CULTURAL INTERACTION AND TOURIST DESTINATION LOYALTY: A CASE STUDY OF PHUKET, THAILAND

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**A Dissertation Submitted in Partial
Fulfillment of the Requirements for the Degree of
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ABSTRACT

Title of Dissertation	CULTURAL INTERACTION AND TOURIST DESTINATION LOYALTY: A CASE STUDY OF PHUKET, THAILAND
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The interaction between cultural factors and tourists' destination loyalty has not yet been widely observed among research scholars. However, the knowledge of the interaction is necessary for understanding how culture is becoming a central factor of attraction in tourism. The objective of this study was therefore to find the possible linkages between cultural interaction factors and the destination loyalty of tourists by using Phuket, Thailand, as a case study. The study employed the satisfaction-loyalty theory in the examination of the role of cultural interactions and destination loyalty. A sample of 378 respondents of international tourists who visited Phuket responded to the questionnaires. The study used the structural equation model (SEM) to observe the relationship among the various variables. The results of the study revealed that cultural interaction was statistically positive toward the destination attitudes and destination loyalty of international tourists. Moreover, the implication of this study can contribute to cultural studies in the field of the tourism industry, as well as management implications for tourism operators and policymakers.

ACKNOWLEDGEMENTS

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

Page

CHAPTER 1

INTRODUCTION

1.1   Importance and Background of the Problem

In the modern era, globalization has removed boundaries between regions and cultures, consequently creating a highly interconnected society. Cultural diversity and differences are becoming increasingly ubiquitous, while the development of technological innovation has inevitably promoted the easy movement of cultures between regions. Easier and faster travel, the capacity for immediate acquisition and exchange of new knowledge, and the borderless nature of online communication have all contributed to this societal and cultural transformation, and have shaped the economic, social, political, environmental, and technological interactions occurring in all dimensions of modern society worldwide. This has led to the rapid and convenient movement of people and workers around the world. Vertovec (2009) commented that migration involves the transformation and creation of cultural patterns and social interaction in new locations. The main factors that cause migration are the need for labor, the need for better living conditions, and the need for travel. Therefore, international mobility creates a relationship between the macro level and the micro level. The macro level concerns the political situation, law, movement and evacuation, and the economic conditions, while the micro level focuses on the cost and knowledge of those who migrate (Giddens, 2012). Cultural interaction is thus involved in each dimension of modern society, including business, tourism, and education, among others, thereby leading to increased cultural diversity. The exchange of cultural interactions is made faster and easier. Also, in the world without borders, there are more and more connection of people from different societies and cultures. Given the importance and value of diversity and sociocultural differences in modern society, and the sensitive nature of cultural issues, it is essential to learn about, understand, and adapt

to cultural interaction. Learning about and understanding different cultures facilitates adaptation to and interaction with different cultural backgrounds around the world, and consequently reduces the sense of difference and alienation between various cultures. The conflicts that occur during cultural interactions as a result of cultural misunderstandings may lead to the problem of incomprehensibility, either on a small scale or in the form of a serious problem. Factors that make cultural interaction diverse and multidimensional include the characteristics of topography, climate, location, domicile, environment, ethnicity, nationality, race, education level, religion, beliefs, customs, traditions, communication, language, society, etc. These factors create differentiation between people in terms of lifestyle, thoughts, beliefs, attitudes, and behavioral expressions (Giddens, 2012). Therefore, good cultural interaction is highly important.

The tourism industry plays an important role in many countries. For Thailand, for instance, tourism generates a substantial amount of economic, social, cultural, and environmental benefits. One of the most prominent roles of Thailand's tourism industry over the years is that of its economic performance; the tourism industry boosts the top rank of revenue for the country, especially the introduction of foreign currency into the country's economy (Wannathanom, 2009). Thailand is a travel destination for tourists all over the world because the country's tourism resources and associated economic costs are scattered throughout all regions. Tourism plays a crucial part in driving Thailand's economic and social system: it creates jobs, generates high income from foreign tourists, and it is the industry with the highest capacity for continuous stability and growth. Although like many other countries, Thailand still faces various problems related to political uncertainty and instability, its domestic tourism industry has continued to grow at a satisfactory rate (Ministry of Tourism and Sports, 2018). In terms of its tourism resources and attractions, Thailand's tourism potential ranked 35th in the world (World Economic Forum: The Travel and Tourism Competitiveness Report, 2015). Thailand has won many international tourism awards and maintains a positive image in the perceptions of foreign tourists. The Tourism Authority of Thailand projected the growth trend of Thailand's tourism industry in 2016–2019 and concluded that both the number of tourists and the amount of tourism revenue expanded continuously during the research period. The number of tourists visiting Thailand

reached 26.5 million in 2014, ranking the country at seventh worldwide in terms of the number of tourists. However, this number decreased to 24.8 million in 2015 due to the political and economic crises that occurred that year. In 2018, the number of tourists in Thailand was estimated to be 28.5-29.0 million, while both the income and expenses incurred by tourists increased in accordance with the number of tourists. In 2015, the revenue was 1.20 trillion baht, which was the 10th highest national tourism revenue in the world, and reduced to 1.17 trillion baht in 2016 with an average expansion rate of 26.35% per year; subsequently, the income generated by tourists was estimated to reach 1.40 trillion baht in 2019 (Ministry of Tourism and Sports, 2018). Therefore, to create high-quality and sustainable tourism, it is necessary to build tourists' loyalty toward Thailand's numerous attractions.

Interaction is an important factor for Thailand's tourism industry because the needs of tourists in the modern era are diverse and complex, while the forms that tourism can take have also become more diverse than they were in the past. Additionally, many groups of tourists now have a better understanding of Thailand. Thailand's geographical differences and cultural diversity make it a highly distinctive country, which makes it especially attractive for groups of tourists who visit with specific goals. Travelers may have various main purposes for traveling to Thailand, whether their interests are natural, agricultural, industrial, commercial, cultural, religious, medical, health, or activity- and sports-related. In summary, today's travelers have broader purposes and goals for visiting Thailand than their predecessors. Furthermore, modern technology has increased the ease with which Thai people can study detailed and varied information about tourist attractions and activities, including travel information. In accordance with current socioeconomic factors, tourists have different travel behaviors according to the availabilities and needs of each individual. Such changes have motivated both public and private agencies to endeavor to meet and align with more of the travel requirements and behaviors of tourists. To continuously monitor the movement of the situation and tourism trends, there is the survey on the travel behaviors of Thais and foreigners to collect information about past traveling behaviors, activities performed during the trip, travel arrangements, travel expenses, and overseas travel, including comments about tourism. Information from such surveys provides detailed insights into tourist behaviors, for example, the main purpose

underlying their choice of travel and activities performed during the trip (National Statistical Office Thailand, 2017).

According to the Tourism Authority of Thailand, the tourism pattern can be divided into 12 categories based on the associated environment. One of these categories is that of cultural attraction, which refers to attraction that has artistic value or based on traditions established by the cultural ancestors and inherited and maintained by current generations. This type of tourist attraction comprises festivals, traditions, distinctive aspects of people's lifestyles, cultural performances, local products, costumes, tribal languages, etc. Examples of important Thailand tourist attractions in this category include Damnoen Saduak Floating Market, the Surin Elephant Round-up, Bo Sang Umbrella Festival, Loy Krathong Festival, Songkran Festival, etc. (Tourism Authority of Thailand, 2012). Thus, from the diversity of cultural traditions have arisen many natural and cultural attractions for domestic and international tourists alike. Therefore, interactions are essential in building loyalty to an attraction for creating sustainable tourism.

Cultural interaction is related to tourism because each country has its own unique culture and social lifestyles, both in terms of the concrete expression of people's way of life, such as language, festivals, traditions, religious ceremonies, arts and crafts, dress, play, entertainment, and housing conditions, and the abstract expression of ideas, beliefs, attitudes, folk wisdom, etc. These characteristics can all become tourism resources by satisfying tourists' curiosity about the different aspects of new cultures and regions (Boonlert Jittangwattana, 2005). Culture is one of the most important concepts for understanding society as it determines the pattern of human behavior within each society and culture. Each society has a unique cultural context based on its geography, location, domicile, social organization, economy, and politics, as well as the social beliefs and values that reflect different levels of culture such as national culture, subculture, and organizational and workplace culture. There are many areas of academia that focus on exploring and attempting to explain cultural differences. One of the most significant of these approaches is the study on national culture, which involves investigating a regular culture of group of people in a specific nation, using the group as a representation of the national character. For this reason, national cultural issues have continuously been an area of particular interest for scholars in relevant fields. For

instance, (Hofstede & Hofstede, 2005). conducted an effective study on cultural differences that reflect cultural perspectives in different dimensions, specifically, the cultural dimension which can describe the behavior and communication of people in different cultural societies (Thanakrit Sangchoey, 2011).

Cultural interaction is the study of the cultural interaction process that occurs between tourists visiting a tourist attraction and the people living in the tourism community. These two groups communicate with one another using a symbolic system to convey their ideas and understanding, such as communication by language, cooperation in cultural traditions, rituals, family ties, kinship, studying together, etc., to better understand each other's culture. This might take the form of an internal, in-person interaction, such as the tourist being impressed with the image, identity or way of life of the community, feeling a sense of satisfaction, and wanting to visit the location again, while the interpersonal interaction often occurs through the use of language, gestures, or media. Interaction by communication through the media also affects the individual's level of understanding and their degree of persistence in the studying process. Regarding those who interact via media communication or with participative interaction, and who decide to control the structure and content of the media, a higher level of use or learning will result in increased effectiveness at enhancing understanding, while also enhancing the individual's attention and reinforcing their persistence about studying (Sims, 1997). Therefore, if effective communication provides tourists with a better understanding of the culture of the community, and if the community can learn about the culture of the tourists and understand their ways, the research can be used to improve the products and services to enhance customer satisfaction and reinforce customer loyalty in tourist attractions. This will also make tourists want to return to the tourism community in the future, resulting in sustainable tourism (Monica & Lena, 1998).

The review of writings on customer loyalty shows that repeat purchases and/or repeat visits are desirable because the marketing cost used to attract repeat customers is lower than the cost required for first-time tourists (Alegre & Juaneda, 2006; Oppermann, 2000). Retaining 5% of customers has been found to potentially lead to 25-95% profit in a wide range of industries. In addition, loyal customers often help to advertise the company via word of mouth at no cost and increase the potential of

tourism networks, such as by recommending the same products and services to friends and relatives (Shoemaker & Lewis, 1999). It can be seen that customer loyalty is especially rewarding, forming a core component of the basic strategy for most organizations. There have been many studies on the definition of consumer behavioral loyalty in the context of travel and tourism (Komol Dumluck, 2015). Gamble, Stone, and Woodcock (1999) explained that customer loyalty is comparable to the image of unquestioning commitment which arises from many factors such as product and service satisfaction, the perceived value based on the amount of money invested, and the image and quality of products and services. It can be seen that loyalty is highly important for the tourism industry. Monica and Lena (1998) state that the promotion of sustainable tourism is extremely important. In addition to developing the existed potential of that tourist attraction, related tourism promotion agencies also need to conduct studies to determine what drives the loyalty of tourists to such attractions, which may be attributed not only to the physical characteristics and appeal, but also to personal and internal factors. If tourist loyalty is sustained, government sectors can greatly reduce the allocation of costs to public advertising. Groups of tourists who have visited the attraction and are impressed with it can assist by introducing and recommending it to other people. As (Oliver, 1999a) observes, loyalty can positively affect the long-term success of tourism business development. It will continuously reduce costs and expenses in all aspects of development because tourists who are loyal to the attractions will help to maintain the cleanliness, environment, and integrity of tourist attractions, possibly to a greater extent than government sectors and people in the community. Comparing the research of Dick and Basu (1994); Jing (2010); Monica and Lena (1998); Oliver (1999b); Yooshik, Dogan, and Joseph (2001), all share the idea that promoting sustainable tourism involves more than merely the development of basic infrastructure to facilitate the convenience of tourists. Rather, government sectors or the relevant private sectors must also focus on developing the attractions to be more attractive and exotic for tourists. There should be a concrete process for offering a good experience for tourists, and the most important consideration should be to implement measures for building tourists' loyalty. In the context of consumerism and tourism, loyalty is a deep and often meaningful feeling that makes a person feel that they are a part of a service or attraction, which consequently drives them to repeat their consumer

behavior and induce other people to use the same product or service. Therefore, tourists who continuously remain loyal to tourist attractions, are of inherent and significant benefit to the sustainable development of the tourism industry.

Thailand features various unique and culturally diverse tourist attractions. Some are blended with other cultures and religions, including those of Thai Buddhism, Malay Islam, people of Thai-Chinese descent, and new western concepts. Adaptation to a new culture can take various forms depending on the way in which previous adaptation processes gradually shaped the personality, quality, and potential of future generations, which subsequently emerged as a system of beliefs, values, visions, customs, behaviors, arts, and all inventions; in short, these are all facets of cultural heritage. Cultural interactions that occurred centuries and even millennia ago influenced considerable cultural adaptation and integration (Suthep Sulthonphesat, 2005).

Phuket is a province in the south of Thailand. Known as the "Pearl of the Andaman," Phuket is a beautiful province featuring white sandy beaches that contrast appealingly with colorful seawater. As the only province in the country with island topography, it is an important tourist destination. Meanwhile, it is also regarded as a city with its own distinctive culture and architecture: with its distinctive Sino-Portuguese architecture, it exemplifies the idea of "East meets West," and is characterized as a modern and international city while simultaneously preserving distinct arts and cultures in the old town. It is also a world-famous maritime tourism center and features many kinds of tourist attractions and activities. Additionally, UNESCO proclaimed Phuket Province as the City of Food Science or City of Gastronomy 2015, ranking it in first place out of 18 cities worldwide. UNESCO based this choice on five main factors as follows: 1) cultural diversity, especially regarding the food culture that arises from multiple societies and cultures. 2) Phuket food is an important element in all festivals, rituals, beliefs, and family lifestyle, and is also used to welcome official foreign visitors. 3) Many local Phuket foods have unique recipes that cannot be found elsewhere and are transmitted solely through family; furthermore, many of the ingredients used are only available in the Phuket area, and therefore require adequate conservation of natural resources and the environment for continued existence and use. 4) The strength and cooperation of the private sectors, government, and academic institutions in Phuket has led to the creation of innovations based on various

food sciences such as by selling local food processed as souvenirs and through catering in restaurants, hotels, or food festivals, as well as via the international food exchange, thereby resulting in value-added goods and achieving economic expansion for the city and its people. 5) Phuket residents are highly hospitable and willing to share their knowledge and experience with other cities in the network, welcoming visitors with beautiful landscapes and architecture as well as a warm, friendly atmosphere: "Good Food, Good Health, Good Spirit in Phuket," "Eat Well, Live Well, Have a Good Heart in Phuket." This is very important because apart from the prominent point of generosity and the "Thai smile," it is essential to have an open policy in term of ideas and activities, and to exchange visits with other members. In the future, Phuket City is expected to be a city of lifelong learning in both arts and sciences, as well as a city of creativity and sustainable living.

Phuket Province is a major marine attraction in Thailand and features a variety of attractions that can meet the many needs of tourists. The main selling points are the area's beaches and various tourism activities, especially the recreation and water sports activities and links with surrounding satellite islands and islands in neighboring provinces. Moreover, Phuket offers other attractions such as the flea markets, which are particularly popular among young people, and the major events that bookend the end of the year, such as the annual sports festival that attracts large crows of new visitors from Europe and the Americas. While the growth of the middle-class Chinese tourist market is also a factor, this group's spending is lower than that of European and American tourists; however, this may cause some European and American tourists who wish to travel in peace and privacy to change their destinations to other nearby provinces such as Krabi and Phang Nga. Therefore, the challenges of businesses related to tourism in Phuket are primarily associated with the maintenance of high service standards and a positive image to attract high-end tourists and those with high purchasing power to remain in Phuket.

According to the statistics of arriving tourists, the cumulative number of passengers entering Phuket International Airport during the Chinese New Year 2020 (collected January 22-28, 2020) totaled 237,688 people, demonstrating a 2% increase since the previous year (collected February 2-8, 2019) when the total was 232,474 inbound passengers. Economic turnover estimated during the 7-day Chinese New Year

period showed that the amount of money circulating in the economy based on a specific number of tourists arriving via Phuket Airport was 5,407,402,000 baht. If the COVID-19 pandemic and the consequent disruptions to travel and tourism had not occurred, it is likely that an 8–12% increase in economic turnover would have been achieved. The number of foreign tourists who visited Phuket in 2019 totaled 4,711,866 people (Phuket Provincial Statistical Office, 2019).

Given the large number of tourists from many countries who are interested in traveling to Phuket, and considering the vast wealth of equally beautiful tourist attractions and diverse traditions and cultures throughout the rest of the world, it can be considered that Phuket is a tourist destination with good tourism resources. Therefore, Phuket is a suitable area for exploring and researching the role of cultural interactions in building destination loyalty for a tourist attraction.

A tourism model that integrates cultural interaction improves tourists' impression of attractions and creates a satisfying experience, thereby making tourists want to return in the future and fostering loyalty. In turn, this has a positive effect on the development of Thailand's tourism industry, enabling it to be more effective, create jobs, generate increased income, and continually improve the country's economy. However, based on various documented research and other studies on cultural interaction and destination loyalty among tourists, there have not been any specific research studies on this subject, whether in Thailand specifically or elsewhere in the world. Most relevant studies take a one-sided approach and focus solely on cultural interaction or destination loyalty of tourists. Insufficient examination has been made of the private sector in this industry, and the relevant government sectors have yet to implement a concrete policy for encouraging tourist loyalty to attractions in Thailand. This may be because loyalty is highly abstract and thus difficult to understand and apply in concrete policy. Therefore, relatively little research has been carried out on tourist loyalty that can be used for policy purposes, especially in the case of tourist attractions in Phuket, which is one of the most prominent tourist attractions in Thailand, along with the diversity of tourists and cultural interactions.

Based on the above-mentioned topics, the researcher is interested in researching the cultural interactions of tourists and people living in those tourist attractions through this research, entitled "Cultural Interaction and Tourist Destination Loyalty: A Case Study of Phuket, Thailand," to create guidelines for improving the quality of tourism services to gain tourists' loyalty and compel them to visit repeatedly and persuade other people to visit the same places and/or use the same services. The results of the research can be used as information and guidance for developing and improving the quality of tourism services. The study is also intended to foster loyalty to Thailand's tourist attractions in alignment with Thailand's tourism development strategy for promoting sustainable tourism, and to improve tourism to international standards.

1.2   Research Questions

1.2.1 A case study of Phuket, Thailand: What are currently the main elements of cultural interaction and tourist destination loyalty?

1.2.2 A case study of Phuket, Thailand: What are the structural relationships of cultural interaction and tourist destination loyalty?

1.2.3 A case study of Phuket, Thailand: What are the appropriate patterns of cultural interaction and tourist destination loyalty?

1.3   Research Objectives

1.3.1   To study the elements of cultural interaction that affect tourist destination loyalty.

1.3.2 To study the structural relationships of cultural interaction that affect tourist destination loyalty.

1.3.3 To create cultural interactions that affect tourist destination loyalty.

1.4   Expected Results

1.4.1 To know the elements of cultural interaction that affect tourist destination loyalty.

1.4.2 To know the structural relationships of cultural interaction that affect tourist destination loyalty.

1.4.3 To know the need for cultural interaction patterns that affect tourist destination loyalty.

1.5   Scope of the Study

This research, entitled "Cultural Interaction and Tourist Destination Loyalty: A Case Study of Phuket, Thailand," was conducted by using the quantitative research methodology to determine the appropriate pattern of the scope, as described below.

1.5.1 Population Scope and Sample Group: based on the quantitative research. Population consisted of foreign tourists who traveled to Phuket tourist attractions. Sample size: 300 people calculated according to Comrey and Lee (1992); J Hair, Black, Babin, and Anderson (2010).

1.5.2 Content Scope: the researcher focused on a number of issues related to cultural interactions and tourist destination loyalty.

1.5.3 Area Scope: as previously identified, the main study area was Phuket, a province and popular tourist attraction in Thailand.

1.5.4 Time Scope: the researcher conducted the study from January 2019 to December 2021.

1.6   Expected Benefits

1.6.1 Academic Benefits: this research will contribute to the dissemination of knowledge and understanding about cultural interaction and tourist loyalty toward the destinations, while studying new knowledge about cultural interactions in tourist attractions.

1.6.2 Conservation Benefits: this research will be a part of the preservation of historical and cultural heritage, traditional ways of life and natural tourism resources to ensure that future generations will be aware of the importance of conserving tourism resources to create added value for the tourism industry.

1.6.3 Management Benefits: the government, private sectors, tour operators, and related agencies can use the results of this research as reference when planning tourism management, to ensure that adopted strategies are efficient and suitable for sustaining tourism in the future.

1.6.4 Policy Benefits: the government, private sectors, tour operators, and related agencies can use the results of this research as reference when planning and formulating tourism management policies, to ensure that they are efficient and suitable for sustaining tourism in the future.

1.7 Terminology

"Phuket" refers to Phuket Province, one of the southern provinces of Thailand, with an area of 570.034 square km or approximately 356,271.25 rai, located between 7' 45" to 8' 15" north latitude and from 98' 15" to 98' 40" east longitude, lying on the west coast of the sea in Southern Thailand.

"Tourists" refers to foreign tourists who travel to Thailand and to Phuket.

"Cultural interaction" refers to the study of the mutual cultural action process of tourists visiting tourist attractions in Phuket that have been interacted with via one of the symbolic systems to convey ideas and understanding, such as communication by language, cooperation in cultural traditions, rituals, family ties, kinship, or studying together.

"Destination loyalty" refers to intentional behavior of tourists performed after visiting, such as feeling impressed and wanting to return to the attraction; recommending the destination to others or through word of mouth; and being willing to pay more, including donating to conservation and cherishing the area. The loyalty of tourists will lead to increasing income for those tourist attractions.

"Attitude" refers to positive or negative feelings of tourists about their visit to the attraction.

"Trust" refers to the positive feeling of a tourist toward the tourism services that matches the contract made to clients or tourists, which makes the tourist feel that the service is reliable and can therefore be trusted.

"Destination satisfaction" refers to the positive or negative feeling of tourists toward natural or man-made things or places, including both tangible things and nontangible abstract concepts, that can be used as tourism products in various aspects such as city environment, city experience, range of attractions, tourism services, transportation, food and beverage, accommodation, adventures, and outdoor recreation.
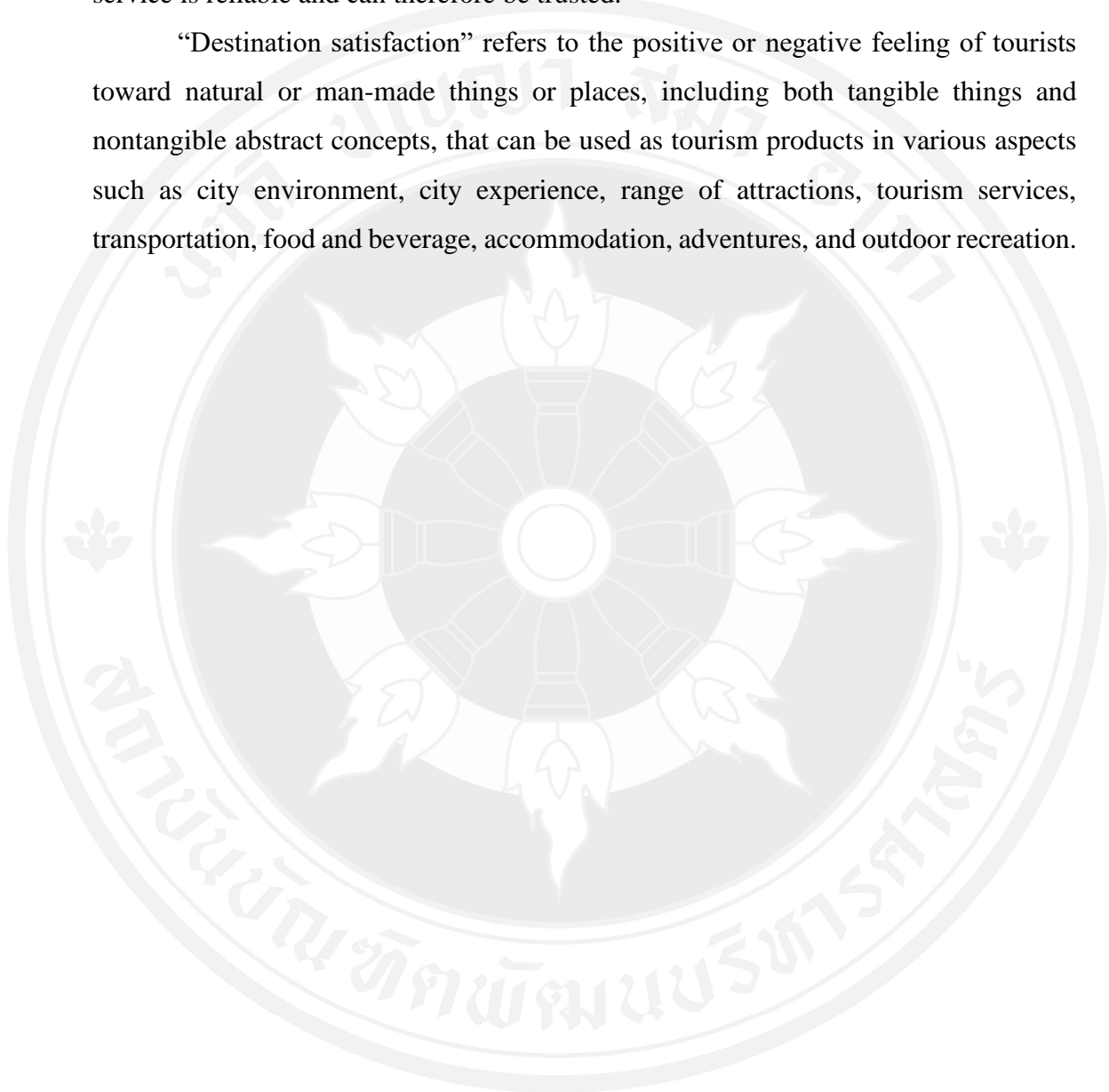
CHAPTER 2

LITERATURE REVIEW AND RELATED RESEARCH

The researcher studied "Cultural Interaction and Tourist Destination Loyalty: A Case Study of Phuket, Thailand." The related research, reviews, and theories have been studied as follows:

2.1 General information about Phuket

2.2 Concepts and theories of cultural interaction

2.3 Hypothesis

2.4 Conceptual framework

2.1 General Information About Phuket

Phuket Province is regarded as a tourism resource that generates enormous and long-term income in Thailand tourism industry. Phuket is one of Thailand's major tourist destinations and is known as the "Pearl of Andaman." The province slogan is "Pearl of Andaman, Southern Paradise, Golden Sandy Beaches, Two Heroines, Revered Luang Por Chaem."

2.1.1 Meaning, Significance, and History

Excavation of stone tools and stone axes at Kamala Village, Kathu District, Phuket Province revealed important archaeological evidence that human beings have inhabited the area for at least 3,000 years. In 700 B.E. or 2 C.E., this land was mentioned in the record of seafarer Claudius Ptolemy, who stated that the region was a part of Laem Takola, a land pushed out to the south, forming a long cape at the tip of Phang Nga Province, caused by the movement of a large crustal fault known as the Klong Marui Fault that stretched out from Surat Thani and Phang Nga provinces down to the east of Phuket. Later, the area was eroded by waves and winds and cut off from the

mainland until it became an island by creating a narrow channel between Phuket and Phang Nga, known as "Pak Phra Channel," the deepest part of which reaches only approximately 8-9 meters.

Foreigners have called this area "Phuket" for many years, while Ptolemy named it "Laem Takola"; additionally, in the books and maps of Europeans who voyaged to Eastern Asia between 1511 and 1854 C.E., this land was called "Jungceylon." In 1025 C.E., in evidence from the Tamil, it was called "Manikram," meaning "crystal city," which is synonymous with the name of Phuket, which appeared in 1st Thalang Archives in 1785; the name "Phuket" has been mentioned in the Government Gazette since 1907. It is also sometimes referred to as Silang, Thalang, and Tung Ka.

2.1.2 Phuket Physical Data

Phuket is one of Thailand's southern provinces and is also the country's largest island. It is located between 7 degrees 45 minutes latitude to 8 degrees 15 minutes north latitude and 98 degrees 15 minutes to 98 degrees 40 minutes east longitude, west coast of the south in the Andaman Sea, Indian Ocean. There are 32 satellite islands. The widest part is approximately 21.3 kilometers, the longest part is approximately 48.7 kilometers, and the total area of Phuket Island is approximately 543.034 square kilometers, in which the area of Muang Phuket is approximately 224 square kilometers, Kathu District is approximately 67.09 square kilometers, Thalang district is approximately 252 square kilometers, and the area of the surrounding islands is approximately 27 square kilometers. In conclusion, the total area of Phuket is approximately 570.034 square kilometers or approximately 356,271.25 rai, making it the 76th largest province of Thailand.

1) Phuket Tourism

Phuket is an island province with rich tourist resources. It is a world-famous tourist destination known for its beautiful beaches, clear water, and beautiful sea, as well as the experience it offers of the traditional way of life, unique customs, and traditions. In the past, the Chinese tin mining industry brought prosperity, but nowadays, the region's economic prosperity stems predominantly from the tourism and services industry. Interesting places to visit include Patong Beach, Promthep Cape, Kata Beach, Karon Beach, Maiton Island, etc. Important yearly festivals are also held

in Phuket, such as the Chinese New Year Festival, the Chinese Deity Worshipping Festival, the Chinese Ancestor and Ghost Worshipping Festival, the Seaman Floating Boat Festival, the Festival of the Tenth Lunar Month, and the Thao Thepkasattri - Thao Sri Sunthon Festival.

Phuket is a world-class tourist destination, with 80–90% of tourists visiting from abroad, especially from China. Therefore, it is common that the service models of various tourism establishments, such as hotels, spas, and restaurants, provide world-class service at costs that are relatively high from the perspective of Thai people, but acceptable for foreign tourists. Moreover, when Phuket became a leading tourist destination, world-class businesses invested in Phuket; some foreigners would run their business, then buy houses and remain in the area for their retirement. As the demand for the infrastructure grows, the value of fundamental resources like land, construction materials, cooking materials, increase accordingly.

According to statistics from the Department of Tourism, in 2018, Phuket had a total of 14.38 million visitors, demonstrating a 2.64% increase of 0.37 million from 2017; the number of Thai and foreign tourists increased by 3.87% and 2.17%, respectively. In addition, in 2018, Phuket had a total income of 477,324 million baht from visitors, representing an increase of 54,312 million baht from 2017; income from Thai and foreign tourists increased by 9.66% and 13.25%, respectively.

In 2020, Phuket tourism is expected to continue growing among Thai and foreign tourists, especially those from China and Europe who have the highest potential for purchasing and traveling alone. Due to the expansion of Phuket International Airport, more tourists can be accommodated by expanding flight routes and flight schedules. The low-cost airlines will also accommodate more tourists. However, operators may face fierce competition in the future due to the large number of newly opening hotels, resulting in increased price competition; the operators still have to compete with hotels in nearby areas, especially in Krabi and Phang Nga, and are also in indirect competition with serviced apartments and condotels. Furthermore, businesses using digital marketing, such as AirBnb, have a serious impact on accommodation companies using traditional marketing.

Table 2.1 Number of Visitors and Income from Tourists Visiting Phuket in 2016-2018

	2016	Increase (%)	2017	Increase (%)	2018
			Number of Visitors		
Visitors	13,410,658	4.49	14,012,863	2.64	14,383,348
Thais	3,768,955	3.57	3,903,481	3.87	4,054,396
Foreigners	9,641,703	4.85	10,109,382	2.17	10,328,952
Income from Visitors (million baht)					
Visitors	377,878	11.94	423,013	12.84	477,324
Thais	43,991	9.37	48,111	9.66	52,759
Foreigners	333,887	12.28	374,902	13.25	424,565

Source: Ministry of Tourism and Sports (2018).

2) Effects of COVID-19 on Tourism in Phuket

Phuket is a tourist destination that generates 400 billion baht in revenue from 14.4 million tourists per year. The outbreak of COVID-19 caused this revenue to decline by at least 160 billion baht, with the number of tourists throughout 2020 dropping to approximately 5 million, comprised of 1.5 million Thai tourists and 3.5 million foreign tourists. Phuket depends on foreign tourists for almost 90% of its total income from tourism; therefore, it has been the province most affected by the COVID-19 because the number of foreign tourists entering Thailand has been 0% consecutively for half a year in 2020. Phuket's tourism revenue was forecasted to face a decline of 80% from the previous year, causing many establishments to close down, affect the employment and continues to affect the income of the household sectors. It is necessary to accelerate economic recovery after the COVID-19 outbreak improves.

The 12 Phuket tourism-related organizations have prepared a book presenting guidelines for ensuring the recovery of Phuket's tourism industry and economy. The plan is defined in three phases: short-term economic recovery in July-December 2020, for which Phuket needs to encourage as many tourists as possible to return, to accommodate 40% of the existing hotels for more than 200,000 rooms. The

first groups of tourists visiting Phuket under the Alternative State Quarantine (ASQ) program are detained in the hotels to ensure their safety. The hotels and resorts are able to provide separate areas for Thai tourists while focusing primarily on foreign tourists with high purchasing power. The main targets are tourists from the United States, Europe, and the Middle East, and especially the at-risk groups, such as tourists aged over 50 years. Hotels can join the project with the hospital in Phuket. It is expected that after this group of tourists remains in the ASQ program for a specified period of time, they will stay in Phuket for a longer period of 3–6 months, with the government facilitating matters such as visa that allow them to stay longer and making contracts for renting accommodation, including health and accident insurance.

It is said that tourism will never die. When COVID-19 has finally been reduced or fully eliminated through vaccination, worldwide will gradually recover. Therefore, the Thai government has cooperated with the private sectors, attempting to revive tourism to boost the country's income and economy using a tourism revitalization plan, the Phuket sandbox model. According to the statistics on tourism in Thailand, many tourists prefer to visit Phuket because of its beautiful nature, cultural diversity, and unique traditions and way of life. If it is successful, the Phuket sandbox model will be expanded and applied in other tourist destinations. Therefore, the Phuket Province of Thailand was chosen as a case study on "Cultural Interaction and Tourist Destination Loyalty."

2.2   Concepts and Theories Related to the Research

Concepts and theories are vital for the research; it is essential to link them together and consider whether there are variables related to the subject investigated, and how those variables are related. This will be useful for planning and implementing various steps of the research and will determine its conceptual framework. This research contains several related concepts and theories as follows:

1) Destination Loyalty Theory

The researcher has chosen destination loyalty theory as the main theory for the research. Loyalty is crucial for building sustainability in tourism destinations by helping tourists become deeply and intimately familiar with tourist attractions, thereby encouraging them to visit continuously. When facing marketing influences or situations that may cause sensitivity, the tourist will remain stable and will not choose other tourist attractions. Loyalty is a strategic goal of any business in keeping customers or tourists loyal to a tourist destination. Retaining the same customer base will be one of the factors in the cost of investment. The strategies for seeking a new customer base will be far more expensive than retaining the same customer base. Loyalty essentially reflects the tourist's feelings of trust and satisfaction with the destination; therefore, for a business to be highly competitive, it must offer distinctly superior or unique services and abilities compared to its competitors. Loyalty is therefore an important marketing strategy in the tourist industry because it creates a deep, long-lasting attachment and sustainability in that tourist destination.

2) Expectation Confirmation Theory (ECT)

Another important theory is expectation confirmation theory (ECT), which focuses on the feeling of expectation that arises from using a service or buying a product. Expectation is associated with the perceived efficacy after using the product or service, in other words, the level of satisfaction that is expected to arise after the purchase. If the quality of the service or product is as expected or exceeds the consumer's expectations, then satisfaction will be achieved. Conversely, if a service or product is lower than that expectation, it will not exceed satisfaction (Oliver, 1977). The expectation arises from the experience of the customer or traveler, and that expectation will be confirmed after using the service or purchasing the product. If the customer's expectation is affirmed, and there is a perception that the attraction reaches or exceeds the expectation, it will lead to a positive or satisfying experience. Satisfaction also improves the customer's attitude toward and trust in the attraction and creates a deep, long-lasting attachment and sustainability, thereby fostering the customer's loyalty in that tourist destination.

3) Cultural Interaction Theory

The next important theory is cultural interaction theory. Interaction is important for building understanding and fostering loyalty, satisfaction, trust, and a positive attitude. Differences in traditions, cultures, ethnicities, habitats, weather conditions and many more factors result in the formation of different needs, beliefs, and attitudes. If people do not perceive the presence and influence of these differences between one another, this may create misunderstandings and conflicts in various fields. Therefore, interactions are crucial for effecting a positive or negative impact. Tourism creates interactions between local people and customers or tourists who come to use a service or buy products, and each party has to adjust their behavior to understand and accommodate their differences. Thus, interaction creates an understanding of the differences between the two groups, and they will understand each other. Successful interactions will result in loyalty. Interaction creates expectations and reaching or exceeding those expectations leads to satisfaction in the services or products and fosters mutual trust and positive attitudes between local people and tourists.

4) Destination Satisfaction Theory

Another important theory is destination satisfaction theory. Satisfaction is the positive feeling experienced by a person whose needs and expectations toward a service, experience, or product have been met or exceeded. However, the specific feeling of satisfaction, and the experience that results in it, can differ between people depending on their individual values, beliefs, and attitudes. When customers or tourists feel a sense of loyalty toward an attraction, satisfaction is an important aspect of creating an impression that meets or exceeds their expectations. It is also a measure of the success of the service or product provider. Interaction creates expectation, and when the interaction meets or exceeds the expectation, satisfaction is the outcome.

5) Destination Trust Theory

The next important theory is destination trust theory, which concerns the tourist's trust in the company or attraction's ability to build attachment, their level of benevolence, and their integrity in providing services or selling products. Trust reflects the individual's confidence about using a service, traveling, or buying products. It is a power or energy that can overcome feelings of anxiety, unreliability, and uncertainty, and can thus enable the development of deep, long-term relationships. Trust develops

through interactions and arises from the understanding that the attraction's attributes are clear and inconsistent with its claims; it may also be the expected feeling when interacting with a specific service. For instance, since travel services are intangible products, the tourist's feeling of trust can arise from their perception of and confidence in the reliability of the service provided. When an interaction creates trust, it will likely cultivate a positive attitude and sense of loyalty. Similarly, interaction that results in a service exceeding the customer's expectation will result in feelings of satisfaction, which in turn results in trust.

6) Destination Attitude Theory

Another important theory is destination attitude theory. Attitude is an emotion or feeling that influences various specific behavioral expressions in the future. Each person's attitude is different and complicated. Attitude is based on past and present experiences. When customers or tourists interact with an attraction, exceeded expectations promote feelings of satisfaction about the attraction. This positive experience creates a positive emotional attitude and increases the customer's perceived value of the attraction and willingness to repeat visits, thereby ensuring customer loyalty. Therefore, a positive attitude resulting from interaction, satisfaction, and trust thus influences the tourist's sense of loyalty toward a tourist destination.

2.2.1 The Concept and Theory of Loyalty

Loyalty refers to the firm intention to use a service or re-purchase and support a satisfactory product regularly and continuously in the future; therefore, it is highly important to the long-term profitability of the business. Maintaining long-term loyalty among customers will result in more sales and maintain market dominance over industry competitors. Therefore, marketers often use loyalty as a marketing strategy to perform better against the competition. Loyalty is the deep bond that influences the customer to continue to support and use a product or service repeatedly and consistently. It is related to the behavior of customers in buying goods or using services, and to the attitude of customers toward that product and service. When customers have a positive attitude toward products and services, they will maintain a strong, loyal relationship with the organization, resulting in behaviors of increased purchase volume and repeated use of the service.

2.2.1.1 The Meaning of Loyalty

Office of the Royal Society (2011) defines loyalty as a commitment to love, respect, or gratitude. Many academics have given the following definition of loyalty: loyalty belongs to the customer and is an essential asset of doing business, because customer loyalty will result in the business being able to reduce the cost of promotion and marketing and create a new customer segment (Aaker, 2014b). Importantly, customer loyalty will help to increase the company's market share, as well as capture customers from the competitors and thereby increase the number of new and returning customers. When the business is able to maintain the population of existing customers, while also increasing the number of new customers, that business will also have more sales and will be able to attain higher profits and increase its competitiveness. Thus, the beneficial results of building customer loyalty is an important basis for any business to consider, as successful development and maintenance of customer loyalty is highly likely to lead to long-term success. Ganguli and Roy (2011) stated that customer satisfaction and loyalty are of the utmost importance to a company's long-term operations as they enable the company to differentiate itself from its competitors; therefore, long-term success and sustainable growth depend on the existence of the conditions that affect customer satisfaction and loyalty. Ragb, Mahrous, and Ghoneim (2020) mentioned that loyalty is a consistent satisfaction; there is a willingness to buy again, leading the customer to support the company by continuing to purchase and/or use the satisfactory products or services regularly in the future. In other words, when buyers or customers are satisfied with the company's products or services, they will feel an increased sense of loyalty which results in repeat buying behavior. It is found that a brand that has a greater market share will be part of buyers who are loyal to that brand, resulting in the company receiving long-term profit. Loyalty is a key component of brand value which helps an organization or company to retain customers and avoid spending on the resources required to acquire new customers. Gronroos (2000) stated that customer loyalty refers to the willingness of the customer to support and assist an organization or a company, which creates benefits for the business in the long term by repeating purchases or using services continuously and regularly, as well as recommending others to enjoy the advantages of the product or organization. Consumers will feel a preference for the

product or service that they choose over other those offered by competing organizations. Loyalty is not just the behavior that customers express in consuming preferentially from certain companies, but also includes the associated positive attitude and feelings that influence this behavior. Customer loyalty will last as long as the customers feel they are receiving better value or benefit compared to similar products or services offered by other businesses or organizations. Likewise, Kumar and Reinartz (2006) said that customers who are loyal to the service will be those who have a strong confidence and belief that the company will be able to best fulfill both their needs and wants, both now and in the future. The customers do not consider choosing to purchase and consume from competitors, and are willing to use their chosen service continuously in the future. They are also ready to act as representatives of the organization in public relations, inviting their friends and relatives to become customers of the same company. It is the loyalty that occurs from a positive attitude that influences customers to feel and practice a deep and long-term commitment to the organization. Cossío-Silva, Revilla-Camacho, and Vega-Vázquez (2019) defined customer loyalty as a behavior that consumers practice regularly in purchasing from a particular brand on a regular basis, and the positive attitude toward a particular brand that accompanies and influences this behavior. This may arise from the confidence or the response that influences the consumers' behavior. Thus, in every business, manufacturers are trying to find ways to create loyalty to their business because brand loyalty seems to guarantee the certainty of the sale of a certain product in the future as well as encouraging advertisement through public relations or word of mouth by customers. Sato, Kim, Buning, and Harada (2018) stated that customer loyalty refers to the relevance or the connection a consumer has with a brand, manufacturer, or service based on the attitude that results in satisfaction or the response by behaviors such as participating in the marketing activities with that brand which impacts the behavior of buying that brand repeatedly and regularly. Similarly, Ghane, Fathian, and Gholamian (2011) said that customer loyalty is defined as the customer's strong commitment to repeat purchases and continuous support of the product and service, thus resulting in repeat purchases of the same brand. Likewise, Ou, Shih, Chen, and Wang (2011) said that customer loyalty is defined as the behavior of continuing to purchase or support a product in the future. There are more loyal customers who tend to give advice to others and make consistent

repeated purchases. The increased buying behavior caused by loyalty also indicates higher likelihood of advertising and persuasion. Ratna Roostika (2011) stated that loyalty covers both behaviors and attitudes and can be expressed in many ways depending on the product, service, and customer loyalty situation. Likewise, Sivadas and Baker-Prewitt (2000) stated that loyalty is demonstrated by continued and/or frequent purchasing and also reflects the customer's positive attitude toward the brand. Less positive attitude and less frequent or repeated purchases indicate a lack of loyalty, while a lower attitude but more purchasing indicates dishonest loyalty. True loyalty means commitment toward a brand, not just a repeat purchase. Therefore, a positive attitude is essential for loyalty. As K.-W. Wu (2011) argues, loyalty to business is the result of a consumer's commitment to the business through a clear decision-making process. Customer loyalty is a frequent response that occurs subconsciously regarding the price ratio and quality, or the intention to pay regardless of the price, and brand loyalty is affected by the intention to purchase or to use the service again. Likewise, Zafar, Zafar, Asif, Hunjra, and Ahmad (2012) stated that service quality is connected to customer loyalty. The result of service quality is increased market share and higher sales, leading to improved customer loyalty. Loyalty and relationship with the company in the future will depend on the past relationships that have been assessed based on the company's ability to handle conflicts that can be examined by the level of satisfaction and loyalty expressed by customers.

