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## Mediation between tourism demand and cultural tourism marketing satisfaction in the twin cities of the Thai-Lao Mekong River

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### Abstract

Thai and Chinese tourists are the main groups of tourists along the Thai-Lao Mekong River cultural tourism route. The purpose of this study is to examine the mediating effect of a mediator variable between tourism demand and satisfaction in cultural tourism marketing, using the concept of the 7Ps marketing mix. A total of 400 samples were collected through a convenient sampling method. The data were analyzed using the Partial Least Squares - Structural Equation Model (PLS-SEM). The estimation was conducted using the WarpPLS software, and the mediating effect variable test was performed with the Sobel Test. The results confirmed that the perception of value among tourists is the mediating factor between tourism demand and satisfaction with cultural tourism market factors. Therefore, related organizations should create tourism demand and enhance awareness of the value of cultural tourism destinations by organizing activities or programs suitable for the target groups to meet their needs in the tourism market.

**Keywords:** Cultural tourism, Mekong River, Tourism demand, Tourism marketing, GMS, Mekong tourism, Tourism development.

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**Transparency:** The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

**Institutional Review Board Statement:** The Ethical Committee of the Center for Ethics in Human Research, Khon Kaen University, Thailand, has granted approval for this study on 18 September 2023 (Ref. No. HE663298).

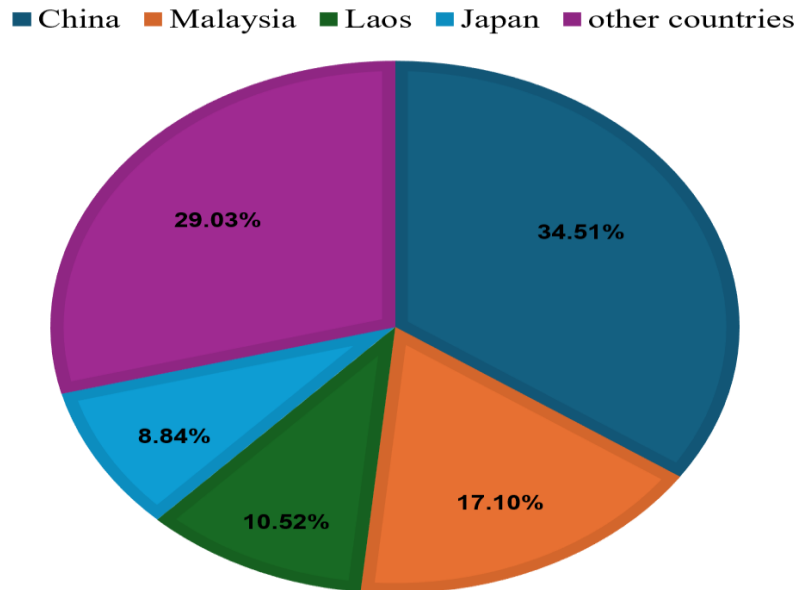
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### 1. Introduction

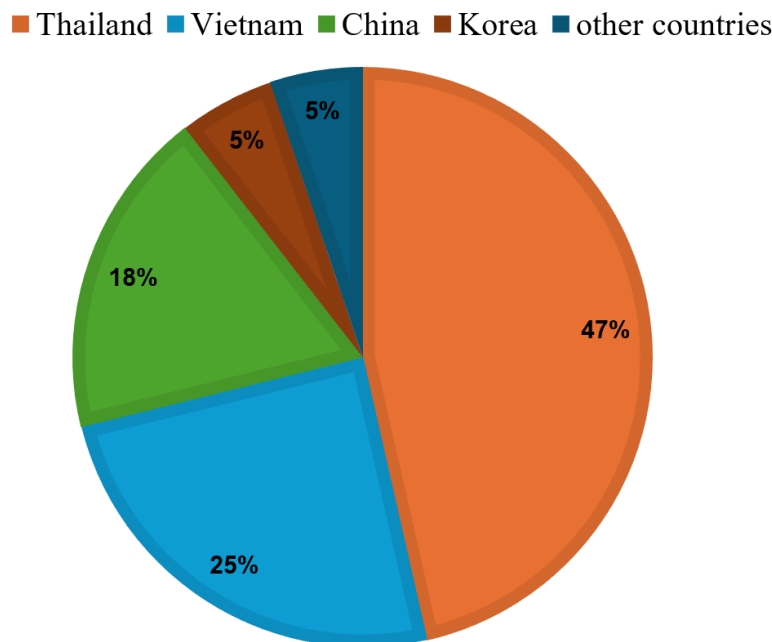
Currently, tourism is growing rapidly. According to the United Nations World Tourism Organization, tourists tend to seek different types of tourism, including tourism that focuses on leisure and tourism that emphasizes the excitement and

challenge of gaining knowledge. Another important new type of tourism is cultural heritage tourism, which allows visitors to experience the cultural heritage, traditions, customs, and unique lifestyles of the local people.

