a framework for promoting the management and development of the country's tourism. The tourism action plans for tourism development zones and tourism city group maps (Zoning) consist of 15 tourism development zones. Among these, four zones are designated to accommodate leisure/lifestyle tourists using health and spiritual tourism models. These include the Mekong River Lifestyle Tourism Development Cluster covering Loei, Nong Khai, Bueng Kan, Nakhon Phanom, and Mukdahan; the Songkhla Lake Lifestyle Tourism Development Cluster covering Songkhla, Phatthalung, and Nakhon Si Thammarat; the Central Chao Phraya River Lifestyle Tourism Development Cluster covering Phra Nakhon Si Ayutthaya, Nonthaburi, Pathum Thani, Ang Thong, and Sing Buri; and the Thai Gulf Coastal Lifestyle Tourism Development Cluster covering Samut Prakan, Samut Songkhram, Samut Sakhon, and Chachoengsao. And the area with the greatest potential for developing spiritual tourism is the Central Chao Phraya River Lifestyle Tourism Development Cluster measured by the highest number of tourists and the highest growth rate. (Ministry of Tourism and Sports, 2021).

The Central Chao Phraya River lifestyle tourism development cluster is significant for religious tourists due to its historical and cultural heritage, including iconic temples like Wat Arun, Wat Phra Kaew, and

the Grand Palace, which serve as spiritual and cultural hubs and represent Thai architectural and artistic achievements. River cruises in Thailand offer unique perspectives on the country's spiritual heritage, allowing tourists to explore riverside temples and cultural performances, enhancing accessibility to religious sites and facilitating spiritual journeys (Ministry of Tourism and Sports, 2023). Such significant expansion indicates the importance of this area, suggesting that tourism development should be undertaken to accommodate the increasing tourism and enhance capabilities to support long-term sustainable growth.

However, the concentration of tourism in major cities can have a significant impact on secondary cities by creating inequalities in economic, social, and environmental aspects. When tourism focuses on major cities, secondary cities often struggle to attract tourists, resulting in limited economic benefits such as reduced income from tourism-related businesses, fewer job opportunities, and stagnant local economies. This imbalance can exacerbate regional inequalities, with major cities continuing to thrive while smaller cities lag behind (Wojciech et al., 2020). Moreover, overtourism in major cities often results in excessive strain on infrastructure and services, while secondary cities cannot capitalize on their untapped potential (Ko et al., 2018).

Tourist motivation or drives for religious tourists has been a popular topic of study in tourism research to create destination attractiveness (Jaeyeon & Michael, 2020). Numerous studies have explored the various factors that drive individuals to travel for religious tourists and the objectives they seek to achieve through their journeys such as Foley and Lennon (2016) reported that the traveling motivation for religious focused on exploring factors such as faith-seeking, personal growth, and cultural immersion or the study of Kim, Lee, & Prideaux (2014) showed that cultural events serve as promoters of tourism and help to develop destination image, as well as suggesting that cognitive image contributes more to the formation of overall image than affective image. Moreover, the motivation that can create perceived values for tourists would make a memorable experience, and desire to revisit and recommend the destination y (Prebensen et al., 2012).

The goal of this study is to investigate many aspects of spiritual tourism drivers by using the religious drivers as a predicate factor influence on the perceived value of Thai tourists at the Central Chao Phraya River lifestyle tourism development cluster to be used as guidelines for promoting spiritual destination attractiveness to build confidence and good image for continuous and sustainable return to travel in this cluster in the future.

Research Objectives

1. To analyst the religious driver's components of Thai tourists for spiritual tourism at the Central Chao Phraya River lifestyle tourism development cluster

2. To study the religious driver's components that influence on the perceived value of Thai tourists for spiritual tourism at the Central Chao Phraya River lifestyle tourism development cluster.

Hypothesis

The religious driver's components influence on the perceived value of Thai tourists for spiritual tourism at the Central Chao Phraya River lifestyle tourism development cluster.

Related Concepts and Theories

Religious drivers

Religious drivers are motivations that shape individuals' actions and decisions based on their beliefs. Smith (1992) 's study found religious motives were more important than secular ones in influencing travel decisions. Huang & Pearce (2019) 's research found that visitors' perceptions of religious tourism destinations are influenced by cognitive and affective factors, with positive factors strengthening perceptions and negative ones weakening them. In 2017, Cheer, Belhassen, and Kujawa outline several primary drivers of spiritual tourism, with an emphasis on both religious and non-religious factors. The primary drivers of spiritual tourism for religious tourist are religious observance, ritualized practice, socialization, special occasion, identity, and cultural practice.

