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Structural Equation Model of Tourist Loyalty toward Dvaravati Civilization Tourist Attraction to be served as a Center of Western Creative Tourism

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Received: October 7, 2019 Revised: December 3, 2019 Accepted: December 18, 2019

Abstract

This research aimed to study the influence of the image of attraction value received from tourism, motivation, and satisfaction on tourist loyalty towards Dvaravati civilization tourist attractions and to propose guidelines for creating the loyalty towards Dvaravati civilization attractions. These mixed methods combined quantitative and qualitative research. According to the results, it was found that tourism motivation had a positive direct influence on tourism satisfaction, while the tourism image and satisfaction had a positive direct influence on tourist loyalty. Tourism motivation had an indirect influence on tourist loyalty through tourism satisfaction. With regard to the guideline for creating the loyalty towards the attractions, the operation should be carried out in 3-stage plan as follows: 1st Stage – Tourism improvement plan to attract tourists to visit Dvaravati civilization attractions; 2nd Stage – Tourism promotion plan to increase the number of tourists in Dvaravati civilization attractions; and 3rd Stage – Tourism sustainability development plan to attract new customer groups and increase the return rate of tourists which will affect the tourism and circular economy to be prosperous and sustainable to support the creative tourism center.

Keywords: tourist loyalty, image, perceived value, motivation, satisfaction

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ตัว

วแบบสมการโครงสร้างความภักดีของ นักท่องเที่ยวดูแหล่งท่องเที่ยวอารยธรรม ทวารวดีเพื่อรองรับการเป็นศูนย์กลาง การท่องเที่ยวเชิงสร้างสรรค์แห่งภาคตะวันตก

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วันรับบทความ: October 7, 2019 วันแก้ไขบทความ: December 3, 2019 วันตอบรับบทความ: December 18, 2019

บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาอิทธิพลของภาพลักษณ์ของแหล่งท่องเที่ยว คุณค่าที่ได้รับจากการท่องเที่ยว แรงจูงใจใน ความพึงพอใจที่มีต่อความภักดีของนักท่องเที่ยวต่อแหล่งท่องเที่ยวอารยธรรมทวารวดี และเพื่อหาแนวทางในการสร้างความภักดีต่อแหล่งท่องเที่ยวอารยธรรมทวารวดี โดยการวิจัยเป็นแบบผสมผสานทั้งเชิงปริมาณและเชิงคุณภาพ ผลการศึกษาพบว่า แรงจูงใจในการท่องเที่ยวมีอิทธิพลโดยตรงเชิงบวกต่อความพึงพอใจในการท่องเที่ยว ภาพลักษณ์ของแหล่งท่องเที่ยวมีอิทธิพลโดยตรงเชิงบวกต่อความภักดีของนักท่องเที่ยวต่อแหล่งท่องเที่ยว ความพึงพอใจในการท่องเที่ยวมีอิทธิพลโดยตรงเชิงบวกต่อความภักดีของนักท่องเที่ยวต่อแหล่งท่องเที่ยว และแรงจูงใจในการท่องเที่ยวมีอิทธิพลทางอ้อมต่อความภักดีของนักท่องเที่ยวต่อแหล่งท่องเที่ยวผ่านความพึงพอใจในการท่องเที่ยว แนวทางในการสร้างความภักดีต่อแหล่งท่องเที่ยว ควรดำเนินการในลักษณะของแผนงาน 3 ระดับ ได้แก่ แผนระยะที่ 1 แผนการยกระดับการท่องเที่ยวในการส่งเสริมให้นักท่องเที่ยวเดินทางเข้ามาท่องเที่ยวในแหล่งท่องเที่ยวอารยธรรมทวารวดี แผนระยะที่ 2 แผนการส่งเสริมการท่องเที่ยว เพื่อเพิ่มจำนวนนักท่องเที่ยวในแหล่งท่องเที่ยวอารยธรรมทวารวดี แผนระยะที่ 3 แผนการสร้างความยั่งยืนทางการท่องเที่ยว เพื่อจูงใจนักท่องเที่ยวกลุ่มใหม่และการเพิ่มอัตราการกลับมาท่องเที่ยวซ้ำของนักท่องเที่ยว ซึ่งจะส่งผลต่อการท่องเที่ยวและการหมุนเวียนทางเศรษฐกิจให้มีความมั่นคงยั่งยืนรองรับการเป็นศูนย์กลางการท่องเที่ยว

คำสำคัญ: ความภักดีของนักท่องเที่ยว ภาพลักษณ์ของแหล่งท่องเที่ยว คุณค่าที่ได้รับจากการท่องเที่ยว แรงจูงใจในการท่องเที่ยว ความพึงพอใจในการท่องเที่ยว