Considering Thailand's tourism revenue in 2023, the tourism sector generated more than 1.25 trillion baht. This substantial figure reflects changing tourist spending habits. Revenue is projected to exceed 2.3 trillion baht in 2024, driven in part by China reopening international travel. [Analytics \[1\]](#) predicted that in 2024, the number of foreign tourists will likely exceed 30 million. In addition, when considering the statistics on the number of tourists in 2021 from 15 countries in the Asia-Pacific region, statistics from the [Ministry of Information \[2\]](#) and [Ministry of Tourism & Sports \[3\]](#) revealed that Thailand had 3,622,350 foreign tourists, with Chinese tourists ranking first with 1,249,910 visitors, accounting for 29.03 percent of the total. The number of foreign tourists in the Asia-Pacific region was 619,451 visitors, accounting for 17.10 percent, while Lao tourists ranked third with 380,917, accounting for 10.52 percent, as shown in [Figure 1](#). In [Figure 2](#), the largest group of tourists is Thai tourists, who play a significant role. The second place is held by Vietnamese tourists with 186,180 visitors, accounting for 24.70 percent, and the third place is occupied by Chinese tourists with 138,466 visitors, representing 18.37 percent.



**Figure 1.**  
Proportion of tourists in the Asia-Pacific region in Thailand in 2020.  
**Source:** [Ministry of Tourism & Sports \[3\]](#).



**Figure 2.**  
Proportion of tourists in the Asia-Pacific region in Thailand in 2020.  
**Source:** [Ministry of Information \[2\]](#).

From the trend of tourism after recovery from the Covid-19 pandemic, the main motivation for tourism is usually the tourist destinations themselves. This is because tourists generally want to become part of the local community they are visiting and share in their customs, culture, food, and lifestyle. Tourist consumption of places is expressed as a personal experience for the tourist [4]. It is also a tool to promote cultural diversity and sustainable economic development, including being more effective when operating in a local environment that is conducive to the sustainable use of resources [5, 6] and other cultural activities.

The Lao-China Railway was opened on December 3, 2021, and by the end of that month, more than 300,000 people had used the service on the Chinese side. The cities that are likely to be affected are Chiang Rai and Bo Kaeo districts because the R3A road was already open and there are special economic cities that make these areas popular for tourism. On April 13, 2023, a train started running from Kunming, with Lao PDR receiving 210,188 visitors from China from January to April 2023 [7]. The R3A route is popular for car travel in Yunnan Province, starting from Kunming. Tourists typically drive through the northern provinces of Thailand, with some continuing to other parts of the country.

Bo Kaeo (Laos) and Chiang Rai (Thailand) provinces have many cultural similarities due to their proximity and history, which makes them an important territory in the history of the Lanna Kingdom. Both provinces are popular tourist destinations known for their cultural heritage and beautiful scenery. Most tourists prefer to travel by car along the R3A route, while Nong Khai province and Vientiane Capital City of Laos are often referred to as twin cities because of their cultural similarities. Nong Khai is an important gateway connecting Thailand to Laos via Vientiane. There is also a link through the Mekong River. According to a study by Swasrath [8], the people living in this area have maintained a strong social and cultural relationship for a long time.

From the above, it shows that when traveling along the Laos-China high-speed railway becomes more popular, it will impact tourism along the R3A route, with most tourists being Chinese. Another important aspect of tourism is cultural tourism, with the areas between Bo Kaeo - Chiang Rai and between Vientiane - Nong Khai routes being interconnected. This highlights the potential of these twin cities as culturally similar destinations.

## **2. Literature Review**

### **2.1. Concept of Tourist Perception**

Perceived value refers to the awareness and feelings consumers have regarding the quality and benefits of products and services, which come from processing their perceptions of perceived benefits. It includes the unique characteristics or outstanding value that distinguish it from other products. It consists of "receiving" and "giving" by comparing the expectations of consumers with the benefits provided by the service provider. Moreover, perceived value can also motivate consumers to purchase goods and services [9]. Perceived value consists of (1) functional value, which is the main or overall benefit of the product or service, including tangible and intangible features; (2) social value, which refers to society and the consumer's environment at that time, which, in turn, shows the acceptance of society or other people to make the consumer feel accepted and existential; (3) emotional value, which is the ability of the product or service to evoke feelings, which is what makes the consumer want to have a shared experience [10]. Satisfaction, on the other hand, is a long-term process and will occur after the purchase of products or use of services. However, a perception of value can be created without having to buy a product or use a service, while satisfaction is based on the experience of using a product or service. In addition, Jaieue, et al. [11] stated that the perception of tourists is one part of that effect on marketing services. In particular, satisfaction in terms of marketing ingredients for services is supported by Line and Hanks [12] and Li and Wei [13] found a relationship between the marketing mix and customer perceived value.