From the above literature review, it can be summarized that loyalty involves not only the behavior of buying products or services repeatedly, but also the feelings of the customers and the strong relationships they maintain with the organization over a long period of time. Thus, it can be said that brand loyalty refers to the consumer maintaining a positive attitude toward a particular brand and toward the product or service it offers, and to the customer feeling a consistent sense of satisfaction which subsequently generates repeat purchases. The consumer will not consider purchasing from competitors of their preferred brand, having learned that their chosen brand is able to meet their needs very well. Customer loyalty can occur from a variety of factors such as learning, consumer assessments, satisfaction, confidence, and trust. Brand loyalty is an important business strategy that operators implement to attempt to

find ways to build a strong brand strategy, increase their relevance, and secure and maintain customers' positive attitudes in the long term.

2.2.1.2 The Importance of Loyalty

Loyalty is a highly powerful force, as brand-loyal customers inevitably lead to increased market share (Schiffman & Kanuk, 2007). Therefore, all business owners aim to gain loyalty from customers, but loyalty is like trust: it can be neither bought nor demanded. Both loyalty and trust can occur when the customer and the business are interacting well with each other until an attachment is formed. All of this is proven through actions as well as words and, naturally, requires considerable time to develop. Bourdeau and Brian (2005) said that loyalty is a measure of the ability of service provision nowadays, consistent with M. P. William and Ferrell (2010), who said that loyalty allows organizations to retain customers and avoid allocating expenses toward resources for seeking new customers, thereby reducing marketing costs. Brand loyalty is essential for consumers to develop and maintain a positive attitude toward a brand, whether stemming from trust, thought, or emotion, and invariably causes repeated, long-term buying behavior.

The marketing costs required to generate one new customer are ten times higher than those required to retain one existing customer. Due to the relatively high marketing costs, marketers have to use various marketing strategies to attract consumers to change their minds or to use new brands continuously. Therefore, brand loyalty is an important strategy in marketing due to three key aspects: high sale volume, premium pricing ability, and customer retention. Building brand loyalty cannot ensure that customers remain loyal to the same things or feel and practice the same level of loyalty. In addition, brand loyalty can be divided into several groups. Regarding brand loyalty, (Aaker, 2014a) said that customer loyalty can be divided into four main groups as follows: 1) non-customer, a group who use products offered by competing brands or who do not use products in the form or type that the company offers to the market. 2) Price-switcher, a price-sensitive group who have low brand loyalty because price is their primary motivation when buying a product. Customers in this group are willing to switch to purchasing products offered by another brand if the competitor's price is lower or more reasonable. This group's behavior may also result from the purchase habit rather than the reason to purchase. Hence, price is a key factor that will attract repeat

purchases. For example, a customer who buys fuel for their car may not be interested in the brand offering the gas due to the lack of difference between each brand; therefore, the customer is willing to switch immediately to any store they may find that offers a lower price for gas. 3) Fence-sitter, a group who use two or three brands. If the brands and products on the market do not stand out or differ from those offered by competitors, some customers may be loyal to two or three brands at the same time and are ready to change brands at any time. They are also willing to substitute any brand's product with that offered by a competitor due to these customers' lack of attachment to any specific brand. For example, a customer in this group would likely be willing to choose either Coca-Cola or Pepsi, depending on the availability of both products in the store or the situation that they are currently in. In this case, customers with a committed loyalty to an incompatible Coca-Cola or Pepsi brand may also be found. 4) Committed loyalty, a group who feel a strong and persistent sense of loyalty toward a particular brand. Members of this group are the most desirable for the business, because these customers are attached to a particular brand, often almost with a sense of friendship or affection, and regard the brand as "theirs." Hence, these customers are firmly loyal toward their preferred brand and do not hesitate to make repeated and continuous purchases exclusively from that brand. For example, some customers who are loyal to Sony refuse to purchase other brands, buying their electronics exclusively from Sony. A company's ability to cultivate and maintain this level of loyalty requires significant time and effort, the capacity to understand the customers, and the ability to continually manage the brand in the minds of customers, thereby maintaining a strong, uninterrupted relationship with the consumers.

Therefore, building brand loyalty will give consumers confidence and a positive attitude toward the brand, as well as ensuring easy access to those consumers by reducing the amount of time and effort they are willing to invest in researching a product prior to purchase. The consumer will be able to choose brands that positively influence their mood and feelings, which thus contributes to their brand loyalty. The business or organization will attain a stable customer base, which will be further increased because loyal customers are likely to recommend the brand or service to friends or relatives. Therefore, word-of-mouth communication is a strategy recognized

by today's marketers as being highly effective and reliable (Berger, 2014; Kimmel, 2010).

2.2.1.3 Elements of Loyalty

Product loyalty is fundamental for increasing the market share and is a company property in an abstract, intangible form. A model to measure loyalty has been developed by dividing the concept into two aspects: behavioral and attitudinal (Aaker, 2014b; García Gómez, Gutiérrez, & Gutiérrez, 2006; Odin, Odin, & Valette-Florence, 2001; Schiffman & Kanuk, 2007). A measure of behavioral loyalty is a study of consumer behavior toward the brand by measuring the buying behavior of one item over a period of time, number of times of purchase, and the frequency with which the consumer enters the store to see and inquire about the brand or buy the product. The results may be inaccurate because it cannot distinguish between the consumers who have real brand loyalty and those who have spurious brand loyalty. The second aspect, attitudinal loyalty in terms of "brand commitment," is measured based on a scale of "liking level." It measures the degree of customer preference toward the brand at five levels from strongly dislike to strongly like and includes the behavior of telling others to use the same brand (commitment level), which can be measured as follows. The first aspect, "brand commitment," is the measure of feeling of attachment to a particular brand, expressed through attitude rather than action. Attachment to the brand stems from the customer's "involvement" with it combined with their experience of using it, resulting in "commitment." When consumers have high commitment, they will support the same brand and buy the same product even if it is in short supply or the price is increasing (Jacoby, Jacob, & Chestnut, 1998; Schiffman & Kanuk, 2007). Brand commitment is associated with brand loyalty because consumers will show attitudinal loyalty to the brand, such as by wanting to support it, feeling proud of it, and maintaining their relationship with it. Next, the aspect of "brand deliberation" is the measure of the intention of consumers to show loyalty to a brand after using or purchasing from it, for example through overall brand evaluation, recommendation by word of mouth, and brand differentiation including studying or learning about the brand. Lastly, "brand community" is a measurement of the consumer's feeling of being a part of the community that uses the same brand, or their feeling of attachment to that community. Valarie A Zeithaml, Berry, and Parasuraman (1996) summarized the

factors of service loyalty based on "customer behavioral intentions" as follows: word-of-mouth communication involves talking positively about the service and the service provider to recommend them to others; "purchase intention" involves choosing the service as the first option; and "complaining behavior" involves making a complaint when problem occurs, whether to the service provider, someone else, or public media. This section is a measure of responding to consumer problems.

Besides the two aspects of loyalty measurement presented above, Aaker (2014a) divided consumer loyalty into five levels in a framework called the brand loyalty pyramid. The lowest level is "no brand loyalty," where customers can easily change from one product to another and are unable to recognize the difference between the brands. The second level is "habitual," where customers buy the products out of habit rather than a personal desire for them. These customers don't need to change service providers, but if a competitor's product is more advantageous, they may do so. The third level is "satisfied," where customers consider the "switching cost" and may switch to other products depending on their current satisfaction rate; however, this is more difficult than the switching that occurs at the second level, where the switching is performed only when the new option is more advantageous, because to change to another product means canceling the original product and involves the risk of encountering a lower quality product. For example, if someone were to cancel their high-speed internet service before the due date, the service provider might seize the deposit. However, consumers are likely to switch to competing products if a new brand is found to have higher performance than the existing product. The fourth level is "likes the brand," where consumers are loyal to the brand because they feel like it is a friend and feel a sense of familiarity with and affection for it, which makes it very difficult to switch to another product. These positive feelings toward a brand stem from the connection between the brand and customers through such aspects as symbol or experience. The fifth level, "committed," is the highest level of brand loyalty, where the consumer is affiliated with the brand and identify it as an intrinsic part of their life. Although other products may create more aesthetic attraction, customers still continuously purchase their chosen product and thus remain very loyal to it.

In conclusion, groups of loyal customers are highly important to businesses. Consumers who love and trust a particular brand find it difficult to switch

to another brand, as they feel familiar and satisfied with it and buy it willingly. Loyalty reflects the customer's commitment and willingness to continue using the same service and continually choose it over its competitors, thus resulting in a long-term brand-consumer relationship. The result of loyalty is composed of two elements. Firstly, "behavior" refers to the consumer continuing to use the service and sharing their experience of using it to recommend it to friends, family, and acquaintances. Secondly, "attitude" refers to the positive attitude that service recipients have toward the service provided. For example, when sick, a customer of a private hospital would instinctively choose to visit the private hospital and do not consider the government hospital as an option, due to their confidence about and satisfaction with the service they have previously received at the private hospital. S. Kim, Choe, and Petrick (2018), who studied "The effect of celebrity on brand awareness, perceived quality, brand image, brand loyalty, and destination attachment to a literary festival," stated that loyalty is the deep commitment to use a service in the future even if there is an external influence that would otherwise cause a change in customer behavior. It can be divided into four levels as follows. The first level is "cognitive loyalty," or the loyalty of thought and knowledge. Cognitive loyalty develops after the process of using the service. The second level is "affective loyalty," which refers to the emotional loyalty associated with the customer behavior influenced by their positive feelings toward that product. This has an emotional component that is relevant to the customer's mindset. The third level is "cognitive loyalty," which is an intention to repeat use of the service in the future, with current experience acting as a component of any effort to maintain this relationship. The fourth level is "action loyalty," which refers to a solid sense of loyalty with the desire to do whatever it takes to obtain the product or service that the customer is loyal to.

2.2.1.4   Elements of the Loyalty Process

Previously, traditional businesses never recognized the importance of "feeling" and instead focused exclusively on data, reports, and analysis. However, various corporate executives whose organizations consisted of factories, shops, employees, financial bargains, product chain network, value chain, product distribution, and freight shipping became increasingly aware that their organizations existed only because of the "brand." Without a brand, appeal to customers cannot exist. However,

the brand is nothing more than the utilization and subsequent influence through marketing of the "feelings" that the customers have toward the product or service. In short, at the core of a brand is the one-to-one relationship between each customer and that brand. "Emotional loyalty" is the measure of how close to or distant from the brand each customer feels and is probably one of the most important metrics for an organization to consider (Blair, Armstrong, & Murphy, 2003). Copeland (1923), who is regarded as the first to have proposed the concept of customer loyalty, defined customer loyalty as a behavior that reflects the specific needs of the customer to the brand (i.e., customer insistence); however, this definition has evolved over time. In the early 1970s, behavioral loyalty, which is largely measured by continuity of purchase, was considered the sole component of customer loyalty; in the post-1970s, this idea of customer loyalty was expanded to include attitudinal loyalty. In 1994, both views were considered as "composite loyalty," in which customer loyalty is defined as the true commitment of the customer to making regular repeat purchases of the products and services they love. Although the situation and marketing efforts have changed, they will not cause those customers to change their behavior to buy other branded products or services (Dick & Basu, 1994). Oliver (1999b) defined loyalty as the attachment of customer to the product, service, or brand, and stated that it can be measured by their "willingness," expressed by them purchasing or supporting (patronage) and advising others to use the same service (recommendation). To build loyalty, businesses must create strong relationships with consumers for long-term success. Although many factors and process are involved in the development of this relationship, it has the capacity to generate substantial financial value. It is also a social benefit and strengthens the structure of an entity or business. The process of building loyalty and retaining customers is based on an understanding of the decision-making process and consumer behavior. Oliver (1999a) also added that brand loyalty is a deep psychological phenomenon that involves commitment to the acquisition of new products and services and the intention to continually purchase the desired products and services in the future. This will result in the continual use of the same brand or branding series even though it may be influenced by changes in circumstances and marketing efforts. Aaker (2014b) defined loyalty as the engagement of the consumer with the brand, an indication of the possibility for consumers to switch, and a way to reduce marketing costs. The American

Marketing Association (1995) provides the following definition of brand loyalty: a situation where the consumer intends to purchase a particular brand or service, repeats the same purchase for a continuous time, and does not perform this purchasing behavior with other brands in the same category. Brand loyalty can be measured from consumer behavior and attitudes. Solomon (2009) stated that there are two types of psychological components of behavior: "overt behavior," which is an action that other people can observe or measure, and "covert behavior," which is an action that occurs within the person, such as feelings, attitudes, beliefs, and perceptions. Sundel and Sundel (2004) conducted a study on consumer behavior based on the consumption process model, which can be described as what the process of consumer behavior is and what factors influence it. For example, Schiffman and Kanuk (2000) model suggested that consumption consisted of three stages: input stage, process stage, and output stage. At the input stage, the consumer decision-making process is influenced by external factors. This is a business operation using a mix of marketing and social factors, family, social groups, and cultural classes. The process stage identifies the psychological factors that are related to the perception, learning, needs, motivation, personality, attitudes, values, and lifestyle of consumers. These factors have varying influence on the customer's needs, search for information, and evaluation of options before purchasing, including the experience gained from the assessment after consumption. At the input stage, the result of consumption may be the customer's satisfaction or dissatisfaction with a product or service. Such results will be remembered as a consumption experience and will also influence the consumer's psychological factors in the future. Meanwhile, the model of Blackwell, Miniard, and Engel (2006) proposed that the consumption process consists of six steps. The first of these steps is need recognition, where consumers are aware of a problem and have a need to acquire a product or service to solve it. The second step is search, where customers seek alternative options to products or services, brands, and distribution locations. The third step is alternative evaluation, where customers make a decision about the appropriate alternative. The fourth step is purchase, where customers consider where and how to buy the desired product. The fifth step is consumption, and the final step is post-consumption evaluation; consumers may or may not be satisfied, which will lead to further behaviors such as brand loyalty, repeat purchases, referrals, word of mouth, etc. This point of view aligns with that of

Schiffman and Kanuk (2000) regarding the model of consumer behavior concepts; based on the consumption process model, it can be concluded that customer loyalty is influenced by the consumer's psychological or internal factors as well as elements caused by external and environmental factors. Blair et al. (2003) conceptualized the elements of the loyalty process from the perspective of marketing and separated them into three categories as follows: attitude loyalty, behavioral loyalty, and overall loyalty. The following section will discuss these three categories. Attitudinal Loyalty

García Gómez et al. (2006) stated that attitude is key to building loyalty to a product. If the consumer has a positive attitude toward the brand, this will lead to buying behavior. Attitude is the feeling of the consumer that has a permanent relationship with the object or the experience of using the product. Attitudinal loyalty is essential because if consumers have a positive attitude toward that brand, this will inevitably lead to repeat buying behavior which can be regarded as true brand loyalty. Attitude comes from three elements: 1) perception, 2) feeling, and 3) behavior. J. Kim, Morris, and Swait (2008) also stated that "attitude strength" stems from perception and feeling. The strength of that attitude is reflected in five ways: 1) extremity, an assessment of individual liking or disliking of an object or thing; 2) intensity, the strength of an individual's feelings toward an object or thing; 3) certainty, the correctness of the attitude in each person; 4) importance, the attitude in terms of the individual's personal needs; and 5) knowledge, the individual's accumulation of information about things or objects. According to research by Johnson, Herrmann, and Huber (2016), who studied the evolution of loyalty intention, there are two types of attitudes that can act as the intermediary between value and loyalty: affective commitment and brand equity. Affective commitment is the factor involved in building a strong relationship, and brand equity is the factor influenced by such aspects as repeat purchase behavior, brand satisfaction, word of mouth, and brand identity.

Therefore, it can be concluded that building a positive attitude has a significant impact on branding because the consumer's attitude toward the brand can reflect the brand's true image and identity of the brand. Creating or adjusting a branding attitude requires dedication and time. If consumers' attitudes toward a product can be made more positive, this can turn them into customers, and their continued satisfaction with the product is subsequently likely to lead to further purchasing behavior.

1) Behavioral Loyalty

García Gómez et al. (2006) mentioned that the behavioral dimension of loyalty to a product is demonstrated through continuous repeat buying behavior. The results of their study on the role of behavioral loyalty programs and the feeling of loyalty showed that consumers who participated in the loyalty program had increased loyalty behaviors than those who did not. However, consumers who participated in the program did not change their purchasing behavior. Therefore, the strategy for keeping loyal customers is to retain existing customers. This will strengthen the emotional relationship between the customers and the retailers. In addition, consumers who are already loyal to the brand will continue to have repeated buying behavior. Therefore, it is important to emphasize the importance of the emotional relationship in strengthening the positive feeling of the customers. This can be considered as one method to create repeat purchase behavior; when a consumer is satisfied with the purchase of that product, they will buy that brand again. Brand loyalty can be directly measured by repeat buying behavior. Repeat purchases can be divided into two aspects: 1) reflective loyalty, the result of brand commitment or the presence of a positive attitude toward the brand, and 2) inertia, the re-purchasing behavior of the same brand, without purchasing motivation; for instance, if there is no option to buy, or if the price is reduced. J. Kim et al. (2008) suggested that inertia buying behavior refers to buying because of habit, or it is a spurious behavior wherein consumers may develop false loyalty due to purchase without brand affiliation. While repeat purchase still occurs, this buying behavior is different from that which demonstrates true loyalty.

According to the research of J. Kim et al. (2008), true brand loyalty is caused by five factors: brand credibility, affective brand conviction, cognitive brand conviction, attitude strength, and brand commitment. This kind of loyalty is easily noticed and is determined by observing behaviors such the consumer's rating of a service or product, the frequency with which the consumer shops at retailers, or the amount of the purchase. In order to prove this, consulting company KPMG has created an aid called the Loyalty Ladder to clearly show how loyalty may be caused by multiple motives. The Loyalty Ladder divides customers into several groups. The first group, on the lowest rung of the Loyalty Ladder, are "zombie-sucking" customers, who predominantly seek special offers. While they may resemble loyal customers, they do

not feel any affection for the brand. The second group are the "inactive passion" customers, who appear to be behaviorally loyal customers; they visit the store often but do not have any feelings about the brand. The third group are the "captive customers", who have been trapped into buying the brand either for "point collection" or because it is the only existing brand. This group feels increasingly negative every time they are forced to buy products from the brand, and often eventually turn into members of the fourth group, namely, the "terrorists"; these consumers voice their negative feelings about the brand to others, and may eventually cease to use the brand altogether. The fifth group are the "spoiled customers," who may buy more often but whose negative feeling toward the brand intensifies with every purchase. This may be due to the quality of the product, a lack of alternative options, or even poor service. The sixth group is customers who are "waiting for a good deal." These customers clearly demonstrate loyalty behavior but will stay with the brand just while waiting to find better deals elsewhere, upon which they are ready to strike swiftly and with pleasure. The seventh group are the "mercenaries," who arise from the common situation wherein companies buy customer loyalty with loyalty points and rewards. Customers may feel compelled to continue to utilize an offer that they are not satisfied with, and can thus be not very affectionate nor sincerely attached to the brand or service. This type of customer can cause the owner of the brand to experience a false sense of confidence. Moreover, a long wait time before the rewards can be capitalized on can create negative feelings in the customers toward the brand upon the realization that their feeling that it was necessary to use that brand was erroneous. Next is group of customers who but with appreciation and buy on special occasions. Another group rarely buy the product, typically only when necessary, but still feel a strong sense of affection for it. These customers may be valuable in the future by maintaining a consistent consumption rate. The final group are the true loyalists, who represent the ideal concept of brand loyalty in which strong relationships are created and maintained, which can generally be realized through consistent behavior combined with strong emotional attachment. These customers buy the products often because they have a sense of emotional loyalty to the brand. Ouzaka (2002) stated that loyalty is manifested by behavioral and psychological effects and strengthens the consumer-brand relationship. Therefore, it is imperative to be continuously attentive to loyalty because customers will remember the

thoughts and actions they experience and engage with in the consumption process. Therefore, brand loyalty in terms of behavior can be determined from repeated buying behavior on a continuous basis. Continued purchasing behavior is the result of the consumer having a positive attitude toward the brand.

2) Composite Loyalty

Jacoby et al. (1998) stated that loyalty is not just a measure of repeat buying behavior, nor is it merely a measure just for a short duration, but contains various other dimensions in which it must be measured, and in consideration of the long term. The loyalty measurement contains three aspects: 1) behavioral measurements, 2) attitudinal measurements, and 3) composite measurements. Blair et al. (2003) also presented the idea of a collective measure of loyalty from a marketing perspective, both in terms of attitude or emotion and behavior, which are divided as follows. 1) Emotional loyalty is a psychological perspective. Loyalty to the product or service means that a product or service has made the consumer feel positive toward it and attached to it. Positive attitude toward the product or service is caused by three important aspects: confidence, centrality, and accessibility. 2) Behavioral loyalty is considered as purchase behavior, which is the most used definition because it can be easily observed and measured. Loyalty to the product or service refers to repeated purchase or frequent use until the loyalty can be observed in further behaviors such as returning to use the service, purchase frequency, and number of purchases. However, the consideration of the purchase may be limited and misinterpreted because a single consumer's repeat purchase may not be due to brand loyalty or service but necessity, as they must use that brand due to a lack of other options. Uncles, Dowling, and Hammond (2003) proposed three methods to measure loyalty:1) the behavioral approach, which tests the continuity of past purchases of the customers by measuring purchasing rate and possibility of purchasing; 2) the attitude approach, which shows customer loyalty through psychological involvement in favoring a particular thing and values toward a particular product or service; and 3) the integrated approach, which combines both behavioral and attitude loyalty to create brand loyalty, stating that loyalty is driven by favorable attitudes and repeat buying behavior. In order to verify customer behavior, Kun-Hua (2004) added an attitude dimension to the observation of the behavioral dimension for the purpose of indicating genuine loyalty. This is called the psychological commitment,

which takes the form of customer purchasing behavior. This brand loyalty measurement can be defined in two aspects: 1) behavioral measurement and attitude measurement. Both aspects can influence brand loyalty and measure customers' support as expressed by repeated purchases. However, the behavioral measurement method cannot adequately describe a customer's brand loyalty because buying behavior can only describe the basis of loyalty or expressed habits. Therefore, the behavioral measurement method lacks a conceptual basis and shows only the constant effect of the process of change because most questions are solely focused on the possibility of behavior. Business organizations therefore have a great need to fully understand what marketing efforts influence a customer's buying behavior, demonstrating the necessity for loyalty to be measured in terms of behavior and attitude. Lau (1999) suggested that the loyalty of service users can be measured as follows. 1) Behavioral measurement, which can be observed from the continuity of repeat buying behavior. Re-purchases can arise from various factors and do not solely occur because of loyalty; for example, residents of a village in which there is only one bank have no choice but to remain loyal to that bank regardless of their level of actual satisfaction with it, due to the lack of available alternative options. If a new bank were to open nearby, customers may switch to that new one. 2) Attitudinal measurement, which is a measure of the feelings or emotions experienced by service users that lead them to feel attached to or part of the service, making them eager to participate in activities provided. Even if emotion is difficult to measure, it can be observed in certain behaviors expressed by the user; returning to the previous example of a bank, positive emotion may be evident in the customer's recommendation of their chosen bank to an acquaintance, their expression of compliments to others for choosing the same bank, or their defense of their chosen bank if others were to criticize it. 3) Composite measurements, in which the concepts of the above two measurements are combined; for example, the likelihood of a customer switching to another bank, the frequency with which they use the service provided, etc. To measure the loyalty of service users, marketers most commonly use the following three questions: 1) "Are you likely to repeat this service in the future?" 2) "Would you recommend others to use our services in the future?" 3) "Overall, how much you are satisfied with our service?"

From the aforementioned concepts and meanings, it can be concluded that consumer loyalty refers to the consumer's engagement with products and services as a consistent attitude and is expressed by the purchase of products and services in the same brand, as can be measured by the quantity purchased and the frequency of service usage.

2.2.1.5   Tourist Loyalty

Tourist loyalty refers to the relationship between attitudes and behaviors toward the service of an organization which is influenced by consideration of past experiences. The patterns of attitudes and behaviors involved in tourist loyalty (Oliver, 2010) are as follows. 1) Cognitive, an attitude that occurs when a tourist evaluates what they have received from various tourist sites, such as the goods, services, and facilities offered by the tourist destination, how comfortable their chosen method of travel was, and the quality of customer service provided by staff members, and subsequently uses their conclusions to decide whether they found the attraction favorable. 2) Affective, an emotional expression made evident through actions and gestures indicating a fondness for the products and services offered by a tourist destination, which ultimately results in satisfaction and an intention to visit the site again in the future. 3) Action, a behavior expressed by visiting the tourist destination repeatedly. This revisit is the result of the impression gained from the previous visit. The awareness and feelings of tourists are attitudes and behaviors which cannot guarantee that they will return again because many intervening factors may occur in the future and prevent these tourists from traveling as intended. This is different from the actions that show repeat visits, which involve behavior that shows actual results (Kozak & Baloglu, 2011).

1) Tourist Loyalty Classification

Tourist loyalty toward a tourist destination (Petrick, 2005) can be described as follows.

(1) True loyalty is shown in tourists who have a positive attitude toward the destination and whose level of repeat visiting is high. These tourists feel satisfied with that destination, visit it continuously, and often recommend others to visit it as well.

(2) Latent loyalty is shown in tourists who have a positive attitude toward the destination but who make fewer repeat visits. However, when

wanting to travel, they will think of that destination first and may recommend others to visit it as well.

(3) Spurious loyalty is shown in tourists who visit the destination repeatedly but do not have a very good attitude toward that destination. Most of these tourists are people in the community who live near the destination.

(4) No loyalty is shown in tourists who are dissatisfied with the destination, which may differ according to the feeling of each tourist. If it is a slight dissatisfaction mostly felt toward minor issues, repeat visits may still occur. However, if it is a high level of dissatisfaction, the tourist will not want to visit that destination again.

2) Building Tourist Loyalty

Tourist Loyalty is the most important goal for every tourist organization to endeavor to achieve. If the organization can accurately respond to and accommodate the needs of tourists, and if tourists perceive the value created within the destination, this would create loyalty among tourists. Tourist loyalty occurs when tourists are mostly satisfied with the service quality of the destination, or when tourists are constantly and eventually satisfied (Timm, 2011). The creation of good service quality allows tourists to perceive the value received from their visit, thereby leading to increased satisfaction (Hayes, 2008). Based on the theory of positive reinforcement, stimuli can be used, and high-quality service offered, to make tourists perceive the value of the destination and thus experience a higher level of satisfaction. Inevitably, this affects the intention and future behavior of tourists, such as visiting repeatedly, recommending services to others, and making positive referrals (Reisinger & Turner, 2009).

3) Measuring Tourist Loyalty

The measurement of tourist loyalty is composed of three important aspects (Robinson & Etherington, 2006) as follows.

(1) Repeat tourism. This shows the attachment of tourists toward the destination and the intention to visit it again in the future, which can occur due to their impression of the tourism images or perception of good tourism value, including their satisfaction with the service quality. The tourists develop a positive attitude toward the destination and intend to visit it again; additionally, when wanting

to travel, they will think of this destination first and may visit with larger parties of friends or relatives.

(2) Advice and word of mouth. This involves tourists recommending the destination to friends or relatives, which may include them describing their experiences and expressing their positive impression of different tourist elements of the destination, such as the attractions, the facilities, and the quality of services provided.

(3) Willingness to pay more. This refers to the outcome that tourists are not worried about increases in the price of various aspects of a tourist organization such as that of products and services, admission fees, and transportation. Tourists who are loyal to the destination will accept having to pay more to access the destination again.

Author (Year)	Loyalty		
	1	**2**	**3**
Total	16	16	16

Note: 1) Attitudinal loyalty is a positive attitude toward a product, resulting in the consumer liking the product and leading to a purchasing behavior.

2) Behavioral loyalty is a regular repeat purchase, based on the unquestioning prioritization of a service over its competitors and preference for the services provided, in terms of both purchase quantity and purchase frequency.

3) Composite loyalty is the genuine commitment of customers to repeatedly buy or subsidize the products and services they love in the future.

Based on the concept of loyalty, the researcher synthesized the components of loyalty by applying the concept of Blair et al. (2003) which presents the elements of the loyalty process from a marketing perspective. Brand loyalty contains three aspects: attitude loyalty, behavioral loyalty, and composite loyalty. In this research, this framework is adopted to study the loyalty of tourists toward Phuket tourist attractions.

2.2.2 Expectation Confirmation Theory (ECT)

2.2.2.1 Expectation

Expectation is a psychological aspect that is not focused on only an action but also on the motivation, beliefs, feelings, attitudes, and values that lead to expectation. Many scholars have provided definitions of this word; for example, Hersey and Blanchard (1982) said that expectation is that people perceive the appropriate way to act in their role and in the roles of others. Expectations tell how people must act in different situations. Meanwhile, Visit Visesthienkul (1998) stated that expectation is a person's conscious mindset or critical opinion that functions as a prediction of what might or should happen and how. In conclusion, expectation is a feeling of need for something, in the present or in the future. It is the prediction of what will affect one's perception, using learning experience as an indicator.

Regarding the characteristics of expectation, Turner (1982) suggested that expectation is the same as "playing a stage." In other words, it contains performers and an audience. The roles of the performers are as follows.

1) Expectation refers to the realities of society that can be compared to theatrical plays, composed of various social positions determining how each people should behave in society. Social activities or social actions are organized and controlled by different norms according to different social situations and conditions.

2) Expectation from other performers means that society has norms, which function like a script to determine the roles of people in the social relationships. As stated, people in society must perform the roles that are expected from each other, so that people can expect the behavior of others to be expressed and can consequently interact properly according to the expectation or others in the society.

3) Expectation from the audience. This is the expectation of people in society who have different conditions. They expect and assume the roles of others that lead them to proper social interaction, according to the regulation and as per social expectation.

Turner (1982) mentioned the source of consumer expectations; the results of consumer opinions about service quality reveal that consumer expectations for service are influenced by four key sources as follows.

1) Personal needs: the needs of each consumer will vary depending on the nature and the environment of each person. Consumers may expect the same or different services according to their personal needs.

2) Word-of-mouth communication: the information that consumers perceive based on the words of other consumers, who may have either heard about the product or service or used it themselves, and are now advising and persuading others to use or avoid the product based on whether their own perception of it is positive or negative, respectively.

3) Past experience: consumers' experiences of using the service both directly and indirectly influences their level of consumer expectations, because they learn from and remember those past experiences.

4) External communication: the advertisement and public relations of the organizations of service providers exposed to consumers in various forms to create positive images or to promote sales. All play an important role in building consumer expectations of the services.

From the above definitions and explanations of the concept of expectation, it can be concluded that expectation is the influence of a person's previous experience on their behavior in making decisions to achieve a set goal and meet their needs.

2.2.2.2   Expectation Confirmation Theory

Expectation confirmation theory (ECT) is defined as the consistency between efficiency perceptions of customers and their level of expectation (Lin, Tsai, & Chiu, 2009), in which expectation is a critical parameter of satisfaction (Koo, Wati, Park, & Lim, 2011). When consumers have expectations, they perceive and evaluate the efficiency. The expectations will be confirmed after the consumer uses the services,

which will ultimately lead to satisfaction or dissatisfaction (B. Kim, 2010). This theory was first developed by Oliver (1977) who used it to study consumer satisfaction and purchase intentions. ECT theory states that consumers initially set expectations before making a purchase and become aware of the effectiveness of the product after the period during which they use it. Consumers then assess product satisfaction against the actual performance of the product after use (Baek, Ahn, & Oh, 2014). According to Eid (2011), when consumers' expectations of the reliability of a product are confirmed, they become more satisfied and interested in purchasing the product again. In the same way, satisfaction will lead to positive intentions in the future (Oliver, 1980).

The theory of conformity with expectation explains the occurrence of expectation along with the perception of performance which leads to satisfaction after purchasing the product or using the service. The research of Oliver (1977) stated that if the product exceeds the customer's expectations, it will cause satisfaction. On the other hand, if the quality of the product falls short of the customer's expectations, this will cause dissatisfaction. According to the theoretical model consistent with the expectations presented by Oliver (1977), including expectation and perceived performance, which determines whether a product is consistent with what was originally expected, this phenomenon is called disconfirmation, which continues until either satisfaction or dissatisfaction with the product occurs. According to the studies of Hong, Thong, and Tam (2006); Liao, Palvia, and Chen (2009), confirmation of expectations is preceded by customer satisfaction, both of which were used as the main factor in further studies. In addition, a study by Wen, Prybutok, and Xu (2011) found that confirmation of expectation had a positive effect on knowledge of the benefits and preferences. This will also affect the intention for online repeated purchasing. Meanwhile, the research of D. J. Kim, Ferrin, and Rao (2009) showed that reliability and satisfaction are the factors that are critical to the success of e-commerce relationships. In addition, Gefen, Karahanna, and Straub (2003) brought together the TAM model and reliability and found that reliability directly and indirectly affects the intention to use the information system through the perception of benefits.

The Satisfaction-loyalty Theory

This theory was developed to discover the reasons behind customer loyalty toward a particular service and has been extensively applied and adapted in

various fields within the satisfaction-loyalty theory, based on the standards shown in Figure 2.1. Two factors need to be considered: perceived quality of service and overall satisfaction. The perception of quality and customer satisfaction is highly operative in the development of sustained loyalty, while satisfaction is a key factor in partly or fully mediating the impact of service quality on loyalty. Generally, service quality means "overall customer impression of inferior and superiority of organization and service" (Jen, Tu, & Lu, 2011); it is multidimensional (Jen et al., 2011; Parasuraman, Zeithaml, & Berry, 1988) and hierarchical (Jen et al., 2011). PT service creation should implement the comprehensive measurements to consider the intangible, inseparable, and heterogeneous properties (Parasuraman, Berry, & Zeithaml, 1991; Parasuraman et al., 1988). Surveys with discontinuous data and the size at which customers are satisfied are often used to quantify the aspects of PT service quality, based on latent variables (Eboli & Mazzulla, 2007, 2012; Wen, Lan, & Cheng, 2005). More importantly, the perceived quality of service was often used in transport studies to examine its role in increasing the number of PT drivers (Campbell & Brakewood, 2017).
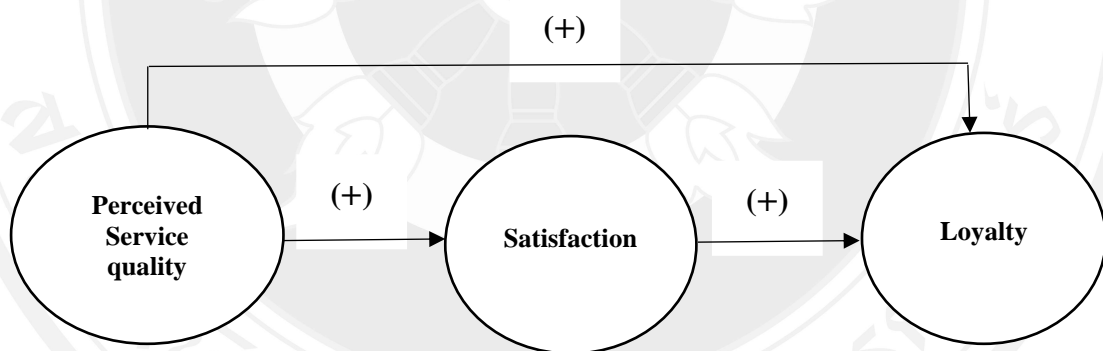
Figure 2.1 The Standard Satisfaction – Loyalty
Source: Satisfaction-Loyalty Theory by Jen et al. (2011).

Perceived quality is an assessment of the effectiveness of a product or service based on the actual experience of the customer. The quality is compared between the quality that the customer perceives from the standard or what the customer has expected. In this regard, the customer's perception of the quality measurement of this product or service will be asked about in three aspects: overall quality of the product or service, product or service quality in terms of meeting their personal needs, and product or service quality in terms of reliability; the customer's own expectations will also be investigated. If the company is able to exceed the standards expectation of the customers, there will be a positive effect on customer satisfaction. Kunnapat Kankaew (2012) investigated passenger expectations and satisfaction with the full service of airlines in Thailand in the context of Thai Airways and Bangkok Airways, and found that customers had high expectations for both ground service and in-flight service. Additionally, customers expressed a high level of satisfaction with the service they received. Factors affecting the expectation of and satisfaction with ground service were the convenience of ticket booking, ease of check-in, ease of interacting with ticketing through a mobile application, responsiveness and comprehensiveness of the airline's Internet system, flight punctuality, speed of luggage delivery, service of ground staff, and speed of employee response in handling problems.

2.2.3   Concepts and Theories Related to Cultural Interaction

Cultural interaction is the reciprocal influence of a person from one national or organizational culture on someone from another national or organizational culture (Rozkwitalska, 2010). Warsaw: Outbuilding, cultural interaction can be clearly visible and is easiest to understand in the context of the migration or movement of people from one cultural area to another. Tartaron (2012) stated that culture is a form of social recognition which allows people to educate others on important cultural elements. It is the cultural interaction of people in the past with people in the present, or that which involves humans in the present transferring elements of their culture into the future (Arlt, 2011). Cultural interaction is a complex process of interaction between two or more different people within different formations.

This chapter aims to explain this working process as a process of knowledge with potential conflicts and scope; explain the patterns of knowledge and the forms of cultural interaction and exchange; and explore the distribution of cultural products and the framework and perspective of cultural interactions transformed by technologies and new possibilities. This chapter shows that the cultural interaction is fundamental to ensuring a prosperous future, the antithesis of which is social conflict. Culture has historically been used as an excuse and justification for violence, war, and the creation of enemies. It has been shown that the opposite is not the reality of the cultural process. Truly, the phrase "Silk Road" demonstrates the mixture of language and cultural richness that occurs from the cultural exchange process. Therefore, culture can be considered an important issue that cannot be ignored, because intercultural communication involves interaction between people from diverse, unfamiliar, and different cultures (Jandt, 2004).

Amara Pongsapich (2000) mentioned that cultural interaction is related to cultural adaptation and that its characteristics are consistent and contradictory, using different words such as adaptation, cultural creativity, acculturation, cultural assimilation, cultural integration, and cultural conflict. Culture is another dimension that has been influenced by changes in the modern world of globalization. These changes expose people to different cultural interactions and different levels of cultural diversity from what they are used to, enabling them to learn from diverse cultures. Each person has different dimensions of cultural diversity. The expression or interaction of a person in a particular culture may be appropriate for that cultural context. However, when that person enters other culture, their expression or interaction may be improper, resulting in cultural conflict (Gorlach, 2008). Ulrey and Amason (2001) said that miscommunication and unintentionally abusive interactions can create dissatisfaction with foreign passengers, which can cause anxiety. Therefore, people must be educated and gain a better understanding of cultural differences, thus preparing them to understand, deal with, and respond effectively to diverse cultural interactions that may occur. An important tool to learn and to understand this interaction is communication, which allows human beings to better understand each other. Before communicating or interacting, people need to understand variations in acceptable communication or interaction between cultures.

In conclusion, cultural interaction refers to the phenomenon wherein people meet and interact with people from diverse cultures that are different than what they are familiar with, and consequently learn from those diverse cultures. This study refers to the cultural interaction process involved in tourists visiting Phuket attractions that are interpreted by symbolic systems to convey ideas and understanding, such as using language to communicate, cooperation in culture, traditions, rituals, family ties, kinship, and studying together.

2.2.3.1   The Concept of Culture

Culture is essential in shaping human behaviors and determining human psychological values in various social groups, resulting in the same localized social norms. Adherence to human cultures in different societies will differ due to different contexts in terms of religion, custom, tradition, attitude, and behavior. Culture is a highly sensitive matter. Therefore, to reduce the problems arising from cultural differences, education and communication must be conducted to enable understanding of and adaptation to the cultures of different peoples, thereby widening people's horizons of understanding regarding social and cultural norms, values, regulations, and beliefs. This also functions to reduce the feeling of being a "stranger in a strange land."

