Factors Towards Tourist Satisfaction and Behavioral Intention of Community Based Tourism in Thailand

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Abstract

This research article aims to study (1) the factors affecting sustainable tourism community development of Ban Nam Chiao community Trat Province. Mae Kampong community Chiang Mai Province and Kok Saton community Loei Province (2) the factors that affect the satisfaction of tourists traveling in the Ban Nam Chiao community. Mae Kampong community and Kok Saton community (3) To present information that affects the sustainable tourism community development of the Ban Nam Chiao community. Mae Kampong community and Kok Saton community. The researcher used a mixed research method by studying tourism-related documents and in-depth interviews with leaders of the three communities and questionnaires on the opinions of 340 tourists. Structural equation analysis (SEM) was used with the program AMOS.

Findings are as follows: that factors affecting sustainable tourism community development in all three communities are: Maintaining the uniqueness of each community such as geographic value Emotional value social value Economic value and value of participation. And from the results of this study, the research results can be used to benefit the development of community tourism in the future. Including the importance of local community participation in planning and decision-making processes. and find ways to reduce negative impacts.

Keywords: Community-Based Tourism; Success Factor; Impacts of Tourism

Type of Article: Research Article

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ปัจจัยที่ส่งผลต่อความพึงพอใจและความตั้งใจเชิงพฤติกรรมของนักท่องเที่ยว
ในการท่องเที่ยวโดยชุมชนของประเทศไทย

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บทคัดย่อ

บทความวิจัยนี้มีวัตถุประสงค์เพื่อ (1) ศึกษาปัจจัยที่ส่งผลต่อการพัฒนาชุมชนด้านการท่องเที่ยวอย่างยั่งยืนของชุมชนบ้านน้ำเชี่ยว ชุมชนแม่กำปองและชุมชนกกสะทอน (2) ศึกษาปัจจัยที่ส่งผลต่อความพึงพอใจของนักท่องเที่ยวที่เดินทางมาท่องเที่ยวในชุมชนบ้านน้ำเชี่ยวจังหวัดตราด ชุมชนแม่กำปองจังหวัดเชียงใหม่ และชุมชนกกสะทอน จังหวัดเลย และ (3) นำเสนอข้อมูลที่ส่งผลต่อการพัฒนาชุมชนด้านการท่องเที่ยวอย่างยั่งยืนของชุมชนบ้านน้ำเชี่ยว ชุมชนแม่กำปองและชุมชนกกสะทอน ผู้วิจัยใช้การวิจัยผสมวิธีโดยการศึกษาจากเอกสารที่เกี่ยวข้องกับการท่องเที่ยวและการสัมภาษณ์เชิงลึกจากผู้นำชุมชน จำนวน 3 แห่ง และแบบสอบถามความคิดเห็นจากนักท่องเที่ยวจำนวน 340 คน ใช้การวิเคราะห์สมการโครงสร้าง (SEM) ด้วยโปรแกรม AMOS

ผลการวิจัย พบว่า ปัจจัยที่ส่งผลต่อการพัฒนาชุมชนด้านการท่องเที่ยวอย่างยั่งยืนของทั้งสามชุมชนคือ การคงไว้ซึ่งเอกลักษณ์ของแต่ละชุมชน อาทิคุณค่าทางภูมิศาสตร์ คุณค่าทางอารมณ์ คุณค่าทางสังคม คุณค่าทางเศรษฐกิจ และคุณค่าของการมีส่วนร่วม และจากผลการศึกษานี้สามารถนำผลการวิจัยไปใช้ประโยชน์ต่อการพัฒนาการท่องเที่ยวเชิงชุมชนในอนาคต รวมถึงความสำคัญของการมีส่วนร่วมของชุมชนท้องถิ่นในกระบวนการวางแผนละการตัดสินใจ และค้นหาวิธีลดผลกระทบเชิงลบ

คำสำคัญ: การท่องเที่ยวโดยชุมชน; ปัจจัยความสำเร็จ; ผลกระทบการท่องเที่ยว

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Background and Significance of the Problems

Community-based tourism, also known as CBT, is a type of tourism that is focused on involving local communities in the tourism industry. In Thailand, this approach to tourism has become increasingly popular in recent years due to its many benefits. CBT initiative is an approach to tourism that involves local communities in the planning and operation of tourism activities in their area. This approach can provide numerous benefits to the local community, including economic development, conservation of natural and cultural resources, and empowerment of local people (Boon-ratana, 2010). This research article aims to explore the potential of community-based tourism as a sustainable development strategy and to identify the challenges and opportunities associated with its implementation (Saisamute, Pleerux, Karnchanasutham, & Nualchawee, 2016).