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Introduction

The Tourism Industry has played an important role on the economic development of many countries around the world (The Office of Strategy Management: Lower Central Provincial Cluster 1 [OSM], 2016), and the missions regarding tourism are combined with the country development in all aspects. Thailand is a country where original cultures are inherited throughout the time from generation to generation until the present. Thus, the creation of tourism is based on the value of local culture that selects the stories from history, local arts, local people's way of life and identity of local food to arrange as activities that build an interest of the tourists in accordance with the value of community (Jirathamkul, 2016). Furthermore, the provinces of Kanchanaburi, Nakhon Pathom, Ratchaburi and Suphan Buri are the Lower Central Provincial Cluster 1 or Dvaravati Group, located in the Central Region of the country and playing a more important economic role in the country with rather high gross regional product (GRP) and GRP per capita second to that of Bangkok, that has interesting attractions that can generate income because there are a variety of attractions, such as natural attractions, historical attractions and community environmental attractions. In addition, there are a wide variety of products and services for tourists to shop and travel in one trip, satisfying the demand of all levels of tourists (OSM, 2016). Moreover, the provincial group gives priority to and focuses on an increase of tourism potential in order to push for generating more income within the provincial group by improving the products' standards to be of quality and in a good image under international standards, raising awareness of tourism value to make the tourists satisfied and want to revisit (Jankingthong, 2014; Loureiro & Gonzalez, 2008; Yoon & UYsal, 2005). At the same time, it will help the attractions to attract the tourists who come to visit for the first time to become revisiting tourists, which may be regarded as tourist loyalty, so that the tourists can suggest these attractions to other tourists resulting in an increase of potential of attractions to be a famous and well-known international tourism center. According to the research conducted by Chen and Tsai (2007) and Qu, Kim and Im (2011), they reported that the image of attractions had a positive direct influence on the tourist loyalty towards the attractions/revisiting, whereas the value perceived from tourism had a relationship with satisfaction and tourist loyalty (Chen & Chen, 2010; Chen & Tsai, 2007; Hurchinson, Lai & Wang, 2009). Likewise, López-Guzmán, Gálvez, and Muñoz-Fernández (2018) and Zhuangyu, Abdur, Banghong and Jianqiang (2016) stated that the tourism motivation had an effect on tourism satisfaction and tourist loyalty, for which the satisfaction had a relationship with the tourist loyalty (Chen & Tsai, 2007; Gallarza & Saura, 2006). In this regard, the satisfaction towards the attractions tended to make the tourists to be

loyal to such attractions and pass the satisfaction and impression to the surrounding people to come and visit (Myung, Namho & Choong, 2011). To integrate tourism in such dimensions requires keeping balance between the number of tourists and capabilities and building travel consciousness to conserve the ecosystem for tourists, related parties, and the general public. Meanwhile, travel resource management and service capabilities must be in accordance with resources by conserving good environment, applying environment management that meets the standards, maintaining natural and social uniqueness, and building trusted and safe environment for travel (OSM, 2016). Hence, the researchers applied the aforementioned issues to form a research framework as per Figure 1.

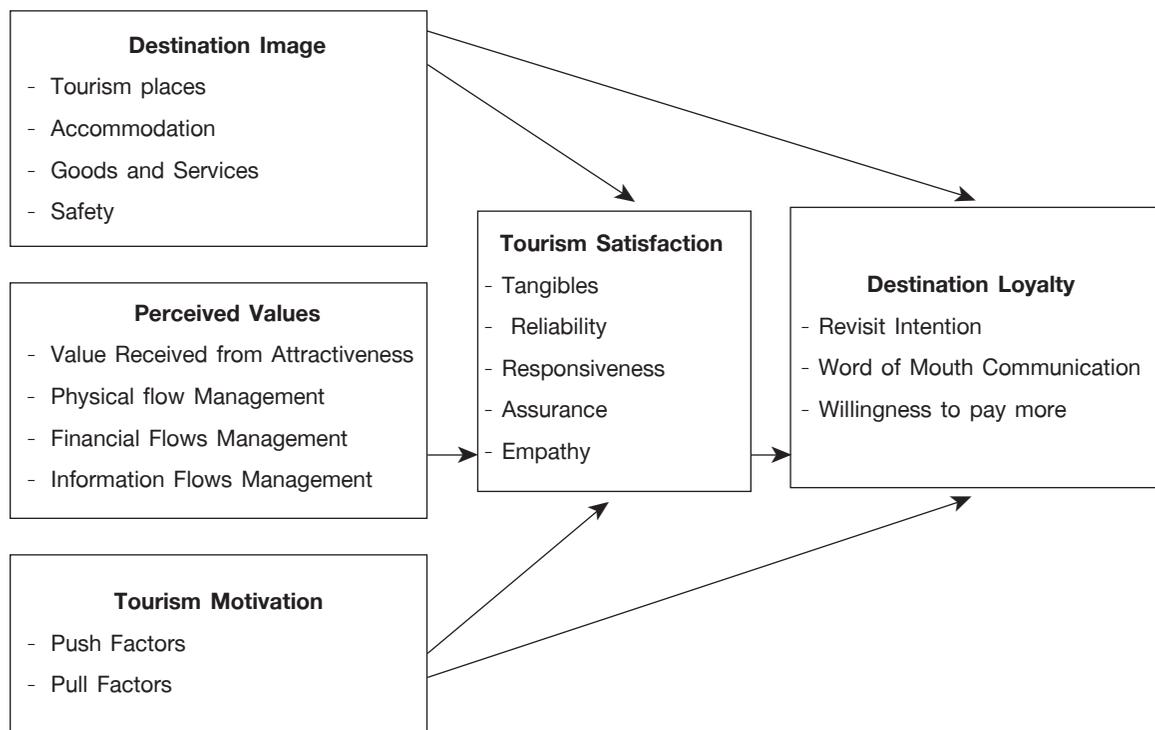


Figure 1 Research Framework

Research Objectives

1. To study the influence of image of attractions, value received from tourism, tourism motivation and tourism satisfaction on tourist loyalty towards Dvaravati civilization attractions.
2. To propose guidelines for creating the tourist loyalty towards Dvaravati civilization attractions to support the creative tourism center of the western region.