2.2.3.2   The Definition of Culture

Office of the Royal Society (2011) defined culture as the matter that contributes to the growth of groups, such as Thai culture, dress culture, and the way of life of groups such as indigenous communities and hill tribes. Meanwhile, Heyes, Bang, Shea, Frith, and Fleming (2020) mentioned culture refers to the behavior, speech, gestures, activities, and the production of an activity that people in society produce or improve from nature. Varvarigos (2020) said that culture generally refers to the way of living practiced by a society or individual groups that has been passed down continuously from one generation to the next. Culture is what each society considers a virtuous and a typical way of life, which most inhabitants of that society will cherish and protect. According to Hunter (2020), culture maintains everything that human beings have created for living together in society and is also something that the majority of people in that society respect and follow together, including the collection and transmission of that behavior to offspring. Amezaga (2019) states that culture is the collective name of many behaviors that are socially acquired and socially transmitted

through symbolism. Culture is, therefore, the name of all the remarkable achievements of human group, including elements such as language, tools, industrial appliances, art, science, law, morality, and religion, as well as the objects or artifacts that represent patterns of cultural achievement. Thus, the intellectual culture can still facilitate such useful elements as buildings, utensils, communication tools, and art objects. Moreover, Valetti, Pellegrino, and Aghemo (2020) compiled important definitions of culture provided by famous anthropologists as follows. Edward (1958) defined culture as "all that are complicated, including knowledge, beliefs, arts, ethics, morals, laws, traditions and other abilities. It also includes the various habits that human beings acquire through learning from being social member." White (1982) mentioned that "Culture is the phenomenon of different organizational actions or behaviors, the organizational thinking such as beliefs, knowledge, and the organizational feeling attached to things like organized attitude. As mentioned, it is based on the use of a symbolic system, culture began when human beings were mammals showing the expression by a symbolic system, these essential symbols cause cultural transmission from one to another." Similarly, Coons (1957) defined culture as "all results of methods that make human beings live and transmitted from one generation to other through learning." Kelly (1992) defined culture as "Everything man-made for human life, it can be reasonable or unreasonable at some point of times as practice guidelines or human behavior." As per Herskovits (1895-1963), "Culture is a man-made environment." Linton (1964) defined culture as an organized group who have developed their own patterns of behavior through studying particular social characteristics. According to Bidney (1953), culture is something that humans obtain from learning, or it is the behavior coming from the discipline, including the thoughts of individuals within that society, and the intelligence, arts, social thoughts, and institutions that social members accept and comply with. Cuber (2008) stated that culture "the behavioral pattern occurred from learning that gradually changes and also includes the products of learning, such as attitudes, values, man-made items and individual group knowledge, and transmitted to other social members." Kroeber and Kluckhohn (1952) stated that culture consists of behavioral patterns acquired through learning and transmission from one generation to another by using a symbolic system, the outcome of which may vary in different groups. Culture also includes man-made tools. Other important components

of culture are traditional thoughts (which have history and are based on different selections) and the values that follow. A cultural system may be considered as a product of action, and on the other hand, it is a condition that causes further action.

In conclusion, culture can be defined as all products that are man-made rather than natural. Therefore, culture can refer to concepts, attitudes, ideologies, knowledge, values, traditions, and beliefs, as well as actions that arise from both human learning and social transmission. Culture is not just an object. Thus, different societies have different cultures for their people to comply with.

2.2.3.3   The Significance of Culture

According to the literature review, culture is a way of life or a pattern of human life; society and culture do not have to be the same for all groups or countries, and, ideally, should not consider others to be inferior. However, an important aspect of the culture in each society is cultural diversity. When a foreign culture enters a society, the cultural identity of that society may deteriorate. Indeed, the essential value of a culture is diversity; therefore, when there is an idea of cultural diversity, each society needs to maintain its identity. At the same time, they must develop their own cultures, thus enabling each society to engage in cultural exchanges with each other. Therefore, the promotion of cultural prosperity must be attempted while simultaneously preserving the unique culture of that society.

2.2.3.4   Types of Culture

Societal culture can be divided into two types: material culture, which occurs from human thought, such as households, buildings, arts, sculptures, and various daily used objects; and spiritual or nonmaterial culture, which refers to symbolic and intangible cultural elements such as language, beliefs, tradition, and etiquette. Likewise, Heyes et al. (2020) stated that there are two types of culture: First, material culture refers to tangible aspects such as inventions and technologies, like household appliances, buildings, houses, and vehicles. Second, nonmaterial culture involves more abstract patterns of life, such as thoughts, beliefs, language, morals, and ways of action. Anna and Serena (2020) divided cultures into three categories as follows. First, thought culture or trust refers to a culture of social opinions, beliefs, or thoughts, which may be correct or incorrect, such as scientific truth, religious beliefs, ancient fiction, literature, superstitions, and proverbs. The second category is traditional culture, which refers to

the rules or traditions that people in society adhere to and practice together, such as order, tradition, and law. The third category is material culture, which refers to objects or appliances that people have invented for the benefit of society. Amezaga (2019) divided culture into five categories as follows. First, social institution refers to family institution, economy, politics, government, education, religion, medicine and public health, etc. The second type is social control, which includes all formal and informal controls that contribute to the maintenance of social order. There are five sub-categories of social control, as follows: 1) religion, which helps to control society by imposing various prohibitions such as those against stealing and intoxication; 2) social belief, meaning a system of thinking about subjects related to many people in society (e.g., in Thai society, many people believe in hell, heaven, merit, sin, philanthropy, and the next world); 3) value, which refers to the standard of measuring what is valuable in society, the belief in which can help society to be more orderly; 4) tradition, the widespread adherence to which creates orderliness in society; and 5) law, which directly controls society and thus ensures order. The third type of culture is art, which refers to creative output in various fields such as painting, sculpture, architecture, handicrafts, music, drama, dance, and literature. The fourth type is language, which refers to the symbols used to communicate with each other and includes spoken language, written language, sign language, and various gestures. The fifth type is ritual, which refers to a religious or solemn ceremony consisting of a series of actions performed according to a prescribed order.

Hunter (2020) divided culture into two aspects as follows. 1) Culture of traditions and beliefs. Tradition is the informal agreement generally accepted by members of a society about behaviors that should and should not be practiced at the individual and societal levels. It is something that people learn and inherit from the previous generation, such as paying homage to older people, or taking one's shoes off before entering a house. Belief refers to religious beliefs or beliefs in things that have superhuman power, such as sacred things or ghosts, and is very important to culture because it determines the customs and behavior of society members. 2) Culture in artifacts and architecture, including cultures discovered in prehistoric times and various cultural objects. Culture is a social heritage, and its aspects can be classified as material culture (aspects of culture that contribute to physical comfort, such as tools, appliances,

housing, and clothing) and spiritual culture (aspects of culture that promote spiritual, emotional, and mental well-being, such as thoughts, beliefs, religion, values, and morals). A society must uphold and maintain a balance between both aspects of culture, as they overlap and are indivisible from each other.

As mentioned above, culture can be divided into two main aspects: material culture and spiritual or nonmaterial culture. This study uses a framework of cultural interaction in tourist attractions that express both material and spiritual culture as seen, experienced, and interacted with by tourists. This can create both positive and negative feelings about traveling to Phuket.

2.2.3.5   Elements of Culture

Culture is the result of humans controlling nature as human behaviors created societal organization, beliefs, arts, and values, as well as new science and modern technology, causing the evolution of human concepts and behaviors in response to various environmental conditions. Therefore, it is important to understand the following four elements that combine to form culture. 1) Concept, which refers to beliefs, opinions, and understanding, as well as ideologies such as belief in the law of karma; monogamy; traditional societal values; the processes involved in death and rebirth, depending on religion; belief in one or more gods; and what should be accepted as right and appropriate, depending on the culture, and which standard should be used to judge. 2) Association or organization, which refers to a social group that has organized the surrounding environment and has an effective management system, resulting in fast, convenient, accurate, and efficient administration and management of people and work, such as can be observed in institutions, associations, clubs, temples, the Red Cross Movement, labor unions, scout groups, family (the smallest organization), and the United Nations (the largest organization)w. 3) Usage, which refers to a tradition that is generally accepted and which can be expressed in various rituals such as the tradition of fire hair shaving, marriage, and funerals. 4) Instrumental and symbolic objects, which refers to tangible cultural elements such as tools and equipment in agricultural and industrial systems; schools; various places and buildings; temples; Ubosot; Viharn; cultural utensils such as potters, plates, cups, and knives; and artistic products such as paintings and statues. Meanwhile, non-shaped objects

represent symbols of communication, such as language, numbers, scales, and measurement.

2.2.3.6 Cultural Process

Jansson, Johanson, and Ramström (2007) stated that the cultural learning process for adaptation contains three phases as follows. The first phase is the "awareness phase: adaptation to stranger," which is the first step that occurs when entering or living in a different culture, when people encounter something that is different or unfamiliar and consequently begin a learning process. This process is divided into two sub-phases: learning from the knowledge of others (initial learning: secondhand knowledge), which might come from books, the Internet, or other various sources, in an initial cultural adaptation process that involves recognizing that cultures of coworkers or other people with whom one interacts contain different behavioral patterns, which is only a stage of awareness and does not result in modification to the person's own behavior. The second phase is "exploration phase: adaptation to acquaintance," which is the process of exploring different cultures by one's own experience and which contains three sub-phases: 1) experiential cultural learning, the process of discovering knowledge and experimenting in new cultures by themselves, interacting with things that are never seen or found in their own culture; 2) open communication at personal level, during which they start to meet, talk to, and make friends with people from different cultures, which will be an educational process that involves the exchange of cultural ideas; and 3) experiential cultural adaptation, where after meeting with people from different cultures, the person begins to feel that something makes both parties different and that the process of building a relationship must involve adaptation. For example, foreign friends use handshakes to greet each other, while people in Thailand wai and say "Sawasdee" as a greeting. The third phase is "expansion phase: adaptation to friend," which occurs after sustained interaction with friends from different cultures and extensive discovery of the differences between both parties. Thus, to strengthen their relationship, both parties must begin to adjust to each other, such as by shaking hands instead of saying "Sawasdee." One sub-phase involved in this is experiential cultural learning, wherein after successfully building relationships with friends from different cultures, someone will have learned about their friends' cultures and gained a better understanding of how to live in that society. Hence, it can

be said that a person can develop the ability to understand and learn more culturally. The second sub-phase is experiential cultural adaptation, which enables people of other cultures to adapt across cultures, understand how to create social harmony, and adapt and survive without obstacles, referred to as the experience of cross-cultural adaptation (Jansson et al., 2007).

Heyes et al. (2020) stated that the evolution and emergence of the aforementioned cultural elements indicate how human beings adapt to their physical and cultural environments. This must involve the harmonious integration of religious traditions with several cultural processes, as will be discussed in the following paragraphs.

1) Cultural Transmission

Culture is a system of man-made symbolism, rather than an instinctive system, which human beings learn through cultural transmission. The most obvious example is how parents teach their children, and how older people teach those who are younger than them; it must also be acknowledged that some aspects of a culture can change over time, and that human beings living in different societies have different cultures.

2) Acceptance of Other Cultures

This involves acceptance of a culture from a neighboring society that is consistent with the existing one and does not conflict with its core values until it is impossible to distinguish which part is the original culture and which part is derived from other societies. Initially, the adoption of another society's culture might be called a borrowing culture; as time passes, however, the borrowing eventually becomes the receiver. Borrowing and receiving cultures mark the beginning of a cultural transformation which involves the process of cultural diffusion, a term coined by a group of scholars led by Franz Bosa of Colombia University which refers to the movement of culture from the center of one society out to other communities and/or societies.

3) Cultural Assimilation

The transmission of cultures within the same society primarily occurs via vertical cultural inheritance from one generation to another, or in the process of parents teaching their children (enculturation). In the transferal of culture from one society to another, one society accepts the culture of the other and creates cultural adaptation (acculturation) while partially abandoning the original culture, resulting in cultural harmony and a modification to the original identity.

2.2.4 The Concept and Theory of Interaction

Interaction is a natural human behavior. It is spontaneous and occurs as people naturally communicate and exchange knowledge. Thus, they naturally interact with each other in a simple manner uninhibited by rules. Reasons for the interaction can include liking each other, sharing benefits, or conflict. In Buddhism, interaction is divided into three aspects; physical, such as touching or worshipping; verbal, such as greeting or speaking; and moral, such as feelings and thoughts (Narong Sengpracha, 2001). Engaging in interaction is extremely important for all human beings who live in a society.

2.2.4.1 The Definition of Interaction

Office of the Royal Society (2011) defines interaction as being a particular bond or having a particular line of interaction. Many academics have also provided definitions of the word as follows. Green (2010) mentioned that interaction is the individual's way of connecting with others to solve problems and to cooperate in the endeavor to achieve a particular goal. Social interactions can be manifested in the form of behavior that obeys rules, regulations, laws, status, roles, and other moral norms. According to Magaña (2019), interaction refers to a state in which two or more people have acted alongside another for a common purpose. Narong Sengpracha (2001) stated that interaction is a state in which two or more people interact with each other to achieve their intended effect. Interaction will be presented in the form of contact between two or more people whether directly or indirectly and which is performed through any form of media. There is usually a specific purpose for the communication. Meanwhile, Nisreen Hemja (2011) stated that interpersonal interaction is a cooperative behavior that will lead people to help each other, which is of great benefit to society.

The survival of a society requires the cooperation of those who live in it; if people lack cooperation, they may cause problems within that society.

Therefore, based on the definitions presented above, the researcher concludes that interaction means communication between different people; the act of working together; shared behavioral expression; and social phenomena such as interaction between the individual and the individual or between the individual and their family, social group, or nation. Interaction may occur for many reasons, such as familial obligation, loneliness, and many more. It is imperative that human beings maintain positive, cooperative relationships and work together to live together safely. Thus, the community is further established. The interaction can be a special relationship or bond, such as between two friends or between an individual and a larger group. Such interactions occur naturally and voluntarily throughout humanity in various forms, even regarding smaller interactions such as making eye contact or smiling at another person.

2.2.4.2 Elements of Interaction

Bales, Homand, and Whyte (1970) as cite in Thida Mosikarat et al. (2005) proposed the fundamental idea of interaction theory, which argues that any group activity causes various physical, verbal, and emotional interactions between group members. Group interaction creates individual emotional responses and feelings (sentiment). The meaning of this conceptual group is that the gathering of two or more people of similar norms, status, and roles through abstract and concrete forms of interaction will lead to total empowerment and reinforcement of the individuals' relevance to each other according to the objectives and behavior agreed between them. Ulvydiene (2013) described the nature and process of human social interaction through several stages. First, they may meet directly or indirectly, such as by communicating through any media. Second, there is a purpose or reason for them to communicate, such as someone contacting a political or charity group. Third is the continuous and long-term interaction. Fourth, interactions involve rules, regulations, or other norms and forms of organization. Fifth, interaction is an intrinsic and inseparable part of human nature and society. Without integrated symbolic communication, social processes will not occur.

Interaction also occurs when one performs an activity, in which it is an interaction of all aspects, including physical interaction, verbal interaction, and emotional Interaction. The activities performed through this interaction will generate sentiment, because humans are social animals; therefore, the nature of the interaction between humans and society is a social interaction containing the following principles.

2.2.4.3   The Interaction Process

Amara Pongsapich (1997) considered that cultural interaction is both consistent and contradictory and contains the following process.

1) Adaptation. Adaptation can be studied from the perspectives of biological and cultural adaptation. People who use the term adaptation usually refer to the relationship of the object studied, whether human, animal, or otherwise, with the surrounding environment (or habitat). This type of study is often historically considered to (A) change to systematize the relationship, (B) change the human being or animal to create a suitable relationship with the environment, (C) adjust the environment to reflect human or animal conditions. So, the word adaptation often refers to the modification of one or more parts for the right relationship. Meanwhile, cultural adaptation refers to adaptation of both material and nonmaterial culture, and also includes systems of thought, belief, way of life, and behavior of social members. Cohen (1969) made the following series of statements regarding cultural adaptation: 1) the study of cultural adaptation should consider the elements of art culture and social culture as a way of life; 2) cultural elements are linked together to form a holistic culture whose characteristics are unique to each cultural society; 3) interaction with neighboring societies or the discovery of new things within one's own society will result in adjustments to enable that society and culture to survive and persist; 4) each element conveys a profound meaning that extends further than the concrete facts; 5) the human lifestyle must be conducted as a group as sociocultural modifications occur more as group adjustments than on the individual level, while cultural inheritance must be passed on from one generation to another, meaning that cultural adaptation is therefore inherently an adaptation of the group; 6) human behavior is flexible and adaptable, and there is no behavior that cannot be adjusted; and 7) cultural transmission between generations contains distinct processes and procedures. These seven ideas refer to adaptations beyond biological adaptation for the survival of the human races or animal

species. Rather, it is a cultural adaptation that occurs when interacting with another environment or group of people. The question has previously been raised as to whether this adaptation was a completely natural phenomenon or something that humans can define, control, and direct. Nowadays, this adaptation is necessary but can be controlled by humans.

2) Acculturation and Assimilation. Regarding this topic, it must be noted that the diffusion of ethnic culture is not a problem in times of low population or low density, during which there is sufficient space on Earth for expansion. However, when the population increases, the diffusion of culture and ethnicity creates interactions between ethnic groups that may be either compatible or contradictory. The word "acculturation" is used to describe a sociocultural interaction between two different sociocultural groups wherein there is mutual acceptance of both cultures. However, in the case that the societies and cultures that interact with each other are not equal, one group tends to accept another culture, and those with less powerful cultures are blended into those with more powerful culture. At the same time, they may exchange their culture. Finally, if two cultures are blended together, regardless of which of them is more dominant, this results in "assimilation," or mutual acceptance. This cultural fusion can occur naturally or with the intention of the more powerful society.

3) Cultural Integration. The idea of cultural integration involves acceptance of cultural diversity and the uniqueness of each culture, with no attempt to dominate or overthrow others. In modern society, when a country state is born and many ethnic groups settle within the territory, if the multicultural interactions between ethnic groups in the new society are accepted, it means that cultural integration has emerged. Sometimes this is called cultural pluralism, which refers to a state containing multiple cultures. Newly born countries are often multicultural states because they arose after the migration of ethnic groups; the US, Australia, and New Zealand are examples of these countries. Singapore and Malaysia have also declared themselves multicultural countries because after gaining independence from England, ethnic differences were recognized and a clear policy on the issue was established. Cultural pluralism acceptance means that the laws and regulations used in administration or management are not strict and provide opportunities to choose the dominant culture or subordinate culture. In considering cultural pluralism, the important factors are the

details of power relations and the difference between the written rules and their practical implementation. Malaysia and Singapore exemplify states that use cultural pluralism for political purposes but not in practice, as one culture plays a dominant societal role compared to the others.

4) Cultural Conflict. Cultural diffusion and cultural interaction can create conflicts if the group members do not accept each other. Normally, a cultural ethnic group having their own customs, traditions, beliefs, and languages does not result in conflict; however, cultural conflicts happen due to clashes between different cultures caused by the spread of one or both of those cultures. This conflict may be due to any of the following factors: 1) migration of a particular group into an area where another ethnic group or culture already exists; 2) geographic expansion of a particular group to strengthen its territory, resulting in invasions of pre-settling groups; 3) colonization, such as western society spreading worldwide and dominating other cultures; and 4) occurrence of cultural spread through communication, such as transmission through mass media, the education system, and various technologies.

Cultural diversity is by no means a new issue. Any society at any age is composed of multi-racial groups, many races, many peoples, and many cultures, until it can be said that where there is a society there is a multicultural society. This is the result of several important factors related to the expansion of globalization.

Gradstein and Justman (2019) stated that social relationship refers to the factors that cause humans to live together in different societies. Human beings are unable to live alone constantly, as doing so is detrimental to their physical and mental well-being. Social members are regularly responding to the needs of others. Physical needs are the fundamental human needs, such as hunger, thirst, and sexual desire. Human beings can survive independently to other members of society; for example, when hungry, they can seek food alone. However, to fulfill their mental and emotional needs, they have to live in society to gain the benefits of love, warmth, respect, and care. The willingness to interact with other people is a critical factor in cultural growth in human society, because social interaction can be possible only if human interaction is involved, creating the language for communication, whether spoken and written, for transmission to future generations. Norman's model focusing on the user's perspective consists of seven steps: 1) the user sets functional goals, 2)

creates the intention, 3) indicates a sequence of actions, 4) takes action, 5) perceives the status of the process, 6) interprets or understands the status of the process, and 7) evaluates whether the process reaches the set goal. The interactive cycle that Norman's model consists of could be divided into two parts: execution and evaluation. This model is commonly used to explain why some systems are more difficult than others. Interaction-designed systems are placed either in the gulf of execution or the gulf of evaluation. The former involves determining the action of the user which may differ from the action that the system allows, meaning that the user wants or expects to do something but cannot do it through the system. The latter is the user's expectation to change the status of the system that may differ from the status currently being displayed. The user sees that this is probably not what the user really wants.

(1) The Definition of Social Behavior

Social behavior refers to people's behavior expressed toward others in society. One person's behavior can influence the thoughts, feelings, and behavior of another when those people interact either directly or indirectly. It is the study of the influence of individuals and society on the behavior of people in the same society. Social behavior, therefore, has a meaning that covers all aspects of behavior that humans express in society.

(2) Social Perception to Social Behavior

Interaction is invariably based on and influenced by people's awareness of the behaviors and feelings expressed by others in different situations. Such perception needs to be interpreted, and the results of this interpretation will also influence the way people act in society. Social perception can be classified as follows.

(3) Person Perception

Person perception refers to the process of understanding people when they develop different forms of interaction. The first perception can be made in a broad manner (schemas) regarding such factors as dress, speech, tastes, gestures, etc. When perceiving these factors, the observer makes judgments about how that person is and then stores their evaluation in their memory system. This can affect the future behavior of that person, whether positively or negatively. In general, a person's perception may change due to more frequent interactions or increased clarity gained from new events, which will intervene and replace the original perception; very

often, the initial perception may be far from the reality. Various factors may influence someone's perception of others, as follows: 1) a longer relationship between the perceived person and the recipient can result in a more accurate perception; 2) increased experience of meeting people can improve one's ability to analyze different people; 3) if a person is more interesting and worth observing, the storage of information about that person is greater than that about a less compelling person, and there will also be a tendency toward increased awareness; 4) if a person has high social status and is highly socially acceptable, there will be a similar tendency toward increased awareness; 5) revealing the person's self-awareness makes the perception clearer and more accurate compared to the perception of someone attempting to hide their true self; and 5) first impressions can have a significant effect on both positive and negative perceptions, since if the first impression is positive, the perception of that person is likely to be biased on positive thinking, even if the person later demonstrates bad behavior. Additionally, people expect the actions of a group member to be similar to that of others in the same group, a phenomenon which is also known as stereotyping. For instance, some might assume that all women are moody, complaining, and low-minded, and poor drivers, and that all men are playboys, flirtatious, and irresponsible.

The above information shows that human beings have many kinds of needs that social interaction fulfills. Those needs act as motivation for people to respond to social contact and consequently achieve good social interaction with others.

2.2.4.4   The Importance of Interaction

Gorlach (2008) said that due to globalization, people increasingly interact with diverse cultures, and each person has different dimensions and increased cultural diversity. The interaction or the expression of a person in a particular culture may be appropriate for that cultural context, but when that person enters another culture, the expression and interaction under the same situation may become improper, which may lead to conflict. Kriengsak Chareonwongsak (2012) stated that as the complexity of cultural diversity increases, so do social dependence and connectivity. Therefore, people in society must learn about and adapt to meet each other's needs appropriately. As mentioned above, human beings cannot thrive in isolation from society. Therefore, the factors that allow people to live together as a society are highly necessary.

Interaction is a factor that enables people happily coexist in society. As stated by Jurairat Preamworawej (2013), to live together as a society, it is imperative to accept the conventions, rules, and regulations of coexistence and consider interaction with others as intrinsic to leading a normal life with prosperity. Human society is based on three social philosophies: freedom, equality, and brotherhood. Kriengsak Chareonwongsak (2012) also described the benefits of social interaction as follows. First, human beings acquire a living plan through interaction. Second, human beings are given a collective life. Third, human beings eliminate fear by joining together. Fourth, human beings benefit from other communities through interaction. Fifth, human beings benefit from unlimited interaction with other cultures. Finally, human beings benefit from interactions with societies throughout the entire world.

From studying the literature review, it can be concluded that interaction is important for communication in facilitating cultural exchanges arising from different and varied values, ideas, knowledge, beliefs, attitudes, and norms, to reduce the occurrence of conflicts and misunderstandings related to cultural interaction. Since cultural interaction is an inherent part of human life worldwide, cultural adaptation through interaction will enable society to coexist harmoniously on the basis of freedom, equality, and brotherhood.

Social interaction is a symbol of connection or communication and is essential for communities, peoples, social groups, interest groups, influencers, and political parties to express, cultivate, and maintain strong relationships. For the present and future of the human world, interaction between human beings throughout society is a very important symbol, especially in the media or in the age of telecommunication. It can assist in enabling people to communicate with close relatives and friends, which is not the only interaction within the community, social group, country, or foreign country, because humans are able to create social interactions throughout the world. Therefore, interaction is related to symbolic interaction theory which can be applied in the field of social science to study the way of life and behavior of a group of people in the society. In researching the literature, it was found that the works of sociologist Mead (1936) and his disciple Herbert Blumer were cited the most (Bogdan & Biklen, 1992). Symbolic interactionism, or symbolic interaction theory, is used as a conceptual framework for relevant research studies, especially in qualitative research studies

focusing on ethnography or phenomenology. Symbolic interaction theory can be explained as follows.

2.2.4.5 Symbolic Interactionism

Symbolic interactionism focuses on the "actor" and the interpretation of social truth, which is often related to the "inner" aspect of human behavior. Prominent interaction theorist Mead (1936) described symbolic interaction as thoughts, experiences, and behaviors which are important for society. Human beings build relationships through these symbols, the most important of which is language. The symbol does not refer only to an object or event, but also to actions that are influenced by that object or event; for example, the word "chair," besides referring to a tool for sitting, can refer to the action of taking a seat, assuming a sitting posture, or occupying a position. Therefore, the symbol means "the way humans interact meaningfully with nature and social contexts," without which humans cannot interact with each other, consequently preventing the formation of "society." So, the symbol is not an instinct but a man-made object, and when interaction occurs using symbols, human beings do not use their instinct to establish survival behaviors. Humans then created a system of symbols and had to live in the "world of meaning." This refers to the interpretation of the stimulus and the response to it, such as determining what is and what is not food before eating can be done safely. Life in society can continue if symbols are shared by members of that society. If there is no interpretation, there is no possibility of communication. "Common symbols" are the only way that humans can interact effectively with each other. Therefore, it is essential to understand the meaning of the symbol in relation to others. Mead (1936) studied the development of self-evolving feelings through interaction, pointing out that the key mechanism for identity formation is learning to play a role that he called the "perception of the role [role-taking]" of others. Knowing the roles of others allows us to know their meaning and intentions and consequently respond well in interactions with them. At the heart of this learning process is language, which is a channel for passing on the system of symbols and common rules of society. At this point, it may seem that society has played a role in dominating and building the individual's identity. From perceiving this role, Mead also developed the concept of the "self," explaining that "one's identity emerges out of external social interactions and internal feelings of oneself," or the "role of another."

The self is not evident at birth, but emerges gradually through learning during childhood. In symbolic interaction theory, the theory of the self involves a microscopic reflection of individuality or its status within the individual. As an identity that appears in public, it can be seen that the individual image in the symbolic interaction theory is not a continuous image; some are completely separated from each other, and there are many overlapping roles. Thus, a distinction was made between personal identity and social identity. Mead defined individual thoughts or feelings about oneself as "ego identity," while the unique image of the individual interpreted from the perspective of others is called "personal identity." A person is composed of their own image as "I," or the ego identity, and imagines how others think of that image as "Me," or their personal identity.

Thus, Mead attempted to preserve the independence of the individual by proposing that there are two sides of the self that are constantly intertwined: "Me" is an entity formed by one's opinions and interactions with others, and "I" is one's own individual identity. Both "Me" and "I" are related to their outside environment. "Me" is the result of one's evaluation and absorption of the point of view of others, while "I" is the response and the effort to put a variety of "Me" together and is considered a potential for creativity. Another important aspect is the "consciousness of self," which is an essential aspect of humanity and the base of thought, action, and social building. Without the idea of the self, humans cannot respond and interact with others. When humans know what others think of them, they will be able to live well in society and support "cooperative action." In addition, Mead's disciple Blumer (1969), a sociologist, also referred to the symbolic interaction theory (Bogdan & Biklen, 1992). Blumer described that symbolic interaction is interaction between people, a reaction and response to the self-generated meaning rather than to things or actions of other people. This is different from psychological concepts which often argue that personal behavior is influenced by various stimuli or factors that encourage different behaviors. The key consensus of this symbolic interaction theory, based on Mead's work, is the consensus of mind, self, and society. Although some other academics using the theory have differing opinions, most agree with this perspective. Therefore, it can be said that symbolic interaction theory is used to describe behavior or action at two levels, namely, the behavioral or interactional level and the symbolic level. It is understandable that the

sub-consensus consists of a consensus about people, interaction, symbol, behavior or action, interpretation process, situation, and context, and the environment in which the interaction takes place.

Blumer (1969) described the relationship of the basic concepts of symbolic interaction theory as follows: First, a person acts or reacts to things such as objects, instances, ideas, and situations that impact others, or even themself, according to the "cultural meanings" of those things. Another concept is that the meanings of things results from the social interaction between that person and others. Finally, this meaning is transmitted and adapted according to the process of interpretation undertaken by the person. Blumer described the concept of a person as an "Actor" who engages in behavior or interacts with objects or to other people, such as through physical expressions, the social aspect of interacting with other people, or performing an action that responds to the self or to abstract elements, such as the ideas gained by talking or interacting with other people. A person's unique perception is limited to and influenced by the matters that they have knowledge or experience of, or they subjects that they can remember. This explains why each person differs in terms of their interpretation of meaning and things. The behavioral interaction or action of each person can be expressed differently according to their interpretation of the meaning of the things and factors involved. "Action" might involve individual action, collective action, or social or joint actions. The behavioral expression occurring from the interaction and the meaning could take the form of symbolic interaction or non-symbolic interaction. Therefore, behavioral expression is divided into two levels: symbolic meaning and behavioral expression or interaction. In the case that people always act the same or engage repeatedly in the same behavior, Blumer explained that this is because the person's interpretation process was constant, making the same interpretations in the same way every time. Most importantly, to achieve an effective interaction, both parties must take the role of other (role-taking) or try to approach each other to perceive each other's performance or the expression, to convey meaning and understand the cultural context of the situation from the perspective of the other. In different contexts, the same person may exhibit different behavior or expression based on their own perception or definition of the situation (Wanapa Sritanyaratana, 2007).

According to the concept of the self, in this symbolic interaction theory, Mead (1936) explained that people create meaning for themselves through their interactions with others. They try to understand who they are by examining the version of themselves that others see and trying to play the role of others in seeing themselves. Within the interaction process, people learn more about themselves, thereby improving their learning and increasing their maturity. Sunya Sunyawiwat (2008) said that the theory of symbolic interactionism mainly emphasizes interaction and symbol of human beings. People have to use symbolic interaction between each other and must have thought communication. Therefore, sociologists use this word instead of "communication." In addition, Devito (2013) stated that the person's interaction is based on their previous experiences and opinions of the other person, or on a symbol made by that person. This may lead to a bias in the meaning: the interpretation might not be the same as the expression, which affects the interactions between people by causing them to respond positively or negatively accordingly.

Tourism-related Cultural Interaction

The importance of this study is to indicate that social and cultural spaces act as the intersection where tourists or visitors and the host or the local people meet, engage in discursive practice and negotiation, and create the definition of tourism that it is when tourists or visitors meet the host or local people. This process facilitates the cultural representation of indigenous societies. Urry (2002) exposed the "contested terrain" between the tourist (or the "gazer") and host (or the "seen"). Tourists use their optical power in "gazing" at indigenous people, expecting the latter party to present things or behave how the tourists expect and want them to. On the other hand, the indigenous people, after undergoing a beneficial negotiation process with their guests, tend to modify their image to meet the needs of tourists. The main benefit of associating with tourists in this manner is the promotion and preservation of old traditions. Cultural representation has both negative and positive effects. MacCannell (1976) considered that it has the effect of "reconstructing ethnicity" by local people who try to meet the expectations of tourists, who want to experience the authenticity that has now been lost, by creating artificial items. Deirdre Evans-Pritchard (1989) mentioned a story of Native American women who tried to imitate stereotypical "Red-Indians" in exchange for money from tourists. According to Mansperger (1995), tourism encourages indigenous

people to maintain their ethnic identity, with potentially positive effects (Stronza, 2001).

Culture is one of the most necessary concepts for understanding society. Culture determines human behavior in each society, resulting in different cultural contexts in different societies due to geographical features, settlement, social organization, economy, politics, and beliefs and social values, which shape and reflect different levels of culture such as national cultures, subcultures, and organizational and workplace cultures. Therefore, there are many levels of studies involved in explaining cultural differences, especially the study of "National Culture," which studies a group culture of each nation, also known as the main cultural group of the nation that represents the national character. For this reason, national cultures are an issue of constant interest for many academics. In this regard, one of the studies on cultural differences that reflect cultural perspectives in various dimensions is that conducted by (Hofstede & Hofstede, 2005), which involves a dimension that can describe the behavior and communication of people in different cultural societies. The study's widely popular framework was used to investigate cultural characteristics from countries around the world; using the values survey module (VSM) (Hofstede, 1984), it grouped cultural characteristics into categories according to the definition of the culture, meaning the evident ways of thinking, feeling, and responding to groups of people. The results of the study reveal four important cultural dimensions: power distance (PD), individualism/collectivism (IDV), masculinity/femininity (MAS), and uncertainty avoidance (UAI).

Hofstede's framework for the study of cultural dimensions was criticized for failing to explain the changing cultural values beyond the time it was studied; however, the theory has since been accepted and adopted by many national tour guides to facilitate understanding and accommodation of the cultural differences between tourists with different nationalities. At the same time, Hofstede's cultural dimension studies have been repeatedly researched. The results of the study confirm this discrepancy (Reisinger & Turner, 2009). Hofstede's cultural dimension is also useful for application in tourism research. Several studies implement this dimension to better understand cultural and communication differences between tourists from

different countries (Crotts & Erdmann, 2000; Litvin, Crotts, & Hefner, 2004; Money & Crotts, 2003; Weerapong Malai, 2008).

In summary, according to the study of cultural differences based on Hofstede's concept, by processing and synthesizing research findings that study and compare the relationship and behavior of tourists in each cultural dimension based on nationally specific research, it can be found that tourists from different cultural backgrounds will have different travel behaviors, including the search for tourist information, focus on service quality, gift-giving tendencies, mode of travel, service criticism, product loyalty, and satisfaction with products and services.

Table 2.3 Cultural Interaction

Author (Year)	Concept			Usage			Association or Organization			Instrumental and Symbolic Objects		
	1	2	3	4	5	6	7	8	9	10	11	12
Caputo, Ayoko, Amoo, and Menke (2019).	✓	✓	✓	✓		✓	✓	✓	✓	✓		✓
Anna and Serena (2020).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bonneville-Roussy,	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bouffard, Palikara, and Vezeau (2019).												
Amezaga (2019).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Silvey, Kirby, and Smith (2019).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Heyes et al. (2020).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Quaglione, Crociata, Agovino, and Iaia (2020).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Varvarigos (2020).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Thwaites, Santano, Esmaeili, and See (2019).	✓	✓	✓	✓			✓	✓	✓			

Author (Year)	Concept			Usage			Association or Organization			Instrumental and Symbolic Objects		
	1	2	3	4	5	6	7	8	9	10	11	12
Valetti et al. (2020).		✓	✓	✓		✓	✓	✓	✓		✓	✓
Hunter (2020).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Total	10	11	11	11	7	7	11	11	11	9	9	10

Note: Concept include: 1. Belief 2. Values, Ideologies 3. Thoughts and Understanding.

Usage include: 1. Traditions 2. Rituals 3. Dress, which is expressed in the form of rituals.

Association or Organization include: 1. Indigenous Culture 2. Local Culture 3. Social Culture of organization, institution, association, or club that has been established systematically. There are rules or regulations and a systematic way of working with a certain objective. The smallest organization is the family. The largest organization is the United Nations.

Instrumental and Symbolic Objects include: 1. Cultural Sites 2. Fine Arts 3. Cultural Tools or tools used in agricultural and industrial systems.

For the purpose of researching "Model of Cultural Interaction, Attitudes, Trust and Destination Satisfaction that affect the loyalty of tourists to Phuket Attractions," after examining the elements of cultural interaction presented by related scholars, the researcher adopted Amara Pongsapich (1997) framework on cultural interaction as a guideline for studying cultural interaction. Pongsapich described the process of cultural interaction caused by culture diffusion, consisting of adaptation, cultural integration, and cultural conflicts. In the framework of cultural variables related to tourism, the researcher adopted a conceptual framework of cultural elements based on five previous studies: Heyes et al. (2020); Hunter (2020); Quaglione et al. (2020); Silvey et al. (2019); Varvarigos (2020). These scholars mentioned that cultural interaction consists of four variables: concept, association or organization, usage, and instrumental and symbolic objects. Each variable contained the following sub variables. 1) Concept: belief, values and ideologies, and thoughts and understanding; 2) association or organization: indigenous culture, local culture, and social culture; 3) usage: traditions, rituals, and dress; and 4) instrumental and symbolic objects: cultural sites, fine arts, and cultural tools or tools used in agricultural and industrial systems. The variables used in the study cover many aspects of cultural interactions, thereby clarifying how tourists interact with the culture in Phuket.

2.2.5 The Concept and Theory of Customer Satisfaction

Satisfaction is a person's feelings of contentment or preference which arise from the motivation and which influence them to express relevant behavior when their needs are responded to. If their needs are fulfilled, their satisfaction will increase. Satisfaction is abstract and intangible; therefore, it is complicated and difficult to perceive and measure each person's level of satisfaction of each person, but satisfaction can be measured indirectly by asking the person to express their honest opinion about a thing, subject, person, or situation.

2.2.5.1   The Definition of Satisfaction

Satisfaction is the feeling of meeting a need. According to the Dictionary Office of the Royal Society (2011), satisfaction means to be contented and pleased. Many scholars have given definitions of satisfaction, such as the following. Oliver (1997) said that consumer satisfaction is a feeling that is impacted by one's assessment

of the purchasing experience compared to the use of products and services; satisfaction occurs when the consumer feels that their expectations have been met or overreached, and they subsequently express the feeling in a positive way. Cullen (2001) gave the definition of satisfaction that it is the short- and long-term perception of each person regarding the quality of services, both from a more narrow perspective regarding the type and quality of the service provided, such as the responsibility and reliability of the service provider, and from a broader perspective regarding all types of services offered to the recipient, leading to total satisfaction. Harris (2001) defined satisfaction as the feeling of happiness that arises whenever a desired or intended outcome is achieved. Glover (2002) stated that satisfaction is the level of feeling one experiences when their important needs are met. According to Y.-K. Kim, Cho, Ahn, Goh, and Kim (2008), customer satisfaction is most often used in consumer or business surveys because learning and knowing customers is essential to an effective management process for all organizations that want to outperform their competitors and gain business growth and development. In general, satisfaction is the feeling that consumers experience after receiving a service and which demonstrates how much they like or dislike that service. Valarie A. Zeithaml and Bitner (2003) stated that satisfaction is an expression of a person's positive feeling that results from comparing the perception of a service with the expectation of those services. Hansemark and Albinson (2004) commented that satisfaction is an expression of positive feeling that occurs when the experience of using the service meets or exceeds the person's expectations. On the other hand, if the service received is lower than expected, it can also lead to dissatisfaction. Mayor (2009) said that satisfaction is the happiness, knowledge, or delight that occurs when the person succeeds or receives wanted things. Kotler (2012) said that satisfaction is the level of feeling a person experiences as a result of comparison between their experience or feeling when using a product or service and their expectation. The level of satisfaction depends on the individual needs and perception of each person. How much satisfaction a person feels depends on the ability of the product or service to respond to their needs. A low response will result in negative feeling. However, a high response will create a positive feeling, resulting in satisfaction. Satisfaction level can be divided into three levels: feeling dissatisfied, feeling satisfied, and feeling very satisfied. Kotler and Armstrong (2012) stated that satisfaction is the level of feeling that a customer or

service recipient experiences. Satisfaction mainly arises from the customer or service recipient's comparison of the benefits or operation of the product with their own expectation. The level of satisfaction of the customer or the client is thus the difference between the value of the product and the expectation of the customer, and how satisfied the customers will be depends on how much they feel their expectations have been met. If the result of the product or service meets the customer's expectations, they will be satisfied; if the result is higher than expected, however, customers will accordingly feel a higher level of satisfaction, which in turn increases the likelihood that they will return to use the service again in the future.

From the literature review, it can be concluded that satisfaction makes the customer feel good and form a good impression of the product and service, and that a higher level of satisfaction prompts them to return to use the service repeatedly. To ensure satisfaction in users or customers, products and services must meet their needs and expectations.

2.2.5.2   The Importance of Factors Affecting Customer Satisfaction

Kotler (2012) described the factors affecting customer satisfaction as follows: 1) product satisfaction: users or customers will experience product satisfaction only when they receive high-quality service that meets their needs; 2) price: customers will decide whether the price is suitable and acceptable considering the quality or product service; 3) location: if the service is easily accessible in terms of location and expansion of new branches, thereby providing a comprehensive service for customers; 4) promotion and information: in other words, talking positively about the service and its fulfillment of customer demands; 5) service provider: there should be a policy focusing on responding effectively to customers' needs, thereby facilitating customer satisfaction; and 6) environment: the atmosphere, environment, and decoration of a service venue all have an influence on the level of satisfaction experienced by customers. Thus, the development of factors associated with the quality of the service process and service system, level of flexibility, and efficacy of response to customers' needs will help to impress and ultimately satisfy customers. Customer satisfaction can be divided into two levels as follows (Eggert & Ulaga, 2002): 1) the satisfaction that occurs when the customer's expectations regarding a service are met, leading them to express feelings of happiness, pleasure, and contentment; and 2) the satisfaction that

occurs when the customer's expectations are exceeded, leading them to feel impressed and appreciative when receiving that service. In addition, customers may become dissatisfied, expressed through feelings of frustration, a bad mood, or dissatisfaction, when receiving a product or service that did not meet their expectations. John D. Millet (1954) said that a service can ensure the satisfaction of service recipients by considering and accommodating the following five factors: 1) ample service: there should be sufficient and appropriate personnel, premises, and materials; 2) equitable service: all customers should receive the same equal and indiscriminate standard of service; 3) continuous service: the services should be provided continuously and carefully without interruption; 4) timely service: services are provided in time according to the urgent needs of the customers; and 5) progressive service: service quality should be assessed, developed, and improved on a continual basis.

    Service satisfaction can be measured in various ways, depending on the purpose or goal. Convenience and suitability will result in effective satisfaction measurement, which can be achieved by applying the following methods. First is the popular method of questionnaire, which involves requiring target groups or participating customers to answer questionnaires about satisfaction in various aspects such as type of services, service providers, and service locations. The second method is interview, wherein the interviewer implements special skills and techniques to motivate interviewees to answer questions truthfully and in depth. Third is observation, wherein the researcher observes relevant behaviors and situations to accurately assess the level of satisfaction experienced by customers; this might involve observing behavior before, during, and after receiving the service, including the customer's manners, facial expressions, speech, and frequency of service use.