One of the main advantages of CBT in Thailand is that it helps to generate income for local communities. By involving local people in the tourism industry, CBT allows them to earn a livelihood from tourism without having to leave their communities. This can be especially important in rural areas where there may not be many other job opportunities. CBT also helps to preserve local cultures and traditions. By involving local communities in the tourism industry, CBT helps to ensure that traditional customs and practices are not lost

as younger generations move away from their communities in search of work. This can help to keep alive the unique cultural heritage of Thailand, which is an important part of the country's appeal to tourists.

Another benefit of CBT in Thailand is that it can help to reduce the negative impacts of mass tourism. By involving local communities in the planning and management of tourism activities, CBT can help to ensure that tourism development is sustainable and does not harm the environment or local way of life. This can help to protect the natural beauty of Thailand's many stunning destinations, while also ensuring that tourism benefits local communities rather than just large corporations.

Overall, community-based tourism in Thailand is an important and growing sector of the country's tourism industry. By involving local communities in the planning and management of tourism activities, CBT provides many benefits, including generating income for local communities, preserving local cultures and traditions, and reducing the negative impacts of mass tourism.

Research objectives

1. The study is to investigate the factors influencing the sustainable development of tourism communities in the Ban Nam Chiao Trat Province, Mae Kampong Chiang Mai

Province, and Kok Sathon communities Loei Province.

2. This research endeavor includes an investigation into the variables impacting the contentment of travelers visiting the communities of Ban Nam Chiao Trat Province, Mae Kampong Chiang Mai Province, and Kok Sathon Loei Province.

3. The aim is to provide insights into the factors that impact the sustainable tourism development of these communities.

Scope of the Research

1. Area of Population

1.1 Study the characteristics of personal factors (demographic information). Tourists traveling to tourist attractions by the Thailand community.

1.2 Study the behavior of tourists who choose to travel to tourist attractions by various communities, such as the value of experience that tourists receive. The purpose of returning to the tourist attractions by the community again.

1.3 Study the information of tourists who choose to travel by community. Of each province in Thailand and external factors, service of tourist attractions by the community that tourists receive and satisfaction.

2. Area of Study

Who gave important information to community leaders, Ban Nam Chew, leaders of the Khao Sathon community and the leader of the Mae Klong community Arrange to 340 tourists.

3. Duration of Study

The duration of this study for one year from February 2022- February 2023

Research Benefits

1. Identify the positive and negative impacts of community tourism in Thailand.

2. This makes them aware of ways to produce local products efficiently to generate income for the commercial community.

3. To reduce the negative impact of community tourism in Thailand.

4. To solve the problem of reducing the resources of existing communities to make the most of their value.

Concepts, Theories, and Related Literatures

Theory of planned behavior: The theory of planned behaviour (TPB) explains that people's intentions are believed to encompass the motivational factors that drive their behaviour (Ajzen, 1985). The main purpose of TPB is to accurately forecast and elucidate individual behaviour by examining an individual's intentions (Ajzen, 1991). The formation of intention is influenced by one's attitude towards the behaviour, the prevailing social norms, and the perceived ability to control the behaviour. In tourism literature, numerous prior research endeavours have place significant emphasis on the TPB in various contexts such as cultural heritage tourism

(Duarte Alonso, Sakellarios, & Pritchard, 2015). medical tourism (Seow, Choong, Moorthy, & Chan, 2017). and natural tourism (Gstaettner, Rodger, & Lee, 2017). Therefore, it has demonstrated that TPB is a robust framework for forecasting and elucidating individual conduct including tourist behavioural This study expands upon TPB by incorporating the concept of experience value to better understand tourists' behavioural intentions, specifically in relation to their intention to revisit and recommend.

