

Attractive Power of Thailand on Chinese Tourists: The Beauty of Rattakosin Island Surroundings in Cultural Domains

Viporn Katekao¹ Amnuay Boonratmaitree²

Abstracts

The objectives of this research are as follows: To study the level of Thai Attractive Power in Cultural Domains, the roles of the Arts and Social Domain and the Tourist Zones Domain in order to develop the relationships and cooperation with China in term of culture for the future. The research was computed by factors analysis providing into 5 aspects: Architecture (ARCH), Business (BUSS), Religion (RELG), Social (SOCL) and Culture (CULT).

Findings are as follows:

1. The strength/advantage of Attractive Power of Thailand (ATTRT) is Siamese smile, Thai Durian and safety accommodation. The architecture of Thai temples, the Believe and faith on Buddha images (both genuine and souvenirs) and holy materials are also attractive, etc.
2. The Attractive Power of Thailand is high and it is a part of Soft Power focusing on culture and faith being accepted.
3. To develop Soft Power is dealing and negotiating business for new comers in future.
4. Thai history are interested by Chinese tourists both teen-agers and business men including Thai cultural knowledge in term of Tourist Zones. They search the history via internet.

Tourist Zone Domain is computed by Factor analysis being divided into 4 aspects: History (HIST), Believe and Faith (FAITH), Souvenirs (SOUV) and Ecology (ECO). The Arts and Social Domain is computed by factor analysis being divided into 4 aspects: Holy place (HOLY), Food and desserts (FOOD), Tradition (TRAD) and Environment (ENV). These 8 aspects are affecting Attractive Power (ATTRT), excluding FOOD and TRAD.

Keywords: Attractive Power; Arts and Social Domain; Tourist Zones Domain; Culture and Siam Smile

Type of Article: Research Article

Cite this article as:

Katekao, V., & Boonratmaitree, A. (2022). Attractive power of Thailand on Chinese tourists: The beauty of Rattakosin island surroundings in cultural domains. *Ph.D. in Social Sciences Journal*, 12(1), 269-284.

^{1,2} College of Innovation Management, Rajamangala University of Technology Rattanakosin
96 Moo 3 Phutthamonthon Sai 5 Road, Salaya, Phutthamonthon NakhonPathom 73170, Thailand
E-mail: viporn99@yahoo.co.th

พลังดึงดูดใจของไทยที่มีต่อนักท่องเที่ยวชาวจีน: ความงดงามรอบเกาะรัตนโกสินทร์ เชิงวัฒนธรรม

วิพร เกตุแก้ว¹ อำนวย บุญรัตน์ไมตรี²

บทคัดย่อ

บทความวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาแนวทางการพัฒนาความสัมพันธ์และความร่วมมือกับประเทศจีน เชิงวัฒนธรรมในอนาคต สามารถวิเคราะห์พลังดึงดูดใจไทยออกได้เป็น 5 ประเด็น คือ ด้านสถาปัตยกรรม ด้านธุรกิจ ด้านสังคม ด้านศาสนา และด้านวัฒนธรรม

ผลการวิจัย พบว่า (1) จุดเด่น/ข้อดีของพลังดึงดูดใจของไทย คือ ยิ้มสยาม ทูเรียนไทย และสถานที่พักผ่อนตากอากาศ ส่วนสถาปัตยกรรมของวัดไทย ความเชื่อและศรัทธาในเครื่องรางของขลัง และอื่นๆเป็นพลังดึงดูดด้วยเช่นกัน (2) พลังดึงดูดใจของไทย คือ ส่วนหนึ่งของพลังอ่อน (Soft Power) อยู่ในระดับสูง และควรที่เน้นพลังดึงดูดใจของไทยด้านวัฒนธรรม และความเชื่อศรัทธาให้เป็นที่ยอมรับ (3) การพัฒนาพลังอ่อนควรเน้นการติดต่อและการเจรจาทางธุรกิจกับผู้มาเยือนให้มากขึ้นในอนาคต และ (4) ประวัติศาสตร์ไทยเป็นที่สนใจของชาวจีนวัยรุ่น และวัยทำงานรวมถึงความเข้าใจในวัฒนธรรม ด้านแหล่งท่องเที่ยว และนักท่องเที่ยวส่วนใหญ่ค้นข้อมูลทางประวัติศาสตร์ไทยจากอินเทอร์เน็ต ด้านนักท่องเที่ยว จากการวิเคราะห์ปัจจัย พบว่า ได้แบ่งออกได้เป็น 4 ปัจจัย คือ ด้านประวัติศาสตร์, ด้านความเชื่อศรัทธา, ด้านของที่ระลึก และด้านนิเวศน์ ส่วนด้านศิลปะและสังคมแบ่งออกได้เป็น 4 ปัจจัย คือ ด้านสถานที่ศักดิ์สิทธิ์, ด้านอาหารการกิน, ด้านประเพณี และด้านสิ่งแวดล้อม ซึ่งตัวแปรอิสระทั้ง 8 มีอิทธิพลต่อพลังดึงดูดใจของไทย ยกเว้นด้านอาหารการกิน และประเพณี ซึ่งไม่มีอิทธิพลต่อพลังดึงดูดใจของไทย