    When measuring level of customer satisfaction in various services, researchers typically focus on the following five aspects (Oliver, 1997): 1) personal, which refers to the employees who provide the service, for example, whether they provide enough staff to meet customer needs, wear clean clothes, and maintain a polite, friendly, and helpful demeanor; 2) type and quality of the service, such as the suitability of the premises, adequate parking, etc.; 3) timing, which refers to the processing time such as queuing for service, etc.; 4) comfort, which involves the convenience of using the service; and 5) information received through using the service.

Service satisfaction can be enhanced by using the service satisfaction model developed by Parasuraman, Zeithaml, and Berry (2013) to identify the gaps in service, or in other words, the service defects.

Service Recipient
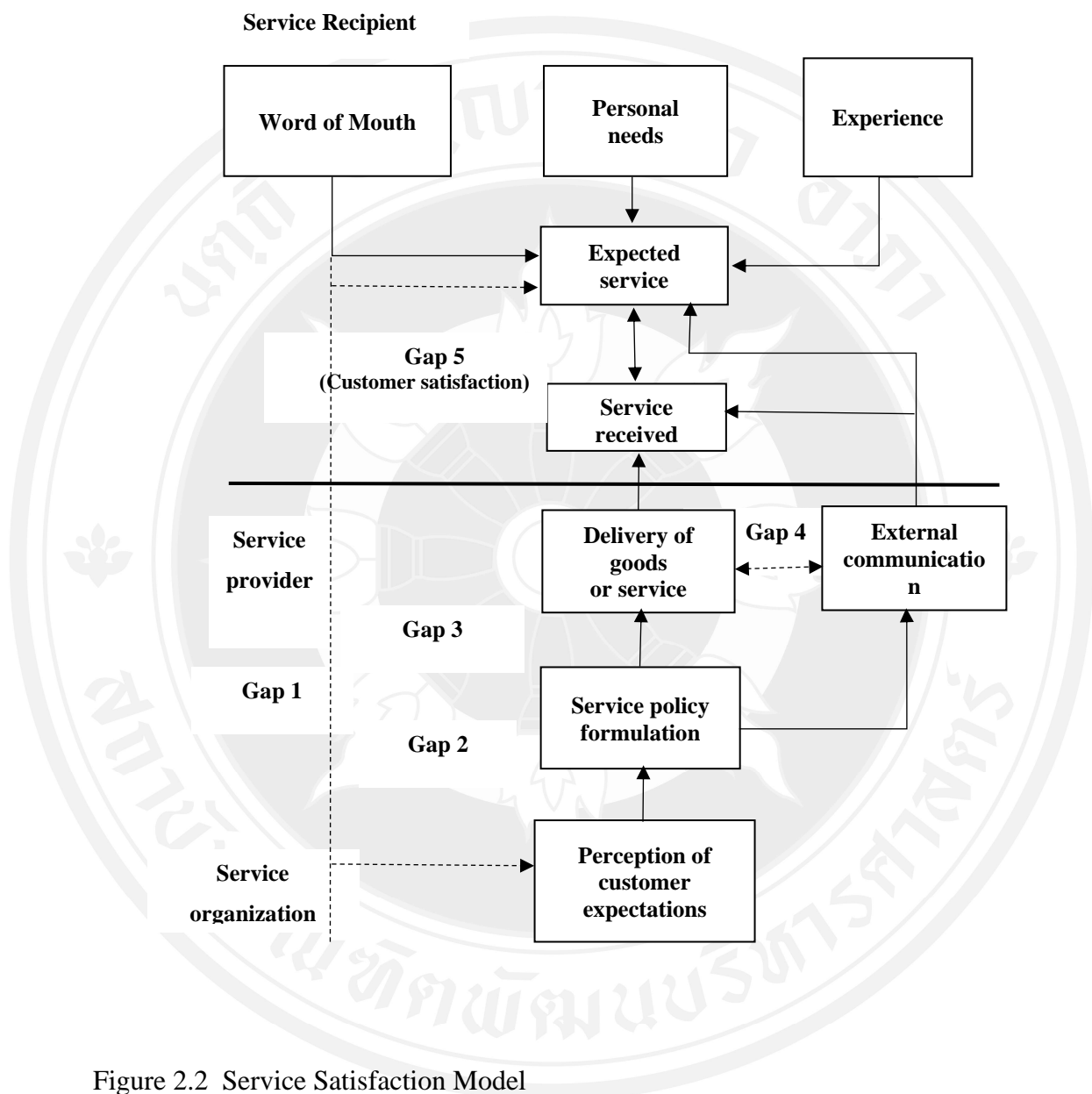
Figure 2.2 Service Satisfaction Model
Source: Oliver (1997).

The service satisfaction model showed that customer expectation occurred by word of mouth, personal needs, and the experience of the service used. When offering services to meet customer expectations, certain gaps, or flaws, may exist in their operations. The gaps can be described as follows. Gap 1: occurs from the misunderstanding between the service expected by the customer and the service provided. Since the outcome is lower than the expectation, this will result in dissatisfaction; however, this matter can be solved by adopting a good management sequence. Gap 2: integration of the information, perceptions, and understanding of service executives into service policies may be deviated due to unclear messaging; they may be interpreted in various ways, leading to disparity between the expectations of consumers and the standards of the service. This can be solved through cooperation between employees and the business owner in setting goals and setting the standard of work, and the subsequent realization of the service to the users. Gap 3: the service provided is inconsistent with the set standards, a situation which can be solved by hiring suitable staff, arranging regular training to improve the staff, focusing on working as a team, and ensuring that high-performing employees are retained. Gap 4: the service does not match the marketing communication disseminated to consumers. This can be solved by not exaggerating the service advertisement. Gap 5: what the consumer expects does not match the service received, which occurs while the customer is receiving the service. This can be solved by satisfying the consumer through high-quality service. Service providers need to rectify this gap by paying attention to what most satisfies their customers. The level of customer satisfaction depends on the level of consistency between the service expected and the service received, and thus varies according to the expectation of each person.

2.2.5.3   Components of Satisfaction

Previous scholars have presented two separate concepts of satisfaction: 1) single-component satisfaction, or the view that satisfaction and dissatisfaction can be regarded as a single element (Larsen, Attkisson, Hargreaves, & Nguyen, 1979), and 2) many-components satisfaction, such the dual factor theory, wherein satisfaction and dissatisfaction are regarded as separate elements since the causes of satisfaction and dissatisfaction are different. Swan and Combs (1976) improved this theory by setting the goals of instrumental performance and expressive performance. The instrumental

performance goal refers to the physical goal of the product, which will lead to the overall goal of the product, while the expressive performance goal refers to its mental goal. Regular results do not meet consumer expectations, leading to dissatisfaction. However, the regular result that reaches the level did not affect the satisfaction. When the goal of a good expression performance is achieved, consumer satisfaction will occur.

Satisfaction can be categorized into several components through the attributes that are used to assess it. Dutka (1994) suggested that these qualifications derive from either universal performance attributes, such as price, quality, design, delivery, etc., or business-specific performance attributes, such as a restaurant focusing on cleanliness or a maintenance shop focusing on repair time. Analysis of the composition of these attributes reveals the element of satisfaction regarding various goals. For instance, Dutka (1994) studied various aspects of satisfaction in the context of chemical industry companies and found that satisfaction can be divided according to the products. Spreng, MacKenzie, and Olshavsky (1996) proposed that satisfaction does not solely refer to satisfaction with the characteristics of a product or service (attribute satisfaction), but also that with the information received through various media (information satisfaction). This satisfaction is the result of the fulfilled expectation or need, and perceived level of performance, as well as the satisfaction with a product or service. Both attribute satisfaction and information satisfaction were found to have the same effect on predicting overall satisfaction.

Components of Tourist Satisfaction

The World Trade Organization (WTO) has divided tourist attractions into six basic elements as follows:

1) Attractions: charm and attractiveness

2) Accessibility: easy and convenient travel

3) Public and private amenities: facilitation of comfort in public and private sectors, including accommodation, food, and various activities

4) Human resources: staff have been trained to provide high-quality services

5) Image and character: e.g., white sandy beaches that are beautiful and peaceful with a sheltered atmosphere

6) Price: inexpensive destinations and services entire families to travel

Buhalis and Amaranggana (2014) identified six essential elements of tourism, or 6A, as follows:

1) Attractions: including natural attractions and man-made attractions, such as architecture and special events

2) Accessibility: safe and affordable transportation available in tourist cities, such as buses, trains, electric trains, and other vehicles

3) Amenities: accommodation, food and beverage, catering, and travel services

4) Available packages: a travel program prepared by a mediator between tourists and hosts

5) Activities: diverting activities that occur while tourists are in the area

6) Ancillary Services: banks, hospitals, post offices, telecommunications

Such frameworks are also presented and supported in various other studies, such as Assaker, Vinzi, and O'Connor (2011); Chi and Qu (2008); Chiu, Zeng, and Cheng (2016); Çoban (2012); del Bosque and Martín (2008); Bernadette, Taufiq, and Zakaria (2019); He and Song (2009); Hui, Wan, and Ho (2007); Jamaludin, Johari, Aziz, Kayat, and Mohamad Yusof (2012); Lee (2009); Mohamad, Ali, and Ghani (2011); Prayag (2008); Rajesh (2013); Sun, Chi, and Xu (2013). Additionally, according to S. Pike and S. J. Page (2014) in their research on the Destination Market Organization (DMO), the modern tourism industry needs to develop and accommodate the following elements of tourist attractions in line with changing conditions, to be effective in attracting tourists:

1) Available package: the ability to organize travel programs offering something new, such as those related to health tourism, spa, beauty, and sports

2) Accessibility: for example, providing various line application services

3) Attraction: such as organizing various festivals in accordance with tourist behavior

4) Amenities: for example, chartered flight traveling directly to the tourist attraction

5) Activities: such as sports, exercises, challenges, and adventures

6) Ancillary Service: offering diverse services with greater value than cost

2.2.5.4   Components of the Satisfaction Process

As discussed previously, satisfaction can be defined as the result of comparison between the customer's experience and the internal standards; expectation also affects satisfaction (Johnson, Anderson, & Fornell, 1995). Most theories mentioned that the presence or absence of consistency between expectations and experiences or performance (confirmation-disconfirmation) affects satisfaction differently. Before explaining the theory to create the process of satisfaction, the terms used to describe the satisfaction process should be described. The performance used to compare with the expectation can be divided into two types: 1) objective performance, wherein the performance of the actual product or service is constant, and 2) subjective performance or perceived performance, wherein each consumer evaluates the outcome according to their own perceptions. These different performances will cause two different inconsistencies in the process: objective disconfirmation, or the difference between the expectation and the actual performance, and subjective disconfirmation.

Theories that explain the process of achieving consumer satisfaction explain satisfaction in terms of the expectation, the inconsistency, and the performance of products or services according to the customer's perception. Many theories may present the same perspective of satisfaction performance but with different processes due to adjustments or creation of different preferences, such as the assimilation-contrast theory and the inconsistency theory (dissonance). The main theories can be described as follows. Contrast theory: Cordozo (1965) found that when the product expectation does not match the actual product performance, contrast will arise between the expectation and the performance. Consumers are more likely to see the difference more than the reality, indicating that people perceive the product performance as being farther from expectation than it actually is. In other words, if the performance is lower than the expectation, consumers perceive the result as being worse than the actual performance,

resulting in dissatisfaction. However, if the performance is better than expected, consumers perceive the performance as being better than it really was, leading to higher satisfaction. Assimilation-contrast theory: Sherif and Hovland (1961) proposed that although the perceived outcome differs from expectation, it is not always necessary for consumers to be dissatisfied. If there is relatively little difference between expectation and the perceived outcome, the performance may fall into an area known as the acceptance level. If the performance is acceptable, consumers will adjust their perception of it to meet their expectation. However, if the perceived outcome is highly different to their expectation, beyond an acceptable level, the result will be different, and consumers will differentiate more clearly between performance and expectation. If the performance is higher than expected, the degree of expectation will be slightly higher than when the performance is slightly lower than the expectation. This theory can be applied to suggest that the expectation created should reach a slightly higher level than the reality for the customers to modify. However, it is difficult to find the acceptable level for consumers, especially when there is high human-product involvement, in which case consumers are more likely to be dissatisfied than the product or service that is lower connected to the customers. For the dissonance theory, (Festinger, 1957) proposed a social psychological theory of cognitive inconsistencies between beliefs and attitudes. Regarding one's perception of the performance of a product or service compared to its reality, the occurrence of inconsistencies causes psychological discomfort. Consumers tend to modify their perception of performance in line with their expectation, the result of which seemingly resembles the assimilation-contrast theory. The problem of investigating this theory is the inconsistency of performance and expectation, which contributes to real cognitive inconsistencies. Festinger concluded that cognitive inconsistencies occur if 1) the decision can be made independently; 2) the decision has already been made and cannot be canceled, and others are already aware of the consumer's decision; and 3) there is an inconsistency. Regarding the generalized negativity theory, any perceived inconsistencies decrease satisfaction when the performance matches the expectation. Additionally, it is likely that a product or service will not meet the expectation, meaning that if consumers do not have expectation in advance, they are more likely to be satisfied than if they had any expectation. Oliver (1997) said that this theory is more likely to occur when

consumers are heavily attached to the product and are highly interested in it. Weaver and Brickman (1974) said that this theory occurs when there is severe expectation. Finally, hypothesis testing theory: Deighton (1984) explained that the effect of expectation on the evaluation of the outcome from the advertised product or service contains two stages; first, advertisement creates an expectation or assumption, and second, consumers are more likely to assert their own expectation or assumption. This is quite similar to the phenomenon of confirmation bias. People who have a lot of experience with a certain product will have a higher tendency to use top-down processing, that is, use their knowledge and understanding to interpret the outcome of a product or service (Hoch & Ha, 1986).

In conclusion, satisfaction refers to the individual's positive or negative response to the stimulus. If the response to the stimulus meets the person's needs, the person is satisfied; if the response is higher than their needs, they are very satisfied; and if the response does not meet their requirements, they are dissatisfied. Whether or not service satisfaction is likely to occur depends on the type of service and the unique feelings of each person. This corresponds to foreign academic studies as follows. In their study conducted in Northern Cyprus, near the Mediterranean Sea, Yoon and Uysal (2005) developed a structural model to experiment with the effects of motivation and satisfaction on attraction loyalty. The results of the data analysis revealed that travel satisfaction, which consists of expectation, visiting value, and comparison with other locations, was directly positively influenced by push motivation, consisting of a relaxed feeling, close family involvement, and fun in a safe environment, and directly negatively influenced by pull motivation, consisting of the stability of the weather, places to buy products, cleanliness, local restaurants, and nightlife. Travel satisfaction has a direct positive influence on destination loyalty, as measured by referrals and repetitions. C. Chen and Chen (2010) stated that overall satisfaction is influenced by satisfaction with tourism activities, and that overall satisfaction is a key factor influencing loyalty to tourist attraction.

Table 2.4 Satisfaction

Author (Year)	Attraction			Accessibility				Accommodation			Activities		Amenities		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
del Bosque and Martín (2008).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Buhalis and Amaranggana (2014).	✓		✓		✓	✓	✓	✓			✓	✓	✓	✓	✓
Bernadette et al. (2019).	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Prayag (2008).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Assaker et al. (2011).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mohamad et al. (2011).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Jamaludin et al. (2012).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S. Pike and S. J. Page (2014).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ramseook-Munhurrun, Seebaluck, and Naidoo (2015).	✓	✓	✓	✓		✓		✓		✓	✓	✓		✓	✓
Mohd Taher, Jamal, Sumarjan, and Aminudin (2015).	✓			✓			✓		✓				✓		
Çoban (2012).	✓	✓	✓	✓	✓			✓	✓			✓	✓	✓	✓

Author (Year)	Attraction			Accessibility				Accommodation		Activities			Amenities		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Rajesh (2013).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Hui et al. (2007).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Lee (2009).	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓
Chiu et al. (2016).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sun et al. (2013).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
He and Song (2009).	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓		✓	✓	✓
Total	17	16	17	17	13	12	15	17	17	17	15	15	17	16	17

Note: Attractions: 1) Nature 2) Art and Culture 3) Man-made

Accessibility: 4) Land 5) Water and Sea 6) Air

Accommodations: 7) Safe 8) Convenient 9) Prices and Services

Activities: 10) Land 11) Water and Sea 12) Spending

Amenities: 13) Utilities 14) Restaurants 15) Other services

Based on the concept of satisfaction, the researcher synthesized the components of tourist satisfaction by applying the theoretical concepts of the consumer satisfaction creation process proposed by Buhalis and Amaranggana (2014), who identified six essential elements of tourism as follows: 1) attractions, 2) accessibility, 3) amenities, 4) available packages, 5) activities, and 6) ancillary services.

2.2.6 The Concept and Theory of Trust

Trust is an assurance of faith, belief, reliability, confidence, justice, expectation, or commitment made by the service provider to the user; it is also a factor that represents the relationship between the service provider and the service user. It creates confidence and can reduce anxiety, uncertainty, and risk. In short, trust is highly important to any service context. Nowadays, reputable companies or organizations use it to build their image and gain credibility and trust, because being perceived as a trustworthy company or organization contributes significantly to a company's long-term success. Thus, organizations or businesses build trust to promote user engagement, loyalty, and reuse.

2.2.6.1 The Definition of Trust

Office of the Royal Society (2011) defines trust as a matter of giving belief, confidence, and reliance. Many scholars define trust as follows. Marshall (2000) mentioned that trust is a reflection of a person's confidence in the honesty of the characteristics and abilities of others. Larzelere and Huston (1980) stated that trust is the confidence of both the consumer and the service provider in the consistency, responsibility, honesty, fairness, competence, and benevolence of the other. Also, Dietz and Den Hartog (2006) found the factor of benevolence to be particularly influential on trust. Parasuraman et al. (2013) mentioned that trust is the ability to create customer confidence. The service provider must have the potential to indicate good service ability for customers to achieve their objectives with courtesy, good manners, and clear communication, reinforcing the service recipient's trust that they will receive the best service. Moorman, Deshpande, and Zaltman (1992) defined trust as a willingness to rely on the stockholder sharing with confidence. The conceptual framework is the perception that consumers must have confidence in the business organization with the utmost attention while using the service. Trust will appear when consumers consider a provider with two options: trust and honesty. Moorman et al. (1992) also stated that

commitment must be established to maintain the value of the customer relationship. According to Gillespie and Dober (2003), there are two forms of trust: the intention of trusting, and showing openness to others. Dietz and Den Hartog (2006) stated that trust involves belief, decision, and action. Trust is the belief in the integrity, fairness, or the reliability that a person has to another person or to an organization. Bijlsma and Koopman (2003) said that trust is extremely important for the existence and success of an organization because working together is dependent on each person or organization involved. The current working trend contains a wider variety of functional elements than previously. Mutual trust among organization members tends to increase, and trust is a collaborative resource. This is consistent with Bijlsma and Koopman (2003), who stated that an organization's ability to survive and achieve both its short- and long-term objectives is dependent on the presence of mutual trust. If there is no fundamental mutual trust between organization members or stakeholders, progress cannot be achieved, as the presence of mistrust can effect dissatisfaction and irreverence, destroy ties, and affect the success or failure of the organization. Similarly, Healey (2007) stated that trust is a very important factor in the success of modern businesses; organizations with a high level of mistrust are inevitably less competitive, while those that regard trust as a major priority are likely to enjoy both short- and long-term success. Also, according to Covey and Merrill (2006), building trust is considered as the heart of the organization and influences its achievement of objectives and goals. Meanwhile, Sekhon, Ennew, Kharouf, and Devlin (2014) stated that in the increasingly competitive financial services industry, emphasis on trust helps to build stable and long-lasting relationships with customers, resulting in significant positive effects on these companies' business performance. Mcshane and Von Glinow (2005) defined trust as a mental state involving one's intention to accept the behavior of another person or group on the basis of positive expectation. Trust is something that should be given to each other. To gain the trust of others, we must likewise express our trust in them. This aligns with Robbins (2005), who argued that trust is one's positive expectation of another person, whether expressed as a word, an action, or a decision to do as appropriate, depending on the occasion. Morgan and Hunt (1994) said that consumer confidence can be assessed by examining the confidence of the client. Each service provider has different opportunities to gain confidence from service recipients, and an assessment

will be made when the service recipient has completed the service. The service will be compared with the agreement specified by the service provider. If the recipient achieves the objective, trust will arise. Trust is critical in establishing an agreement to demonstrate the relationship between the customer and the organization. It is realized when a certain number of people have trust, while the service recipient participates in the exchange of reliability and integrity. Trust is parallel to the conceptual framework of personality and psychology, and if one party has confidence in the credibility and honesty of the other, this results in the belief that each party shares confidence with one another, thus expressing their feeling of trust, the expectation made to the other party that they can be counted on. The above definitions all focus on the concept of building confidence. Y.-K. Kim et al. (2008) stated that trust is linked to purchase intention. If the consumer has a high level of trust and confidence in online sellers, they will consequently have a higher intention to purchase the product or service through online channels. Czernek and Czakon (2016) stated that trust is the willingness to trust a trading partner, as per the conceptual framework of the perception that consumers must feel a sense of trust toward a business that they are interested in. While using a service, trust occurs when consumers consider a service provider to possess two characteristics: reliability and integrity. Commitments are also designed to maintain the value of the customer relationship. Additionally, J. Liu (2019) identifies several key elements that characterize the confidence of the consumer or service provider, including consistency, responsibility, honesty, justice, competence, kindness, and benevolence.

Based on the literature review and from the ideas of the various scholars discussed above, trust can be defined as mutual feelings of faith, confidence, reliability, honesty, and sincerity between the organization and the service user. Consumers will trust that the organization is offering high-quality products while maintaining honesty, reliability, ethics, sincerity, and responsibility. Provision of good service to customers or service users leads to strong company-customer relationships. Expressing trust and honesty, focusing on building product images, and delivering consistently good products and services are all factors that affect the success of an organization. When customers or service recipients feel that they can trust the organization or service, their loyalty is likely to increase, and they are likely to become more willing to re-purchase items or return to use the service again. Therefore, in the current situation characterized

by fierce competition between the majority of businesses, trust is a highly important factor for ensuring a company's long-term survival.

2.2.6.2   The Importance of Trust

Over the last decade, the issue of trust has become increasingly important, particularly in organizational theory and research (Bijlsma & Koopman, 2003; Kramer, 2006). It is a key element in ensuring an organization's survival and continued success. Perry and Mankin (2007) said that trust is an important indicator of a customer's relationship with a hospitality organization as they cannot touch the product provided. Likewise, Healey (2007) stated that trust affects revenue and profit at all levels of the organization. Mutual trust or confidence is considered to be a long-term relationship that helps the organization to determine and focus on its priorities in the long term rather than merely the short term. However, the attached relationship between both parties must involve adequate knowledge resources. Each matter will occur due to that relationship, such as if an action of either party were to impact the other, resulting in anxiety and uncertainty in the organization. Thus, trust or confidence can be seen as a force or power that can overcome anxiety and uncertainty, and can consequently facilitate the development of deep, long-lasting relationships. The trust perception of a person results from their previous experiences, and trust occurs when there is mutual confidence between two or more parties; in short, trust is at the center of all positive, supportive relationship exchanges. There are four ways to measure trust or confidence in the context of such relationships (Marinao Artigas, Yrigoyen, Moraga, & Villalón, 2017; Stern, 1997): the reliability of the company, the quality of the products and services provided, the methods used to pique customers' interest prior to purchase, and keeping one's promises. Marinao Artigas et al. (2017); Stern (1997) mentioned that trustworthiness is the basis of all relationships and results from positive interaction with corporate clients. Organizations need to learn the theory of close relations in order to increase empathy and create a sense of familiarity, thereby winning the hearts of customers. This process can be divided into the theory of the five Cs, as follows: 1) Communication, 2) Caring and giving, 3) Commitment, 4) Comfort or compatibility, and 5) Conflict resolution and trust. Ndubisi (2007) mentioned that trust is an extremely important factor in building loyalty, creating a positive correlation between trust and customer loyalty, building the customer's confidence, and delivering

high-quality services. From the perspective of the organization, achieving these goals will result in inspiring increased trust in customers. Many scholars have studied trust or confidence in various fields, including those of psychology and psychological economics. According to previous studies, confidence generally involves personal characteristics such as character, attitude, and motivation. According to Marshall (2000); Robbins (2005), trust is important because it is a deeply ingrained psychological need: people have a need for estimation, stability, persistence, and a sense of security.

2.2.6.3 Elements of Trust

Cummings and Bromiley (1996) stated that trust consists of three components: 1) emotion or feeling, 2) cognition or thinking, and 3) behavior, or how people intend to act. Likewise, Doney and Cannon (1997) said that consumers can feel trust or confidence in response to the honest behavior performed by shopkeepers, which will positively affect the consumers' intention to use the service again in the future. According to Ball, Coelho, and Machas (2004), trust indicates the attachment level between good customers and their loyalty to the products and services provided by the organization. Meanwhile, according to Czernek and Czakon (2016); Pallak, Meuller, Dollar, and Pallak (1972), it is easier to increase trust in customers and to convince them to return if they have been engaged in active participation. As Lai (2013) stated, trust is a chain of behavioral satisfaction, as it has been found to positively influence satisfaction. Mayer, Davis, and Schoorman (1995) proposes the idea of the trust building factor, which refers to the individual reliability of a person who perceives the ability and has goodwill to pass on. This can be achieved only if the trusted customer becomes aware of the trustworthiness and as a result of greater willingness to participate in the interaction. For the integrity of the 'Trustee', level of trust of each person depends on the personality and basis of social practice. Traditionally, person's trust would be relatively constant and there are slight variations in different situations. But trust at the individual level, such as Ability, Benevolence and Integrity; Robbins (2005) defined as follows: Ability refers to the skills and expertise of each person with the potential to perform the committed task with a certain goal setting. Trust of different persons may differ when the assigned task is different. Benevolence refers to a person whose people see his/her expressing the good intention to others without expecting compensation, who considers that the benefit of others is important. A person is considered to be honest

only if that person has virtue that makes others trust. Integrity means showing behavior that does not detract from reality and also found that many organizations have defined integrity as a culture.

2.2.6.4 Elements of the Trust Process

Crotts and Turner (1999) stated that trust is ideally shared between two or more parties, with each party displaying the behavior that is most beneficial to the other. This form of trust can be divided into five levels as follows: 1) blind trust, which arises from lack of knowledge or information, resulting in unreasonable principle being used to determine the trust of the other party; 2) calculative trust, which uses the principles of cost or benefit in a fraudulent or abusive way to make decisions and continue the relationship; 3) verifiable trust, in which one party is able to use the ability to verify whether it is appropriate and worthy to continue the relationship based on the actions of the other; 4) earned trust, which arises from experience gained by one party through the actions of the other; and 5) reciprocal trust, in which both parties have to trust each other (mutual trust), which fundamentally stems from their trust in themselves. Bourdeau and Brian (2005) studied trust and found that the element of trust is concerned with the service provider's ability to assure their customers or clients that they can rely on each other, and that the service provider is honest and sincere; can provide helpful, straightforward, and competent service; and can modify the service model to meet the needs of individual customers or service recipients in the future. Therefore, based on the literature review and the research on trust, it can be concluded that trust is a relationship that arises from the interaction between customers or service recipients and service providers. The presence of trust leads customers to have faith and confidence in the honest reliability and composition of the goods, products, or services, as well as the service provider itself. Thus, trust is an intangible measure of the relationship between the service provider and the service recipients.

Author (Year)	Ability			Benevolence			Integrity		
	1	2	3	4	5	6	7	8	9
Ball et al. (2004).	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bijlsma and Koopman (2003).	✓	✓	✓	✓	✓	✓	✓	✓	✓
Covey and Merrill (2006).	✓	✓	✓	✓	✓	✓	✓	✓	✓
Crotts and Turner (1999).	✓	✓	✓	✓	✓	✓	✓	✓	✓
Dietz and Den Hartog (2006).	✓	✓	✓	✓	✓	✓	✓	✓	✓
Marinao Artigas et al. (2017).	✓	✓	✓	✓	✓	✓	✓	✓	✓
Gillespie and Dober (2003).	✓	✓	✓	✓	✓	✓	✓	✓	✓
Healey (2007).	✓	✓	✓	✓	✓	✓	✓	✓	✓
Czernek and Czakon (2016).	✓	✓	✓	✓	✓	✓	✓	✓	✓
D. J. Kim et al. (2008).	✓	✓	✓	✓	✓	✓	✓	✓	✓

Author (Year)	Ability			Benevolence			Integrity		
	1	2	3	4	5	6	7	8	9
Kramer (2006).	✓	✓	✓	✓	✓	✓	✓	✓	✓
Marshall (2000).	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mayer et al. (1995).	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ndubisi (2007).	✓	✓	✓	✓	✓	✓	✓	✓	✓
Parasuraman et al. (2013).	✓	✓	✓	✓	✓	✓	✓	✓	✓
Perry and Mankin (2007).	✓	✓	✓	✓	✓	✓	✓	✓	✓
Robbins (2005).	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sekhon et al. (2014).	✓	✓	✓	✓	✓	✓	✓	✓	✓
Total	18	18	18	18	18	18	18	15	15

Note - Ability 1. Knowledge 2. Skill 3. Proficiency

- Benevolence 4. Sincerity 5. Willingness to help 6. Sympathy

- Integrity 7. Integrity to oneself 8. Integrity to others 9. Integrity to society and communities

Mayer et al. (1995) concept: trust in a person who is aware of their ability and a strong desire to pass on their services. This can be achieved only when a trusted customer becomes aware of the credibility and thus feels a greater willingness to join the interaction. The individual levels of trust are ability, benevolence, and integrity.

2.2.7   The Concept and Theory of Attitude

Attitude is a matter that arises within each person; it is the guidance that shapes one's response to a thing, person, or situation based on their unique thought, belief, emotion, character, personality, and behavior. Such collocation will be in the combination form after it has been assessed and it will always be a trend in some direction. It can be found that all human beings are always involved in things and other people, and that each person possesses the faculties and mechanism needed to evaluate something. All will always organize their thoughts, emotions, and beliefs about something, and consequently conclude that it is good or bad and that they therefore like or dislike, or love or hate it. Thus, attitude is the guidelines of the behaviors expressed by each person, and requires time and effort to change.

2.2.7.1   The Meaning of Attitude

Attitude is an important term and concept in the study of social psychology and communication. It is the root of belief, feeling, and expression that influences someone's positive, negative, or neutral feelings toward a person, place, thing, event, or feeling. Feeling is the emotional expression that underlies a person's behavior toward things; the word attitude has a broader, but similar, meaning and is similarly closely related to behavior. The Cambridge Advanced Learner's Dictionary (2003) defined attitude as a means of feeling, or the phenomenon of having a feeling for anything or any person, and the indication of someone's thoughts or feelings toward someone else based on the way they interact with them. Hornby (2001) provided a similar definition, stating that attitude is the way one thinks or feels about something or someone, and is the way one behaves toward other people to express those thoughts or feelings. Office of the Royal Society (2011) stated that attitude refers to the concept of opinions and attitudes, behavior, or feeling of people toward something. Many sociologists and well-known marketers have defined attitude in various ways. For

instance, Kotler (2000) stated that attitude arises from each person's inner conception that develops into feelings, likes, or dislikes about things, and how those feelings influence that person to either approach or avoid the situation accordingly. It also refers to someone learning about things through their experiences and acts as a link between their thought and behavior. Similarly Armstrong and Kotler (2009) defined attitude as the effect of feelings and trends about things or ideas which causes people to form a relatively consistent framework of likes or dislikes. Hoyer and Macinnis (2008) identified attitude to be the overall assessment of what is expressed in the form of likes or dislikes about things, incidents, people, or activities. In general, this is a factor that contributes to the predisposition of consumer behavior. Newstrom and Davis (2002) defined attitude in the context of the workplace as the feeling or belief that is largely used to determine how employees perceive their environment, how they attach themselves to their actions, how they act, and how they express their behaviors. Kotler and Keller (2012) said that attitude is a durable system for evaluating things, whether positively or negatively, and deciding how to act or think about it based on one's feelings. However, Hawkins, Mothersbaugh, and Best (2007) described attitude as a process of motivational management, emotional processes, and cognitive and thought processes that influences someone's tendency to respond to something either positively, negatively, or neutrally. Cho, Joo, Moore, and Norman (2019) said that attitude is about what a person thinks or feels about elements of their surrounding environment, such as people, objects, or situations, and how those feelings will subsequently affect that person's expression and behavior. Thus, attitude can be regarded as the internal communication of a person who will assess whether they like or dislike various issues. Likewise, Farsani (2017) stated that attitude denotes a person's readiness to support or protest against a person, group, institution, situation, or concept. Adongo, Taale, and Adam (2018) mentioned that attitude is a readiness to express one's behavior in a way that is supportive of or in opposition to a certain situation, person, or thing. Likewise, S. Pike and S. J. Page (2014) stated that attitude exists as a part of someone's identity, depends on the environmental conditions, and may be expressed in the form of two different styles of behavior: 1) positive feeling and satisfaction that will make the person love and want to be close to the item that inspired those feelings, and 2) negative feeling expressed as resentment, hatred, or a desire to avoid the item. Filimonau and

Högström (2017) stated that attitude is characterized by the feelings and opinions that a person has in response to a person, situation, or institution, and their response to any offers in a direction which will be either accepted or rejected. Hence, that person's attitude will influence them to consistently react with the same behavior in various situations. Schiffman and Kanuk (2000) defined attitude as an inclination that arises from learning to produce behaviors that are consistent with the person's like or dislike of things. Unlike behavior, attitude is not directly observable; however, it is related to two variables between the situation and the reaction to the situation, which helps to explain the expressed behavior. Additionally, in some instances, attitude is not related to behavior at all (Gumucio, 2011).

From the literature review, it can be concluded that the meaning of the attitude, as mentioned above, refers to each person's beliefs, feelings, thoughts, and ways of thinking that are subsequently expressed through behavior. This process is influenced by learning, personal experience, and environmental factors, and also relates to the unique personality of each individual. People with a positive personality tend to view others positively, typically treating them positively as a result. Thus, learning, experience, and environment will guide people's beliefs, feelings, thoughts, and ways of thinking, which in turn influence their behavior. As mentioned, people's feelings tend to manifest as likes and dislikes, or as agreement and disagreement. Each person's behavior reveals their way of thinking, as they act in a way that affects that thing by supporting, rejecting, or resisting it in accordance with their attitude toward it.

2.2.7.2   The Importance of Attitude

Katz (1960); Y. Xu, Jinb, and Linc (2018) described the importance of attitude in four functional aspects as follows. The first aspect is adjustment function, which states that attitude can help people to adjust to things that will bring them satisfaction or reward, while simultaneously avoiding unwanted, dissatisfactory, or harmful things. This is the most beneficial function of attitude, and the best way to avoid or minimize harmful things and experiences. It helps each person to adapt to different environments to gain the maximum satisfaction possible. It can be said that whenever someone experiences something they have experienced before, they will be prepared to moderate and direct their responses in the desired manner. The second function is the ego-defensive function, wherein attitude can help to protect the ego or

self-image from the conflicts that arise in the mind and is thus expressed as a mechanism for self-protection by building self-esteem, avoiding offensive things and experiences, or creating a defensive attitude to save face. The third function is the value expressive function; whereas the ego-defensive attitude is built to hide the person's real attitude or protect their self-image, the attitude for value expression manifests as an attempt to try to show one's true manner and express their values. This is an attitude expression that satisfies the person who expresses that attitude because it shows the basic values that each person is satisfied with. The final function is the knowledge function, wherein humans want to feel some sense of relation to objects around them and thus seek understanding about and stability and meaning in the objects. Therefore, attitude will be used in the assessment to understand the environment and will act as a standard for comparison purposes or as a guideline for reference to find a way to understand the world and the environment more easily. If people have ever learned once, they can keep those experiences; and when there is a new encounter, they can use the old experience as a frame of reference to consider what should be perceived and what should be avoided. Therefore, this attitude can help people to interpret and evaluate, and thus understand, their surrounding environment.

1) Factors Causing Attitude

The factors that generate and influence attitude are based on individual values and experience (Jalilvand, Ebrahimi, & Samiei, 2013). There are two main forms of experience: direct experience, which refers to people's observations and conclusions drawn from active participation, and indirect experience, which refers to experience gained through hearing or reading about the subject in question. Each person has different experiences and different ways of judging their values, depending on their surroundings.

2) Attitude Formation

The attitude of each person can be influenced by multiple sources, involving either direct personal experience through observation, prior familiarity, or testing, or indirect personal experience through hearing about or reading stories related to that subject or object. It may derive or be obtained from interaction with other people or things that exist in daily life, and also includes things that are exemplary or obtained from the imitation of others. These matters create learning, thus

becoming experiences and leading to attitude formation. Attitude can be changed according to the specific needs and times. Additionally, higher education level or age will effect change in someone's attitude, and attitude also depends on the opinions and personality of each person. Attitude can also be influenced by various other factors and the participation of societal groups such as family, relatives, experts, religious leaders, spiritual leaders, or thought leaders. Attitude can be regarded as important and beneficial to each person, and can influence them to protect and strengthen their personality and image to match the regulations they uphold and follow (Jalilvand et al., 2013; Rogers, 1978).

3) Forms of Attitude

According to Adongo et al. (2018); Schermerhorn Jr (2000), a person can express attitude in three forms. The first is a positive or good attitude which conducts the person to respond positively to another person or to a particular story, agency, organization, institution, organizational operation, etc. The second form of attitude is a negative or bad attitude, which creates a sense of degradation, disbelief, or distrust. There may be feelings of suspicion and hatred toward a particular person, story, problem, organization, institution, organizational operation, etc. The third category is the attitude in which a person does not express an opinion about a particular story or problem, person, agency, institution, or organization. In addition to these three forms of attitude, a person can experience one type or a combination of them, depending on the constancy of their beliefs, feelings, thoughts or values about a person, thing, action, or situation. If the personal attitude of each person is encouraged to be expressed in the form of consensus, they will continue to be converted to "public consensus."

4) Attitude Measurement

Aaker and Day (1990); Cho et al. (2019) described "types of attitude measurement scales" and "types of rating scales" that can be summarized as follows. Types of attitude measurement scales, measured by the nominal scale, divide what needs to be measured into categories based on the apparent qualifiers. Each aspect must always have the capacity to be grouped into a particular group such as gender, area of residence, education level, etc. The second type is measured by the ordinal scale which is the ranking of the measured items from higher to lower positions, or vice versa, without considering the gap in between, such as liking, position in class, etc. The third

type is measured by the interval scale, which measures the difference and indicates the equal interval distance of the data such as temperature, index number, attitude measurements, etc. The final type is measured by the ratio scale, which is a measure that has a value of 0 as absolute zero. The resulting value can be compared with the exchange units such as sales, income, age, etc.

2.2.7.3   Elements of Attitude

Academics like Assael (2004); Cho et al. (2019); Doreen and Kurniawati (2018); Gibson (2000); Hawkins et al. (2007); Jain (2014); Riedl, Zips, and Kallweit (2018); Schiffman and Kanuk (2000); Wang, Hu, and Wang (2016); Zimbardo and Ebbesen (1970) identified three components of attitude. The first component is the cognitive component, which is an expression that arises from the person's perception of their surroundings. If the perception is based on adequate knowledge and true understanding, this will result in a good attitude. On the other hand, if the object is perceived in an incomprehensible way, has not been properly understood, or is too difficult to understand, the person will develop a bad attitude toward it. The second is the affective component, which refers to the emotional state that occurs while a person is stimulated by something. If they like, enjoy, or feel relaxed about the object, their attitude will be positive. Conversely, if they do not like or enjoy it, or they feel insulted or ridiculed, a negative attitude will occur. The final component is the action tendency component, which is influenced by thoughts and feelings about the stimulus; for example, people are more likely to repeat an activity that they like, enjoy, or feel relaxed about, whereas less enjoyable activities are less likely to influence people to repeat them.

It can be concluded that the concept of attitude contains three components, the combination of which results in the full formation of the person's attitude. The attitude may consist of a mixture whose proportions differ depending on each person's unique perspective and attitude toward objects or activities.

Elements of Tourism Attitude

Tourism Western of Australia (2009) stated that tourism attitude is primarily influenced by the following four key factors: 1) attractions such as the reputation of the venue, its attractiveness, or the associated souvenirs; 2) amenities such as reasonably priced food and beverages, or an adequate number of toilets; 3) sufficient

provision of transportation, convenience, and safety; 4) public relations such as information from travel magazines, internet, radio, and television; 5) services such as fast service from staff, high-quality hospitality services, good information services, and suitable and sufficient parking; and 6) price such as reasonable prices of tourism products, accommodation, food and beverage, etc.

2.2.7.4   Attitude Formation

Allport (1975); Farsani (2017) commented that the elements of attitude formation may stem from or influenced by the following factors. First, learning: newborn babies are directly and indirectly educated about cultures and traditions via their parents. Second, the ability to differentiate: it is important to be able to distinguish good from bad, such as how people learn to behave differently from childhood into adulthood. Third, individual experiences: for example, some people have bad attitudes toward their teacher because they used to be blamed for bad behavior, but others may have positive attitudes toward the same teacher because they used to be complimented. The final factor is the imitation or adoption of other people's attitudes: for example, children may inherit the attitudes expressed by their parents, or from teachers whom they particularly admire. Filimonau and Högström (2017); Krech and Crutchfield (1948) commented that the elements of attitude formation may arise from the following sources. First, meeting a person's needs: people tend to form a positive attitude toward anything that can meet their needs and, conversely, a negative attitude toward anything that cannot meet their needs. Second, learning the truth by reading or listening to other opinions and perspectives: some people may develop bad attitudes toward others after listening to criticism expressed by others. Third, being a member or affiliated with a particular group: most people tend to accept the attitude of the overall group and adopt it as their own, if that attitude does not overly contradict their own. Attitude is also important for the person's personality; those who have a "perfect" personality tend to see others in a positive way, but those who find it difficult to adapt will often suspect that others hold judgmental, jealous, or hateful feelings toward them. Jalilvand et al. (2013); Katz (1960) described four important elements of the attitude formation process as follows. First, adjustment refers to the way in which each person will rely on their attitude as a precautionary measure for adjusting their behavior in a way that will bring them the greatest benefit and have the least negative effect on them. Thus, attitude can

be a mechanism to reflect one's desirable and undesirable goals and causes the tendency to behave in the most desirable way. Second, the ego-defensive aspect creates the tendency for people to not to accept the truth if it is contrary to their own thoughts, experiences, and conclusions (self-image). Thus, attitude can be reflected as a defense mechanism by expressing a feeling of contempt or by gossiping about others, while simultaneously elevating the person's own self-image, by considering themselves higher than others. This kind of attitude is different from the above-mentioned adjustment attitude. That is, an attitude does not develop from direct experience itself, rather from the subsequent feeling and from the object of expression. The resultant attitude is merely what the person uses to express their feelings. Third, the value expressive aspect refers to the way in which attitude is intrinsically linked to one's values and is used to reflect those values in a more specific way. Therefore, attitude can be used for commentary or as an explanation by describing one's subjective and unique values. Fourth, regarding the organization of knowledge, attitude acts as a standard by which people can evaluate their surrounding environment, thereby enabling them to know and more fully understand the systems and regulations of things that surround them.