Research Scope

This research is a study of the structural equation modeling of tourist loyalty towards Dvaravati civilization attractions. This modeling is used to explain the influence of image of attractions, value received from tourism, tourism motivation and tourism satisfaction on tourist loyalty towards Dvaravati civilization attractions.

Literature Review

Image of Attractions is the image generated in each individual's mind and thought as he or she has traveled to various places. Cossío-Silva, Revilla-Camacho and Vega-Vázquez (2019) and Vanichdumrongsak (2012) mentioned that when a person travels to places, impression of his or her experience may be generated, which is the same as his or her thought under such situation. To build good image of attractions, various elements that promote tourism should be emphasized. Image of tourism includes image of tourist destinations in terms of places, accommodations, products and services, and safety. A study by Mohamad, Ali and Ghani (2011) found that image of attractions has influence on thoughts and decisions to choose where to visit. When the tourist chooses to travel to such destination, the consequence is satisfaction of the place he or she visits. Meanwhile, assessment after traveling will affect thought and intention to visit the place again in the future and recommend others to visit. This is consistent with Syed, Sharifah and Kitchen (2014); Mai and Huynh (2014), who summarized that good image of attractions affects satisfaction during travel and has direct influence on loyalty of such destination and repeated visits.

Value Received from Tourism Shu-Li and Chun-Ya (2010) said about the assessment of worthiness or value received from tourism that value assessment may include all costs a tourist uses for travel information finding and expenses incurred while traveling which are the expected costs that the tourist will pay to acquire travel products and services. Tsai (2015) explained that value received from tourism is related to attractions and logistics management, which includes physical flow management, financial flow management, and travel information flow management. A study by Chen (2008); Richard, Loury and David (2013); Forgas-Coll, Palau-Saumell, Sánchez-García, and Callarisa-Fiol (2012); Ozturk and Qu (2008); Gallarza and Saura (2006) showed that tourist satisfaction result from the tourist's perception of value received while traveling in the tourist destination. Once the tourist is satisfied, such satisfaction has a positive impact on word-of-mouth and loyalty.

Tourism Motivation López-Guzmán, Gálvez and Muñoz-Fernández (2018) explained that tourism motivation is a person's feeling that reflects his or her preference and behavior of seeking new experience and need to open up his or her world by experiencing such tourist destination. Naili and Elia (2018) mentioned the factors that stimulate expression of different social behaviours and preference of tourism. Tourism motivation is divided into 2 types: internal motivation (push factor) and external motivation (pull factor). A study by Lien and Cao (2014); Lan-lan Chang (2013) and Chen (2008) showed that the relationship between such motivation results in tourism satisfaction and such impression will be passed to other tourists and create loyalty towards such attraction, which will lead to repeated visits

Tourism Satisfaction Chen and Tsai (2007); Gallarza and Saura (2006) said that tourism satisfaction means a feeling generated while visiting a tourist attraction or a good attitude towards such place. Jankingthong (2014) applied 5 tourism satisfaction measurement elements of Akama and Kieti (2003) including tangibles reliability responsiveness assurance and empathy. The result showed that tourism satisfaction in various elements has a direct impact on tourist loyalty. A study by Myung-JaK, Namho and Choong (2011) found that tourism satisfaction is related to loyalty and repeated visits. Similarly, Faullant, Matzler and Fuller (2008) found that a decision for repeated visits results from tourism satisfaction.

Tourist Loyalty tourist loyalty towards a certain place results from the accumulation of their experience of something for a long period of time that creates impression and engagement with such place. (Robinson and Etherington, 2006). Wang and Hsu (2010) mentioned about tourist loyalty measurement in 3 aspects including repeated visits and willingness to pay more. A study by Stanaland, Lwin and Murphy (2011); Zhang (2012) found that factors which directly affect tourist loyalty include image of attractions, value received from tourism, and tourism satisfaction.

Research Methodology

This study is mixed-method research which includes quantitative and qualitative research. In this regard, the quantitative research used a questionnaire as a tool, while the qualitative research applied an in-depth interview and executed a focus group. In addition, the population from which the sample group derived in the quantitative research were 14,189,681 Thai tourists who visited Dvaravati civilization attractions, including the provinces of Nakhon Pathom, Kanchanaburi, Suphan Buri and Ratchaburi (OSM, 2016). The size of the sample group was determined by using Taro Yamane's formula (Yamane, 1967) with the error level at 0.5, totaling

400 persons of the sample group. Moreover, multi-stage sampling was also applied with the following procedures. Firstly, for the 1st Procedure, the proportional stratified random sampling was carried out by comparing the proportional stratification of the tourists who visited Dvaravati civilization attractions, including the provinces of Nakhon Pathom, Kanchanaburi, Suphan Buri and Ratchaburi. Secondly, for the 2nd Procedure, accidental sampling was carried out with Thai tourists who visited Dvaravati civilization attractions in order to have 400 persons in total for the sample group in each province. The number of people in the sample group is 202 in Kanchaburi, 82 in Nakhon Pathom, 39 in Ratchaburi, and 77 in Suphan Buri.