Moreover, new religious actions nowadays are crucial for ensuring that spiritual tourism evolves to meet the demands of a changing world, balancing tradition and innovation to remain meaningful and impactful. New religious action is modernized practices that combine traditional religious elements with new-age philosophies, wellness concepts, or secular values, making them more accessible and appealing to a broader audience. These insights into new religious actions show their importance in spiritual tourism motivation (Schorey, 2018). So. The religious drivers are used to analyzed are religious observance, ritualized practice, socialization, special occasion, identity, cultural practice, and new religious action.

There are many researched studied about religious tourist motivation in spiritual tourism. Bidder et al. (2021) studied the non-economic impact of COVID-19 on tourist behaviour, specifically from the perspective of travel intention and restoration of travellers' confidence in travelling again during and post-pandemic especially religious tourists and identified that religious confidence as the motivation for spiritual touring. In line with Carvache & Diniz (2024) stated that religious confidence serves as a significant motivator for religious tourists, combining elements of faith, cultural heritage, personal fulfillment, and spiritual growth. The result research of Sharma (2020) in Lumbini, Nepal, the birthplace of Buddha, illustrates how meditation tourism fosters deeper connections to Buddhist philosophy. Visitors often seek peace and personal growth, aligning with the core teachings of compassion and mindfulness. However, the gap between visitors' understanding of meditation and its actual practice points to an opportunity for education and structured programs to enhance their spiritual journeys. In line with the study of Heitor (2020) stated that in places like Fátima, Portugal, meditation and spiritual tourism are not only spiritual exercises but

also significant drivers of local development. By focusing on sustainability and visitor engagement, these destinations maintain their cultural identity while catering to the needs of pilgrims and tourists. Meditation activities here can deepen the sense of devotion and attract secular tourists seeking unique cultural experiences

Natacha et al. (2024) studied about spiritual tourism environment and found that visiting religious sites offers access to various beliefs and knowledge motivated non-religious individuals to participate in religious activities. In line with the study of Kiren (2021) about religious tourism ecosystem, enhancing accessibility has increased visitation and provided a more inclusive experience for religious tourists. Moreover, modern religious environments adapt to cater to diverse tourist needs, balancing traditional practices with new visitor expectations through reworking rituals and creating interactive experiences. However, spiritual tourism can have negative consequences, including environmental damage, overcrowding, loss of spirituality, cultural tensions, and health risks. Large-scale pilgrimages can cause soil erosion, waste accumulation, and habitat destruction, making these areas less sustainable. Commercialization can dilute spiritual significance, create tensions between religious devotees and secular visitors, and disregard public health guidelines, as seen during the COVID-19 pandemic (Tahani et al., 2023)

Perceived Values

The tourism industry has made a great effort to deliver value to tourists, hoping that they will have a memorable experience, and desire to revisit and recommend the destination. The perceived value of experience can include several dimensions, such as emotional, social, quality/performance, and price/value for money (Prebensen et al., 2013). Sánchez-García & Ruiz-García (2023) found that individuals with higher levels of religious confidence tend to perceive greater value in religious tourism destinations, particularly in terms of spiritual significance and authenticity. Sharma (2018) stated that high-quality facilities, such as comfortable accommodations and serene environments, can enhance the perceived value of meditation retreats. In term of religious environments, Kasser (2002) stated that religious environments can provide a sense of meaning, purpose, and connection, enhancing the perceived value of the destination. Finally, new discoveries can enhance the spiritual significance and authenticity of religious sites, attracting more visitors (Foley & Lennon, 2016). So, from the literature reviews, it can be concluded that religious drivers influence perceived values.

Research Methodology

The study utilized a quantitative research methodology. This study employed a survey research method, targeting Thai tourists visited the Central Chao Phraya River lifestyle tourism development cluster.