Table 2.5 Attitude

Author (Year)	Cognitive Component					Affective Component					Action Tendency Component				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Adar Ben-Eliyahu (2019).	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓	✓	✓
Adongo et al. (2018).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Cho et al. (2019).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Riedl et al. (2018).	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		✓	✓
Wang et al. (2016).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Farsani (2017).	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Doreen and Kurniawati (2018).	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
Page, Essex, and Causevic (2014).	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓
Tourism Western of Australia (2009).	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Filimonau and Högström (2017).	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Jain (2014).	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Total	11	11	11	8	9	11	11	10	10	11	11	10	9	11	11

Based on the concepts of attitude discussed above, the researcher synthesized the composition of attitude by adopting the ideas presented by prominent relevant academics, including Adar Ben-Eliyahu (2019); Assael (2004); Cho et al. (2019); Doreen and Kurniawati (2018); Gibson (2000); Hawkins et al. (2007); Jain (2014); Schiffman and Kanuk (2000); Wang et al. (2016); Zimbardo and Ebbesen (1970) and concluded that attitude consists of three elements: the cognitive component, the affective component, and the action tendency component.

2.3   Hypotheses

It can be concluded that cultural interaction has a positive correlation with tourist's destination loyalty, which is consistent with studies of foreign academics as follows: H. Chen and Rahman (2018) studied tourist behavior in cultural tourism sites and identified four important factors that can stimulate cultural tourism: participation, memorable tourism experience (MTE), cultural interaction, and destination loyalty. These four factors must be linked, creating a memorable experience that can be generated from the visitor engagement process such as participating in activities with local people during the visit. This will create a sense of attachment to areas or communities, leading the tourist to return in the future. Meanwhile, H. Chen and Rahman (2018) studied the relationship of visitor engagement with cultural interactions through MTE and destination loyalty to cultural tourism sites. The results of the structural equation model showed that visitor participation had a positive influence on cultural interactions and on loyalty, and that cultural interactions mediate the relationship between visitor engagement and MTE. The result of the research highlights the importance of cross-cultural interactions in building MTE in cultural tourism. The methods used to attract tourists have to meet the cultural needs of the tourists and consequently provide them with a successful MTE.

From the research objectives and related literature, the researcher formulated a hypothesis of the theoretical research, which can be summarized as follows:

H1: Cultural interactions have a positive effect on tourists' destination loyalty.

Cultural Interaction	→	Tourist's Destination Loyalty
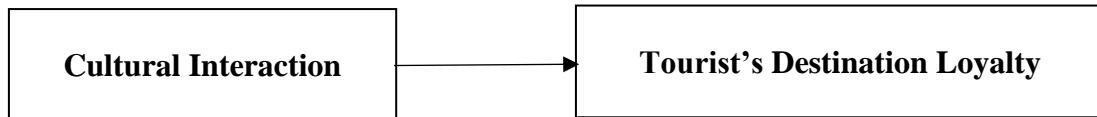
Figure 2.3 Hypotheses 1

It can be concluded that cultural interaction is related to tourists' destination attitude, which is consistent with the following studies.

Yu and Jeonglyeol Lee (2013) study examined the structure and impact of intercultural interactions between foreign tourists and local residents, developing variables affecting intercultural interactions, the processes and outcomes of interactions, and any resultant changes in attitude. An integrated model of intercultural interaction is derived from the patterns, meanings, and shared patterns that define the participants' travel experiences. The results showed that intercultural interactions, especially through tourism, influence the elimination of bias or prejudice and result in a change in attitude toward the tourist destinations involved. Mariani, Borghi, and Okumus (2020) study on the effects of cultural differences in online assessment of hospitality and tourism helped to uncover differences between cultural interactions and examine them through online questionnaire, focusing on the properties, behaviors, travel-related factors, and attitudes of tourists regarding their chosen tourist attractions. The results of the study found that cultural differences influence tourists' travel-related behaviors, attitudes toward tourist attractions, and other factors.

From the research objectives and related literature, the researcher formulated a hypothesis from the theoretical research, which can be summarized as follows:

H2: Cultural interactions have a positive effect on tourists' destination attitude.

Cultural Interaction	→	Tourist's Destination Attitude

Figure 2.4 Hypotheses 2

It can be concluded that cultural interaction has a positive correlation with tourists' destination trust, which is consistent with the following studies.

Okada (2020) studied the cultural transmission of the values of trust and reliability from parents to their children by the change of education cost system and found that cultural interactions and closeness in the family resulted in trust and reliability, influencing the cultural transmission. Póvoa, Pech, and Woiciekovski (2020) studied trust and social satisfaction in cross-cultural interactions based on samples from a low-income country (Mozambique), a middle-income country (Brazil), and a high-income country (Germany). The goal was to examine differences in social settings between relatively poor and wealthy countries, and the result showed that cross-cultural interactions impact trust and satisfaction differently among those with different incomes.

Based on the research objectives and related literature, the researcher formulated a hypothesis from the theoretical research, which can be summarized as follows:

H3: Cultural interactions have a positive effect on tourists' destination trust.
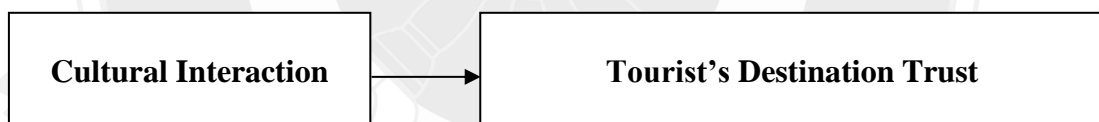
Figure 2.5 Hypotheses 3

It can be concluded that cultural interaction has a relationship with tourists' destination trust, which is consistent with the following studies.

Huang and Crotts (2019) studied the relationship between the cultural dimensions of Hofstead and tourist satisfaction by cross-country research, led by the assumption that culture has an influence on tourism behavior. However, because of the difficulty of directly measuring cultural values at an individual level, the relationship between national culture and visitor satisfaction remains evident. The result of the study found that cultural interactions of Hofstead were positively correlated with visitor satisfaction. The findings will be reviewed with additional tests related to cultural concepts. This study contributes to the literature by providing solid evidence about the

relationship between cultural interaction and future visitor satisfaction. Meanwhile, Susan (2020) studied motivation and satisfaction among Chinese and US tourists when visiting restaurants, achieved by examining ratings and reviews and analyzing the frequency of visits, and consequently revealed the different ways that tourists from different cultural backgrounds think and act in the context of this particular form of cross-cultural interaction. Gaining an accurate understanding of cultural differences will help tour managers to increase customer satisfaction and, consequently, business revenue. The results of this study showed that Chinese tourists were less likely to rank restaurants but were more interested in food, whereas US tourists were less likely to seek fun and relaxation. Additionally, cross-cultural interactions affect the motivation and satisfaction of Chinese and US tourists in the context of restaurants.

Based on the research objectives and related literature, the researcher formulated a hypothesis from the theoretical research, which can be summarized as follows:

H4: Cultural interactions have a positive effect on the loyalty of tourists' destination satisfaction.

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┌──────────────────────┐        ┌──────────────────────────────────┐
│ Cultural Interaction │───────▶│ Tourist's Destination Satisfaction │
└──────────────────────┘        └──────────────────────────────────┘
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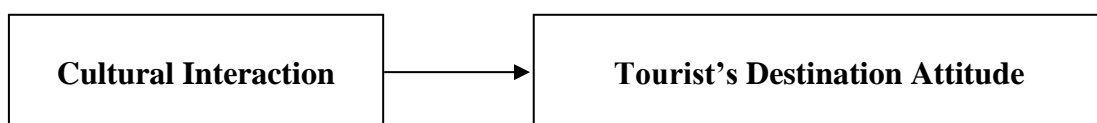
Figure 2.6 Hypotheses 4

It can be concluded that cultural interaction has a relationship with tourists' destination satisfaction, which is consistent with the following studies.

Suryaningsiha, Nugrahaa, and Sukmalanggaa (2020) reflected on customer experience and tourists' destination image and satisfaction mediation in the context of Indonesia's tourism and hospitality industry, as represented by Trenggalek Regency Beaches, and found that the experience of tourists and the image of the destination are the important keys to building tourist satisfaction. When tourists expect enjoyment, this will usually lead to satisfaction. Trust in beaches and other tourist destinations can be built through the transmission of satisfaction, demonstrating that satisfaction influences trust. This research therefore proves that a higher level of satisfaction leads tourists to

feel a higher level of trust. Meanwhile, Su and Fan (2020) studied the relationships between service quality, satisfaction, trust, and loyalty in relation to the context of rural tourism. The results of this research showed that rural tourist satisfaction has a direct positive influence on trust, indicating that satisfaction is the basis of trust and acts as an integral part of the development of trust among rural tourists.

Based on the research objectives and related literature, the researcher formulated a hypothesis from the theoretical research, which can be summarized as follows:

H5: Tourist's destination satisfaction has a positive effect on tourists' destination trust.

Figure 2.7 Hypotheses 5

It can be concluded that tourist's destination satisfaction has a relationship with tourist's destination attitude, which is consistent with the following studies.

Nimit Soonsan and Sasiwemon Sukahbot (2020) studied causal relationships between destination image, place attachment, overall satisfaction, and behavioral intention of western tourists in Phuket. The data were analyzed by a structural equation modeling method on the influence of tourism behavioral intentions of western tourists in Phuket. This research showed that overall satisfaction is a transmission variable influencing behavioral intentions of tourism. The behavioral intentions in this study are the feelings and behaviors that arise from attitudes. Therefore, it can be concluded that satisfaction affects the tourism attitudes of western tourists in Phuket. Similarly, C. Chen and Chen (2010) studied experience quality, perceived value, satisfaction, and behavioral intentions among heritage tourists. This research examines the experiences of tourists or visitors in heritage tourism and explores the relationship between the quality of those experiences, perceived values, satisfaction, and behavioral intentions. Research results show experience value perception and satisfaction. Therefore, satisfaction is a key issue in sustainable heritage tourism management. Tourist satisfaction affects attitudes and behavioral intentions.

From the research objectives and related literature, the researcher formulated the hypothesis from the theoretical research, which can be summarized as follows:

H6: Tourist's destination satisfaction has a positive effect on the loyalty of tourists' destination attitude.

| Tourist's Destination Satisfaction | → | Tourist's Destination Attitude |

Figure 2.8 Hypotheses 6

It can be concluded that tourists' destination trust has a relationship with tourists' destination attitude, which is consistent with the following studies.

Su, Qi, and Huang (2020) conducted a study entitled "How do tourist attribution of destination social responsibility motives impact trust and intention to visit? The moderating role of destination reputation." This research described trust as an important part of the tourism and hospitality industry and found that trust affects attitudes toward destination travel intentions. If tourists have more trust in the destination, they will be more likely to hold positive attitudes toward their intention to visit it; in short, tourist trust creates the attachment and positive attitude. An individual's attitude determines their behavioral intention, action, or decision. Meanwhile, Eny, Umar, Suharyono, and Andriani Kusumawati (2017) studied "The antecedents of behavioral intention regarding rural tourism destination." This research aimed to establish an understanding of the impact of experience, trust, and behavioral intention involved in village tourism in the Sleman Regency, the Special Region of Yogyakarta, Indonesia. The results of this study suggest that tourist experiences are related to trust and influence subsequent behavioral intention attitudes. Therefore, trust plays an important role in directly affecting behavioral intentions involved in tourism.

Based on the research objectives and related literature, the researcher formulated a hypothesis from the theoretical research, which can be summarized as follows:

H7: Tourists' destination trust has a positive effect on the loyalty of tourists' destination attitude.

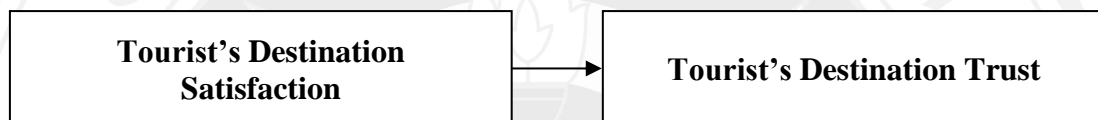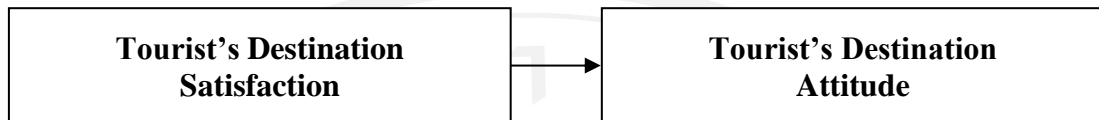| Tourist's DestinationTrust | → | Tourist's Destination Attitude |
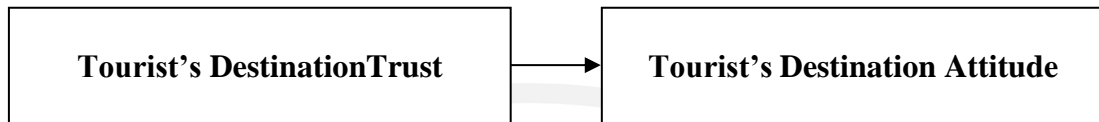
Figure 2.9 Hypotheses 7

It can be concluded that tourists' destination attitude has a relationship with tourists' destination loyalty, which is consistent with the following studies.

Losada-Rojas, Gkartzonikas, Pyrialakou, and Gkritza (2019) conducted an onboard survey to collect evidence about passengers' attitudes and loyalty to intercity passenger rail. It was found to be an important factor in determining whether passengers chose train as an alternative mode of transport. In addition to the accessibility of train services, there are a number of factors that make this transportation system competitive and attractive to tourists and that influence subscriber loyalty, such as fare amount, frequency of service, quality, and waiting environment. This article explored attitudes and loyalty toward intercity commuter trains by using attitude models to assess tourists' attitudes toward intercity trains compared with other modes of intercity transport. The results of this study suggest that attitudes toward modes of transport for intercity travel affect loyalty to intercity commuter trains. For example, intercity trains that offer onboard amenities such as luggage storage areas and motorbike services can have a positive impact on service intentions and traveler loyalty. The results of this study can help intercity rail operators identify the characteristics of train services that can be improved to attract passenger numbers and increase customer retention. Meanwhile, C.-W. Wu (2016) studied destination loyalty modeling in global tourism. Findings from the research support the argument that consumer attitudes, travel experiences, and destination satisfaction are key determinants of destination loyalty. In addition, consumer attitudes and travel experiences influence tourists' satisfaction about destinations. The study also discusses the theoretical and managerial effects of research findings for global tourism product marketing.

Based on the research objectives and related literature, the researcher formulated a hypothesis from the theoretical research, which can be summarized as follows:

H8: Tourists' destination attitude has a positive effect on the loyalty of tourists' destination loyalty.
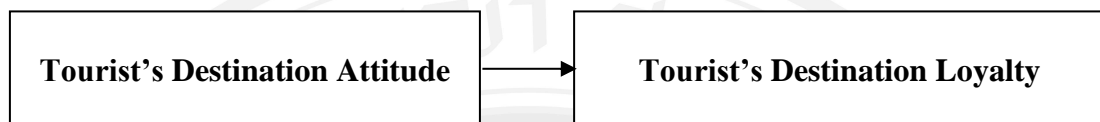
Figure 2.10 Hypotheses 8

2.4   Conceptual Framework

Based on the objectives of the research and the research hypotheses, the researcher has created a research conceptual framework on the subject of cultural interaction and tourist destination loyalty as follows.
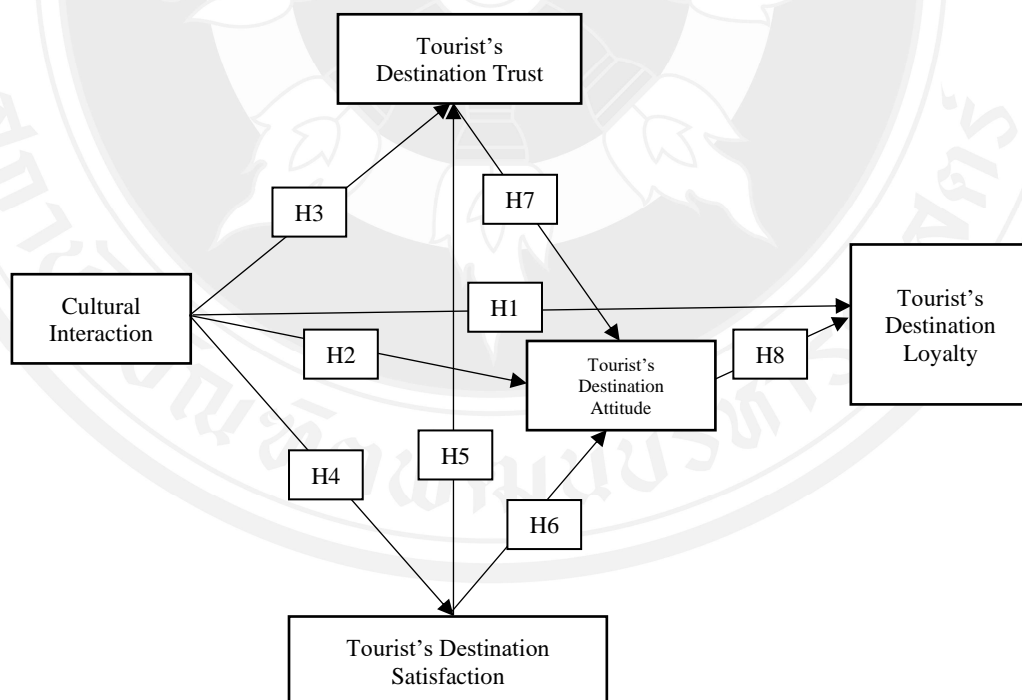
Figure 2.11 Conceptual Framework

CHAPTER 3

RESEARCH METHODOLOGY

This study used the quantitative research method of field survey to study the structural relationship between cultural interaction and tourist destination loyalty in the cultural context of Phuket, Thailand. The synthesis of the resultant theoretical conceptual framework was examined by collecting empirical data and analyzing them using structural equation modeling (SEM), to study the structural, causal relationship between external and internal variables (or latent variables), which can be recursive and linearly additive. This statistical analysis technique can thus facilitate measurement of theoretical variables while modeling the structural relationship between those variables. This makes the analysis more powerful than the study of the relationship between variables and provides more accurate population estimates through correction using a measurement error. The application of data analysis in experimental research can increase the internal precision and accuracy of the resultant conclusions. The researcher considered the following factors in conducting the research the conceptual framework and hypothesis of the research, variables used, population and sample group, research tools used, testing of instrument quality, process of data collection and analysis, quantitative research, statistics used in data analysis, quantitative research methodology, research period, and the ethics and etiquettes followed in conducting the research, which can be summarized as follows:

3.1 Population and Sample Group

3.2 Research Procedures

3.3 Research Tools

3.4 Tools Construction and Quality Inspection

3.5 Conceptual Framework

3.6 Research Hypothesis

3.7 Statistics used in data analysis

3.8 Research Period

3.9 Ethics and Etiquettes in conducting research

3.10 Summary

3.1   Population and Sample Group

3.1.1   Population

The population used in this study is foreign tourists who have visited tourist attractions in Phuket. In 2019, 10,632,531 tourists visited Phuket (Phuket Provincial Statistical Office, 2019). For the population investigated in this study, the researcher selected tourists from the five countries with the highest number of tourists who visited Phuket attractions in 2019, totaling 4,711,866 persons or nearly 50% of the total number of foreign tourists within that period. However, the population and sample group participating in the questionnaire comprised tourists from the following five countries who have visited Phuket attractions in any year.

Table 3.1 Shows the Number of Foreign Tourists Who Have Visited Phuket
Attractions in 2019, No. 1-5

Country of Tourists	Population
China	2,537,995
French	807,776
Australia	535,968
Germany	484,321
United Kingdom	345,806
Total	4,711,866

Source: Phuket Provincial Statistical Office (2019).

3.1.2 Sample Group

As the researcher knows that numbers of foreign tourists who have visited the attractions in Phuket in 2019, from No. 1-5 were 4,711,866 persons, so, the researcher used the methods of non-probability sampling and purposive sampling. All were foreign tourists who visit Phuket attractions in any year. The study was conducted using the stratified random sampling method, or quota. To determine the suitability of the samples used in this research, the researcher decided an appropriate sample size for the data analysis by using the SEM analysis technique. The researcher used the sample size determination method advised by J. Hair, Anderson, Tatham, and Black (1995), who suggested that the ideal sample size is 200-300 samples. Also, both Comrey and Lee (1992) J Hair et al. (2010) suggested that the sample size should be 10-20 times the number of variables observed in the study; since there are 15 observable variables in the present study, and the researcher selected a sample size of 20 times the variable, the appropriate number of samples was at least 300 people, to increase the consistency and reliability of the empirical data hypothesis model. The researcher therefore selected this sample size, to make the sample used for this research into a good sample group as shown in Table 3.2.

Table 3.2 Sample Size and Suitability of Analysis

Sample Size	The Suitability of the Analysis
50	Very poor
100	Poor
200	Fair
300	Good
500	Very good
≥1,000	Excellent

Source: Comrey and Lee (1992).

A stratified sampling method was used based on the population of foreign tourists who had visited Phuket by calculating the sample according to the proportion of the population in each country. The data in Table 3.1 show the number of foreign tourists who visited tourist attractions in Phuket in every year, aged "-60 years and over" is redundant, and you should change this to "18 or over", separated by country, and the number of actual samples used from each country.

Table 3.3 Number of Samples Based on Country

Country of Tourists	Populations	Samples
China	2,537,995	215
French	807,776	69
Australia	535,968	46
Germany	484,321	41
United Kingdom	345,806	29
Total	4,711,866	400

The researcher collected the data through a survey process to gain close access to real data sources and obtain the most current information by using purposive sampling within the survey and field study. Due to the ongoing COVID-19 situation, the researcher also distributed online questionnaires to obtain a complete sample group, dividing the number of foreign tourists who traveled to tourist attractions in Phuket in any year by country, aged 18-60 years, to a total of 300 people. Normally, data collection is required regarding current tourist practices, but the lockdowns and travel bans imposed by the COVID-19 pandemic have created limitations in data collection. Therefore, data must instead be collected from memory. Memory is divided into two functions: short-term memory and long-term memory. Long-term memories are experiences that are enjoyed by the individual and which can be recalled many years after the actual events occurred (Hu & Xu, 2021).

3.2   Research Procedures

To study the relationship between cultural interaction and tourist destination loyalty in the context of Phuket, Thailand, the following six steps were carried out. Step 1: studying concepts and theories and reviewing relevant literature from secondary sources, to acquire basic knowledge of the research and develop the conceptual framework. Step 2: determining the conceptual framework; the researcher studied comprehensive information about concepts, theories, articles, academic documents, and related research, and then analyzed the various variables of the dissertation and thesis regarding both local and foreign countries. Step 3: collection of information on foreign tourists (from the five countries with the highest number of visitors to Phuket) who have visited Phuket at least once, collected through online survey via Google form and wjx.cn form between January 4, 2021, and March 4, 2021. For the distribution process, the researcher sent the survey form to friends who work as guides in each of the relevant foreign languages; the guides sent the survey to customers who had traveled to Phuket, who in turn also sent to their friends who had ever visited Phuket. Regarding the Chinese tourists, the researcher sent the survey form to Chinese friends and customers. Next, the researcher performed statistical analysis on the collected data to test the hypothesis and write the research results. Step 4: concluding and discussing the result of the research. This process involves the researcher summarizing and explaining the main contents of the research, covering its objectives as well as the research hypotheses formulated according to the principles of social and scientific research. Step 5: presenting the results of the research that are rational and based on the aforementioned principles according to the analysis, conclusion, and discussion of the research. Step 6: research publication: publishing academic articles in related academic journals to disseminate the research results for the development of relevant academic fields and professions, and for the benefit of overall society. The process of conducting the research can be shown in Figure 3.1.
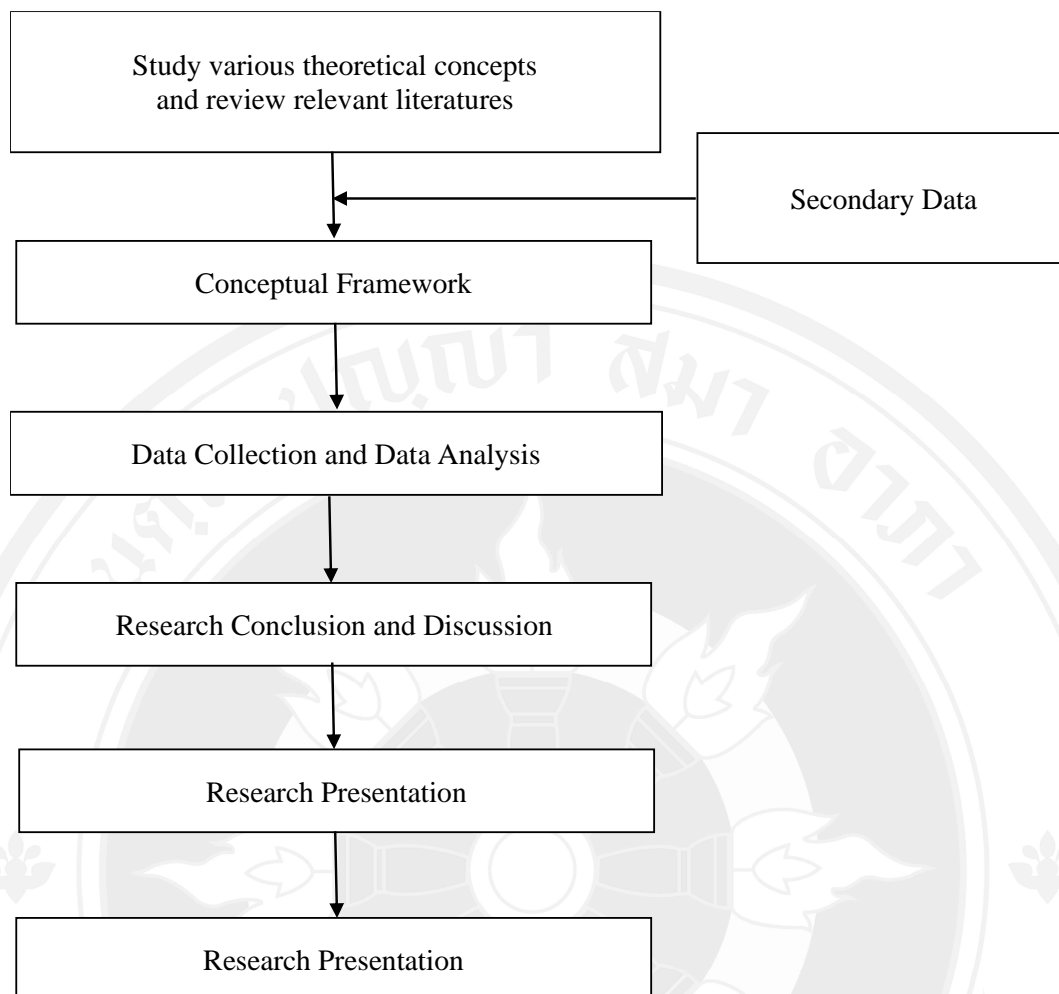
Figure 3.1 Research Procedures

3.3   Research Tools

The main research tool used was an online questionnaire on cultural interaction and tourist destination loyalty in the context of Phuket, Thailand. The data collection stage was divided into the following six parts: 1) an online questionnaire asking about the demographic characteristics of respondents, all of whom were foreign tourists who had visited Phuket. The questionnaire consisted of closed-ended, multiple-choice questions that required demographic information such as gender, age, nationality, status, occupation, education, domicile, and average monthly income. 2) Questionnaire participants about tourism behavior in Phuket, such as by asking them when and how they traveled, what the purpose of their visit was, and the duration of their visit. 3)

Inquiring about the factors of cultural interaction consisting of four dimensions: concepts (thoughts; beliefs; opinions; and different aspects of Thai culture such as belief in law, belief in Buddhism, and related traditions), organization (folk culture; local culture; social culture; or the internal culture of an organization, institution, association, or club which has been established systematically), ceremony (tradition, ritual, traditional and ritual costume), and instrumental and symbolic objects (material culture, e.g., cultural places, fine arts, tools for agriculture and industry). 4) Asking about the factors of loyalty in relation to tourists' destination loyalty, consisting of three dimensions: attitudinal destination loyalty, behavioral destination loyalty, and composite destination loyalty. 5) Asking about the factors of tourists' destination attitude, consisting of three components: the cognitive component, the affective component, and the action tendency component. 6) Asking about the factors of tourists' destination trust, which consist of three dimensions: ability, benevolence, and integrity. 7) Asking about the factors of tourists' destination satisfaction, which consist of five dimensions: attraction, accessibility, accommodation, activities, and amenities.

The questionnaire used a rating scale and closed-ended questions. The criteria for determining the weight of the assessment contained five levels, as shown in Table 3.3.

Table 3.4 Scoring and Interpretation

Score Scale	Interpretation
5	Highest Level / Most Agree
4	Very high Level / Very Agree
3	Moderate Level / Moderate Agree
2	Low Level / Less agree
1	Least Level / Least Agree

Table 3.5 Structure and List of Queries

Construct	Items	Questionnaire	Reference
	Concept	1. I feel comfortable when I come to experience Thai culture in Phuket.	(Adler & Graham, 1989; Amezaga, 2019; Anna & Serena, 2020; Bang Nguyen Viet, Huu Phuc Dang, & Ho Hai Nguyen, 2020; Bonneville-Roussy et al., 2019; Caputo et al., 2019; Heyes et al., 2020; Hunter, 2020; Quaglione et al., 2020; Ruiz, González, & Zamora, 2018; Silvey et al., 2019; Supianoski, 2012; Thwaites et al., 2019; Valetti et al., 2020; Varvarigos, 2020).
Cultural interaction			
		2. I am interested in cultural interaction of beliefs in Phuket. 3. I am interested in culture interaction of values with Phuket people. 4. I am satisfied with the cultural interaction	

Construct	Items	Questionnaire	Reference
		of cognitiveand affective component in Phuket.	
		5. I am satisfied with the overall Thai cultural interaction of concept during travel in Phuket.	
	Association or Organization	6. I feel comfortable with cultural interaction of association or organization in Phuket.	
		7. I am interested in cultural interaction of indigenous in Phuket.	
		8. I am interested in interacting with local culture with the people of Phuket.	
		9. I am very satisfied with Phuket's social culture.	
		10. I have been satisfied with the Thai culture through the group of people or an organization in Phuket.	
	Ceremony	11. I feel comfortable with the cultural interaction of usage in Phuket.	

Construct	Items	Questionnaire	Reference
		12. I am interested in the cultural interaction of traditions in Phuket.	
		13. I am interested in the culture interaction of ceremony (Moon Worship in Chinese New Year, Buddha Statue Procession, Fire-Walking Ritual, Exorcise Ceremony) with Phuket people.	
		14. I am satisfied with the cultural interaction of dress in Phuket.	
		15. I am satisfied with the overall cultural interaction of usage during travel in Phuket.	
	Instrumental and Symbolic Objects	16. I am comfortable with the cultural interaction of instrumental and symbolic objects in Phuket.	
		17. I am interested in cultural interaction of places in Phuket.	
		18. I am interested in the culture interaction	

Construct	Items	Questionnaire	Reference
		of fine arts of Phuket people.	
		19. I am satisfied with the overall cultural or artistic place of Phuket people.	
Destination Loyalty	Attitudinal	1. When I visit beaches in other places, I feel attached to or appreciate beautiful beaches in Phuket. 2. I always miss natural environment in Phuket. 3. I miss the friendship and hostility of Phuket people. 4. I appreciate and want to have variety of cuisine in Phuket again. 5. I feel safe and secure when I come to Phuket.	(Aaker, 2014a; García Gómez et al., 2006; Johnson et al., 2016; S.-H. Kim, 2010; Y.-K. Kim et al., 2008; Ruiz et al., 2018; Schiffman & Kanuk, 2010; Uncles et al., 2003; Valle, Silva, Mendes, & Guerreiro, 2006).
	Behavioral	1. Intention to revisit Phuket. 2. I will recommend visiting Phuket to others (family or friends) 3. I have plans to revisit Phuket in the near future.	

Construct	Items	Questionnaire	Reference
		4. I will say about positive things about visiting Phuket to other people.	
	Composite	1. I Prepare to visit Phuket again within the next three years. 2. Compared to other similar spots, I would firstly visit Phuket next time. 3. I intend to revisit Phuket in the future. 4. I am always following the information about Phuket, my favorite tourist spots.	
Destination Attitude	Cognitive Component	1. Phuket was a pleasant visit. 2. I would like to know more about Phuket. 3. I perceive the quality of the tourist centers in Phuket. 4. I am decided to visit Phuket province. 5. I have wonderful image of Phuket City as a holiday destination.	(Adar Ben-Eliyahu, 2019; Aliman, Hashim, Wahid, & Harudin, 2016; Bang Nguyen Viet et al., 2020; Cho et al., 2019; H. Liu, Bunchapatanasakda, Zhang, Zhao, & Wang, 2019; Mutita Tansiri, 2016; Ruiz et al., 2018; R. Xu & Wang, 2016).

Construct	Items	Questionnaire	Reference
	Affective Component	1. Feeling warm and happy	
		2. Feel relaxed	
		3. Have fun	
		4. Impressed	
		5. Feel worthwhile	
	Action Tendency Component	1. I know more about Phuket.	
		2. I really understand the cultural interaction about Phuket.	
		3. I remember the good image about Phuket.	
		4. I am pleased that I decided to visit Phuket.	
		5. I am decided to revisit Phuket province.	
	Ability	1. I have a trust with safety when traveling around Phuket.	(Chutharat Chitthanom, 2020; Czernek & Czakon, 2016; D. J. Kim et al., 2008; Marina, Chasco, & Torres, 2012; Marinao Artigas et al., 2017; Mutita Tansiri, 2016; Parasuraman et al., 2013; Sekhon et al., 2014).
		2. I have a trust with quality of tourism providers in Phuket.	
Destination Trust		3. I have a trust with the responsibility of tourism providers in Phuket.	
		4. I have a trust with the standard of making payment in Phuket.	

Construct	Items	Questionnaire	Reference
		5. I have a trust with the government tourism officers in Phuket.	
	Benevolence	1. I have a trust with the sincerity of Phuket destination.	
		2. I have a trust with the willingness to help of Phuket destination.	
		3. I have a trust with the compassion of Phuket destination.	
		4. I have a trust with the benevolence price of Phuket destination.	
		5. I have a trust with the benevolence service of Phuket destination.	
	Integrity	1. I have a trust with the integrity yourself of Phuket destination.	
		2. I have a trust with the integrity to others of Phuket destination.	
		3. I have a trust with the integrity to society and community of Phuket destination.	

Construct	Items	Questionnaire	Reference
		4. I have a trust with the integrity price of Phuket destination.	
		5. I have a trust with the integrity service mind of Phuket destination.	
Destination Satisfaction	Attraction	1. I have a satisfaction of attraction with the natural in Phuket destination. (Sea, Promthep Cape, Phatong Beach etc.)	(Bang Nguyen Viet et al., 2020; Boopen Seetanah, Viraiyan Teeroovengadum, & Robin Nunkoo, 2020; Buhalis & Amaranggana, 2014; Mohd Taher et al., 2015; Ozturk & Hancer, 2008; Ramseook-Munhurrun et al., 2015; Ruiz et al., 2018; Sun et al., 2013).
		2. I have a satisfaction of attraction with the arts and culture in Phuket destination. (OTOP Village, Buddha Ming mongkhon khiri Naga protagonist (big Buddha), Chalong Temple etc.)	
		3. I have a satisfaction with the man-made attractions in Phuket e.g., house, building, garden, recreation place, Phuket Fantasy.	
		4. I have a satisfaction with the variety of	

Construct	Items	Questionnaire	Reference
		attractions in Phuket destination.	
		5. I have a satisfaction of attraction with the variety of accommodations in Phuket destination.	
	Accessibility	1. I have a satisfaction with land transportation in Phuket e.g., van, taxi, motorcycle.	
		2. I have a satisfaction with traveling to Phuket by flight.	
		3. I have a satisfaction with sea transportation in Phuket e.g., boat, yacht, speed boat.	
		4. I have a satisfaction with the variety of attractions/sightseeing in Phuket.	
		5. I have a satisfaction with facilities and amenities in Phuket.	
	Accommodation	1. I have a satisfaction of accommodation with the safety in Phuket.	(Bang Nguyen Viet et al., 2020; Boopen Seetanah et al., 2020; Buhalis &
		2. I have a satisfaction of accommodation with	Amaranggana, 2014;

Construct	Items	Questionnaire	Reference
		the convenience in Phuket.	Mohd Taher et al., 2015; Ozturk &
		3. I have a satisfaction of accommodation with the reasonable price in Phuket.	Hancer, 2008; Ramseook-Munhurrun et al., 2015; Ruiz et al., 2018; Sun et al., 2013).
Destination Satisfaction		4. I have a satisfaction of accommodation with the impressive service in Phuket.	
		5. I have a satisfaction of accommodation with the safety in Phuket destination.	
	Activities	1. I have a satisfaction with land tourism activities in Phuket e.g., elephant ride, zipline, robe bridge ATV.	
		2. I have a satisfaction with sea tourism activities in Phuket e.g., driving, canoeing, surf house.	
		3. I have a satisfaction with various fun activities in Phuket.	
		4. I have a satisfaction with safety of all	

Construct	Items	Questionnaire	Reference
		tourism activities in Phuket. .	
		5. I have a satisfaction with reasonable price of tourism activities in Phuket.	
	Amenities	1. I have a satisfaction of amenities with the infrastructure in Phuket destination.	
		2. I have a satisfaction of amenities with the restaurant in Phuket.	
		3. I have a satisfaction of amenities with the transportation in Phuket.	
		4. I have a satisfaction of amenities with the variety of shops in Phuket.	
		5. I have a satisfaction of amenities with the impressive service in Phuket.	

3.4   Tool Quality Inspection

The quality of measuring instruments should be assessed. Assessment of the questionnaire, which was verified and was also revised by the thesis adviser, is divided into two stages. In the first stage, it was proposed to four experts to examine its quality in terms of content validity, in order to measure the consistency of questions and research objectives as well as the clarity and appropriateness of the language used. The index of item objective congruence (IOC) proposed by (Rovinelli & Hambleton, 1976) was used to present the questionnaire with a brief research proposal for the experts to consider the consistency between the questions and the targets, in accordance with three levels of measurement, namely, +1, 0, and -, the meanings of which are as follows.

+1: the questions are consistent with the research objectives.

0: it is uncertain whether the questions are consistent with the research objectives.

-1: the questions are inconsistent with the research objectives.

The score obtained was then used to calculate the IOC according to the following formula:

$$IOC = \frac{\Sigma R}{N}$$

IOC represents an index of consistency between the questions and the objectives.

ΣR represents sum of the scores from the opinions of the experts.

N represents the number of experts.

The conformity index is judged according to the following criteria. If the IOC is .50-1.00, the question is either objectively accurate in the measurement or representative of the objective to be measured. All questions can be used to collect data from the sample group. If the IOC is <.50, the questionnaire is not objectively accurate in the measurement nor representative of the objectives to be measured; consequently, all questions are not suitable for collecting data from the sample group.

The next step is to test the reliability and validity of the content by using

60 sets of the surveyed questionnaires to test on the samples who are not within the target population but who are similar to the research samples, to analyze for the reliability of the questionnaires by using Cronbach (1990) alpha coefficient, the details of which are presented below.

$$\text{Alpha } (\alpha) = K/(k-1) \left[1 - (\sum \llbracket Si^2 \rrbracket)/ (St^2) \right]$$

α is the coefficient of stability

K is the number of questions in the questionnaire.

Si2 is the individual variance.

St2 is the variance of the entire tool set.

The criterion for the reliability and consequent acceptance of the data is that they must have an alpha coefficient of 0.80 or more, indicating that they are sufficiently reliable (Suwimol Tirakanan, 2008). The reliability analysis demonstrated a Cronbach's alpha coefficient of .994, confirming that the data collected are highly reliable and thus acceptable for use.

Preliminary Testing of the Measurement Model

The measurement model is tested by considering the accuracy of construct reliability (CR) and average variance extracted (AVE) (Diamantopoulos & Siguaw, 2000) to confirm that the indicator of the gauge that the researcher has created or updated from the literature review is suitable for measuring the variables that are related to each other. To extract the factors and organize the correlated indicators into the same group, the researcher used confirmatory factor analysis for factor extraction by the maximum likelihood (ML) method.

3.5   Conceptual Framework
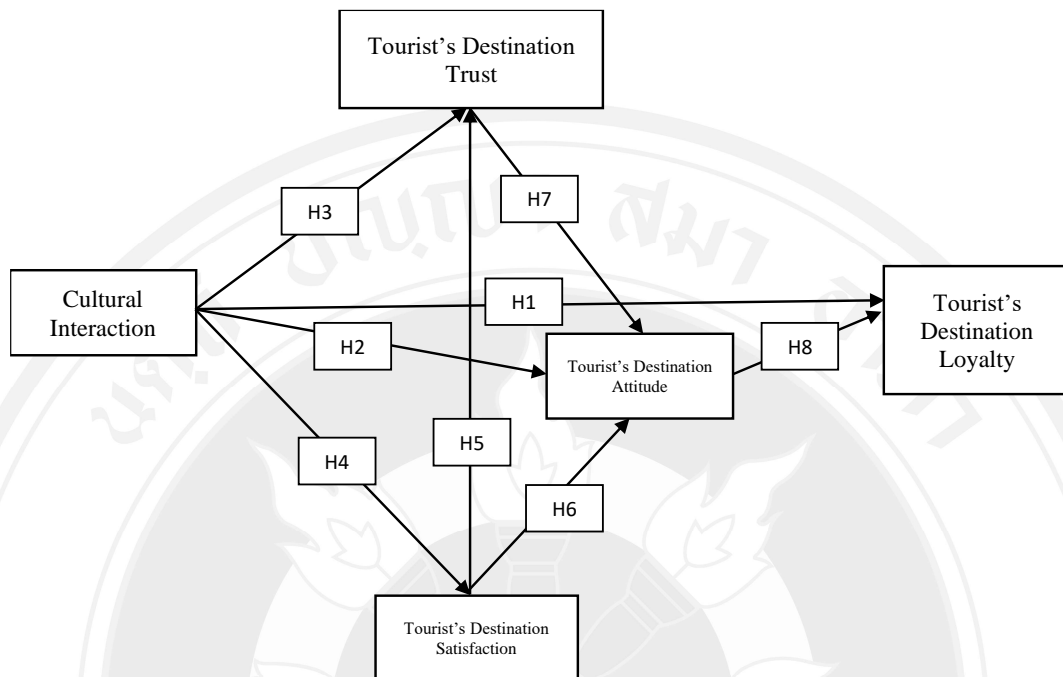
Figure 3.2 Conceptual Framework

3.5.1   Research Variables

A study of the structural relationships between cultural interaction and tourist destination loyalty in the context of Phuket, Thailand.

