

**TOURISM EXPERIENCE DESIGN PROCESS OF
WATERFRONT COMMUNITY: A CASE STUDY OF
CHANTABOON WATERFRONT COMMUNITY,
CHANTHABURI**



Nisarath Saengkhae

**A Dissertation Submitted in Partial
Fulfillment of the Requirements for the Degree of
Doctor of Philosophy (Integrated Tourism Management)
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**TOURISM EXPERIENCE DESIGN PROCESS OF
WATERFRONT COMMUNITY: A CASE STUDY OF
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CHANTHABURI**

Nisarat Saengkae

The Graduate School of Tourism Management

..... Major Advisor
(Worarak Sucher, D.HTM)

The Examining Committee Approved This Dissertation Submitted in Partial Fulfillment of the Requirements for the Degree of Doctor of Philosophy (Integrated Tourism Management).

..... Committee Chairperson
(Assistant Professor Antiga Phungnga, Ph.D.)

..... Committee
(Assistant Professor Suwaree Namwong, Ph.D.)

..... Committee
(Assistant Professor Kanokkarn Kaewnuch, Ph.D.)

..... Committee
(Paithoon Monpanthong, Ph.D.)

..... Committee
(Worarak Sucher, D.HTM)

..... Dean
(Associate Professor Therdchai Choibamroong, Ph.D.)

_____/_____/_____

ABSTRACT

Title of Dissertation	TOURISM EXPERIENCE DESIGN PROCESS OF WATERFRONT COMMUNITY: A CASE STUDY OF CHANTABOON WATERFRONT COMMUNITY, CHANTHABURI
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The research of this study investigates the process of waterfront community tourism experience focusing on Chantaboon Waterfront Community, Chanthaburi. The study sheds light on propose the waterfront experience process in terms of tourism destination and tourism product that emphasis on the influence of tourist motivation. Beside this, the study extracted the process of waterfront community tourism experience specifically from lessons learned in Chantaboon Waterfront Community and other similar waterfront communities of 10 case studies. Unlike most of the existing studies exploring the tourism experience process of waterfront community, which rely predominantly on only one side of tourism experience or one point of view, this study proposed the waterfront experience process which derived view points from a triangulation process i.e. entrepreneurs and local people, tourists, other stakeholders. Moreover, the process of tourism experience comes from the conceptual like of tourism destination and tourism product in the waterfront community.

This study provides answers to the four main questions. The first research question is how the process of waterfront community tourism experience was conducted in 10 similar case studies. The second question is to investigate the process of waterfront community tourism experience in Chantaboon Waterfront Community, Chanthaburi. The third research question explores whether the motivation of Thai tourists influence tourism experience at Chantaboon Waterfront Community, Chanthaburi. Finally, the last research question what the process of waterfront community tourism experience of Chathaboon Waterfront Community, Chanthaburi should be shaped.

A mixed method was employed to achieve the aims of this study. A qualitative approach involving lessons learned of 10 case studies to discover the process of tourism experience. Likewise, in-depth interview of 10 Chantaboon waterfront stakeholders is employed to find the quintessential process of tourism experience in Chantaboon waterfront community. Simultaneously, the quantitative approach was employed to examine the research hypothesis of the motivation factors influencing tourism experiences of Thai tourists at Chantaboon Waterfront Community, Chanthaburi. The 440 survey questionnaires of Thai tourists in Chantaboon waterfront community were collected. EFA and CFA were applied to reduce the large number of variables and to confirm the model fit data. Subsequently, the SEM was employed in order to test the research hypothesis.

The finding confirms that although the detail approaches of the tourism experience process for tourism destination in 10 case studies are different, the processes of tourism destinations are in the same direction. In the same vein, the motivation in travelling positively influences the tourism experiences in Chantaboon waterfront community is confirmed. The process of Chantaboon waterfront tourism experience is divided relating the different detailed approaches which are 2 processes namely the process of tourism experience in tourism destination and tourism product of Chantaboon Waterfront Community. Interestingly, the study found the moderating factors which are five senses, authenticity, active/passive, uniqueness, and simplicity to encourage tourists getting a better tourism experience in Chantaboon waterfront community. These findings contribute to the existing theoretical and empirical literature on the process of waterfront community tourism experience of Chantaboon Waterfront Community, Chanthaburi.

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CHAPTER 1

INTRODUCTION

1.1 Background and Significance of the Study

The dynamic world has resulted in the development of technology and human behaviors. As a consequence, industries have to adjust themselves to keep the pace on the track of this moving world, especially those areas of economies and marketing which are very important drives of the industrial sector. Apparent, economic concepts and frameworks have been altered by the changing economies from the past to the present.

Initially, the industrial economic system emphasized on mass production which manufactured and sold tangible possession products. Then the economic system geared to more intangible products which were services. Later, there came creative business. With the focus on the creativities in creating products or services from cultural capitals, the creative economy allowed its consumers to receive more than just products or services (Howkins, 2001).

At present, consumers' behaviors are changing; people are looking for experiences rather than materials and plain products. Accordingly, the trade of extraordinary experiences and happiness are emerged as Pine and Gilmore (1999) coined this phenomenon as an experience economy. They quoted that businesses had to turn their products into something that create impressive memories for all consumers. The products should not be just the usual products anymore. They should be something contained with stories or memories that are eligible to connect the customers to the products (TCDC, 2008). This is by Jensen (1999) which suggested nowadays consumers did not pay for products or services but a story and experience behind those products.

The experience economy concept has an impact on different industries especially the tourism industry due to its unique characteristic. Regardless of types of tourism products, the final approaches that tourists can obtain are memories and experiences. However, these memories and experiences cannot be created or directly offered to tourists as Gilmore and Pine (2002) suggested that in offering experiences to customers, all involved parties had to provide, prepare, and create all environments and surroundings for the tourists, and then the tourists themselves would use all those provided to create experiences that fit them. Particularly up to the current situation, all people involved with tourism management have to pay greater attention to experience design more than ever as travel becomes a popular activity for most people which can be seen from the increasing numbers of tourists that tend to grow continually, according to the estimation from World Travel & Tourism Council (2017) as shown in Figure 1.1

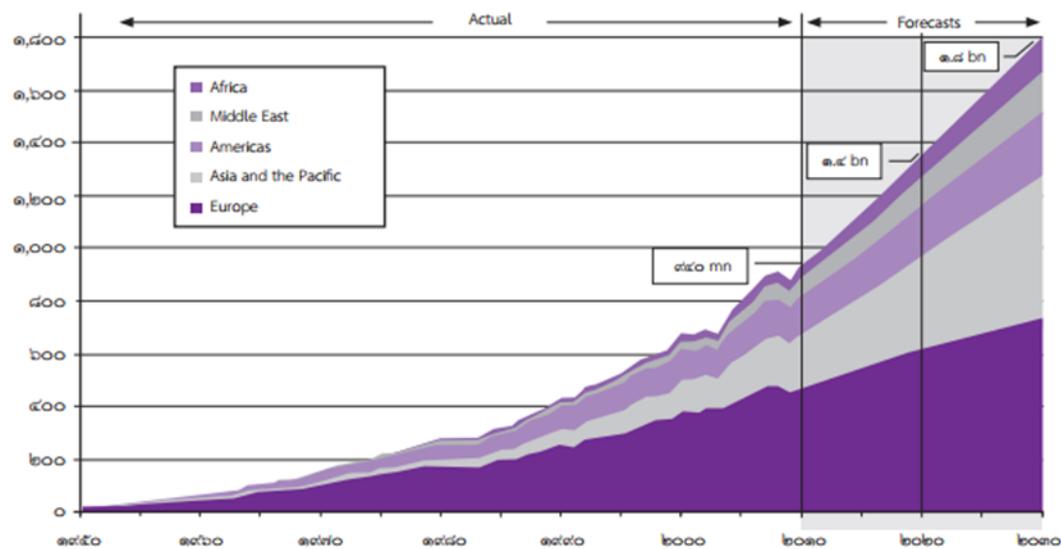


Figure 1.1 Expectation of tourists around the world by the year 1950-2030.

Source: Travel & Tourism Economic Impact 2017 World (World Travel & Tourism Council, 2017).

Since, tourists travel more often and gain more experiences, they require more diverse experiences. They need different experiences from what they have had before. Consequently, it becomes much more difficult for all the involved parties to offer experiences that match each tourist's' needs. Moreover, they must be impressed and

satisfied. In short, more attention should be paid to the provision of experience design for tourists.

With the aforementioned current situation, the study on tourism experience process and factors used in designing the process of experience is very intriguing as there are existing studies on the similar circumstances, for instance, the study on the application of five senses to create impressive and easy to understand experiences (Gao, Scott, & Ding, 2012; Poulsson & Kale, 2004), the study on essential components of experience design (Gao, Scott, & Ding, 2012) or the study on different dimensions, boundaries, and relationships influencing tourists' satisfaction towards the experiences (Cetin & Bilgihan, 2015; Pine & Gilmore, 1999). Most of the researchers studied how to design experiences in the most effective ways which are conceptually and theoretically based academic findings; however, the action research which allows all the involved personnel to apply the outputs of the study into practice, especially in the process of tourism experience with detailed approaches of each stage. In particular, the presentation of tourism experience process through the integration of both community stakeholders and tourists perspectives has rarely been conducted (Canadian Tourism Commission (CTC), 2011; Cutler & Carmichael, 2010; Scott & Ding, 2013).

Additionally, most of the studies on tourism experience process were conducted in other countries (Canadian Tourism Commission (CTC), 2011; Cutler & Carmichael, 2010; Scott & Ding, 2013). However, there are very few studies on such a field in Thailand more specifically, in the waterfront community (Budsakayt Intrapasan & Vorasit Tantinapun, 2015) even though now a day, many waterfront communities in Thailand have been developed as a tourism destination due to increasing demand of nostalgia (Siripen Yiamjanya, 2015). In addition, Thailand's tourism industry has geared towards "experience" as it can be seen from the changes in the national strategies to facilitate economic and marketing changes. For example, Thailand tourism policy launched in 2017 which has shed light on Thai Local experience to present Thainess and unique Thai and marks Thailand as an outstanding tourist destination in the global arena (Yuthasak Supasorn, 2016). Another example is the National Tourism Development Plan 2017-2021 (Office of Permanent Secretary Ministry of Tourism and Sports, 2017). It aims to develop tourist destinations, products, services, and plans to facilitate tourism activities and balance the tourism through marketing with the

application of Thainess and its uniqueness as highlights to promote tourism in the Kingdom. With this, it is expected that tourism will be expanded to the local, then experiences will be crafted by different local treasures. At the same time, Thais are encouraged to travel in the Kingdom, so that all the Thais will be endorsed with Thainess, and they will understand their national heritage, and they will be proud to be Thai.

The statistics showed that, in 2015, there were 6,794,327 Thai tourists visited foreign countries. The number increased by 5.44% and the total spending was 199,976.29 million baht with a 17.61% increase compared to 2014 (Tourism Authority of Thailand, 2016). The figures also revealed that many Thais tended to travel overseas. Thus, to follow the National Tourism Development Plan, especially on promoting domestic travel among Thais and creating the pride to be Thai, the study on the process of tourism experience for Thai tourists is conducted. The findings on the tourism experience process will be implemented as guidelines for presentations of tourism destination in order to furnish the satisfying experiences to the tourists. At the same time, the findings can guide locals on how to present their tourism resources in the right trait. Without any guidelines or directions, the experience process could be ineffective if it is followed by some of the other popular tourist sites. It became a copycat, and the community tourism would exist without any identity. The tourists may gain fewer experiences and be unsatisfied; they may not return to travel. At the same time, the sites may lose its identity and uniqueness resulted in unsustainable tourism destination.

This research aims to study the tourism experience process for Thai tourists in Chantaboon Waterfront Community, Chanthaburi. Chanthaburi is the province in the group of the active beach tourism sector, one of the eight clusters (the eighth clusters) according to the National Tourism Development Plan 2012 to 2016 (Ministry of Tourism and Sports, 2011). Also, it is one of twelve provinces belonged to the tourism campaign of “12 provinces that tourists must not miss”, called “12 Hidden Gems”, according to the Ministry of Tourism and Sports’ Tourism Development Operation Plan 2015. The plan has progressed and passed on to the Ministry of Tourism and Sports’ marketing strategic policy 2017-2021 which is by the Ministry of Tourism and Sports’ marketing strategic policy 2018. Both plans have a guideline in developing tourism as by emphasizing on new tourist sites that are located nearby major tourist attractions to

create a balance in times and sites by enhancing traveling to minor sites and traveling during the off-peak season in order to reduce negative impacts caused by the dense concentration of tourists in the major tourist attractions. At the same time, this will help to promote community-based tourism, and creative tourism is offering Thainess. All these practices shall be done with the emphasis on the Kingdom's unique cultural treasures and the Thai way of life to provide impressive experience to tourists (Ministry of Tourism and Sports, 2015; Tourism Authority of Thailand, 2015).

The uniqueness of Chantaboon Waterfront Community matches the Ministry of Tourism and Sports' tourism strategic policy 2017-2021 (Ministry of Tourism and Sports, 2015) regarding culture, community management, and conservation. In the past, the waterfront community was a commercial center prosperity area. Moreover, a lot of diverse people lived and brought different culture into the community. As a result, the waterfront communities have a distinctive of place as the heritage and historical structure of waterfronts that offer value to promote itself. However, as the time passed, the commercial prosperity of the community decreases due to social change. The historical buildings in the community have deteriorated or abandoned. The auction house was replaced by modern buildings, and a new generation has moved out of the area. Nevertheless, the demand for nostalgia tourism has been increasing. Thus, the community restoration has occurred. (Siripen Yiamjanya, 2015).

With its over 300-year history as a waterfront community, Chantaboon Waterfront Community possesses the diversity of cultures since it has been residences of Thais, Chinese and Yuan people (Vietnamese). Accordingly, the community has encompassed the history, identity, lifestyles, local intellectual, and outstanding landscapes (Chayapa Arnamwat, 2011). In the past, the community was under the same circumstances as other old communities that could not keep on the rapid track of global development. Thus, it was left behind and forgotten. All its old lifestyles, cultures, and valuable local wisdom were in devastating conditions and about to be shattered. Up until the year 2009, the community was given life back by MA students from the Department of Architecture for the Community and Environment, Arsomsilp Institute of the Arts. The students conducted a study in Chantaboon Waterfront Community by urging the locals to take part in managing and sharing knowledge. By this method, the people could set their own goals, and raise the senses of conservation and recognize the

significance of passing on their valuable culture, lifestyle and local intellectual property. This resulted in a strengthened community network (Rattarin Prutipanich, 2012). Currently, Chantaboon Waterfront Community becomes widely known and gains success regarding cultural conservation. The community's conservation projects win numerous awards such as, "The Conservation of Bann Luang Rajamaitri Project", the Awards of Merit at the annual Unesco Asia-Pacific Awards for Cultural Heritage Conservation for the year 2015 (UNESCO Bangkok, 2015).

Chantaboon Waterfront Community has been well-known, and it has been awarded in the field of conservation. Most of the tourists still travel and visit the community in the same conventional ways. They observe the local ways of life, take photos of all the community's landmarks, enjoy local dishes, and buy souvenirs. All these orthodox manners have been publicized by social media, or word of mouth. The tourists have a great time and great loads of joy; however, the initial study suggested that Chantaboon Waterfront Community has got concrete experience designs for its tourists (Chayapa Arnamwat, 2011; Rattarin Prutipanich, 2013). So, it is possible that there are more of the experiences hiding to be discovered and maybe there are more for the tourists of this waterfront community to retrieve.

For this reason, it is extremely necessary to study the development of the process of tourism experience of Chantaboon Waterfront Community in Chanthaburi province to build satisfaction and create an impression to tourists. At the same time, it will help the local to recognize the significance of passing on and publicizing their identity, lifestyle, and culture of Chantaboon Waterfront Community. Also, it can be used as a guideline to design tourism experience for other sites which contains similar contexts or even the ones with different contexts can still apply the research findings for their local. Most of all, this study can create new tourist attractions that can serve as an alternative for people to travel. This is the concept of tourism destination connection according to the National Tourism Development Plan aiming to diffuse tourists who are packed in major tourism destinations in to other minor places in order to reduce problems of deterioration in major tourism destinations and the meantime can distribute income to local areas and respond to the needs of tourists to a greater extent.

This research studies the process, methods and tourism experience belonged to Chantaboon Waterfront Community and other similar case studies. The in-depth study

is conducted by lessons learned visualization of tourism experience previously implemented in order to gain the process of tourism experience. Motivation factors will be studied to find out their impacts on tourism experience for Thai tourists in Chantaboon Waterfront Community, Chanthaburi. All the aforementioned will be studied and analyzed, and then the process of waterfront community tourism experience of Chantaboon Waterfront Community via integrated both perspectives of stakeholders and tourists will be presented

1.2 Objectives

- 1) To investigate the process of waterfront community tourism experience from other similar waterfront community case study.
- 2) To investigate the process of waterfront community tourism experience in Chantaboon Waterfront Community, Chanthaburi.
- 3) To investigate the influence of the motivation of Thai tourists on tourism experience at Chantaboon Waterfront Community, Chanthaburi.
- 4) To propose the process of waterfront community tourism experience of Chantaboon Waterfront Community, Chanthaburi.

1.3 Research questions

- 1) How was the process of waterfront community tourism experience in similar case studies conducted?
- 2) How was the process of waterfront community tourism experience in Chantaboon Waterfront Community, Chanthaburi conducted?
- 3) How does motivation of Thai tourists influence tourism experience at Chantaboon Waterfront Community, Chanthaburi?
- 4) How should the process of waterfront community tourism experience of Chantaboon Waterfront Community, Chanthaburi be shaped?

1.4 Research benefits

Managerial benefits

1) Public tourism authorities can use the research results to determine tourism plans and policies in Chanthaburi province.

2) Public and private tourism sectors can use the research results as a guideline to encourage the locals to create an effective process of tourism experience for the operational approach in an efficient manner and to allow tourists to gain the right experiences according to the contexts of the sites.

Practical benefits

1) Chantaboon Waterfront Community in Chanthaburi province can use the research findings to develop an efficient tourism experience leading to the community target and meet the needs of tourists.

2) Other communities can apply the process of waterfront community tourism experience in Chantaboon Waterfront Community to match their tourist sites in order to offer valuable experience to tourists in the area.

3) Scholars and researchers can bring the process of waterfront community tourism experience in Chantaboon Waterfront Community to conduct further study and research in related topics.

4) Tourism entrepreneurs can bring the research results to develop new tourism products that can deliver a good experience to tourists in an efficient manner.

Theoretical benefits.

1) The investigation of tourism experience is received.

2) The process of waterfront community tourism experience from case study is received.

3) The process of waterfront community tourism experience in Chantaboon Waterfront Community, Chanthaburi province is received.

4) The efficient process of waterfront community tourism experience that can create a memorable experience for tourists travelling to Chantaboon Waterfront Community in Chanthaburi province is studied.

1.5 Scope of research

Scope of area

Chantaboon Waterfront Community, Chanthaburi province; the study areas are the communities seated on two roads along the banks of the Chanthaburi river starting from the Wat Chanthanaram Bridge up until Soi Trok Krachang. The total length is about 1 kilometer as seen in the figure 1.2

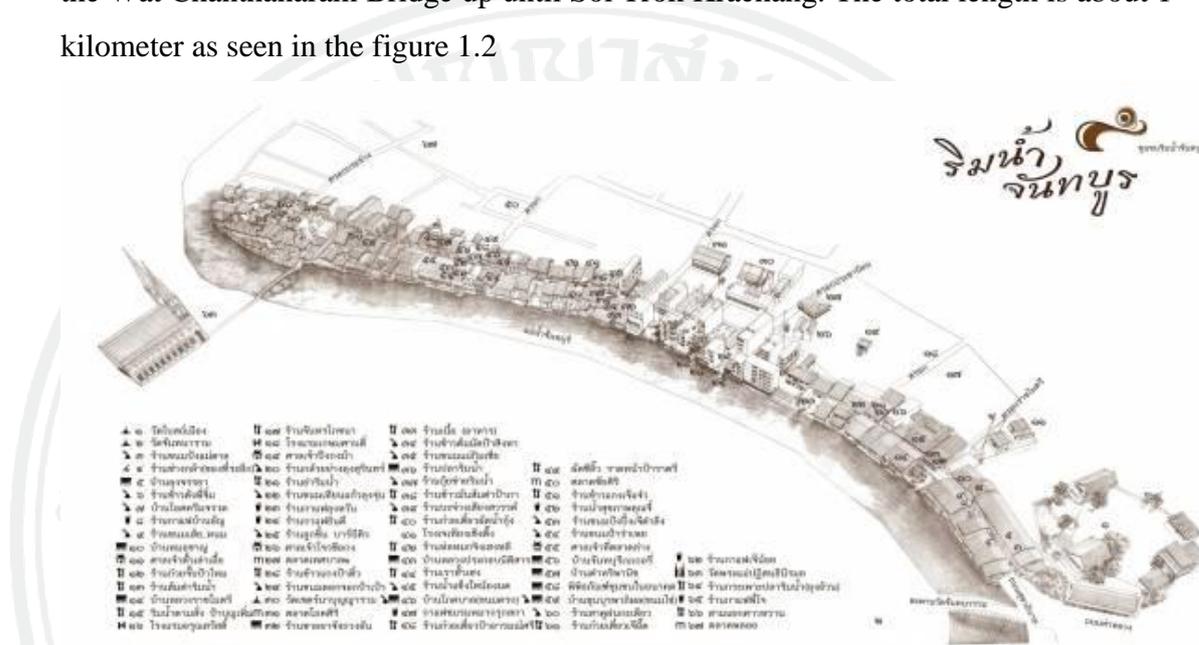


Figure 1.2 Chantaboon Waterfront Community
Source: Chanthaboon Waterfront Conservation Committee (2013)

Scope of content

The contents contained in the study of the development of the process of tourism experience in Chantaboon Waterfront Community, Chanthaburi are as follows:

1) The study of the case studies is used to investigate the process of waterfront community tourism experience in the similar communities.

2) Experience economy concept that conceptualized four realms of tourism and the relationship between two experiential dimensions (Pine & Gilmore, 1999), theory in psychology, experience design including tourist experience concept model of influences and outcome (Cutler & Carmichael, 2010) are used to study a tourist experiences. The development of the process of tourism experience is also studied.

3) The conceptual framework of tourism by creative community, principles of tourism management by a community, creative tourism management, tourism

management by the creative community are studied to learn tourism management in different aspects of a community.

4) Conceptual and theory in tourist behaviors, motivation and tourism experience are studied for using to develop the process of tourism experience.

Scope of time

The duration off conducting this research is 18 months starting from January 2017 to July 2018.

Scope of population

The population used in this research study is divided into two groups as follows:

1) The participants involved with Chantaboon Waterfront Community tourism Chanthaburi the province comprises the community leader, the private sector, scholars, entrepreneurs, and people who are the stakeholders.

2) Thai tourists aged 18 or above who travel to the areas of Chantaboon Waterfront Community, Chanthaburi province.

1.6 Key Definitions

Chantaboon Waterfront Community means the old waterfront community of Chanthaburi which was initially home of Chinese and Yuan (Vietnamese) immigrants during the early Rattanakosin period. It is located on the two roads along the banks of the Chanthaburi River starting from Wat Chanthanaram Bridge to Soi Trok Krachang. The length is 1 kilometer. It is a community with outstanding historical culture and lifestyle (Chanthaboon Waterfront Conservation Committee, 2013).

Tourism experience means the process and steps in proposing travel experiences created by all resources from Chantaboon Waterfront Community combined with factors of activities, participation, tourist site itself, local cultures, and architectural marks. The memorable experience and the right dimension of the community will be delivered to the tourists.

Process of waterfront community tourism experience means the process and steps in proposing travel experiences created by all resources from Chantaboon Waterfront Community combined with factors of activities, participation, tourist site

itself, local cultures, and architectural marks. The memorable experience and the right dimension of the community will be delivered to the tourists.

Tourism destination means the waterfront community that has been developed to be tourist attraction. The community offers a unique way of life which authenticity tangible local resources and intangible local resources to present community identity and attract tourists.

Tourism product means the application of tangible local resources such as buildings, houses, artifacts, food as well as intangible objects such as lifestyle, local intellectual properties, and services to create with components essential for occurrence of tourist experiences such as time, five senses for tourists to choose and create to be experiences that meet with the needs of individuals and at the end lead to memorable experiences.

Tourist behavior means demand and decision on any errands related to travel made by Thai tourists who visit Chantaboon Waterfront Community which occurred before and during the travel at Chantaboon Waterfront Community.

Motivation means factors affecting tourists to travel to Chantaboon Waterfront Community, including personal, cultural, social factors, and the tourist site itself.

CHAPTER 2

LITERATURE REVIEW

In the processes of waterfront community tourism experience: A case study of Chantaboon Waterfront Community, Chanthaburi. There are concepts, theories and literature related to the research topic as follows:

- 2.1 Waterfront Community Tourism
- 2.2 Tourism Experience Process
- 2.3 Tourist Behavior
- 2.4 Chantaboon Waterfront Community
- 2.5 The Waterfront Community and Tourism Experience Past Study

2.1 Waterfront Community Tourism

2.1.1 The concept of waterfront community

The waterfront is defined as the area in the city where land meets water, spatially, an area including 200m-300m from the interface to the water side and 1km-2km to the land side (Guo, 1998). According to Jansen-Verbeke (1986) study, waterfronts, as part of the urban tourism product, belong to the primary elements being one of the primary physical characteristics in the leisure setting of an urban tourism destination and therefore can play an essential role in attracting visitors to a city. Additionally, waterfront communities have a distinctive sense of place created by their history, as well as by their characteristic sights, sounds, and smells. Along with lakes and rivers, the sound of the water and the feel of brisk waterborne winds all come together to shape our sense of these special places. Living near the water has historically been, and is expected to remain, desirable. Lake and riverfront properties are typically in demand (National Oceanic and Atmospheric Administration (NOAA), 2009).

Moreover, Hoyle (1999) claimed that the waterfront is a means to increase the economic vitality of localities, create new public spaces, and increase access to valued cultural and natural amenities. Indeed, the waterfront community is an expression of the lifestyle of the people in the community, linked by living with the river, varying in the context of society (Dong, 2004; Juthanun Boonthahan, 2018).

2.1.2 Waterfront community in Thailand

The waterfront community is a reflection of the past that represents history and culture through architecture, buildings and the local people lifestyle. Moreover, each community lives on the waterfront differently according to the context of society. For instance, Juthanun Boonthahan (2018) depicted that communities along both banks of the Chao Phraya River, a distance of over 57 kilometers, has a long history of over 200 years since the Thon Buri period. The riverside area is a mix of ethnic, religious, cultural, and traditional customs. Moreover, the combination of the four rivers including the Ping, Wang, Yom, Nan River which converges to the Chao Phraya River, nourishes the people who live along the river as a community with their stories throughout the river. It is found that many communities are located along the Chao Phraya River, where each community has different contexts such as the Banglumpoo River Community, which in the past, it was a small community with small trading. It is also a source of exquisite artisans and Thai traditional music community over 100 years. However, the context of this community has changed over time as a center for foreigner entertainment (Kanchana Lokechokkul, 2014; Office of Natural Resources and Environment Policy and Planning, 2012).

2.1.3 The concept of waterfront community tourism

Community based tourism is “the tourism that community is defined as a process, direction and travel patterns manually. People in the community are the owners of the tourism resources and have a part of gain and loose that arises from tourism (Okazaki, 2008; Reed, 1997). The community based tourism used the principle of participatory management to achieve the process of learning and exchange and contribute to the conservation of natural resources, tradition, lifestyle and culture (Pojjana Suansi, 2011). The main aim of the community based tourism management is

to develop the sustainable community through tourism, as a tool to improve the benefit context of each community (Sebele, 2010). According to a study of Ponting, McDonald, and Wearing (2005) demonstrated the principle of sustainable tourism development, consisting of 3 concepts, which are (a) not reference format of Western business (b) have long-term joint planning and (c) create understanding between the tourists and the host to look into the different culture.

Community Based Tourism will be successful and sustainable only if there is a participation and true demand from the people of the community. The community must be involved in all stages, from planning to develop the potential of the people in the community so that the community's tourism activities can be perfect. To encourage tourists to learn during traveling, Tosun (2006) has identified the characteristics of community participation on three formats. First, spontaneous participation that is community participation in the development of communities, which is based on ideas or motivations of people in the community itself. Second, some people guide the community to get involved. They are the ones who will come up with the concept of tourism development and have authority and responsibility. Third, coercive participation refers to a situation of tourism development which meets the needs of the community, but the benefits fall to the people outside the community such as legal authority, tourists or the travel agencies, assuming the people in the community do not know about tourism resource management. Tosun (2000) identified that the ideal of the community participation in tourism must be cooperation and occurs naturally, including policy development which must arise from the participation of the community. The priority should be given to the opinions of the community members and should focus on the participation of people in the community (Hampton, 2005).

Another essential principle of Community Based Tourism is an exchange process which is learning between tourists and hosts. Leiper (2004) have proposed the concept of relationships between the tourists and the community into five characteristics as follows:

- 1) The interaction between tourists and the community is not permanent or long-lasting. Additionally, Additionally, the sincere service of the community to the tourists would make the relationship between tourists and communities longer.

2) People in the community have a short interaction with tourists; the relationship can be developed when there is the opportunity to meet each other more often which may change the relationship from tourists to friends.

3) Tourists still give priorities to mainstream attractions, for instance, they come from the same country they have a similar background. Therefore, there seem to have similar needs when visiting the same attraction.

4) The needs of tourists and people in the community might cause problems, for instance, the tourists want to relax while on the other hand, people in the community want to sell goods to tourists for their income. Therefore, the conflict with the needs can cause problems.

5) The relationship between tourists and people in the community occurred under a clear objective which is the tourists pay to travel and expect the service from the local people. Similarly, people in the community interact with tourists, with a duty to welcome and provide excellent service because of the expectations and receiving profits.

The incoming processes of management in the community must have a minimal effect. The limit number of tourists or determine the ability in carrying capacity of the community tourists are the alternative in preventing the adverse side effects that may occur to the community (Singh, Timothy, & Dowling, 2003). Also, clarity and fairness in income distribution, the allocation of revenue to people who related tourism in all parties, also the working system that emphasis on participation, transparency which are another important part for encouraging the tourism in the community to be successful. The community must be able to integrate the tourism to be balanced in society, culture, environment and must look for the opportunities in economic for the sustainability of tourism (Pojjana Suansi, 2011). The following Figure 2.1 shows the principle of Community-Based Tourism Management by (Sarobol, Wongtuptim, Songpornwanich, Wongkum, & Panyoyai, 2002).

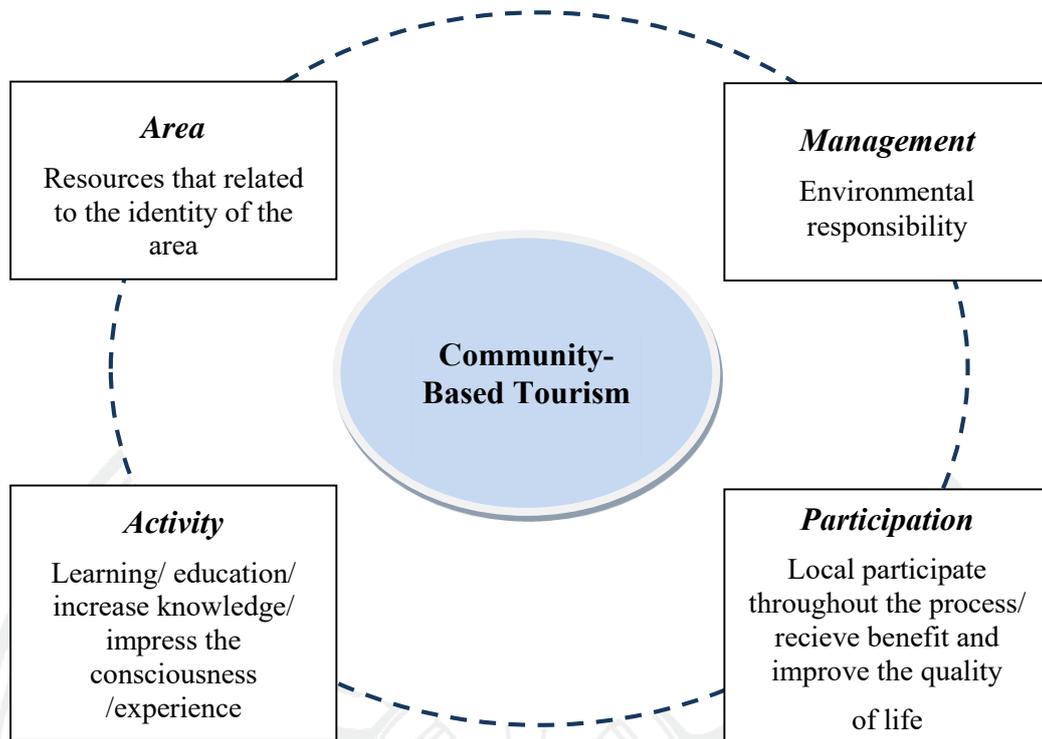


Figure 2.1 The principle of community-based Tourism Management
Source: Adapted from Sarobol et al. (2002)

2.1.4 Waterfront Community Tourism

It is another form of travel that waterfront community attracts tourists. Community tourism is a travel to see things that express the community such as a castle, palace, temple, archaeological site, antiquities, tradition, lifestyle, arts, and things that show prosperity and has developed to suit the environment. Besides, the traveling in the waterfront community is to learn the unique community culture that is different from the culture the tourists have seen in daily life. In other words, the meaning of cultural tourism that is a study to gain knowledge in areas that have important historical and cultural features. (Adamietz, 2012; Jansen-Verbeke, 1986) Moreover, learning the lifestyle of a person in each period, tourists will get to know the history, belief, viewpoint, faith, the popularity of a person in the past that conveyed to the current generation are through these things (Tourism Authority of Thailand (TAT), 2006). The culture tells the story of social and human development through history as a result relating to culture, knowledge, and values of the society by the valuable architectural or natural environment. It also can reflect the living conditions of people in each era,

whether it is economic conditions, social or traditions. Therefore, the following lists are the waterfront community tourism components.