### **2.2. Cultural Tourism**

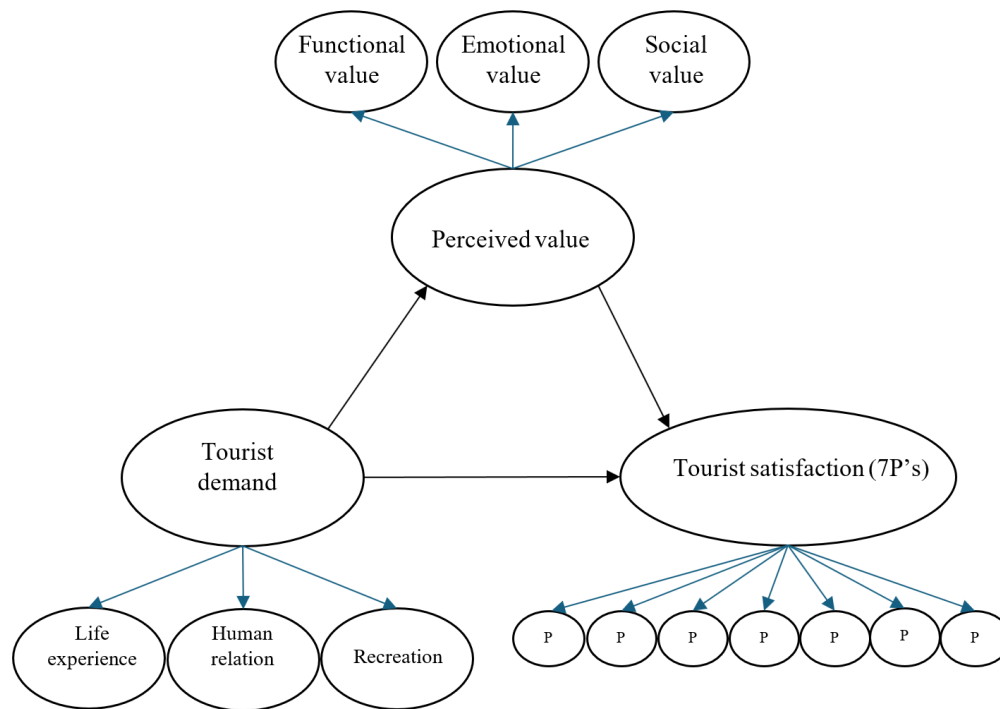
Timothy [14] stated that cultural tourism is a tour of local culture that still exists, including experiencing new cultures such as art, contemporary music, or features that tourists want to study to meet cultural needs by visiting and experiencing buildings and facilities that represent architectural heritage, performing arts, and culture. Furthermore, the Department of Tourism [15] defines cultural tourism as tourism related to cultural sites such as castles, palaces, temples, ancient sites, antiques, etc. This also includes traditions, ways of life, various branches of art, and other symbols that represent prosperity, which have been developed to suit the living environment of each era. Additionally, local products are also included [16].

Cultural heritage tourism is a form of tourism that allows visitors to experience and learn about the historical stories of other communities or societies reflected through their lifestyles, traditions, festivals, and artistic works [17-21]. This type of tourism encourages communities to take pride in their cultural heritage. For tourists, besides having fun and enjoying their visits to tourist attractions, there are also opportunities to learn about local history, lifestyles, festivals, as well as traditions that are unique to the locality. This encourages tourists to understand the value and importance of preserving cultural heritage at tourist attractions.

### **2.3. Related Research**

Panuthai and Siriyotha [22] studied consumer perception of value and service quality on brand reputation and found that the perception of service fees has a direct positive influence on satisfaction and intention. According to previous research, perceived value was found to have a positive impact on the decision to choose spa services in Hua Hin District, Prachuap Khiri Khan Province [23], and it was found that perception has a positive influence on consumer satisfaction. This is in line with Sohn [24] study, which explored a contextual perspective of the benefits of consumer perceptions. Slonim and Garbarino [25] study found that the needs of service users affected the perceived value of service users, which is also supported by the study by Razak, et al. [26].

Sripairoj and Silaoi [27] studied tourist satisfaction at the retro market of Koh Kloi Market, Mueang District, Rayong Province in Thailand and found that tourists were most satisfied with factors in the marketing mix, namely distribution channels, personnel, service processes, and prices. Physical elements, as well as goods and services, also received high satisfaction ratings. However, for the promotion of tourist marketing, the satisfaction was moderate. Meanwhile, Manisong and Tantiprabha [28] found that satisfaction with the market atmosphere in terms of tourism product factors and sustainable marketing atmosphere was moderate. This aligns with Brown and Green [29], who highlighted the role of sustainable marketing in enhancing tourist satisfaction. Contrastingly, Taylor, et al. [30] found that demand impacts user satisfaction, which is supported by the findings of Tokunaga, et al. [31] and Nonthapot and Thomya [7], where it was found that the demand of tourists is divided into three aspects: experience, relationship, and recreation. Additionally, in a study by Jahmani, et al. [32], it was found that the marketing mix was an important factor for tourist satisfaction. The aforementioned concepts and theories are shown in the conceptual frame in Figure 3.