คำสำคัญ: พลังดึงดูดใจ; ด้านศิลปะและสังคม; ด้านแหล่งท่องเที่ยว; วัฒนธรรมและสยามเมืองยิ้ม

ประเภทบทความ: บทความวิจัย

การอ้างอิง:

วิพร เกตุแก้ว และอำนวย บุญรัตน์ไมตรี. (2565). พลังดึงดูดใจของไทยที่มีต่อนักท่องเที่ยวชาวจีน: ความงดงามรอบเกาะรัตนโกสินทร์ เชิงวัฒนธรรม. *วารสารดุสิตบัณฑิตทางสังคมศาสตร์*, 12(1), 269-284.

^{1,2}วิทยาลัยนวัตกรรมการจัดการ มหาวิทยาลัยเทคโนโลยีราชมงคลรัตนโกสินทร์

96 หมู่ 3 ถนนพุทธมณฑลสาย 5 ตำบลศาลายา อำเภอพุทธมณฑล จังหวัดนครปฐม 73170, ประเทศไทย

อีเมล: viporn99@yahoo.co.th

Background and Significance of the Problems

Bangkok is the capital of Thailand. In 1782, King Phutthayotfa Chulalok (Rama I of Chakri dynasty) succeeded Taksin on Saturday of April 6, 1782. He moved the capital to the eastern bank's Rattanakosin Island, thus founding the Rattanakosin Kingdom. The City Pillar was erected on Sunday of 21 April 1782, which is regarded as the date of foundation of the present city. After Taksin's short reign King Rama I moved the capital across the river. In 1782 he established Bangkok as the new capital of Siam on the East bank of the Chao Phraya river because of the better bunker. He had a number of canals dug out to protect the town from Burmese invasion, thus creating Rattanakosin Island. The canals to the East, North and South served as a moat. Fortifications around the island were built, of which today Mahakan fort and Phra Sumen fort remain. In the first stage, the old moat of Thonburi is considered as the canal line from Pak KhlongTalat until the Chao Phraya river under the PhraPinklao Bridge. Area of Rattanakosin Island is about 1.8 square

kilometers. The area where the palace was originally built was the residence of Phraya Ratchaseti and the Chinese who had been moved to Sampeng. In the construction of the palace, the king commanded Phraya Thammathibodi and Phraya Vijitnavy as a supervisor of construction. (Baker, 2009)

The palace was completed in 1785 and therefore was organized as a coronation of the monarch ceremony including the celebration of PhraNakhon. With the original name of King Rama I – King Phutthayotfa Chulalok the Great – firstly named “Rattanakosin Inn Ayothaya”, later in the reign of King Rama III (Rama III) named PhraNakhon is “Bangkok BovornRatanakosin, HinTha, Ayutthaya” until the reign of King Rama IV (Rama IV), changed the word “Bowon” to “Amon” and changed the name of “Mahintha Ayutthaya” by means of the combination of the words becoming “Mahinthatayutthaya” as well as changing the spelling of words into a proper until the origin of the full name of Rattanakosin By King Rama IV (Rama IV) changed the word “BowonRattanakosin” to “AmornRattanakosin”

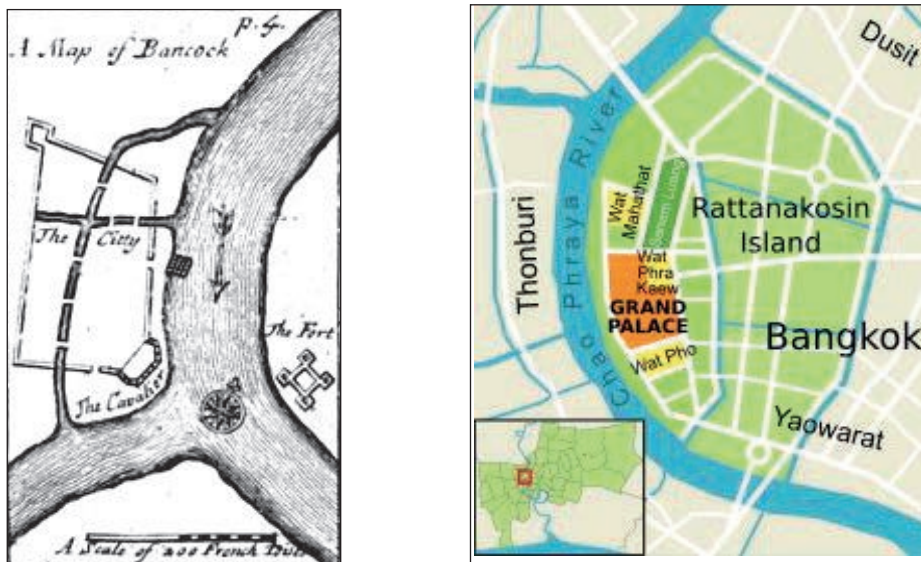


Figure 1 Map of Rattanakosin Island in the 17th century

In the period of Field Marshal Thanom Kittikachon, the prime minister joined Thonburi province together with Bangkok and change the name to “Bangkok” on December 14th 1972.