1. History and historical traces
2. Archaeology and Museum
3. Traditional architecture
4. Art, crafts, sculptures, paintings, statues and engravings
5. Religion, including various religious rituals
6. Music, drama, movie
7. Language and literature
8. Lifestyle, clothing, costumes, food
9. Traditional, local culture, festivals
10. Work description and technology, local wisdom that is used only locally

Tourism Authority of Thailand (2006) also categorized the waterfront community tourism that involves cultural tourism into four types as follows

1. Historical Tourism means trailing to archaeological and historical attractions to admire the sights and gain a better understanding of local archaeological history by responsibility and consciousness to preserve cultural heritage and values of the environment by the participation of local community in tourism management.

2. Cultural and Traditional Tourism means trailing to visit arts and culture, the locals hold the festival for enjoyment along with faith of education, respect the rituals and gain an understanding of social and cultural conditions.

3. Rural Tourism / Village Tourism means traveling to the rural village that has a lifestyle and outstanding unique creative work to gain enjoyment, knowledge, see creative works and folk wisdom. They also have an understanding of local culture by responsibility and consciousness to preserve cultural heritage and values of the environment by local community participation in tourism management.

4. Cultural Health Tourism means traveling to visit cultural attractions that have activities which promotes health or health recovery by culture such as massage, herbal, steam training exercises to enhance the health and life quality of the tourists based on a conscious commitment to preserve cultural heritage and values of the environment by local communities' involvement in tourism management.

In the part of tourist, Bywater (1993) divided cultural tourists into three categories as follows:

1. Tourists followed the impulse of culture. Tourists who travel for cultural reasons have the needs to learn and study about the culture, often reside to learn in tourist attraction for a long time.

2. Tourists inspired by cultural means tourists that travel because of the potential and reputation of tourism attractions. By staying in the tourism attractions less than the first category.

3. Tourists attracted by cultural means tourists that are interested in cultural activities that occur in the attractions. It is a short visit of activity more than stay residence.

Regarding the waterfront community lifestyle, Ruttarat Thongsakul (2006) proposed that lifestyle mean a pattern or behavioral approach that group of people shared or inherited. It is a pattern in the living of one person which represents the activities for survival, relaxation, and happiness. These patterns have involved environmental factors, economic and society determines. The social organization and behavior of the individual in society are a specific group of people that have their way of life. Their lifestyle must be adapted to the environment. Indeed, this adaptation has several levels of physiological, behavioral and adjusting consciousness. Therefore, tourists can experience the waterfront community from the learning of community lifestyle. Furthermore, lifestyle is a way of life, rules of life, tools and objects both natural and artificial to be used in living surrounding by the environment which might change and the communication between various social groups at all times.

Lifestyle in terms of the purpose of life

1. Adapt to the environment, there are solutions to the problem in everyday life.

2. Meet the needs of the society.

3. Encourage good relationships between the people in the society

In addition, elements of lifestyle consist of two objects, which are (a) objects part is the tools that are used in life from nature, the inheritance of the past and newly

invented which to make it happen, humans have to rely on their knowledge, ability, and skill to invent, and (b) the non-objects which can be divided into two parts.

1) The part of thought system, beliefs, attitude and social tastes which is behind human behavior or moral value system that hold the mind of the people in society as well as the sum of all knowledge, characteristics and ideas and intelligence.

2) The way to live which is how to eat, live, dress, relax, express emotions, communicate, traffic and transportation, grouped together as well as how to seek happiness in mind. It is practice of human beings to their body and mind to human and the natural environment. Characteristics of how to live, the way of life of the people caused by the learning that can convey the succession and has always changed which the change may be caused by process within the society or to respond to changes coming from outside.

2.1.5 Waterfront tourism development

The world's major waterfront cities have been developed to meet conservation, creation and tourism goals. The critical issue is that the waterfront development is being undertaken to make the city a pleasant place to visit and to stay, which is attractive not only to tourists but also for the residents. Tourism and creation are likely to be essential functions of waterfront development and redevelopment (Lagarensen, 2013). The current tourists value the importance of sustainable tourism, preserving the environment, engaging with local communities and learning local cultures (Keyvanfar et al., 2018). It is popular amongst tourists to travel to specialized waterfront tourist attraction, for instance, the attractions that present the local culture, tourism attraction that have the different ethnicity or the waterfront tourist attraction of the historical. According to the feature of the waterfront tourism, it can cause the paradigm of the modern tourism management that are incoming to response changes the behavior of tourists who want to travel to increase their knowledge and experience for themselves. Also, for the tourists who want to be part of the community they visited by focusing on participation and learn the lifestyle of the people in the waterfront community.

Richard (2001) proposed that the people who are involved in waterfront tourism should give priority to innovation to increase interaction between the owners of the waterfront area and visitors regarding the satisfaction and a better relationship.

Moreover, also mentioned that tourism focuses on the direct experience of tourists to allow visitors to experience and learn from the owners of the area which will create an impression and significant experience with both the tourists and the owners of the areas. When these two concepts are combined, it is the source of tourism development as creative tourism.

1. The meaning of creative tourism

Raymond and Richard (2000) argued that the creative tourism is tourism where visitors have the opportunity to develop their potential or the possibility that arises from thinking creatively through attending learning activity with practical experience. Regarding the local activities attractions, they could visit and contribute to the local skills which these experience must be an authentic experience and the learning process of the tourists in the form of creative tourism has to come from learning through art and culture, the uniqueness of that specific places. The learning process can be associated with the people in the local that participate which would cause learning together (S. Suttipisan, 2014). Besides, the activities that propose to the tourists can be both providing information and doing the actual work. It may be learning in a small group with the community members who share the knowledge at the workplace in the community groups to tourists so that they can show their creative ideas during the activity and become closer with the people in the community (Raymond, 2007).

2. Format of creative tourism

Richards (2011) mentioned that the presentation format of creative tourism has two ways including creating creativity activity for tourists and using the creativity to be the backdrop of tourism (Figure 2.2)

Format 1: Creating the creative activity for tourists. It is defined as the activity for the tourists to have the opportunity to be creative which will attract the tourists to join the activity with the community in that tourism attraction. If the activities are engaging, the groups of the tourists who are not interested in such activities can decide to participate in activities such as arts and crafts, design, food and cooking,

health and medical, language, religion, nature, geography and finally sports and spare time.

Format 2: Using creativity as a backdrop for tourism. It is inserted in the creative activities during the trip; the tourists have the opportunity to participate in the activities closely.

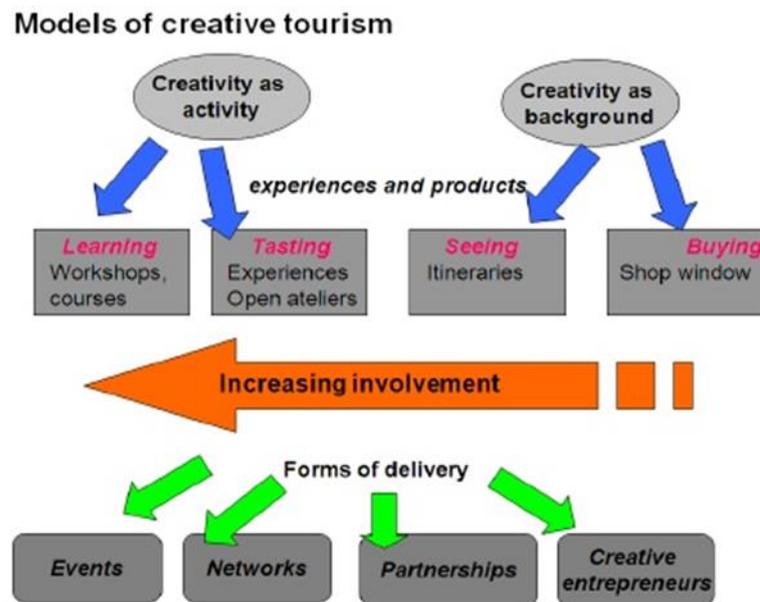


Figure 2.2 Models of creative tourism

Source: Richards (2011)

There are also many other creative tourism products that will help encourage tourists to experience in various ways such as learning, tasting, seeing, buying, organizing, workshop activities or festival which are based on the resources and management in each area to attract and meet the needs of tourists (Korez-Vide, 2013).

3. Management concept of creative tourism

In developing creative tourism, Raymond and Richard (2000) proposed that the tourism destination should have a unique culture or a unique character such as the diversity of cultural waterfront community. Due to creative tourism brings the unique culture of local to coordinate with the creativity of local people and visitors. Thus, the principles to consider in the development of creative tourism (Creative

tourism destination, 2010) should educate the information and the facts about the community, use competency that has in the community, develop resources in the community, develop quality over the development of sales, and use the resources of creative thinking as a catalyst action.

On the tourist side, the management of creative tourism pays attention to participation. The tourists can use their creativity during activities in cooperation with the community to meet the objectives and the principles of creative tourism which should consider the following elements.

- 1) Creative potential
- 2) Participating in activity
- 3) Gaining direct experience from specific features of attractions
- 4) To be co-creative.

Sudsan Sutipisarn (2013) proposed that creative tourism focus on experiences of tourists by mutual learning between the owners of the area and the tourists through the activity including cultural authenticity, emphasis identity, the true identity of the area. People in the community are required to bring the resources in the community to adapt to the cost of tourism to create and allocate benefits in the economic dimension, social dimension, environmental dimension, cultural dimension, political dimension, laws, and technology for all stakeholders inequitably. There are five principle steps to create sustainability including 1) Studying local resources, both natural resources and cultural landscape resources. 2) Using resources to create value in economic, culture and environment. 3) Finding the unique that is different and the identity of the local. 4) Defining the process of creative thinking, aim to make a positive impact and reduce the negative impact 5) Benefit-sharing which is shared fairly with stakeholders. The majority of the benefits will return to the local community to be used in the conservation and develop the resources of the community (Figure 2.3)

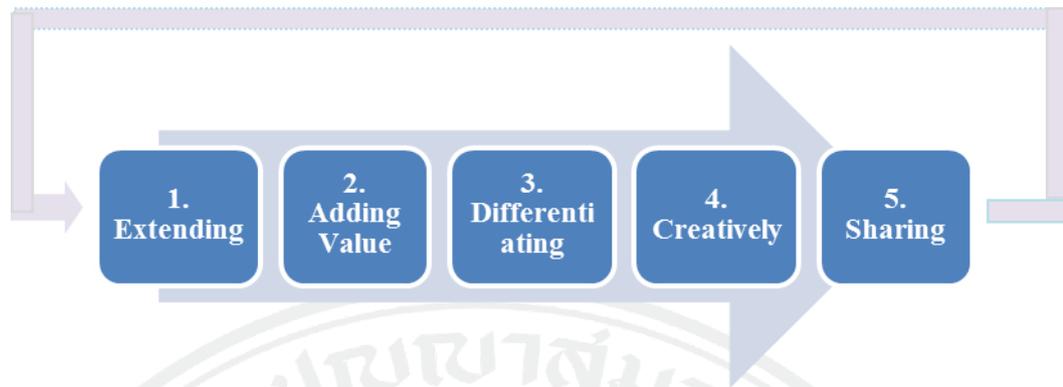


Figure 2.3 The process of community base tourism management
Source: Adapted from Sudsan Sutipisarn (2013)

According to Figure 2.3, Sudsan Sutipisarn (2013) had additional comments that it can be handled in two ways depending on creative tourism management starts from the people in the community or people who are involved in other tourism, which say that the management of people in the community should start with the first method by bringing the resources of the community to further develop and formulating a management procedure. The second method is management by the stakeholders of tourism, starting the management process from step four by using the basis of what is available in the community to create consistency with the reality according to community's potential and the needs of tourists. When communities choose the tourism products to use, the community must continue to follow in the steps of the process of creative tourism management in step five and bring benefits back to develop and conserve of what exists in the community according to step one until completing the processes as same as in the management in the first step. In other words, both ways must consider ability in supporting and potential of community's resources to be important and make management system sustainable. Therefore, the participation of the community as a waterfront community is an issue that must be studied regarding tourism development.

2.2 Tourism Experience Process

2.2.1 Concept of tourism experience

“Experience” is a feeling that occurs throughout the human consciousness. It is a personal phenomenon which is an abstract, intangible, and continuous (Ooi, 2005). Experience is built on inner feelings and emotions of an individual that occurred during that time. Thus, in the same conditions or situations, the tourism experience could be similar or different depending on mood, perception, attitude and response of individual events (Mossberg, 2007; Ooi, 2005; Pine & Gilmore, 1999). Moreover, the experience is a way of perceiving and learning something that is different from everyday life. It is an interaction between the experience manager and the consumers what experience manager provides to the consumers such as service and activity. Consumers will gain experiences from participating in a particular situation. As a result, the consumers are recognized, learned, impressed and made good memories of what has been received (Poulsen & Kale, 2004; Uriely, 2005).

A majority of academic tourism study has similarly defined tourism experience, and the tourist experience concept (Ritchie & Crouch, 2003). The difference is tourist experience refer to tourists point of view while tourism experience focuses on organization perspective. Regarding tourism experience, it focuses on the emotions, feelings, and sensations of the travelers which they have on their traveling. Many factors affect the tourism experience. For example, a study by Nickerson (2006) found that tourist attractions, tourists, and the community are the three main factors that affect tourism experience. In line with Mossberg (2007) study, it argues that all three factors are a crucial concept of tourism experience which tourists enhance tourism experience through participative in both active and passive activities. However, enhancing tourism experience which affects the memories and emotions of tourists is different in each tourist. Besides, individual tourist needs to visit different tourism destination (Noy, 2008).

Based on previous studies, it is found that tourism experience is complex and relevant in many disciplines. Therefore, various aspects of travel experience have been studied, and various academic conclusions have been drawn up to better understand the different aspects of tourism experience. Cutler and Carmichael (2010) have gathered

scholars' studies and presented in "the tourist experience concept model of influences and outcomes" which shows the relationship of influences and outcome in the process of tourism experience. Indeed, based on the component of the tourism experience, they referred to the concept of Clawson and Knetsch (1966), which discussed tourism experience through a five-phase model, which are (a) anticipation: planning and thinking about trip, (b) travel to site: getting to the destination, (c) on-site activities: activities at site or destination region, (d) return travel: travelling home, and (e) recollection involves: recall reflection and memory of the trip. To start the tourist experience concept model, it focuses on a personal realm which refers to motivation or expectation regarding knowledge, memory, perception, emotion, self-identity through a five-phase model. During the tourism experiences in the process, there is influence realm including three types of influences: physical aspect, the social aspect and products aspect that affect the tourism experience. Then tourists evaluate the satisfaction or dissatisfaction by using the internal factors of tourist in evaluating such as knowledge, memory, perception, emotion, and self-identity. Therefore, the result of experience will come out in the form of recollection, which is satisfaction or dissatisfaction. The process of creating tourism experience as shown in Figure 2.4

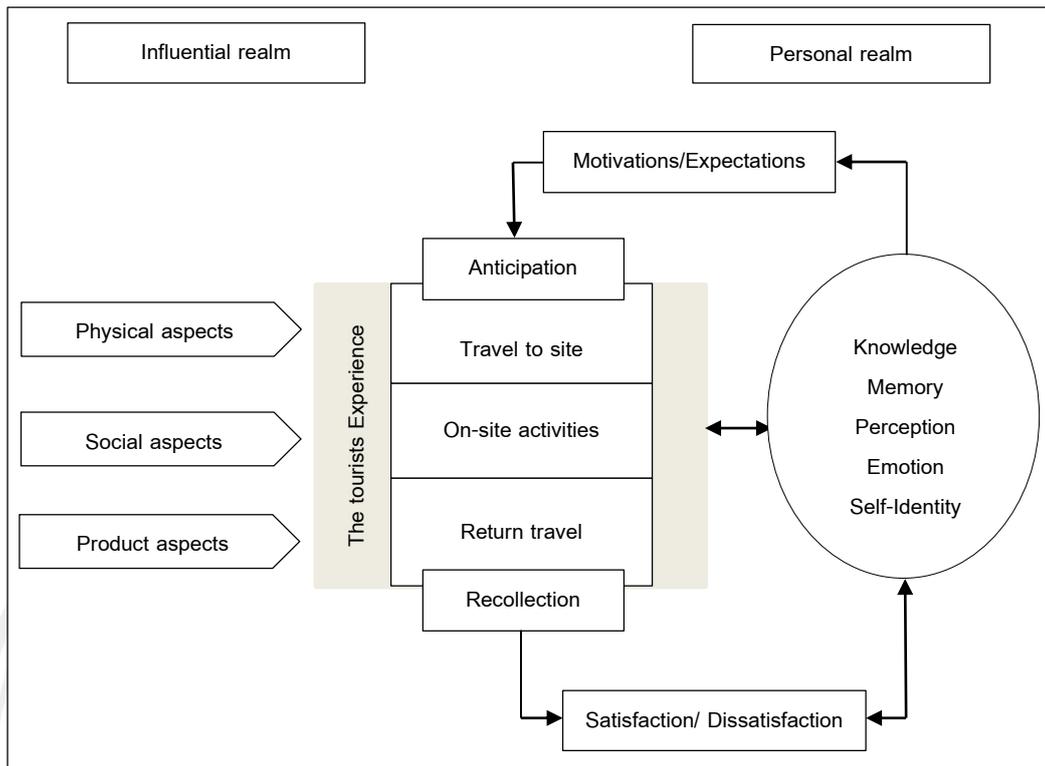


Figure 2.4 The tourist experience conceptual model of influences and outcome
Source: Clawson and Knetsch (1966)

As the aforementioned descriptions, the tourism experience is caused by the combination of complex elements. It cannot be produced and presented directly to the tourists as general products. The experience manager can only manage the situation and the environment for the tourists so they can experience by themselves. From Poulsson and Kale (2004) the point of view, creating tourism experience that can be easily understood and creativity must focus on both the managers and the tourist views. In the managers' views, the tourism experience is derived from the process of bringing the five senses of the humanity including image, taste, smell, sound and touch to integrate and convey into the products or services in order to achieve an excellent experience to tourists (Gao, Scott, & Ding, 2010; Gao, Scott, Ding, & Cooper, 2012). Likewise, Gao, Scott, and Ding (2012) identified the essentials of design experience could be divided into five groups including outline, atmosphere, memorable stories, interaction, and service. Cetin and Bilgihan (2015) propose that the creating tourism experience for cultural attractions to offer the tourist group to enhance the tourist experience that they need. The design should focus on five dimensions, which include social interaction,

authenticity, service, culture/heritage, and challenges. Moreover, the study also found that the type of tourists is an important factor in the design because each type of tourists has unique characteristics and needs.

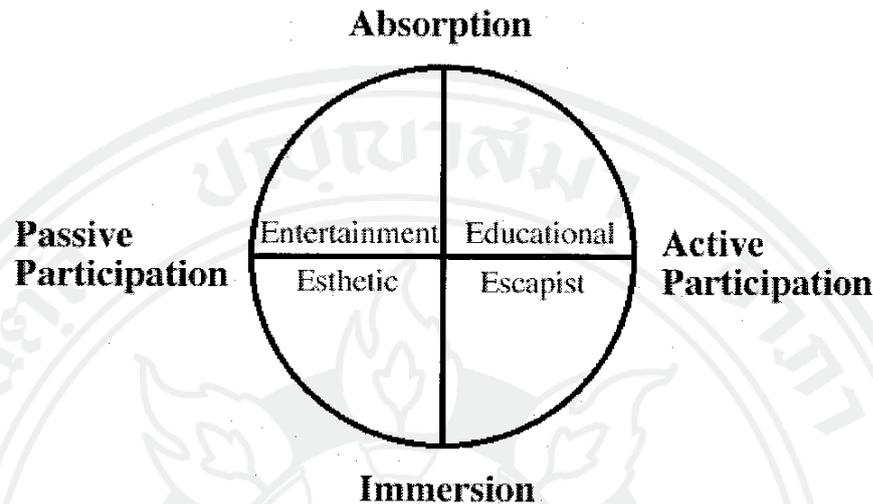


Figure 2.5 The experience realms
Source: Pine and Gilmore (1999)

Pine and Gilmore (1999) described that creating experience is an important process to provide consumers with a good memorable experience. It is essential for the producers to focus as a priority due to the increasing value of products and services. Therefore, they have defined four areas of experience including entertainment, education, aesthetics, and escapist. Moreover, all four areas are related in two dimensions, i.e., 1) Characteristics of consumer participation: referring participation as an observer (passive participation) and participation as part of the activity (active participation) 2) Relationship with the environment: referring the disclose relationship of environment (absorption) and the relationship to participation in the environment (immersion).

According to Figure 2.5, there is a relationship between participating experience in the activities and the background of customers. It is assumed that the entertaining experience occurred when the observers participated in the activities while the educational experience happened when the customers attend more in the activities. However, the relationship between these two experiences is still not close to each other.

In the meanwhile, the escape social experience and aesthetic experience have a feeling of being a part of the environment in the situation. However, the escapist experience is more engaging than an aesthetic experience. It also suggests that successful experience design must contain all of the relationships of four areas which will deliver an experience to the consumers' complement. This concept is a behavioral concept that focuses on the reaction to the participation of the tourist.

From the study mentioned above, it demonstrates that the creating tourism experience has to focus on tourist view or tourist experience. The next section is the operation view which includes the management of tourism destination and tourism product

2.2.2 Tourism experience process

Tourism experience process is the guideline to offer the quality of tourism destination to experience for the tourist. Tourism manager has to plan travel, communicating with visitors and delivering programs that are aligned with what visitors are interested in experiencing. Interestingly, tourism experience design in the past still has not found clarity on the part of the design process. This research will disassemble the design process for tourism experience. The knowledge that designers use in designing the experience will be disassembled such as steps, guidelines, method, information that used in the design by having the main goal to provide knowledge, understanding design process, and can convey the knowledge to those interested or to improve the design experience that is used clearly. However, the study found that there are a variety of concepts and techniques that can be used in disassembling the tourism experience design process, as follows:

1. Techniques in disassemble the process

1) Phenomenology method is a way of studying the situation or experience of people who experienced events to understand how experienced people interpret the meaning of experience that they received and what those experience mean. It will help to understand the experiences of those people better (Becker, 1992; M. Z. Cohen, D. L. Kahn, & R. H. Steeves, 2000). Experiences in this research focus on understanding the meaning of the experience by looking through the phenomenon that appears through the feeling that exists in the mind of each. It does not need to be

tangible based on the concept of Heidegger (Podhisita, 2011) or in other words, from the study of Patton (1990) that divided the phenomenological concept into two parts which are things that are important to know in the study of experience. It consists of the experience that a person has experienced and interpret the meaning of the experience of those who experienced. In the second part is the way to understand the meaning of the experiences of people who experienced events which will make them know the knowledge and the feelings that people who experienced receives from the events.

From the meaning of phenomenological research, it can be seen that this type of research focuses on finding the understanding of the meaning of the experience of people with direct experience. Therefore, they can choose to do the study of the experience that happened in people's lives without limits, but it is needed to focus on making study beneficial in practice. The method that used in phenomenological research to access to the meaning of experience which consists of seven steps as follows (Moustakas, 1994).

- Determining topics and appropriate questions for phenomenological research.

- Reviewing the knowledge about the topic that is being studied.

- Establishing criteria for selecting people and phenomena that will be studied. The people who choose to study must be people who have experience in that subject well. The number must be enough to see a variety of patterns by focusing on dimensions, time, and similar places (Cohen, D. L. Kahn, & R. H. Steeves, 2000)

- Providing the necessary information to people who got selected to study.

- Determining the questions for in-depth interviews. In-depth interviews are important tools in data collection. There are determine clear questions on the issues to be studied and use the questions based on the guidelines of the official interview. The questions should have three characteristics which are a question that needs to know the details of what happened to the interviewee, a question about the feelings that result from a particular experience and finally, a question to know information about the interviewee's daily life (Cohen et al., 2000). The interview uses informal conversations, natural and flexible in conversation. The interviewers must

focus on listening to what the interviewee gives the information by interviewing and recording the interview thoroughly and preparing data for analysis.

2) Disassemble the knowledge is the study of the processes of operating the group that does the study by collecting, compiling, sequencing, summarizing, analyzing and synthesizing the information that occurred in the activity. It is to create systematic knowledge that can be used to benefits and as a guideline for the development in the future (Lave & Wenger, 1991; Swan & Scarbrough, 2001). To disassemble the knowledge, we must have goals and have the source of the activity that studied as well as the need to evaluate the activities on what are the advantages and disadvantages or does it meets the goals or not (Cooper, 2006; Trivellas, 2012). The study found that there are many techniques to disassemble the knowledge that can be selected to suit the purpose of disassembling the knowledge of what they need to know or understand, want to know the information in what period or how much resolution they want. The techniques are as follows. (Cooper, 2006; Kittipod Athavichien, 2013; Prapaphan Aunaob, 2009).

Peer Assist: PA is learning before the activity. It is learning and sharing the knowledge between outsiders and the owner of the activity.

Story Telling is learning before or during the activity by letting people who have the knowledge exchange their knowledge by sharing the knowledge and experience that they gained from the practice. The listeners can be freely interpreted and new knowledge will arise when exchanging the results of interpretations. It is characterized meeting by the workshop to disassemble the knowledge.

After Action Review technique: AAR is gathering the knowledge that occurs after the activity to use in planning the next activity. Therefore, AAR can perform during the activity to improve or modify during operation. The retrospective technique is to disassemble the lesson at the end of the project which will do as soon as they finish the activity. It is to disassemble the lesson since the start of the project, operations process until the results of the work. It is characterized by gathering the knowledge in the long term for the working group as information in the future work.

As it mentioned earlier, although the literature provides several processes of tourism experience, all of them have the same aim in developing tourism experience. The studies are shown the steps of tourism experience process as follows.

Canadian Tourism Commission (Canadian Tourism Commission (CTC), 2011) indicated that the process of crafting a memorable visitor experience for both community and tourism provider including (1) Knowing customer: Profile tourists (who are they and what interests do they have?) (2) Knowing community and region: making a list of special people and places that make the community unique (what makes the community unique? why do people like to live here? and what do the community do that visitors may be interested in seeing, learning about, or engaging in?) (3) Identify experiential opportunities: Think about the types of experiences that make sense for the community (What do the community have that is unique?) (4) Identify partnerships: Partnerships can help to deliver a complete experience for travelers (What are the opportunities to partner with individuals, groups, or organizations in the community to enhance the traveler's overall experience?) (5) The overall experience (What should tourists experience?), (6) Set the price based on value: Companies in the experiential travel business can price on value. The price charged to guests should reflect the commodities, goods, services, and experience. It is the combination of all these elements that create a unique and memorable offer that cannot be replicated elsewhere.

Australian Regional Tourism Network (2017) proposed that the destination process regarding experience and product. It is about creating and maintaining visitor experiences, saleable products, and services that meet visitor needs and expectations, reflect the destination brand and facilitate the elements of a journey within a destination. A destination might require investment in soft infrastructure such as interpretation to make experiences more accessible to and interesting for the visitor. Thus, the process involves existing products and experiences; identify gaps in the tourism product and experience offering, and discover opportunities to attract investment to develop new or to enhance existing product or experiences. There are the steps of the destination management in practice which refers to the following elements.

(1) The place: to which it relates-the visitor will determine in their mind what they perceive the destination to be. However, from a destination management perspective, the destination can be defined by a geographical attribute.

(2) The people: who will visit to gain an understanding of tourists; who the key partners and relationships- to identify the tourism partners in the region.

(3) The product: what is the offering or output- The ‘tourism product’ is what the customer buys, the ‘tourism experience’ is what they remember

(4) The Process: The best process to employ is one that focuses on the product and experience and compares it to tourist expectations and community aspiration or vision.

2.2.3 Case study of tourism experience process

Case studies are part of the review of relevant literature, which is useful and accurate advice for developing of the study. Correctly, in this study, the case studies are used to demonstrate the phenomenal process of tourism experience. Indeed, the researcher needs to investigate the process of tourism experience via data gathering regarding tourism destination, tourism experience in the destination, tourism product and tourism experience in the product. Therefore, in this study, there are 10 case studies which are referred to as the efficiency of the process of tourism destination as shown in the following

1) Sam Chuk 100 Year Market in Suphanburi

Sam Chuk Market located in Suphanburi, Thailand, is a 100-year-old traditional market that has remained an antique community while being surrounded by an evolution of modern culture. A tranquil Thai-Chinese community of homes constructed of wooden planks on the edges of the Tha Chin River sets the extremely scene. The houses and storefronts seemed to be in mint condition and maintained with care. This Chinese community and old-fashioned market, complete with wooden shop houses, has retained its authentic Thai style, dating from a century ago (Tourism Authority of Thailand, 2017). This is a market where families open the door to their homes in the morning and prepare the items with family recipes through generations. Nonetheless, other neighbors who want to take the day off or do not participate in festivities do not open the doors for that day (Wiens, 2010).

The existence of people in Sam Chuk community has evolved the physical relationship of the Tha Chin River as a place of residence, food, and occupation, transportation and exchange markets since the early Rattanakosin period. Sam Chuk market includes not only the nostalgic atmosphere, for instance, coffee shops, barbers,

photo studios, or vintage zinc toys from childhood but the local people work hand-in-hand to preserve the traditional way of life. In particular, they have transformed Sam Chuk market into a living museum and allow the young generation to explore their ancestors' way of life. It is regarded as a great achievement (Sojiluk Kamonsakdavikul, 2013).

2) Hua Ta Khe Old Market in Bangkok

The Hua Tak Kae market is in an old community along the Prawet Burirom canal in eastern Bangkok. There is a bridge that crosses over the canal for entering the market. The community consists of old two-story wooden houses that have a century-old market with shops to sell locally, e.g. provisions, dresses, cakes, various types of food, a TV repair shop, and a beauty salon. This market has been declined based on developing a new Hua Tak Kae market across the Lat Krabang Road. As a result, many villagers have moved out of the house. The place gradually became run down. However, in recent years the community has tried to revive the area by launching arts and craft market on the first weekend of every month. (Subcommittee on Sufficiency Economy, 2012). This is where students find inspiration for their works and then display and sell their artwork. The art students come here to paint in this peaceful atmosphere, all of which has brought back life to this old market and community (Nut Naksawat & Duangdao Yoshida, 2017). Thus, the community here can successfully revive the Hua Takhae market and restore it to its former charm as an old community within their way of life in one of the last frontiers of old Bangkok.

3) Kudee-Jeen Community in Bangkok

Kudee-Jeen community is a small area centered around a couple of narrow streets on the Thonburi side of the Chao Phraya River. It is a small community with easily walkable alleyways along the Chao Phraya River. This community is composed of many different religions. Therefore, it has a Chinese temple (Kuan An Keng Temple), a Catholic church (The Santa Cruz Church), a Buddhist temple (The Wat Kanlayanamitr temple) and a curious history (Nut Naksawat & Duangdao Yoshida, 2017) Moreover, this community is perfect for tourists who enjoy visiting the quiet and relaxing place, avoiding packed crowded place. Kudee Jeen has a lot to offer to tourists.

There are several activities to join. The community respects the religious faith tradition and cultural life of each group (Phayom Dhammabud, 2017). The outstanding of cultural destination is the attraction of both Thai and foreign tourists to visit the lifestyle and heritage buildings. Tourists can attend traditional festivals, food festivals as well as religious ceremonies. Three religions are held almost every month ceremonies in this community. However, Kudee-Jeen community has been considered that tourism has disrupted into a community that has been peaceful and lived together on the Chaophraya River over 230 years. Thus, the influence of the tourism industry in this community impacts on the physical, economic, social, cultural and psychological aspects of the villagers. Therefore, the local stakeholder commits to the development and management of creative cultural tourism that community has a unique cultural identity and preserving the value of cultural capital (Phayom Dhammabud, 2017).

4) Ban Mai Riverside Market

Baan Mai Riverside Market, a 100-year market, has been a local market of Chachoengsao since the reign of King Rama V of Rattanakosin. It is located along Bang Pakong River on the eastern end of Chachoengsao province. This market is an old market which lives for a century by the immigrant Chinese. The immigrant started their life by selling in this area, living their life peacefully together with the residents. Some of the buildings still got tenants living to maintain and keep the beautifully mixed cultures of Thai and Chinese cultures. Ban Mai Riverside market still maintains a traditional lifestyle that represents the foundations of society and culture in this community, including the harmonious Thai-Chinese culture. Regarding the architecture of the community, there is a distinctive building in the reign of King Rama V which is a beautiful and symbolic value (Panipas Tipawanna, 2013).

According to the market cycle time, a declining role was taken place in Ban Mai Riverside market due to traveling by boat changes. Later, when tourism became the primary factor that boosts the national economy, people yearn for nostalgia. Moreover, this is an inspiration to renovate and reconstruct the market once again. The Baan Mai Market conservative association was initiated in this period, and the main duty of this association is to take care of more than 120 shops at the market under the Baan Mai development project (Tourism Authority of Thailand, 2018).

5. Talad Phlu in Bangkok

Talad Phlu is a marketplace in which the community is of overseas Chinese or Thai-Chinese including Buddhism, Muslims, and Mons. The location of the Talad Phul community is in the Bangkok Noi Canal or Bang Luang Canal area. This area has a history of over 200 years since Thonburi Kingdom which is used to be a capital of Thailand. Talad Phlu which is a major waterway route from the Thon Buri period to the early Rattanakosin period. In olden times, this market was spacious in grown betel and a center of trade betel in Bangkok and others. Although planting the betel has disappeared, the name of Talad Phul which Thai meaning is the betel market is still used for this place. Coincidentally, in 1957, when the government planned to develop Bangkok with the expansion of the city and the creation of public utilities, the economy of Talad Phlu has grown significantly along with changes in the area (Budsakayt Intrapasan & Vorasit Tantinapanun, 2015; Maneewan Chatvanit, 2012). It results in a reduction of planting area and building more house and store for rent. At time changes, the development has been expanded to other areas. Specifically, Wongwian Yai became a new commercial center that has been replaced Talad Phlu. As a result, the trading in Talad Phlu has declined. Indeed, Talad Phlu is developed from the local market, and it became a commercial center of Thonburi. Thus, based on the potential of Talad Phlu community, the community has revived the market again by developing as a food market which is the original community. Nowadays, the Talat Phlu area is well known locally for its abundance of excellent street food options which are mixed the traditional food (Budsakayt Intrapasan & Vorasit Tantinapanun, 2015).