Population and Sample Group

The quantitative research will be employed to fulfil the research objectives in two main areas: 1. To analyst the religious driver's components of Thai tourists for spiritual tourism at the Central Chao Phraya River lifestyle tourism development cluster. 2. To study the religious driver's components that influence on the perceived value of Thai tourists at the Central Chao Phraya River lifestyle tourism development cluster. The purposive sampling technique was employed to select participants for the study, targeting Thai tourists aged 18 and above who had previously visited the Central Chao Phraya River lifestyle tourism development cluster 2017 to 2019 and the three-year average number of the population was 11,298,162 (Ministry of Tourism and Sport, 2022). Krejcie & Morgan (1970) formula was used to determine the sample size, with a 5% margin of error, resulting in 384 sets of questionnaires. To ensure data completeness, researchers increased the number of questionnaires by an additional 10%, totaling 422 sets to be collected.
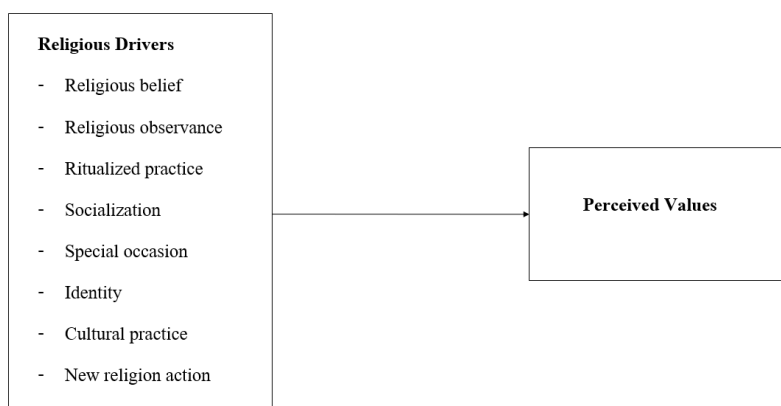
The variables studied

Figure 1 : Research conceptual framework

Research Tools

Questionnaires were used for data collection which is divided into 4 parts as follow:

Section 1: Questions about the demographic characteristics of tourists who have visited this cluster, including open-ended and closed-ended questions. Section 2: Questions about the behavior of tourists who have visited the area, with multiple-choice questions. Sections 3 and 4 contain questions about religious driving factors and perceived value, characterized by closed-ended questions using a checklist method. The questions are measured on an interval scale using a Likert scale with scores ranging from 1 to 5 levels to facilitate ease of answering the questionnaire. The average value for interpretation is based on a range with an interval width of 0.80 points (George & Mallery, 2019). The questionnaire's data quality was verified by calculating the Item-Objective Congruence (IOC) from three experts, resulting in IOC values of 0.96. Subsequently, the questionnaire

was try-out with users, and the reliability analysis yielded Cronbach's Alpha values of 0.842 that greater than 0.7 indicates that the questionnaire is appropriate and reliable (Prasopchai Pasunon, 2014).

Data Collection

The data collection for this research involved the formulation of questions to gather opinions from the sample group, divided into two categories: 1）Primary data, which consists of collecting information from various reference documents and related research to create a questionnaire; and 2）Secondary data, which involves gathering information from Thai tourists at the Central Chao Phraya River lifestyle tourism development cluster through self-administered questionnaires. This questionnaire data is used to measure the importance of the religious driver's components and the perceived value of the Central Chao Phraya River lifestyle tourism development cluster. The total of 422 questionnaires were created and distributed.

Statistics used in Research

In this research, data analysis was conducted using statistical software as follows:

1. Descriptive statistics include frequency, percentage, mean, and standard deviation.

2. Factor Analysis statistics of religious driver's variables to reduce the number of variables and create new factors, using Principal Component Analysis (PCA) type. Factor rotation was done by using the Varimax method. The new factors obtained were then analyzed to test their influence by using Multiple Regression Analysis (MRA) with the Enter method, which is the simultaneous introduction of independent variables into the regression equation, allowing the researcher to determine the effectiveness of all independent variables influencing the dependent variable, and whether they align with the theoretical concepts and research used as the basis for variable selection at a significance level of 0.05.