**Figure 3.**  
Conceptual framework.

### 3. Research Methods

#### 3.1. Population and Sample

The population to be studied consists of Chinese tourists and Thai tourists who visit cultural sites in Chiang Rai Province and Nong Khai Province of Thailand, as well as Bokeo Province and Vientiane, the capital city of Laos. In cases where the exact population is unknown, at a confidence level of 95 percent, the formula of Cochran [33] cited in Nonthapot, et al. [34], was selected to determine the sample size. However, the research team collected a total of 400 samples, which aligns with the studies of Sihabutr and Nonthapot [35] and Nonthapot, et al. [34], and determined the sample size for Thailand and Lao PDR in the same proportion, or 50 percent for each country, divided into 200 samples from Thailand and 200 samples from Lao PDR. The collection quota was then divided into 100 samples for each area, which will be further divided into 50 samples for Thai tourists and 50 samples for Chinese tourists.

#### 3.2. Tools Used to Collect Information

After studying the research and related theories, the researcher created a research tool and tested the validity of the questionnaire with an index of item-objective congruence (IOC) with a value higher than 0.85 Rovinelli and Hambleton [36] as cited in Nonthapot, et al. [34]. After that, experiments were conducted on 30 quantitative research samples. Once the research tools were determined to be suitable, the researcher collected the questionnaire, which was divided into four parts with 55 questions. The first part consisted of multiple-choice questions, while the second to fourth parts employed a 5-point Likert scale.

Part 1: General Information of Respondents (11 questions).

Part 2: Comments on Tourist Demands (9 questions).

Part 3: Comments on Perceived Value (9 questions).

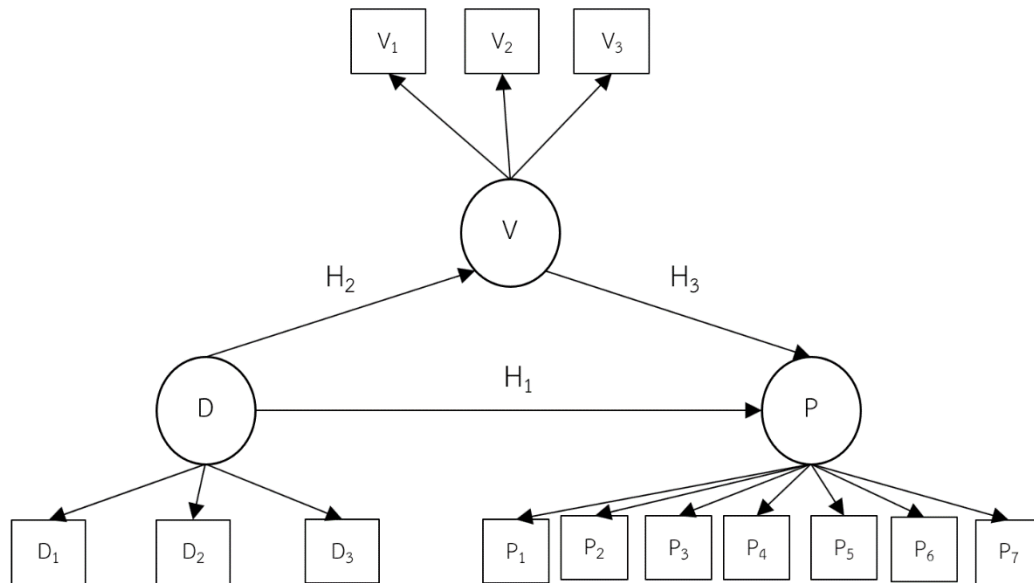
Part 4: Opinions on Satisfaction in the Service Marketing Mix (26 questions).

### 3.3. Analysis of Model Data and Hypotheses in the Study

**Descriptive Statistics:** Recording and calculating statistical values. The analysis uses basic statistics to determine percentages and frequencies.

Quantitative analysis is the examination of the data obtained from the collection of questionnaires in parts 2, 3, and 4 by employing the Structural Equation Model (SEM) with the Partial Least Squares method. Confirmatory Factor Analysis (CFA) is employed to verify the structural correctness of the latent variables in the measurement model and to analyze the consistency of the relationship model. The properties of the mediating effect are tested with the Sobel Test [37].