6) George Town, Penang Malaysia

The George Town, Penang is a rich history and beautiful scenery with the atmospheric street lined and heritage architecture. George Town, the capital city of Penang state, is located on Penang Island in the North-West of Malaysia. It has become a popular place to visit, but even with a growing number of tourists, it still keeps its sense of relaxation (Ling, Jakpar, Johari, Abdul Rani, & Myint, 2011; Tripadvisor, 2016). Over 500 years, Georgetown has grown from a small village in Malaysia to the present. At that time, the influence of Asia and Europe which is Chinese, Malay, Indian

and European style has granted the city as a unique cultural heritage that could be viewed all over. With its beautiful history surrounding the city in 2008, Georgetown received the status of UNESCO World Heritage Site. This town has more than 12,000 old buildings which are consisted of Chinese shop-houses, private jetties, churches, temples, mosques and grand British colonial government offices and monuments. Most of these buildings are condensed in the Lebuh Aceh historical enclave (Lukaszewicz, 2018). Indeed, the challenges of the cultural heritage tourism in urban which is approaching in conserve the authenticity and integrity become a daunting prospect. This town is faced with unbearable development pressures such as the enormous exploitation of its cultural heritage in the face of accelerating economic demand, the growth of the urban development industry and the rapidly growing impact of global tourism (Chai, 2011). Nevertheless, Collaborative planning engages stakeholders to develop plans through consensus-based negotiations which support the sustainable cultural tourism (Omar, Muhibudin, Yussof, Sukiman, & Mohamed, 2013).

7. Hoi-An, Vietnam

Hoi An City is located in Quang Nam Province, at the lower section of Thu Bon River. With such a location, Hoi An has unique natural and cultural landscape with many traditional and craft villages located along the riverside. Hoi An used to be an international trade center on the East-West commercial itinerary and also the busiest trading port in Dang Trong (the South region of Viet Nam) from 16th to 19th centuries. Based on American war, most people in Hoi An lived in challenging conditions. Until 1999, the Ancient town of Hoi AN city was inscribed in the world cultural heritage. Hoi An is a place of many cultures, such as Champa, Vietnam, Japan, and China, which appear alongside antiques and antiques. Thus, a complex of ancient architecture in Hoi An has been preserved. Most of the original buildings remain including many old houses, assembly halls, temples, pagodas, wells, bridges, churches, ports, markets, roads with ancient mossy color. Based on an ancient city, Hoi An is considered as a living museum of architecture and urban lifestyle (Nguyen, 2008; Nhan, 2014). Nevertheless, the city faces many difficulties, new challenges, especially the negative impact of urbanization, the development of cultural and cultural pressure, and the ecological environment (Hoi An Centre for Monuments Managements and

Preservation, 2008). Thus, treated and promoted diverse architecture and cultural value within the daily life of local people, local people need to define the main advantages of developing types of historical and cultural tourism in the city.

8. LuKang, Taiwan

LuKang is located in the middle of the west coast of Taiwan that is one of Taiwan's most popular heritage tourism destination. It illustrates the history of immigration and colonization of the island by the Japanese traditions and religions. During the 17th to 18th century, Lu-Kang has become one of the most significant commercial and cultural centers in Taiwan. The magnificent cultural heritage of temples and buildings built in regional patterns is a testament to Taiwan's origins as a diligent migrant. During the Japanese colonial period, there was a major change in the city. The building was demolished to provide better roads, with the construction of railways and seaports closed due to sedimentation. Furthermore, several Japanese colonial style buildings were built and remain well preserved (e.g., the-Kang Folk Arts Museum) (Bender, Grundvig, & Kelly, 2004).

By the end of the 19th century, Lu-Kang finally lost playing an important role in national and cross-strait trade due to the closing of its port, and the advances in ocean and land transportation in the region. The township faded from modern development until the heritage tourism industry began to grow. The economic crisis did not break Lu-Kang as apart from cultural homogenization. Lu-Kang is well preserved with glories in all aspects of heritage: nature, landscape, monuments, artifacts, activities, people, and sites (Chen & Li, 2013). Today Lu-Kang has several sites officially designated as national heritage (Taiwan Tourism Bureau, 2003) attracting between 0.4 to 1.2 million visitors in 2003 (Taiwan Tourism Bureau, 2004).

9. Sawara, Japan

Sawara is a district of Katori city and located in the northwest of Chiba Prefecture which is away from the center of Tokyo for 70 km with a population below 45,000. It seems that Sawara is a small town located in an urban area. Therefore, the restoration process needs to be community-led and localized. It also focuses on developing sustainable neighborhoods. For about three hundred years, Sawara played

a role in shipping and merchandising between northern Honshu and Edo. Based on its geographical position, many ships passed through the port and along the Kotori and Outer Streets. Many commercial and trades involve the development and construction of a merchant district. Until 1898 the train arrived in Sawara, the importance of shipping dropped, and the center of the city shifted from the Ono-Katori area to the Sawara station. However, the importance of commercial space around Sawara Station began to decline in the 1970s because of the emergence of shopping malls by the development of nearby streets. During this time, many historic buildings were destroyed in favor of new structures by families, with economic means. These actions have resulted in a loss of the city's historical significance. Fortunately, the Sawara economy is not strong enough for a project to achieve. So, an attempt to determine the shelf space generated by the National Trust's historic building survey began in 1982. (Nattapong Punnoi, 2006; Song, Kubota, & Ogasawara, 2013)

10. Zhouzhuang, China

The Zhouzhuang, an ancient city, built a beautiful river more than 900 years, is located near Shanghai and Suzhou. In the south of the Changjiang River, the ancient water towns generally lie on the bank of rivers or lakes and have unique architectural structures. Most of buildings and bridges were built in the Ming (1368–1644) and Qing dynasties (1644–1911). The old bridges, traditional gardens, and people lifestyles reflect their cultural identity. For an instant, the twin Shide and Yong' a Bridges were built between 1573 and 1619. Each bridge has one square and one round opening that look like ancient keys. They are also known as the Key Bridges (China Highlight, 2018; Li, Zhang, & Chen, 2006). As a result, the local stakeholder has afforded to protect and renew the landscape and buildings of the old town since the 1970s. Thus, about 60,000 m² of historic buildings are preserved and also five cultural places were awarded as provincial relics (Li et al., 2006). The old town becomes a major tourist attraction. The physical buildings have been well preserved and reconstructed to be able to get listed in the UNESCO World Heritage List which is a good way to promote its tourism. Therefore, Zhouzhuang has been quite successfully to attract mass tourists. Nevertheless, increasing demand of tourists should be cautious regarding

losing culture and social meaning for tourists. Then Cultural tourism has the potential to help preserve and enrich local indigenous cultures (Honggang, 2003).



Table 2.1 The results of investigating the tourism experience in destination and product from case studies

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
1. Sam Chuk 100 Year Market in Suphanburi	<p>1. To restore the culture and create a community as “Cultural tourism and learning”</p> <ul style="list-style-type: none"> -To be used as a negotiating state in preserving the community -To revive the economy of the community. <p>2. Establishment of a committee and guidelines for implementation</p> <ul style="list-style-type: none"> -Established the Board of Directors who are in the community and a variety of professions, to lead the development of Sam Chuk Market -Determine the direction of the operation. The Board is divided into the Executive Committee and the Operations Committee which 	<p>1. Ban Khun Chamnong Jeenaruk Museum (Chinese image builder)</p>	<p>1. Khun Chamnong Jeenaruk is a Chinese born in Thailand. He has a brewery and opium factory that has established a reputation for him. Based on his mercy, helping people and loving justice, he has done well to the nation until he was granted the title of nobility by King Rama IV. Thus, he was likened to a leader or hero of the community. Sam Chuk Community chose him to be a representative regarding story telling the historical community.</p> <p>2. The creation of the history and the story of Khun Chamnong Jeenaruk, however, it contains both the negative information that he commits an immoral trade in alcohol and opium. In the meanwhile, the positive</p>	<p>Academic seminar on art and culture (2012); Sojiluk Kamonsakdavikul (2013); Wiens (2010)</p>

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
	<p>is divided into four departments</p> <p>(1) Academic Department (Providing basic information and history of Sam Chuk Market to publish)</p> <p>(2) Marketing and Development Department (Improving and preserving traditional living conditions and developing as an eco-tourism destination)</p> <p>(3) Economic Department (Studying the economy focus on promoting the productivity of the community)</p> <p>(4) Tourism Development Department (Creating a tourism model)</p> <p>-Finding the identity that the community wants to present</p> <p>-Academic Department found that Sam Chuk's food was well-known regarding deliciousness and local wisdom.</p>		<p>aspect is that he is mentally and emotionally compassionate and willing to help people. Therefore, the community needs to select and disseminate facts that are appropriate and inappropriate to create his profile in terms of the people in the community, children and the general public to recognize and remember him as a hero of the community. Then the community has provided Khun Chamnong Jeenaruk's history of generosity in the book namely "The Opinions of people in Sam Chuk Market". This book is placed at Khun Chamnong Jeenaruk museum to disseminate good memories of the community to Khun Chamong.</p> <p>3. The 3-story building of Khun Chamnong Jeenrak was beautifully decorated with</p>	

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
	<p>-Defining Theme</p> <p>-From the highlight of the food is “Tasty food at Sam Chuk”, emphasizing the cooperation of people in the community and neighboring communities. Although the operation has been successful, there were no guidelines for the preservation and development of a full culture tourism.</p> <p>3 Collaboration from external agencies to define the development guidelines</p> <p>-Sam Chuk Market has socially and culturally compatible with “Liable City Action Project” which is a collaboration of Thai Community Foundation, Community Organization Development Institute, and Health Promotion Fund Office. This project focused</p>		<p>stencil elements adorned with different parts of the building, emphasizing authenticity and tradition. This building was designed to give a meaning to the museum and to create the identity of Khun Chamong Jeenaruk.</p> <p>4. Inside the museum, there are appliances photo gallery and contents of Khun Chamnong Jeena rak's life style. Besides, it represents the lifestyle of the Chinese people in areas where tourists can learn and tangible concrete.</p>	

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
	<p>on coping with the transformation of rural communities into urban society. By doing this, it requires the cooperation of people in the community to create the appropriate management process.</p> <p>-The community has the guideline to develop and defines Sam Chuk Market as “a retro market, the tourism destination for learning”. It is linked to the past via introducing the historical value stories and memories of the past to attract tourists’ nostalgic memories.</p> <p>4. Finding Sam Chuk Market’s identity that represents the retro market. Sam Chuk community wants to revive the past that is related to</p>			

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
	<p>- Sunthorn Phu and Narita Niran Supanburi</p> <p>- Khun Chamng Jeenrak and the architectural beauty of the building.</p> <p>- Appliances and old photos related to Sam Chuk Market Inherited from the ancestors</p> <p>- The old port that used to carry six cargoes along the Tha Chin River.</p> <p>5. Create an environment and atmosphere to be a retro style.</p> <p>-The retro style is used to decorate and change the physical space to change Sam Chuk Market atmosphere as it was in the past.</p>	<p>2. Talking House Museum that revive stories in the past by creating a dialogue between villagers and tourists.</p>	<p>1. Collecting community members who want to join the project. Each member needs to provide space to display appliances and photos collection that</p>	

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
			<p>relate to the story in the past.</p> <p>2. Collecting stories and history of participating members to make a book "Subsan Ngan Silp Thin Sam Chuk" which is available at Baan Khun Chamnong Jeenrak Museum. The purpose of this book is to introduce visitors with information about the shops and places of the community such as</p> <ul style="list-style-type: none"> - The traditional recipes of Baan Chili or unique cafes - The production of artifacts and accessories such as a retro photo shop. - The production of products and services that rely on the expertise inherited from ancestors, 	

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
<p>2. Hua Ta Khe Old Market in Bangkok</p>	<p>1. The main purpose is to restore the community from the condition of sluggishness and degradation resulting from the prosperity and expansion of the city.</p> <p>2. Community leaders gathered to find a common approach to restoring and preserving the community lifestyle and architecture. This makes people love and pride in their community.</p> <p>3. The community studies the costs to be used to achieve the goals. By doing this, the community cooperated with</p>	<p>1. Baan Sam Khru</p>	<p>such as antique dentists, Chinese pharmacies.</p> <p>- The grocery store that collects ancient brass.</p> <p>1. The collaboration of teachers of art colleges to create works of art and to convey art.</p> <p>2. Choose an old shop in the market and renovate dilapidated parts. Improve the deterioration of the dilapidated parts by retaining the traditional features.</p> <p>3. There are art exhibitions are constantly circulating throughout the year, including community-related activities and general art</p> <p>4. There is a variety of art work shop with a rotating schedule for those who are</p>	<p>Nattapon Srित्रakuritjakarn (2012); Nut Naksawat and Duangdao Yoshida (2017); Subcommittee on Sufficiency Economy (2012)</p>

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
	<p>educational institutions for research and development in tourism activities. The prominent features of the community are the canals, unique antique wooden houses and artistic presentation.</p> <p>4. Art was chosen as a medium to revitalize the market and recognized the community by cooperation from various agencies such as the drawing presentation of students in the area, photography Contests, Producing and selling the recycled products</p> <p>5. When the community is known, the community is more active and integrated to solve problems in the community. Moreover, they jointly plan to develop</p>		<p>interested in learning and practice.</p>	

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
	tourism locations focusing on learning attractions.	2. Intersection of Hua Ta Khe Cafe & Guesthouse Homestay within Conservation Community	<ol style="list-style-type: none"> 1. Initiatives from community-based entrepreneurs. 2. Rental of flat leased by the descendants of non-residential owners. 3. The renovation of a dilapidated building is very similar to the original. The emphasis is on open space and the outlet strip that is one characteristic of buildings in the Hua Ta Khe community to vent air from the canal. That makes the atmosphere and lifestyle of the canal 4. The name of the store is the source and history of the store location. The area where the four canal 	

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
3. Kuddee-Jeen Community in Bangkok	1. To revive the culture and bring prosperity to the community. The community focuses on presenting the integrated culture of the area. This means the difference is not divisive of Christ Church	1.Thanoosingh shop Kudichin dessert shop Portuguese desert	<p>converge. This is the home of a gas station and a grocery store that has flourished in the past.</p> <p>5. The lifestyle of Hua Ta Khe community is conveyed through photos in the shop, which an art shop owner has the aptitude.</p> <p>6. When coming to the shop, tourists will experience a sense of Hua Ta Khe community through the 5 senses.</p> <p>1. The famous egg cake shop, the longest, is the 5th generation today which was imported by the Portuguese.</p> <p>2. Based on the traditional recipes for more than 150 years, everything does not</p>	Arts and Cultural Center Bansomdejchaopraya Rajabhat University (2007); Kulsrisombat (2014); Nut Naksawat and Duangdao Yoshida

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
	<p>Santa Cruz Chinese Tung</p> <p>An Buddhist Temple</p> <p>Islamic Grand Mosque.</p> <p>2. Each group in the community has its cultural which offers tourists. Tourists can experience by walking through the community.</p> <p>3. There is the group meeting once a month to plan and solve problems.</p> <p>4. There is cooperation from agencies such as educational institutions to fix some problems such the community lifestyle is affected by tourism, how to plan and achieve sustainable tourism.</p>		<p>use milk and butter to make the egg cake. Using a traditional egg whisk, the inside of the egg cake is tight and soft. Also, the ancient stone oven used for heating the egg cake.</p> <p>3. Changed the pattern from household consumption to commercial production. The need for profit is not a primary goal because of conservation needs in the community.</p> <p>4. There is a story telling of the first Thai cake. It refers to an Eastern belief in the appearance of cakes from Western culture. For example, Chinese beliefs adorned with auspicious fruit on the cake, the cake must be</p>	<p>(2017); Phayom Dhammabud (2017)</p>

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
		Baan Kudichin Museum Navini Pongthai Owner	<p>thick, showing the prosperity in life. The fruit of the hatch is believed to live with happiness. Persimmon represents the sacred. Raisins believe that instead of the meaning good health.</p> <p>5. To make the cake, it still uses the traditional recipes and material in the traditional wooden house of the community. Tourists can visit the production process and can taste the cake from the oven.</p>	<p>1. It is a small private museum whose owner is in the area. There is no entrance fee. The revenue comes from the sale of coffee and souvenirs that the owner designed and</p>

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
			<p>made unique to the community. For the development of the model has been supported by the cooperation of people who have the knowledge and experience.</p> <p>2. The purpose of this museum is to gather the information and history of the community in the same place for both local people and tourists to understand the community.</p> <p>3. Using three-stores old house, it has been renovated to maintain the most traditional atmosphere, as well as a home that can sit and relax to tell the story. It is a place for learning the culture, traditions,</p>	

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
4. Ban Mai Riverside Market	1. Ban Mai Riverside Market, especially Riverside Road began to sluggish. Trade was not	1. The Unique Ban Mai Local Experience”	<p>languages, religions and roots of the local people.</p> <p>4. Inside the museum, 1st floor shows the history of the Siamese - Portuguese community from Ayutthaya to present. 2nd floor shows the community culture. There are exhibits of antique appliances. The rooftop is a scenic spot to see the atmosphere and can take pictures around the Kudichin area from the high angle. Also, there is a story about the ancestors of the founder.</p> <p>1 Opening the door to tourists can visit the interior architecture.</p> <p>2. Seeing the lifestyle of the community</p>	Kanthong and Jotikasthira (2017); Panipas Tipawanna (2013); Tourism

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
	<p>flourishing. Old buildings were ruined by time</p> <p>2. Support from government agencies and tourism promotion. Tourism Authority of Thailand (TAT) is focused on the deep Thai style tourism. Everybody in the community together to open the door to welcome tourists.</p> <p>3. There is a group to find out guidelines for the implementation of Phuket.</p> <p>4. The approach is to make tourists interested in the community and to have deep experience with traditional culture of Phuket in terms of “The Unique Phuket Local Experience”.</p>		<p>3. Joining to cook with the owner. Tourists can taste the cuisine of Thai-Chinese.</p> <p>4. Having the experience of the identity of Riverside</p> <p>5. The design of the route to walk the old buildings along with a story.</p>	<p>Authority of Thailand (2018)</p>

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
	<p>5. When community tourism began to grow, people in the shadows began to see revenue. The development of community tourism became a "community tourism business". Then, it is registered as a tourist. "Business Travel Community".</p> <p>6. Make income and distribute income to the community thoroughly</p>			
<p>5. Talad Phlu in Bangkok</p>	<p>The process is likely to start with perceived problems and to find solutions by using tourism.</p> <p>- Choose the tourism development and conservation areas.</p>	<p>1. eat on the street, storytelling Ancient city</p>	<p>1. Present the identity of the area by the producing theme</p> <p>2.The use of bicycles links tourist areas which is the main activity as tourist attraction. The activities are co-operation learning between host and guest.</p>	<p>Budsakayt Intrapasan and Vorasit Tantinapun (2015); Chunyaporn Ladsena (2010); Moustakas (1994)</p>

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
	<p>1. Preparation for Tourism Development</p> <ul style="list-style-type: none"> - Define the concept of tourism product development. - Select direction for community development. (Use different identities to express the true identity) - Action Plan Division of responsibilities <p>2. Choose a tourist attraction. Define the theme to convey the true identity of the community. And link to tourism products and services.</p> <ul style="list-style-type: none"> - Secondary data gathering Travel-related information providers - Explore spatial data basics. - Local assets are linked to tourism. 		<ul style="list-style-type: none"> 3. Focus on using local resources. 4. Environmentally friendly and environmentally conscious. 5. Activities in accordance with local social and cultural contexts. 	

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
	<p>3. Learn about the features of tourists.</p> <p>4. Designing tourism activities. Product trials</p> <p>Suggestions and improvements</p> <ul style="list-style-type: none"> - Design must be important. To choose a tourism activity. Select <p>Food & Drink Safety</p> <p>Optional Information</p> <p>Personnel selection</p> <ul style="list-style-type: none"> - benefit sharing schedule - evaluate, follow-up, follow up on the results - Modify the cons. Support the pros for future use 			
<p>6. George Town, Penang Malaysia</p>	<p>1. Penang Heritage Trust (Organizations run by NGOs)</p>	<p>The Penang's Shop House Culture</p>	<p>1. shop houses have been restored by the local authorities and private individuals</p> <p>2. showing the architecture styles of the shop house</p>	<p>Brooks G. (2001); Chai (2011); Farahani, Aboali, and Mohamed (2012); Ling et al. (2011); Lukaszewicz</p>

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
			<p>which the influence of Malay, Chinese, Indian and European styles that give unique characters of Georgetown Heritage City</p> <p>3. presenting the mix of different ethnic groups and cultures by continuing their daily routines in shop house as in the past</p> <p>4. some of shophouse have been restored for new uses such as hotels and restaurants, however still retain the unique style and atmosphere</p>	(2018); Omar et al. (2013)
		<p>Street Art (interactive printing created by a group of artist)</p>	<p>1. show cultural by using new innovation</p> <p>2. The artists explore the surroundings in order to printed wall and the wrought-iron be harmony with the environment and</p>	

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
7. Hoi-An, Vietnam	<p>1. Government in collaboration with Japanese conservation experts launched the “Hoi An Town Preservation Cooperation”, a heritage conservation program between 1992 and 1999 to preparation for the nomination of Hoi An as a World Heritage site</p> <p>2. governments have invested in the long term</p>		<p>they also used the equipment that was available in each district to work.</p> <p>3. the unique painted walls imitate life in the city and the wrought-iron caricatures with anecdotal descriptions of the streets that they adorn</p>	<p>Avieli (2015); Gezgin (2017); Hoi An Centre for Monuments Managements and Preservation (2008); Nguyen (2008); Nhan (2014)</p>

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
	<p>conservation of the built heritage of Hoi An to promote its development as a tourist destination, after Hoi An was announced was inscribed as a World Heritage site</p> <p>3. The project began with a survey of the built heritage of Hoi An and at the same time also raised awareness among community members about conservation principles and techniques involved the restoration ancient houses</p> <p>4. The City People's Committee initiated the policy "Building Hoi An towards a Cultural City, aims at the Goal: develop Hoi An into Cultural, Ecological and Tourism city where eco-socio</p>		<p>from the Hoi An People's Committee.</p> <p>3.The functional agencies (Department of Tourism and Trade, HACMMP and the Hoi An Department of Culture and Information) will then investigate and assess the appropriateness of having the house converted into a home-stay facility</p> <p>4.Property owners in the street were granted licenses for businesses such as tailoring shops, art galleries and souvenir shops, that had been previously restricted to Tran Phu and Le Loi Streets. Other</p>	

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
	<p>development well harmonizes with heritage preservation and promotion, making the City into a unique cultural city of Vietnam.</p> <p>5.the national government of Viet Nam, the provincial government of Quang Nam and the municipal government of Hoi An started to invest state funds in restoring government-owned historic properties in Hoi An, in preparation for the nomination of Hoi An as a World Heritage site</p> <p>6. visitors to Hoi An are required to pay an entrance fee, These funds are also used for the improvement of tourist and public</p>		<p>types of services were also encouraged, such as home-stays, renting or leasing properties to businesses and tour services.</p>	

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
<p>8. Lukang, Taiwan</p>	<p>facilities and for the conservation of the intangible heritage</p> <p>1. Taiwanese government initiated community-empowerment projects by allocated funds to local communities to establish cultural traditions</p> <p>2. Lukang community established a group for cultural development in accordance with state policy, especially local handicrafts and food were to be the focus to attract tourist</p> <p>3. Each local groups have its own cultural resources and activities management to present to government. The efficient plan will</p>	<p>traditional handicrafts</p>	<p>1. The community was set to develop their special handicrafts were to be the focus to attract visitors</p> <p>2. The division of craftsmen into different groups</p> <ul style="list-style-type: none"> -the craftsmen in each group created the activities and product to let other people know about their cultural - the craftsmen have to compete among themselves to create partnerships with the government, in order to get funding for their empowerment programs - the Organization of Traditional Arts of Lukang 	<p>Bender et al. (2004); Chen and Li (2013); Liao (2008, 2010)</p>

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
	<p>receive some funding and assistance from the government.</p>		<p>was set by the group of craftsmen</p>	
	<p>4. A local cultural resource has developed which a combination of traditional and modern elements to serve tourist</p>			
	<p>1. The tourists always have psychological gaps with the Sightseeing places. In order to reduce the gaps, trying local food is considered as a strategy to build the relationship between tourists and unfamiliar place</p>	<p>Yu-Zhen Zheng the most popular bakery in Lukang</p> <p>Negative side</p> <p>-Yu-Zhen-Zhai is for tourists; so there is a great demand for its products. In order to meet the large orders, it has introduced machines in the production process, while other stores in</p> <p>- Although the food are a sign representing the town,</p>	<p>1. prepare a similar foods as local for tourists to make them familiar, trustworthy, good and safe</p> <p>2. the bakery store is housed in a historical building atmosphere</p> <p>3. local desserts which are the phoenix eye cake and mi-lao cakes were pick to be only two items to sells in the bakery 4. the bakery is representative of local flavors and connection</p>	

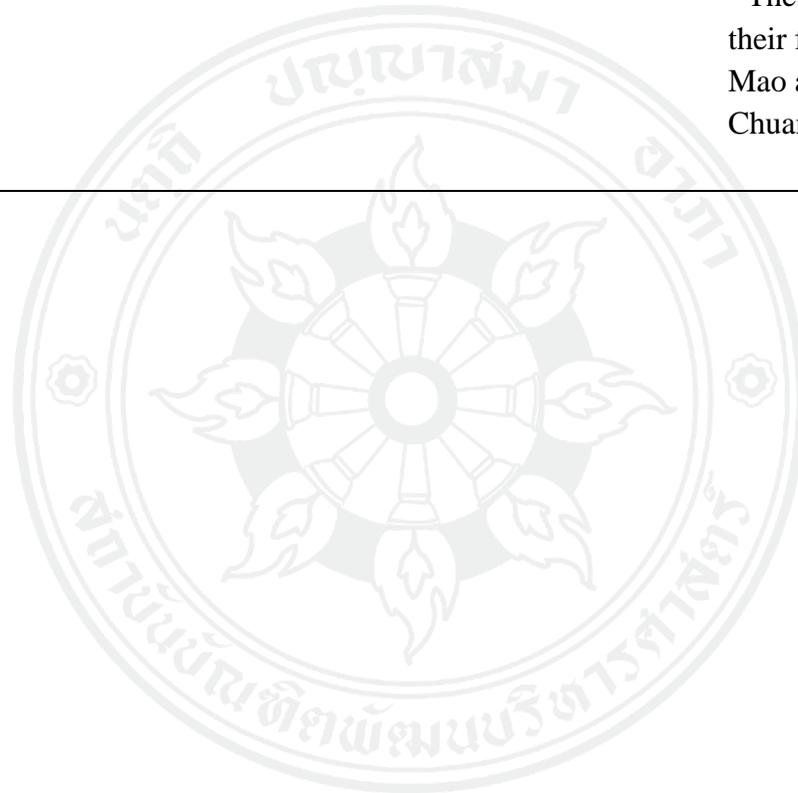
Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
9. Sawara, Japan	<ol style="list-style-type: none"> 1. Create community leaders to conduct tourism, set goals and objectives for tourism. 2. Encourage people in the community to appreciate the community with people 	<p>local people are not concerned with whether or not their core authenticity has changed or not. As long as these foods bring in a good income to the town, local people will likely identity with them.</p> <p>Lukang still make their products manually. The unique goods which Yu-Zhen-Zhai sells are perceived as being for tourists, and it becomes tourists store</p>	<p>with local tradition</p> <ol style="list-style-type: none"> 5. the dessert is also a local souvenir 6. the store opened branches and can orders from internet 7. have a plan to open the new shop there will be a combination of ancient cake exhibits and cake shops participative, 5 sense 	<p>Nattapong Punnoi (2006); Song et al. (2013)</p>

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
	<p>in the community, such as gathering stories from the memory of people in the community.</p> <p>3. Find out what's local to attract tourists, such as old buildings that remain the same style and use as the rest of the community's culture.</p> <p>4. Create cooperation and understanding among all stakeholders. The development of the community is the main goal.</p> <p>5. Start the Sawara Historic Area Tour Guide Volunteer Club to tour and present the history and culture of the community so that visitors can see the importance and</p>			

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
<p>10. Zhouzhuang, China</p>	<p>appreciation of local conservation.</p> <p>6. People in the co-ordinate area define a tourism action plan, including guidelines for the use of old buildings, cruise tours and historical tours.</p> <p>1. Zhouzhuang Tourism Development Corporate Ltd was selected as the tourism development company under the supervision of the deputy governor of Zhouzhuang.</p> <p>2. There are strategies and policies to promote tourism to attract tourists and increase the economic return to investment in tourism.</p> <p>- The main strategy is publicity and push for</p>	<p>San Mao Teahouse</p>	<p>1. Poetry is the main activity chosen in the tea shop.</p> <p>2. Create a story through San Mao, a famous Taiwanese writer who had been living for a while in Zhouzhuang.</p> <p>3. Ancient houses of the same kind used to be the stage used to show the lives and works of San Mao.</p>	<p>China Highlight (2018); Hodgson (1984); Jiang and Xu (2017); Li et al. (2006)</p>

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
	<p>ZhouZhang to be registered as a World Heritage Site of Cultural Heritage.</p> <p>3. Strategies were set to allocate new housing in the Old Town to reduce the environmental impact and make the management of the attractions easier.</p> <p>4. There is a cultural atmosphere for visitors to experience the way of life of the community by setting up a grass shop, a steel shop and the creation of pork legs, pork feet to serve as the outstanding community food.</p> <p>5. Old buildings have been renovated. An old bridge that follows the Zhouzhuan old town restoration and protection plan</p>		<p>4. Activities are offered through 5 senses to create a personalized experience</p> <ul style="list-style-type: none"> - See pictures, books, appliances related to San Mao, as well as see the old home that preserved traditional form, can see the old town, the canal and lifestyle in the city of Zhuang Jo - has immersed in San Mao's writings. - Listen to San Mao's music. - Tasting tea is a popular drink since ancient versions grandparents. - has collected stories of San Mao through various writings and poems. - Experience a sense of Jiangnan floating in the air. 	

Tourism Destination	Tourism Experience in Destination	Tourism Product	Tourism experience in Product	Sources
			<p>- The opportunity to write their feelings about the San Mao and City of Chou Chuang, Zhouzhuang.</p>	



2.3 Tourist Behavior

2.3.1 Tourist behavior

For managing or developing tourism, it has to contribute the demand and terms of tourist. Studying the behavior of tourist helps to understand what tourist is in demand for, tourist behavior in buying and using is necessary because the information can help to meet the tourist satisfaction. As can be seen from the analyzing consumption behavior of tourists which Choibamroong (2006) presented this idea as shown in Figure 2.6

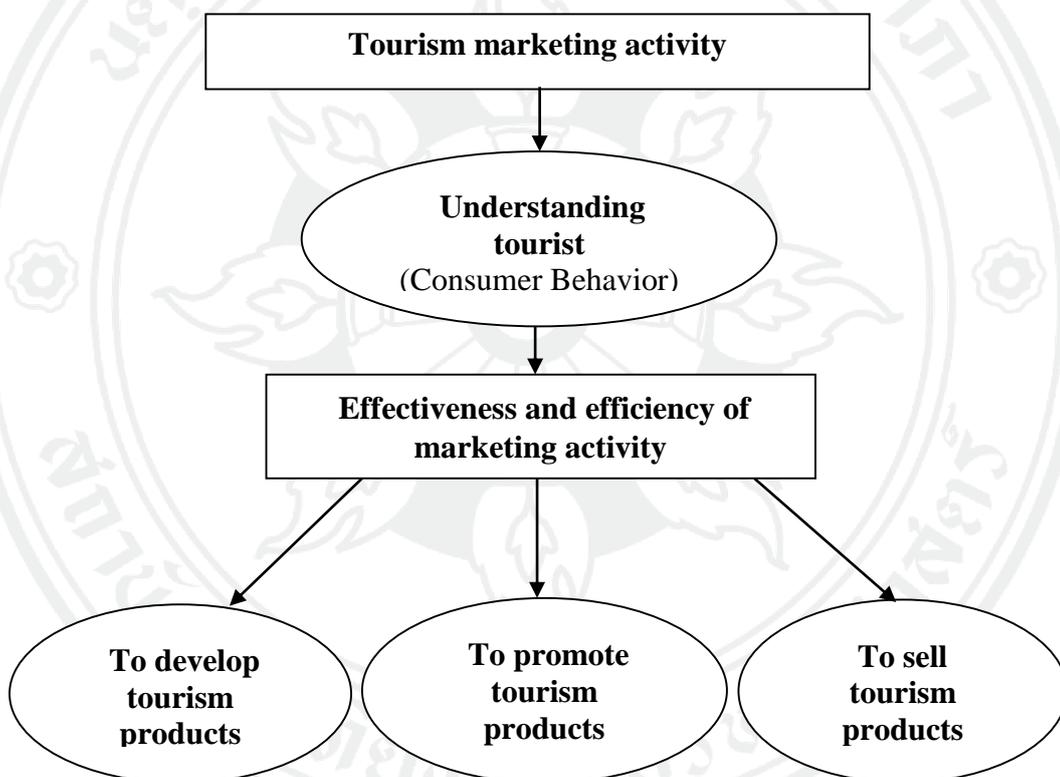


Figure 2.6 Analyzing characteristic of tourist behavior

Source: Choibamroong (2006)

The analyzing shows that tourist behavior is a huge factor in customizing tourists and marketing activities. This will affect the marketing activity regarding product development, public relations, and selling. The study of tourist behavior is under the category of consumption of tourist goods. Therefore, it is

necessary to know who the target audience is and what their behavior. Many factors cause the behavior of tourists, and there are relevant links in many factors. From the study, there are many academic works which have been conducted to find out factors that influence tourist behavior, so they can understand what tourists are in demand.