Research Finding

According to general information, the majority of the sample group is female, accounting for 59.76%. The age group between 30 and 39 years makes up 44.52%. The educational qualification is a bachelor's degree or equivalent, accounting for 70.24%. The single status accounts for 83.10%, with the majority working as private employees, making up 38.33%, and having an income between 30,001 - 40,000 baht, which represents 39.05%. The hometowns of the tourists from whom the researcher collected samples are evenly distributed across all regions, representing 14.29%. In terms of the spiritual tourism behavior of Thai tourists in the Central Chao Phraya River Development Area, the majority of the sample indicated that their purpose for traveling was for relaxation, accounting for 99.29%. Traveling with friends was reported by 54.29%, while using personal vehicles for transportation accounted for 74.05%. The travel period was primarily on weekends, representing 65.24%. The frequency of travel was every 4-5 months, making up 48.57%. Additionally, the awareness of information from social media was noted at 72.86%.

Table 1 : KMO and Bartlett 's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.858
Bartlett's Test of Sphericity	Approx. Chi-Square	3864.288*
	df	378
	Sig.	0.000

The analysis results of the religious drivers' factors from table 2 revealed that from a total of 28 items analyzed, 16 observable variables were identified with a KMO value close to 1 at 0.858 and a Bartlett's Test statistic approximating Chi-Square at 3864.288* with a Sig value of 0.000, which is less than 0.05, it can be concluded that the 16 variables (questions) are interrelated and can be analyzed for factors. Factor rotation was performed using the Varimax method, resulting in the grouping of factors into 4 components, with a cumulative percentage of variance of 50.00, where each variable has a value greater than ± 0.400, which is considered appropriate for component analysis (Hair et al., 2014). When the components are organized into a single element and a name that aligns with the research objectives has been assigned into 4 groups. The group of factors consists of factors related to religious confidence, meditation retreats, religious environments, and new religious discovery. These components align with the literature review, research hypotheses, and the research framework for the composition of factors can be summarized as follows.

Table 2 : The religious driver's components of Thai tourists for spiritual tourism at the Central Chao Phraya River lifestyle tourism development cluster.

Questions/Factors Components	Factor loading
Components 1 : Religious Confidence	
- Spiritual tourism gives you confidence in the religion you believe in.	0.517
- Spiritual tourism to seek blessings can help you lead a better life.	0.613
- Spiritual tourism allows you to study and learn about religion.	0.671
- Spiritual tourism helps you gain a deeper understanding of yourself regarding religious beliefs.	0.566
- Spiritual tourism allows you to develop moral and ethical values in a religious context.	0.626
- Spiritual tourism allows you to contribute to and promote shared religious values.	0.518
Components 2 : Meditation Retreat	
- Facilities such as meditation centers make you want to visit them.	0.618
- Having accommodation close to tourist attractions, with a variety of options and reasonable prices, makes you eager to visit.	0.549

Questions/Factors Components	Factor loading
- Spiritual tourism allows you to engage in religious practices such as chanting, paying respects to Buddha, spreading loving-kindness, making merit through almsgiving, and attending temple sermons.	0.626
- Spiritual tourism allows you to create connections within the community surrounding spiritual tourist attractions.	0.601
Components 3 : Religious Environment	
- Easily accessible spiritual tourist destinations that make you want to visit.	0.523
- Spiritual tourism allows you to learn about new rituals that you have never experienced before.	0.498
- Spiritual tourism allows you to learn the teachings and practices of new religions.	0.563
Components 4 : New Religious Discovery	
- Spiritual tourism encourages you to embrace new religious teachings, show respect, practice patience, reduce biases, and promote a more peaceful society.	0.661
- Spiritual tourism allows you to study the history, theology, philosophy, or sociological aspects of new religion.	0.625
- Spiritual tourism allows you to practically apply the teachings and principles of that new religion in your daily life.	0.596

The results of the test on the religious drivers' components that influence the perceived value of Thai tourists for spiritual tourism at the Central Chao Phraya River lifestyle tourism development cluster by using multiple regression analysis statistics, the researcher examined the conditions of the relationships between the independent variables and found that there was no issue of multicollinearity with a non-normal distribution, the Kolmogorov-Smirnov value has a significance of 0.000, which is less than 0.05. However, since the Central Limit Theorem states that for any population, if a sufficiently large sample is taken, the distribution of the sample values will tend to resemble a normal distribution, it indicates that the number of samples required for the distribution to be normal should be more than 30 samples (Bland, 1996). In this research, the total number of samples used for the study was 422, which is considered sufficient for the dependent variable and the error term to be normally distributed.