In terms of qualitative research, the significant informants during the in-depth interview and execution of focus group are the interested persons in the attractions, tourists who visited Dvaravati civilization attractions, including the provinces of Nakhon Pathom, Kanchanaburi, Suphan Buri and Ratchaburi, entrepreneurs, locals, tourists, mayor, the Subdistrict Administrative Organization (SAO) and academicians of the educational institute, by means of purposive sampling, totaling 20 persons. The group comprised 6 persons from the government sector, 2 persons from the private sector, 2 academicians, 4 locals, and 6 tourists. In this regard, the researchers conducted the in-depth interview by applying the methods of qualitative research to explain and affirm the data obtained from the quantitative research. The questionnaire structure in the interview was from the findings of the quantitative research. The in-depth interview form was conducted after obtaining the findings of the analysis of factors influencing tourist loyalty towards Dvaravati civilization attractions. The data collection would be stopped upon considering that the researchers were unable to search for additional data in addition to the existing data. As a result, it was deemed that such data was complete and the interview should be ended. In terms of the execution of the focus group, it included entrepreneurs, locals, tourists, mayor, the SAO, and academicians of the educational institute, totaling 10 persons. The group comprised 3 persons from the government sector, 3 persons from the private sector, 1 academician, and 3 tourists.

Data Collection and Analysis

With regard to the quantitative research, the data was collected from the interested persons in Dvaravati civilization attractions in the provinces of Nakhon Pathom, Kanchanaburi, Suphan Buri and Ratchaburi. In addition, the data collection tool was the questionnaire; the examination of quality and content validity of the questionnaire was conducted by 3 experts. According to the examination results from such experts, it was found that the questionnaire

had an IOC (Index of Item Objective Congruence) equal to 0.861. As a result, it was deemed that the content of the questionnaire was complete and could be used. Moreover, the reliability was also examined by means of the Cronbach alpha coefficient which resulted in a reliability value of the entire questionnaire equal to 0.976. For each aspect, it was found that the image of attractions had a reliability value equivalent to 0.826; the value received from tourism had a reliability value equivalent to 0.889; the tourism motivation had a reliability value equivalent to 0.907; the tourism satisfaction had a reliability value equivalent to 0.915; and the tourist loyalty towards Dvaravati civilization tourist attractions had a reliability value equivalent to 0.851.

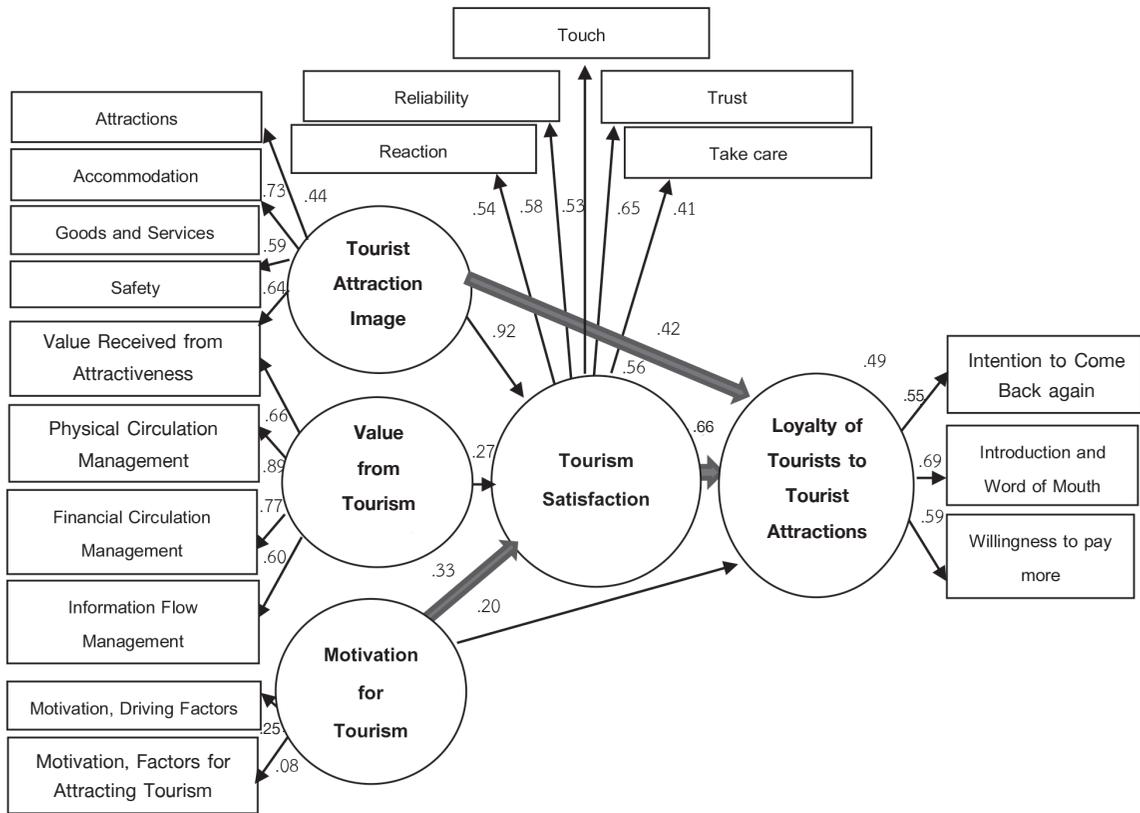
With regard to the qualitative research, the data was collected from the entrepreneurs, locals, officers of the government sector and private sector, and academicians of educational institutions. Additionally, the interview form for an in-depth interview was conducted as a tool to search for the data from actual occurrence to be used for explaining the result of quantitative research that was analyzed by the finished program. Furthermore, the focus group was executed to seek guidelines for creating the loyalty towards Dvaravati civilization tourist attractions to support the creative tourism center of the western region.