Consumer behavior model proposed by Kotler, Keller, and Lu (2009) studies the key factors that influence buyers, including: cultural factor (i.e. buyer's role and culture, culture of basics, culture of groups, and class of society), social factor (i.e. reference groups, family, role and status of the buyer), personal factors (i.e. age, family life cycle, occupation, economic circumstances, and education), psychological characteristics, the purchase of the person is influenced by 5 psychological processes: motivation, perception, beliefs, attitude and learning. Another behavior model is 6W1H model (Kotler, 2000) which consists of Who, What, Why, Who, When, Where and How. It is a question statement to help to analyze the tourists to know their buying behavior and use of the consumer. Finally, the process of purchase decision of Kotler and Keller (2006) is a step that shows the consumer buying process starting from before the purchase until the impact of the purchase. The details are shown in Figure 2.7

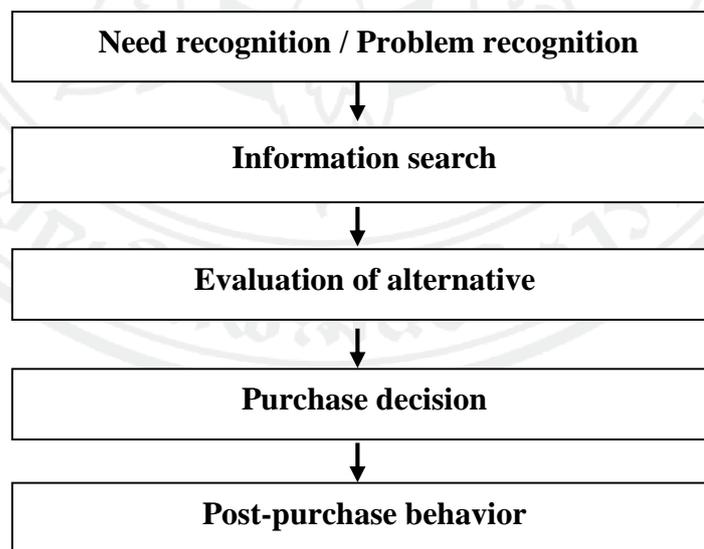


Figure 2.7 Consumer purchasing decision process

Source: Kotler and Keller (2006)

Based on a literature review of tourist behavior, this research explores factors that influence tourists including cultural, social, personal and psychological factor According to the concept of Kotler et al. (2009), to understand the basic information and the general behavior of tourists who are traveling at the waterfront community and use the model 6W1H from the concept of Kotler (2000) which uses a question statements consists of Who, What, Why, Who, When, Where and How to know the behavior of travel and finally, the concept of purchasing decision process to know the process of making a decision to travel from departure until end of the journey and back to the residences. The study aims to understand tourists and their needs The information will be used to design the tourists experience and to provide tourists with the required experience.

2.3.2 Motivation

Motivation is the psychological processes that motivate human behavior to meet their needs and goals or avoid things that they do not want (Sdorow & Rickabaugh, 2002) when the target is reached, new incentives will arise, and the process will repeat till infinity. In term of tourism, motivation is like a driving force that causes the demand in the travel of an individual. Knowing the motivations will know the expectation of tourists and know the factors that affect the decision to travel (Kim, Oh, & Jogaratnam, 2007), it will meet the needs of tourists appropriately and adequately. In traveling, the motivation that drives demand for travel has come from many factors. In other words, one factor can drive to meet the demand, but sometimes many factors come together will create the needs in various formats. The motivation in travel, therefore, cannot conclude which one influences traveling decision (Cooper, 2008). However, many researchers have tried to summarize the main factors that influence motivation, such as

The leisure motivation scale of Beach and Ragheb (1983) has divided the motivation into four types by using the requirements of Maslow as criteria, which include self-identification factor, social demand factor, success factor and personal needs factor. In addition to various factors that come from basic needs, the environment around humans may determine the motivation to travel, such as hot weather can stimulate motivation to travel to the cold place or watching the tour on television may

stimulate to travel. It can be seen that to travel one time caused by many factors and motivation will change with age and social condition (Iso-Ahola, 1982).

According to a study of Horner and Swarbrooke (2016) that identified the six main factors that drive the demand for travel and also affect the motivation to choose to travel, defining tourist attraction and set the time as shown in Figure 2.8

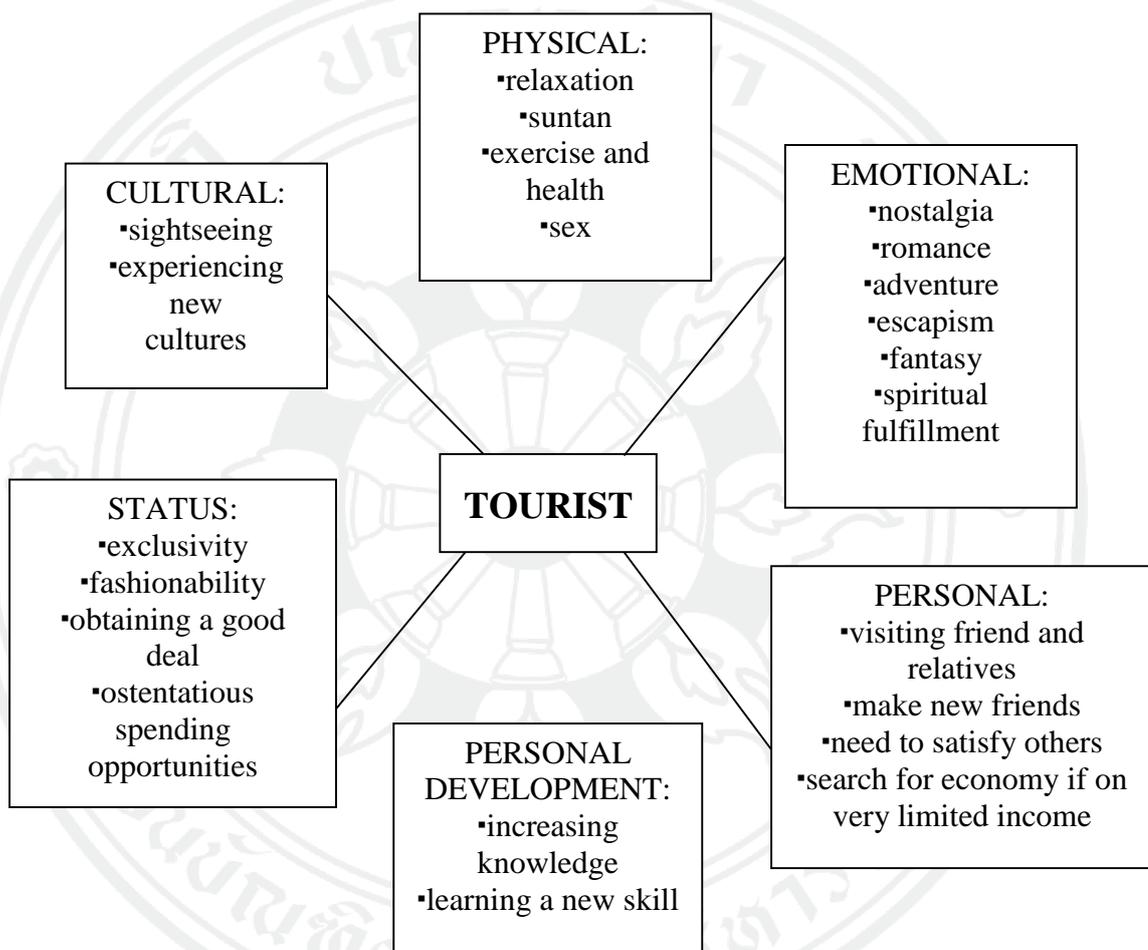


Figure 2.8 Travel incentive model

Source: Horner and Swarbrooke (2016)

Also, Horner and Swarbrooke (2016) suggested that motivation for traveling is a mix of individual motivations. When the trip consists of multiple travelers/companions will not be able to follow one's motives, and most tourists are motivated to travel with a different type of travel goods.

On the other hand, Hudman (1980), said that the motivation for traveling caused by two factors that influence the decisions of human travel, which is a push and pull factor. A push factor is the factor that caused by the inside of the tourists themselves includes physiological characteristics of human, the instinct and human needs for travel (i.e., respond to the basic needs, curious respond and respond to relaxation), having enough time and income, stable mental health, education expansion, transforming social structure, development of technology and facilities and confidence in travel. However, Baloglu and Uysal (1996) explained that the push factor in travel is an external factor that arise both from nature and man-made caused by motivation from the desire to escape, social and demographic factors (i.e., gender, age, income, education, ethnicity, career, and individual well-being) and marketing knowledge. While a pull factor is a factor that is an external factor that arises both from nature and man-made. It is attracting tourists to travel somewhere (Hudman, 1980; Kim et al., 2007). The factors that attract the tourists including the destination (i.e., beauty, historical background, the beauty of the landscape, recreation activities), conveniences of access and marketing image (i.e., quality of service, facilities, and image of destination) (Cha, McCleary, & Uysal, 1995)

2.4 Chantaboon Waterfront Community

2.4.1 Context of Chantaboon Waterfront Community

Chantaboon Waterfront Community is an ancient community along the Chanthaburi River on the west, formerly known as “Ban Lum”. This ancient community of Thai, Chinese, and Vietnamese since King Narai’s reign over 300 years ago. It was later developed into an important economic and commercial center of Chanthaburi during the region of King Rama V. The area is known as “Thaluang”. Most of the buildings are residential and a community shop which almost 100 years old. There is an ancient building (townhouse) with a pattern of wood at shutters and corners building. Tourists can observe the style of the building as the gingerbread house patterns since there was an influence of foreign trade on Chanthaburi people during the region of King Rama V. The characteristics of Chanthaburi artisans are unique especially the stifle. As a convex image of the tiger's head branch out or the beautiful

patterns that define the smoothness of the art, Thaluang is considered the historical district of Chanthaburi as seen in Figure 2.9



Figure 2.9 Ginger Bread Style House
Source: Vittila Leelasuthanon (2015)

In that era, Thaluang market was essential for Chanthaburi's foreign trade. There was the docking area where trading woods that have collected from Ta Kian Tong forest, Nam Khun forest, Klong Plu forest, Wang Sam forest, Khichnakhun mountain forest, and Soy Dow Mountain forest. The woods would float and follow the flow of the Chanthaburi River to the docking market. Tha Luang; a group of people called Chong who are local villagers formerly living in the mountain in Chanthaburi, Rayong, and Trat. Laborer in the storage of forest sold in downtown Chanthaburi. Once a year, Chong people will be rafting bringing the products to the city during the months of 10 to 12 (September to November). Since it is the season of flood water, it is easier to transport timber. During the dry season (February to April), they will use a wagon, but it is inconvenient and takes time. When French troops occupy Chanthaburi 1893-1900, trading in the area became busy to trade forest products. However, there were also illegal smuggling of alcohol, opium, coffee, and tea. In addition, during the period of trade expansion up to 100 immigrants came and stayed temporary. There were foreign

traders such as India, Kula, and Myanmar created merchant shops and traders from Bo Ploy Pailin and Bo NaWong who came and bought merchants.

Thaluang market presents the culture of setting up houses or shops by place back of the building towards the river and front facing the street. Houses that are built to the ground are recommended to build big houses by using local resources such as vetiver and leaves to be built as eaves to become a shop. A balcony to walk which from the Chinese culture. Home and Shops at Thaluang is marked as very historic value. (Figure 2.10)



Figure 2.10 Community House Style
Source: Readme.Me (2018)

Thaluang was significantly decreased when land transportation replaced water transportation. Shops had to move to Nam Pu market due to more comfortable vehicle transportations. Thaluang is in the same situation with many old communities that cannot be adjusted to keep pace with the development of the era. It is an old sluggish and forgotten community, alongside the way of life, culture, and local wisdom. Until in 2009, master architecture program in community and environmental architecture became an important part to push for a strong community network until today. The team led the research using participating process and learning, gave the community a role to play in setting their goals (Rattarin Prutipanich, 2012) to preserve their culture, way of life, and local wisdom. Thaluang came back to life again on behalf of “Chantaboon Waterfront Community” with the slogan “Traditional Thai way of life”. It is a living museum style, publish valuable historical and cultural knowledge to the younger

generation based on the foundation of the concept “Culture comes before commerce” (Araira Phanaram, 2014) and have a logo design of the Chantaboon Waterfront Community (Figure 2.11) as a logo recognition symbol. The Community logo design is based on a link with the community significant.

1) See the whole thing as a number five of Thailand, which means the proudness of Chantaburi’s community that his Majesty King Rama V visited the market in 1907 as a visit to welcome the people after the liberation of France and free from hostage.

2) Curved line means the river of Chantaburi

3) The circle and inside the circle has a letter “จ” meaning Chan and the old city name “Chantaboon”



Figure 2.11 Chantaburi community symbols

Source: Chanthaboon Waterfront Conservation Committee (2013)

1. Religion of Chantaburi community

In the past, there are two main religions, Buddhism and Christian. Most locals are Buddhist and some parts of the market and including villagers Yawon are Christian. The religious places including temples and churches are located on both sides of the Chantaburi river such as Wat Rana Boonaram, Shrine Tui, Guan Yin Shrine and Shrine at the market eastward. For Chanthanaram Temple, St. Mary's Cathedral, Mary Immaculate Conception, and Shrine of the pool god are located in the east of the riverside.

2. Culture

The waterfront community in the past has a mix of 3 cultures including Thai, Chinese, and Vietnamese. It can be recognized as costumes, languages, wedding ceremonies, and Thai opera. Nowadays, there are no traditional dressing in the modern era.

3. Tradition

Traditional tradition in the waterfront community is casting a candle at the temple church, Loy Krathong and boat race at Chanthanaram Temple, Vegetarian event and ceremonial worship at Wat Rana Boonaram, and parade and burning of paper at four shrines to worship ancestors.

4. Fine Arts

People who walk along Sukapiban Rd. can see the arts of the architecture of the buildings along the whole road. Their unique patterns and carving are based on French, Chinese, Thai, and the mixed cultures. Each house is different from the drain of eaves, window shutter shape as toast bread, carved flower style of the window shutter, beautiful balcony metal fence, roof air flow with Thai metal, and wooden window with Chinese style

2.4.2 Chanthaburi tourism

Chanthaburi has a wide range of tourism resources. There are natural attractions of the sea, forest, hill, art and culture, history, local food, seafood and processed foods. Chanthaburi province has a gem as a selling and a major gemstone of the country, a high-quality agricultural product which is widely famous for especially fruits. It is not far from Bangkok and vicinity. There is a convenient transportation system and can be linked to various points of interest within the province and nearby province. Besides, Chanthaburi is designed as a part of the national tourism development plan to develop a new alternative tourism area in the same region. Also, it is one of the province's eight potential and similar tourist groups. According to the National Tourism Development plan 2012-2016, Chanthaburi is added into the tourist group called "Active Beach" which includes Chonburi, Rayong, Chanthaburi, and Trat (Ministry of Tourism and Sports, 2011) and it is one of twelve provinces that the (Ministry of Tourism and Sports, 2015) has claimed that it is a must to be visited city.

Regarding that evidence, Chanthaburi province is a province to watch for the development of a new tourist destination. For this reason, the provinces have to develop both existing tourist areas and new tourist areas to respond to such a tourism development plan. However, any development must have a correct development process, and the development plan must be consistent with the National Development Plan. Based on two tourism development plans and tourism strategies, this research aims to study cultural attractions. It emphasizes to focus on the design of the tourist experience for tourist to learn Thai culture. Intentionally, the results could relate to the purpose of the Tourism development plan. Since this study investigates the potential of tourism in Chanthaburi, therefore, the waterfront community of Chanthaburi is selected for this study as its potential is related to the tourism development plan.

2.5 The Waterfront Community and Tourism Experience Past Study

The literature review focuses on the aspects of particular interest in terms of the process of waterfront community tourism experience: a case study of Chantaboon Waterfront Community. The study contributes to the existing literature in several distinct ways. Unlike most previous studies based on a one-sided view e.g. community or tourist view, the study proposes the process of tourism experience in Chantaboon Waterfront Community combining the perspectives of case studies, community stakeholders and tourists. The study addresses what influences the Chantaboon Waterfront Community experience of tourists. There are defined by the subjective assessment i.e. the motivation of tourist, tourism destination, tourism product and waterfront community. Thus, the literature review is to delineate pathways of existing theories and the relevant context in order to discover the important factors relate ideas and theories to the application, and identify the main methodologies and research techniques.

Likewise, in terms of quantitative analysis related tourist perspective, the study highlights the influence of tourist motivation to the tourism experience. Therefore, literature review is structured into the factors of motivation which reflect on the components of tourism experience. These were developed the study of motivating cultural experience factors by Dede (2013) referring cultural differences in the

memorable experiences and the respective criteria for selecting/reselecting a traveling destination; the study of the motivations engaged in alternative experience by Young (2014); the experience motivation in tourism experience design by (Shan, 2014); the obligation, social needs and perceived prestige of visit family, and education. Push motivation – rest and relaxation, nostalgia, escape, novelty, social interaction, self-actualization, recognition/prestige and Pull motivation - climate, weather, landscape, scenery, unique flora and fauna, exotic beaches, the exotic ambience and atmosphere, the welcoming nature of hospitality and the authentic culture, Ease of access, Accommodation, Entertainment, Attractions, Arts and crafts, Restaurants, Local cuisine by Kassean and Gassita (2013). In the same vein, the study aims to explore the concept of tourism experience components which referred to the study of tourist's travel motivation relating to specific destination attributes as well as gauging their satisfaction with the tourist experience. created by Ramires, Brandão, and Sousa (2016b); the tourism motivation partly (i.e. being educated, tourist curiosity, engaging with friend/relative as motive factors) affects experience by Yan, Zhang, Zhang, Lu, and Guo (2016b), the correlating travel motivations with souvenir shopping and tourist perceived importance by Kong and Chang (2016).

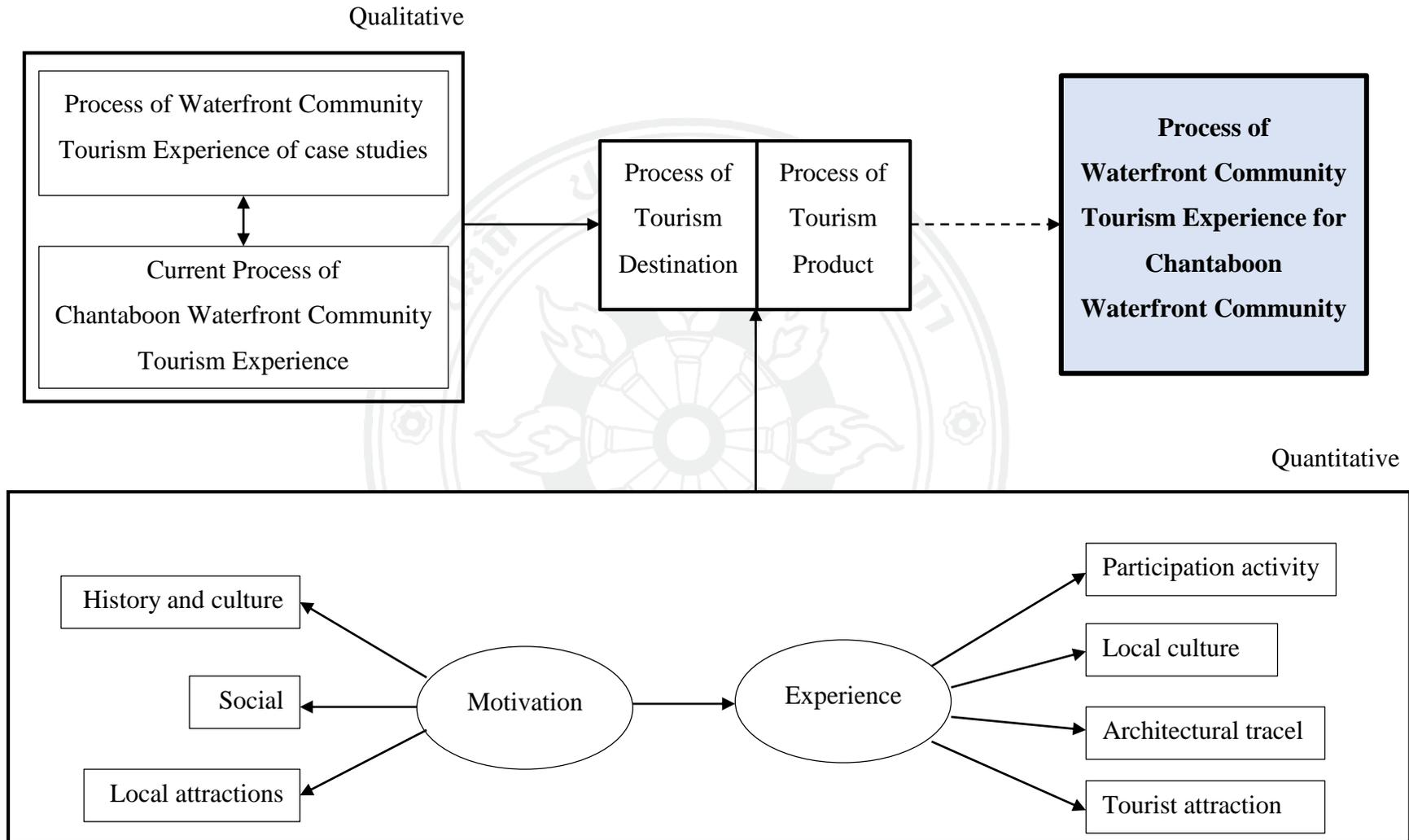


Figure 2.12 Conceptual Framework

CHAPTER 3

METHODOLOGY

The dissertation entitled “The Process of Waterfront Community Tourism Experience: A Case Study of Chantaboon Waterfront Community, Chanthaburi” to finding effectively result to be used in the project, the information and literature were reviewed to design the research. Then the purpose of the four objectives are defined and the research conducted through a mixed researches method comprised of a qualitative method and quantitative method. The tool to correct the data and population and sample were created. Finally, statistics that be used in data analysis were set. Details of the implementation through a procedure of the objectives as shown in the following part and figure 3.1

Step 1: To investigate the process of waterfront community tourism experience from other similar waterfront community case study

This research began with investigate the process of tourism experience from secondary data sources comprised of conceptual framework and related theories and disassemble the process of creating experience from case study in a tourism destination model that having a similar context to Chantaboon Waterfront Community to find the previous process of tourism experience.

Step 2: To investigate the process of waterfront community tourism experience in Chantaboon Waterfront Community, Chanthaburi.

In This part primary data sources and semi structured interview were used to disassemble previous of tourism experience process of Chantaboon Waterfront Community.

Step 3: To investigate the influences of motivation of Thai tourists on tourism experience at Chantaboon Waterfront Community, Chanthaburi.

Quantitative research methodology is used through the questionnaire to find the result

Step 4: To propose the process of waterfront community tourism experience of Chantaboon Waterfront Community, Chanthaburi

Qualitative research methodology is used in this part, and the research results from the objective 1, 2 and 3 are analyzed to propose the process.



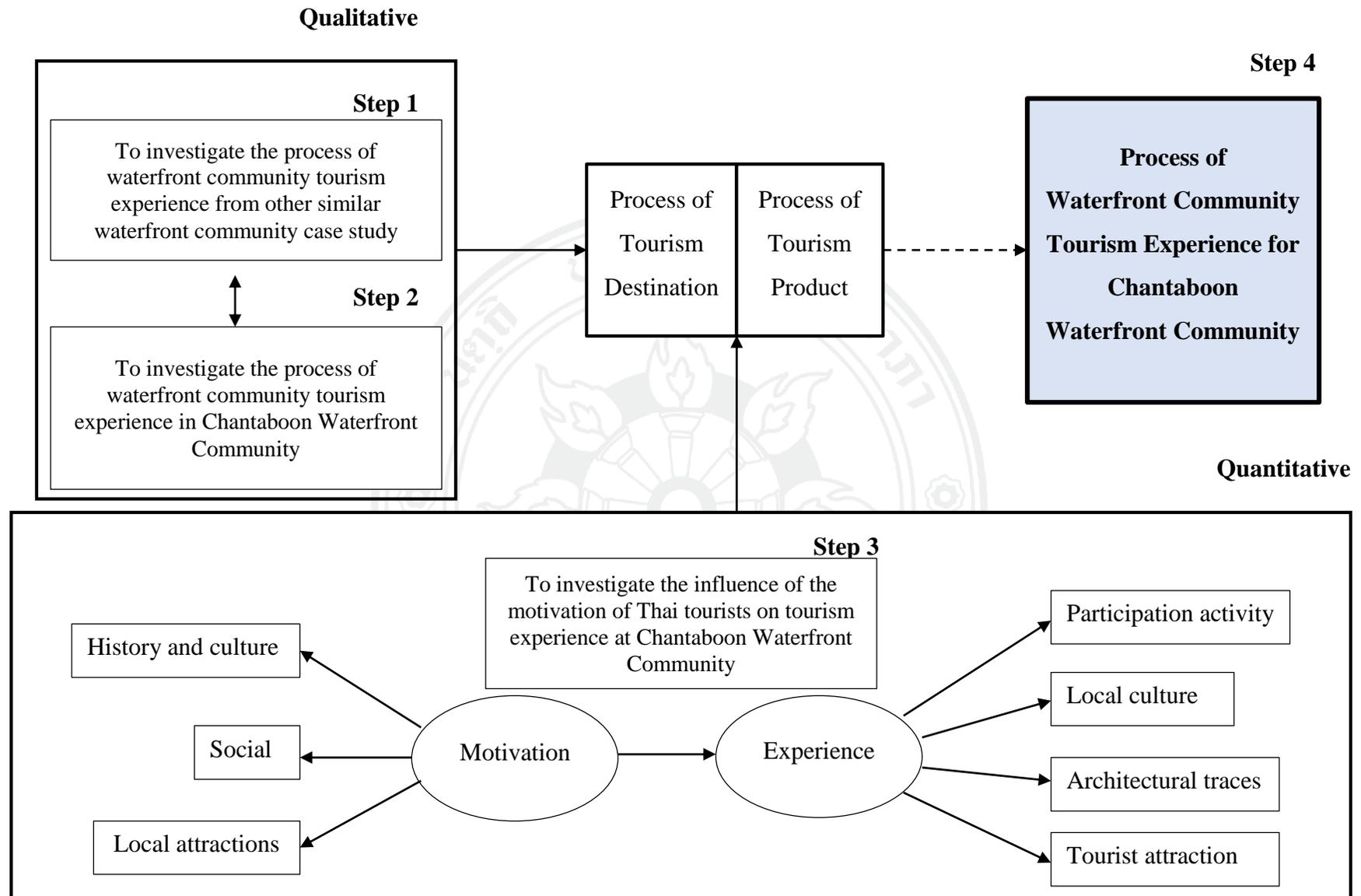


Figure 3.1 Thesis process

3.1 Research Methodology

The research method is a process used for collecting the required information, which consists of various strategies and methodologies (Baker, 2000). Creswell (2003) identify three research design approaches, including quantitative, quantitative and mixed methods. The qualitative method is characterized by words rather than numbers. It helps to identify thought patterns, opinions and the deeper explanation of the research (Saijo, 1984). It is also an important foundation of research in describing people, places and activities (Denzin & Lincoln, 2000), while quantitative methods focused on measurement and correlation analysis among variables (Creswell, 2003; Denzin & Lincoln, 2000). Finally, a mixed method is an integration of two perspectives of data collection which involves quantitative and qualitative approaches (Creswell, 2003). Although there are various strategies and methodologies, however, each methodology is appropriate for each research problem. From the information of research approaches, this research employed a mixed methods approach to achieve the aim. Due to the mixed method allows researchers to explore research topics at varying levels and to take advantage of the strengths of both approaches while compensating their vulnerabilities (Bryman & Bell, 2007). This research aims to propose the process of waterfront community tourism experience of Chantaboon Waterfront Community, so qualitative research is used here to provide answers which four research questions were conducted to get the answers that led to the research aim. The first question design to find out the previous tourism experience process of other similar waterfront community from the case study, for this question, used a qualitative method which, information from secondary and ten similarity destination cases are used to find out the tourism experience process. The information from the study has shown in chapter two. The second research question aims to find out the previous tourism experience process of Chantaboon Waterfront Community, a qualitative method is used here to provide answers that obtain the information and opinion related to tourism experience process from stakeholders in Chantaboon Waterfront Community. As a qualitative method helps to identify thought patterns, opinions and the deeper explanation of the research (Sajtos & Mitev, 2007). Research Question 3 attempted to investigate the influence of the motivation of Thai tourists on tourism experience at Chantaboon Waterfront

Community, thus for this research used the quantitative data, which involves the use of numerical and statistical methods for data analysis (Walliman, 2015). Lastly, the findings from the qualitative and quantitative of research question 1, 2, 3 are combined to propose the process of waterfront community tourism experience of Chantaboon Waterfront Community

Even though this research used the mixed method with qualitative and quantitative method were used to collect the data, there are four different research designs with a different function in mixed method approach need to be selected for the research. Four different research designs including triangulation design, embedded design, explanatory design, and exploratory design (Creswell, 2014). This research used triangulation design in which the importance weights of both methods are equal, and can be defined by the symbols (Morse, 1991).

3.2 Qualitative Research Method

The qualitative method is characterized by words rather than numbers. It helps to identify thought patterns, opinions and the deeper explanation of the research (Sajtos & Mitev, 2007). It is also an important foundation of research in describing people, places and activities (Denzin & Lincoln, 2000). This method is suitable for object 2, aim to find out the process of waterfront community tourism experience in Chantaboon Waterfront Community by collecting the information from primary data sources and also interviewed stakeholders who involve in tourism community. In this and semi-structured interview was used to find out previous tourism experience process of Chantaboon Waterfront Community and the other related information.

3.2.1 Semi structured interview

In order to the investigate process of tourism experience including the experience passed on tourists, semi-structured interview is chosen as the research instruments, due to semi-structured interviews are a valuable way to collect valuable, qualitative research data (Datko, 2015). By using this approach, the interviewer introduces rather than controls on interviewee, so interviewees remain free to respond

(Cohen, Manion, & Morrison, 2007). The interview is conducted through the following lists:

3.2.1.1 Population sampling

Patton (1990) mentioned that the sample selection must be selected from people who can provide useful information for the research, are knowledgeable and possess experience based on the research aims. There are several techniques for selecting the sample. One of the technique is a purposive sampling technique. The technique identifies members of the population who can share their significant data and experiences (Cohen et al., 2007; Davis, Gallardo, & Lachlan, 2012). It is often used when participants have specific experiences, particular characteristics or certain behaviors (Ritchie & Crouch, 2003). All the characters of the method are suited to the object of this research, there for the purposive sampling method were used in this research. Finally, the key informants who associate and being key stakeholders with tourism in Chantaboon Waterfront Community are selected to be a participant in the interview.

About the purposive sample size, Creswell (2013) stated that with 20 to 30 people or depends on when there is no new information from the participants (Mack, Woodsong, MacQueen, Guest, & Namey, 2005). In addition, Guba (1987) stated that the researcher will know the exact size of the data providers after the ending of the data collection process. Hence, approximately 20 people (or until information repeats) were chosen as participants of this research, which included five persons from community leaders taking responsible for tourism management, five persons from social participants such as academic and scholarly institutes, various foundations related to tourism, five persons from business participants such as private organizations, tourism companies in the area and five persons from stakeholders living in the areas and neighboring communities..

3.2.1.2 Research Instrument

The research instrument used in this research is semi-structured interview owing to it allows freedom to examine the participants, the most important is a question for the semi-structured interview does not restrict the answers of the interviewees (Hancock, Ockleford, & Windridge, 2007) and the open-ended question were used in semi-structured interview questions (Fox, 2006). Moreover, open-ended is not biased

and lead to comprehensive findings (Hodgson, 1984; Saijo, 1984). Thus, the research applies semi-structured interview with an open-ended question to find out the previous tourism process of Chantaboon Waterfront Community. The open-ended question conducted through exploring related documents, conceptual framework and theories to obtain data as a guideline for making interviewing forms and verifying the quality of research instrument for data collection

The interviewing forms used as instruments to collect data for this research study are assured the quality by the supervising professor before commencing with collecting data. The procedures of verifying the research instrument is as follows:

1) The interviewing forms used as instruments to collect data for this research study are assured the quality by the supervising professor before commencing with collecting data. The procedures of verifying the research instrument is as follows.

2) Measuring the accuracy of the interviewing forms (Validity) by asking for a recommendation from the supervising professor in checking, correcting, and improving the question items to comprehensively cover and correspond to the scope of the study.

3) Development of research instrument

1. Semi structure interview question design

The questions that used to interview came from the literature review that has shown in chapter two. However, due to the study of the process of experience design is still very limited. So this research has introduced the concept of creative tourism as a guideline for creating semi-structured questions for use in an in-depth interview of Chantaboon Waterfront Community stakeholders. As the details have shown in Table 3.1

Table 3.1 Factor from concept of creative tourism

Variable	Factor	Source
The principles to be considered in the development of creative tourism	<ul style="list-style-type: none"> •Educate the information and the facts about your community •Using competency that have in the community •Developed things that the community already has •Developed quality over development of sales •Used the resources of creative thinking as a catalyst action 	Raymond and Richard (2000)
The process of Creative Tourism management	<ul style="list-style-type: none"> •Studies on local resources, both natural resources and cultural landscape resources •Using resources to create value in economic, culture and environment •Finding the unique that are different and are the identity of the local which are difficult to counterfeit •Making a positive impact and reducing the negative impact and also various operations gradually •Equitable sharing of benefits with stakeholders 	Sutsan. Suttipisan (2013)

Then all the theoretical were formulated into a questions that was consistent with Chantaboon Waterfront Community, based on preliminary and secondary data in Chapter 2. As shown in Table 3.2

Table 3.2 The developed questions

Variable	Factor	Questions	Source
The principles to develop creative tourism management	•Educate the information and the facts about your community	<ol style="list-style-type: none"> 1) What is the current tourism situation in Chantaboon Waterfront Community? 2) How does the community manage tourism? 3) How do people in the community participate in tourism? 4) Which agencies are involved in tourism management of Chantaboon Waterfront Community? 5) Which potential that will use to support tourism in the community? 	Raymond and Richard (2000)

Variable	Factor	Questions	Source
	•Studies on local resources, both natural resources and cultural landscape resources	6) What are resources of Chantaboon Waterfront Community can be developed to be tourism product?	Raymond and Richard (2000); Sutsan. Suttipisan (2013)
	•Find the unique that are different and are the identity of the local which are difficult to counterfeit	7) What different between the tourism resource of the Chantaboon Waterfront Community and the other? How Different?	Sutsan. Suttipisan (2013)
	•Use resources to create value in economic, culture and environment	8) How Chantaboon Waterfront Community manage tourism resources? 9) What is the purpose of tourism resource development?	Raymond and Richard (2000); Sutsan. Suttipisan (2013)
	•Through the process of creative thinking, aim to make a positive impact and reducing the negative impact and also various operations gradually	10) What the community want to offer visitors when travelling to Chantaboon Waterfront Community? 11) How community manage and present tourism resources to let tourist meet the thing that community want to offer? 12) How does the community present tourism resources that will make tourists feel and enjoy what the community offers.	Raymond and Richard (2000); Sutsan Suttipisan (2013)

Questions used in interviewing in this study have been examined through the content validity from the experts in the tourism development. There are at least five people or experts who checked the validity of the content and modification. This is to ensure the reliability of the questions with a structure and to arrive with appropriate questions. The researcher examined the comprehensive questions, written languages or languages spoken by checking the accuracy of the language and understanding of the respondents. Then, the researcher conducts the pilot test in the next step.