In this study, the analysis of the second-order confirmatory component was conducted. The researcher divided the study into two stages: 1) The researcher analyzed the first confirmatory element with the data in parts 2, 3, and 4 to check the structural correctness of the latent variables in the measurement model before the second confirmatory element analysis; 2) The researcher used the data obtained from the first analysis to analyze the second confirmatory element and the final model estimation to check the structural correctness of the latent variables in the measurement model and the correlation model consistency analysis, which determines the model and the hypothesis in the study, as shown in Figure 4.



**Figure 4.**  
Educational model.

From Figure 4, it is determined that.

V is the perceived value of tourists, consisting of utilization (V1), emotional (V2), and social (V3).

D is the demand of tourists. It consists of experiences (D1), human relations (D2), and recreation (D3).

Satisfaction in cultural tourism marketing is represented by the marketing mix of 7 P's, which includes tourism products (Product) (P1) in terms of the prices of goods and services at tourist attractions (Price) (P2), location/transportation channels (Place) (P3), promotion (P4), people (P5), physical evidence (P6), and process (P7).

The hypotheses are as follows:

*H1 is the demand of tourists that affects satisfaction in the marketing mix (7Ps).*

*H2 is the demand of tourists that affects the perceived value of tourists.*

*H3 is the perceived value of tourists affecting satisfaction in the marketing mix (7Ps).*

## 4. Results

Based on data collected from 200 Thai tourists and 200 Chinese tourists in Chiang Rai and Nong Khai provinces of Thailand, as well as the capital Vientiane and Bo Kaeo in Laos, it was found that most of the respondents were female, totaling 221 people (55.25 percent), aged between 31 and 40 years (30.75 percent). Most of them held a diploma or bachelor's degree, with 248 people (62.00 percent), and 110 people worked as employees of private companies (27.50 percent), earning an average monthly income of 30,001 to 45,000 baht. Additionally, most tourists stayed an average of more than three nights per trip, accounting for 109 people (27.25 percent), and the average cost per person per trip was 15,000 baht.

### 4.1. Results of the Study on the Demand and Perceptions of the Value of Tourist Satisfaction with Cultural Tourism

The results of the study from the sample using questions in the form of a Likert scale, which is divided into five levels, can be summarized to explain the importance of the indicators of the level of demand for tourists and the perceived value of tourism, as shown in Tables 1 and 2.

**Table 1.**

Table of tourist demand levels.

<b>Tourism demand factors</b>	<b>Average (<math>\bar{x}</math>)</b>	<b>Level of demand</b>
<b>Experience</b>		
1. Presenting their knowledge, lifestyle, and travel experiences.	3.77	Very important
2. Experiencing a variety of foods and local dishes.	4.00	Very important
3. Adventurous, exciting, and new places	3.87	Very important
<b>Human Relations</b>		
1. Tourism emphasizes human relationships with local communities.	3.81	Very important
2. Making new friendships with other travelers whom I did not know before.	3.68	Very important
3. Good interpersonal relationships with travel companions.	3.98	Very important
<b>Recreation</b>		
1. Use new technologies and innovations to participate in tourism activities such as still and moving photography, and live streaming via Facebook, Instagram, or Tik Tok, among others.	3.72	Very important
2. Work that can be conducted through tourism activities.	3.73	Very important
3. Tourism that prioritizes health and well-being, including meditation services, health workshops, and wellness programs, etc.	3.81	Very important

From [Table 1](#), it is found that Thai and Chinese tourists have a very important level of demand to visit cultural attractions in Chiang Rai Province and Nong Khai Province of Thailand, as well as Bokeo Province and Vientiane, the capital city of Lao PDR, at a higher moderate demand level, with an average value ranging from 3.68 to 4.00 in terms of experience, human relations, and recreation.