The tolerance values are 0.875, 0.860, 0.803 and 0.951, which are appropriate because they are greater than 0.2. (Pedhazur, 1997). The VIF values are 1.143, 1.162, 10245 and 1.051, which are appropriate because they should not exceed 10. (Miles & Shevlin, 2001)

Table 3: The religious driver's components that influence on the perceived value of Thai tourists at the Central Chao Phraya River lifestyle tourism development cluster.

Model	Coefficients			t	Sig
	B	**Std. Error**	**Beta**		
(Constant)	2.237	0.192		11.667	0.000
Religious Confidence	0.397	0.034	0.502	11.639*	0.000
Meditation Retreat	0.174	0.028	0.272	6.256*	0.000
Religious Environment	-0.115	0.035	-0.147	-3.268*	0.001
New Religious Discovery	-0.041	0.030	-0.056	-1.335	0.176

P-Value < 0.05*, R= 0.571, R^2 = 0.326, Adjusted R^2 = 0.319, Std. Error = 0.224

From table 4, multiple regression analysis with enter method can be resulted that factors of religious confidence (β = 0.502, p<0.05), meditation retreat (β = 0.272, p<0.05), and religious environment (β = -0.147, p<0.05), have influence on the perceived value of Thai tourists for spiritual tourism at the Central Chao Phraya River lifestyle tourism development cluster. The coefficient of determination is 57.00% (R^2= 0.571) significant at 0.05. From the analyze result found that the factor that influence perceived values most was religious confidence; followed by meditation retreat, and religious environment, while the factor of new religious discovery has not influence on the perceived value of Thai tourists at the Central Chao Phraya River lifestyle tourism development cluster significantly.

Discussion

From the analysis of the religious driver's components that influence on the perceived value of Thai tourists for spiritual tourism at the Central Chao Phraya River lifestyle tourism development cluster, there are 4 components consisting of religious confidence, meditation retreat, religious environment, and new religious action.

Religious confidence refers to a strong belief or trust in the validity and truthfulness of one's religious beliefs or practices. It can also encompass a sense of certainty and assurance in the teachings and guidance provided by a religious faith, which aligns with the research of Carvache et al. (2024) indicated that the motivation of religious tourists visiting the location comes from their innate spiritual desires, such as gratifying their religious curiosity and convictions (faith and practice).

Meditation retreat refers to a period of time dedicated to intensive meditation practice, often in a secluded or peaceful setting. In line with the research of Sharma (2020) meditation retreat concentrated practices in a calm setting—are well-liked for their ability to promote personal growth, reduce stress,

foster spiritual development, enhance general well-being and create connections within the community surrounding spiritual tourist attractions. In term of facilities of meditation retreat refer to meditation center such as spa services, yoga studios, and healthy dining options are essential for attracting and retaining participants that was the same of the study of Khampaeng (2023) and Sharma (2018) stated that participants are more likely to return to retreats that offer high-quality facilities and amenities.

Religious environment the physical and cultural setting that is shaped by religious beliefs and practices. Moreover, things that they never experience with would be motivated them to visit. It encompasses a range of elements such as sacred sites, religious symbols, religious practices, and religious communities. The results of this analysis are consistent with Natacha et al. (2024) stated that religious tourists just seek to experience different lives and societies. Moreover, going to places of worship gives visitors the chance to experience different views, wisdom, and information, and it is the main incentive for nonreligious people to engage in religious activities Kiren (2021). However, there are drawbacks to spiritual tourism, such as harm to the environment, crowding, spiritual decline, cultural conflicts, and health hazards. Large-scale pilgrimages can degrade these places' sustainability by causing habitat damage, garbage buildup, and soil erosion. As demonstrated during the COVID-19 epidemic, commercialization can ignore public health recommendations, weaken spiritual importance, and cause conflict between religious adherents and nonreligious tourists (Tahani et al., 2023).

New religious discovery refers to the emergence of new religious movements or groups, often characterized by innovative beliefs, practices, or organizational structures. These movements can arise from various factors such as the alternative perspectives. Moreover, A charismatic religious leader can attract and convince followers to share the same beliefs. In line with (Schorey, 2018) reported that traveling to places of worship gives visitors access to a variety of ideas, perspectives, and insights. It also acts as a major draw for nonreligious people to engage in religious activities. This is because, despite the fact that pilgrims and tourists have different objectives for their actions, both groups make similar use of resources. If they find themselves in a setting that inspires feelings of calm or relaxation, a secular traveler may eventually convert to a religious one and become a pilgrim.