3.2.1.3 Data collection

The semi-structured interview was used to collect data through a semi-structured interview. The people giving the interviewing are a community leader, central participants, local participants, social participants, business participants, and the

stakeholders, totally 20 persons. The data were collected until saturation occurred. The admission was asked and approved by the interviewee for recording on tape, photographing and recording the video during the interviewing was conducted. For the accuracy and consistency of data collection, the following instruments were used to collect data:

1) Data collection using voice recording during a meeting or required data that needed to be recorded in details by a compact voice recorder, a notebook computer.

2) Data collection using photography such as taking photography during the interviewing by using a digital camera and video camera.

3.2.1.4 Data analysis

Once the data has been collected, the content analysis was used to analyze the data, due to the most convenient and frequently used method to evaluate data collected using qualitative approach (Cole, 1988). Krippendorff (2004) also stated that creates reliable information or content and has a conclusion that accurate from the content to the context of the content used in the analysis. After the content analysis and conversation in descriptive method were used to present the management of tourism by community, tourism process experiences and experiences expected to pass on tourists from traveling to Chantaboon Waterfront Community.

The investigator triangulation was used to check and establish validity in the study by submitting the data to the data givers to read or inquire the data givers again in order to be assured that the data and facts matched. Another method used to check the validity is methodological triangulation.

The data triangulation is to verify whether the data that the researcher received were correct or not. The methods of verifying the data were note-taking, voice recording, photographing, and video recording to obtain the correct data.

3.3 Quantitative Research Method

Quantitative methods focused on measurement and correlation analysis among variables (Creswell, 2003; Denzin & Lincoln, 2005). Thus this research uses

quantitative method to find out how motivation factors influencing tourism experiences of Thai tourists at Chantaboon Waterfront Community, Chanthaburi.

The quantitative research methodology process for this research include, population sampling, research instrument, data collecting and data analysis.

3.3.1 Population sample

1) The sampling is from an infinite population being Thai tourists with 18 years of age or older in Chantaboon Waterfront Community, Chanthaburi province.

2) Sample; the sampling procedure used in this study is a non-probability sampling technique since the scope of population cannot be determined exactly. The sample is chosen from population used for this study and the sample size is determined as:

The sample used in this study is from sample size limitation with a 95 percent confidence level and an error not to exceed 5 percent. Cochran's formula (Cochran, 1977) is used to determine the sample size for the infinite population according to the equation:

$$n = P(1-P) (Z)^2 / (e)^2$$

where n = the sample size

P = percentage picking a choice of response (should not lower than 50%).

e = error in determining population proportion

Z = standard normal deviation set at 95% confidence level.

Substituting values into the equation

$$\begin{aligned} n &= (1.96)^2 / 4(0.05)^2 \\ &= 384.16 \end{aligned}$$

From the calculation, the sample size of the study was limited to 385 persons and in order to obtain a good sample size, another 15 persons were added. Therefore, the sample size was totally limited to 400 persons. Due to Davis et al. (2012) stated that a minimum of 400 respondents is the suitable size that is commonly accepted

from a statistical prospect. Thus the use of convenience sampling was a chosen technique in the study.

3.3.2 Research instrument

The questionnaires are used as the research instrument through a study of related documents, researches, and theories so as to obtain the data used as a guideline to create questionnaires about Tourist behaviors, motivation and experiences of Thai tourists in Chantaboon Waterfront Community. The questionnaires are composed of 5 parts as follows:

3.3.2.1 Measurement scale of motivation

This part is to find the important motivation that make tourists decide to visit Chantaboon Waterfront Community. Then Likert scale with 5-point rating scale was used to measure the degree of important, which was divided into

Most important	5
Very important	4
Neutral	3
Less important	2
Least important	1

3.3.2.2 Measurement scale of tourist experience

The process of creating questions same as motivation part, and also use Likert scale with 5-point rating scale was used to measure the degree of satisfaction, which was divided into

Most satisfied	5
Very satisfied	4
Neutral	3
Less satisfied	2
Least satisfied	1

3.3.2.3 Questionnaire

The questions that used to measure the motivation came from literature review that have shown in chapter 2. From the information this researcher divided all

the factors into a group which are personal component, social component, destination component, and supporting component as shown in Table 3.3

Table 3.3 Motivation Factors

Variable	Factor	Source
Personal component (Physical)	Increasing knowledge Self-improvement Self-realization Learning a new skill Rest and relaxation	Beard and Ragheb (1983); Mansfeldt, Vestager, and Iversen (2008); Pearce (2002); Pegg, Patterson, and Matsumoto (2012); Yan, Zhang, Zhang, Lu, and Guo (2016a); Young (2014)
Personal component (Emotional)	Pleasure Commemoration and curiosity Nostalgia Excitement Fantasy spiritual fulfillment Challenge and competition Stimulation	Crompton and McKay (1997); Kassean and Gassita (2013); Mansfeldt et al. (2008); Pearce (2002); Yan et al. (2016a); Young (2014); Yuan and McDonald (1990)
Social component	Make a new friend Social interaction Social Needs / fashionability The need for the esteem and Recognition Meet local citizens Spend time with friends	Beard and Ragheb (1983); Crompton and McKay (1997); Mansfeldt et al. (2008); Pearce (2002)
Destination component	Discovering new cultures Scenery Unique exotic The exotic ambience and Atmosphere The welcoming nature of Hospitality the authentic Culture environment Accommodation Entertainment Arts and crafts Local cuisine location	Mansfeldt et al. (2008); Pegg et al. (2012); Yan et al. (2016a); Yuan and McDonald (1990)

Variable	Factor	Source
Supporting component	Spending opportunities	Beach and Ragheb (1983);
	Obtain a good deal	Cha et al. (1995); Horner
	Free time	and Swarbrooke (2016);
	Period of time	Hudman (1980)

Then all the theoretical factors were formulated into a questionnaire that was consistent with Chantaboon Waterfront Community, based on preliminary and secondary data in Chapter 2. In this section, it came up with 44 questions in 4 components, as shown in Table 3.4

Table 3.4 Motivation questions

Variable	Factor	Question	Source
Personal Component (Physical)	Increasing knowledge	21) need to know about history of Chantaboon Waterfront Community	Beard and Ragheb (1983); Yan et al. (2016a); Young (2014)
		22) need to see People's way of life in Chantaboon Waterfront Community	
	Self-improvement Learning a new skill	23) want to see the unique and unique architecture of the Chantaboon Waterfront Community.	
		24) want to know how to preserve the old community of the Chantaboon Waterfront Community	
Personal Component (Emotional)	To be an experienced person	25) want to join the activities of the community of Chanthaburi, such as local dessert.	Kassean and Gassita (2013)
		26) want to remember the old days" such as something that you do when you were a child	
	Nostalgia	27) want to have experience the simple life of the community along the Chanthaburi River to escape the hectic daily life.	
		28) want to see the lifestyle and living of people in the waterfront community that is different from your lifestyle	
	Escapism		Crompton and McKay (1997); Kassean and Gassita (2013); Uysal and Jurowski (1994)
	Self-realization		Crompton and McKay (1997); Kassean and Gassita (2013); Pearce (2002)

Variable	Factor	Question	Source
Personal Component (Emotional)	Excitement	29) want to see new things in the waterfront community, Chanthaburi that never had a chance to see it.	Crompton and McKay (1997); Pegg et al. (2012)
	Pleasure	30) want to relax from work, decided to come to the waterfront community	Uysal and Jurowski (1994)
	Fun	31) want to have fun from the community tour on the river	(Mansfeldt et al., 2008)
	Challenge and competition	32) try to challenge yourself to do activities that have never been done before such as grinding gems	Kassean and Gassita (2013); Ramires, Brandão, and Sousa (2016a)
	Stimulation	34) want to eat the famous food and local food of the Chantaboon Waterfront Community	Pearce (2002)
Social Component	Fantasy spiritual Fulfillment	35) want to stay in the Chantaboon Waterfront Community accommodation that provides a homely atmosphere in an old-fashioned home	Kassean and Gassita (2013)
	True friendship/make A new friend	36) want to meet new friend while traveling at the waterfront community of Chanthaburi	Pearce (2002); Uysal and Jurowski (1994)
	Meet local citizens	37) need to meet and join the activities with the locals in Chantaboon Waterfront Community	Crompton and McKay (1997); Kassean and Gassita (2013); Pegg et al. (2012)
	Enhancement of Kinship relationships	38) your family will persuade each other to come to the Chantaboon Waterfront Community to spend time together on their free time	Crompton and McKay (1997); Ramires et al. (2016a); Young (2014); Yuan and McDonald (1990)
	Spend time with Friends	39) you and your friends want to spend the time together	Mansfeldt et al. (2008)
The need for the esteem and recognition	40) traveling in the community of Chanthaburi is a popular trend in society	Kassean and Gassita (2013); Pearce (2002)	

Variable	Factor	Question	Source
Destination Component	Culture environment The authentic	41) want to check in or take photos to social media	Crouch (2004)
		42) Most people you know have come to visit the Chantaboon Waterfront Community	
		43) come to the community of Chantaboon Waterfront Community because you have to be friends that you know	
		44) the reputation of the Chanthaburi waterfront community	
Destination Component	The authentic	45) the unique and simple way of people's life in Chantaboon Waterfront Community	Pegg et al. (2012)
		46) the history and background of Chantaboon Waterfront Community	
		47) the culture of the Chanthaburi waterfront community is a mix of Thai, Chinese and Vietnamese	
		48) preserves its origin condition house in Chanthaburi waterfront community	
Destination Component	Culture environment The authentic	49) presenting the retro atmosphere of Chantaboon Waterfront Community	Pearce (2002); Pegg et al. (2012)
		50) tranquility of Chantaboon Waterfront Community	
		51) beautiful scenery of the waterfront of the community of Chanthaburi	
		52) the fame and friendliness of the people in the community along the river	
Destination Component	The exotic ambience and atmosphere Atmosphere, environment	49) presenting the retro atmosphere of Chantaboon Waterfront Community	Yuan and McDonald (1990)
		50) tranquility of Chantaboon Waterfront Community	
Destination Component	Scenery	51) beautiful scenery of the waterfront of the community of Chanthaburi	Kassean and Gassita (2013); Pegg et al. (2012); Yuan and McDonald (1990)
		52) the fame and friendliness of the people in the community along the river	
Destination Component	The welcoming nature of hospitality	52) the fame and friendliness of the people in the community along the river	Pegg et al. (2012)
		53) local dishes of the Chanthaburi River community are characterized by taste and variety	
Destination Component	Local cuisine	53) local dishes of the Chanthaburi River community are characterized by taste and variety	Mansfeldt et al. (2008); Ramires et al. (2016a); Yuan and McDonald (1990)
		54) the attraction of the accommodation within the Chantaboon	

Variable	Factor	Question	Source
Supporting Component		Waterfront Community, where past stories are offered through both interior and exterior decoration	
	Arts and crafts	55) The craftsmanship of Chantaboon Waterfront Community is interesting and unique	Kassean and Gassita (2013)
	Entertainment	56) Various tourism activities in Chantaboon Waterfront Community meet the needs of all groups	Mansfeldt et al. (2008)
	Promotion	57) someone advised to visit the community on the river	Crouch (2004); Kassean and Gassita (2013)
		58) information of Chantaboon Waterfront Community from media such as television, printing media	
		59) information from tourism agencies such as Tourism Authority of Thailand	
Supporting Component	Location	60) Chantaboon Waterfront Community Information Public Relations Community of Chanthaburi	
		61) the location of the Chantaboon Waterfront Community is not far from where you live	Kassean and Gassita (2013)
	Service infrastructure	62) go to Chantaboon Waterfront Community is very convenient	Crouch (2004); Mansfeldt et al. (2008); Pearce (2002); Pegg et al. (2012)
	Period of time	63) travel Chantaboon Waterfront Community not so long	
	Obtain a good deal	64) the cost of tourism at Chantaboon Waterfront Community is not very high	

After that carry out the pilot study with 68 samples, to group and to eliminate irrelevant questions by used factor analysis. The questions were selected by question that have the weighting factors loading .6 and up. As a result, shown in Table 3.5

Table 3.5 Output from Initial Questionnaire

Question	Factors	Loading	Reliability
Com1 Historical and culture motivations (H)			.916
28) want to see People's way of life in Chantaboon Waterfront Community (H1)	A8	.611	
34) want to have Local foods of Chantaboon Waterfront Community (H2)	A13	.749	
46) Interesting history of Chantaboon Waterfront Community (H3)	C3	.712	
47) The harmony of Thai, Chinese and Yuan (Vietnamese) cultures in Chantaboon Waterfront Community (H4)	C4	.847	
48) Houses and buildings in Chantaboon Waterfront Community are remarkable and well-preserved (H5)	C5	.683	
49) Retro atmosphere of Chantaboon Waterfront Community (H6)	C6	.699	
53) Local dishes of the Chantaboon Waterfront Community are characterized by taste and variety (H7)	C10	.607	
Com2 Tourism motivations (T)			.921
50) Peaceful atmosphere of Chantaboon Waterfront Community (T1)	C7	.779	
51) Beautiful scenery of Chantaboon Waterfront Community (T2)	C8	.616	
52) Friendliness of the local people in Chantaboon Waterfront Community (T3)	C9	.672	
54) Decoration of the accommodations telling histories of Chantaboon Waterfront Community (T4)	C11	.706	
55) Unique artifacts and handicrafts of Chantaboon Waterfront Community (T5)	C12	.665	
56) Variety of tourism in Chantaboon Waterfront Community (T6)	C13	.734	
Com3 Social motivations (S)			.839
40) Chantaboon Waterfront Community is popular (S1)	B5	.602	
41) Photo shooting and mark a check-in on social media (S2)	B6	.622	
42) Most of the people you know have traveled to Chantaboon Waterfront Community (S3)	B7	.813	
43) You were invited by the people you know to travel to Chantaboon Waterfront Community (S4)	B8	.746	
Com4 Motivation in tourism support (M)			.787
61) The location of Chantaboon Waterfront Community is close to your residence (M1)	D5	.686	
62) Conveniences in traveling to Chantaboon Waterfront Community (M2)	D6	.773	

Question	Factors	Loading	Reliability
63) It takes short to time to travel to Chantaboon Waterfront Community (M3)	D7	.715	

Finally, there will be a final question to be taken in order to gather the information and the final question details are listed in Table 3.6

Table 3.6 Final questions

Variable	Factor	Question
History and culture motivation	Self-realization	21) People's way of life in Chantaboon Waterfront Community that different from your life
	Stimulation	22) Local foods of Chantaboon Waterfront Community
	The authentic	23) History of Chantaboon Waterfront Community
	Culture environment	24) The harmony of Thai, Chinese and Yuan (Vietnamese) cultures in Chantaboon Waterfront Community
	The authentic	25) Houses and buildings in Chantaboon Waterfront Community are remarkable and well-preserved
	Exotic, the exotic ambience and atmosphere	26) Retro atmosphere of Chantaboon Waterfront Community
	Local cuisine	27) Outstanding taste and variety of local foods of Chantaboon Waterfront Community
Tourism destination motivation	Atmosphere, environment	10) Peaceful atmosphere of Chantaboon Waterfront Community
	Scenery	29) Beautiful scenery of Chantaboon Waterfront Community
	The welcoming nature of hospitality	30) Friendliness of the local people in Chantaboon Waterfront Community
	Accommodation	31) Interest decoration of the accommodations telling histories of Chantaboon Waterfront Community
	Arts and crafts	32) Unique artifacts and handicrafts of Chantaboon Waterfront Community
Social motivation	Adventure	33) Variety of tourism in Chantaboon Waterfront Community
	The need for the esteem and recognition	34) Chantaboon Waterfront Community is popular

Variable	Factor	Question
Personal motivation	The need for the esteem and recognition	35) Photo shooting and mark a check-in on social media
	Inter-personal relationship	36) Most of the people you know have traveled to Chantaboon Waterfront Community 37) You were invited by the people you know to travel to Chantaboon Waterfront Community
	Location	38) The location of Chantaboon Waterfront Community is close to your residence
	Ease of access	39) Conveniences in traveling to Chantaboon Waterfront Community
	Period of time	40) It takes short to time to travel to Chantaboon Waterfront Community

2. Part 4: Tourism experience The process of creating questions same as motivation part, however the detail of each step will show in the following order.

All the factors from literature in chapter 2, was divided into a group and used to create the questions which are Tourism Destination component, Sensory and Emotion Aspect, Relational Participation, a Memorable Engagement Activities and Time as shown in Table 3.7

Table 3.7 Experience design questions

Variable	Factors	Source
Tourism Destination Component	Facility (Accommodation, Transportation, Catering etc.) Good / Product Attractive resources Service Atmospherics Themes Story / Narrative Interpretation Authenticity Unique Privacy Newness Image	Cipolletti (2014); Gupta and Vajic (1999); Haahti and Komppula (2006); Hanssen (2011); Kälviäinen (2000); Lally and Fynes (2006); Nelson (2009); Pullman and Gross (2004)
Sensory and Emotion Component	Sensual Sights	Pine and Gilmore (1998); Pullman and Gross (2004)

Variable	Factors	Source
Sensory and Emotion Component	Taste Smells Sounds Feelings of status	Gao et al. (2010); Gao, Scott, and Ding (2012)
Sensory and Emotion Component	Emotion Fun Fantasy Happy Satisfied Joy Surprised Impress Proud	Csikszentmihalyi (1991); Holbrook and Hirschman (1982); Lally and Fynes (2006)
Relational Participation Component	Tourist and service provider Tourist and the other guests Tourist and Physical/social (Environment Absorption/Immersion)	Jernsand, Kraff, and Mossberg (2015); McLellan (2000); Pine and Gilmore (1998); Pullman and Gross (2004); Zomerdiijk and Voss (2010)
Memorable Engagement Activities Component	Entertainment Educational Esthetic Escapist	Pine and Gilmore (2011)
Time Component	Duration of events /activity Duration of connections Continuity of experiences Continuity to lead the climax	Szende, Pang, and Yu (2013a); Zomerdiijk and Voss (2010)

After that used the factors to draft the questions, that was consistent with Chantaboon Waterfront Community, based on preliminary and secondary data in Chapter 2. In this section, came up with 67 questions in 6 components, as shown in Table 3.8

Table 3.8 Experience design questions

Variable	Factors	Questions	Source
Tourism destination component	Facility (Accommodation, Transportation, Catering etc.)	1) Facilities within Chantaboon Waterfront Community such as accommodation, restaurants, parking, bathrooms	Hahti and Komppula (2006); Jernsand et al. (2015)

Variable	Factors	Questions	Source
	Good / Product	2) Tourism activities that you participate at Chantaboon Waterfront Community 3) Walking along the Chantaboon Waterfront Community and experiencing the lifestyle of the community 4) Watch architecture and learn about the history of life and wood house at Chantaboon Waterfront Community 5) Walking around Chantaboon Waterfront Community and taking pictures of beauty along the river 6) Try to taste of local food and desserts at Chantaboon Waterfront Community 7) walking and shopping at Chantaboon Waterfront Community	Kälviäinen (2000); Pullman and Gross (2004)
	Attractive resources Atmospherics	8) Outstanding of tourism resources such as architecture lifestyle and culture 9) Beautiful scenery of Chantaboon Waterfront Community	Cipolletti (2014); Hanssen (2011); Nelson (2009)
	Themes	10) Tourism theme of Chantaboon Waterfront Community focusing on the lifestyle and traditional culture	Lally and Fynes (2006); Nelson (2009); Pine and Gilmore (2011)
	Story / Narrative	11) History and story of Chantaboon Waterfront Community	Kälviäinen (2000)
	Interpretation	12) Way of presenting information of Chantaboon Waterfront Community through media such as signs of landmarks of the community. Information Sources of Tourist Information Signpost Map showing the route 13) Presentation of Chantaboon Waterfront Community through the media such as the speaker of the community	Szende, Pang, and Yu (2013b)
	Authenticity	14) Presenting the true identity of Chantaboon Waterfront Community, without copying another community	Kälviäinen (2000)
	Privacy	15) The tranquility and privacy of Chantaboon Waterfront Community	Gao (2013)
	Unique	16) Difference of Chantaboon Waterfront Community from other community	Gupta and Vajic (1999)
	Image	17) Good image of Chantaboon Waterfront Community	

Variable	Factors	Questions	Source
Sensory and emotion Component (Sensual)	Sights	18) Watching the beautiful old houses and building of Chantaboon Waterfront Community	Kälviäinen (2000); Pine and Gilmore (1998); Pullman and Gross (2004)
		19) Watching Chantaboon Waterfront Community's smile	
		20) Watching The Cathedral of the Immaculate Conception at Chantaboon Waterfront Community	
	Taste	21) Watching pictures that show the history of Chantaboon Waterfront Community	
		22) Watching the beautiful scenery of Chantaboon Waterfront Community	
		23) Eating in the lodge house of Chantaboon Waterfront Community	
		24) Tasting the remarkable local food of Chantaboon Waterfront Community	
		25) Taste the food that made by of Chantaboon Waterfront Community's shrine	
		26) Taste the ancient food that inherited from the ancestors of Chantaboon Waterfront Community	
		27) Tasting unique and local dessert of Chantaboon Waterfront Community	
	Smells	28) Smell of herbs from ancient pharmacies in at Chantaboon Waterfront Community	
		29) Smell of herbs from ancient pharmacies in at Chantaboon Waterfront Community	
		30) Smelling scents of joss sticks and candles from Thai, Chinese and Vietnamese religious temples in Chantaboon Waterfront Community	
		31) Smell of baked pastries form the old shop at Chantaboon Waterfront Community	
		32) Smell the aura from flowing of Chanthaburi River	
	Sounds	33) Hear the sound of the shoe, hit the wooden floor and the sound of the wood while walking the ancient house of Chantaboon Waterfront Community	
		34) Hearing the local dialect of the people around Chantaboon Waterfront Community	
35) Hearing the history of Chantaboon Waterfront Community			
36) Hearing the pray from Thai temples, Christian churches, Chinese shrine, Vietnam Temple of Chantaboon Waterfront Community			

Variable	Factors	Questions	Source
		37) Hearing the laughter between tourists and people in Chantaboon Waterfront Community	
	Feelings of status	38) Touch the stairs of the house while walking the ancient wooden house of Chantaboon Waterfront Community 39) Experience a variety of equipment of old house and shop on both sides of the road while walking along the road 40) Fire the incense and candle to worship the holy spirit in religious place of Chantaboon Waterfront Community 41) Experience the inheritance of the ancient people of Chantaboon Waterfront Community 42) Shopping the local goods from local market of Chantaboon Waterfront Community	
Sensory and Emotion Component (Emotion)	Fun	43) Fun from participating in activities with people in Chantaboon Waterfront Community	Ma (In press)
	Fantasy	44) Surprised by the beauty of Chantaboon Waterfront Community	Lally and Fynes (2006)
	Happy	45) Happy that relax with your family or friends at Chantaboon Waterfront Community	Poulsson and Kale (2004)
Sensory and Emotion Component (Emotion)	Satisfied	46) Satisfaction from people's services of Chantaboon Waterfront Community	Fesenmaier (2015)
	Joy	47) Like the taste of food of Chantaboon Waterfront Community	Csikszentmihalyi (1991)
	Exciting	48) excitement of seeing new things during the tour of Chantaboon Waterfront Community	Pullman and Gross (2004)
	Surprised	49) Surprise with the knowledge of Chantaboon Waterfront Community	Csikszentmihalyi (1991); Gupta and Vajic (1999)
	Impress	50) Impressive in the way of life and friendliness of Chantaboon Waterfront Community	Csikszentmihalyi (1991)
	Proud	51) Proud of the accomplishment of the activities that have been done while touring at Chantaboon Waterfront Community	Zomerdijk and Voss (2010)

Variable	Factors	Questions	Source
Relational Participation	Tourist and service provider	52) Meet, talk, and participate in activities between you and people of Chantaboon Waterfront Community 53) Meet, talk, and participate in activities between you and entrepreneur of Chantaboon Waterfront Community	Pullman and Gross (2004)
	Tourist and the other guests	54) Meet, talk, and participate in activities between you and other tourist of Chantaboon Waterfront Community	McLellan (2000)
	Tourist and Activities (Passive)	55) Participation in tour activities such as visits to community learning centers	Pine and Gilmore (1998)
	Tourist and Activities (Active)	56) Participation in tour activities such as learning ancient desserts	Pine and Gilmore (2011)
	Tourist and Physical / social (environment absorption)	57) Watching activities of Chantaboon Waterfront Community such as watching the annual waterfront community parade on television	Gao (2013); Jernsand et al. (2015); Zomerdijk and Voss (2010)
	Tourist and Physical / social (environment immersion)	58) Participation in tour activities such as watching the annual waterfront community parade	Pine and Gilmore (2011)
Memorable Engagement Activities	Entertainment	59) Activities that focus on visiting the community, such as the architecture and the history of the house. Visiting the Community Museum Watch the demo of the gemstone	Lally and Fynes (2006); Pine and Gilmore (2011)
	Educational	60) Activities focused on learning and enhancing skills such as admission to local baking. Participation in jewelry training activities	Pine and Gilmore (2011)
	Escapist	61) Unlike everyday life activities, such as cycling, life style and stay in a retro-styled hotel, the Chantaboon Waterfront Community	
	Esthetic	62) Emotional activities such as cruise on the Chantaburi River. Sitting in a refined restaurant with retro service	Kim et al. (2007)
Time	Duration of events / activity	63) Length of time spent in each activity Chantaboon Waterfront Community	Metters et al., 2003
	Duration of connections	64) Frequency of activities or rounds of activities, such as time to visit the church	Szende et al. (2013b)

Variable	Factors	Questions	Source
		65) The continuity and smoothness of activities has been made in the community of Chanthaburi	
	Duration of meeting the community	66) Length of time spent in meeting and joining the activities with the locals in Chantaboon Waterfront Community	Szende et al. (2013b)
	Continuity to lead the climax	67) In each activity you have, there are moments that make you feel excited and surprised	Zomerdijk and Voss (2010)

After that, the researcher did the pilot study with 68 samples to the group and to eliminate irrelevant questions by used factor analysis. The questions were selected by the weighting factors loading .6 or higher as shown in Table 3.9

Table 3.9 Final experience design questions

Question	Factors	Loading	Reliability
Component 1			.946
41) The participation of activities in Chantaboon Waterfront Community by practice for example making dessert	H5	.612	
42) Learning about activities of Chantaboon Waterfront Community from media like televisions or on-line media	H6	.751	
43) Learning the activities in Chantaboon Waterfront Community from real life situation for example watching dessert making in a shop house	H7	.681	
44) Learning or skill based activities for example learning cooking local food in Chantaboon Waterfront Community	I2	.630	
45) Activities focus on feelings and emotions for example tasting local food in a retro house in Chantaboon Waterfront Community	I4	.642	
46) Length of time spent in each activity Chantaboon Waterfront Community	J1	.762	
47) Continual and sequent activities Chantaboon Waterfront Community	J3	.638	
48) Length of time spent in meeting and joining the activities with the locals in Chantaboon Waterfront Community	J4	.682	
49) Excitement and surprises during activities in Chantaboon Waterfront Community	J5	.805	
Component 2			.858
50) Visiting and studying people's way of life in Chantaboon Waterfront Community	E3	.731	

Question	Factors	Loading	Reliability
51) Inspecting architectures and learning about houses in Chantaboon Waterfront Community	E4	.736	
52) Walking and taking photos of the beautiful scenery in Chantaboon Waterfront Community	E5	.775	
Component 3			.905
53) Watching and shopping local products of Chantaboon Waterfront Community	E7	.728	
54) Tasting the remarkable local food of Chantaboon Waterfront Community	F7	.658	
55) Tasting unique and local dessert of Chantaboon Waterfront Community	F22	.681	
56) Touching and buying local products of Chantaboon Waterfront Community	F25	.659	
Component 4			.869
57) Tasting the traditional recipes of Chantaboon Waterfront Community	F12	.780	
58) Smelling scents of joss sticks and candles from Thai, Chinese and Vietnamese religious temples in Chantaboon Waterfront Community	F13	.768	
59) Studying belongings inherited from the past generation of Chantaboon Waterfront Community	F20	.709	
Component 5			.919
60) Smelling woods from traditional houses in Chantaboon Waterfront Community	F3	.790	
61) Hearing cracking sound of a wood floor while visiting houses in Chantaboon Waterfront Community	F4	.765	
62) Touching some parts of houses like handrail, windows, painted wall tiles	F5	.771	

Finally, there will be a final question to be taken in order to gather the information and the final question details are listed in Table 3.10

Table 3.10 Final experience design questions

Variable	Factor	Question
Activities component	Tourist and Activities (Active)	41) The participation of activities in Chantaboon Waterfront Community by practice for example making dessert
	Tourist and Physical / social (environment absorption)	42) Learning about activities of Chantaboon Waterfront Community from media like televisions or on-line media

	Tourist and Physical / social (environment immersion Educational	43) Learning the activities in Chantaboon Waterfront Community from real life situation for example watching dessert making in a shop house 44) Learning or skill based activities for example learning cooking local food in Chantaboon Waterfront Community learn about gemstone
	Esthetic	45) Activities focus on feelings and emotions for example such as cruise on the Chanthaburi River. Sitting in a refined restaurant with retro service
	Duration of events / activity	46) Length of time spent in each activity Chantaboon Waterfront Community
	Duration of connections	47) Continual and sequent activities Chantaboon Waterfront Community
	Duration of meeting the community	48) Length of time spent in meeting and joining the activities with the locals in Chantaboon Waterfront Community
	Continuity to lead the climax	
Variable	Factor	Question
Tourism Destination Component	Tourism product	50) Visiting and studying people's way of life in Chantaboon Waterfront Community
	Tourism product	51) Inspecting architectures and learning about houses in Chantaboon Waterfront Community
	Tourism product	52) Walking and taking photos of the beautiful scenery in Chantaboon Waterfront Community
Local food and local products component	Product	53) Watching and shopping local products of Chantaboon Waterfront Community
	Taste	54) Tasting the remarkable local food of Chantaboon Waterfront Community
	Taste	55) Tasting unique and local dessert of Chantaboon Waterfront Community
	Feelings of status	56) Touching and buying local products of Chantaboon Waterfront Community
Culture component	Taste	57) Tasting the traditional recipes of Chantaboon Waterfront Community
	Smells	58) Smelling scents of joss sticks and candles from Thai, Chinese and Vietnamese religious temples in Chantaboon Waterfront Community
	Feelings of status	59) Studying belongings inherited from the past generation of Chantaboon Waterfront Community
Architecture component	Location	60) Smelling woods from traditional houses in Chantaboon Waterfront Community
	Ease of access	61) Hearing cracking sound of a wood floor while visiting houses in Chantaboon Waterfront Community

period of time

62) Touching some parts of houses like handrail, windows, painted wall tiles

3.3.3 Data collection

Questionnaires used as the instrument for data collection in this research are passed the quality verification from experts before commencing with data collection. The procedures involved in the instrument verification are as follow:

1. Studying related documents, conceptual framework and researches connected to variables used in the research in order to obtain constitutive definition for identifying operational definition in creating question items in the questionnaires.

2. Measuring the accuracy of the interviewing forms (Validity) by asking for recommendation from the supervising professor and submitting the questionnaires to 3 experts to check, correct, and improve the question items to comprehensively cover and correspond to the scope of the study.

3. Measuring validity there are various methods in measuring the validity of research instruments. It depends on types of validity. Besides, in this study, the content validity is used to measure. The content validity means how well a test measures the behavior for which it is intended. The method of analysis will be implemented after the measurement instrument is made according to the following lists:

- 1) Submitting the questionnaires to at least 3 experts or those having experiences in that subject to verify the content validity, wording individually, and assess whether each question item can match the stated objectives or not. The scores given are based on the following criteria:

If the question items can match the stated objective, the score will be +1.

If the question items are uncertain to be congruent with the objective, the score will be 0.

If the question items do not match the stated objective, the score will be -1.

Next, all the scores will be filled up in the analysis form of the item objective congruence to find an average of each question item with the following formula.

$$\text{IOC} = \frac{\sum R}{N}$$

IOC represents Index of Item-Objective Congruence.

$\sum R$ represents the total score of the experts' points of view.

N represents the numbers of the experts.

Criteria of selecting question items

The questions that obtain the IOC between 0.5-1.00 were deemed acceptable.

The questions that obtain the IOC below 0.5 were needed to improve or delete.

2) The 30 questionnaires were field tested (try out) with a sample group having similar characteristics with the sample group determined in the study to measure reliability from the experimental group with Cronbach's coefficient alpha (Peterson, 1994). In general, reliabilities less than 0.60 are considered to be poor (Sekaran & Bougie, 2016).

3) After the questionnaires were passed the quality test regarding validity and reliability, all the 550 questionnaires were actually used to collect data with the determined sample group.

4. Steps in the data collection the researcher implemented self-conducted field data collection through distributing 550 questionnaires to Thai tourists travelling to Chantaboon Waterfront Community.

3.3.4 Data analysis

After collecting all data, all the 400 questionnaires were checked for completeness and analyzed with a computer software program for statistical process control. The data acquired from the questionnaires were statistically analyzed regarding the following purposes

1. To compare the personal factor of Thai tourists traveling to Chantaboon Waterfront Community with experience design (t-test, f- test, Chi-square).

2. To compare travel behavior factors of Thai tourists traveling to Chantaboon Waterfront Community with experience design (t-test, F-test, and Chi-Square statistics).