Experience value: Tourist experience value refers to a temporal and dynamic components of the consumer experience value system that is "experienced before purchase, at the time of purchase, during usage, and after use" (Sanchez, Callarisa, Rodriguez, & Moliner, 2006). Experience value in tourism differs from other contexts such as service experience and tends to be longer in duration because it is more likely to be hedonistic and symbolic in nature, and sought after for the setting, It also seems reasonable to acknowledge that tourist experience occurs in settings with no services, such as on beaches, in cities, or in forested areas. Ambient conditions that impact the five senses, such as space and room layout, signs, symbols, as well as social interactions all affect the tourist experience (Edvardsson, Enquist, & Johnston, 2005).

In terms of CBT, recognizing tourist experience value enables communities to develop marketing communication strategies and target the appropriate market segments with its offerings (Rather & Hollebeek, 2020). Doing so is likely to improve the value of the tourist experience, which will then likely improve visitors' contentment and subsequent intentions. To create experience value, it is necessary to design the whole experience by focusing on the tourist. However, tourists are individuals who display complex and varied behaviors. Therefore, service providers should be aware of the individual needs required to make them feel content, regardless of their specific motivations for travelling. This study provides a clearer picture by employing five dimensions to reflect tourist experience value; physical, emotional, social, economic, and involvement, and investigates their effects on future tourist behavior, either through revisit or recommendation (Wang, Sirakaya-Turk, & Aydin, 2019).

First, the physical value perceived by tourists has been addressed as the physical environment in the literature on tourism management. (Bitner, 1992). introduced the term "servicescape" to describe the physical environment as the man-made, physical surroundings as opposed to the natural or social environment. Physical value in CBT comprises all surroundings of the destination that can be controlled by the community, which induce a tourist's response. More specifically, (Bitner, 1992). categorized physical values in three dimensions: ambient conditions; spatial layout and functionality; as well

as signs, symbols, and artifacts. In later research, the attributes of physical value consist of layout accessibility, facility aesthetics, seating comfort, electronic equipment and display, and cleanliness (Wakefield & Blodgett, 1996).

Second, emotional value refers a set of affective reactions among which include moods, feelings, or attitude as a direct result of consumption experience (Bagozzi, Gopinath, & Nyer, 1999). These reactions can be viewed as being independent, categorical, and recognizable (Plutchik, 1980). or a combination of several states such as pleasure, arousal and dominance (Batra & Holbrook, 1990). In other words, an emotion might be positive or negative, which be felt more or less by the individual. The importance of emotion values pre-, during-, and post-consumption experience is widely accepted in the literature. In many circumstances, emotions can serve as both a driving force behind consumption and a deciding factor between competing goods or services (Holbrook & Hirschman, 1982).

Third, social value occurs when consumers use products and services so as to impress others and to be associated with desired social groups, as elucidated in the theory of consumption values (Sheth, Newman, & Gross, 1991). Holbrook (1999) viewed social value as other-oriented and instrumental in achieving a desired social position in society and communicating it to others. This means that what the product communicates to others constitutes the value to its consumers.

In tourism and hospitality studies, social value refers to "all consumer value dimensions stemming from other people, for instance travel companions, other tourists, locals, staff members and those belonging to one's social network" (Sorakunnas, 2022).

Fourth, economic value or financial value refers to the extent to which the costs incurred by individual consumers match the value of the products or services they experienced, and the time and effort expended before and during the transaction (Woodruff, Cadotte, & Jenkins, 1983). This value was determined by a variety of indicators including price reasonableness (Han & Hyun, 2015). value for money.

Fifth, involvement value in this study refers to the total subjective impression of one's personal experience with an object, situation, or activity at the tourist site. The level of involvement is determined by the degree to which a tourist perceives the concept to be personally relevant. This concept occurs when a tourist perceives the site as being significant, entertaining, or educational (Pine, Pine, & Gilmore, 1999). Involvement value influences tourist experience through the benefits received from the site that link a person's needs, goals, and value, and was examined in several dimensions such as tourist engagement (Zhou & Yu, 2022).