**Table 2.**

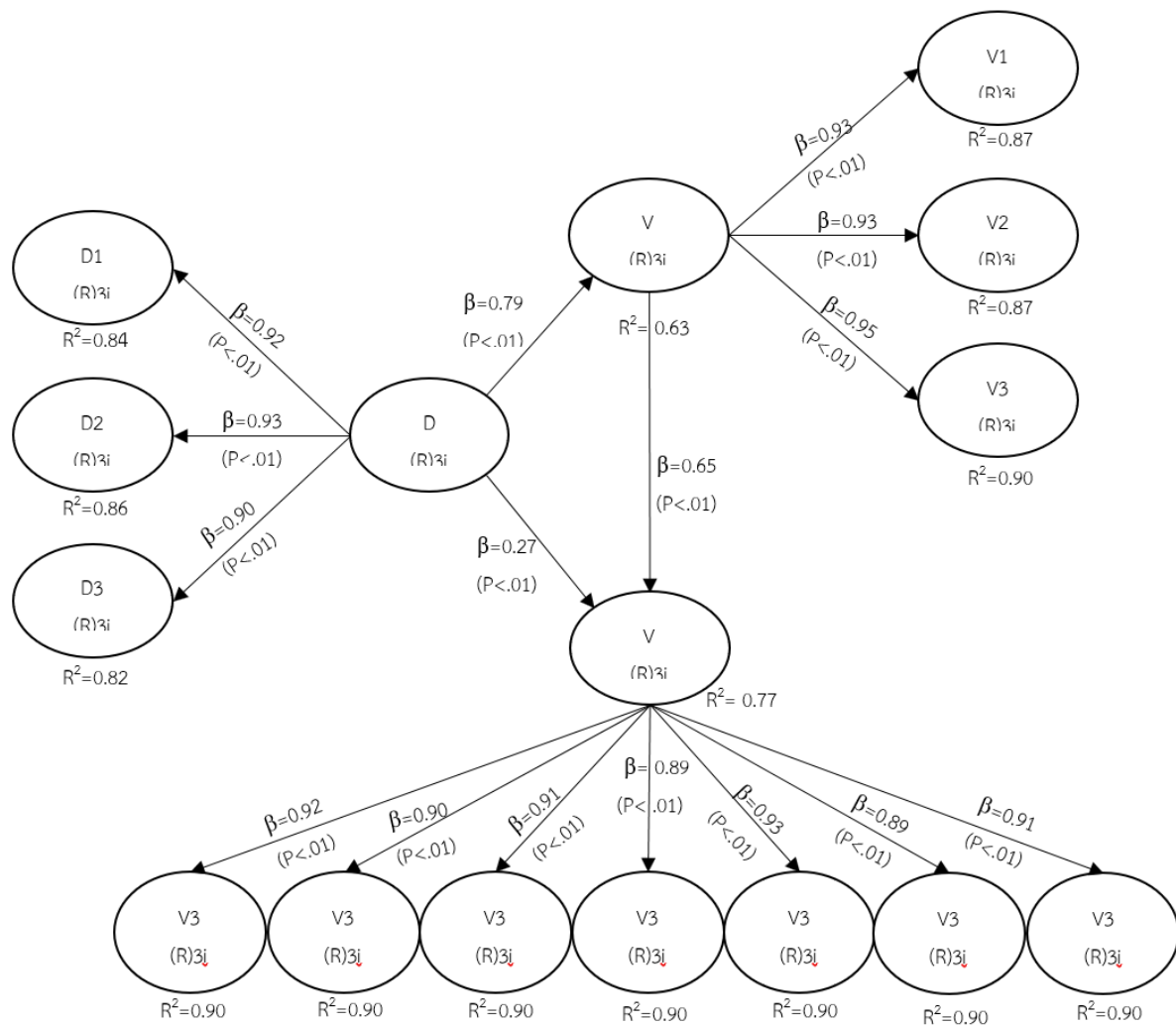
Perception of value from tourism by tourists.

<b>Tourist perception</b>	<b>Average (<math>\bar{x}</math>)</b>	<b>Awareness level</b>
<b>Utilization</b>		
1. This cultural attraction has modern facilities for tourists, such as free Wi-Fi, electronic data services, security cameras, and more.	3.64	To have awareness
2. This cultural attraction enables you to learn about the local culture.	3.89	Aware
3. This cultural attraction has effective environmental management.	3.96	Aware
<b>Emotional</b>		
1. This cultural attraction allows you to relax, change the atmosphere, and relieve tension from work.	4.04	Very aware
2. You feel joyful and are excited to visit this cultural attraction.	4.02	Very aware
3. This cultural attraction positively influences your mood.	4.01	Very aware
<b>Social</b>		
1. People at tourist attractions are friendly toward tourists. This allows you to form new friendships while traveling.	3.92	aware
2. Visiting this cultural attraction makes you feel accepted by society and a part of it.	3.85	aware
3. This cultural attraction reflects your social image.	3.86	aware

From [Table 2](#), it is found that the level of perceived value from tourism for Thai and Chinese tourists is evident in cultural attractions in the Chiang Rai and Nong Khai provinces of Thailand, as well as in Luang Prabang and Vientiane in Lao PDR. It is very emotional in terms of awareness, which averages from 4.01 to 4.04, indicating a moderate level of awareness. In terms of utilization and social aspects, the values range from 3.64 to 3.96.

The results of the analysis are presented in [Figure 5](#), where the relationships between the variables are arranged in the form of a path diagram that illustrates the complexity of the relationships. P1-P7 are the variables of the traveler's demand, acting as independent variables. Meanwhile, satisfaction with the marketing mix, represented by the 7Ps, acts as a dependent variable, allowing for accurate assessment of the passing variable. The analysis is based on statistics using the Sobel Test [37]. The Sobel Test has a value of 50.19 with a statistical significance (P-value) of 0.00. The structural equation model was then analyzed with the WarpPLS 0.7 program to study the relationship with the 18 attitude variables by grouping the variables according to the analysis of the two components: 1) the tourist demand factor and 2) the perceived value factor, with the variable according to the structural equation being satisfaction with the 7Ps marketing equation.