3. To analyze the exploratory and confirmatory factors of motivation in traveling to Chantaboon Waterfront Community (EFA, CFA statistics).

4. To analyze the exploratory and confirmatory factors of experience design components (EFA, and CFA statistics).

5. To study a motivation factor that affects the components of the experience design (Regression analysis)



CHAPTER 4

Data Analysis and Result

The aims of the research on waterfront tourism experience process for Chantaboon Waterfront Community, Chanthaburi are as follows.

- 1) To investigate the process of waterfront community tourism experience from other similar waterfront community case study
- 2) To investigate the process of waterfront community tourism experience in Chantaboon Waterfront Community, Chanthaburi.
- 3) To investigate the influence of motivation of Thai tourists on tourism experience at Chantaboon Waterfront Community, Chanthaburi and
- 4) To propose the process of waterfront community tourism experience of Chantaboon Waterfront Community, Chanthaburi

The results of the study have shown in the following part.

The mixed method research was used as the research methodology in this study. Regarding qualitative method, ten case studies were conducted to extract the lessons learned of tourism experience process in tourism destination section and tourism product section. In the same vein, data was collected from secondary data and in-depth interview with the key informants in Chantaboon Waterfront Community for finding the trace of the antecedent process of tourism experience in Chantaboon Waterfront Community. Furthermore, the quantitative method uses the questionnaire to collect data from Chantaboon waterfront tourists regarding the influence of tourist motivation on tourism experience. Finally, the results of both qualitative and quantitative studies were integrated to propose the process of waterfront community tourism experience of Chantaboon Waterfront Community, Chanthaburi. The results are divided into sections as follows.

4.1 Process of Waterfront Tourism Experience from Case Study: To investigate the process of waterfront community tourism experience from other similar waterfront community case study

4.2 The Antecedent Process of Chantaboon Waterfront Community Tourist Experience

4.3 The Influence of Motivation on Tourism Experience

4.4 Process of Waterfront Community Tourism Experience of Chantaboon Waterfront Community

4.1 Process of Waterfront Tourism Experience from Case Study

Regarding investigating the tourism experience from object 1: to investigate the process of waterfront community tourism experience from other similar waterfront community case study, the study was demonstrated the phenomenal process of tourism experience. The ten case studies were selected since they are the waterfront community in both domestic and international tourist destinations. Moreover, they offer a clear experience design. Thus, in this part of the study, five tourist destinations in Thailand, including Sam Chuk 100 Year Market in Suphanburi, Hua Ta Khe Old Market in Bangkok, Kudee-Jeen Community in Bangkok, Ban Mai Riverside Market, and Talad Phlu in Bangkok, have been used as case studies for investigating the form and approach to present the experience. Similarly, five case studies of Asian tourist destination, including George Town in Malaysia, Hoi-An in Vietnam, Lukang in Taiwan, Sawara in Japan and Zhouzhuang in China, were conducted the form and approach to presenting the experience. Furthermore, they were compared the similarities and differences to those five case studies of tourist destination in Thailand and to analyze and synthesize in order to conclude the process of tourism experience process from the case studies.

By analyzing the secondary data of ten case studies, data for the study were collected via academic articles, textbooks, and interviews with stakeholders from reliable sources of public and private information. In other words, the content analysis method is used in this study. Elo and Kyngäs (2008) asserted that content analysis is a method of studying the text that is systematically recorded such as notes from

observations or interviews, daily diary, meeting notes, and text notes from audio or videotapes for finding the pattern, the theme including core consistency and core meaning in the study phenomenon. Thus, this study investigated the patterns and the approach of presenting tourism experiences based on the lessons learned and extracted a process of tourism experiences for delivered to tourists. Furthermore, ten case studies were compared the similarities and differences, the strengths and weaknesses of the tourism experience approach in order to conclude the process of tourism experience from the case studies

The extraction of all ten case studies revealed that the tourism experience could be presented to tourists as a process. However, the study found that there are somewhat differences in the detail of approach and the process sequence based on the context of destination. In particular, the waterfront tourism goals of ten case studies can be classified into three categories:

1) Preserving community – safeguarding the existence and appearance of historical and cultural elements of the waterfront community (Rabinowitz, 2018) by maintaining the buildings and other elements that are linked to the waterfront community. This preserving community refers to Samchuk market in Suphanburi.

2) Restoring community- putting a building or landscape back the way it was originally, or at a historically significant time in its past (Rabinowitz, 2018). This tourism goal includes Hua Ta Khe Market in Bangkok, Kudi Chin Community in Bangkok, Ban Mai Riverside Market in Chachoengsao, Talad Phlu in Bangkok and Sawara in Japan

3) Restoring community and economic- eliminating any repairs or alterations that came after that period, including additions to the building and other major features, and re-creating, with historical materials and techniques and also concerning the economic interests (Lapenas, 2002). This includes George Town in Malaysia, Hoi-An in Vietnam, Lukang in Taiwan, and Zhouzhuang in Jiangsu, China Similarly, the managerial tourism authority in case studies is different which can be presented as follows:

1) The community plays an important role, which referred to Hua Ta Khe Market in Bangkok, Kudi Chin Community in Bangkok, and Sawara in Japan. The community leader has organized and managed the tourism itself. Moreover, the study

found that the management of community leaders leads to a relatively high level of experience. The collaboration of external agencies occurs only on requesting communities. Likewise, the style and the way of presenting experiences are unique and have a clear identity of the community. Entrepreneurs and people in the community have cooperated to present the experience in the same direction emphasizing on waterfront community lifestyle. Indeed, there is a need to preserve the traditional way of life as much as possible. It aims to restore and develop the community for a better living condition.

2) The community and external agencies play an important role, presenting of Samchuk market in Suphanburi, Ban Mai Riverside Market in Chachoengsao, Talad Phlu in Bangkok, George Town in Malaysia, and Hoi-An in Vietnam. Although leaders are people in the community and joined by outside agencies, the power of management is quite toward the outside agency. The community does not play a role in decision making or managing tourism. The experience has been mixed. Some waterfront communities are self-managed or are involved in management. Then tourism experience focuses on delivering a clear way of life, i.e. Ban Mai Riverside Market in Chachoengsao and Talad Phlu in Bangkok. In contrast, if the external agencies play an important role in the tourism experience of the waterfront community, the presentation approach of the tourism experience will follow the concept of external agencies. This style is found in Samchuk market in Suphanburi, George Town in Malaysia, and Hoi-An in Vietnam.

3) The external agencies play an important role including Lukang in Taiwan and Zhouzhuang in China. Leading agencies are external agencies, both public and private sectors to manage the full area. The tourism experience in this area, the external agencies decided whether to present the community culture and lifestyle for tourist attraction. Nevertheless, the way that they design to present the tourism experience according to the plan and tourism policies of the tourism authority. The major purpose is to attract tourists for visiting the waterfront community destination. Although the tourism experience related to a culture and lifestyle of the waterfront community itself, the presenting approaches of the tourism experience were designed by the external agencies which meet the conflict in the presentation of tourism experience between the community that owned the culture and external agencies. It also

found that what was offered to tourists was tailored to meet the needs of tourists. Therefore, the tourism experience has not shown the identity of the community

This research highlights the main point of the patterns to present tourist experience within case studies that can be categorized under the umbrella of the process of tourism experience into two sections, namely the tourism destination section and the tourism product section. For the tourism destination section, the tourism experience process focuses on the presenting approach of waterfront community destination to experience tourists, e.g. location attraction, a way of life, beautiful scenery and retro atmosphere. This process in tourism destination is on the verge of embarking on the waterfront community who are experiencing tourists either preserving the community, restoring community, or restoring community and economy. Additionally, the section of to (Tourism Authority of Thailand, 2017) tourism product is more appropriate for mature the tourism experience which emphasized on the presenting approach of tourism products such as local product, historical building, and variety of activities. Thus, this study thereby consistently proposes that the process of tourism experience in the waterfront community of ten case studies to present the tourists are different in the detailed approach and the process sequence in both tourism destination section and tourism product section

4.1.1 Waterfront community tourism experience process of tourism destination from case study

Based on the analyses of the ten case studies including Sam Chuk 100 Year Market in Suphanburi (Tourism Authority of Thailand, 2017) , Hua Ta Khe Old Market in Bangkok (Nut Naksawat & Duangdao Yoshida, 2017), Kudee-Jeen Community in Bangkok (Phayom Dhammabud, 2017), Ban Mai Riverside Market (Panipas Tipawanna, 2013), Talad Phlu in Bangkok (Maneevan Chatvanit, 2012), George Town in Malaysia (Ling et al., 2011), Hoi-An in Vietnam (Nhan, 2014), Lukang in Taiwan Tourism Bureau (2004), Sawara in Japan (Nattapong Punnoi, 2006) and Zhouzhuang in China (Honggang, 2003), this study extracted the process of tourism experience of each case study in terms of the tourism destination section as shown in Table 4.1

Table 4.1 The process of waterfront community tourism experience in tourism destination

The process of waterfront community tourism experience in tourism destination											
Case studies	Tourism goals	Managerial tourism authority	Set leaders to conduct tourism / set goals	Encouraging the people community	Inventory of resource	Setting theme	Seeking cooperation	Planning and setting tourism policies	Assign responsibility	Create story and atmosphere	Set tourism product and activity
1. Samchuk market, Suphanburi, Thailand	Preserving community	Community / External agencies	✓	✓	✓	✓	✓	✓	✓	✓	✓
2. Hua Ta Khe Market, Bangkok Thailand	Restore the community	Community	✓	✓	✓	✓	✓	✓	✓	✓	✓
3. Kudi Chin Community, Bangkok, Thailand	Restore the community	Community	✓	✓	✓	✓	✓	✓	✓	✓	✓
4. Ban Mai Riverside Market, Thailand	Restore the community	Community / External agencies	✓	✓	✓	✓		✓		✓	✓
5. Talad Phlu in Bangkok, Thailand	Restore the community	Community / External agencies	✓	✓	✓	✓		✓	✓		✓
6. George Town, Penang, Malaysia	Restore the community and Economic	Community / External agencies	✓	✓	✓	✓	✓	✓			✓
7. Hoi-An, Quang Nam, Vietnam	Restore the community and Economic	Community / External agencies	✓	✓	✓			✓			
8. Lukang, Changhua, Taiwan	Restore the community and Economic	External agencies	✓		✓	✓					✓
9. Sawara, Chiba, Japan	Restore the community	Community	✓	✓	✓	✓	✓	✓			
10. Zhouzhuang, Jiangsu, China	Restore the community and Economic	External agencies	✓		✓			✓		✓	

From Table 4.1 The process of waterfront community tourism experience in tourism destination section, the study showed the pattern and the process sequence of ten case studies to propose the tourism experience. Although, there are somewhat differences regarding the sequence approach depending on the context of the area and the potential of each community, all ten destinations of case studies have an overview of the pattern of the tourism experience process in the same direction. Thus, based on the tourism destination section, the nine steps are presented in detail and supported the overall process of tourism experience from case studies. The nine steps are as follows:

1) Set leaders to conduct tourism / set goals

The success of presenting tourism experience to tourists depends on the leader team who can lead and define the tourism destination goals. Moreover, the center of ongoing tourism community support is the potential leadership team and the establishment of the leader team (i.e., important role in the community/ the community and external agencies/ the external agencies). The evidences from case studies depict the following elements.

- Establishment of a committee and guidelines for implementation (Sam Chuk).
- Established the Board of Directors who are in the community and a variety of professions, to lead the development of tourism in the community (Sam Chuk).
- Community leaders gathered to find a common approach to restoring and preserving the community lifestyle and architecture. This makes people love and pride in their community (Hua Ta Khe)

2) Encourage people in community to participate in tourism

When the waterfront community has established the leader team in tourism, this team is the driving force for tourism in the area by encouraging members of the waterfront community to involve and being a part of tourism. Some details to support this step is shown as follows.

- Encourage people in the community to appreciate the community with people in the community, such as gathering stories from the memory of people in the community (Sawara).

3) Inventory of local resource

Community members then explore their waterfront community to understand the area and identify the identity of the community to present the tourism experience. The details of the case studies are as follows.

- Finding the identity that the community wants to present (Sam Chuk).
- A survey of the local resource at the same time also raised awareness among community members about conservation principles and techniques involved the ancient restoration houses (Hoi-An).
- Find out what's local to attract tourists, such as old buildings that remain the same style and use as the rest of the community's culture (Sawara).

4) Setting theme

Once the members have shared the local resources, the theme is defined related the selected local resource along with the identity of the community. The supportive of this step is shown as follows.

- Defining theme from the highlight of the community resource (Sam Chuk).

5) Finding co-operation

As the tourism experience is a complex process, there is a need for cooperation from various sectors. To seek cooperation from outside agencies, the waterfront community cooperates in various aspects of tourism promotion to ensure that tourism management meets the goals.

- Collaboration from external agencies to define the development guidelines (Sam Chuk)
- Cooperation from agencies such as educational institutions to fix some problems (Kudee-Jeen)
- Creating cooperation and understanding among all stakeholders based on the development of the community is the main goal

6) Planning and setting tourism policies

This step is to plan the potential tourism destination in a comprehensive manner. This requires the action plan in which the community decides on the various actions that are required to create a distinct tourism experience. Thus, the community has set the pattern of tourism destination, action plan, setting tourism policies to achieve

the goals. Among others, the step should cover the following aspects:

- Collaboration from external agencies to define the development guidelines

- It requires the cooperation of people in the community to create the appropriate management process.

- There is the group meeting once a month to plan and solve problems

- People in the coordinate area define a tourism action plan, including guidelines for the use of old buildings, cruise tours, and historical tours. (Sawara)

7) Assign responsibility

The community has assigned the community members who are responsible for each section. There is some evidence to express as follows.

- Determine the direction of the operation. The board is divided into two aspects, which are the Executive Committee and the Operations Committee. They are divided into four departments as follows.

- (1) Academic Department (Providing basic information and history destination)

- (2) Marketing and Development Department (Improving and preserving traditional living conditions and developing as an eco-tourism destination)

- (3) Economic Department (Studying the economy focus on promoting the productivity of the community)

- (4) Tourism Development Department (Creating a tourism model) (Sam Chuk)

8) Create story and atmosphere

The creation of an atmosphere and story in line with the theme and assigned area is required. From case studies are shown as follows.

- Create an environment and atmosphere to be a retro style.

- The retro style is used to decorate and change the physical space to change the destination atmosphere as it was in the past. (Sam Chuk)

9) Set tourism product and activity

- Create an environment and atmosphere to be a retro style.
- There is a cultural atmosphere for visitors to experience the way of life of the community by setting up a grass shop, a steel shop and the creation of pork legs, pork feet to serve as the outstanding community food (Zhouzhuang).
- Start the Sawara Historic Area Tour Guide Volunteer Club to tour and present the history and culture of the community so that visitors can see the importance and appreciation of local conservation (Sawara).
- The community established a group for cultural development by state policy, especially local handicrafts and food were to be the focus to attract tourist (Lukang).

Based on the tourism destination section of the experience process, the study found that the theme is an important step in shaping the overall presentation of the tourism experience in the destination section. It also determines the tourist enhancing tourism experience in the waterfront community. For instance, Hua Ta Khe Market in Bangkok defines the art as the community theme to connect the tourism destination with tourists. Besides this, all tourism destination and product of Hua Ta Khe Market include the art in tourism activities and products such as Baan Samku is mainly engaged in the art of doing activities, Hua Ta Khe café also uses the photo art to convey the lifestyle of the community. Likewise, a study of tourism destination section to present the process of tourism experience in the waterfront community case studies in Thailand and Asia, regional differences did not result in the presentation approach of the waterfront community tourism experience. However, the aim of tourism destination and the characteristics of each tourist significantly influence the pattern and the presentation approach of tourism experience. The tourism destination mainly highlights to revive the lifestyle and culture of the community. Then the revenues coming from tourism are indirect benefits such as Hua Ta Khe Market in Bangkok, Kudi Chin Community in Bangkok, Sawara in Japan. Also, the study found that the community desires to present what the real identity of their community and the need of tourists to learn and know their community. This results of people in the community prefer to tell community

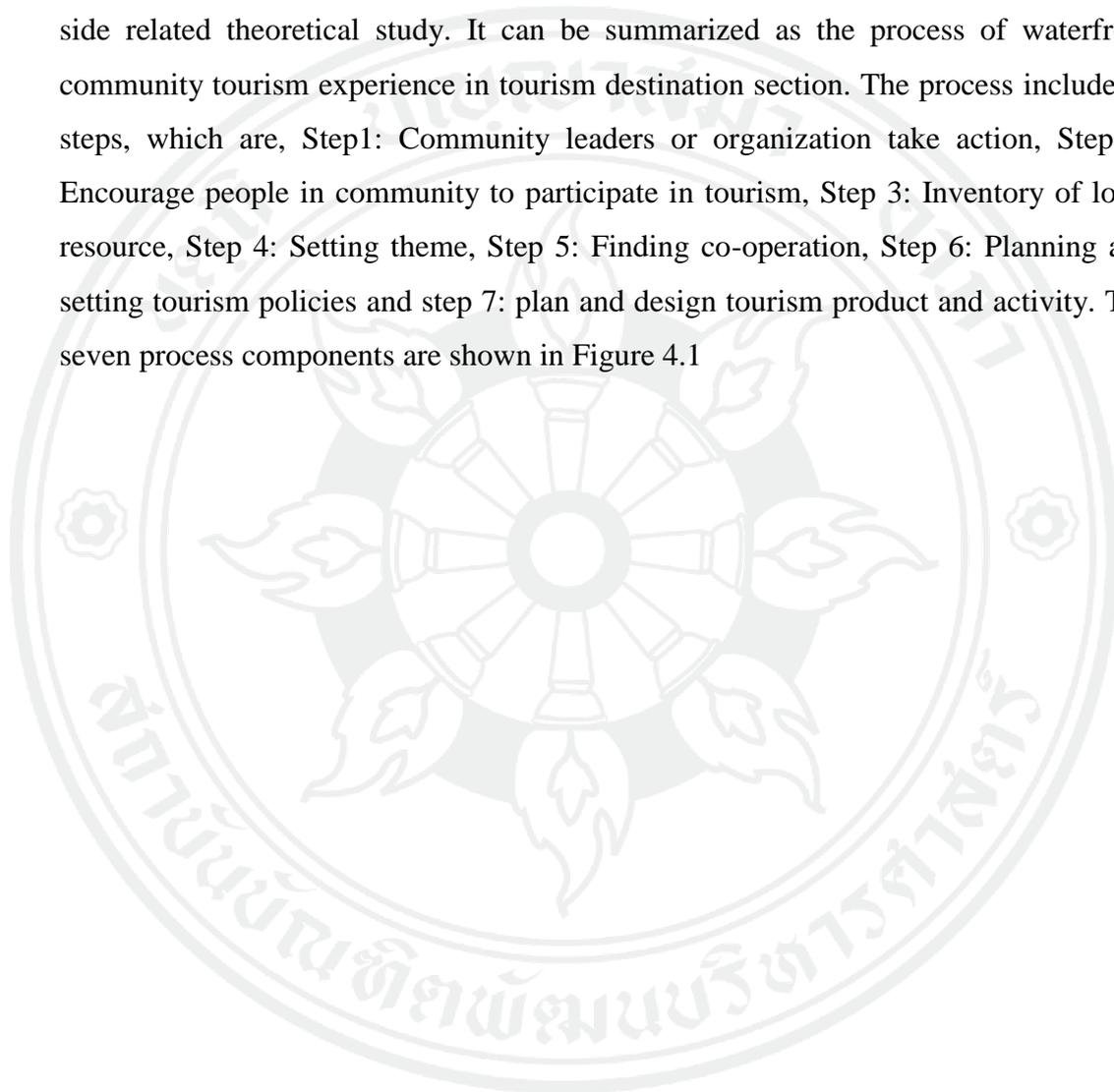
stories to tourists as well as the enthusiasm to take part in community tourism. Importantly, people in the community are aware of what it takes to destroy their culture.

This situation relates to the community of Hua Ta Khe Market who did not allow people outside the community to trade in the area. Likewise, rented rooms will only be available to local people. If non-local people need to rent the rooms, they must be accepted by people in the community. Similarly, Kudi Chin museum in Kudi Chin Community in Bangkok where the owners use private capital to build a museum is open to all people for free. The purpose of the owner just wants to tell the story of this community, history and the identity of people in the community to the public and tourists. By the large, the study found what is presented or how the presentation is going to provide the tourists with directly community experience. Thus, the enhancing tourism experience in tourism destination section will be sustainable.

On the other hand, some tourism destinations in the case studies aim to restore the economy rather than the culture and the way of life of people in the community. Additionally, the offering only particular culture is used as a tourist attraction, as well as to modify culture or integrate culture or adopt a way of life from other cultural sources. In other words, tourism community aims to create a strong point for enhancing the tourism experience to meet only the needs of tourists. Nevertheless, this aim of the tourism community often encounters conflicting between external agencies and community people the conflict in the community. It was found that some people in the community want to present the reality of the community and preserve the original tourist destination. Conversely, external agencies and some community members are looking for strategies to increase the number of tourists and increase revenue. For instance, Samchuk market in Suphanburi has found that traditional people in this area want to preserve and present the way of life for tourists. At the same time, some shop owners want to attract tourists by decorating their old houses to become stylish, air-cooled, have internet service or changing the style and taste of local cuisine in order to attract tourists. This resulted in talking of people in the community that this shop is a tourist shop. Moreover, the taste of the food in some restaurants is different from local food, even though these restaurants offer local food. Another example, branding and raising pork leg is noteworthy and a souvenir to become something that everyone who comes to Lukang in Taiwan must come to taste or buy as souvenirs. In fact, the pock

leg does not originate in Lukang at the beginning. These could lead to a loss of community identity. It also affects the quality of the tourism experience in terms of the relevance of the story in the tourism destination.

After investigating within the lessons learned through the ten case studies in tourism destination section, this research analyzed and extracted all ten cases side by side related theoretical study. It can be summarized as the process of waterfront community tourism experience in tourism destination section. The process includes 7 steps, which are, Step1: Community leaders or organization take action, Step 2: Encourage people in community to participate in tourism, Step 3: Inventory of local resource, Step 4: Setting theme, Step 5: Finding co-operation, Step 6: Planning and setting tourism policies and step 7: plan and design tourism product and activity. The seven process components are shown in Figure 4.1



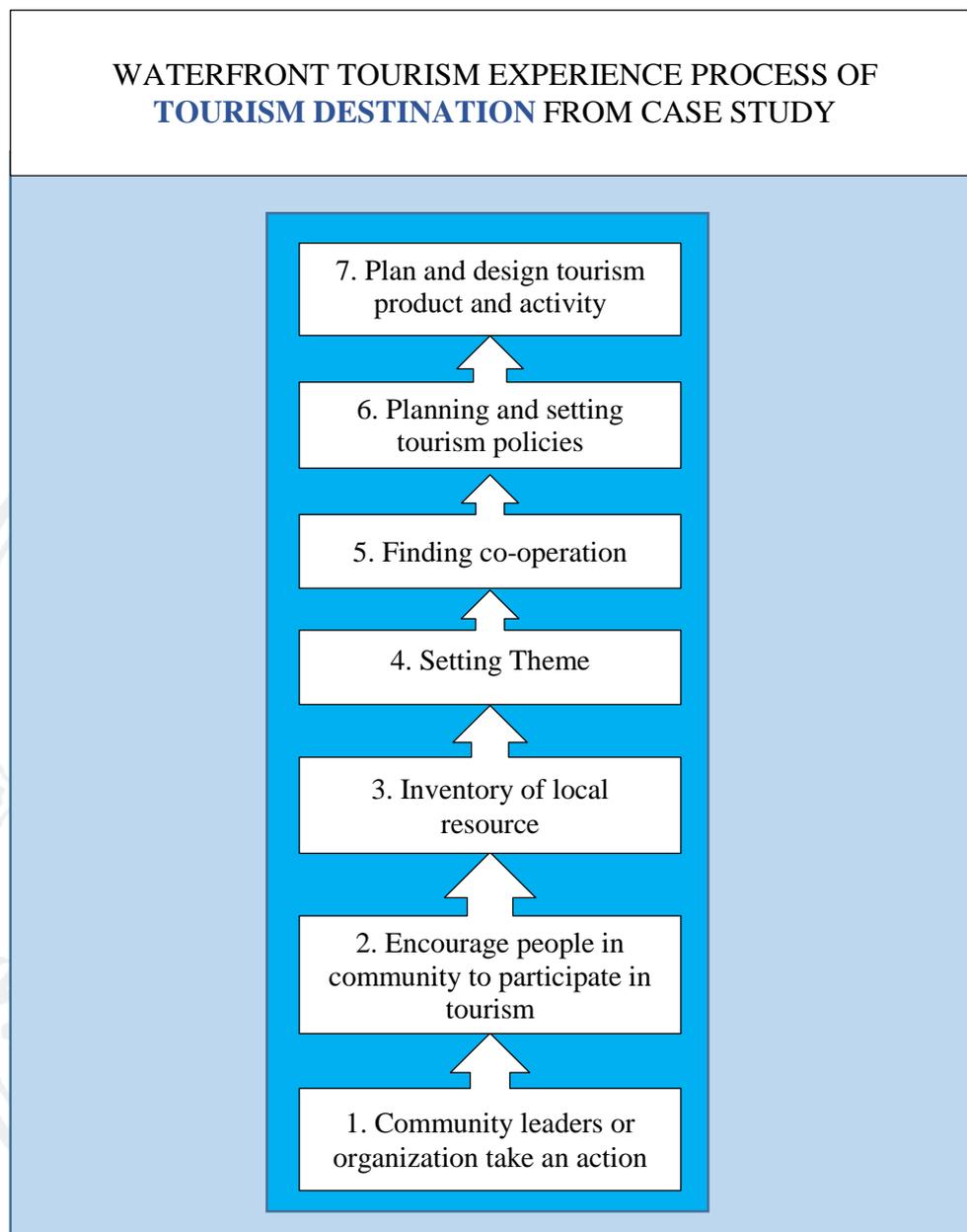


Figure 4.1 The process of waterfront community tourism experience in tourism destination from case study

4.1.2 Waterfront community tourism experience process of tourism product from case study

Regarding the finding tourism experience process of 10 case studies, there are 2 section including tourism destination section as detailed finding above and tourism product section. Regarding tourism product, the pattern of tourism experience is related

to the small tourism unit in the community such as restaurants, souvenir shops, etc. Unlike tourism destination, the process of tourism experience depicts the overall waterfront community tourism which is closely related to the creation of value in a destination. By doing this, it can be determined through the creation of products (Masip, 2006, online). Thus, tourism product is supportive of the tourism experience process in the destination section. From this section, the lessons learned from the 10 case studies is to define the process of tourism experience in tourism product section. Thus, this study extracted each case study including Sam Chuk 100 Year Market in Suphanburi (Tourism Authority of Thailand, 2017), Hua Ta Khe Old Market in Bangkok (Nut Naksawat & Duangdao Yoshida, 2017), Kudee-Jeen Community in Bangkok (Phayom Dhammabud, 2017), Ban Mai Riverside Market (Panipas Tipawanna, 2013), and Talad Phlu in Bangkok (Manewan Chatvanit, 2012), George Town in Malaysia (Lukaszewicz, 2018), Hoi-An in Vietnam (Nguyen, 2008), Lukang in Taiwan (Taiwan Tourism Bureau, 2004), Sawara in Japan (Nattapong Punnoi, 2006) and Zhouzhuang in China (Honggang, 2003). The results are shown in Table 4.2.

Table 4.2 The process of waterfront community tourism experience in tourism product

Case studies	Type of product	Owner	The process of waterfront community tourism experience in tourism product								
			Preservers the original	Create the storytelling	Create atmosphere to keep traditional	Select the way to interpret product	Create activities	Select local resource	Develop product form resource	product follow community	
1. Ban Khun Chamnong Jeenaruk Museum, Sam Chuk 100 Year Market in Suphanburi	New product	Community owner		✓	✓	✓			✓	✓	
2. Talking House Museum, Sam Chuk 100 Year Market in Suphanburi	Traditional local product	Community	✓	✓	✓	✓			✓	✓	
3. Baan Sam Khru, Hua Ta Khe Old Market in Bangkok	New product	Community			✓	✓		✓	✓	✓	
4. Intersection of Hua Ta Khe Cafe & Guesthouse Homestay, Hua Ta Khe Old Market in Bangkok	New product	One private owner		✓	✓	✓	✓	✓	✓	✓	
5. Thanosingh shop Kudichin dessert shop Portuguese desert, Kudee-Jeen Community in Bangkok	Traditional local product	One private owner	✓	✓	✓	✓				✓	
6. Baan Kudichin Museum Navini Pongthai Owner, Kudee-Jeen Community in Bangkok	New product	One private owner		✓	✓	✓			✓	✓	
7. The Penang's Shop house Culture, George Town, Penang Malaysia	Traditional local product	Community / owner	✓	✓	✓						
8. Street Art (interactive printing created by a group of the artist, George Town, Penang Malaysia	New product	Community owner		✓	✓	✓			✓	✓	
9. Traditional handicrafts, Lukang, Taiwan	Traditional local product	Community owner	✓				✓			✓	
10. Yu-Zhen Zheng the most popular bakery, Lukang, Taiwan	Traditional local product	One private owner	✓	✓	✓			✓	✓		
11. San Mao Teahouse, Zhouzhuang, China	New product	One private owner		✓	✓	✓	✓	✓			

From Table 4.2 the process of waterfront community tourism experience in tourism product section, the study demonstrated the pattern and the presenting approach to propose the process of tourism experience. The finding of the tourism experience process is divided into two patterns: original local product and new product. In terms of the original local product, the process of tourism experience presents the five steps which are shown as follows.

1) Preserve the original: related to

- conserve and restore the culture and create a product concerning authenticity (Sam Chuk)

- keep the traditional recipes more than 150 years

- establish the crafting community focused on attracting tourists (Lukang)

- the local cultural resource has developed which a combination of traditional and modern elements to serve the tourist (lukang)

- prepare similar food as local for tourists to make them familiar, trustworthy, good and safe (Yu-Zhen Zheng, bakery in Lukang)

2) Create the storytelling: included to

- create history and stories by choosing the right and appropriate facts to create a story of a product or business. (Sam Chuk)

- storytelling about the historical product (kudejeen)

3) Create atmosphere to keep traditional feeling: referred to

- decorate with stencil elements in different parts of the building, emphasize identity and tradition of community

- the store is located in a building with the historical atmosphere (Yu-Zhen Zheng, a bakery in Lukang)

4) Select the way to interpret product: involved to

- using photo gallery and story content of products to demonstrate product identity (Sam Chuk)

- using brochures to guide tourists with information about the shops and places of the community such as the production of artifacts and accessories

- presenting the traditional local flavors of bakery (Yu-Zhen Zheng, bakery in Lukang)

- providing the local souvenirs reflecting traditional and cultural community (Lukang)

5) Create activities: related to

- make local desserts by using the traditional recipes in the traditional wooden house of the community.

- visit the local bakery process and taste the baked cake from the oven. (Kudee-Jeen)

- taste local food as a strategy to build the relationship between tourists and community (Lukang)

- tour and tell the stories of the historical and culture community so that tourists experience what the importance and appreciation of local conservation. (Sawara)

- present a combination of traditional local cake engaging five senses. (Yu-Zhen Zheng, bakery in Lukang)

In line with the process of tourism experience in the pattern of a new tourism product, Table 4.2, the five steps are presented in detail and the presenting approach which is shown as follows.

1) Select local resource: including

- Observe the community and business and make a list of special people and places that make the product unique such as San Mao, a famous Taiwanese writer who had been living for a while in Zhouzhuang. (Zhouzhuang)

2) Develop product form the local resource: including

- Choose an old shop and renovate dilapidated parts. Improve the deterioration of the dilapidated parts by retaining the original features.

- Show cultural and community way of life by using new innovation as a Street Art (George Town).

- Create a story through San Mao, a famous Taiwanese writer who had been living for a while in Zhouzhuang (Zhouzhuang).

3) Define the product guideline follow community theme: including

- Show the architecture styles of the shophouse which the influence of many cultural styles that give unique characters of the community (Hua Ta Khe).

4) Create product gimmick and story: including

- The name of the store related to the location and history of the store and having the storytelling (Hua Ta Khe)

5) Create atmosphere: including

- Preserve atmosphere and lifestyle as in the past (Sam Chuk, Hua Ta Khe)

6) Select the way to interpret product: including

- Use photo gallery and contents the story of product to represents identity of product (Sam Chuk)

- Use a book to introduce visitors with information about the shops and places of the community such as the production of artifacts and accessories (Sam Chuk)

- Exhibitions and activities are constantly circulating throughout the year, including community-related activities and general activities (Hua Ta Khe)

- The unique painted walls imitate life in the city and the wrought-iron caricatures with anecdotal descriptions of the streets that they adorn (George Town)

7) Create activities: including

- Setting a variety of work shop with a rotating schedule for those who are interested in learning and practice. (Hua Ta Khe)

- Activities are offered through 5 senses to create a personalized experience (Zhouzhuang)

In fact, this research investigated the phenomenon components of tourism experience, for instance, it found that San Mao Teahouse, Zhouzhuang in China involved the influence of experience supporting factor to the enhancing tourist experience. Moreover, San Mao Teahouse created a story through San Mao, a famous Taiwanese writer who had been living in Zhouzhuang for a while. Thus, the poetry was selected to be the main activity chosen in the tea shop. The tea shop used ancient house as the stage to show lifestyle of San Mao, at here tourists will use their five senses through all kind of activities such as listen to San Mao's music, tasting traditional tea, collected San Mao' story through her poems, experience a sense of floating in the air. This setting, the San Mao Teahouse has become a famous all over the world and become

a highlighter of Zhouzhuang. Therefore, as the aforementioned tourism experience process reveal the important issues that encourage tourists to gain great experience, memories, and impressions of the tourism experience in which this study calls “Tourism experience moderating factor”.