Behavioral Intentions: Behavioral intentions have been widely recognized as a desired outcome in the literature on tourism

management. These intentions encompass tourist actions from their direct experience at the destination site. Behavioral intentions have been generally categorized into two types: favorable and unfavorable. Favorable behavioral intentions include loyalty, word of mouth, intention to revisit, intention to recommend, willingness to pay, and switching intentions (Heydari Fard, Sanayei, & Ansari, 2021) whereas unfavorable intentions include complaints, negative word of mouth, and inertia (Um & Kim, 2018). This study focuses on two essential outcomes for CBT's competitiveness and sustainability; intention to recommend and revisit.

Intention to revisit refers to the readiness and desire of a tourist to return to a previously visited location (Han & Kim, 2009). The ability of destinations to attract tourists for repeated visits is regarded as a competitive advantage in the tourism industry. Third, revisiting implies a positive attitude towards a place and subsequently increases the probability of sharing positive experiences with others (Alegre & Juaneda, 2006)

Intention to recommend refers to the propensity for travelers to serve as advertising agents by urging friends and other potential customers to visit the tourist location (Chen & Chen, 2010). In addition to intention to revisit, a tourist destination's success in a highly competitive world is determined by its ability to consistently draw tourists who then spread their experience through favorable word of mouth or recommend it to other potential visitors. When people share their positive experiences with their friends, family, and colleagues, it helps to increase the popularity and reputation of the tourist destination.

The constructs of this research model are drawn from satisfaction theory, and motivation theory detailed below.
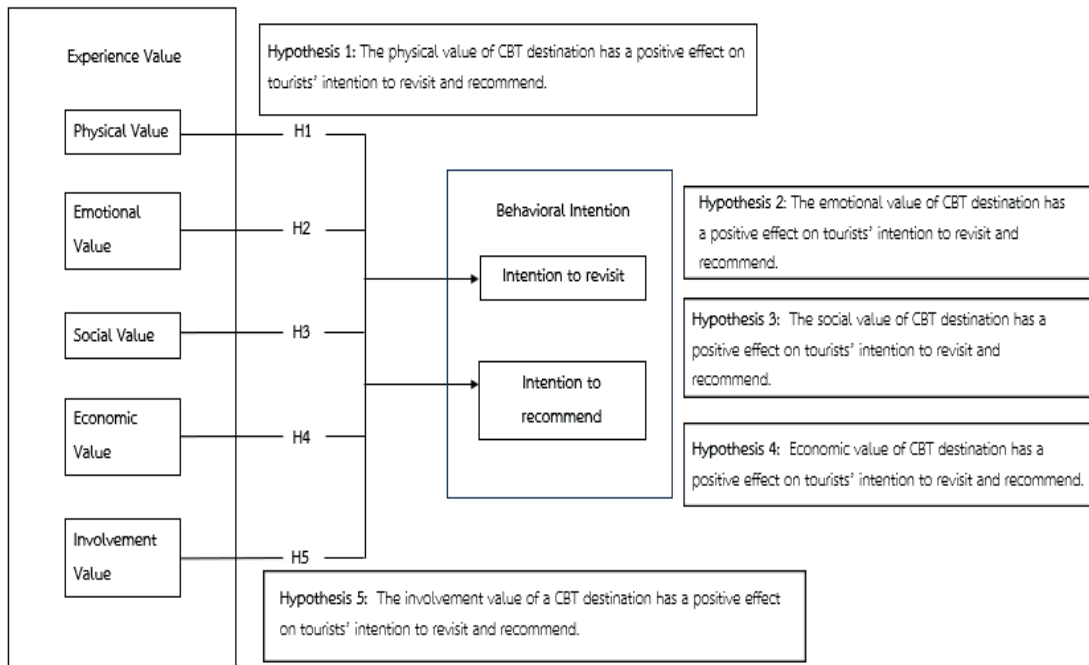
Conceptual Framework

Figure 1   Conceptual Model

Hypotheses of the Research

Hypotheses 1 (H1): The physical value of CBT destination has a positive effect on tourists' intention to revisit and recommend.