Bangkok traces its roots to a small trading post during the Ayutthaya Kingdom in the 15th century, which eventually grew and became the site of two capital cities: Thonburi in 1768 and Rattanakosin in 1782. Bangkok was at the heart of the modernization of Siam, later renamed Thailand, during the late 19th century, as the country faced pressures from the West. The city was at the center of Thailand’s political struggles throughout the 20th century, as the country abolished absolute monarchy, adopted constitutional rule, and underwent numerous coups and several uprisings. The city grew rapidly during the 1960s through the 1980s and now exerts

a significant impact on Thailand’s politics, economy, education, media and modern society. The Asian investment boom in the 1980s and 1990s led many multinational corporations to locate their regional headquarters in Bangkok. The city is now a regional force in finance and business. It is an international hub for transport and health care, emerging as a center for the arts, fashion, and entertainment.

Bangkok is the capital and most populous city of Thailand. It is known in Thai as “Krung Thep Maha Nakhon” or simply “Krung Thep”. The city occupies 1,568.7 square kilometers (605.7 sq miles) in the Chao Phraya River delta in central Thailand, and has a population of over eight million, or 12.6 percent of the country’s population. Over fourteen million people (22.2 percent) lived within the surrounding Bangkok Metropolitan Region at the 2010

census, making Bangkok the nation's primate city, significantly dwarfing Thailand's other urban centers in terms of importance.

There are 32 temples in Bangkok with 8 grand palaces and 17 palaces (information based on March 9th, 2011). Bangkok is known and most populous city for tourism as the following reports:

In 2012, ranking by the Master Card Global Destination Cities Index 2012, Bangkok ranked no. 1 of the top cities destination in the Asia Pacific region and is the 3rd in the world. (Bangkok, 2022)

In the year 2013, Master Card Global Destination Cities Index 2013 indicates that Bangkok has the largest number of tourists in the world as ranking the first.

In 2014, the Master Card Global Destination Cities Index 2014 states that Bangkok has the second largest number of tourists in the world, as 16.42 million tourists.

In 2015, the research firm Euromonitor International company of Britain released the annual study report of the 2017, naming Top 100 City Destinations Ranking as Bangkok is the second rank of tourists number while Hong Kong is the first city of the most number of tourists by 18.7 million tourists.

The origin of the name Bangkok. Bang is a Thai word meaning "a village on a stream", and the name might have been derived from Bang Ko, ko meaning "island", stemming from

the city's watery landscape. Another theory suggests that it is shortened from Bang Makok, makok being the name of plant bearing olive-like fruit. This is supported by the former name of Wat Arun, a historic temple in the area, that used to be called Wat Makok. (Bangkok history and name, 2022)

There are various places for tourism in Bangkok. In particular, Rattanakosin Island is the important tourist attractions including the Grand Palace, The Emerald Buddha Temple (Wat Phra Kaew), Wat Pho, Wat Arun Ratchawararam, Wat Benchamabophit Dusit Wanaram, Ananta Samakhom Hall, Bangkok Art and Culture. Those are the symbols of Thai Culture and ancient Thai Wisdom for over 237 years. Outside the island are Silom Road, Siam Square, Madame Tussauds, Bank of Thailand Museum, Asiatique - The Riverfront (Charoen Krung) and various department stores. The art of each country represents the culture of that country. If any country has progress in art, it will express those wisdom as well. Art therefore represents the roots of culture. Which is the way of life and the way of wisdom. These arts may be in the form of fine patterns or ancient objects which are worthy and cannot be valued. Therefore the research focuses on the attractive power of Thailand on Chinese tourists around Rattanakosin Island in cultural domains.

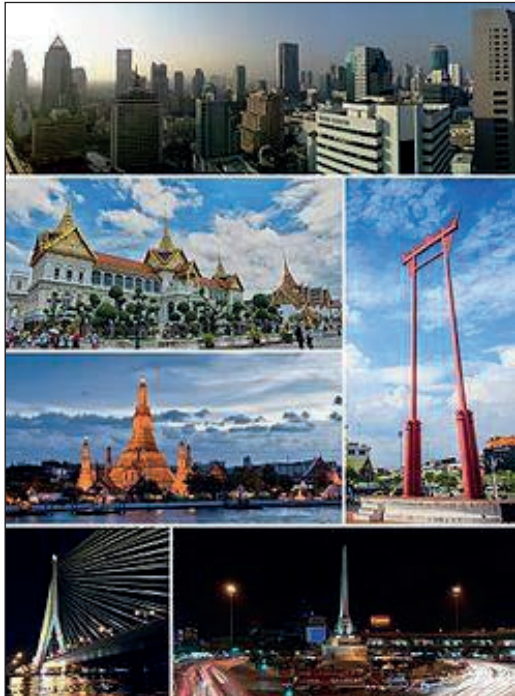


Figure 2 The impressive attractions surrounding Rattanakosin Island including Wat Phra Kaew

Definition of Culture focuses on Belief System and Social Values, where Culture is Laws or Regulations or Standard human behaviors in accepted society. In conclusion Culture is the Way of Life.