This lead to conclude that the factors of tourism experience within a great plan of tourism experience process bring the success to local stakeholder and the good memory to tourists. After extracting all 10 case studies, the moderating factors of tourism experience were found in the process of presenting tourism product section. Based on 10 case studies, the moderating factors which encourage tourists for enhancing tourism experience are found in ten factors namely five senses, active activity, passive activity, authenticity, be yourself, co-operation, identity, innovation, unique and simplicity. The results are shown in Table 4.3

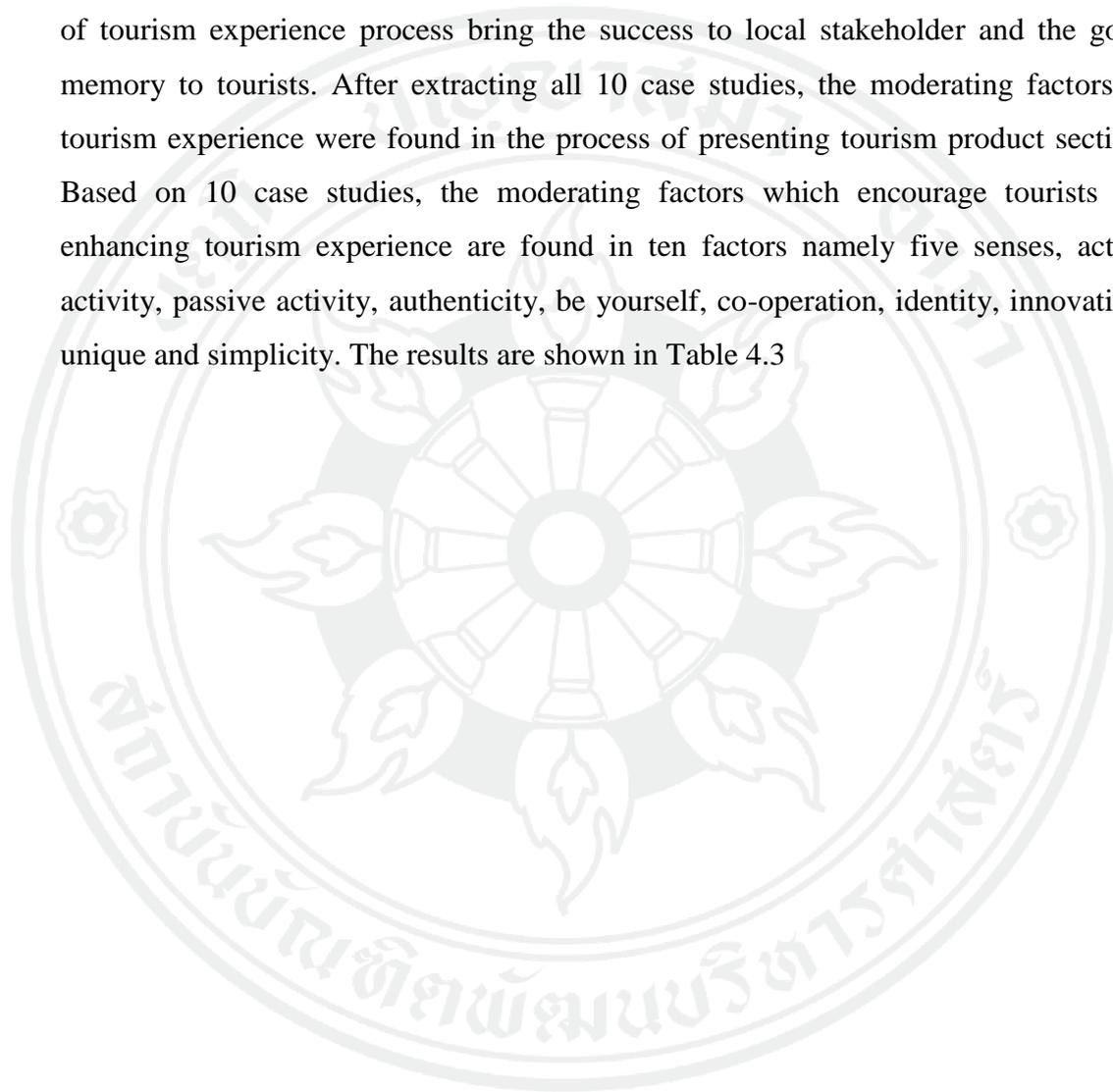


Table 4.3 The moderating factors on tourism product

Tourism Destination	Tourism Product	Moderating factor in tourism experience process								
		5 Senses	Active Activity	Passive Activity	Authenticity	Be yourself	Co-operation	Identity	innovation	Unique
1. Sam Chuk 100 Year Market in Suphanburi	1. Ban Khun Chamnong Jeenaruk Museum (Chinese image builder)			✓	✓			✓		
	2. Talking House Museum that revive stories in the past by creating a dialogue between villagers and tourists		✓		✓					
2. Hua Ta Khe Old Market in Bangkok	1. Baan Sam Khru		✓				✓			
	2. Intersection of Hua Ta Khe Cafe & Guesthouse Homestay within Conservation Community	✓	✓		✓	✓	✓		✓	✓
3. Kudichin Community in Bangkok	1.Thanoosingh shop Kudichin dessert shop Portuguese desert				✓			✓		✓
4. Ban Mai Riverside Market	Baan Kudichin Museum			✓	✓			✓		✓
	2.The Unique Phuket Local Experience”	✓	✓		✓	✓	✓	✓		
5. Talad Phlu in Bangkok	1.Sleep house made of clay, eat in a pinto, spin, harvest, storytelling Ancient city		✓		✓		✓	✓		✓
6. George Town, Malaysia	1.The Penang’s Shop House Culture			✓	✓			✓		✓
	2.Street Art (interactive printing created by a group of artist)		✓						✓	
8. Lukang, Taiwan	1.traditional handicrafts			✓	✓			✓		✓
	2.Yu-Zhen Zheng the most popular bakery in Lukang	✓	✓		✓			✓		✓
10. Zhouzhuang, China	1.San Mao Teahouse	✓	✓			✓	✓	✓		✓

Based on Table 4.2 and 4.3, the process of tourism experience in tourism product section, the theoretical concepts and analytical ten case studies can be summarized that the overall process in tourism product is shown in five steps, which are (a) Selecting local source that will be used to attract tourists, (b) Creating storytelling, (c) Creating atmosphere, (d) Selecting the way to interpret and (e) Creating activities. Certainly, the moderating factors of tourism experience moderate in tourism product facilitate the experience of the waterfront community tourists. There are five moderating factors including five senses, authenticity, active/passive in activities, uniqueness, and simplicity. Indeed, these factors are the encouraging tourism experience and being as a moderator to make the differences of tourism products to tourists. Furthermore, the moderating factors should be added to the process of tourism experience, specifically within the tourism product. It is a matter effect, based on the context of the tourism product, the product categories should be considered for using the moderating factors that suit the context of each tourism product. As a result, the process of tourism experience posits the efficiency of delivering the tourism experience. The overall process of tourism experience in tourism product section concerning the moderating factors are shown in Figure 4.2

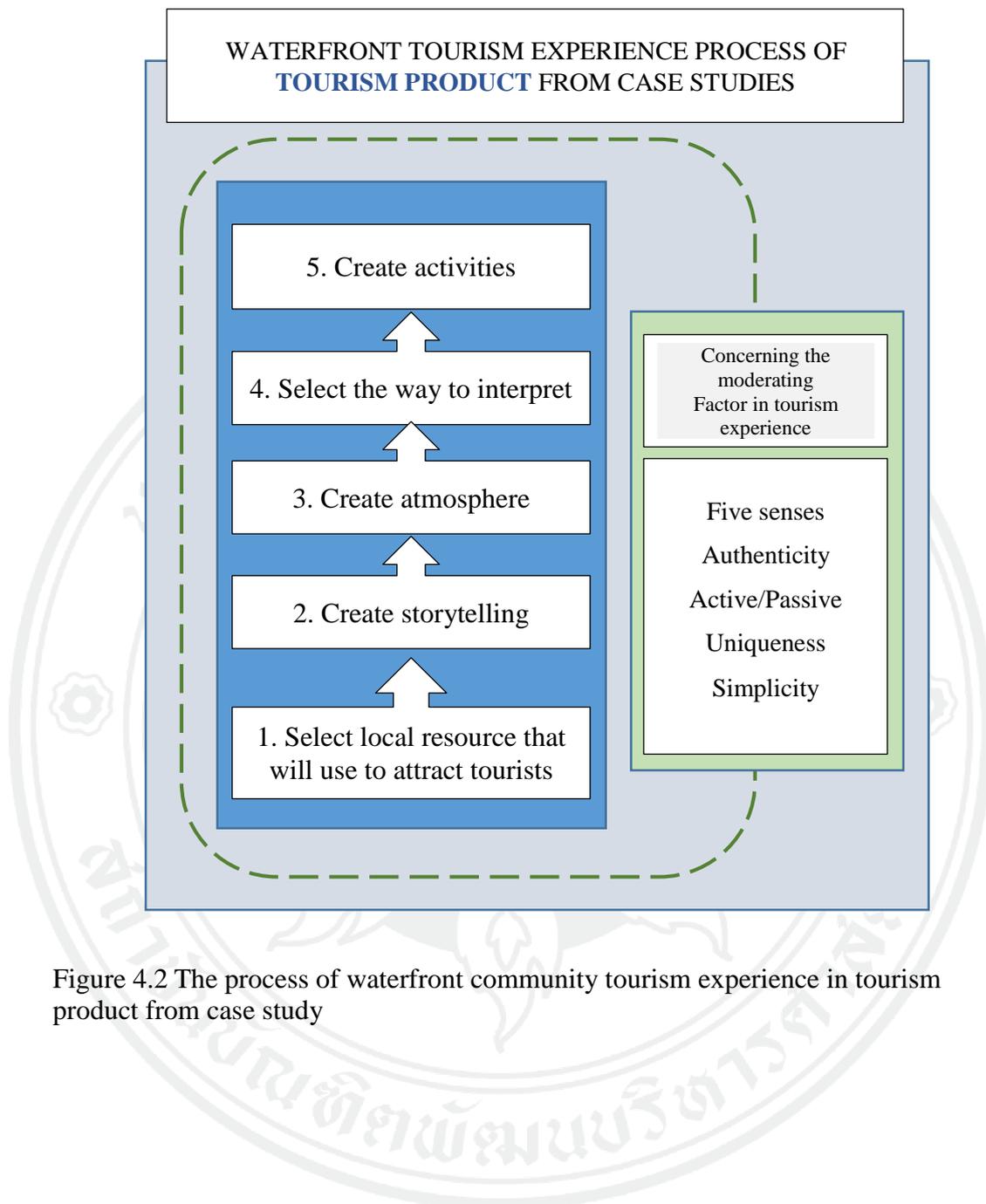


Figure 4.2 The process of waterfront community tourism experience in tourism product from case study

4.2 Process of Chantaboon Waterfront Community Tourism Experience

This research conducted semi-structured interviews. After ending the data collection of this research, the data from participants repeated and no new information at the participant number 15. Hence the 15 people are participants in this research and found four important key informants: community leaders, government sectors, private sectors, and tourism stakeholders. It was found that sixteen of participants are female and fourteen are male. The ages ranged from 26-78 years old as summarized in Table 4.4

Table 4.4 Participant's Profile

No.	Gender	Position/Department	Age
1	Female	Community Leader	68
2	Female	Community Leader	54
3	Female	Community Leader	63
4	Male	Community Leader	61
5	Male	Committee of Chantaboon Waterfront Community	62
6	Female	Committee of Chantaboon Waterfront Community	78
7	Male	local community	66
8	Male	local community	49
9	Male	local community	68
10	Female	Tourism Stakeholder	63
11	Male	Tourism Stakeholder	35
12	Female	Tourism Stakeholder	59
13	Male	Tourism Stakeholder	40
14	Male	Tourism Stakeholder	26
15	Male	Tourism Stakeholder	32

The following section is summarized results of se-mi interviews:

1) Tourism Development and Management of Chantaboon Waterfront

The results revealed that tourism development of Chantaboon Waterfront was initiated by the local community, which aimed to conserve an ancient community surrounding Chantaboon Waterfront. Moreover, the community had serious disasters declining the area such as the conflagration in 1990, and the flooding in 1999 and 2006.

These disasters had a negative impact on the economic situation, and the majority of locals migrated to another city for study and works. Several organizations such as Office of Business Development Chanthaburi, Arsom Silp Institute of the Arts realized that Chantaboon Waterfront should be revived to improve the economic situation. Therefore, Chantaboon Waterfront Association was founded to develop and maintain local culture and architecture of the community. The following quotes were found when asked the participants about the initial of Chantaboon Waterfront.:

A8 "...I was born in Chantaboon Waterfront community. This area used to be a business center of Chanthaburi provinces such as gems and foods. Nowadays, some houses are closed because the owner migrated to another city for works. I drove past this area, and I realized that the houses were declined. I felt bad for the next generation that they may have less chance to see how the beauty of this ancient architecture."

A4 "...The houses were closed and lack of maintenance. The beauty of architecture was adopted from Vietnamese culture, and Chinese culture will be neglected due to the young generation migrated to another city. As a member of this community, I realized how important of conserving these cultures as a local heritage for the next generations."

However, this research found that locals realized how important of architecture and willing to preserve this community but lack of knowledge regarding on how to maintain the architecture that not destroy the authentic. The limitation of the budget was another important factor as the following expression of the participants:

A9 "...I attempted to fix my house for the best that I can do; for example, I found that the roof was leaked, and the tile was broken then I decided to change the new one."

A7 "...I could not afford for hiring a professional artisan when fixing this house because I have a limit budget that made me felt sad and regret.

Despite concern about the community's need to conserve, the shortcoming of architecture knowledge as well as maintenance funds are unavoidable. However, the buildings are still in care.

A9 "...An auntie repairing symptomatic features of the building, for example, change a galvanized sheet when leaking or replace a new one when broken..."

A7“...We cannot do much and feel very regret. If we were to hire professional technicians, it might cost a lot...”

After the collaboration among private sectors, academic institutes, and Chantaboon Waterfront Community, it was led by Arsomsilp Institute of the Arts to converse the building around the waterfront by creating participation and co-learning between the community and the institutes. The achievement was co-determined focusing on architectural and cultural conservation and unique local wisdom recognition. The vision was also determined together as “Merchant Culture” that meant the community would not refuse any trading in the community and remain the original life as always. At the same time, the whole community aimed to conserve sustainably and came up with the concept of “consumable culture.” Hence, the conservation involved in increasing price and value of tourism that was considered as the main income of the national economy. Arsomsilp Institute of the Arts thereby presented “Social Enterprise” that focused on the business procedures with social oriented purpose – or public benefit excluding monopoly.

1. Content: The purpose of this business pattern brought about environmental conservation and learning center, (2) Anyone involved must prioritize the learning and conservation awareness from running the business, and (3) the revenue from the business must return to the community development and stakeholder who mostly were local people to strengthen the community sustainably. Due to the strength of the local people, “Social Enterprise” focused procedure could lead to the achievement. Noticeably, conservation not only maintained the building but also preserved the community lifestyle. Hence, to conserve the community required love to do, and everyone was the one had a key role in developing the whole community.

“Social Enterprise” is an idea initiated from Luang Rajamaitri Historic Inn collaborated among the community people, the heir of Rajamaitri, and Arsomsilp Institute of the Arts to establish Chantaboonruk Company funded by the local people and people who supported the idea and held a stock. At first, 500 stocks availed for 1,000 baht because this investment was meant for renovating and repairing Luang Rajamaitri Historic Inn to its nearest original conditions. Reflecting the cultural and historical heritage of the waterside community, it included environmental conservation. In doing so, the facility in the business strategic hotel application was concerned

making Luang Rajamaitri Historic Inn become environmental and museum integrated lodging that was awarded by Award of Merit, Asia-Pacific Awards for Cultural Heritage Conservation in 2015 sponsored by UNESCO, the Association of Siamese Architects under Royal Patronage in the local community in 2015, and so on.

A1“...I was not about buying the stock and would earn any benefit. I just bought it because I wanted see our community getting better. Then, I became more confident when seeing a lot of professors and specialists from Arsomsilp Institute of the Arts supported the renovation here and made it back to life...”

A3“...I’d seen loyal houses since when they first renovated. It’d been 2 years since then and they let us visit inside. I was completely in awe because it was more beautiful and more sentimental than I’d expected...”

A10“... Before I was unsure about the renovation in Luang Rahamaitri Historic Inn that could help improve the community and the business in the waterside. Still, I bought a stock hesitantly. All I wanted was the betterment in our community.”

2. Management after the Waterside Community Development

The waterfront community started off with conserving Luang Rajamaitri Historic Inn applying “Social Enterprise.” Therefore, it motivated others in the community to recollect into it, increasing the pride in their own architecture, culture, and lifestyle. This triggered a collaborative conservation and aim to maintain historical value directly to any tourists who could learn and be impressed by the waterside community. Beside the renovation in Luang Rahamaitri Historic Inn, the Community Learning House 69 of Anosorn Sombat was renovated into a museum depicting many stories related to architect, culture, and lifestyle of local people in Chantaboon Waterfront to every tourist.

A12“... When we saw they developed the hotel nicely, many people started paying attention to it. We then wanted to refurbish our house.”

A2“...I wanted many houses having same style of Luang Rajamaitri Historic Inn all around the community...”

Additional to the collaborative project, the community that had been closed before was open. In order to establish learning center reliving it; for example, House 119 where gemstones were grinded was open for gemology learning. This let tourists to see many stages of the elaborate processes and how it spent a lot of time producing

one. Besides that, the younger generation can feel proud of their family career and intention to pursue the family business by adding value into the gemstone products.

Nevertheless, the waterfront community development was established serving as the key in the sustainable community development to be a leading role in the community coordination and building the understanding among the houses to proceed accordingly. To do this, everyone had to reach a same agreement to raise more the community awareness and harmony. Hence, the local lifestyle could be enhanced as well as the cultural heritage and the shopping district was restored whose history could be shared to more and more younger generation under the intention making the waterfront community become a learning center and eco-tourism attraction.

A8“... Before I rarely opened the house and separately lived. But then, when project on house opening as a learning center, we started talking to other each other unlike before when we only lived independently. Now we meet outside and talk more and more. We won't feel lonely like before...”

A6“... Some agreed to do because they thought their privacy would be invaded from other people passing by. We the leading organization had to be really patient and understood them. Not everyone could agree to that. By having good conversation and guiding them to see many advantages. Like, opening a house could allow us to see better things and share among others so that they could learn in the process. This made us proud and continues this knowledge younger generation...”

A7“... We talked about which house had any specialty; for example, this house was food at making foreign bakery, that house was excelled at Kamom Kho, or other could make a delicious pork noodles. We tried not to sell same things – like selling like something hotcakes then other would start selling the same items throughout the street. Seeing that way, it made us no difference from other markets. Tourists must learn how about the history of each house, for example, Shuttle Ice Cream Store a pioneer of making ice-cream in this area...”

3. Pattern of Tourism Management in Chantaboon Waterfront Community

Besides the waterfront tourism, the main purpose was to renovate building and houses on the waterfront. The access to the community was based on the reuse of original to increase value, the architectural and cultural conservation

support, and the sustainable lifestyle of the waterfront community. Therefore, tourism in the Chantaboon waterfront community only prioritized quality over the quantity of tourists that ensured every tourists' impressive experience back home from the community learning. To achieve this, it was a difficult task in managing the community tourism because it required adaptation of tourists and the whole community. The community had a steady idea not to change its originality for tourism or had reached agreement not to adjust any changes to become a new tourist attraction. However, it focused on its original selling point in the tourism in the area.

A6“... Recently, many tourists were interested in our community. We have started talking about the community conservation from timely changes since 2009. We gradually developed the idea. Once we started practically, it could develop rapidly as many were interested in us. However, we also talked again within the community not to add any more and remained our normal lifestyle so that tourists could always see traditional things every time they returned here...”

A4“...I do not want our community to be like other – like a walking street where lots of tourists visit. I want to have a balance between our normal lifestyle and tourists visiting the community, similar to the co-existence. I do not wish several tourists to come and do not focus on the quantity but want everyone to see the value of our lifestyle and feel impressed by our originality as the same way we feel prideful of our living...”

A2“... I want our tourism develop slowly and gradually. Not extravagantly but sustainably...”

2) Tourism in Chantaboon Waterfront Community

At the first stage, tour guide service could enable many tourists in visiting Luang Rajamaitri Historic Inn or the Community Learning House 69 around the waterfront. This allowed local tour guides volunteered for the waterfront community visit that welcomed a big group of tourists with their own tour guide as well. Throughout the way, many tourists could see the aesthetic architecture integrated with Western and Eastern such as Portugal influenced Gingle Bread Style, an elaborate fusion between Western and Chinese alphabets. Besides, lifestyle of people in the waterfront culturally blended among Thai, Vietnamese, and Chinese, visibly shown in

Cathedral of the Immaculate Conception located as an artistic worshipping center of Thai and Vietnamese Christians. Moreover, Wat Khetnaboonyaram in Mahayana branch extended in the waterfront was highly respected among Thai and Vietnamese Buddhists. Talking about local delights, Farang snack, old-school ice-cream, Kanom Kho, pork noodles, and Vietnamese cuisine and others were must-eating. All tourists were welcome to try making e.g. ice-cream making, Farang snack, gemstone grinding demonstration, etc. However, time spent in activity participation and tourists' demand were in discordance as many tourists had only half day, but some activities took more than 1 hours. It resulted in incomplete activity engagement according to their demand.

A15“... before I came here, I already contacted with Luang Rajamaitri Historic Inn. I wanted my children to learn about the living experience when I was young but it turned out that half-day tour was not enough for this. We could not fully explore and participate in all activities the community offered. I estimated it might be 2 days to complete in whole effortlessly. Next time, I will come here again...”

Tourism in the waterfront community could not support a big group of tourists due to limited space of the road accessible only to a motorcycle and a car. Both road lanes were enclosed by old buildings. Beside inconvenient traveling and parking to sightsee by a vehicle, many stores built in old houses were small in size suitable for a small group of tourist not exceeding 5 people. Overall, many tourists visited here consisting of family group or colleagues who mostly visited during weekends. However, family group tourists or friend hang out group just only visited purely from the trend without proper studying about it. Hence, this kind of tourism failed the community purpose to do with tourists.

A14“... I saw many promotions in the waterfront community plus I wanted to come around this area. I came with my family. I thought I was so-so. Just normal local people selling items in old-style house like Chiang Khan. Driving was hard because I needed to avoid all cars and motorcycles and narrow road was an obstacle. All these hinder all entertainment from this trip. But interesting one was a Christian church. Good for taking a photo...”

A15“...When I first came, I was still in doubt where to go. Reading from the review, it was fun to follow it each by each. I tried eating good food and snack from the review. Took a photo with Haru a car. It was good that I came with my friends on

the weekend. We are a review follower. But coming here fell short of expectation because it was not convenient driving and parking for tourists at all...”

A13“... Many are sold in old-style houses. I reminisce my old days. Coming here like I return to the old time. I watched it on T.V. and became interested in coming here and helping local people renovate this area -, especially, the idea of Luang Rajamaitri Historic Inn. I then invited 4 more friends to come escaping chaotic life in Bangkok. Getting good vibe from here. Unluckily, Luang Rajamaitri Historic Inn was all reversed. If not, I could experience better – relaxing and sightseeing lifestyle of Chanthaburi locals...”

3) The Waterfront Community and Tourism Experience

From the trend in the old community tourism, the waterfront community Chantaboon was rapidly popular. While, the main purpose of the tourism in the community was to be a learning center sharing its story of racial integration of Vietnamese, Thai and Chinese reflecting on more than 100-year old-style houses and building, food culture and local wisdom. The community intentionally persisted with its traditional aspects to show tourists who could learn and realize the community value, and they would not change their root to support more tourism facilities. Similarly, the local people still remain their traditional lifestyle.

The community expected that tourist earn more experiences: They could experience combining lifestyle of old-style houses among Thai, Vietnamese, and Chinese. Participation of tourists from the project house opening could present them to the traditional community own identity and heritage of each house, for example, historical exhibition about the waterfront community’s background at the Community Learning House 69, and gemology at the gemstone house 119, staying at Luang Rajamaitri Historic Inn where they could learn the exhibition of the house owner’s biography, Pha Tai egg snack stores allowing tourists to try making local Vietnamese snack, etc. However, the 1-km route to the community was a narrow path parallel to Chantaboon River making tourists to walk by themselves. Or else, they can inquire any information with Luang Rajamaitri Historic Inn and the Community Learning House 69, or other houses. Simultaneously, the community established Committee of Chantaboon Waterfront Community Renovation consisted of people who volunteered

to administer and develop the community along with the conservational tourism. It played important role in raising understanding in the community, problem solution, and sustainable development. Despite these factors, the community had yet a systematic plan for tourism route; as a result, many tourists failed to understand the true context the waterfront community tourism.

4.2.1 Chantaboon Waterfront Community tourism experience process of tourism destination

According to the interviewed data and information from academic documents related to the Chantaboon Waterfront Community is summarized in the process of creating waterfront community tourism experiences in six steps Included 1). Organization take an action in community 2) Organization and Community coordinates planning and direction of tourism 3) Setting Theme 4) Encourage people in community to participate in tourism 5) Inventory of local resource 6) Plan and design tourism product and activity, as shown in Figure 4.3

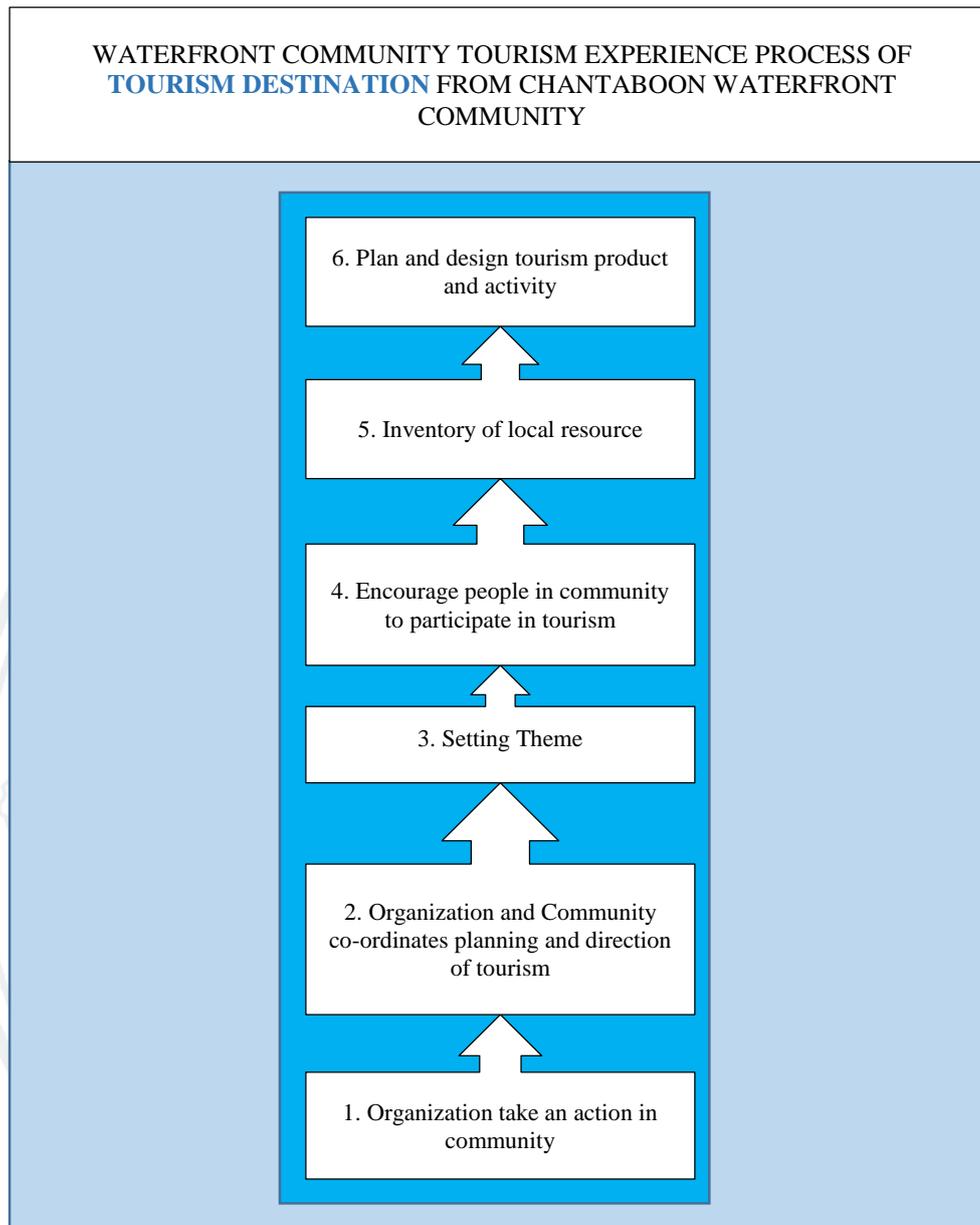


Figure 4.3 Waterfront community tourism experience process of tourism destination from Chantaboon Waterfront Community

4.2.2 Chantaboon Waterfront Community tourism experience process of tourism product

The results of the tourism experience in Chantaboon waterfront product propose two processes which are the process of tourism experience in traditional local product and in new product of Chantaboon Waterfront Community.

The process of tourism experience traditional local product consists of 5 steps including 1) preserve the original, 2) create the storytelling, 3) create atmosphere to maintain the original, 4) select the way to interpret products and 5) create activities

In terms of the process of tourism experience in new product including 1) select local resource, 2) develop product from the local resource, 3) define product guideline follow community theme, 4) Create product gimmick and story, 5) Create atmosphere, 6) Select the way to interpret product and 7) Create activities.

The process of tourism experience traditional local product consists of 5 steps including 1) preserve the original, 2) create the storytelling, 3) create atmosphere to maintain the original, 4) select the way to interpret products and 5) create activities

In terms of the process of tourism experience in new product including 1) select local resource, 2) develop product from the local resource, 3) define product guideline follow community theme, 4) Create product gimmick and story, 5) Create atmosphere, 6) Select the way to interpret product and 7) Create activities.

The research also found moderating factors of tourism experience in both tourism products of Chantaboon Waterfront Community process. The moderator of tourism product consists of 5 moderating factors which are five senses, authenticity, active/passive, uniqueness, and simplicity. Indeed, these factors are the encouraging tourism experience and being as a moderator to make the differences of tourism products to tourists. Furthermore, the moderating factors should be added to the process of tourism experience. It is matter effect, based on the context of the tourism product, the product categories should be considering for using the moderating factors that suit the context of each tourism product. The overall process of tourism experience in tourism product section concerning the moderating factors are shown in Figure 4.4

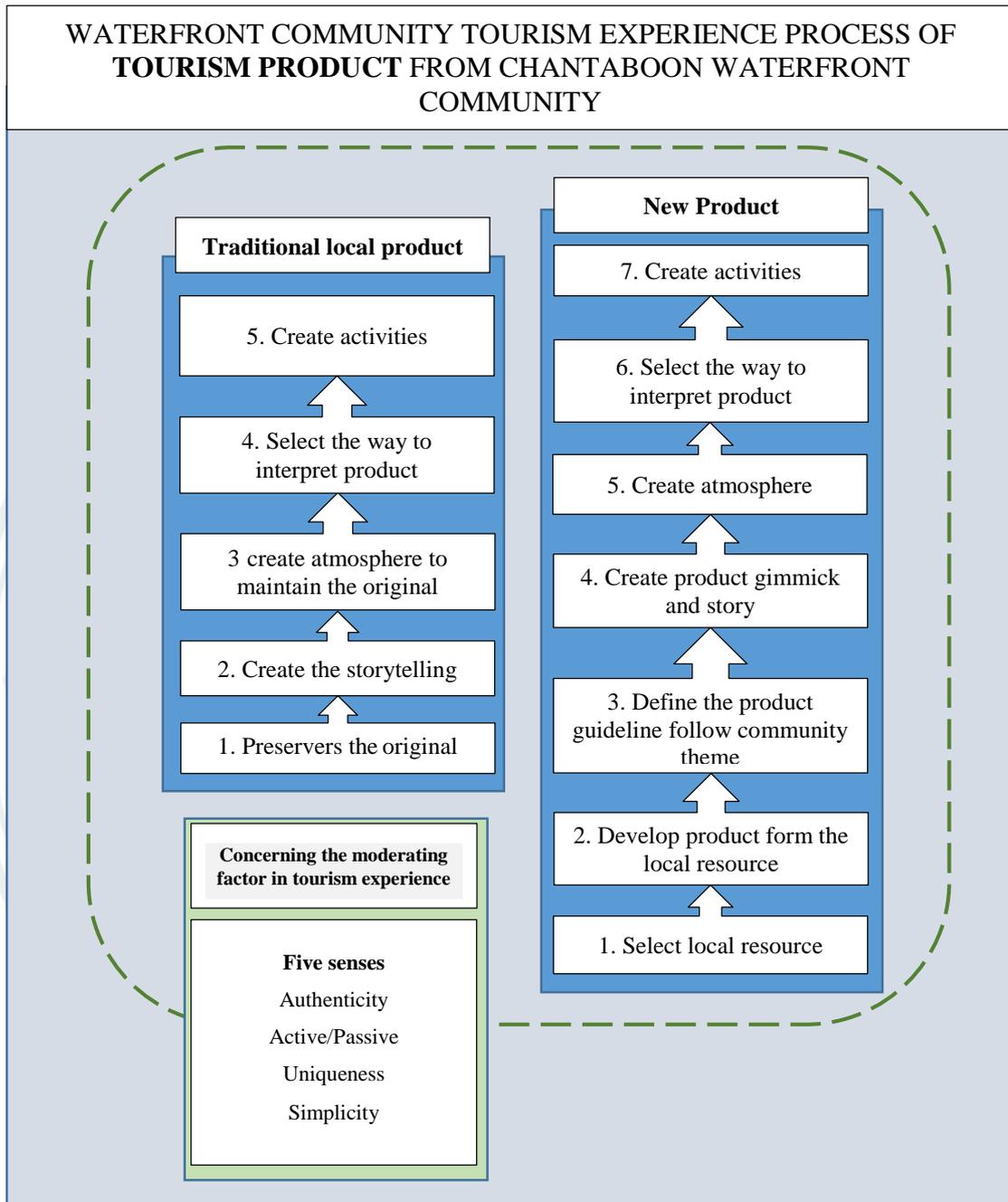


Figure 4.4 Waterfront community tourism experience process of tourism product from Chantaboon Waterfront Community

4.3 The Influences of Motivation on Tourism Experience

The purpose of this part is to study demographic profile, tourist behavior and to study the structural equation model of causal factors on tourism motivation factors towards the tourism experience at Chantaboon Waterfront Community in Chanthaburi. The appropriate factors for exploratory factor analysis were motivation factors, and travel experiences in visiting Chantaboon Waterfront Community which are 42 variables. The samples consisted of Thai tourists aged 18 years and over. The sampling was done of 440 people. The data received were calculated and analyzed using descriptive statistics (frequency, percentage, mean and standard deviation). The Structural equation modeling: SEM was used to test the influence of the motivation of Thai tourists on tourism experience at Chantaboon Waterfront Community, Chanthaburi. All the signs used in this research were as follows:

Sigs used for statistical values

\bar{X}	means	arithmetic mean
S.D.	means	standard deviation
SK	means	skewness
KU	means	Kurtosis
R^2	means	coefficient of determination
t-value	means	t-test or C.R. (critical ratios) in AMOS
F	means	F-test
X^2	means	Chi-square or CMIN in AMOS
df	means	degree of freedom
X^2/df	means	relative chi-square or CMIN/DF in AMOS
P	means	probability level
CR	means	composite reliability or construct reliability
AVE	means	average variance extracted
GFI	means	goodness of fit index
AGFI	means	adjusted goodness of fit index
RMR	means	root mean square residual
RMSEA	means	root mean squared error of approximation
TLI	means	tucker-Lewis Index
CFI	means	comparative fit index
χ^2	means	Chi-square or CMIN in AMOS
df	means	degree of freedom

χ^2/df	means	relative chi-square or CMIN/DF in AMOS
P	means	probability level
AVE	means	average variance extracted
CR	means	composite reliability or construct reliability
GFI	means	goodness of fit index
AGFI	means	adjusted goodness of fit index
RMR	means	root mean square residual
RMSEA	means	root mean squared error of approximation
TLI	means	tucker-Lewis Index
CFI	means	comparative fit index

Signs used for variables

Latent variable

MOT	means	motivation factor
EXP	means	experience factor

Observed variable

PER	means	personal factor
HIS	means	historical and cultural factors
PLA	means	tourism destination motivation
ACT	means	experience on activities and participation
CUL	means	experience in local cultures
BUI	means	experience on architectural traces
TOU	means	experience on tourism destination

The presentation of this research was divided into 7 sectors as follows:

- 1) The analysis of basic statistics of the samples which included demographic data, and travel behaviors of Thai tourists.
- 2) The exploratory factor analysis
- 3) Criteria used for model testing
- 4) The analysis of the construct validity of the measurement model was the test of variables by the confirmatory factor analysis. The quality of the data was tested by AMOS 22. The tools comprised multicollinearity, the analysis of the observed variables, construct validity of the measurement model, latent variable, convergent validity, discriminant validity and reliability of the observed and latent variables.
- 5) The structural equation model analysis was conducted to test Hypothesis.