According to the analysis of data obtained from the quantitative research, the statistics used for analysis of quantitative data was descriptive statistics, including percentage, arithmetic mean (\bar{x}) and standard deviation, the inferential statistics, including a correlation analysis with multiple variables and an analysis of structural equation modeling (SEM) to find the direct and indirect influence of the causal variables on the dependent variable. Regarding data analysis of qualitative research, the researchers used the data obtained from data collection of in-depth interviews and executed the focus group by applying open ended interview form for conclusion and analysis in order to support the distinctness of research result from the quantitative research. Then the collected data was analyzed.

Research Results

1. Quantitative Research Result: The researchers generated a measurement modeling of the relationship between the variables in relation to the tourist loyalty towards Dvaravati civilization tourist attractions to support the creative tourism center of the western region, including image of attractions, value received from tourism, tourism motivation and tourism satisfaction, that had a direct and/or indirect influence on tourist loyalty towards Dvaravati civilization tourist attractions. Also, the researchers study the size and direction of the relationship between the variables in

the modeling that explains the tourist loyalty towards Dvaravati tourist civilization attractions. The analysis of the result of path and size of influence between the variables is indicated in Figure 2.



Chi-square = 113.354 (94 df), CMIN/DF = 1.206, P-value = .085, GFI = .970,
AGFI = .946, RMR = .010, RMSEA = .023

Figure 2 Structural Equation Model

According to the research results under Figure 2 stated above, it was found that, the coefficient of determination (R^2) of the internal latent variables consists of tourism satisfaction and tourist loyalty towards Dvaravati civilization attractions were equal to 0.56 and 0.49 with a statistical significance at a level of .001, respectively. Hence, the statistical result could be interpreted that the external latent variables of the structure modeling, including image of attractions, value received from tourism and tourism motivation, can explain about the change of tourism satisfaction for 56% and the change of tourist loyalty towards Dvaravati civilization attractions for 49%.

Additionally, when considering the estimation of effect size of the latent variables it was found that the variable regarding tourism motivation had a positive direct influence on the variable regarding tourism satisfaction ($\beta = 0.33$); the variable regarding image of attractions had a positive direct influence on the variable regarding tourist loyalty towards Dvaravati civilization attractions ($\beta = 0.42$); the variable regarding tourism satisfaction had a positive direct influence on the variable regarding tourist loyalty towards Dvaravati civilization attractions ($\beta = 0.66$) with a statistical significance at a level of .05. Moreover, it was found that the latent variables had an indirect influence with each other; for example, the tourism motivation had an indirect influence on tourist loyalty towards Dvaravati civilization attractions through the tourism satisfaction ($\beta = 0.64$) with a statistical significance at a level of 0.05, and structural equation modeling conforming to the empirical data.

2. Qualitative Research Result: The qualitative research was conducted after obtaining the findings of the quantitative research and analyzing the factors influencing tourist loyalty towards Dvaravati civilization attractions. In the findings according to the in-depth interview and execution of the focus group, the researchers have provided the conclusion and analysis in order to support the distinctness of research result from the quantitative research as follows:

2.1 Image of Attractions: The perception of the image of attractions had an effect on the decision to visit, for which the attractions should have a local guide who knows about the history of the attractions to lead the touring, and attach the signage indicating the knowledge of popular culture and history. However, Thai tourists that have a foreign family who bring their family to visit Dvaravati civilization attractions wanted to maintain the original conditions and present the original way of life.

2.2 Value Received from Tourism: (It includes value received from the attraction and value received from the logistics management). The tourists are aware that value of spent money is worth the effort in traveling to the attractions with the dominant features of the historical civilization, architectural fineness, atmosphere and landscape which are regarded as signification elements to create the tourism satisfaction.

2.3 Tourism Motivation: As the attractions have outstanding identities regarding the activities, the tourists' demands are then responded to. With regard to the response of the tourists' demands correctly which leads to satisfaction, revisiting and word of mouth, the entrepreneurs should be able to design the tourism product to be in line with the demands truly. However, most Thai tourists are educated to visit the natural attractions rather than traveling to historical and

cultural attractions. Therefore, the attractions shall be adjusted to allow the tourists to participate by emphasizing the difference and uniqueness but maintaining the magic and ancient Dvaravati civilization.

2.4 Tourism Satisfaction: The tourism satisfaction is a result of the attractions with the magnificence of the historic site, original civilization, mightiness of ancient architecture which was constructed and built in the early period, as well as clean, orderly and beautiful environment along with available relaxation space or the location of the product distribution store which is situated appropriately. In this regard, the confidence should be built to the tourists by having security guards throughout the area.

2.5 Tourist Loyalty towards Dvaravati Civilization Attractions: The tourists will revisit because the small budget was spent, but it was worth happiness and enjoyment, and suggesting to others by word of mouth. Moreover, they are willing to pay the differential and excess amount if they are satisfied and worth their money.