Sir Edward B.Tylor defined that “Culture is comprehension of Knowledge system, belief, arts, ethic, laws, traditions, competency and characters of the members in society” (Welsch & Vivanco, 2014).

Phraya AnuMan Rachaton gave 5 meanings of culture as follows: (1) Intelligence, feelings, Ideas and manners that humans express. It forms various things and being a habit of collective behavior that does not naturally happen. (2) The state of growth, which has

evolved into a steady progress. (3) Social heritage and humans are descendants. (4) Custom, tradition where human beings inherit tradition continuously. (5) The way of society where human has a culture for the well-being and prosperity in life. (Phraya Anuman Rachaton, 1972)

From the point of interest in the art and wisdom of Thai people in the past with religion, especially the culture and art those are expressed by religion as temples, Buddha images and faith. Encouraging the researcher interested in studying the attractive power of Thailand towards tourists focusing on Chinese tourists. Due to the recent opening country of China, causing Chinese tourists wanted to see

the outside country and to satisfy the curiosity that has been prohibited for a long time. Moreover, Thailand is one of the most popular country for Chinese tourists. For developing Thai economy, the researcher is interested in studying issues of power to attract Chinese tourists. What are they? What should be utilized for further development?

Research Objectives

1. To study the level of attractive power of Thailand on Chinese tourists in cultural domains around the Rattanakosin Island: architecture, religion, social, business and culture.

2. To study the roles of the Arts and Social domain of Thailand to the attractive power.

3. To study the Tourist zone domain in history, believe and faith, souvenirs and ecology towards the attractive power.

4. To develop the relationships and cooperation with China in term of culture for the future.

Scope of the Research

This research was the quantitative research, conducted during Feb. 23, 2019 through Apr. 30, 2019, by questionnaires in Chinese language translated by Assistant Prof. Li Renliang, Ph.D. Chinese lecturer of the National Institute Development Administration (NIDA). The correspondents were 301 Chinese tourists, visiting temples around Rattanakosin Island.

Research Benefits

1. To understand the level of attractive power of Thailand on Chinese tourists in cultural domains.

2. To analyze the roles of the arts and Social domain of Thailand to the attractive power.

3. To encourage the Tourist zone domain in history, believe and faith, souvenirs and ecology towards the attractive power.

4. To improve the relationships and cooperation with China in term of culture for the future.

Concepts, Theories, and Related Literatures

The researcher had reviewed the related theories in order to construct the conceptual framework. The theories are reviewed as following:

1. Theory of Evolutionism: Any culture will develop gradually from simplicity to complexity. It is confirmed that this evolution is committed as the first step for every social and culture approach. The evolution started from the respect of nature (rain, thunder, lightning) then came to be a respected ghost later as a respect for the deceased heroes, after that developed into respect for the gods. From many gods, leaving only one important god, then advanced to religion. The concept of evolution is the thought has been accepted by most of the society and cultures are in accordance with this approach. (Darwin, 2016).

2. Theory of Cultural Diffusionism: The concept focuses the importance of cultural diffusion, such as technology of production or other cultural materials. The diffusion is spread from the center of culture and passed through other cultures of other society spontaneously. Thus the concept influenced the group of society changed responsiveness. (King, Wright, & Goldstein, 2022).

3. Theory of Cultural Ecology: This concept is derived from Theory of Evolutionism with the principle of uncertainty that any cultural society will be changed and varied by environments all the time in every dimension such as way of life, attitude, cultural materials, philosophy, believe, fiction, story, arts, literature, music and etc. (Tucker, 2013).

4. Theory of Structural-Functional: The concept consists of the hierarchical culture. Each level of culture composed of a society structure where each sub-culture performs its own duty and role to other sub-culture. Each level performs the holistic cultural structure and the way of life will be changed when intrusion of new culture or the vanishing of old culture (Barnard, 2000).

5. Perspective Theory: consists of Role and Perspective Theories, Structural-Functional Perspective, Interactionist Perspective including the additional perspectives such as structural perspective, organization perspective and cognitive role theory. Theoretical Perspective refers to set of assumptions about reality of question being asked which can be categorized

into 4 perspectives: functionalist perspective, functionalism, interactionist perspective and conflict perspective. (Crossman, 2020).

6. Systems Theory: The systems view is a world-view that is based on the discipline of system inquiry. It consists of several sub-systems of different sub-systems. These sub-systems are Inputs, Processes, Outputs, and Feedback, as well as the environment. In the case of an open system, it can be divided into several systems, namely Systems Biology, Systems Ecology, System Engineering, and System Psychology (Parsons, 1951).