**Figure 5.**  
Empirical estimation model.

Figure 5 shows the structural equation of various factors, where the perceived value factor of tourists (V) is an interpolation factor of the demand factor of tourists (D) before influencing the variables or satisfaction factors in the marketing mix. The statistical value of the equation indicates that the accuracy of the gauge in the equation is Average Path Coefficient (APC) = 0.851,  $P < 0.001$ , showing the average level of influence of the equation, where the statistical significance level is less than 0.001. The Average R-squared (ARS) = 0.820,  $P < 0.001$ , reflects the ability to explain the mean intent variable of the equation, which is greater than 0.20, within the acceptable threshold, and has a statistical significance level of less than 0.05. The Average block VIF (AVIF) = 2.827 is less than 3.3; Average full collinearity VIF (AFVIF) = 1.220 is less than 3.3. Tenenhaus; GoF (GoF) = 0.820 is greater than 0.36, indicating that the model has a quality nonlinear bivariate causality direction ratio (NLBCDR) = 1.000, higher than the threshold of 0.7.

Based on the data in Table 3, it can be observed that the coefficients of all variables in the model range from 0.27 to 0.95, representing a statistically significant correlation level of up to 99%, demonstrating confidence in the analysis of this linear variable. Additionally, the data from Table 4 provides more detail about the  $R^2$  value, which shows the model's explainable variance, with values ranging from 0.63 to 0.90, representing a high degree of consistency between variables in the model [38]. Furthermore, the Adjusted  $R^2$  value, which adjusts the variance to suit the number of independent variables in the model, has the same range from 0.63 to 0.90, reflecting the stability of the model in explaining the relationship between variables.

**Table 3.**  
Equation structure and coefficients of structural equations.

	D1	D2	D3	V1	V2	V3	P1	P2	P3	P4	P5	P6	P7	D	V	P
D	0.92 (0.00)	0.93 (0.00)	0.90 (0.00)													0.79 (0.00)
V				0.93 (0.00)	0.93 (0.00)	0.95 (0.00)										
P							0.92 (0.00)	0.90 (0.00)	0.91 (0.00)	0.89 (0.00)	0.93 (0.00)	0.89 (0.00)	0.91 (0.00)	0.27 (0.00)	0.65 (0.00)	

**Table 4.**

Statistical values of structural equations.

	D1	D2	D3	V1	V2	V3	P1	P2	P3	P4	P5	P6	P7	D	V	P
R <sup>2</sup>	0.84	0.86	0.82	0.87	0.87	0.90	0.84	0.81	0.83	0.79	0.86	0.79	0.83		0.63	0.77
Adjusted R <sup>2</sup>	0.84	0.86	0.82	0.87	0.87	0.90	0.84	0.81	0.83	0.79	0.85	0.79	0.83		0.63	0.77
CR	0.90	0.92	0.91	0.92	0.94	0.95	0.94	0.95	0.94	0.94	0.95	0.95	0.95	0.94	0.96	0.97
Cronbach's alpha	0.84	0.87	0.85	0.87	0.90	0.93	0.92	0.92	0.92	0.91	0.94	0.91	0.92	0.90	0.93	0.96
AVE	0.76	0.79	0.77	0.80	0.83	0.87	0.80	0.81	0.78	0.79	0.84	0.85	0.86	0.84	0.88	0.82

In terms of accuracy and reliability, the Composite Reliability (CR) value was found to range from 0.90 to 0.97, which is higher than the minimum standard value of 0.70, indicating a high level of internal consistency of the variable. Additionally, Cronbach's alpha, another popular indicator used to measure the reliability of research tools, was also employed to assess the reliability of research instruments. The values ranged from 0.84 to 0.96, which is above the minimum standard value of 0.70, reflecting a very good level of reliability of the variables used in the research. Furthermore, when considering the Average Variance Extracted (AVE) value, which measures the amount of variation that a latent variable can describe, the values ranged from 0.76 to 0.88, exceeding the minimum standard value of 0.50. The results clearly confirm the validity and suitability of the model used in this study.

## 5. Conclusions

Studies on the level of demand and value perception of tourists in cultural tourism revealed that the level of demand for tourists can be divided into three aspects. Tourists expressed the highest demand for experiencing a variety of food or local cuisine; they also showed a strong desire to share their knowledge, lifestyle, and travel experiences with others. Additionally, tourists have the need to build good interpersonal relationships with their travel companions. However, the need to build new friendships with other travelers whom they have not met before is the last priority.