3.5.1.1   Independent Variables

Cultural interaction consists of four variables: concept, association or organization, usage, and instrumental and symbolic objects. Each variable contains subvariables, as follows. 1) Subvariables of concept: belief; value and ideology; and feeling, thought, and understanding. 2) Subvariables of association or organization: indigenous culture, local culture, and social culture. 3) Subvariables of usage: traditions, rituals, and dress. 4) Subvariables of instrumental and symbolic objects: cultural places, fine arts, cultural tools and appliances, and industrial or agricultural utensils. All variables were obtained from literature reviews related to cultural interaction (Amezaga, 2019; Anna & Serena, 2020; Bonneville-Roussy et al., 2019;

Caputo et al., 2019; Heyes et al., 2020; Hunter, 2020; Quaglione et al., 2020; Silvey et al., 2019; Thwaites et al., 2019; Valetti et al., 2020; Varvarigos, 2020).

               3.5.1.2   Observable Variables

                    1) Tourist destination loyalty contains three dimensions: 1) attitudinal loyalty, 2) behavioral loyalty, and 3) composite loyalty. This form of loyalty occurs from communicating with others, and is closely related to and influenced by tourism satisfaction.

                    2) The factors affecting tourist destination loyalty contain three dimensions as follows: 1) tourists' destination attitude, 2) tourists' destination trust, and 3) tourists' destination satisfaction. Each dimension contains several subvariables, as discussed in the following paragraph.

             Tourists' destination attitude contains three subvariables: the cognitive component (further divided into thinking, stimulus or information, perception of stimulus or information, purpose of thinking, and thinking process or way of thinking), the affective component (further divided into like, dislike, good, bad, and no comment), and the action tendency component (further divided into perceiving the service, understanding it, remembering it, using it, and not using it) (Adar Ben-Eliyahu, 2019; Adongo et al., 2018; Cho et al., 2019; Doreen & Kurniawati, 2018; Farsani, 2017; Filimonau & Högström, 2017; Jain, 2014; Page et al., 2014; Riedl et al., 2018; Tourism Western of Australia, 2009; Wang et al., 2016).

             Tourists' destination trust contains three subvariables: ability (further divided into knowledge, skill, and expertise), benevolence (further divided into sincerity, willingness to help, and sympathy), and integrity (further divided into integrity to oneself, integrity to others, and integrity to society and community) (Ball et al., 2004; Bijlsma & Koopman, 2003; Covey & Merrill, 2006; Crotts & Turner, 1999; Czernek & Czakon, 2016; Dietz & Den Hartog, 2006; Gillespie & Dober, 2003; Healey, 2007; D. J. Kim et al., 2008; Kramer, 2006; Marinao Artigas et al., 2017; Marshall, 2000; Ndubisi, 2007; Parasuraman et al., 2013; Perry & Mankin, 2007; Robbins, 2005; Sekhon et al., 2014).

Tourist's destination satisfaction contains five subvariables: attraction (further divided into nature, art and culture, and man-made), accessibility (further divided into land, water and sea, and air), accommodation (further divided into safety, convenience, prices, and services), activities (further divided into land, water and sea, and spending), and amenities (further divided into utilities, restaurants, and other services) (Assaker et al., 2011; Bernadette et al., 2019; Buhalis & Amaranggana, 2014; Chiu et al., 2016; Çoban, 2012; del Bosque & Martín, 2008; He & Song, 2009; Hui et al., 2007; Jamaludin et al., 2012; Lee, 2009; Mohamad et al., 2011; Mohd Taher et al., 2015; S. Pike & S. J. Page, 2014; Prayag, 2008; Rajesh, 2013; Ramseook-Munhurrun et al., 2015; Sun et al., 2013).

3.6   Research Hypothesis

Hypothesis 1: Cultural interactions have a positive effect on the loyalty of tourists' destination loyalty.

Hypothesis 2: Cultural interactions have a positive effect on the loyalty of tourists' destination attitude.

Hypothesis 3: Cultural interactions have a positive effect on the loyalty of tourists' destination trust.

Hypothesis 4: Cultural interactions have a positive effect on the loyalty of tourists' destination satisfaction.

Hypothesis 5: Tourists' destination satisfaction has a positive effect on the loyalty of tourists' destination trust.

Hypothesis 6: Tourists' destination satisfaction has a positive effect on the loyalty of tourists' destination attitude.

Hypothesis 7: Tourists' destination trust has a positive effect on the loyalty of tourists' destination attitude.

Hypothesis 8: Tourist's destination attitude have a positive effect on the loyalty of tourists' destination loyalty.

3.7   Statistics Used in Data Analysis

In this research, the researcher used the SEM, which is formed by combining the principles of two types of linear analysis statistics: path analysis and factor analysis. Heir et al. (2006) described the SEM as a multivariate analysis technique that combines factor analysis and multiple regression analysis.

The researcher studied (a) the relationship between latent variables, tested on a theoretical basis, and (b) the relationship between latent and metric or empirical variables, tested on the measurement quality basis. CFA was also applied to verify the correctness of the measuring device construction. The technical objectives were to test the hypothesis of the relationship between empirical variables and manifest variables, and to study the relationship between exogenous latent variables and endogenous latent variables.

To analyze the co-variation, the researcher used an overview of SEM to confirm the correctness of empirical variables and thus construct theoretical variables.

Table 3.6 Statistic Involved in Assessing the Conformity of Conceptual Framework and Empirical Data

Relevant Statistic	Symbol	Objective	Criteria Corresponding to Empirical Data
Relative Chi-Square	X^2/df	Prove that the conceptual framework is fit to the empirical data	$X^2/df < 3.00$
Good of Fit Index	GFI	To measure the perfect fit Degree 0-1.00	$> .90$
Comparative Fit	CFI	To measure the comparative fit Degree 0-1.00	$> .95$
Normal Fit Index	NFI	Index to measure the relative consistency	$> .90$

Relevant Statistic	Symbol	Objective	Criteria Corresponding to Empirical Data
Standardized Root Mean square Residual	Standardized RMR	To show the discrepancy of conceptual framework of root mean square residual in standardized scoring form Degree 0-1.00	> .08
Root Mean Square Error of Approximation	RMSEA	To show the discrepancy of conceptual framework of root mean square residual as per approximation Degree 0-1.00	< 0.05

Source: Heir, Black, Babin, Anderson, and Tatham (2006).

3.8 Period of Research

In investigating tourist loyalty in Phuket attractions, the researcher determined the scope of the study period as January-December 2021.

3.9 Ethics and Etiquette in the Research Process

The information used was collected from various sources. The researcher used it carefully and has provided information on all sources and references. While interviewing and distributing questionnaires, the researcher obtained informed consent from all participants in the interview and the distributed questionnaires before proceeding. The research was conducted in full consideration of participants' human dignity; did not deceive, coerce, nor violate participants' individual rights; and strictly maintained the confidentiality of all sample groups.

3.10 Summary

Chapter 3 of this study on cultural interaction and tourist destination loyalty in the context of Phuket, Thailand focused on the research methodology applied. Specifically, the researcher chose the quantitative research method of field survey; expanded the scope of the research to reveal and understand the patterns and structural relationship of cultural interaction and tourist destination loyalty; and established and evaluated the factors of cultural interaction, attitude, trust, and destination that affect tourist loyalty in the context of tourist attractions in Phuket. The population chosen for this study was foreign tourists who have visited Phuket in any year, who were aged "-60 years and over" is redundant, and you should change this to "18 or over" and above, from the top five countries that had most and most recently visited Phuket. A sample size of 300 was confirmed to be sufficient and greater than the minimum sample size that could be used for analysis by SEM. The random sampling or quota method was applied via non-probability sampling and purposive sampling. Data collection was performed through distribution of questionnaire and online questionnaire. The study tool was closed-ended questions divided into six sections based on the research framework. Also, this chapter provided explanations of the various steps involved in conducting the research, testing the quality of instruments, testing content validity and accuracy, and analyzing the data with descriptive and inferential statistics to answer questions and research objectives focusing on cultural interaction and tourist destination loyalty in the context of Phuket, Thailand.

CHAPTER 4

DATA ANALYSIS AND RESULTS

4.1   Introduction

The objective of this research on cultural interaction and tourist destination loyalty in the context of Phuket, Thailand were to study the interaction patterns, structural relationship, and elements of cultural interaction and tourist destination loyalty. This was achieved using the quantitative research method of online survey targeted at foreign tourists who have visited tourist attractions in Phuket, with a total of 378 samples used in the analysis. The researcher presented the results of the data analysis divided into the following seven parts: 1) analysis of general data from the sample population, 2) analysis of cultural interaction and its effect on tourist destination loyalty, 3) analysis of tourists' destination attitude and its effect on tourist destination loyalty, 4) analysis of tourists' destination trust and its effect on tourist destination loyalty, 5) analysis of tourists' destination satisfaction and its effect on tourist destination loyalty, 6) analysis of tourist destination loyalty toward the tourist attraction, and 7) summary of the results of the research hypothesis testing. The details are described as follows.

To make the presentation consistent with the data analysis results, the following symbols and meanings of statistical values and the variables studied are presented.

The symbols represent statistical values. (Suwimol Tirakanan, 2012).

Symbol	Meaning
S.D.	Standard deviation
SE	Standard error
x^2	Chi - square
df	Degree of freedom
x^2/df	Relative Chi - square

P	Probability
CMIN/DF	chi-square fit statistics/degree of freedom
GFI, AGFI, NFI, IFI	GFI (Goodness of Fit), AGFI (Adjust Goodness of Fit Index)
	NFI (Normal Fit Index) IFI (Incremental Fit Index)
RMSEA	Roo Mean Square Error of Approximation
SRMR	Standardized Roo Mean Square Residual
t	Standard normal distribution
R^2	Coefficient of determination
□	Standardized Coefficient
TLI	Tucker – Lewis Index
CFI	Comparative Fit Index
TE	Total effect
IE	Indirect effect
DE	Direct effect

4.2 Sample Population

The online questionnaires were filled out by foreign tourists who had visited Phuket in any year, and who were from the five countries with the highest rate of tourism to Phuket, via Google Form and Wjx.cn Form between January and March 2021; 378 responses were valid and suitable for further analysis, representing a success rate of 94.5%.

4.2.1 Analysis of the General Data of the Samples

The general demographic information collected via the online questionnaire included gender, age, nationality, status, occupation, education, and monthly income, and the results were as follows.

Table 4.1 Number and Percentage of Samples Classified by Personal Status

Demographic Profile of Respondents (n = 378)

Demographics	f	%	Demographics	f	%
1. Gender			5.Occupation		
1) male	172	45.5	1) Student	54	14.3
2) female	206	54.5	2) Company Employee	105	27.8
2. Age			3) Government Employee/	61	16.1
			State Enterprises		
1) ≤ 18 years	13	3.4	4) Business owner	38	10.1
2) 18-30 years	80	21.2	5) Self-employed	52	13.8
3) 31-40 years	100	26.5	6) Unemployed	20	5.3
4) 41-50 years	90	23.8	7) Others, please specify	48	12.7
5) 51-60 years	63	16.7	6.Education		
6) ≥ 60 years	32	8.5	1) primary school	10	2.6
3. Nationality			2) high school	47	12.4
1) Chinese	201	53.2	3) vocational /diploma degree	96	25.4
2) French	64	16.9	4) bachelor's degree	223	59.0
3) Australian	46	12.2	5) master's degree or higher	2	.5
4) German	41	10.8	7.Monthly Income		
5) British	26	6.9	1) Less than 700 USD	76	20.1
4.Status			2) 701-1,700 USD	122	32.3
1) Single	124	32.8	3) 1,701-2,700 USD	85	22.5
2) Married	226	59.8	4) More than 2,700 USD	95	25.1
3) Divorced / Widowed / Separated				28	7.4

Age, nationality, status, occupation, education, and monthly income, using the descriptive statistical data of frequency and percentage. The analysis results are as following details.

Table 4.1 displays the demographic characteristics of online survey respondents from 378 samples. Regarding gender, women represented the majority of respondents at 206 (54.5%), while 172 respondents were male. Regarding age, 100 respondents (26.5%) were aged between 31 and 40, 90 (23.8%) were aged 41-50, 80 (21.2%) were aged 18-30, 63 (16.7%) were aged 51-60 years, 32 (8.5%) were aged 60 or older, and 3.4% were aged 18 or younger. Regarding nationality, 201 respondents (53.3%) were Chinese, 64 (16.9%) were French, 46 (12.2%) were Australian, 41 (10.8%) were German, and 26 (6.9%) were from the UK. Regarding marital status, 226 respondents (59.8%) were married; 124 (32.8%) were single; and 28 (7.4%) were divorced, widowed, or separated. Regarding occupation, 105 respondents (27.8%) were company employees, 61 (16.1%) were government or state employees, 54 (14.3%) were students, 52 (13.8%) were independent, 48 (12.7%) had another occupation, 38 (10.1%) were business owners, and 20 (5.3%) were unemployed. Regarding education level, 223 respondents (59%) had attained a bachelor's degree, 96 (25.4%) had attained a vocational degree or diploma, 47 (12.4%) had attained a high school level education, ten (2.6%) had attained an elementary school level education, and two (0.5%) had attained a master's degree or higher. Regarding average monthly income of the sample group, 122 respondents (32.3%) earned 701-1,700 USD, 95 (25.1%) earned more than 2,700 USD, 85 (32.3%) earned 1,701-2,700 USD, and 76 (20.1%) earned less than 700 USD.

Table 4.2 Number and Percentage of Samples Classified by Tourism Behavior in
          Phuket

Tourism Behavior	f	%	Tourism Behavior	f	%
1. How many times you visited Phuket?			4. What is the main purpose of your visit to Phuket?		
1) 1 time	145	38.4	1) Relax	258	68.3
2) 2 times	78	20.6	2) Experience new cultures	34	9.0
3) 3 times	41	10.8	3) Business	32	8.5
4) More than 3 times	71	18.8	4) Visiting friends and relatives	41	10.8
5) Other, specify	43	11.4	5) Other, specify	13	3.4
2. When was the last time you visited Phuket?			5. Duration of your visit to Phuket?		
1) 1 year ago	124	32.8	1) 1-3 days	84	22.2
2) 2 years ago	93	24.6	2) 4-5 days	109	28.8
3) More than 3 years ago	161	42.6	3) 6-7 days	58	15.3
3. How did you come to Phuket?			4) More than 7 days	127	33.6
1) Solo				49	13.0
2) Couple				67	17.7
3) With friends				126	33.3
4) With family				70	18.5
5) Team / Company				40	10.6
6) Group tour				23	6.1
7) Others specify				3	.8

As shown in Table 4, 145 respondents (38.4%), had visited Phuket once, 78 (20.6%) had visited Phuket twice, 71 (18.8%) had visited Phuket more than three times, 43 (11.4%) stated "other," and 41 (10.8%) had visited Phuket three times. Regarding time of last visit, 161 respondents (42.6%) last visited Phuket more than three years ago, 124 (32.8%) last visited one year ago, and 93 (24.6%) last visited two years ago. Regarding travel companions, 126 respondents (33.8%) traveled with friends, 70 (18.5%) traveled with family, 67 (17.7%) traveled with spouses, 49 (13.0%) traveled solo, 40 (10.6%) traveled with a team or company, 23 (6.1%) traveled with a tour group, and three (0.8%) answered "other." Regarding reason for travel, 258 respondents (68.3%) came for vacation; 41 (10.8%) were visiting friends, relatives, family, or lovers; 34 (9.0%) came to learn new things, 32 (8.5%) came for business, and 13 (3.4%) stated "other." Regarding duration of stay in Phuket, 127 respondents (33.6%) stayed more than 7 days, 109 (28.8%) stayed for 4-5 days, 84 (22.2%) stayed for 1-3 days, and 58 (15.3%) stayed for 6-7 days.

4.3   Analysis of the Questionnaire Data from the Sample Group

Questionnaire data from the sample group focused on cultural interaction and tourist destination loyalty. Results of the data analysis were presented as basic statistical values, i.e., mean ($\bar{x}$), standard deviation (S.D.), and to represent the level and distribution characteristics of the indicators in the components used to measure the variables studied, as followed.

4.3.1   Cultural Interaction

This section will analyze the cultural interaction that affects tourist destination loyalty consisting of four components: 1) concept, 2) association or organization, 3) usage, and 4) instrumental and symbolic objects. Results of the data analysis are presented as basic statistical values, i.e., mean ($\bar{x}$) and standard deviation (S.D.) to show the level and distribution of indicators in the components used to measure the variables studied as follows.

Table 4.3 Arithmetic Mean, Sample Standard Deviation Classified by Cultural
Interaction

Cultural Interaction	$\bar{x}$	S.D.	Cultural Interaction	$\bar{x}$	S.D.
Concept			Ceremony		
CIoC1	3.96	1.03	CIoC11	3.84	0.93
CIoC2	3.99	0.97	CIoC12	3.81	0.95
CIoC3	3.93	0.99	CIoC13	3.87	1.00
CIoC4	3.87	0.99	CIoC14	3.84	0.96
Organization			CIoC15	3.83	0.96
CIoC6	3.84	1.00	Symbolic Objects		
CIoC7	3.87	0.97	CIoC16	3.80	0.94
CIoC8	3.94	0.96	CIoC17	3.83	0.94
CIoC9	3.91	0.97	CIoC18	3.88	0.96
CIoC10				3.88	0.95

Table 4.3 presents the mean and S.D., and the opinion level of the samples regarding concept. Overall, cultural interaction in terms of concept was found to be at a very good level. When examined in detail, it can be concluded that the sample group had the highest level of cultural interaction in the subject "I am interested in the beliefs of Thai culture in Phuket." The mean was 3.99, at a very good level, followed by "I am happy to experience Thai culture in Phuket." with an average of 3.96, a very good level.

Regarding association or organization, overall, cultural interaction was found to be at a very good level. When examined in detail, it can be concluded that most of the sample group had the highest level of cultural interaction in the subject "I am interested in interacting with local culture with Phuket people" with an average of 3.94 or very good, followed by "I am very satisfied with Phuket's social culture" with an average of 3.91 or good.

Regarding ceremony, overall, cultural interaction was found to be at a very good level. When examined in detail, it can be concluded that the majority of the sample group had the highest level of cultural interaction in the subject "I am interested in participating in the traditions or ritual ceremonies of Phuket people (such as the Moon Festival during the Chinese New Year, Inviting Chinese Gods, fire-walking, Ritual of the Exorcising)" with an average of 3.87 or very good, followed by "I am happy to experience Phuket traditions or rituals, and I am satisfied with the traditional costume of Phuket people" with an average of 3.84 or very good.

Regarding instrumental and symbolic objects, overall, cultural interaction was found to be at a very good level. When examined in detail, it can be concluded that the sample group had the highest level of cultural interaction in the subject "I am interested in overall cultural places and artworks of Phuket people." The mean was at 3.88 which was a very good level, followed by "I am interested in Phuket cultural places and fine arts" with a mean value of 3.83, a very good level.

4.3.2 Level of Tourist Destination Loyalty in Phuket Tourist Attractions

This section will analyze tourist destination loyalty in Phuket tourist attractions, which contains the following three dimensions: 1) attitudinal destination loyalty, 2) behavioral destination loyalty, and 3) composite destination loyalty. The results of the data analysis are presented as basic statistical values, i.e., mean $(\bar{x})$ and standard deviation (S.D.) to represent the level and distribution characteristics of the indicators in the components used to measure the variables studied as follows.

Table 4.4 Arithmetic Mean, Sample Standard Deviation Classified by Tourist's
Destination Loyalty in Phuket Tourist Attractions.

Tourist's Destination Loyalty	$\bar{x}$	S.D.	Tourist's Destination Loyalty	$\bar{x}$	S.D.
Attitudinal Destination Loyalty			Behavioral Destination Loyalty		
ADL 1	3.87	1.04	BDL 1	4.00	1.01
ADL 2	3.92	1.04	BDL 2	4.00	0.95

Tourist's Destination Loyalty	$\bar{x}$	S.D.	Tourist's Destination Loyalty	$\bar{x}$	S.D.
ADL 3	3.91	1.03	BDL 3	3.91	1.02
ADL 4	3.96	1.02	BDL 4	4.07	0.99
ADL 5				3.93	1.00
Composite Destination Loyalty					
CDL 1				3.86	1.02
CDL 2				3.83	0.99
CDL 3				3.91	0.96
CDL 4				3.79	0.96

Table 4.4 presents the mean and standard deviation, and the opinion level of the samples regarding tourist destination loyalty in Phuket tourist attractions. First, it was found that overall attitudinal destination loyalty was at a very good level. When considered in detail, it can be concluded that the samples had the highest level of attitudinal destination loyalty in the subject "I am fond of and want to return to Phuket for its variety of foods," with a mean of 3.95, which was a very good level, followed by "I feel safe and secure when I come to Phuket" at an average of 3.93, also very good level.

Regarding behavioral destination loyalty, overall, it was found that tourist destination loyalty in this dimension was very good. When examined in detail, it can be concluded that the samples had the highest level of behavioral destination loyalty in the subject "I will tell people the positive things about visiting Phuket" with a mean of 4.07, or very good, followed by "I'm willing to travel to Phuket again, and I will recommend others (family or friends) to visit Phuket," at an average of 4.00, a very good level.

Regarding composite destination loyalty, overall, it was found that tourist destination loyalty in this dimension was at a very good level. When examined in detail, it can be concluded that the samples had the highest level of composite destination loyalty in the subject "I intend to revisit Phuket in the future" with an average of 3.91, a very good level, followed by "I prepare to visit Phuket again within the next three years" at an average of 3.86, a very good level.

4.3.3 Tourists' Destination Attitude Toward Tourism in Phuket Attractions

This section will analyze tourists' destination attitude in Phuket tourist attractions, which consists of three components: 1) the cognitive component, 2) the affective component, and 3) the action tendency component. Results of the data analysis were presented with the basic statistical values, mean ($\bar{x}$) and standard deviation (S.D.), to show the level and distribution characteristics of the indicators in the measurement components of the studied variables as follows.

Table 4.5 Arithmetic Mean, Sample Standard Deviation Classified by Tourist's Destination Attitude in Phuket Tourist Attractions

Tourist's Destination Attitude	$\bar{x}$	S.D.	Tourist's Destination Attitude	$\bar{x}$	S.D.
Cognitive Component			Affective Component		
DAC 1	3.95	0.98	DAA 1	3.97	0.95
DAC 2	3.90	0.99	DAA 2	3.96	0.95
DAC 3	3.90	0.94	DAA 3	3.90	0.97
DAC 4	3.94	0.96	DAA 4	3.93	0.97
DAC 5				3.93	0.98
Action Tendency Component					
			DAAT 1	3.95	0.95
			DAAT 2	3.92	0.96
			DAAT 3	4.00	0.96
			DAAT 4	3.96	0.96
			DAAT 5	3.94	0.98

Table 4.5 presents the mean and S.D., opinion level of the samples on tourists' destination attitude in Phuket attractions. Regarding the cognitive component, overall, it was found that tourists' destination attitude in this dimension was at a very good level. When examined in detail, it can be concluded that most of samples had highest level of tourists' destination attitude in "Phuket is a great place to visit" with an average of 3.95, which was very good, followed by "I decided to visit Phuket" with an average of 3.94, a very good level.

Regarding the affective component, overall, it was found that tourists' destination attitude in this dimension was at a very good level. When examined in detail, it can be concluded that the samples had highest level on tourists' destination attitude for "I feel warm and happy when thinking about traveling to Phuket" with an average of 3.97, very good, followed by "I feel relaxed when thinking about traveling to Phuket" with an average of 3.96, very good.

Regarding the action tendency component, overall, it was found that tourists' destination attitude in this dimension was at a very good level. When examined in detail, it can be concluded that the samples had the highest level of tourists' destination attitude in the subject of "I have good image about Phuket" with an average of 4.00, a very good level, followed by "I am pleased that I decided to visit Phuket" with an average of 3.96, a very good level.

4.3.4 Level of Tourists' Destination Trust in Phuket Tourist Attractions

This section will analyze tourists' destination trust in Phuket attractions, which consisted of three components: 1) ability, 2) benevolence, and 3) integrity. Results of the data analysis were presented with the basic statistical values, mean ($\bar{x}$) and standard deviation (S.D.), to show the level and distribution characteristics of the indicators in the measurement components of the studied variables as follows.

Table 4.6 Arithmetic Mean, Sample Standard Deviation Classified by Tourist's
　　　　　 Destination Trust in Phuket Tourist Attractions

Tourist's Destination Trust	$\bar{x}$	S.D.	Tourist's Destination Trust	$\bar{x}$	S.D.
Ability			Benevolence		
DAT 1	3.88	0.96	DBT 1	3.89	0.96
DAT 2	3.81	0.99	DBT 2	3.90	0.95
DAT 3	3.77	0.95	DBT 3	3.87	0.96
DAT 4	3.76	0.96	DBT 4	3.89	0.96
DAT 5	3.75	0.96	DBT5	3.84	0.95
			Integrity		
			DIT 1	3.90	0.92
			DIT 2	3.80	0.89
			DIT 3	3.86	0.93
			DIT 4	3.86	0.97
			DIT 5	3.87	0.94

Table 4.6 presents the mean and standard deviation and the opinion level of the samples on tourists' destination trust affecting the tourists' destination loyalty. Regarding ability, overall, it was found that tourists' destination trust in this dimension was at a very good level. When examined in detail, it can be concluded that the samples had the highest level of tourists' destination trust in the subject of "I trust the safety when I travel around Phuket" with an average of 3.88, at a very good level, followed by "I trust the quality of tourism providers in Phuket" with an average of 3.81, a very good level.

Regarding benevolence, overall, it was found that tourists' destination trust in this dimension was at a very good level. When examined in detail, it can be concluded that the samples had the highest level of tourists' destination trust in the subject of "I trust the willingness to help of Phuket people" with an average of 3.90, a very good level, followed by "I trust the sincerity of Phuket people and I trust the sincere pricing of Phuket people" with an average of 3.89, a very good level.

Regarding integrity, overall, it was found that tourists' destination trust in this dimension was at a very good level. When considered in detail, it can be concluded that the samples had the highest level of tourists' destination trust in the subject of "I trust the self-integrity of Phuket people" with an average of 3.90, a very good level, followed by "I trust the honesty in customer service of Phuket people" with an average of 3.87, a very good level.

4.3.5 Level of Tourist's Destination Satisfaction in Phuket Tourist Attractions

This section will analyze tourists' destination satisfaction in Phuket tourist attractions, which consists of five components: 1) attraction, 2) accessibility, 3) accommodation, 4) activities, and 5) amenities. Results of the data analysis were presented with the basic statistical values, mean ($\bar{x}$) and standard deviation (S.D.), to show the level and distribution characteristics of the indicators in the measurement components of the studied variables as follows.

Table 4.7 Arithmetic Mean, Sample Standard Deviation Classified by Tourist's Destination Satisfaction in Phuket Tourist Attractions.

Tourist's Destination Satisfaction	$\bar{x}$	S.D.	Tourist's Destination Satisfaction	$\bar{x}$	S.D.
Attraction			Accessibility		
DSAT 1	3.87	0.94	DSAC 1	3.72	1.00
DSAT 2	3.83	0.98	DSAC 2	3.99	0.80
DSAT 3	3.80	0.97	DSAC 3	3.94	0.85
DSAT 4	3.77	1.02	DSAC 4	3.86	0.86
DSAT 5				3.70	0.98
Accommodation			Activities		
DSACC 1	3.90	0.87	DSACT 1	3.91	0.91
DSACC 2	3.89	0.82	DSACT 2	4.00	0.87
DSACC 3	3.81	0.92	DSACT 3	3.76	1.13

Tourist's Destination Satisfaction	$\bar{x}$	S.D.	Tourist's Destination Satisfaction	$\bar{x}$	S.D.
DSACC 4	3.82	0.84	DSACT 4	3.85	0.99
DSACC 5	3.90	0.85	DSACT 5	4.00	0.87
		Amenities			
	DSAM 1			3.64	0.90
	DSAM 2			3.63	0.94
	DSAM 3			3.46	1.14
	DSAM 4			3.79	0.97
	DSAM 5			3.72	1.18

Table 4.7 presents the mean and standard deviation of the opinions of the samples on tourists' destination satisfaction in Phuket attractions. Regarding attraction, overall, it was found that tourists' destination satisfaction in Phuket in terms of this dimension was at a very good level. When considered in detail, it can be concluded that the samples had the highest level of tourists' destination satisfaction in the tourist attraction of Phuket in the subject "I am satisfied with the natural attractions in Phuket such as Promthep Cape, Patong Beach" with an average of 3.87, very good, followed by "I am satisfied with Phuket art and culture (OTOP Village, Big Buddha, Chalong Temple, etc.)" at an average of 3.83, very good.

Regarding accessibility, overall, it was found that tourists' destination satisfaction in Phuket attractions in this dimension was at a very good level. When examined in detail, it can be concluded that the samples group had the highest level of tourists' destination satisfaction in the Phuket attractions in the subject "I am satisfied with the traveling to Phuket by flight" with an average of 3.99, very good, followed by "I am satisfied with the sea transportation in Phuket, e.g., boat, yacht, speedboat" with an average of 3.94, very good.

Regarding accommodation, overall, it was found that tourists' destination satisfaction in the Phuket attractions in terms of this dimension was at a very good level. When examined in detail, it can be concluded that the samples had the highest level in tourists' destination satisfaction in the subject "I am satisfied with the safety of the

accommodation in Phuket and I am satisfied with the diversity of accommodations in Phuket," with an average of 3.90, very good, followed by "I am satisfied with the convenience of the accommodation in Phuket" at an average of 3.89, very good.

Regarding activities, overall, it was found that tourists' destination satisfaction in terms of this dimension was at a very good level. When examined in detail, it can be concluded that the samples had the highest level of tourists' destination satisfaction in the subject of "I am satisfied with the sea activities in Phuket, e.g., driving, canoeing, surfing" with an average of 4.00, a very good level, followed by "I am satisfied with the land activities in Phuket, e.g., elephant ride, zipline, rope bridge, ATV", the average was 3.91, very good.

Regarding amenities, overall, it was found that tourists' destination satisfaction in terms of this dimension was at a very good level. When examined in detail, it was concluded that the samples had the highest level of tourists' destination satisfaction in the subject of "I am satisfied with the amenities of with the variety of shops in Phuket," with a mean of 3.79, very good, followed by "I am satisfied with the amenities for customer service in Phuket" with an average of 3.72, which was very good.

4.4   Results of the Confirmatory Factor Analysis

4.4.1 Results of the confirmatory factor analysis of the measurement model of cultural interaction. The researcher analyzed the confirmatory factor of the data on cultural interaction to analyze the measurement of the following four variables: 1) cultural interaction of concept (CC) , 2) cultural interaction of association or organization (AO), 3) cultural interaction of ceremony (CN), and 4) cultural interaction of instrumental and symbolic objects (IS). The analysis was performed by calculating standard regression weights (λ), average variance extracted (AVE), and CR of each element weight to consider the reliability of the gauge as follows.

Chi-square = .734, DF = 1, P = .392, Chi-square/DF = .743
GFI = .999, AGFI = .990, CFI = 1.000, RMSEA = .000
Model = Standardized estimates

Figure 4.1 Confirmatory Factory Analysis of Cultural Interactions in Phuket' Tourist
Attractions

As shown in Figure 4.1, it was found that cultural interaction in Phuket attractions was consistent with the empirical data. From overall model fit measure, it was found that the proportion of chi-square statistic or degree of freedom (χ^2/df), or CMIN/DF, was 0.734, which passed the specified criteria of less than 3. When considering the group indices defined at higher or equal to 0.90, it was found that all indices, such as GFI = 0.999, AGFI = 0.990, and CFI = 1.000, passed the criteria. For the level of less than 0.05, the indexes RMR = 0.040 and RMSEA = 0.000 passed the same criteria. Therefore, it can be concluded that Cultural Interaction in Phuket attractions is consistent with the empirical data as shown in Table 4.8.

Table 4.8 Standard Regression Weights Average Variance Extracted and Construct
Reliability of Cultural Interaction in Phuket Tourist Attractions

Independent Variable	Latent Variable	λ	AVE	CR
Cultural Interaction	CC	0.86		
	AO	0.92		
	CN	0.96	0.843	0.955
	IS	0.93		

As shown in Table 4.8, it was found that the standard regression weights of each cultural interaction variable toward tourist destination in Phuket attractions were between 0.86 and 0.96. The standard regression weights value of all of them was higher than .30, which was within the suitable range. The AVE value was .843, while the element weight should be ≥.50; therefore, this was a suitable value. The CR value of the element was .955, which was ≥.60. When considering all three statistical values, therefore, it can be concluded that cultural interaction variables regarding cultural interactions in tourist's destinations in Phuket have appropriate credibility and discriminate validity.

4.4.2 Results of the confirmatory factory analysis of the measurement model of the tourists' destination attitude in Phuket attractions. The researcher examined the confirmatory factory analysis of the primary data of tourists' destination attitude to analyze the metrics of the following three variables: 1) the cognitive component (COG), 2) the affective component, (AFF) and 3) the action tendency component (ATC). The analysis was performed by calculating standard regression weights (λ), average variance extracted (AVE), and CR of each element weight to consider the reliability of the gauge as follows.

Figure 4.2 Confirmatory Factory Analysis of Tourist's Destination Attitude in Phuket
Attractions

Figure 4.2 showed that tourists' destination attitude in Phuket attractions could not be tested because this was in the "just-identified model," meaning that the number of covariance matrix was equal to the number of parametric estimations; thus, the degree of freedom was 0. The model can estimate the parameter but cannot test the model. However, the model standard regression weights values has a factor loading of 0.7 or higher, which is considered usable, as shown in Table 4.9.

Table 4.9 Standard Regression Weights (λ), Average Variance Extracted (AVE) and
Construct Reliability (CR) of Tourist's Destination Attitude in Phuket
Attractions

Dependent Variable	Latent Variable	λ	AVE	CR
Tourist's	COG	0.95		
Destination	AFF	0.96	0.890	0.960
Attitude	ATC	0.92		

Table 4.9 showed that the standard regression weights (λ) of each tourists' destination attitude variable were between 0.92 and 0.96, which is the standard regression weight of every element higher than .30 and in the appropriate range. The AVE value was 0.890, whereas the element weight of $\geq$.50 is suitable, as well as the CR value 0.960, which was $\geq$.60. When considering the three statistical values, therefore, it can be concluded that the variables of tourists' destination attitude had appropriate reliability and discriminate validity.

4.4.3 Results of the confirmatory factor analysis of the measurement model of the data on tourists' destination trust, to examine the matrix of three variables: 1) ability (DAT), 2) Benevolence (DBT), and 3) integrity (DIT). Analysis was performed by calculating standard regression weights (λ), average variance extracted (AVE), and structure reliability (construct reliability: CR) of each element's weight value, to consider the reliability of the gauge as follows.

Chi-square = .000, DF = 0, P = \p, Chi-square/DF = \cmindf
GFI = 1.000, AGFI = \agfi, CFI = \cfi, RMSEA =\rmsea
Model = Standardized estimates

Figure 4.3 Confirmatory Factor Analysis of Tourist's Destination Trust in Phuket Attractions

As shown in Figure 4.3, tourists' destination trust in Phuket attractions could not be tested because it is a "just-identified model." The covariance matrix was equal to the parametric estimation, resulting in degrees of freedom 0; therefore, it cannot be tested. However, the element weight value of the model had a factor loading above 0.7, which was considered valid, as shown in Table 4.10.

Table 4.10 Standard Regression Weights (λ), Average Variance Extracted (AVE) and Construct Reliability (CR) of Tourist's Destination Trust in Phuket Attractions

Dependent Variable	Latent Variable	λ	AVE	CR
Tourist's	DAT	0.88		
Destination	DBT	0.95	0.841	0.941
Trust	DIT	0.92		

Table 4.10 showed that the standard regression weights (λ) of each tourists' destination trust variable was between 0.88 and 0.95, higher than .30, which was the standard regression weight; thus, all of them were in the appropriate criteria. Additionally, the AVE value of the elements was 0.841, where the element weight ≥.50 is considered suitable, and the CR value at 0.941 was ≥.60. When considering the three statistical values, therefore, it can be concluded that the tourists' destination trust variable has appropriate reliability and discriminate validity.

4.4.4 Results of the confirmatory factor analysis of the measurement model of tourists' destination satisfaction data to analyze the metrics of the following five variables: 1) attraction (DSAT), 2) accessibility (DSAC), 3) accommodation (DSACC), 4) activities (DSACT), and 5) amenities (DSAM). Analysis was performed by calculating standard regression weights (λ), average variance extracted (AVE), and structure reliability (construct reliability: CR) of each element's weight value to consider the reliability of the gauge as follows.

Chi-square = 6.464, DF = 2, P = .039, Chi-square/DF = 3.232
GFI = .993, AGFI = .950, CFI = .997, RMSEA = .077
Model = Standardized estimates

Figure 4.4   Confirmatory Factor Analysis of Tourist's Destination Satisfaction in
Phuket Attractions

As shown in Table 4.4, tourists' destination satisfaction was consistent with the empirical data. Regarding the overall model ratio measure, the chi-square statistical ratio or value of independence (χ^2/df), or CMIN/DF, was 3.232, which did not meet the specified criteria of less than 3. However, when considering the group indices that were set at higher or equal to 0.90, it was found that all indices, such as GFI = 0.993, AGFI = 0.950, and CFI = 0.997, passed the criteria. For the indices set at a level of less than 0.05, the index RMR = 0.040 passed the specified criteria, while RMSEA = 0.077 did not. When considering the statistics, some indices passed the criteria; therefore, it can be concluded that tourists' destination satisfaction is harmonious with the empirical data, as shown in Table 4.11.

Table 4.11 Standard Regression Weights (λ), Average Variance Extracted (AVE) and
Construct Reliability (CR) of Tourist's Destination Satisfaction in Phuket
Attractions

Dependent Variable	Latent Variable	λ	AVE	CR
Tourist's Destination Satisfaction	DSAT	0.90		
	DSAC	0.97		
	DSACC	0.94	0.747	0.922
	DSACT	0.87		
	DSAM	0.74		

Table 4.11 showed that the standard regression weights (λ) of each variable of tourists' destination satisfaction were between 0.74 and 0.94, which is the standard regression weight of every element; all were higher than .30, meeting the appropriate criteria; and the AVE value was 0.890, in which the element weight of ≥.50 was suitable, while the CR value was 0.922, which was suitable at ≥.60. When considering the three statistical values, therefore, it can be concluded that the tourists' destination satisfaction variable has appropriate reliability and discriminate validity.

4.4.5 Results of the confirmatory factor analysis of the measurement model of the tourists' destination loyalty data to analyze the metrics of the three variables: 1) attitudinal loyalty (ADL), 2) behavioral loyalty (BDL), and 3) composite loyalty (CDL) by calculating the standard regression weights (λ), average variance extracted (AVE), and structure reliability (construct reliability: CR) of each element's weight value to consider the reliability of the gauge as follows.
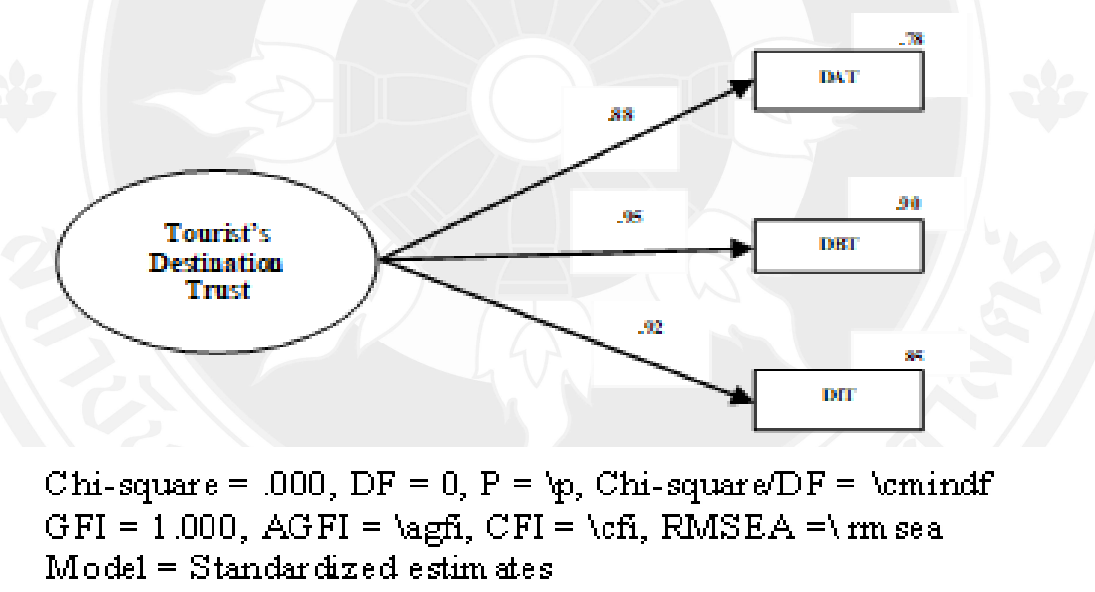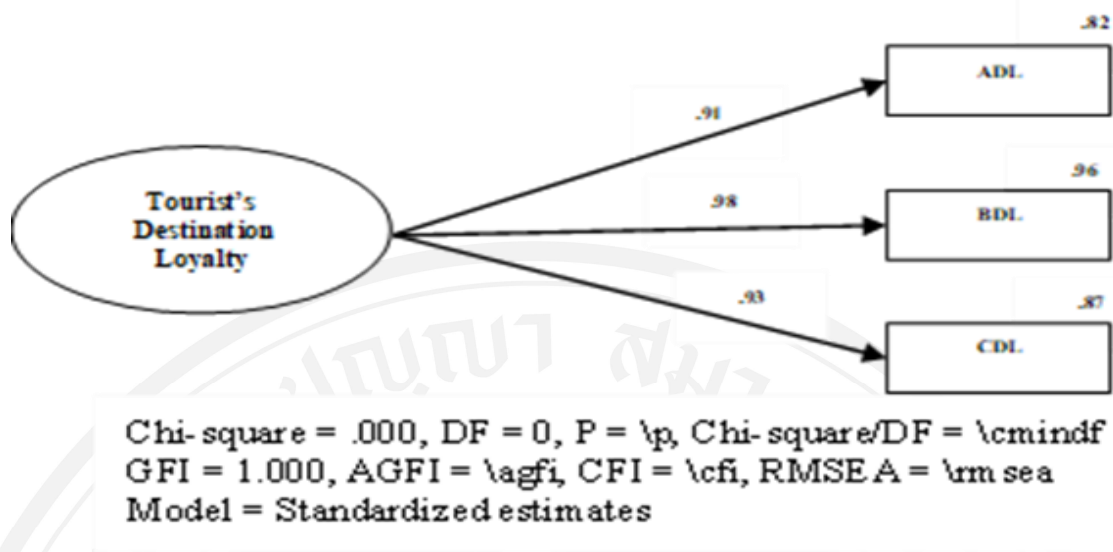
Figure 4.5 Confirmatory Factor Analysis of Tourist's Destination Loyalty in Phuket
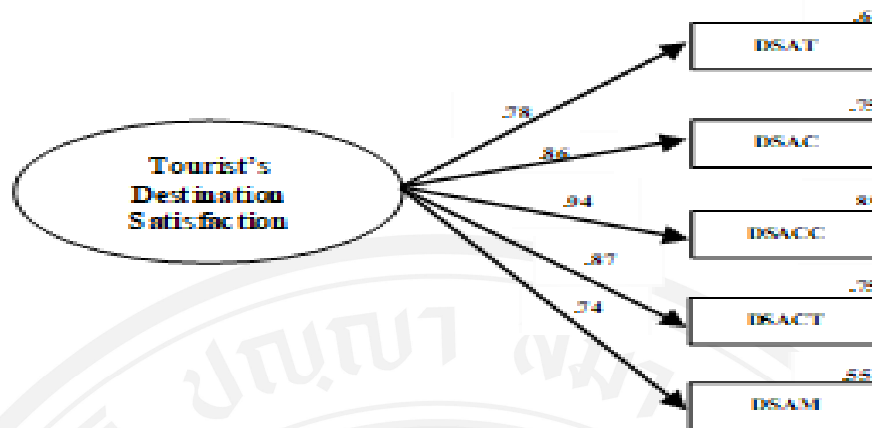   Attractions

As shown in Figure 4.5, it was found that tourists' destination trust in Phuket attractions cannot tested because it is a "just-identified model." The covariance matrix was equal to the parametric estimation, resulting in degrees of freedom of 0. Therefore, the model cannot be tested. However, the element weight value of the model had a factor loading above 0.7, which was considered valid, as shown in Table 4.12.