7. Motivation Theories: The process introduces and maintains target-oriented behaviors. Goal-oriented behavior Motivation consists of three main components: activation, persistence, or effort. Arousal Theory of Motivation, Humanistic Theory of Motivation, and the expectancy theory of motivation. Content theory is one of the oldest theories of motivation. Content theory can also be called Demand theory, such as content theory about human motivation. Abraham Maslow's hierarchy of needs, Herzberg's two-factor theory, and Alderfer's ERG theory, etc (Mayo, 1949).

8. Cybernetics: Cybernetics is a study of communication and regulatory control of regulatory feedback both the living and the inevitable. The combination of these is a digital system, a mechanical system, or a biological system for controlling behavior, processing information, responding to information and change or change something to be better

than the current. Cybernetics also refers to the computer system to communicate and

distribute news between people and machines (Dubberly & Pangaro, 2019).

Conceptual Framework

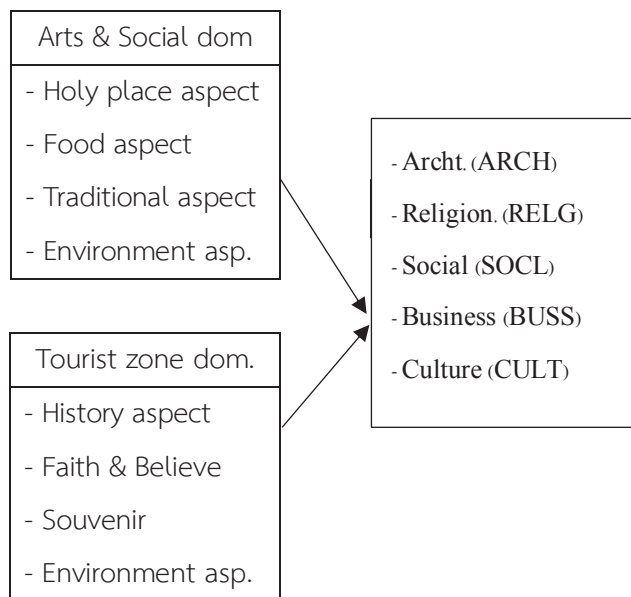


Figure 3 Conceptual Framework

Hypotheses of the Research

H1: The attractive power of Thailand (ATTRT) on Chinese tourists in cultural domains is high.

H2: Demography affects to the attractive power of Thailand (ATTRT).

H3: The Arts and Social domain affects to the attractive power of Thailand (ATTRT).

H4: The Tourist zone domain affects to the attractive power of Thailand (ATTRT).

Research Methodology

The research is the survey quantitative research, conducting on the topic “Attractive

Power of Thailand on Chinese tourists: The beauty of Rattanakosin Island surroundings in Cultural domains” during Feb. 23rd 2019 through Apr. 30th 2019, by using questionnaires in Chinese language translated by Dr. Li Renliang, lecturer of the National Institute Development Administration (NIDA). The surveys are around Rattanakosin Island with 350 sets, receiving back more the 330 sets but the questionnaires being completed by 301 sets.

Analysis of Descriptive Statistics This research questionnaires were distributed during Feb. 23rd , 2019 through Apr. 30th , 2019,

by using questionnaires in Chinese language translated by Dr. Li Renliang. The respondents are 301, the data were analyzed by descriptive statistics in frequency and percentage. Inferential statistics with the reliability method and factors analysis is used to identify the factors that are relevant to the study.

Arts and Social domain the researcher has classified the Arts and Social domain into 4 aspects: Holy places aspect, Food and desserts aspect, Traditional aspect and Environmental aspect. Using scoring prioritized method in 3 ranking of priority. From top to bottom, data processing summarized as follows:

1. Holy places aspect consists of 4 variables which are Holy of Thai Temples, Architecture of Thai Temples, Location of Thai Temples and Faith of Thai Temples, ranking from the first priority is The Emerald Buddha Temple (Wat Phra Kaew), the second rank is Phra Chetupon Wimon Mangkhalaram (Wat Pho) and the third rank is Wat Benchamabophit Dusit Wanaram.

2. Food and Desserts aspect consists of 4 variables which are the Taste of food, Type of food, Thai fruits and Thai sweets.

For the Taste of food: the 1st rank is Chinese food, the 2nd rank is sea food and the 3rd rank is Thai food without curry.

For the Type of food: the 1st rank is Pad Thai, the 2nd rank is noodle and the 3rd rank is frying food.

For Thai fruits: the 1st rank is Thai Durian, the 2nd rank is Durian crispy and the 3rd rank

is Mangosteen.

Thai sweets: the 1st rank is sticky rice, the 2nd rank is ThongYod/ThongYip and the 3rd rank is Cookie.

3. Traditional aspect consists of 4 variables which are the Ways of Thai, Thai tradition, Thai culture and Thai identity.

For the Ways of Thai: the 1st rank is Muay Thai, the 2nd rank is Khone Thai and the 3rd rank is Thai dance.