Hypotheses 2 (H2): The emotional value of CBT destination has a positive effect on tourists' intention to revisit and recommend.

Hypotheses 3 (H3): The social value of CBT destination has a positive effect on tourists' intention to revisit and recommend.

Hypotheses 4 (H4): Economic value of CBT destination has a positive effect on tourists' intention to revisit and recommend.

Hypotheses 5 (H5): The involvement value of CBT destination has a positive effect on tourists' intention to revisit and recommend.

Research Mythology

In this research study, The researchers conducted using combined research methods, including document data research. By compiling from primary and primary documents Secondary field research By collecting field data In the form of quantitative and qualitative research To get multi-dimensional data Which leads to answering questions based on educational objectives.

Results

Sample profile: After initial screening for incomplete responses, 10 questionnaires were discarded. Overall, a total of 500 questionnaires

were distributed and 340 usable questionnaires were obtained (150 from Mae Kam Pong, 100 from Trad, and another 90 from Loei), for a return rate of approximately 68 percent.

Table 1

Hypothesis Testing Results

Independent variables	Hypothesis	Intention to revisit		Intention to recommend	
		Standardized regression weight	*t*-value (standard error)	Standardized regression weight	*t*-value (standard error)
Physical value	H1	0.239[a]	1.669 (0.115)	0.262[b]	2.157 (0.115)
Emotional value	H2	0.214[a]	1.666 (0.178)	0.223[a]	1.794 (0.178)
Social value	H3	0.207[a]	1.919 (0.102)	0.308[c]	2.863 (0.105)
Economic value	H4	0.186[a]	1.754 (0.098)	0.118	1.103 (0.097)
Involvement value	H5	0.223[c]	2.629 (0.148)	0.064	0.844 (0.136)
R^2		0.63		0.62	

Model fit indices: χ^2 = 281.59 (*p* = .000), *df* = 169; RMSEA = 0.06, CFI = 0.956, GFI = 0.902, NFI = 0.872
asignificant at the *p* < .10 level, bsignificant at the *p* < .05 level, csignificant at the *p* < .01 level
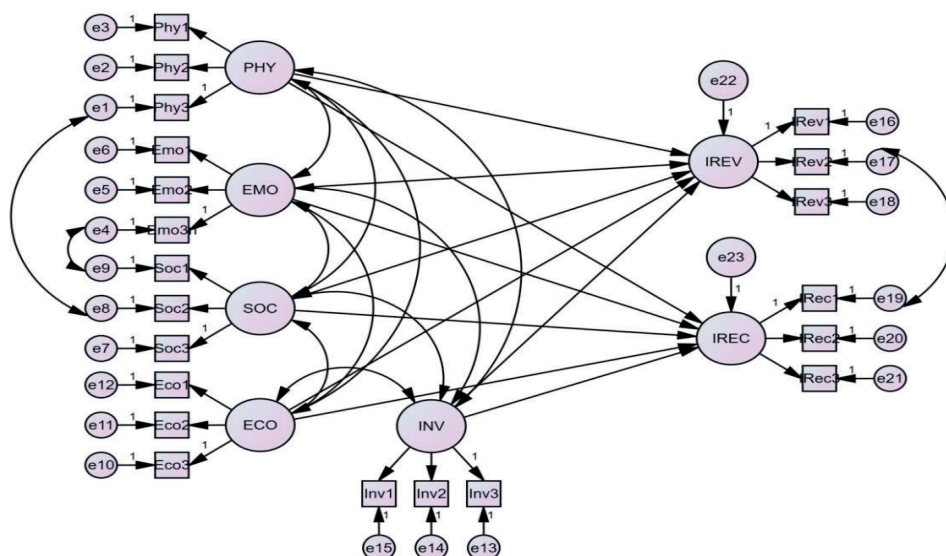