Table 4.12 Standard Regression Weights (λ), Average Variance Extracted (AVE) and
            Construct Reliability (CR) of Tourist's Destination Loyalty in Phuket
            Attractions

Dependent Variable	Latent Variable	λ	AVE	CR
Tourist's Destination	ADL	0.91		
Loyalty	BDL	0.98	0.884	0.958
	CDL	0.93		

Table 4.12 showed that the standard regression weights (λ) of each variable of tourists' destination loyalty were between 0.91 and 0.98, when the standard regression weight of every element higher than .30 was in the appropriate criteria. The AVE value was 0.884, in which the element weight of $\geq$.50 was suitable, and the CR value was 0.958, which was suitable at $\geq$.60. When considering the three statistical values, therefore, it can be concluded that the tourists' destination loyalty variable has appropriate reliability and discriminate validity.

4.5   Variable Confidence Scale Test

Data reliability refers to the extent to which indicators in different areas of measurement are measured in the same way (Nunnally, 1970). To use the measurement reliability test, Nunnally (1970) suggested that the Cronbach test is the most popular method for assessing the reliability of a measurement due to its high accuracy and efficacy compared to the alternatives. Nunnally (1978) stated that the intersection of coefficients 0.50 and higher than 0.50 was a good indication of confidence building, and the generally acceptable minimum coefficient of 0.60 was considered acceptable for the research. Summarizing the reliability test results for each variable, as shown in Table 4.22 for all data, the items measured were deemed to have an acceptable level of certainty with a coefficient between 0.620 and 0.966. These variables can be used as educational tools for the collection of large samples of data.

Table 4.13 Item-Total Correlation, Alpha Coefficient, Construct Reliability, and
Average Variance Extracted (AVE) of Variable Gauge

Dimension	N of Item	Item-Total Correlation	Alpha Coefficient	Construct Reliability	AVE
Cultural Interaction				.955	.843
Concept	4	.807 - .835	.923		
Organization	5	.785 - .876	.937		
Ceremony	5	.820 - .865	.939		
Instrumental	3	.815 - .853	.920		
Tourist's Destination Loyalty				.970	.916
Attitudinal	5	.802 - .870	.944		
Behavioral	4	.860 - .900	.948		
Composite	5	.839 - .874	.948		
Tourist's Destination Trust				.922	.747
Ability	5	.864 - .932	.967		
Benevolence	5	.876 - .905	.960		
Trust					
Integrity	5	.854 - .888	.954		
Tourist's Destination Satisfaction				.956	.884
Attraction	5	.828 - .890	.951		
Accessibility	4	.620 - .767	.855		
Accommodation	5	.758 - .858	.920		
Activities	4	.624 - .687	.830		
Amenities	5	.759 - .870	.919		

As shown in Table 4.13, it was found that the value of confidence coefficient of measurement of variables ranged from 0.620 to 0.932, in which the value of all dimensions of cultural interaction variables was between 0.807 and 0.876, the value of loyalty was between 0.755 and 0.876, the value of attitude was between 0.802 and 0.900, the value of trust was between 0.854 and 0.932, and the value of satisfaction was between 0.620 and 0.890.

4.5.1 Structure Model of Tourists' Destination Loyalty

A structural model of tourists' destination loyalty to examine the causal relationship of the competitiveness of travel experience, trust, and satisfaction of tourists toward the destination supporting international destinations perceived by international tourists. The model consists of four endogenous variables: tourists' destination attitude, tourists' destination trust, tourists' destination satisfaction, and cultural interaction. Results of the model of causal relationship support are shown in Table 4.14, including both the index and the parameters of the model.

Table 4.14 Structure Model of Tourist's Destination Loyalty (N = 378)

Variables	Estimate	S.E.	C.R.
Trust <- Interaction (Beta = .444)	.244	.019	13.101**
Loyalty <- Interaction (Beta = .278)	.223	.030	7.545**
Attitude <- Interaction (Beta = .356)	.198	.023	8.556**
Satisfaction <- Interaction (Beta = .821)	.981	.035	27.879**
Trust <- Satisfaction (Beta = .527)	.242	.016	15.546**
Attitude <-Satisfaction (Beta = .223)	.104	.021	5.046**
Attitude <- Trust (Beta = .388)	.391	.053	7.393**
Loyalty <- Attitude (Beta = .686)	.994	.053	18.625**

$R^2 = 0.88$

Absolute Model Fit Indices

Model	χ^2	χ^2/df	df	P-value	GFI	CFI	AGFI	RMSEA
All	.479	.240	2	0.787	0.999	0.996	.997	.000

Table 4.14 showed the structural model of tourists' destination loyalty, in which the relative value (R^2) was 88% of the variation. As described by the t-value model, values higher than 1.96 indicate that four variables have a significant impact on the destination support at $p < 0.05$ levels. Those important factors are interaction affecting trust: β .244, SEβ. 019, CR 13.101; interaction affecting loyalty: β .223, SE .030, CR 7.545; interaction affecting attitude: β .198, SE .023, CR 8.556; interaction affecting satisfaction: β .981, SE .035, CR 27.879; satisfaction affecting trust: β .242, SE .016, CR 15.546; satisfaction affecting attitude: β .104, SE .021, CR 5.046; trust affecting attitude: β .391, SE .053, CR 7.393; and attitude affecting loyalty: β .994, SE .053, CR 18.625. The model sum was good. Most indices indicated that the model was appropriate for the data: χ^2 equals .479, χ^2/df equals .240, df equals 2, P-value equals 0.787, GFI equals 0.999, CFI equals 0.996, AGFI equals .997, and RMSEA equals .000. Overall, all indexes representing the suitability of the model are acceptable.

4.5.2 Data Screening

In the SEM main hypothesis test, the researcher examined the data distribution of each analyzed variable by checking the Skewness and Kurtosis values of the data in each variable, where Skewness should be between -3.0 and 3.0, and Kurtosis should be between -8.0 and 8.0.

Table 4.15 Univariate Normality Test (n = 378)

	Univariate Normality			
			Descriptive Statistics	
Items	**Skewness**	**Kurtosis**	**Mean**	**S.D.**
Cultural Interaction	1.599	2.703	36.17	14.063
Tourist's Destination Attitude	1.435	2.216	18.56	8.799
Tourist's Destination Trust	1.370	2.208	19.54	7.728
Tourist's Destination Satisfaction	1.091	1.917	50.42	16.803
Tourist's Destination Loyalty	1.468	2.059	27.04	11.293

Table 4.15 shows the results of the data distribution test and single variable value test. The test result was normal and was at an acceptable value. However, the hypothesis of many variables from the data distribution test considering Skewness and Kurtosis values of single variables was below the acceptable level of 3.0.

4.6   Summary of Research Hypothesis Testing Results

The test of cultural interaction affecting tourists' destination loyalty in Phuket attractions by analyzing between the latent variables was tested on a theoretical basis. The relationship between latent variables and indicators or empirical variables was analyzed by applying the measurement model, which is part of the SEM, to verify the correctness of the gauge construction. There was a technical objective, namely, the hypothesis test of the relationship between latent variables and manifest variables as well as the objective of studying the relationship between exogenous latent variables and endogenous latent variables.

To examine the coherence of the hypothetical model with the empirical data and the relevant statistical values in assessing the coherence of the conceptual framework with the empirical data, chi-square statistics (χ^2) were used to check the coherence between the model and the empirical data. Overall, the consistent model must have a low chi-square and statistically insignificant p-value higher than or equal to .05 (Diamantopoulos & Siguaw, 2000; Goffin, 2007; Kelloway, 2015; Schumacker & Lomax, 2010; Steiger, 2007). Normed or relative chi-square (χ^2/df) was divided by degrees of freedom (df). It was necessary to meet the following criteria. The model was consistent with the empirical data at good level when χ^2/df was less than 3.00 (χ^2/df < 3.00) (Diamantopoulos & Siguaw, 2000; Goffin, 2007; Schumacker & Lomax, 2010; Steiger, 2007). Regarding the root of mean square residual (RMR), the standard residual, and standard root of mean square residual (SRMR) values, an RMR closer to 0 showed that the model was consistent with the empirical data. It was necessary to consider an RMR <.05 (Diamantopoulos & Siguaw, 2000). The second root mean square error of approximation (RMSEA) is a measure of discrepancy per degree of freedom. The RMSEA value should be close to 0, which indicates that the model is consistent with the empirical data. It is necessary to meet the following criteria. The

model was consistent with the empirical data at a good level when the RMSEA was <.05 (Goffin, 2007; Hox, 2010; Kelloway, 2015; Schumacker & Lomax, 2010; Steiger, 2007). The goodness of fit index (GFI) is an index in the group of absolute fit indexes. The GFI value ranged between 0 and 1 and was closer to 1.00, meaning that the model was consistent with the empirical data. Criteria to consider: the model was consistent with the empirical data at a good level when the GFI was > 0.95 (Diamantopoulos & Siguaw, 2000; Schumacker & Lomax, 2010). The adjusted goodness of fit index (AGFI) is another index in the group of absolute fit indexes. The model has good consistency with empirical data when the AGFI value was > 0.95 (Diamantopoulos & Siguaw, 2000; Schumacker & Lomax, 2010). For the comparative fit index (CFI), Diamantopoulos and Siguaw (2000); Kaplan (2000) proposed that the criteria of a CFI index should be >.90.

4.7   Analysis of Cultural Interaction and Tourist Destination Loyalty

Analysis was performed to test the model hypothesis of the structural equation of cultural interaction and tourist destinations loyalty, specifically to identify any correlation between the empirical data and the theoretical model. The researcher performed path analysis without latent variables by using the observed variable received from the measurement according to the research conceptual framework, which included the following variables: 1) cultural interaction, 2) tourists' destination attitude, 3) tourists' destination trust, 4) tourists' destination satisfaction, and 5) tourist destination loyalty.

Table 4.16 Inter Correlation Matrix of Variables in the Model

Variables	Interaction	Trust	Satisfaction	Attitude	Loyalty
Interaction	1.000	.876**	.821**	.879**	.881**
Trust	-	1.000	891**	.899**	.861**
Satisfaction	-	-	1.000	861**	.824**
Attitude	-	-	-	1.000	.931**
Loyalty	-	-	-	-	1.000

Note: ** Statistically significant at level .001

As shown in Table 4.16, it was found that all variables used in the study were statistically significant at .001 in which the independent variables were correlated; the independent variables were cultural interaction, trust, preference, and attitude. Each of the variables were correlated with the dependent variable of loyalty and were statistically significant at level .001.

For checking the problem of multicollinearity, it was necessary to consider the correlation matrix to identify whether any pair of independent variables had a correlation coefficient above 0.9, the low one does not mean no problem of multicollinearity; the tolerance and VIF values should also be considered.

In summary, regression analysis, particularly linear regression, is a key preliminary term regarding multicollinearity; the correlation test should not be higher than 0.90; the tolerance value should not be less than 0.1; and the VIF should not be higher than 10 (J Hair et al., 2010).

Table 4.17 Tolerance and VIF Values of Model Variables

Variables	Collinearity Statistics	
	Tolerance	VIF
Interaction	.186	5.364
Trust	.188	5.321
Satisfaction	.124	8.096
Attitude	.147	6.820
Dependent Variable Loyalty		

As shown in Table 4.17, in all studied variables, the independent variables were correlated. The independent variables were cultural interaction, trust, preference, and attitude, each of which were correlated with dependent variables. Loyalty had no less than 0.1 in tolerance and no more than 10 in VIF. Regarding the model estimation, cultural interaction and tourist destination loyalty in Phuket attractions in a full model and the result are shown in Figure 4.6.
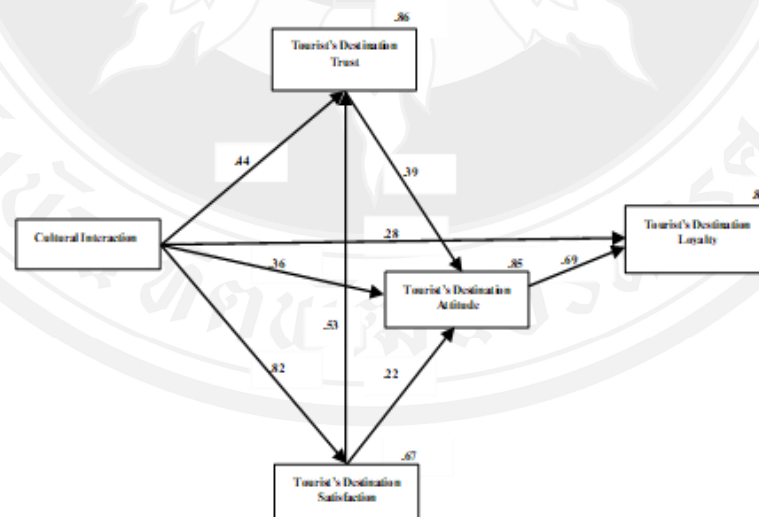
Chi-square = .479, DF = 2, P = .787, Chi-square/DF = .240
GFI = .999, AGFI = .996, CFI = 1.000, RMSEA = .000
Model = Standardized estimates

Figure 4.6 Full Model of Cultural Interaction and Tourist Destination Loyalty

Table 4.18 Statistical Values Showing the Conformity of Tourist's Destination Loyalty
Model

Tourist's Destination Loyalty Model	χ^2	χ^2/df	df	P-value	GFI	CFI	AGIF	RMSEA	หมายเหตุ
	.479	.240	2	.787	.999	1.000	.996	.000	Accept

From Figure 4.6 and Table 4.18, it was found that the overall statistical value of
the ratio of chi-square and degree of freedom (χ^2/df) was .240, the p-value was .787,
and the statistical value measured the degree of harmony comparative (CFI) of 1.000.
The root mean square error approximation of the model (RMSEA) was .000. When
comparing the statistical values with the criteria for consideration which defined that
the ratio of chi-square and the Degree of Freedom (χ^2/df) should be less than 3, the p-
Value must be statistically significant $\geq$ .05, the GFI value and the CFI value should
be higher than .95, the RMSEA statistic should be less than .07. So that the gauge model
can be consistent (Model Fit) with the theoretical model (Tabachnick & Fidell, 2007).
Therefore, it can be concluded that Cultural Interaction scale model is consistent with
the established theoretical model at an acceptable level.

From the path analysis, to describe the source of variation from the causal
variable or the factor affecting the dependent variable which was the Tourist's
Destination Loyalty, the researcher distinguished direct influences, indirect influence
and total influence of the factor variables passed to the dependent variable in the studied
model as shown in Table 4.16.

Table 4.19 Size of Path Coefficient, Factors Affecting Tourist's Destination Loyalty in Phuket Tourist Attractions

Variables	Trust			Satisfaction			Attitude			Loyalty		
	DE	IE	TE	DE	IE	TE	DE	IE	TE	DE	IE	TE
Interaction	0.44**	0.44**	0.88**	0.82**	-	0.82**	0.36**	0.36**	0.72**	0.28**	0.49**	0.77**
Trust	-	-	-	-	-	-	0.39*	-	0.39**	-	0.27**	0.27**
Satisfaction	0.53**	-	0.53**	-	-	-	0.22**	0.21**	0.43**	-	0.29*	0.29**
Attitude	-	-	-	-	-	-	-		-	0.69**	-	0.69**

Note: ** Statistically significant at level .001

As shown in Table 4.31, cultural interaction had a positive effect on tourist destination loyalty in Phuket attractions. The direct effect had an influence size coefficient of 0.28 (p < .001), and the indirect effect through the trust, satisfaction, and attitude variables had an influence size coefficient of 0.49 (p < .001). The total influence size coefficient was 0.77 (p < .001). This is in accordance with Hypothesis 1: "Cultural interaction positively affects tourist destination loyalty in a tourist destination."

Cultural interaction had a positive effect on tourists' destination attitude in Phuket attractions, both directly and indirectly. The direct effect was assessed with a magnitude coefficient of 0.36 (p < .001); the indirect effect was assessed through the trust and satisfaction variables with a magnitude coefficient of 0.36 (p < .001); and the total influence coefficient was 0.72 (p < .001). This is in accordance with Hypothesis 2: "Cultural interaction has a positive effect on tourists' destination attitude in a tourist destination."

Cultural interaction had a positive effect on tourists' destination trust in Phuket attractions, both directly and indirectly. The direct effect was the influence size coefficient of 0.44 (p < .001); the indirect effect was via the satisfaction variable with a magnitude coefficient of 0.44 (p < .001); and the total influence magnitude was 0.88 (p < .001). This was in accordance with Hypothesis 3: "Cultural interaction has a positive effect on tourists' destination trust in a tourist destination."

Cultural interaction had a positive effect on tourists' destination satisfaction in Phuket attractions. The direct effect was the magnitude coefficient of 0.82 (p < .001), and the total influence was 0.82 (p < .001). This was in accordance with Hypothesis 4: "Cultural interaction has a positive effect on tourists' destination satisfaction in a tourist destination."

Tourists' destination satisfaction had a positive effect on tourists' destination trust in Phuket attractions. The direct result was through trust with direct influence 0.53 (p < .001), and the total influence magnitude was 0.53 (p < .001). This was in accordance with Hypothesis 5: "Tourists' destination satisfaction has a positive effect on tourists' destination trust in a tourist destination."

Tourists' destination satisfaction had a positive effect on tourists' destination attitude in Phuket attractions, both directly and indirectly. The direct influence was 0.22 (p < .001); the indirect positive influenced trust with a magnitude of 0.21 (p < .001); and the total influence coefficient was 0.43 (p < .001). Tourists' destination loyalty in Phuket attractions was indirectly positively influenced by attitude with a magnitude of 0.29 (p < .001), and the total influence coefficient was 0.29 (p < .001). This was in accordance with Hypothesis 6: "Tourists' destination satisfaction has a positive effect on tourists' destination attitude in a tourist destination."

It was also found that tourists' destination trust had a positive effect on tourists' destination attitude in Phuket attractions. The direct influence was 0.39 (p < .001), the total influence was 0.39 (p < .001), and indirect positive influence of the attitude toward loyalty had an indirect effect size of 0.27 (p < .001), with a total influence size of 0.27 (p < .001). This was in accordance with Hypothesis 7: "Cultural interaction has a positive effect on tourists' destination attitude in a tourist destination."

Tourists' destination attitude had a positive effect on tourists' destination loyalty in Phuket attractions. The direct effect with the influence size was 0.69 (p < .001), and the total influence size was 0.69 (p < .001). This was in accordance with Hypothesis 8: "Tourists' destination attitude has a positive effect on tourists' destination loyalty in a tourist attraction."

CHAPTER 5

CONCLUSION, DISCUSSION AND RECOMMENDATION

Research subject "Cultural Interaction and Tourist Destination Loyalty: A Case Study of Phuket, Thailand"; the researcher presented the details as follows:

5.1 Summary of the study

5.2 Summary of key findings

5.3 Discussion of the results of the findings

5.4 Recommendations from the study

5.5 Policy recommendations

5.6 Practical suggestions

5.7 Limitations of the research

5.8 Suggestions for future research

5.1 Summary of the Study

The objectives of this research are as follows: 1) to study the elements of cultural interaction that affect tourist destination loyalty, 2) to study the structural relationships of cultural interaction that affect tourist destination loyalty, and 3) to create cultural interaction that affects tourist destination loyalty. To achieve the objectives of the research, the researcher studied the theories and related research papers in order to create a conceptual framework, hypothesis, and hypothetical relationship. This conceptual framework is based on the core theory of cultural interaction and its cause-and-effect relationship with tourist destination loyalty. The design of this research was a quantitative study conducted with data collected from foreign tourists visiting Phuket. Four hundred questionnaires were distributed from January 2019 to December 2020. The response rate was 94.5%, consisting of 378 complete questionnaires that were suitable for analysis in terms of both descriptive statistics, such as percentage, mean,

and standard deviation, and inferential statistics, including the confirmation factor analysis, structural equation analysis, and path analysis.

5.2   Summary of Key Findings

5.2.1   Demographics of Respondents

Results of the research showed that the majority of the respondents were female (54.5%) and aged 31-40 (26.5%). The majority of the respondents were tourists from China (53.2%), followed by France, Australia, Germany, and the UK, respectively (16.9%, 12.2%, 10.8%, and 6.9%, respectively). The majority of respondents were married (59.8%), followed by single, widowed, and other. From the personal data on the occupation, most were company employees (27.8%), followed by government employees at 16.1% and unemployed at 5.3%, respectively. Most had bachelor's degrees (59%), followed by 25.4% who had attained high school diplomas. Classifying the samples based on Phuket's tourism behavior revealed that most of the respondents had visited Phuket once, followed by two and three times (38.4%, 20.6%, and 18.0%, respectively). Most of them had visited Phuket more than 3 years ago, accounting for 32.58%. Most had visited Phuket with friends (33.33%), followed by with family (18.5%) and with a partner (11.7%). Regarding visiting purpose, most respondents (68.3%) had visited Phuket for vacation, followed by 10.8% for visiting friends and relatives. Most respondents (33%) spent more than 7 days in Phuket, followed by those who had stayed for 4-5 days (28.8%).

5.2.2   Summary of Views on Cultural Interaction and Tourist Destination Loyalty

5.2.2.1 Level of opinion on cultural interaction in tourist destination. Overall, this was at a very good level (mean 3.89), and when considering each aspect, namely, concept, usage, association or organization, and instrumental and symbolic objects, all aspects were at a very good level (means 3.94, 3.88, 3.88, and 3.84, respectively).

5.2.2.2 Level of tourist's destination loyalty in Phuket. Overall, this was at a very good level (mean 3.92), and when considering each aspect, namely, attitudinal loyalty, behavioral loyalty, and composite loyalty, all were at a very good level (mean 3.92, 4.00, and 3.85, respectively).

5.2.2.3 Level of tourist's destination attitude in Phuket. Overall, this was found to be at a very good level (mean 3.94), and when considering each aspect, namely, the cognitive component, the affective component, and the action tendency component, all were at a very good level (mean 3.92, 3.94, and 3.95, respectively).

5.2.2.4 Level of tourist's destination trust in Phuket. Overall, this was at a very good level (mean 3.84), and when considering each aspect, namely, ability, benevolence, and integrity, all were at a very good level (mean 3.79, 3.88, and 3.86, respectively).

5.2.2.5 Level of tourist's destination satisfaction in Phuket. Overall, this was at a very good level (mean 3.81), and when considering each aspect, namely, attractions, accommodations, accessibility, activities, and amenities, all were at a very good level (mean 3.79, 3.88, 3.86, 3.88, and 3.65, respectively).

5.2.3 Structural Relationships of Cultural Interaction and Tourist Destination Loyalty in Phuket Attractions

This was determined by confirmatory factor analysis, which uses the independent variables or indicators to describe the standard regression weights (λ) that can be extracted and the construct reliability (CR) of the measurements for each variable, detailed as follows.

5.2.3.1 The cultural interaction structure consisted of four latent variables or indicators, with their respective standard regression weights (λ) from the highest to the lowest as follows: CC ($\lambda = 0.86$), AO ($\lambda = 0.92$), CN ($\lambda = 0.96$), and IS ($\lambda = 0.93$). The average variance extracted (AVE) was quite high (AVE = 0.843) and had CR of the measurement (CR = 0.955).

5.2.3.2 The tourist's destination attitude structure consisted of three latent variables or indicators, with their respective standard regression weights (λ) from the highest to the lowest as follows: COG ($\lambda = 0.95$), AFF ($\lambda = 0.96$), and ATU ($\lambda =$

0.92). The AVE was quite high (AVE = 0.890) and had CR of the measurement (CR = 0.960).

    5.2.3.3 The tourist's destination trust structure consisted of three latent variables or indicators, with their respective standard regression weights (λ) from the highest to the lowest as follows: DAT (λ = 0.88), DBT (λ = 0.95), and DIT (λ = 0.92). The AVE was quite high (AVE = 0.841) and had CR of the measurement (CR = 0.941).

    5.2.3.4 The tourist's destination satisfaction structure consisted of five latent variables or indicators, with their respective standard regression weights (λ) from the highest to the lowest as follows: DSAT (λ = 0.90), DSAC (λ = 0.97), DSACC (λ = 0.94), DSACT (λ = 0.87), and DSAM (λ = 0.74). The AVE was quite high (AVE = 0.747) and had CR of the measurement (CR = 0.922).

    5.2.3.5 The tourist's destination loyalty structure consisted of three latent variables or indicators, with their respective component standard regression weights (λ) from the highest to the lowest as follows: ADL (λ = 0.91), BDL (λ = 0.98), and CDL (λ = 0.93). The AVE was quite high (AVE = 0.884) and had CR of the measurement (CR = 0.958).

5.2.4 Cultural Interaction and Tourist Destination Loyalty in Phuket Attractions

    Regarding the linear structural relationship of cultural interaction and tourist destination loyalty in Phuket attractions, the researcher built a linear structure model based on theoretical evidence and tested it with empirical data, and subsequently found that the empirical data were consistent with the established theoretical model at an acceptable level. From overall statistics, the ratio of Chi-square statistics (χ^2) and degree freedom (χ^2/df) equalled to .240, the p-value was .787, the statistical value of the comparative fit index (CFI) was 0.999, and the error of the model in terms of the root mean square of approximation (RMSEA) was .000. So, the model aligns with the theoretical model (Tabachnick & Fidell, 2007).

    Using the path analysis to describe the source of variation from the causal variable and identify the factors affecting the dependent variable, tourist's destination loyalty, the researcher distinguished the direct, indirect, and total influences of the factor variables on the dependent variable in the studied model. It was found that

cultural interaction had positive effects on tourist destination loyalty in Phuket attractions. The influence coefficient of the direct effect was 0.28 (p < .001); that of the indirect effect, through trust, satisfaction, and attitude, was 0.49 (p < .001); and the total influence coefficient was 0.77 (p < .001). This aligns with hypothesis 1: "Cultural interaction positively affects tourist destination loyalty in a tourist destination."

Cultural interaction has positive effects on tourist's destination attitude in Phuket attractions, both directly and indirectly. The direct effect had a magnitude coefficient of 0.36 (p < .001); the indirect effect through the variables, trust and satisfaction had a magnitude coefficient of 0.36 (p < .001); and the total influence coefficient was 0.72 (p < .001). This aligns with hypothesis 2: "Cultural interaction has a positive effect on tourist's destination attitude in a tourist destination."

Cultural interaction has positive effects on tourist's destination trust in Phuket, both directly and indirectly. The direct effect had an influence coefficient of 0.44 (p < .001), the indirect effect through the satisfaction variable had a magnitude coefficient of 0.44 (p < .001), and the total influence coefficient was 0.88 (p < .001). This aligns with hypothesis 3: "Cultural interaction has a positive effect on tourist's destination trust in a tourist destination."

Cultural interaction has positive effects on tourist's destination satisfaction in Phuket. The direct effect had a magnitude coefficient of 0.82 (p < .001), and the total influence was 0.82 (p < .001). This aligns with hypothesis 4: "Cultural interaction has a positive effect on tourist's destination satisfaction in a tourist destination."

Tourist's destination satisfaction has positive effects on tourist's destination trust in Phuket attractions. The direct results through trust had an influence coefficient of 0.53 (p < .001), and the total influence magnitude was 0.53 (p < .001). This aligns with hypothesis 5: "Tourist's destination satisfaction has a positive effect on tourist's destination trust in a tourist destination."

Tourist's destination satisfaction has positive effects on tourist's destination attitude in Phuket attractions, both directly and indirectly. The direct influence was 0.22 (p < .001), the indirect influence through trust was 0.21 (p < .001), and the total influence coefficient was 0.43 (p < .001). Tourist's destination satisfaction also positively affected tourist's destination loyalty in Phuket attractions; the indirect influence through attitude was 0.29 (p < .001), and the total influence coefficient was

0.29 (p < .001). This aligns with hypothesis 6: "Tourist's destination satisfaction has a positive effect on tourist's destination attitude in a tourist destination."

Tourist's destination trust had positive effects on tourist's destination attitude in Phuket attractions. The direct influence was 0.39 (p < .001), the total influence was 0.39 (p < .001), the indirect influence on loyalty was 0.27 (p < .001), and the total influence was 0.27 (p < .001). This aligns with hypothesis 7: "Cultural interaction has a positive effect on tourist's destination attitude in a tourist destination."

Tourist's destination attitude had positive effects on tourist's destination loyalty in Phuket attractions. The magnitude of the direct influence was 0.69 (p < .001), and the total influence size was 0.69 (p < .001). This aligns with hypothesis 8: "Tourist's destination attitude has a positive effect on tourist's destination loyalty in a tourist destination."

5.3   Discussion of the Results of the Findings

This study evaluated the elements of cultural interaction that affect tourist destination loyalty, to analyze the structural relationships of cultural interaction that affect tourist destination loyalty and create cultural interaction models that affect tourist destination loyalty. The details are as follows.

5.3.1   A Study to Assess the Components of Cultural Interaction and Tourist Destination

5.3.1.1 Cultural Interaction consists of four elements: 1) concept, 2) association or organization, 3) ceremony, and 4) instrumental and symbolic objects. Evaluating the empirical data revealed that cultural components were correlated with high reliability and discriminate validity. Consistent with the research of C. William, Hunter., (2020); Dimitrios (2020); Lodovica, Anna Pellegrino, and Chiara Aghemo (2020), such cultural interaction elements refer to humans controlling nature and human behavior, resulting in a social order, belief systems, various arts, values, and new technologies. Modern technology has caused a change in concepts and human behavior in response to societal events and developments to adapt to various environmental conditions.

5.3.1.2 Tourist's destination attitude consists of three elements: 1) the cognitive component, the affective component, and the action tendency component. Evaluation of the empirical data showed that attitude components were correlated with high reliability and discriminate validity. Consistent with the research of Heetae (2019); Riedl et al. (2018); Vishal (2014), these elements refer to the expressions of a person's perception toward their surroundings, an emotional state that results from their thoughts and feelings toward various stimuli.

5.2.3.3 Tourist's destination trust consists of three elements: 1) ability, 2) benevolence, and 3) integrity. From the evaluation of the empirical data, it can be found that trust components were correlated with high reliability and discriminate validity. Consistent with Enrique, Coro, and Eduardo (2017); Katarzyna (2016); Parasuraman et al. (2013), the components of trust function as an indicator of the degree of relationship between service and consumer, as well as the customer's loyalty to a product, reliability, or trust, based on the observable behavior.

5.2.3.4 Tourist's destination satisfaction consists of five elements: 1) attraction, 2) accessibility, 3) accommodation, 4) activities, and 5) amenities. From the evaluation of empirical data, it can be found that satisfaction components are correlated with high reliability and discriminate validity. Consistent with the World Trade Organization (WTO) and the research of Buhalis and Amaranggana (2014); S. Pike and S. Page (2014); Rajesh (2013), satisfaction can increase or decrease based on the response to stimuli based on individual needs. If the response to the stimulus meets the need, satisfaction will occur, and if the response is higher than the need, the satisfaction level will further increase; however, if the response does not meet the need, this will result in dissatisfaction. Thus, to determine and influence the occurrence of customer satisfaction, types of service and the feelings and preferences of individual users must be considered.

5.2.3.5 Tourist's destination loyalty consists of three elements: 1) attitudinal loyalty, 2) behavioral loyalty, and 3) composite loyalty. From the evaluation of empirical data, it can be found that satisfaction components are correlated with high reliability and discriminate validity. Consistent with Blair et al. (2003); García Gómez et al. (2006); Seongseop (2018), the element of product loyalty is the basis for increasing market share and is an abstract, intangible form of company property.

Therefore, a pattern of loyalty measurement has been significantly studied. For the business, the level of loyal customers is very important. Consumers who feel love and trust in a particular brand will find it difficult to make the decision to switch to an alternative and competing product, company, or service, even if only temporarily.

5.3.2 To Analyze the Structural Relationship of Cultural Interaction and Tourist Destination Loyalty in Tourist Attractions

5.3.2.1 The structural relationship of cultural interaction consists of four latent variables or indicators; 1) concept, 2) association or organization, 3) ceremony, and 4) instrumental and symbolic objects. From the analysis, AVE was found to be quite high, CR was harmonious with the empirical data, and appropriate and suitable levels of reliability and discriminate validity could be observed.

5.3.2.2 Structural relationship of tourist's destination attitude consists of three latent variables or indicators: 1) the cognitive component, 2) the affective component, and 3) the action tendency component. The identified model is a covariance matrix equal to the number of parametric estimations. Thus, degrees of freedom were 0. The model can estimate the parameter but cannot test the model. However, a factor loading of the standard regression weights of the model with a value of 0.7 or higher is considered valid. From the analysis, AVE was found to be quite high, CR was harmonious with the empirical data, and appropriate levels of reliability and discriminate validity could be observed.

5.3.2.3 Structural relationship of tourist's destination trust consists of three latent variables or indicators: 1) ability, 2) benevolence, and 3) integrity. The identified model is a covariance matrix equal to the number of parametric estimations. Thus, degrees of freedom were 0. The model can estimate the parameters but cannot test the model. However, a factor loading of the standard regression weights of the model with a value of 0.7 or higher is considered valid. From the analysis, AVE was quite high, and CR was harmonious with empirical data, with appropriate reliability and discriminate validity.

5.3.2.4 Structural relationship of tourist's destination satisfaction consists of five latent variables or indicators: 1) attraction, 2) accessibility, 3) accommodation, 4) activities, and 5) amenities. From the analysis, AVE was found to

be quite high, CR was found to be harmonious with empirical data, and appropriate levels of reliability and discriminate validity could be observed.

5.3.2.5 Structural relationship of tourist's destination loyalty consists of three latent variables or indicators: 1) attitudinal loyalty, 2) behavioral loyalty, and 3) composite loyalty. The identified model is a covariance matrix equal to the number of parametric estimations. Thus, degrees of freedom were 0. The model can estimate the parameters but cannot test the model. However, a factor loading of the standard regression weights of the model with a value of 0.7 or higher is considered valid. From the analysis, AVE was found to be quite high, CR was found to be harmonious with empirical data, and appropriate levels of reliability and discriminate validity could be observed.

To investigate the linear structural relationship of cultural interaction and tourist destination loyalty in Phuket attractions, based on theoretical evidence, the researcher constructed a linear structure model and tested it with empirical data. The empirical data were consistent with the established theoretical model at an acceptable level. Based on the overall statistics, the ratio of Chi-square statistics (χ^2) and degree freedom (χ^2/df) equalled to .240, the p-value statistic was .787, the statistical value of the comparative fit index (CFI) was 0.999, and the error of the model in terms of the root mean square of approximation (RMSEA) was .000. So, the model is model fit with the theoretical model (Tabachnick & Fidell, 2007).

5.3.2.6 Cultural Interaction

Using path analysis to describe the source of variation from the causal variable or the factor affecting the dependent variable, which refers to tourist's destination loyalty, the researcher distinguished the direct, indirect, and total influences of the factor variables on the dependent variable in the studied model. It was found that cultural interaction had positive effects on tourist destination loyalty in Phuket attractions. Regarding the direct influence, when there is good direct interaction, this builds a good relationship and increases tourist loyalty, while interactions that build trust, satisfaction, and positive attitude will cause indirect loyalty. This aligns with hypothesis 1: "Cultural interaction positively affects tourist's destination loyalty in a tourist destination."

Cultural interaction has positive effects on tourist's destination attitude in Phuket attractions, both directly and indirectly. Building a good cultural interaction directly affects a positive attitude and additionally creates trust and satisfaction, thereby indirectly creating positive attitude. This aligns with hypothesis 2: "Cultural interaction has a positive effect on tourist's destination attitude in a tourist destination."

Cultural interaction has positive effects on tourist's destination trust in Phuket attractions, both directly and indirectly. Building a positive cultural interaction directly results in trust, and cultural interactions that create satisfaction will indirectly build trust. This aligns with hypothesis 3: "Cultural interaction has a positive effect on tourist's destination trust in a tourist destination."

Cultural interaction has positive effects on tourist's destination satisfaction in Phuket attractions when cultural interactions directly create satisfaction. This aligns with hypothesis 4: "Cultural interaction has a positive effect on tourist's destination satisfaction in a tourist destination."

"Cultural interaction" means communication and/or collaboration between two or more parties and the behavioral expression or manifestation of social phenomena. It has been used as a fundamental theory explaining the way of life or behavior of a person or a group in society and has been implemented as a conceptual framework in research studies (Bogdan & Biklen, 1992).

The results of this study showed that tourists who perceive positive cultural interactions have positive influences on tourist's destination satisfaction and loyalty. In general, cultural interactions have both positive and negative effects. Traditionally, tourists can experience local culture and communities that try to meet the expectations of tourists desiring authenticity. Now and in the future, however, cultural interaction might also include the businesses developed by professionals who can be trained specifically to offer services or experiences directly to tourists with comfort and safety, accommodate a large number of tourists, and cater to the selection of individual experiences.

The results of this study are consistent with Hofstead's wording. Tourists from different cultures have different travel behaviors, including search for tourist information, focus on service quality, participation in souvenir giving, preferences regarding types of tours and travel methods, service reviews, product loyalty, and

satisfaction with products or services. It can also be found that tourists are particularly interested in holistic dimensions, such as belief in culture, enjoyment of the cultural experience, and interest in the value of Thai culture. This resonates closely with the inherent nature of human beings, specifically their desire to learn new things for adaptation and better living in a diverse world. It is therefore necessary to consider needs, as the crucial factors that allow people to coexist as a society. Interaction is a factor that makes humans live together happily, as mentioned by Chareonwongsak (2012b); Preamworawej (2013).

Cultural interaction is important for tourism and can be built at both individual and group or social levels. At the individual level, it is easiest to communicate with gestures and language, especially body language, which is the most easily understood and universally visible method of communication. Social interaction is a symbol representing a relationship or a communication with others and is important for communities, groups, or social groups by enabling understanding of cultural differences between people, e.g., tourists, from different countries and cultures. It is useful for tourists to understand cultural differences and communication between people of different nationalities (Crotts & Erdmann, 2000; Litvin et al., 2004; Litvin & Goh, 2004; Money & Crotts, 2003; Weerapong Malai, 2008). Appropriate cultural interaction has positive effects on tourist's destination attitude, tourist's destination satisfaction, and tourist's destination loyalty. It can be confirmed that cultural interactions that create positive experiences can lead to tourist's destination loyalty and repetitive travel behaviors, which in turn lead to sustainable tourism. Cultural interactions are clearly visible and easy to understand between people traveling to and people living in tourist destinations and surrounding communities. It is a form of human communication, and thus influences society and people's way of life and facilitates distribution of products from one society to another through interactive activities (Jandt, 2004). Therefore, not only is cultural interaction beneficial for tourism in terms of communication by facilitating trust and cooperation between both parties and promoting positive attitudes between foreign tourists and locals, but it can also serve as a policy with which governments can promote tourism for economic well-being, trading, and investment for the future.

          5.3.2.7 Tourist's Destination Attitude

Tourist's destination attitude positively affects tourist's destination loyalty in Phuket attractions. A positive attitude directly affects loyalty. This aligns with hypothesis 8: "Tourist's destination attitude has a positive effect on tourist's destination loyalty in a tourist destination."

This study found that tourist's destination attitude has a direct influence on tourist's destination loyalty. Attitudes are directly and indirectly influenced by cultural interactions, trust, and destination satisfaction. The results of this study were consistent with García Gómez et al. (2006), who mentioned that a positive attitude leads to repeat purchases or services usages, which can be considered as true brand loyalty. Therefore, a positive tourist's destination attitude will influence tourist behavior in visiting Phuket in the future, representing the tourist's destination loyalty.

Attitude refers to beliefs, feelings, thoughts, and ways of thinking that are expressed through behavior and have a direct or indirect effect on something. Those things come from learning, experience, or environmental conditions and relate to the personality of each individual. The results of this study were consistent with the definition of attitude as one's personal opinion or feeling toward something. Attitude is directly related to behavior (Office of the Royal Society, 2011). It is the result of one's assessment of their thoughts, feelings, and tendencies toward something and is typically rather consistent, thus giving people a frame of mind through which to like or dislike things (Armstrong & Kotler, 2009). The structure of attitude somewhat resembles that of satisfaction and trust. The results of the empirical data found that attitude was associated with satisfaction and trust at a very high level ($r = .925$, and $.868$), which is consistent with the theory discussed. It can be found that attitude is composed of three components: cognitive, affect, and action. This study was consistent with the saying that attitude can occur directly and indirectly. A person can express positive or good attitude, which serves to induce them to express their feelings or emotions based on their mental state and consequently respond positively to another person or a particular story about organizational units, institutions, or operations (Charles, 2018; Schermerhorn Jr, 2000).