For the Thai tradition: the 1st rank is Chinese New Year in Thailand, the 2nd rank and the 3rd rank are Song Kharn (water festival).

For the Thai culture: the 1st rank is Thai dresses, the 2nd rank and the 3rd rank are Thai society.

For the Thai identity: the 1st rank is Siam smile the 2nd rank is Thai Temples and the 3rd rank is Siam smile.

4. Environmental aspect consists of 5 variables which are the Thai tourist zone, Type of accommo - dation, Location of stay, Service demands and the impression in Thailand.

For the Thai tourist zone: the 1st rank is Thai temples, the 2nd rank is Thai Museum and the 3rd rank is Mountain.

For the Type of accommodation: the 1st rank is Hotel, the 2nd rank and the 3rd rank are Hostel.

For the Location of stay: the 1st rank and the 2nd rank are Safety and the 3rd rank is Full options.

For the Service demands: the 1st rank is Safety, the 2nd rank is Convenience and the

3rd rank is Safety.

For the impression in Thailand: the 1st rank is Thai Art, the 2nd rank is Tourist zone and the 3rd rank is Siam smile.

In addition, the researcher found that most of Chinese tourists search Thai history via internet and the reason of coming to Thailand is to travel and sight seeing but the few are business.

Reliability of Data Reliability of the Tourist zone domain = 75.45% where Reliability Coefficients 25 items: Alpha = .7545 Standardized item alpha = .7186 Reliability of the Attractive Power domain = 67.81% where Reliability Coefficients 22 items: Alpha = .6781 Standardized item alpha = .6557

Result

The sex of respondents is male 175 persons with 58.14% whereas female are 126 persons with 41.86%. Most of them is single equals 206 with 68.44% and married are 95 with 31.56%. The majority of respondents is working men with the age of 25-34 years old are 119 (39.54%) and teen-agers with the age of 15-24 are 87 (28.90%). Most Chinese respondents work in the private section equal to 165 with 54.82% and personal business 56 persons with 18.60%, no any politician as tourist. Most of them graduated in bachelor degree 233 persons with 77.41% and they are mostly employees 200 persons with 66.45%. The tourists who came to Thailand first time are 189 persons with 62.79%, who came to

Thailand 10 times is 12 persons with 3.99% whereas 15 times is 2 persons with 0.66%. The number of days for vacation ranges from 3 days to 10 days. The money prepared for vacation ranges from 3,200 to 75,000 YUAN where the average of expense is 15,325.58 YUAN.

Computation for Factors Analysis:

The 25 independent variables of Tourist zone domain are classified by Factors analysis with the Eigen value more than 1.

The processing is resulted into 4 factors. Those are History aspect, Believe and Faith aspect, Souvenirs aspect and Ecology aspect which are computed as the equations following:

Ecology aspect-ECO= AT13 + AT35 + AT34 + AT36 + AT33 + AT37

Believe and Faith aspect-FAITH = AT19 + AT22 + AT20 + AT24+AT21

Souvenirs aspect-SOUV= AT28 + AT29 + AT26 + AT27 + AT31 + AT30

History aspect-HIST= AT23 + AT16 + AT32 + AT15 + AT14 + AT25

Tour-Zone = ECO + FAITH + SOUV + HIST

The 22 dependent variables of Attractive Power domain are classified by Factors analysis with the Eigen value more than 1. The processing is resulted into 5 factors. Those are Architecture aspect, Business aspect, Religion aspect, Social aspect and Cultural aspect which are computed as the equations following:

Architecture aspect-ARCH = AT41 + AT42 + AT38 + AT40 + AT39

Business aspect-BUSS= AT57 + AT58 + AT59 + AT55

Religion aspect-RELG = AT46 + AT47 + AT45 + AT44

Social aspect-SOCL= AT49 + AT48 + AT53 + AT56

Cultural aspect-CULT= AT54 + AT51 + AT52 + AT50

Attractive Power – ATTRT = ARCH + BUSS + RELG + SOCL + CULT

Analysis Inferential Statistics

The analysis with the inferential statistics is hypothesis testing. After computing 5 indicators of Attractive Power domain-ATTRT, those are Architecture aspect-ARCH, Business aspect-BUSS, Religion aspect-RELG, Social aspect-SOCL and Cultural aspect-CULT

Table 1

Agreement level of Attractive Power

Attractive Power(ATTRT)	Average value	Standard Deviation	Level of agreement
Architecture aspect-ARCH	2.928	0.972	High
Business aspect-BUSS	1.928	2.398	Moderate
Religion aspect-RELG	2.425	1.563	High
Social aspect-SOCL	2.780	1.233	High
Cultural aspect-CULT	2.443	1.057	High
Total	2.501	3.962	High

H1 : The level of attractive power of Thailand on Chinese tourists in cultural domains is high. Finding Result: hypothesis confirmed.

H2 : Demography affects to the attractive power of Thailand (ATTRT).