Figure 2 Structural Equation Modelling

The structural model was analyzed after the measurement model was successfully validated through the CFA process. In doing so, a number of model fit indices at the structural level were measured before the hypotheses were tested. The overall fit results of the proposed study model were satisfactory with the following values χ^2 = 281.59 (p = .00), df = 169; RMSEA= 0.062; CFI = 0.951; GFI = 0.902; NFI = 0.872, IFI = 0.957, TLI = 0.945, and PGFI = 0.756. The variance of intention to revisit and intention to recommend of local tourist can be explained by 63 and 62 percent respectively, revealing a strong predictive ability. In particular, intention to revisit is most influenced by physical value (beta = 0.239, $p < 0.10$), followed by involvement value (beta = 0.223, $p < .01$), emotional value (beta = 0.214, $p > 0.10$), social value (beta = 0.207, $p < .10$), and economic value (beta = 0.186, $p < .10$), respectively. In addition, intention to recommend is most influenced by social value (beta = 0.308, $p < .01$), followed by physical value (beta = 0.262, $p < .05$), and emotional value (beta = 0.223, $p < .10$), respectively. Therefore, H1, H2, H3 are fully supported whereas H4 and H5 are partially supported.

Discussion

This study extends previous research on the CBT context in Thailand after the COVID-19 pandemic devastated the tourism industry in many countries. It focuses on the importance of Experience value provided by CBT management, which are mainly operated by local villagers. As found in the data analysis, all five dimensions of Experience value statistically and differently predict the intention to revisit and recommend. This finding is consistent with previous studies that support the importance of the key success factors for CBT development including physical value (Puczkó & Rátz, 2000), involvement value (Zhou & Yu, 2022), emotional value.

On one hand, the tourists have a greater intention to revisit CBT destination when they experience physical value, involvement value, emotional value, social value, and economic value, accordingly. On the other hand, they tend to recommend to their friends and family when they experience social value, physical value and emotional value. Positive physical value involves attractive landscapes, well-maintained infrastructure, and access to natural attractions. Involvement value involves participation in cultural performances, hands-on learning experiences, or interacting with local residents. Emotional value involves enriched and inspired feeling arising from cultural interactions, traditions, or natural beauty. Positive social value involves interactions with local residents, tour guides, or fellow tourists. Economic value involves the perceived benefits and value for money that tourists derive from their CBT experience, such as affordable accommodations, reasonably priced local products, or fair wages for community members. These positive Experience value

can create a sense of attachment toward the destination, leading to a higher intention to explore more of what the CBT site has to offer and recommend to others.

Based on the findings of this study, there are several implications for local government or municipal officials to promote CBT destination and increase the new and revisiting number of tourists after the pandemic crisis. First, local government should focus on increasing physical value through improving infrastructure, enhancing the natural environment, maintaining site cleanliness, and providing convenient transportation options to ensure that visitors have a comfortable and enjoyable experience. Secondly, emotional value should be enhanced by creating a relaxing and positive atmosphere at the site. This can include providing comfortable accommodation, creating opportunities for visitors to unwind and enjoy the natural surroundings, and offering activities that promote pleasure and enjoyment. Third, they should build social value through social interaction among visitors and locals by promoting events and activities that encourage visitors to meet and interact with the local residents. Fourth, local government should ensure that the price of services offered at the site are reasonable and provide value for money. Lastly, involvement value should be emphasized by encouraging visitors' participation in activities with local residents to create a sense of connection with the community with Learning and organizing together for action in Product processing process.

Recommendation

Based on the sample of this study, there are several limitations that can be further explored. First, the study was conducted in three specific provinces in Thailand, and the results may not be generalizable to other regions or countries. Future research should expand the geographic scope to increase the generalizability of the findings. Second, the study relied on self-reported data from tourists, which may be subject to social desirability bias and memory recall bias. Future studies should use a mix of quantitative and qualitative methods to better understand tourists' experiences and perceptions of community-based tourism. Third, the study did not consider other factors that may influence intention to revisit and recommend, such as cultural differences, personal values, and travel motivations.

The limitation of this study: The main limitations of conducting research with a small sample size from a few communities is that the results may not be representative of the larger population. Also, small sample sizes can limit the ability to draw robust conclusions and make accurate predictions about the larger population. Thus, the findings of the study may not be generalizable beyond the specific communities that were studied. Additionally,

small sample sizes may be more prone to sampling bias, which can occur when the sample is not representative of the larger population. This can lead to results that are not representative of the true relationships or patterns in the data.

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