Attitude is important for building loyalty. If the consumer has a good attitude toward the brand, this will lead to buying behaviour, which aligns with the definition of attitude as the feeling of consumers who have a permanent relationship with an object or with the experience of consuming the product. Attitudinal consumer loyalty is essential in the context of this study because positive attitude of tourists toward Phuket leads to loyalty to tourist attractions in Phuket, making them more likely to use the service again and make multiple repeat visits in the future.

5.3.2.8 Tourist's Destination Trust

Tourist's destination trust positively affects tourist's destination attitude in Phuket attractions. Trust directly influences attitude, and trust arising from positive attitude also indirectly creates loyalty. This aligns with hypothesis 7: "Cultural interaction has a positive effect on tourist's destination attitude in a tourist destination."

This study found that tourist's destination trust has a direct positive effect on tourist's destination attitude and, consequently, an indirect effect on tourist's destination loyalty. The results of this study are consistent with Marshall (2000); Robbins (2005), who stated that trust is generally concerned with attitudes, motivation, and feelings of safety. According to Enrique et al. (2017); Stern (1997), trust is the basis of relationships that arise from good customer interaction; the ability to provide services for service recipients or tourists to achieve their objectives with politeness, gentleness, and good manners according to (in the context of this research) the character of Thai people; and the ability to communicate clearly and reinforce service recipients to trust that they will receive the best service. Trust therefore directly affects attitude.

For tourism, tourist's destination trust is a key factor for organizations to survive and succeed, in both the short term and the long term, because to work together, people have to depend on each other (Bijlsma & Koopman, 2003). On the other hand, distrust can lead to dissatisfaction and disrespect, destroy attachments, and ultimately result in the failure of the organization. For the tourism of foreign tourists, trust is very important; when visiting Phuket, the first thing they need is to trust the services provided. Trust leads to reliability and positive attitude, which leads to the consumer's willingness to use the service again when needed, which is consistent with Healey (2007); D. J. Kim et al. (2008). Moreover, Enrique et al. (2017); Stern (1997) referred to trust as the basis of relationships that arise due to good interactions with customers.

Trust is very important as it is the key to success in modern times. As the result of cultural interactions, trust influences satisfaction, which in turn directly affects attitude and indirectly affects loyalty. Trust consists of the perception of ability, benevolence, and integrity; occurs due to cultural interactions and other variables; and affects the endogenous variable of destination loyalty. The results of this study are consistent with Helm (2014), who stated that trust plays a role in affecting attitude. This may be because tourists' perception of the ability, benevolence, and integrity of the services influences their satisfaction and positive attitude toward those services and service providers, leading to further repeat visits and purchases and recommendation through word of mouth; in short, it influences customer loyalty.

5.3.2.9 Tourist's Destination Satisfaction

Tourist's destination satisfaction positively affects tourist's destination trust in Phuket attractions. When satisfaction occurs, it directly creates trust. This aligns with hypothesis 5: "Tourist's destination satisfaction affects tourist's destination trust in a tourist destination."

Tourist's destination satisfaction positively affects tourist's destination attitude in Phuket attractions, both directly and indirectly. When there is satisfaction, this directly creates a positive attitude and directly builds trust. This aligns with hypothesis 6: "Tourist's destination satisfaction has a positive effect on tourist's destination attitude in a tourist destination."

The study found that tourist's destination satisfaction has a direct positive effect on tourist's destination trust and tourist's destination attitude and an indirect positive effect through tourist's destination attitude to tourist's destination loyalty. The results of this study are consistent with Spreng et al. (1996), who stated that cultural interaction that builds customer satisfaction higher than the expected level leads to a positive impression and consequently happiness, which is the ultimate goal of tourists. This finding is consistent with Morakot Kamphaengphet, Waewmayara Kamsuk, Napat Srinuan, Sucharat Kookiatsakulman, and Arpon Phuphuak (2016), who, in their study entitled "Factors influencing destination loyalty of Chinese tourists in Eastern Province Cluster Thailand," found that satisfaction had a significant positive influence on tourist loyalty.

The first level of tourist's destination satisfaction is when the individual's expectation regarding a product or service is met, resulting in expression of happiness, pleasure, and favor. The second level of satisfaction is when the individual's expectation is exceeded, resulting in expression of joy (Eggert & Ulaga, 2002). The model of Oliver (Oliver, 1977) showed that service satisfaction that meets customer expectation can be driven by word of mouth, individual needs, and experience of using the service. Satisfaction does not merely refer to satisfaction with the products or services, but also to the satisfaction with the information received through media and activities. Satisfaction is also a prerequisite for loyalty (Allen & Rao, 2000). Regarding travel agents, Khuong and Ha (2014) study entitled "The influences of push and pull factors on the international leisure tourists' return intention to Ho Chi Minh City, Vietnam--a mediation analysis of destination satisfaction" found that tourist satisfaction with a destination is the most important component of sustainable business development. It can be said that satisfaction is the key to successful marketing and influences destination choice and decision to revisit in the future.

5.3.2.10 Tourist's Destination Loyalty

Loyalty is directly influenced by cultural interactions. Tourist's destination loyalty is directly influenced by tourist's destination attitude and indirectly influenced by tourist's destination trust and tourist's destination satisfaction. The results of this study are consistent with Ratna Roostika (2011), who said that loyalty encompasses behaviors and attitudes. Loyalty can be expressed in a number of ways. Sivadas and Baker-Prewitt (2000) said that loyalty shows a positive attitude toward a brand.

Tourist's destination loyalty is important for the country's tourism industry because loyalty drives word-of-mouth or positive reviews of the services. Loyalty involves consumers having passion for and familiarity with the tourist destination, resulting in their decision to visit many more times and recommend the destination to others. Loyalty is a deep commitment; it is the willingness of tourists to use the service repeatedly (Seongseop, 2018).

Tourist's destination loyalty consists of three elements: 1) attitudinal loyalty, 2) behavioral loyalty, and 3) composite loyalty. Loyalty occurs from the element of attitude, and the two may share some similarities. In the study, it was found that the

subcomponents of the two variables were highly correlated (r between .846-.899), a finding that the empirical data consistently supported. Loyalty was directly influenced by perspective with a coefficient of 0.69. This influence is the total influence transmitted through cultural interaction, trust, and satisfaction. However, the results of this research clearly showed that loyalty is the result of attitude and other variable which are trust and destination satisfaction. Trust and satisfaction result in good feelings, which lead to positive attitude, recommendations and referrals, willingness to pay more and repeat visits. García Gómez et al. (2006); Robinson and Etherington (2006) stated that attitude is important for product loyalty. If the consumer has a positive attitude toward the brand, this will lead to buying behavior. A positive attitude toward loyalty means that if tourists have positive attitude, they will also be loyal to the destination. Creating a positive attitude is therefore essential to the tourism businesses of Phuket as it encourages foreign tourists to visit repeatedly. As Ghane et al. (2011) said, customer loyalty is defined as the strong commitment to repeat purchases or support ongoing products and services in the future.

5.3.3 To Create Cultural Interaction That Affects Tourist Destination Loyalty

The relationship model of cultural interaction and tourist's destination loyalty developed in this research is a rational causal relationship model consisting of a set of variables or factors affecting the loyalty of tourists in Phuket attractions, which is the dependent variable or end variable. It is a linear relationship model with cultural interaction variables as either the outermost variable or the starting factor. It affects both directly and indirectly through the mediator variables such as tourist's destination trust and tourist's destination satisfaction to tourist's destination attitude, after which it passes to the final dependent variable of tourist's destination loyalty. The study found that the empirical data collected were consistent with the hypothesis model or the developed theoretical model.

According to the model, the factor that had the greatest influence on the loyalty variable was cultural interaction followed by tourist's destination attitude, tourist's destination trust, and tourist's destination satisfaction. Tourist's destination attitude was placed in the status of mediation variable influenced by the factor variables group and

was most influenced by cultural interaction, which was the outermost variable. It was also influenced by tourist's destination trust and tourist's destination satisfaction. When examined within the model, cultural interaction was found to be the most important variable as it affected the innermost variable, tourist's destination loyalty, as well as other factors. Another variable that should be mentioned is attitude; in addition to being potentially totally affected by the dependent variable or the final internal variable, attitude was the mediation variable that was the most transmitted through the influence of other factors in the model.

The results of this study showed that good cultural interaction has a significant impact on tourist's destination loyalty because cultural interaction concerns cultural adaptation, cultural gathering, cultural mix, and cultural integration. The acceptance of cultural diversity and the uniqueness of each culture are the simplest initial recognition of respect that can be expressed through gestures, language, symbols, and attitude toward others (Herskovits, 1972). Blumer (1969)explained that behaviors resulting from interaction and meaning might be expressed in the form of symbolic interaction or non-symbolic interaction. Tourists who are welcomed with smiles, warm greetings, appealing situation settings, or various creative experiences have positive perceptions and feel appreciated and open-minded, and are thus more likely to participate in cultural exchange and sharing. Thus, the adequate fulfillment of one another's needs leads to trust, satisfaction, and happiness for both the recipient and the giver. Jurairat Preamworawej (2013) stated that interactions are factors that enable humans or individuals to coexist happily in society. Trust and satisfaction from interactions lead to deep-rooted positive attitude and feelings. If an opportunity arises, those people will consequently choose to use the service again. Thus, the happy repetition of a behavior based on the desire to experience a pleasurable situation again can be defined as loyalty.

Building a positive attitude influences brand loyalty because consumers' attitude toward a brand reflects its true image and identity. Creating or adjusting people's attitude toward a brand requires dedication and time. If consumers' attitude toward a product can be positively influenced, those consumers are likely to become customers, feel satisfied with the product, and potentially engage in further buying behavior. Similarly to tourism in Phuket, building good interaction, trust, and positive destination satisfaction leads tourists to develop a positive attitude and bond with the

destination, which makes them more likely to revisit Phuket in the future, resulting in loyalty. This is in accordance with the idea that attitude can help people to differentiate, interpret, evaluate, and ultimately understand various elements of the environment that surrounds them. The factors that create and influence attitude are values and experiences (Jalilvand et al., 2013). Attitude is what people use to make decisions and act in response to their likes or dislikes. Thus, tourists with a positive attitude are more likely to express a positive response to Phuket.

Most of the findings on these variables were established by studying or determining a linear correlation between the variables to identify which variable affects or influences another in different ways. However, the influence of other relevant variables could not be explained. Regarding other studies, Yilmaz, Gupta, Kling, and Martinez (2009) studied "Multivariate Analysis," Morakot Kamphaengphet et al. (2016) studied "Factors influencing destination loyalty of Chinese tourists in Eastern Province Cluster Thailand," and Roger (1996) studied "The relationships of customer satisfaction, customer loyalty and profitability: an empirical study." The analysis was conducted based on multiple regression, and values were estimated using the ordinary least squares (OLS) method, while no discrepancies were included in the model. Jamaludin et al. (2012) study "Examining Structural Relationship between Destination Image, Tourist Satisfaction and Destination Loyalty" applied AMOS to perform analyses and used the maximum likelihood method for estimates. The model was adjusted and accepted that the model was consistent with the empirical data. In Y. Xu et al. (2018) study "Tourist post-visit attitude toward products associated with the destination country," the analysis was designed with partial least squares structural equation modeling (PLS-SEM). Finally, in Eny et al. (2017) study "The antecedents of behavioral intention regarding rural tourism destination," the analysis was designed by the generalized structured component analysis (GSCA) method. Overall, the data analysis designs in these studies differed under different contexts and restrictions.

For this study, the researcher compiled the relevant theories and findings to create a linear SEM, which is characterized as a path model and is a causal relationship model. Cultural interaction is the model's outermost independent or exogenous variable (exogenous variable) believed to influence tourist's destination loyalty, which is the model's innermost or endogenous variable of the model and was found to have direct

and indirect influence through the mediation variable. Therefore, the tourist's destination trust, tourist's destination satisfaction, and tourist's destination attitude variables in this studied model acted as the mediation variable, which was the root cause or independent variable, while simultaneously acting as the dependent variables. This enabled the model to describe the relationship of all groups of involved variables simultaneously as a linear structural model that indicated the function, direction, and magnitude of the influence of each variable. The results showed that the empirical data were consistent with the theoretical model; therefore, the relationship of this group of variables could be more clearly explained. For example, cultural interaction variables influenced tourist's destination loyalty with the highest influence factor, namely, .88, because it can highly influence through the mediation variable at 0.72. Studying many variables of trust, satisfaction, and attitude in the model simultaneously enabled description of the variation of the ultimate dependent variable, tourist's destination loyalty, more accurately, correctly, and consistently with the nature of behavioral sciences. Thus, the developed model of the effect of cultural interaction on tourist destination loyalty is a linear relationship model with cultural interaction variables as either the outermost variable or the starting factor. It affected both directly and indirectly through the mediator variable, which was tourist's destination trust and tourist's destination satisfaction, to the variables of tourist's destination attitude and passed to the final dependent variable, tourist's destination loyalty.

5.4   Recommendations from the Study

This research is the construction of a relationship model of cultural interaction and tourist destination loyalty in the context of Phuket, Thailand. The model was analyzed based on the empirical data collected. The study resulted in the following benefits.

5.4.1   Academic Recommendations

This research analyzed the structure of the variables by examining a measurement model. It can be said that the tool for measuring such variables has validity, especially in terms of construct validity, and the tool has high reliability in

measurement, making it useful both in theory and practice for measuring and studying variables, through its application in tourism and other academic fields.

Based on a review of relevant literature, the analysis design could include one variable, two variables, or multiple variables. Given the multiple variables studied in this research, a variety of statistical methods were applied, ranging from multiple regression estimated by OLS to SEM, Partial-SEM, and GSCA estimated using the maximum likelihood method, which facilitates analysis of discrepancies in the model and the ability to control the extraneous variables and focus on variable weight. For this reason, new studies should apply and use these more advanced statistical methods that are consistent with the nature of behavioral science variables, and which enable the researcher to attain results with high validity and better ability to control discrepancies. However, the planning of research designs, such as sampling design, construction, and development of measurement tools, should be considered, making it consistent by considering the limitations and conditions of the analytical statistics so that the relationship of variable groups can be more clearly explained.

This study found that regarding the factor group or causal variables consisting of the measurement structure, which has very high internal correlation, the metric or independent variables are highly descriptive of dependent variables. This may be due to the high correlation between the natures of the variables studied. It is therefore suggested to study and explain all variables at the same time. The definition of variables and the creation of more independent measuring tools may be necessary. For example, in the case of the action tendency component, in the structure of attitude variables and behavioral destination loyalty, structure of loyalty variables, many researchers provided very similar definitions.

If the researchers focused on whether loyalty was caused or influenced by variables that enable the model to explain the maximum variation in loyalty, or if they were interested in how cultural interaction variables affect loyalty, or the ultimate dependent variables, this could lead to many new and different models, such as by reducing the number of variables with similar characteristics (for example, satisfaction and attitude have a very similar nature but have little influence on each other ($\lambda = .22$)). Alternately, building other structural correlation models will provide more knowledge in behavioral sciences and tourism.

The study of structural relationships among factor variables such as the variables of cultural interaction and tourist destination loyalty together affect tourist's destination loyalty. The researcher studied and gathered the theories and related research papers. In addition to studying the structure of each variable, the relationship between these variables was also studied.

Most of the studies on these variables discussed or mentioned the linear correlation by studying only two variables to identify which variable affects or influences which variable. The values of influence may be different, but it may be difficult or impossible to explain the influence of other relevant variables. For example, Yilmaz, Gupta, and Martinez (2009) studied "Multivariate Analysis," Morakot Kamphaengphet et al. (2016) studied "Factors Influencing Destination Loyalty of Chinese Tourists in Eastern Province Cluster Thailand," and Roger (1996) studied "The Relationships of Customer Satisfaction, Customer Loyalty, and Profitability: an Empirical Study," in which the analysis was designed using multiple regression, estimations were made using OLS, and the discrepancies were not included in the model. In Jamaludin et al. (2012) study entitled "Examining Structural Relationship between Destination Image, Tourist Satisfaction and Destination Loyalty," analysis was performed using statistical tools, estimates were made using the maximum likelihood method, and the model was adjusted; the authors stated that the model was consistent with the empirical data. Y. Xu et al. (2018) studied "Tourist post-visit Attitude towards Products associated with the Destination Country," in which the analysis was designed using PLS-SEM. Eny et al. (2017) studied "The Antecedents of Behavioral Intention Regarding Rural Tourism Destination," in which the analysis was designed using GSCA. The data analysis designs evidently differ under different contexts and restrictions.

For this study, the researcher compiled those theories and findings to create linear SEM, which is characterized as a path model, which is itself a causal model. Cultural interaction was the outermost exogenous variable of the model and was believed to influence tourist's destination loyalty, which was the endogenous variable of the model, and have a direct and indirect influence through the mediation variable.

Therefore, tourist's destination trust, tourist's destination satisfaction, and tourist's destination attitude variables acted as mediation variables, which were the causes or independent variables and simultaneously acted as dependent variables in this studied model. This resulted in a model that could describe the relationship of all groups of related variables simultaneously as a functionally linear structure model that indicated the functions, direction, and magnitude of influence of each variable.

The results of the study showed that the empirical data were consistent with the theoretical model, enabling clearer explanation of the relationship of this variables group. For example, it was discovered that cultural interaction had a positive effect on tourist's destination loyalty with the highest influence value of .88 in that model because it can highly influence mediation variables at 0.64. Studying multiple variables in the model simultaneously, including tourist's destination trust, tourist's destination satisfaction, and tourist's destination attitude, made it possible to better explain the variation of the innermost dependent variable, namely, loyalty, and make the research more accurate and consistent with the nature of behavioral sciences.

In this study, the factor or causal variable group was found to consist of a very high correlation measurement structure. Metric variables or observable variables can greatly describe latent variables, which might be due to the high correlation between the nature of the variables studied. The suggestion on this matter is to study and explain all these variables simultaneously. The definition of the variable and the creation of more independent measurement tools may be necessary, such as in the case of the action tendency component in the structure of attitude and behavioral destination loyalty in the structure of loyalty, which many researchers defined very closely.

Furthermore, if the researchers focused on whether loyalty was caused or influenced by which variables that enable the model to explain the maximum variation in loyalty, or in the case that they were interested in cultural interaction variables affecting the innermost dependent variable, namely, loyalty, this could lead to new and different models in many ways. For example, the number of variables with similar characteristics in the model could be reduced, as in the case of tourist's destination satisfaction and tourist's destination attitude, which have very similar natures but have little influence on each other (λ = .14); alternately, other structural models of the

relationships could be built, to obtain more knowledge in the academic fields of behavioral sciences and tourism.

In the tourism and service industries, cultural interaction is highly important for building trust and satisfaction, and thereby creating a positive attitude that results in tourist destination loyalty, which is essential for the success of entrepreneurs. Cultural interaction refers to different forms of cultural communication as follows: concept includes belief, values, ideals, feelings, and understandings; usage includes traditions, rituals, or costumes as expressed in various ritual ceremonies; association or organization includes folk cultures, local cultures, and social cultures demonstrated through organizations, institutions, associations, or clubs established systematically with rules, regulations, and systematic operations and definite purpose; and instrumental and symbolic objects include intangible objects such as cultural objects, cultural places, arts, cultural tools, and agricultural and industrial appliances.

Cultural interaction thus creates a strong relationship between one another to create trust, which is confidence, reliability, or positive expectation. Ability includes knowledge, skills, and proficiency; benevolence includes sincere compassion and willingness to help; and integrity includes that to oneself, to others, and to society or one's community. This can occur when tourists' positive expectations are met or fulfilled.

Satisfaction arises from the difference between what is received and what is expected. The expectations of tourists are based on experience and imagination. Attractions may include nature, arts, culture, and man-made things. Accessibility refers to land, sea, and air. Accommodation concerns safe, convenient, reasonable price, and service. Activities may relate to land, sea, or air, and diversified shopping. Amenities includes utilities, restaurants, and other services.

If tourist destinations or operators in tourist attractions can build trust and satisfaction, this leads tourists to develop a positive attitude in the aspects of the cognitive component, the affective component, and the action tendency component. This will increase customer loyalty to that attraction, making tourists repeat visits and recommend others by word of mouth.

Therefore, building cultural interactions to gain tourist's destination loyalty should focus on building trust in the products and services as per tourists' expectation to gain confidence. In terms of satisfaction, tourists' expectations should be exceeded to create a positive impression and perception of value and quality of the products and services. Trust and satisfaction will positively affect their attitude, resulting in loyalty. Attitudinal loyalty refers to a good attitude toward products, services, and destinations, leading to loyal travel behaviour. Behavioral loyalty refers to the action of regularly repeating purchases, always thinking of that destination first when wanting to travel, having more reasons to use the service, and traveling more frequently. Composite loyalty refers to the true commitment of tourists to regularly repeat visits or support their favorite products and services in the destination in the future.

5.4.2 Suggestions for Tourism Management

The findings on cultural interaction and tourist destination loyalty showed that if appropriate cultural interaction activities are organized, there will be positive outcomes that can create tourist's destination loyalty and which positively affect tourist's destination attitude, tourist's destination trust, and tourist's destination satisfaction, information which can be used to develop suitable management guidelines for ensuring sustainable tourism. It is interesting that in modern tourism, cultural interaction is something that tourists can experience directly from normal circumstances and can learn from experiences presented or exhibited as artificial objects (MacCannell, 1976). Creating good experiences positively affects attitude, trust, satisfaction, and destination loyalty simultaneously. This is therefore an important proposal for those involved in the tourism industry, both in the public and private sectors, for promoting, supporting, and creating activities in forms of cultural interaction tourism that will lead to destination loyalty, which is the most important element in ensuring the sustainable development of the tourism industry.

This finding is a positive relationship with the same direction of variations. The cultural diversity in Phuket may even be what attracts many tourists, because the context of this diversity more widely responds to both the material and spiritual culture of tourists due to the way in which its strangeness compared to their past encounters complements their desire to have new experiences. On the other hand, if this interaction

is inappropriate, it can also negatively affect trust, attitude, satisfaction, and loyalty. Therefore, tourism-related authorities should establish a good plan or vision to create new cultural interactions. Excessive efforts to gain satisfaction may render them unable to properly maintain their own unique and interesting traditions and develop in a positive, universal way.

Entrepreneurs in the tourism and service industry, organizations, or government authorities can directly and indirectly benefit from this research regarding the importance of good cultural interaction for building loyalty, trust, and satisfaction among tourists. The positive attitude concerns the value perception. Value for money and good service quality received through tourism creates an attachment that helps to encourage the same tourists to repeat their visits, to recommend the destination to others via word of mouth, to be willing to pay more, and to cherish and conserve the attractions. Income from tourists visiting attractions can increase profitable income for tour operators. Tourist organizations or government sectors can gain more income from taxation, leading to a stronger economy and, consequently, increased income tax revenue, which can be used to develop the infrastructure and improve tourist attractions to be beautiful, comfortable, and safe. Those public services are provided for the benefit of entrepreneurs, local people, and tourists alike. The development of human resources, and the cultivation of a positive image of Thailand, can increase competitiveness in the tourism and service industries and help reduce costs and increase savings for entrepreneurs, organizations, and government authorities, for whom the cost of promotion, marketing, and public relations is normally quite high. For instance, Thailand has faced a steady decline in budgets for promoting tourist attractions and seeking out and attracting new groups of tourists. However, the cost of attracting new tourists is far higher than the cost of maintaining existing customers.

Additionally, regarding business competitiveness, retaining existing customers is more profitable than acquiring new tourists because building loyalty in tourist attractions will help in advertising and recommending others to come and visit (Alegre & Juaneda, 2006). It also creates stability and sustainability for entrepreneurs, organizations, and government authorities because repeat visiting is essential to ensuring operational stability. Furthermore, when new products or services are introduced, more loyal tourists are less sensitive to prices and services. Therefore,

loyalty does not affect purchasing decisions caused by new product launches or price increases. This is consistent with Oliver (2010), who stated that when people are impressed with something, they express their satisfaction by repeating the service and recommending it to others. They are not sensitive to price changes, are willing to pay even when the price increases further, and wish to conserve, cherish, and ensure the sustainability of that thing. Good cultural interaction affects loyalty, can contribute to the long-term success of the tourism and hospitality industry development, and continuously reduce costs; thus, this study supports the sustainable development of the tourism and service industries.

5.5   Policy Recommendations

The Ministry of Tourism and Sports (2020) has an action plan to drive the development of sustainable and creative community-based tourism in B.E. 2018- 2022. Community Based Tourism (CBT) is a participatory tourism management for sustainable growth. Communities receive economic, social, cultural, and environmental benefits. It is also a tool to develop people and communities to create pride, improve the perception of outside society, and develop the potential of people in the communities.

Sustainable tourism management initiatives focus on creating a balance between economy and societal benefit, including the conservation of natural resources and the environment in tourist attractions. Cultural interaction, communication, and teamwork play key roles in driving sustainability. Nowadays, the management model of community-based tourism is expected to be a useful tool for strengthening local communities, encouraging participation in environmental protection, facilitating job creation, and distributing income throughout the community. As for the National Recreation Development Plan, No. 3 (2017 - 2021), the draft content is detailed as follows.

1) Recreation is an important strategy for improving the quality of life, which will enable physical, mental, social, and spiritual development. Recreation also helps to build relationships between people in the community, encourage reconciliation, and increase cultural strength. It will strengthen the community and enable the

development of community or local networks to eventually create a liveable city characterized by peace, cleanliness, convenience, and safety.

2) Recreation is also a tool for building the foundations of society and cultivating national unity to create a society based on morality and ethics by emphasizing the development of people in the family, community, and society, including marginalized groups such as the disabled, the underprivileged, the elderly, inmates, minorities, etc., to provide them with opportunities to equally participate in recreational activities.

3) Increase efficiency at all levels of recreation agencies and management initiatives in building a prototype recreation network, to fully prepare for upgrades to and development of personnel abilities, equipment, premises, facilities, technology, information, and management to raise the level of recreation to a competitive international standard.

4) Create widespread and standardized professional recreationalists and support teaching in educational institutions, to help to produce a new generation of recreationalists who have knowledge and ability in critical judgment and decision making. The use of science in recreation has power to drive the recreation trend in the new era.

5) Encourage all groups of people to engage in recreational activities according to their interests until it becomes their way of life, especially regarding recreational activities that involve conserving the environment and natural resources and preserving Thai arts and culture.

6) Develop knowledge management and recreational innovations by widely using them, to create and maintain sustainable recreation in Thailand.

7) Develop commercial recreation to be able to compete at the international level and thus be a mechanism to drive the economy and society.

This is in accordance with the present government strategy focusing on human capital development according to the 12th National Economic and Social Development Plan (2017-2021), which sets out guidelines for national development by focusing on the philosophy of the sufficiency economy and working toward "sustainable development" using "people-centred development and lifelong learning."

Nowadays, tourists tend to focus more on tourism that creates experiences. Such groups of tourists prioritize learning about the way of life, culture, customs, and traditions associated with the society in which the tourist attraction is situated. Many agencies, companies, and organizations organize Corporate Social Responsibility (CSR) activities wherein their personnel visit tourist attractions to learn about them and organize activities there. In Thailand, this tourism trend has expanded continuously among both Thai tourists and foreigners, some of whom admire the chance that cultural tourism provides to experience the traditional way of life. Travel agencies also endeavor to offer tourism programs that create more varied and unique experiences. Due to the trend of responsible and sustainable tourism, big corporations have begun to focus more on supporting community contributions and community-related products such as environmentally friendly handicraft products in a more concrete manner.

1) Related authorities in both the public and private sectors should work together to drive cultural interactions that affect tourist's destination loyalty in tourist attractions and place importance on developing tourism personnel to produce high-quality cultural interactions rather than developing new tourist attractions.

2) Related authorities in both the public and private sectors should jointly formulate a strategy to develop capacity and support personnel for cultural interactions within the attractions in the short, medium, and long terms because the development of cultural interactions encourages the development of loyalty toward tourist attractions among tourists. Therefore, the national tourism strategy must contain a continuous development process.

3) Related authorities in both the public and private sectors should jointly designate the departments responsible for the development of interaction capabilities clearly for direct cooperation. This also prevents the problem of duplication and confusion, thus increasing development efficiency.

4) Related authorities in both the public and private sectors should coordinate with local organizations through the guidelines to develop human resources about appropriate cultural interactions and systematically enable personnel to enhance tourism capacity, because at present, local organizations may still lack experience, knowledge, and personnel for delivering suitable cultural interactions with tourists.

5)   Related authorities in both the public and private sectors should jointly create a plan to publicize the concept of cultural interaction that affects tourist's destination loyalty. If all sectors clearly understand this concept and its importance and benefits, this will help strengthen tourism and generate income, thereby ensuring the sustainability of the country's tourism industry without necessitating high budgetary allocation toward finding new markets or new tourists.

5.6   Practical Suggestions

Due to the travel restrictions imposed in response to the COVID-19 pandemic, the tourism industry has experienced a severe decline worldwide. Therefore, after the pandemic improves, each country will face the challenge of implementing different strategies to attract tourists and ensure sustainable tourism and cost reduction. Seeking new tourists and trying to develop new tourist attractions requires significant budget investment. Therefore, the researcher has practical recommendations by creating a 20-year national policy, focusing on the implementation of cultural interaction to promote destination loyalty among tourists. "Building interaction creates understanding, tourism is sustainable. Building understanding creates interaction, tourism is sustainable. Building loyalty creates interaction, nation tourism is sustainable." Building loyalty among tourists can lead to sustainable tourism throughout the country.

5.6.1 Related authorities in both the public and private sectors must collaborate to push forward strategies that promote the development of personnel in tourist attractions, whether at the national level, the provincial level, or at the level of local authorities operating in tourist attractions; provide training on quality and internationally recognized cultural interactions; and develop interactions in tourism activities by allowing tourists to share knowledge, experiences, beliefs, language, social, and cultural differences, regardless of natural activities, history, or culture. This would reduce cultural conflicts and create mutual understanding and loyalty between personnel and tourists, promote conservation, maintain the balance between the natural and human worlds, and ultimately create sustainable tourism.

5.6.2   Related authorities in both the public and private sectors must work together to push forward strategies that promote the development of personnel in tourist attractions, whether at the national level, the provincial level, or at the level of local authorities in tourist attractions, to provide training for all concerned to have cultural interactions that lead to positive destination attitudes among both local personnel and tourists. Positive attitude is an instrumental factor in the development of tourist destination loyalty regarding the cognitive component, including assimilation of information on different social, cultural, lifestyle, and beliefs to learn about, understand, and adapt to those differences. This process creates the affective component, which means the development of positive or negative feelings toward a experience, service, or product. This also creates the action tendency component, wherein mutual awareness and positive feelings lead to positive memorization and reuse of the service. Therefore, cultural interactions, whether among personnel or tourists, must be created to ensure the subsequent formation of positive attitude among the tourists. Thus, this is a highly important part of sustainable tourism.

5.6.3   Related authorities in both the public and private sectors must work together to push forward strategies that promote the development of personnel in tourist attractions. In addition, the national and provincial authorities responsible for tourism, along with local authorities, should be given training on cultural interaction to build trust among tourists or even local personnel by demonstrating reliability, and confidence, thereby cultivating trust and confidence. Personnel in tourist attractions must be trained to accumulate knowledge, skills, and proficiency in cultural interaction in tourism management to reduce conflicts. They should meet the benevolence requirement by demonstrating sincerity, willingness to help with tourism arrangements and hospitality, and compassion and sympathy for locals and tourists alike. For integrity, they should maintain integrity to oneself, integrity to others, and integrity to their community and wider society, resulting in sustainable tourism.

5.6.4   Related authorities in both the public and private sectors must work together to push forward strategies that promote the development of personnel in tourist attractions. Tourism at the national level, the provincial level, and at the level of tourism agencies in tourist attractions must all implement training and cultural interactions to create destination satisfaction among tourists and/or the public. Factors that can create

satisfaction are as follows. Attraction: the environment, in terms of natural resources and surroundings, must be conserved so that it remains abundant and beautiful, and is not destroyed by tourism. Art and culture should be preserved for future generations as a distinctive indicator of the community's identity. Accessibility: any travel, whether by land, water, sea, or air, must be safe, comfortable, and fast. Accommodation: all accommodation must be safe and convenient with reasonable prices; service must be provided indiscriminately, willingly, and courteously. Activities: all activities, whether they take place on land, on water, or in the air, must be safe and varied. It is important to focus on the activities that are most popular among foreign tourists and other people in tourist attractions, to ensure participation from all sectors, create understanding, and reduce cultural conflicts. In terms of shopping, there must be the products that meet the standards and which create a unique brand in each tourist destination, ensuring that there is no duplication or competition. Amenities: government and private sectors in tourist attractions must work together to build a standard infrastructure system that supports environmentally sustainable tourism. Restaurants must maintain adequate standards of cleanliness, hygiene, and care for all customers. Other services should be adapted to suit tourism and tourists without neglecting the local character and retaining the originality. Overall, to create satisfaction, personnel in tourist attractions and government sector need to cooperate regarding development and personnel training by creating clearly visualized projects and remaining conducive to other sectors.

     5.6.5 Related authorities in both the public and private sectors must work together to push forward strategies that promote the development of personnel in tourist attractions. Whether at the national level, the provincial level, or the level of local authorities operating in tourist attractions, all parties must provide suitable knowledge and training to develop cultural interactions that lead to tourist's destination satisfaction, which will positively impact tourist's destination trust. Satisfaction is of paramount importance in building trust among tourists. Therefore, there must be practical training in tourism, and personnel in tourist attractions must prioritize delivering high-quality service; understand how behaviors and perspectives can vary between tourists from different countries; and do not discriminate against any one nation, because tourists are the primary source of income and create good economic performance for tourist attractions. However, the uniqueness of the attraction must not be diminished, which

might occur if it is adapted continually to meet the needs of tourists until its own identity and cultural relevance is lost. When a tourist attraction loses its distinctive identity, the charm and attractiveness are also lost, which leads to a drop in customer loyalty because tourists feel they can find similar offerings anywhere. Therefore, to create tourist satisfaction and subsequently build trust in the afore-mentioned aspects, it is extremely important to make tourists trust and loyal to the attraction.

5.6.6 Related authorities in both the public and private sectors must work together to push forward strategies that promote the development of personnel in tourist attractions. Whether at the national level, the provincial level, or the level of local authorities operating in tourist attractions, all must have the knowledge, understanding, and cooperation to develop cultural interactions that lead to tourist's destination satisfaction, which will positively impact tourist's destination attitude. Therefore, personnel and government sectors need to be trained to build their potential in cultural interaction skills to create satisfaction for tourists to get value for money; create understanding and positive attitude in tourist attractions; and provide attractive motivations, facilities, securities, information, services, and prices. Positive attitude has a significant impact on tourism by increasing tourist loyalty. Having a positive attitude toward the products of the consumer will result in consumers developing positive feelings about that product, which often leads to them developing a consistent buying or traveling habit. In this scenario, the service, attraction, or product to which the tourist is loyal will always be their first priority when considering such purchases in the future. The tourist also has a genuine commitment to repeat purchases, repeat traveling trips, or support their favorite tourism activities and travel services regularly in the future.

5.6.7 Related authorities in both the public and private sectors must work together to push forward strategies that promote the development of personnel in tourist attractions. Whether at the national level, the provincial level, or the level of local authorities operating in tourist attractions, all must be trained to have enhanced knowledge, understanding, and skills in cultural interaction to create tourist's destination trust that has a positive effect on tourist's destination attitude toward tourist attraction. Trust must include the ability to accumulate and provide knowledge of tourism management or tourist attractions and to have good skill and proficiency in the duties or in tourism. Benevolence includes sincerity, willingness to help, and sympathy.

Integrity includes integrity to oneself, to others, and to one's community and society. All these contribute to the creation of destination trust that has a positive effect on attitude. Creating a positive attitude by providing a good experience requires knowledge, cognition, good feelings, expression of the understanding. The tourist will remember their good experiences in the tourist destination and will therefore be more likely to reuse that service in the future.

5.6.8 Related authorities in both the public and private sectors must work together to push forward strategies that promote the development of personnel in tourist attractions. Whether at the national level, the provincial level, or the level of local authorities operating in tourist attractions, all must provide training to develop knowledge and abilities to enhance cultural interactions that can create a positive tourist's destination attitude, which will result in positive tourist's destination loyalty. Attitude is of prime importance because attitude building is essential for creating a positive impression and experience in a tourist attraction. Attitudes concern cognitive aspects arising from different cultural interactions; provide understood information; inform the person's perception of the purpose of the interaction; influence their positive feelings; reduce feelings of conflict and negativity; and influence their behavior based on their memory, perception, and understanding of the impression.

Therefore, good attitude results in loyalty. Good attitude toward tourist attractions makes tourists feel positively toward those attractions and leads to the behavior of frequent revisits. Furthermore, when wanting to travel, these tourists will think of this attraction first, as well as having more purpose and intended frequency of visiting. They also have a genuine commitment to regularly revisit or support their favorite tourism activities and services in the future.

It can be accepted that the tourism industry positively affects not only the country's income and economy, but also other additional areas. The interaction between the former culture and the new culture of tourists creates a new common culture. The public and private sectors involved in the tourism industry should focus on planning.

A study of Andreu, Kozak, Avci, and Cifrer (2005) found that many tourists want to escape their monotonous lifestyle in pursuit of novelty. Most tourists visiting Phuket had a high level of education with a bachelor's degree or higher, earned quite a good income, had spent at least 7 days in Phuket, and, most importantly, their travel

purpose was for vocation or visiting friends and relatives. Traveling involves learning new things and exploring cultures that are different from one's own. This can be explained by Maslow's theory of needs: cultural interactions are easy to see, clearest and easiest to understand from people moving the settlements. It involves human communication and influences society and people's way of life, as well as the distribution of products from one society to another through interactive activities (Jandt, 2004).

Therefore, organizations related to tourism should consider applying these findings to plan policies and support cultural interaction activities for tourists in Phuket and other provinces with similar characteristics, both in the short and long terms.

Incidentally, the effort to rapidly increase the number of tourists by promoting sales by means of discounts and giveaways without proper interaction planning such as through communication, service, or event offerings misses the opportunity to present the interesting and exotic Thai culture, whose new and universal aspects would be valuable for foreigners to experience and learn about. On the other hand, it is too much blended with the old culture of tourists until it is not interesting and loses the attractiveness.

Overall, the tourism and service industries tend to be more fiercely competitive in businesses, especially regarding the behavior of tourists who focus on the quality of tourist attractions. The cultural interaction with tourism industry personnel and high-quality services will make it possible to reach tourists effectively. Tourists' trust, satisfaction, and good attitude affects their destination loyalty. Sustainable development in terms of economic and social cultural interactions that foster loyalty to tourist attractions are therefore crucial in enhancing business competitiveness.

Cultural interaction plays an important role in tourism as a tool for communication; builds a good relationship with tourists from different cultures; reaches tourists on the right points; creates trust and positive impressions; coordinates understanding between tourists and tourism professionals; provides social and cultural reasons to reduce impact and misunderstandings; and, overall, creates a good travel experience. Additionally, it influences the operation of various activities and recreations between tourists from different cultures and people in tourist attractions, resulting in increased trust, satisfaction, and positive attitude toward the attractions.

Cultural interaction is therefore necessary in the tourism industry and tourism management services for resolving cultural conflicts, as well as promoting loyalty to tourist attractions to ensure their sustainability. Therefore, cultural interaction, tourist's destination trust, tourist's destination satisfaction, and tourist's destination attitude have positive effects on tourist's destination loyalty.

Well-known tourist destinations like Phuket were hit hard by the pandemic for over 1 year. Tourism and service businesses had to be officially shut down due to lack of business. For their survival, many tourism-related sectors tried to push the opening of Phuket to welcome foreign tourists again after COVID-19 declined, by studying the various possible ways to deal with tourism. This led to the implementation of the "Phuket Sandbox" project for revitalizing Thailand's tourism industry, wherein fully vaccinated foreign tourists are permitted to enter Thailand without quarantine; after staying in Phuket for 14 days, if the test results do not detect COVID-19, they can travel to other areas of Thailand. Phuket is designated as a pilot test area for the revival of Thailand's tourism industry. In light of the global crisis caused by the COVID-19, people's way of life have changed dramatically. Likewise, many countries, including Thailand, have adopted various measures to mitigate the impact on the global tourism and hospitality industries. For revitalizing Thailand's tourism industry and enabling it to move forward as the main engine for the country's continued economic and social development, the "New Normal" concept, which emphasized "safe travel," was created. The realistic policies are implemented for team preparation and operational management to offer safe experiences for tourists and build tourists' trust and sense of reliability.

The post-pandemic era poses a great effort and challenge for public and private sectors that need to work together well in promoting marketing campaigns to encourage tourists to visit Thailand again. Because most of Thailand's income comes from tourism, the return of tourism is crucial for the country's economic survival. Another important aspect is considering how to encourage previous tourists to revisit the destination or travel to other tourist destinations around the country. A particularly major overarching challenge is that of making tourism sustainable; one of the ways to achieve this is to build cultural interaction and tourist destination loyalty in tourist attractions to increase the sustainability of tourism.

5.7   Limitations of Research

From studying the meaning and definition of variables and the structure synthesis of all studied variables, which are cultural interaction and tourist destination loyalty, all shared some similar components. Results of the analysis showed that some variables in the model were highly correlated, so the relationship is highly correlated. The researcher solved this by adjusting the method of analyzing the SEM with latent variables to a model without latent variables. Moreover, due to the pandemic, it is necessary to use online methods. Therefore, the population sampling may not reflect the opinions of all groups of tourists.

5.8   Suggestions for Future Research

For further research, if the variables are selected from groups of factors in different models or measured independently from each other, this may result in the variations of cultural interaction variables that can explain the variation among other variables differently and obtain a model of correlation of variables that could explain loyalty differently.

Building cultural interactions is important for attitude, trust, and satisfaction, and leads to building loyalty to tourist attractions both directly and indirectly. The study was designed to study the effects of interactions using different methods and formats such as quasi-experimental research, qualitative research, or mixed methods to achieve in-depth study and accumulate diverse knowledge of cultural interactions, to facilitate further improvements in tourism activities and businesses and the quality of life of people in Phuket and other provinces.

Thailand is a popular tourist destination for many foreign tourists. Similar studies could focus on different target groups such as tourists from Asian countries and other countries that tend to regard Thailand as a main travel destination. Studying other target areas in a similar or different model would enable the further production of knowledge on cultural interaction in further tourism businesses.

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