Finding Results: Sex affects to attractive power in only the Business-BUSS aspect at the level of sig. = 0.05.

Age does not affect to attractive power

in the Social-SOCL aspect at the level of sig. = 0.05.

Education does not affect to attractive power in the Culture-CULT aspect at the level of sig. = 0.05.

Career does affects to attractive power in every aspect at the level of sig. = 0.05.

Position does not affect to attractive power in the Architecture-ARCH aspect at the level of sig. = 0.05.

Path Analysis

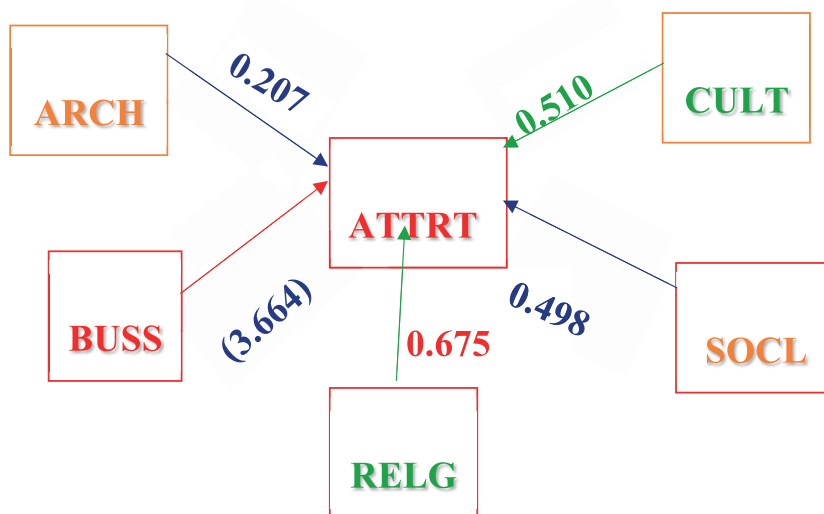


Figure 4 The Path analysis of the dependent attributes to Attractive Power domain (ATTRT)

From figure 4: The Business aspect (BUSS) can explain the variance change of Attractive Power domain (ATTRT) by 67.50%. Religion aspect (RELG) can explain the variance change of Attractive Power domain (ATTRT) by 63.32%. Social aspect (SOCL) can explain the variance change of Attractive Power domain (ATTRT) by 49.80%. Cultural aspect (CULT) can explain the variance change of Attractive Power domain (ATTRT) by 51.00% whereas Architecture aspect (ARCH) can explain the variance change of Attractive Power domain (ATTRT) by 20.70%. Thus, the components or all aspects of Attractive Power domain (ATTRT) are related.

The relationships between independent variables: Arts and Social domain into 4 aspects: Holy places aspect (HOLY), Food and desserts aspect (FOOD), Traditional aspect (TRAD) and Environmental aspect (ENV). Whereas Tourist zone domain are classified into 4 aspects: History aspect (HIST), Believe and Faith aspect (FAITH), Souvenirs aspect (SOUV) and Ecology aspect (ECO). The dependent variable is Attractive Power domain (ATTRT) classified into 5 aspects: Architecture aspect (ARCH), Business aspect (BUSS), Religion aspect (RELG), Social aspect (SOCL) and Cultural aspect (CULT) are shown in the figure 5 below.

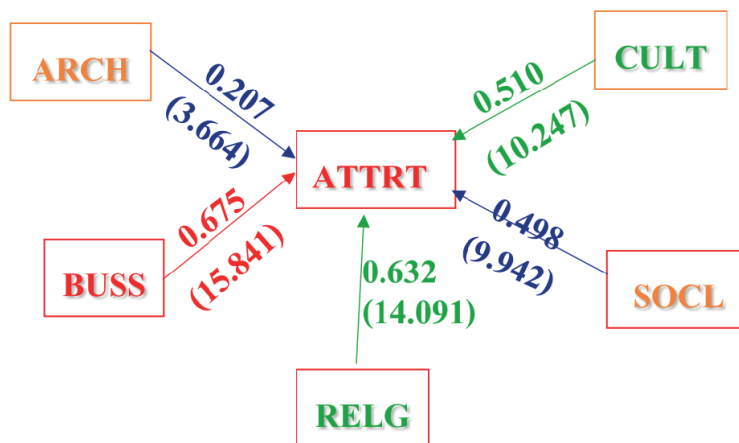


Figure 5 The Path analysis of the independent domains to Attractive Power domain (ATTRT)