In addition, the level of value perception of tourism among tourists is divided into three aspects in which tourists demonstrated the following levels of awareness. In terms of the utilization aspect, tourists are aware that this cultural attraction has the best environmental management and the most modern facilities for tourists. Tourists recognize the value of this cultural tourist attraction for relaxation, changing the atmosphere, and relieving stress from work, viewing this cultural attraction as a place for relaxation and making social connections. Tourists appreciate the people at tourist attractions who are friendly to them. This allows visitors to make new friendships while traveling, and visiting this cultural attraction makes them feel accepted by society or a part of society.

According to the study of cultural tourism patterns to support tourism routes along the Laos-China Railway (LCR), it was found that the perceived value factor acts as an intermediary variable between tourist demand and the satisfaction factors in the marketing mix. The demand for tourism from tourists affects the perceived value of tourism (coefficient is 0.79) and is passed on to the satisfaction factor in the 7Ps marketing mix (coefficient is 0.65).

Based on the study of the level of demand and the perception of value of tourists regarding cultural tourism, it was found that the level of tourist demand and the level of tourist awareness were moderate to very high. This is in line with a study by [Punroob \[39\]](#) which examined cultural tourist behavior in Nan Province. It was found that most of the tourism needs were related to merit-making, recreation, and learning information about the tourist attractions. This leads to the appreciation of ancient art, and most visitors traveled as a family because tourists have an increased awareness of the value of cultural tourism or interest in learning about various cultures. Visiting tourist attractions results in tourists feeling happy, enjoying themselves, or getting excited. Meeting people at tourist destinations allows them the opportunity to make new friendships while traveling or have a good experience with other tourists, which encourages them to return to that place.

According to the study of cultural tourism patterns for tourists to support tourism routes along the Laos-China Railway (LCR), it was found that the perceived value factor is a passing variable between tourist demand and the satisfaction factor in the marketing mix. The 7Ps framework aligns with the study by [Slonim and Garbarino \[25\]](#), which found that the needs of service users affected the perceived value. [Chieochankitkan \[23\]](#) found that the perception of service fees had a direct positive influence on satisfaction and intention, and [Taylor, et al. \[30\]](#) found that needs impact the satisfaction of service users. For example, if tourists seek adventurous and exciting travel experiences and want to explore new places, a tourist destination with modern facilities or cultural attractions allows them to learn about the local culture. This satisfaction also reflects the needs of tourists in the marketing mix, such as wanting comfort and beauty at that tourist destination. Awareness of tourist attractions in areas with natural beauty and tourism activities that represent the uniqueness of culture and traditions also contributes to tourist satisfaction.

Based on the study of tourists' travel needs and perceptions of satisfaction arising from the appropriate marketing mix, it was found that several factors can help to increase travel demand and tourist satisfaction. Therefore, those involved in both the public and private sectors should focus on promoting and developing quality tourist attractions to attract tourists and impress visitors. At the same time, the development and promotion of tourist attractions should focus on creating a positive image and raising awareness of the value of such tourist attractions. This can be achieved by organizing various activities or programs that align with the target group, such as organizing festivals, cultural exhibitions, or creating relaxation areas that are easily accessible and meet the lifestyle needs of tourists.

In addition, attention should focus on developing marketing components that affect tourist satisfaction, such as maintaining cleanliness at tourist attractions to create safety and happiness in tourism, setting fees and prices for goods and souvenirs appropriately and in line with the value and experience that tourists receive, and ensuring safety measures and



providing reliable equipment to ensure that tourists feel confident and safe throughout the trip. Collaboration between government sectors in the development of tourist attractions and services will promote a good experience for visitors and increase the opportunity to generate income and sustainability for tourist attractions in the long term. It also helps to build a good relationship between tourists and the local area, which is part of the promotion of sustainable tourism. Therefore, the development of tourist attractions should take into account various factors, including building safety, the development of facilities, the preservation of cultural value, and effectively managing the market to impress and satisfy tourists throughout their trip.

For the policy recommendations, they are as follows: 1) Government or private agencies involved in the development of tourist attractions should focus on improving facilities and personnel at cultural tourism destinations. This includes providing modern facilities for tourists, such as free Wi-Fi and electronic information services to enable tourists to learn about the local culture. Additionally, the installation of CCTV cameras for safety and the management of learning programs or staff training will ensure that tourists have a positive and memorable experience during their visits. 2) Relevant agencies should encourage community participation in the development of tourist attractions to increase their potential. This can be achieved by training community members to disseminate historical and cultural information about the tourist attraction. Encouraging local people in the community to sell local products related to the tourist attractions can also create a distinctive identity for the site. Furthermore, the government and related agencies should promote tourist attractions to be a more direct target.

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