The conclusion of the findings from the qualitative research of each group is that the government sector and related parties should formulate the plan to build tourism sustainability in the Dvaravati Civilization area. In terms of the locals and Dvaravati civilization attractions in all 4 provinces, they should integrate their tourism activities so tourists can visit all Dvaravati civilization attractions in the 4 provinces. The itinerary should be more than 1 day to ensure overnight stays. Monthly tourism activity plans should be developed so that tourists can join the activities all year long. For tourists, consciousness and preference for travelling in Thailand should be built so that tourists are aware of the importance of travelling in historical attractions with ancient civilization.

Discussion of Research Results

1. According to the analysis and study of influence between the latent variables of image of attractions and tourist loyalty towards Dvaravati civilization attractions, it was found that the image of attractions had a direct influence on the tourist loyalty towards Dvaravati civilization attractions with a statistical significance at a confidence level of 0.05. With regard to quantitative analysis based on the hierarchical regression analysis, it was found that the effect size was at 0.42. As the tourists perceive the image generated from their sentiment, the direct and indirect tourism experience will have an effect on a positive attraction appearance which will make the tourists impressed and decide to revisit the attraction. In this regard, it is in accordance with the research conducted by Oztruk and Qu (2008); Zhang (2012) mentioned that image has

an important influence on the tourist behaviors in the future, such as revisiting, making word of mouth or suggesting to others.

2. According to the analysis and study of influence between the latent variables of tourism motivation and tourism satisfaction, it was found that the tourism motivation had a direct influence on the tourism satisfaction with a statistical significance at a confidence level of 0.05. With regard to quantitative analysis based on the hierarchical regression analysis, it was found that the effect size was at 0.33. As the tourism motivation indicates the values, consumption behaviors of tourism product and service, search for experience at the tourism destination, it is expected that the tourism motivation can meet the demands and create satisfaction for the tourists. In this regard, it is in accordance with the research conducted by Forgas-Coll, Palau-Saumell, Sánchez-García and Callarisa-Fiol (2012) and Lin, Lee and Wang (2012), whose research results revealed that the decisions in traveling for learning and experience, shopping, eating, and receiving the cultural experience in foreign countries are the main motivation of people nowadays. Furthermore, a person who loves traveling has the most satisfaction for self-development, relaxation, experience, and recreation.

3. According to the analysis and study of influence between the latent variables of tourism satisfaction and tourist loyalty towards the attractions, it was found that the tourism satisfaction had a direct influence on the tourist loyalty towards the attractions with a statistical significance at a confidence level of 0.05. With regard to quantitative analysis based on the hierarchical regression analysis, it was found that the effect size was at 0.66. As the creation of an impression to the tourists will lead to the satisfaction, the tourists will be motivated to revisit, suggest, and make word-of-mouth recommendations. In this regard, it is in accordance with the research conducted by Changsu, Robert, Namchul, Joo-Han, and Jongheon (2012), Lien and Cao (2014), Patricia and Ignacia (2013), Sanghyun and Hyunsun (2013), and Suki (2014) who mentioned that the tourism satisfaction has a positive influence on the word of mouth to others for traveling.

4. According to the analysis and study of influence between the latent variables of tourism motivation and tourist loyalty towards the attractions, it was found that the tourism motivation had an indirect influence on the tourist loyalty towards Dvaravati civilization attractions through the tourism satisfaction with the statistical significance. As the attractions have clean, orderly and beautiful environment inside which can be experienced and perceived, and meet the tourism demands of the tourists, these factors lead to the tourism satisfaction and impression,

and the motivation that can be generated to attract the tourists to revisit and make word-of-mouth recommendations. In this regard, it is in accordance with the research conducted by Mai and Huynh (2014), who found that the push factor and pull factor have an indirect effect on an intention of the tourists to revisit through the satisfaction.

Plan and Guidelines for Tourist Loyalty towards Dvaravati Civilization Attractions to Support the Creative Tourism Center of the Western Region

With regard to the suggestions on applying the research result for further proceeding by all sectors in relation to the creation of loyalty towards Dvaravati civilization attractions to support the creative tourism center of the western region, the researchers presented in form of 3-stage plan as follows:

1st Stage: Tourism improvement plan to attract tourists to visit Dvaravati civilization attractions.

1) Tourism improvement plan for Dvaravati civilization attractions for the government sector and related parties. In terms of attractions, magical time-travelling atmosphere and feelings for travelling to Dvaravati civilization attractions should be built. Meanwhile, landscape with landmarks should be developed to attract tourists. Tourist facilities, safety management, and cleaning should be arranged within the attractions to build positive tourism image. As for marketing, the government sector in charge should provide budget consistently for promoting the attractions in various forms and presenting products and services from locals in the attractions. Activities related to such attractions should also be organized.

The steps for the government sector are as follows:

1. Formulate the budget plan for promoting Dvaravati civilization attractions in various forms to increase awareness, e.g., inviting celebrities and the press to visit the attractions, creating promotional materials telling the story of the history of the attractions, promoting products and services from locals in the attractions on websites or communicating through social networks.
2. Develop a website to support decisions and travel plans for Dvaravati Group's tourists.
3. Prepare travel information about how to access the attractions with direction signs to facilitate tourists.
4. Regulate and monitor accommodation entrepreneurs to ensure their places are up to standards and modern.