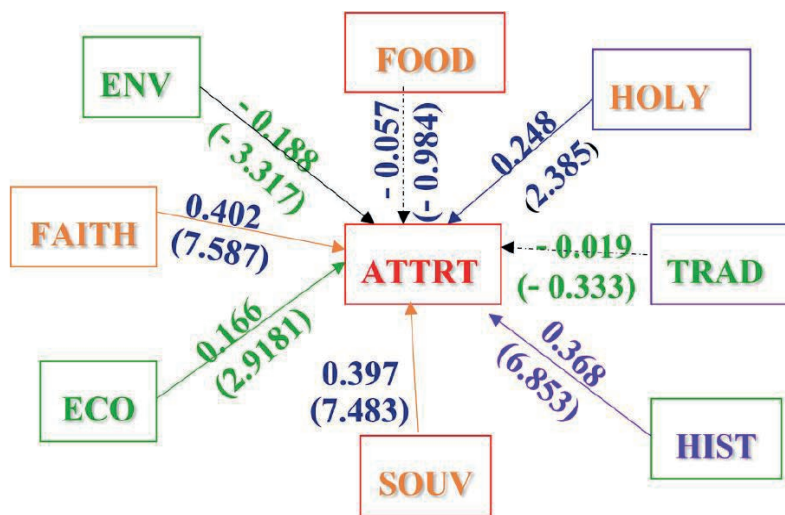


Figure 6 The overall Path analysis of the independent domains to Attractive Power domain (ATTRT)

From figure 6: Faith aspect (FAITH) can explain the variance change of Attractive Power domain (ATTRT) by 40.20%. Ecology aspect (ECO) can explain the variance change of Attractive Power domain (ATTRT) by 16.60%. Souvenirs aspect (SOUV) can explain the variance change of Attractive Power domain

(ATTRT) by 39.70% whereas History aspect (HIST) can explain the variance change of Attractive Power domain (ATTRT) by 36.80%. Holy places aspect (HOLY) can explain the variance change of Attractive Power domain (ATTRT) only 13.70% and Environmental aspect (ENV) can explain the variance change

of Attractive Power domain (ATTRT) by -18.80% meaning that the more environment the less attractive power 18.80%. Moreover Environmental aspect (ENV) can explain the variance change of Faith aspect (FAITH) by -12.80% meaning that the more environment the less faith & believe aspect by 12.80%. In addition, Holy places aspect (HOLY) can not explain the variance change of Faith aspect (FAITH), Environmental aspect (ENV) and History aspect (HIST), there is no direct affect.

The Multiple regression equation is following

$$ATTRT = 56.958 + 0.318FAITH + 0.774ECO - 1.353ENV + 0.406SOUV + 0.375HIST \quad (5.983) \\ (2.676) (4.822) (-3.487) (3.153) (2.357) \text{ here } R = 0.537 \text{ and } R^2 = 0.28$$

Discussion

1. The strength/advantage of Attractive Power of Thailand (ATTRT) are Siam smile, Thai Durian and safety accommodation. The architecture of Thai Temples, The Believe and Faith on Buddha images/statues (both genuine and souvenirs) and holy materials are also attractive, etc.

2. The Attractive Power of Thailand is high and it is a part of Soft Power focusing on culture and faith being accepted.

3. To develop soft power is dealing and negotiating business for new comers in future.

4. Thai history are interested in Chinese tourists both teen-agers and business men including Thai culture knowledge. They search the history via Internet.

Recommendations

1. Attractive Power performs high abstract view point such as Believe and Faith, tradition, value, culture, friendly smiles and other abstract materials where as Attractive Power is a part of Soft Power that should be more maintained and more developed than Hard Power.

2. Trust and Faith are needed to reduce Threats.

3. Cultural promotion and Environmental prevention should be encouraged for sustainable development of tourism.

References

- Barnard, A. (2000). *History and theory in anthropology*. Cambridge University Press.
- Crossman, A. (2020). *Understanding purposive sampling: An overview of the method and its applications*. Retrieved from <https://www.thoughtco.com/purposive-sampling-3026727>
- Baker, C. (2009). *A history of Thailand* (2nd ed.). Cambridge University Press.
- Bangkok History and Name*. (2022). Retrieved from https://hmong.in.th/wiki/Bangkok_province [In Thai].
- Darwin, C. (2016). *Darwin's theory of evolution: The origin of species*. 50 Minutes.
- King, G., Wright, M., & Goldstein, M. (2022). *Diffusionism and acculturation*. Retrieved from <https://anthropology.ua.edu/theory/diffusionism-and-acculturation>
- Mayo, E. (1949). Hawthorne and the Western Electric Company. In D. S Pugh (Ed.). *Organization theory: Selected readings* (2nd ed., pp. 279-292). Penguin.
- Parsons, T. (1951). *The social system*. The Free Press.
- Phraya Anuman Rachaton. (1972). *Meaning of culture*. Aksorn Charoenthat. [In Thai].
- Tucker, B. (2013). Cultural ecology. In R. Jon McGee & R. L. Warmes (Eds.), *Theory in social and cultural anthropology: An encyclopedia* (pp. 142-147). Sage.
- Dubberly, H., & Pangaro, P. (2019). Cybernetics and design: Conversations for action. In T. Fischer & C. M. Herr (Eds.), *Design cybernetics: Navigating the new* (pp. 85-99). Springer.
- Welsch, R. L., & Vivanco, L. A. (2014). *Cultural anthropology: Asking questions about humanity*. Oxford University Press.