The research results analyze the religious driver's components that influence on the perceived value of Thai tourists for spiritual tourism at the Central Chao Phraya River lifestyle tourism development cluster, it was found that the component has most significant impact is religious confidence ($\beta = 0.502$, $p < 0.05$) in line with the study of , meditation retreat ($\beta = 0.272$, $p < 0.05$), and religious environment ($\beta = -0.147$, $p < 0.05$) have influence on the perceived value of Thai tourists at the Central Chao Phraya River lifestyle tourism development cluster. While New Religious Discovery has no influence on the perceived value of Thai tourists for spiritual tourism at the Central Chao Phraya River lifestyle tourism development cluster.

Recommendations

Promoting spiritual tourism for religious tourists is not just about boosting tourism numbers, it is about preserving Thailand's cultural heritage, supporting local communities, promoting intercultural understanding, and positioning Thailand as a leader in spiritual and religious tourism globally. From the research results, it can be summarized as recommendations from 4 perspectives as follows:

1. From the research result found that religious confident influence on the perceived value of Thai tourists for spiritual tourism at the Central Chao Phraya River lifestyle tourism development cluster ($\beta = 0.502$, p<0.05). For this reason, the cluster should be continuous development and improvement of religious tourism sites within the community, allowing tourists to visit year-round by providing interesting information about sacred sites, including their history, significance, and accessibility. Moreover. The research results also found that the cluster attracts travelers who are interested in learning about and respecting the host culture's beliefs and practices especially secular tourists who never have experience with . So, the cluster should encourage respect for local traditions by promoting these areas through a lens of spirituality often results in a focus on sustainability, harmony with nature, mind wellness, personal growth development and responsible tourism practices.

2. The other component that influences on the perceived value of Thai tourists for spiritual tourism at the Central Chao Phraya River lifestyle tourism development cluster is the meditation retreat ($\beta = 0.272$, p<0.05). The cluster should offer a serene environment for individuals to deepen their spiritual practices and connect with their inner selves. These retreats often incorporate elements of religious or spiritual traditions, providing a unique and meaningful experience for religious tourists. The cluster should also offer a variety of retreat in different levels of experience, interests, and time commitments, focus on specific themes like mindfulness, healing, or pilgrimage, choose a location especially in less visited areas to promotes tranquility and relaxation with comfortable accommodations

3. The last component that influences on the perceived value of Thai tourists for spiritual tourism at the Central Chao Phraya River lifestyle tourism development cluster is religious environment ($\beta = -0.147$, p<0.05). The result proved that A well-crafted religious environment can significantly enhance the experience of religious tourists. The cluster should maintain, preserve, and restore to their original state or condition and .Moreover, the cluster protect the cultural artifacts, traditions, and practices associated with the religious environment. In term of Accessibility and Infrastructure, the cluster should make religious sites accessible to people with disabilities, including providing ramps, elevators, and accessible restrooms include enhance

infrastructure, such as transportation options, accommodation, and amenities, to cater to religious tourists. To build awareness. The cluster should publicize tourism activities both online and offline channels to religious tourists to learn about local customs, traditions, and languages by collaborating with local religious leaders and organizations to promote spiritual tourism such as cultural festivals, rituals, and ceremonies based on religion as destination's religious heritage. On the other hand, using religious principles for commercial purposes may lead to the commercialization of beliefs, which could negatively impact people's faith. Commercial Buddhism might tarnish the image of Buddhism and be perceived as a business. Overemphasizing commerce could distort the original meaning of religious principles and impact tourists' faith in the religion such as the practice of selling exaggerated amulets, organizing costly rituals, selling religious souvenirs that too expensive even having monks perform various rituals with service fees charged. Therefore, using Buddhism to promote tourism must consider the impacts in all aspects and should be managed appropriately to maximize benefits for both the tourism sector and Buddhism.

Finally, this cluster should establishment community organizations in the form of managing spiritual tourism for religious tourists, along with a clear organizational chart for the supervisory committee overseeing tourism management.

Suggestions for future research

The method of component analysis should be tested with other spiritual tourism sites in Thailand that have different tourism contexts, in order to compare with the results of this study. This will contribute to a holistic understanding of spiritual tourism in Thailand. At the same time, qualitative studies, such as in-depth interviews with stakeholders involved in the development of spiritual tourism, should be conducted to create policies for the development of this tourism area.

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