5. Provide tools and equipment to protect and assist tourists, i.e., CCTV, basic tourist assistance equipment and setting up a tourist assistance center.

6. Arrange activities during travel, e.g., cycling route in Dvaravati civilization attractions or nearby locals to meet the demand of tourists who prefer cycling and walking through ancient places. This builds a good image of the attractions.

7. Regulate and monitor product pricing and service fees of entrepreneurs to ensure they are up to standards so tourists can be assured.

8. Train locals to use foreign language translation applications so they can communicate with tourists.

2) Tourism improvement plan for Dvaravati civilization attractions for the locals. In terms of attractions, the locals should develop the landscape to reflect their identity in accordance with local storytelling. Local food events and travel-related events that match the lifestyle of tourists should also be organized. As for marketing, the locals should develop travel-related products focusing on engaging tourist to experience ancient culture and learn about different cultures. In addition, the locals should present marketing activities in accordance with the government sector's plan so they can have an opportunity to reach tourists.

The steps for the locals are as follows:

1. The locals surrounding the attractions plan and cooperate in improving and maintaining the landscape and environment in the attractions to build the atmosphere in Dvaravati Civilization context.

2. Prepare for travel-related events by arranging areas for selling local products and local food events to engage tourists in the cooking process.

3. Entrepreneurs in the communities supply local raw materials for cooking food for selling to tourists to encourage tourists to eat local food. Local food and desserts cooking classes should also be arranged to create hands-on experiences that impress tourists.

4. Improve local food quality. The locals that are famous for their food should improve hygiene management, create local healthy food menus using local organic raw materials.

5. Develop a variety of travel-related products by leveraging current travel-related products and marketing activities to develop new travel-related activities for tourists interested in Dvaravati Civilization specifically.

6. Develop capabilities of tourism staff in the communities by government sector organizing meetings, trainings, seminars to build understanding of collaboration in Dvaravati Civilization

attraction management.

2nd Stage: Tourism promotion plan to increase the number of tourists in Dvaravati civilization attractions.

1) Dvaravati civilization attraction tourism promotion plan for the government sector and related parties. In terms of attractions, they should support transport links along Dvaravati civilization route by connecting attractions within Lower Central Provincial Cluster 1 or “Dvaravati Group” of 4 provinces for overall benefit of the provincial group. Additionally, basic infrastructure should be developed in Dvaravati civilization attractions by adding transport routes and setting up a tourist transport system to attractions linking Dvaravati attractions of each province to bring about overall benefit of the provincial group and increase convenience for tourists. Moreover, security systems should be arranged at travel locations in Dvaravati civilization attractions to provide convenient and safe access to attractions. As for marketing, the government sector should collaborate with tour companies to build values of historical attractions and encourage locals to be involved in the development of attractions.

Implementation of the plan is as follows:

1. Analyze problems and study tourist demands for transportation development to connect Dvaravati civilization routes and present transportation connection development plans to related parties.

2. Collect data of the attractions, e.g., highlights, facilities, accommodations, restaurants to receive feedback from the locals and tourists in various aspects including travelling problems, expectations, demands, and suggestions for improvement for planning and management of the attractions and implement the plan to build tourist loyalty towards the attractions.

3. Drive collaboration among related parties to facilitate tourists by developing highly visible name/direction signs with images/diagrams to inform tourists and facilities for the disabled and the elderly that meet international standards. Additionally, tourist information centers should be developed for Dvaravati civilization attractions with comprehensive facilities where tourists can ask for travel information and assistance for emergency cases conveniently and in a timely fashion.

4. Collaborate with tour companies to build preference for travelling in historical attractions with ancient civilization by developing travel programs in Dvaravati civilization attractions to highlight long-standing Thai history and civilization whose original identity has been preserved.

5. Encourage the locals to participate in developing attractions by taking roles and being involved in tourism development, preservation and management of attractions with the government's support and budget for the communities in "Dvaravati group" of 4 provinces to learn and share tourism development as well as for the preservation and management of attractions.

2) Dvaravati civilization attraction tourism promotion plan for the locals. In terms of attractions, they should build tourism images in terms of products and services as well as tourism activities so tourists can perceive value and be satisfied. As for marketing, quality products with added value should be developed.

Implementation of the plan is as follows:

1. Develop travel programs in Dvaravati civilization attractions that link with lifestyle attractions of the communities.

2. Develop tourism activities and types to create value and tourism added value by developing community products/packages and travel services in accordance with local resources and wisdom. Produce quality products that reflect their identity. Add value by processing products from local raw materials with related services including food, handicrafts, textile, etc. Such collaboration can attract tourists to attractions in the communities.

3rd Stage: Tourism sustainability development plan to attract new customer groups and increase the return rate of tourists.

Building tourism sustainability will boost tourism and economic activities and build support for being a creative tourism center in the Dvaravati civilization area. So the researchers have suggested a tourism sustainability development plan in Dvaravati civilization attraction area by priority as follows:

1) Tourism sustainability development plan in Dvaravati civilization attractions for the government sector and related parties. In terms of attractions, travel activities should be integrated and travel packages should be developed for tourists to visit Dvaravati civilization attractions in all 4 provinces. Travel activities should be planned monthly so tourists can join the activities all year long. In addition, tourism management mechanism for Dvaravati civilization attractions in the provincial group should be developed. As for marketing, tourism marketing strategies and plans for the provincial group should be formulated based on Dvaravati culture. In terms of staff, knowledgeable tourism staff should be recruited to serve tourists.

Implementation of the plan is as follows:

1. Design tourist activities and create new travel packages integrating all 4 provinces with Dvaravati civilization wisdom base. Then print guidelines for selecting travel packages that tourists can choose to join all year long.

2. Set up a formal management team from several related government offices for Dvaravati civilization attractions and an informal management team from educational institutions, tourism-related entrepreneurs, locals surrounding the attractions occasionally for organizing a certain activity, e.g., the provincial group's annual Dvaravati civilization travel festival.

3. Design new marketing plans for Dvaravati group as guidelines for local marketing to create awareness of building tourism sustainability in Dvaravati civilization attractions from the local level to provincial group level.

4. Design tourism management mechanisms for Dvaravati civilization attractions by setting up integrated work procedures among sectors within each province and across nearby provinces in the Dvaravati group to develop and manage sustainable tourism of the Dvaravati group. Build a multilateral network from the government sector, private sector, locals, and public for a strong operating network.

5. Build a formal travel-related brand of the Dvaravati provincial group based on different strengths of each province. Then print out as brochures to promote the new brand to create widespread tourist awareness.

6. Recruit staff with historical knowledge to provide knowledge to tourists and improve quality of staff in the attractions and entrepreneurs to ensure enough capabilities to support travel activities and targeted tourist groups.

2) Tourism sustainability development plan in Dvaravati civilization attractions for the locals to be involved in building tourism sustainability. As for marketing, the locals should develop a variety of beautiful products and design travel products that enhance images that are suitable for the area and reflect the identity of Dvaravati civilization attractions, which can be used as a unique selling point that creates differentiation and added value for the products and communities. Collaboration between related parties and community sustainability development should be encouraged.

Implementation of the plan is as follows:

1. Community product development. The locals should classify tourists into groups by demographics or behaviors, etc., to study demands of each group and develop products to meet such demands.

2. The locals should collaborate with educational institutions to design products from local wisdom with beauty and variety as well as outstanding identity, focusing on stories and lifestyle that link with the identity of Dvaravati civilization attractions. This will add value, standard and uniqueness to the products.

3. The communities should be strengthened by applying learning processes and encouraging product development sharing among them.

4. Arrange the area for product manufacturing demonstration and cooking for tourists and sell the products from the demonstrations in the attractions. In addition, tourists can participate in producing such products.

In addition, there are additional matters regarding the tourism sustainability for Dvaravati civilization attractions. All sectors should focus of the tourist satisfaction, especially the creation of confidence and reliance in terms of safety equipment, food, beverages, miscellaneous goods and souvenirs distributed in the attractions. Furthermore, the cleanliness, safety, sanitation, as well as the attention to the tourists shall be provided, including accepting the suggestions and feedback of the tourists and taking good care of the tourists, to make the tourists to be loyal and apt to revisit.

Suggestions for Application of Research Results

With regard to literature review and collection of the quantitative and qualitative data about the creation of loyalty towards Dvaravati civilization attractions to support the creative tourism center of the western region, the researchers hereby suggest the application of research result with the following details:

1. Government sector should develop the transportation and traffic system and arrange the tourism route, so that the tourists can travel to the places of Dvaravati civilization attractions in 4 provinces, including Nakhon Pathom, Kanchanaburi, Suphan Buri and Ratchaburi, completely. In addition, it should focus on allowing the tourist to stay at the area of Dvaravati civilization tourism.

2. Government sector and concerned agencies should continuously support the budget to generate the tourism motivation by means of public relations in order to create an image of the creative tourism center of the western region.

3. Government sector and concerned agencies should cooperate to support the tourism by emphasizing the creative/conservation activities, for which the tourists can receive enjoyment, experience and knowledge from traveling to make Dvaravati civilization attractions become

well-known in the group of tourists, resulting in an increasing number of tourists.

4. Government sector and concerned agencies should develop the tourism in Dvaravati civilization attractions to be sustainable by prioritizing the development and restoration of the new activities that are in accordance with the physical cultural heritage by supporting the local people to participate in the tourism activities that rely on creativity based on the wisdom of the locals. Moreover, the annual tourism calendar should be prepared, and the network should be connected with the tourism partners to persuade the new tourists and increase the revisit rate of the tourists. Additionally, the quality of the products and services should be developed to be according to standards which will affect the tourism and circular economy to be prosperous and sustainable to support the creative tourism center in Dvaravati civilization area.

Suggestions for Further Research

1. For further research, other variables should be considered, such as service quality, and community potential and attractions, because such variables in other research affect the tourist satisfaction and tourist loyalty towards the attractions.

2. For further research, the study of comparison between service quality and tourist satisfaction towards other attractions in other provinces in the northern region should be conducted to consider whether and how the research results are different.

3. Development plan for other attractions in the western provinces should be studied, integrated and executed.

4. Concerned sectors, including government sector and private sector, should execute the long-term plan for the continuity in creating tourism satisfaction and tourist loyalty towards the attractions.

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ตัวแบบสมการโครงสร้างความภักดีของนักท่องเที่ยวต่อแหล่งท่องเที่ยวอารยธรรมกวาวตติเพื่อรองรับการเป็นศูนย์กลางการท่องเที่ยว
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