4.3.1 Demographic profile

The data collected from Thai tourists in Chantaboon Waterfront Community, Chanthaburi was divided into 2 sections: 1) demographic data which included sex, age, status, education, occupation, incomes, and current residence, 2) travel behavior which included numbers of visit, forms of travel, numbers of companies, means of transport, length of time spent in travel, numbers of overnight stays, days of the week to travel, person(s) influencing the decision to travel, main reasons to travel, activities conducted during travel, and sources of information about Chantaboon Waterfront Community. The results were showed on table 4.5-4.6

Table 4.5 Number and percentage of the samples of Thai tourists in Chantaboon Waterfront Community, Chanthaburi categorized by characteristics

Characteristics		Number	Percentage
Sex	male	170	38.64
	female	270	61.36
	Total	440	100.00
Age	18- 25 years	85	19.32
	26- 34 years	124	28.18
	35- 44 years	110	25.00
	43- 50 years	59	13.41
	51- 60 years	31	7.05
	61- 69 years	25	5.68
	70 and over	6	1.36
	total	440	100.00
Status	Single	237	53.86
	married	169	38.41
	Divorced/separate	27	6.14
	widowed	7	1.59
	total	440	100.00
Education	Lower than junior high school	7	1.59
	Junior high school	11	2.50
	High school/ vocational certificate	52	11.82
	Diploma/High vocational certificate	37	8.41
	Bachelor's Degree	236	53.64
	Higher than Bachelor's degree	97	22.05
	total	440	100.00

Characteristics	Number	Percentage
Occupation		
student	81	18.41
Civil servant/ state enterprise official	74	16.82
company employee	82	18.64
Own a business	103	23.41
workers	53	12.05
housewife	13	2.95
Retired	34	7.73
total	440	100.00
Income		
5,000 or lower	51	11.59
5,001- 10,000	49	11.14
10,001- 20,000	115	26.14
20,001- 30,000	113	25.68
30,001- 40,000	59	13.41
Higher than 40,000	53	12.05
total	440	100.00
Current residence		
Chanthaburi	79	17.95
Bangkok metropolitan areas	186	42.27
Northern provinces	16	3.64
Central provinces	62	14.09
Eastern provinces	84	19.09
Northeastern provinces	10	2.27
Southern provinces	3	0.68
total	440	100.00

The personal data retrieved from 440 Thai tourists who visited Chantaboon Waterfront Community, Chanthaburi revealed that there were more female tourists which were accounted for 61.36 % while the male samples appeared to be 38.64%. Most of the tourists were aged between 26-34 years which were accounted for 28.18%, while the people aged 35-42 years fell in the second place with the percentage of 25. The tourists who were single were ranked top of the table with the figure of 53.86% while the married ones ranked the second with the figure of 38.41%. 53.64% of the samples showed that they held Bachelor's degree, while 22.05% of them held higher education than BA. Most of the tourists had their own businesses which were accounted for 23.41%, while 18.64% of them were company employees. Regarding incomes, most of the samples earned 10,001- 20,000 baht a month which were accounted for 26.41%,

while the second place was those who earned 20,001- 30,000 baht a month which were accounted for 25.68%. 42.27% of the tourists were resided in Bangkok metropolitan areas, while 19.09% of them lived in the eastern provinces.

4.3.2 Tourist behavior

Table 4.6 Number and percentage of the samples of Thai tourists in Chantaboon Waterfront Community, Chanthaburi categorized by travel behaviors

Travel behavior	number	percentage
Number of visit of Chantaboon Waterfront Community within a year		
First time	101	22.95
1-2 times	182	41.36
3-4 times	95	21.59
5-6 times	27	6.14
More than 6 times	35	7.95
Total	440	100.00
Forms of travel to Chantaboon Waterfront Community		
Travel alone	44	10.00
Travel with family	136	30.91
Travel with relatives	64	14.55
Travel with friends	147	33.41
Travel with a tour agent	22	5.00
Travel with company/ office/ school	27	6.14
Total	440	100.00
Number of companies to travel in Chantaboon Waterfront Community		
none	44	10.00
1-5 people	271	61.59
6- 10 people	88	20.00
11- 15 people	17	3.86
16- 20 people	9	2.05
More than 20 people	11	2.50
Total	440	100.00
Means of transport to Chantaboon Waterfront Community		
Personal car	308	70.00
Public transport	30	6.82
Tour agent's bus	30	6.82
Office/ company/ school bus	21	4.77

Travel behavior	number	percentage
Rented car	14	3.18
motorcycle	35	7.95
Other means	2	0.45
Total	440	100.00
Length of time spent in Chantaboon		
Waterfront Community		
Less than 1 hour	42	9.55
1-3 hours	281	63.86
4-6 hours	90	20.45
7- 9 hours	17	3.86
10 -12 hours	5	1.14
More than 12 hours	5	1.14
Total	440	100.00
Number of overnight stays in		
Chantaboon Waterfront Community		
Do not stay over night	289	65.68
1 night	98	22.27
2 nights	49	11.14
3 nights	4	0.91
Total	440	100.00
Days of the week to travel to Chantaboon		
Waterfront Community		
Weekdays (Mon-Fri)	90	20.45
Weekends (Sat-Sun)	232	52.73
National holidays	57	12.95
School breaks	13	2.95
No particular period	48	10.91
Total	440	100.00
Person influencing the decision in travel		
to Chantaboon Waterfront Community		
You yourself	163	37.05
Family members	118	26.82
friends	102	23.18
office	35	7.95
Institutes	22	5.00
Total	440	100.00
Methods to organize the trip to		
Chantaboon Waterfront Community		
Organized by yourself	362	82.27
Organized by a tour agent	19	4.32
Organized by a hotel	21	4.77
Organized by an institute	22	5.00
Organized by school	16	3.64
Total	440	100.00

Travel behavior	number	percentage
Expenses spent in travel to Chantaboon		
Waterfront Community		
Less than 500 baht	102	23.18
501- 1,000 baht	120	27.27
1,001- 1,500 baht	74	16.82
1,501- 2,000 baht	41	9.32
2,001- 2,500 baht	36	8.18
2,501- 3,000 baht	27	6.14
More than 3,000 baht	40	9.09
Total	440	100.00
Main reasons to travel to Chantaboon		
Waterfront Community (more than 1 item can be selected)		
To travel as a part of a fieldtrip	53	18.73
To travel as a part of Chanthaburi's tourism program	54	19.08
To inspect remarkable and unique architectures	57	20.14
To travel as a stop over	51	18.02
To taste local food or dessert	125	44.17
To experience the unique waterfront community	89	31.45
To relax	116	40.99
To write a reviews on social media	27	9.54
Total	440	100
Activities conducted during the travel in Chantaboon Waterfront Community		
Pay homage to Buddha images, shrines, and make merits	112	25.87
Visit Immaculate Conception of Mary Church	188	43.42
Visit community museum	106	24.48
Enjoy the people's way of life in Chantaboon Waterfront Community	201	46.42
Inspect the remarkable architectures	126	29.10
Cruise along Chanthaboon river	29	6.70
Visit old shop houses	168	38.80
Taste local food/dessert	252	58.20
Learn about gems	45	10.39
Buy local products and souvenirs	113	26.10
Take photos	207	47.81
Sources of information about Chantaboon Waterfront Community	166	37.73

Travel behavior	number	percentage
Relatives/friends	12	2.73
Printed media	4	0.91
radios	25	5.68
televisions	198	45.00
On-line media	19	4.32
Publication of tourism authorities	16	3.64
Publication of Chanthaboon community	198	45.0
total	440	100.00

The data from table 4.6 revealed that within a year most of the tourists visited Chantaboon Waterfront Community for 1-2 times which were accounted for 41.36%, the second most fell on those who visited the community for the first time, calculated into 22.95%. The tourists who travelled to the community with friends could be accounted for 33.41%, while those who travelled with families could be accounted for 30.91%. Most of the tourists came in a group of 1-5 people which were accounted for 61.59%, while the second most were those who travelled with a group of 6-10 people. The tourists who came to the community by personal cars could be accounted for 70%, while those who used motorcycles were accounted for 7.95%. Regarding length of time spent, it found that most tourists spent about 1-3 hours in the community, calculated into 6.86%, while 20.45% of the tourists spent 4-6 hours. Most of the tourists did not stay overnight, calculated into 65.68%, while the second most of the tourists stayed for one night, calculated into 22.27%. the tourists decided to visit the community on weekend which was accounted for 52.73%, and 20.45% of the tourists chose to travel on weekdays. Most of the tourists made a decision to travel to Chantaboon Waterfront Community by themselves, calculated into 37.05%, while 26.82% revealed that their families influenced their decisions. Most of the samples informed that they organized the trip by themselves which were accounted for 82.27%, while the second most of them said the trips were organized by their institutes or offices, which were accounted for 5%. Most of the tourists spent 501-1,000 baht a person on this trip which was accounted for 27.27%, while those who spent less than 500 baht could be accounted for 23.18%. The data explained that the main reasons for visiting the community was to taste local food and dessert, which was accounted for 44.17%, while the reason of relaxation was accounted for 40.99%. The top activity conducted during the trip to

Chantaboon Waterfront Community was to taste local food and dessert which was accounted for 58.20%, while to take photos was ranked as the second and was accounted for 47.81%. The tourists revealed that they got information about Chantaboon Waterfront Community from on-line media, which was accounted for 45.00%, while from relatives /friends was accounted for 37.73%.

4.3.3 Motivation factor

4.3.3.1 Exploratory factor analysis result

The exploratory factor analysis was conducted to group the variables, and to separate the ones without any relations. This was considered the most appropriate statistic method in grouping new components in factors with various variables, and the variables had not been grouped.

The appropriate factors for exploratory factor analysis were motivation factor, and travel experiences in visiting Chantaboon Waterfront Community. The analysis can be revealed as follows:

1) The exploratory factor analysis of motivation factors in travelling to Chantaboon Waterfront Community, Chanthaburi

Kaiser-Meyer-Olkin measure of sampling adequacy was revealed at 0.916 which was greater than 0.5. With the application of Bartlett's test of Sphericity, it found that Sig. was equal to 0.000 < .05 which meant all variables were correlated and could be used by factor analysis (Field, 2005; Hair, Black, Babin, Anderson, & Tatham, 2006) as revealed on table 4.7

Table 4.7 KMO and Bartlett's test of Sphericity

Kaiser-Meyer-Olkin Measure of sampling of sampling adequacy		0.916
Bartlett's test of sphericity	Approx. Chi-Square	3056.298
	df.	171
	Sig.	0.000

Factor analysis analyzed nineteen variables for motivation factors in traveling to Chantaboon Waterfront Community to inspect the grouping of the variables. Principle component analysis, which was the appropriate method used to filter the

variables to the least was applied. In order to build up the relation between the variables and components, the orthogonal rotation was used. Accordingly, independent variables were formed by the varimax method, which was the method used to reduce the variables to the least. This allowed only the variables with high factor loading which were determined as the Eigenvalues of 1.00 or above, and factor loading of each variable must be higher than 0.3 (Steven, 2009). Hair et al. (2006) coined that the factor loading that was higher than 0.3 for 350 samples or above was considered significant. Regarding those variables with high factor loading on one particular factor, the data was divided into three components which could be explained the total variance of the variables of the motivation into 51.77 %.

Table 4.8 Factor analysis on motivation to travel to Chantaboon Waterfront Community, Chanthaburi

factor	variable	Factor loading	Eigen Value	% of Variance	Cronbach Alpha
Personal factor	PER		3.656	19.241	0.844
15. Most of the people you know have traveled to Chantaboon Waterfront Community	PER1	0.740			
16. You were invited by the people you know to travel to Chantaboon Waterfront Community	PER2	0.721			
13. Chantaboon Waterfront Community is popular	PER3	0.717			
17. The location of Chantaboon Waterfront Community is close to your residence	PER4	0.677			
14. Photo shooting and mark a check-in on social media	PER5	0.652			
19. It takes short to time to travel to Chantaboon Waterfront Community	PER6	0.592			
18. Conveniences in traveling to Chantaboon Waterfront Community	PER7	0.562			

factor	variable	Factor loading	Eigen Value	% of Variance	Cronbach Alpha
Historical and cultural factor	HIS		3.292	17.325	0.793
4. The harmony of Thai, Chinese and Yuan (Vietnamese) cultures in Chantaboon Waterfront Community	HIS1	0.683			
5. Houses and buildings in Chantaboon Waterfront Community are remarkable and well-preserved	HIS2	0.673			
2. local foods of Chantaboon Waterfront Community	HIS3	0.654			
1. People's way of life in Chantaboon Waterfront Community	HIS4	0.641			
6. Retro atmosphere of Chantaboon Waterfront Community	HIS5	0.608			
3. Interesting history of Chantaboon Waterfront Community	HIS6	0.606			
Tourism destination motivation	PLA		2.889	15.205	0.810
7. Peaceful atmosphere of Chantaboon Waterfront Community	PLA1	0.722			
8. Beautiful scenery of Chantaboon Waterfront Community	PLA2	0.617			
9. Friendliness of the local people in Chantaboon Waterfront Community	PLA3	0.596			
12. Variety of tourism in Chantaboon Waterfront Community	PLA4	0.595			
11. Unique handicrafts and artifacts of Chantaboon Waterfront Community	PLA5	0.571			
10. Decoration of the accommodations telling	PLA6	0.533			

factor	variable	Factor loading	Eigen Value	% of Variance	Cronbach Alpha
histories of Chantaboon Waterfront Community					
total	MOT		9.837	51.771	0.906

Table 4.8 showed the grouping of variables in each factor and they were named in relevant with all the variables in the same component. Details were as follows:

Component 1 called “personal motivation” comprised 7 variables included items as follows: most of the people traveled to Chantaboon Waterfront Community by the invitation of the people you know to travel to Chantaboon Waterfront Community, Chantaboon Waterfront Community is in trend, the location of Chantaboon Waterfront Community is close to the residence, photo shooting and mark a check-in on social media, shortage of time to travel to Chantaboon Waterfront Community, and conveniences in traveling to Chantaboon Waterfront Community. The factor loading was 0.562- 0.740. The variable with the highest variance of the component was 19.24%. It meant this component of the motivation to travel to Chantaboon Waterfront Community was accounted for 19.24%.

Component 2 called “historical and cultural motivation” comprised 6 variables included harmony of Thai, Chinese and Yuan (Vietnamese) cultures in Chantaboon Waterfront Community, remarkable and well-preserved houses and buildings in Chantaboon Waterfront Community, local foods of Chantaboon Waterfront Community, people’s way of life in Chantaboon Waterfront Community, retro atmosphere of Chantaboon Waterfront Community, and interesting history of Chantaboon Waterfront Community. The factor loading was 0.606- 0.683. The variable with the highest variance of the component was 17.33%. It meant this component of the motivation to travel to Chantaboon Waterfront Community was accounted for 17.33%.

Component 3 called “tourism destination motivation” comprised peaceful atmosphere of Chantaboon Waterfront Community, beautiful scenery of Chantaboon Waterfront Community, friendliness of the local people in Chantaboon Waterfront Community, variety of tourism in Chantaboon Waterfront Community, unique artifacts and handicrafts of Chantaboon Waterfront Community, and decoration of the

accommodations telling histories of Chantaboon Waterfront Community. The factor loading was 0.533- 0.722. The variable with the highest variance of the component was 15.21%. It meant this component of the motivation to travel to Chantaboon Waterfront Community was accounted for 15.21%.

Regarding reliability of these 3 components, it found that Cronbach's coefficient alpha was 0.844, 0.793 and 0.810 which were higher than the standardized criteria of 0.7 (Field, 2005; Hair et al., 2006). In conclusion, all the variables in 3 components were co-related which caused reliable measurement.

Exploratory factor analysis of the motivation to travel grouped 19 variables into 3 components namely personal motivation, historical and cultural motivation, and tourism destination motivation. The components revealed the variance of the motivation into 51.77%, and these 3 factors would be used in the further analysis

4.3.3.2 Confirmatory factor analysis result

The analysis of the motivation measurement model for traveling at the Chantaboon Waterfront Community consisted of three factors (PER, HIS, PLA) with 19 observed variables. The social motivation factor (PER) consisted of seven observation variables which are PER1, PER2, PER3, PER4, PER5, PER6 and PER7. The historical and cultural motivation factor (HIS) included 6 observed variables which are HIS1, HIS2, HIS3, HIS4, HIS5 and HIS6. Likewise, motivation in the local attraction factor (PLA) consisted of 6 observed variables which are PLA1, PLA2, PLA3, PLA4, PLA5 and PLA6.

Regarding analyzing the motivation measurement model for traveling at Chantaboon Waterfront Community, this study used the second-order confirmatory factor analysis to show that all three factors are the appropriated components of motivation measurement. Additionally, to examine 19 variables whether they were identified as a significant indicator of motivation in traveling at Chantaboon Waterfront Community. In other words, 19 questions can be used to measure the motivation factors for traveling to Chantaboon Waterfront Community.

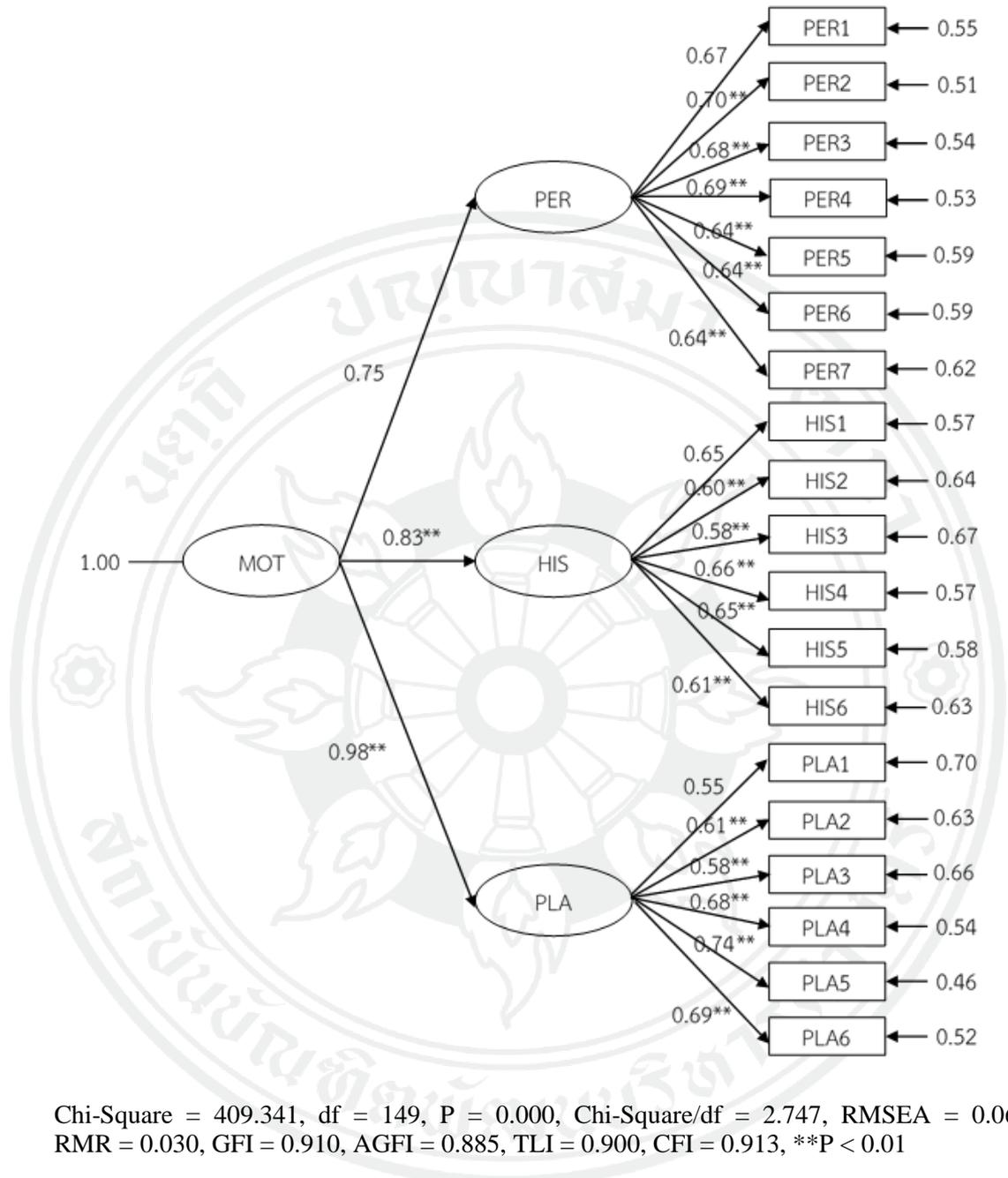
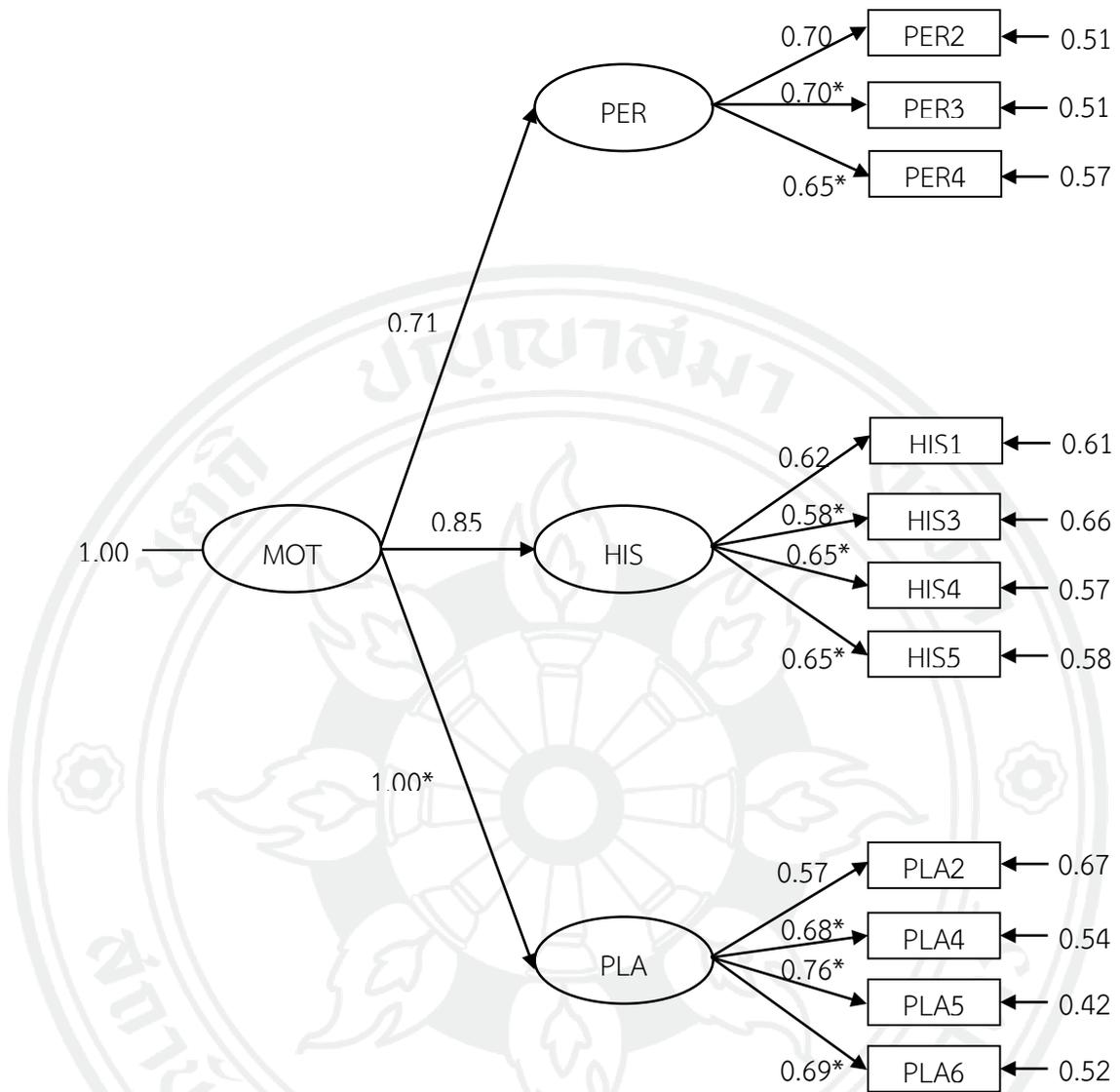


Figure 4.5 The result of the second order confirmatory factor analysis of the motivation model for traveling at Chantaboon Waterfront Community (prior to the modification)

Figure 4.5 showed that Chi-square (X^2) of the measurement model prior to the adjustment was at 409.341. The degree of freedom (df) was at 149, with the significance of 0.000. This meant that the casual structural relationship model was inconsistent with the empirical data. However, Chi-square varied with degree of freedom was 2.747 which meets the criteria is less than or equal to 3. When considering other comparative fit indexes, they do not meet the set criteria. Regarding GFI, it presented at 0.910 which was greater than the set criteria of ≥ 0.90 . This was revealed as Pass, while the AGFI was at 0.885 which indicated as Not Pass as the set criteria was ≥ 0.90 . RMSEA was at 0.063 which indicated as Pass as the set criteria was ≤ 0.08 . RMR was at 0.030 which indicated as Pass as the set criteria was < 0.05 . Regarding CFI, it found that TLI was at 0.900, and CFI was at 0.913 which was indicated as Pass as the set criteria of > 0.90 . From the aforementioned statistics and indicators, it was still uncertain to report that the model was consistent to the empirical data. Therefore, the errors of observed variables were adjusted to be correlated in order to retrieve the data that was consistent to the exact situations. The adjustment was based on model modification indices and standardized expected parameter change. Accordingly, the casual structural relationship model with the consistency to the empirical data was retrieved. The observed variables that were eliminated from the model with 8 variables: PER1, PER5, PER6, PER7, HIS2, HIS6, PLA1 and PLA3. Only 11 variables are available, including PER2, PER3, PER4, HIS1, HIS3, HIS4, HIS5, PLA2, PLA4, PLA5 and PLA6. After modifying model, it is more consistent with empirical data and statistically based on the criteria. Analysis results (After modifying the model) as shown in Figure 4.6 and Table 4.9.



Chi-Square = 71.030, df = 41, P = 0.002, Chi-Square/df = 1.732, RMSEA = 0.041, RMR = 0.021, GFI = 0.972, AGFI = 0.955, TLI = 0.972, CFI = 0.979, **P < 0.01

Figure 4.6 The result of the second order confirmatory factor analysis of the motivation model for traveling at Chantaboon Waterfront Community (After adjusting the mode)

Table 4.9 The results of the second order confirmatory factor analysis of the motivation model for traveling at Chantaboon Waterfront Community (After modified)

Latent variables	Factor loading	S.D.	t-value	R ²
Observed variables			C.R.	
The first order				
PER				
PER2	0.70	-	-	0.49
PER3	0.70**	0.08	11.15	0.49
PER4	0.65**	0.09	10.72	0.43
HIS				
HIS1	0.62	-	-	0.39
HIS3	0.58**	0.10	9.63	0.34
HIS4	0.65**	0.10	10.47	0.43
HIS5	0.65**	0.10	10.40	0.42
PLA				
PLA2	0.57	-	-	0.33
PLA4	0.68**	0.14	10.47	0.46
PLA5	0.76**	0.13	11.15	0.58
PLA6	0.69**	0.12	10.59	0.48
The second order				
MOT				
PER	0.71	-	-	0.50
HIS	0.85**	0.10	8.46	0.72
PLA	1.00**	0.12	7.82	1.00
$\chi^2 = 71.030$, $df = 41$, $P = 0.002$, $\chi^2/df = 1.732$, $RMSEA = 0.041$, $RMR = 0.021$, $GFI = 0.972$, $AGFI = 0.955$, $TLI = 0.972$, $CFI = 0.979$				

Remark: * means statistical significance of 0.05 ($1.96 < t\text{-value} \leq 2.58$), ** means statistical significance of 0.01 ($t\text{-value} > 2.58$)

Table 4.9 showed that modified model was consistent to the empirical data. It was accepted that theoretically the model was consistent to the empirical data. Chi-square (X^2) was at 71.030. The degree of freedom (df) was at 41, while P was equal to 0.000 with the significance of 0.01. This shows that the model was not consistent with empirical data. X^2/df revealed at 1.732, which was indicated as Pass as the set criteria of ≤ 3 . Accordingly, the model was consistent to the empirical data. GFI presented at 0.972, and AGFI was at 0.955, while the pass criterion was set at ≥ 0.90 . TLI was at 0.972, and CFI was at 0.975, while the pass criterion was ≥ 0.90 . RMSEA was at 0.041, and RMR was at 0.021 while the set criterion as pass was ≤ 0.05 .

In the overall aspect, it could be said that all the indexes were accordance with the set criteria; thus, the model was consistent to the empirical data.

All factor loadings of 11 observed variables revealed positive values within 0.57-0.76 and all of them presented the statistical significance of 0.01. It shows that 11 observed variables are significant indicators of motivation to travel in Chantaboon Waterfront Community. Considering factor loading of 3 latent variables, the factor loadings of each latent variable was positive from 0.71-1.00 with statically significant at 0.01. This means all 3 latent variables are also the appropriated components of motivation to travel in Chantaboon Waterfront Community as shown in Figure 4.6 and Table 4.9

4.3.4 Tourism Experience

4.3.4.1 Explotory factor analysis result

KMO (Kaiser-Meyer-Olkin Measure of sampling of sampling adequacy) used to measure the adequacy of the data revealed at 0.942 which was higher than 0.5. Bartlett's test of Sphericity revealed the Sig. of $0.000 < .05$ which was interpreted as all the variables were correlated and adequate to be used with factor analysis (Field, 2005; Hair et al., 2006) as in table 4.10

Table 4.10 KMO and Bartletts Test of Sphericity

Kaiser-Meyer-Olkin Measure of sampling of sampling adequacy		0.942
Bartlett's test of sphericity	Approx. Chi-Square	5165.509
	df.	253
	Sig.	0.000

Twenty-three variables for experience gained factors in traveling to Chantaboon Waterfront Community were analyzed by factor analysis in order to inspect the grouping of the variables. Principle component analysis, which was the appropriate method used to filter the variables to the least was applied. In order to build up relation between the variables and components, orthogonal rotation was used. Accordingly, independent variables were formed by varimax method, which was the method used to reduce the variables to the least. This allowed only to the variables with high factor

loading which were determined as the Eigenvalues of 1.00 or above, and factor loading of each variable must be higher than 0.3 (Steven, 2009). Hair et al. (2006) coined that the factor loading that was higher than 0.3 for 350 samples or above was considered significant. Regarding those variables with high factor loading on one particular factor, the data was divided into 4 components which could be explained the total variances of the variables of the motivation into 60.35 %.

Table 4.11 Exploratory factor analysis on the factor of travel experiences in Chantaboon Waterfront Community, Chanthaburi

factor	variable	Factor loading	Eigen Value	% of Variance	Cronbach Alpha
Experiences on activities and participation	ACT		5.068	22.035	0.903
20. The participation of activities in Chantaboon Waterfront Community by practice for example making dessert	ACT1	0.789			
22. Learning the activities in Chantaboon Waterfront Community from real life situation for example watching dessert making in a shop house	ACT2	0.726			
24. Learning or skill based activities for example learning cooking local food in Chantaboon Waterfront Community	ACT3	0.706			
26. continual and sequent activities Chantaboon Waterfront Community	ACT4	0.704			
25. Length of time spent in each activity Chantaboon Waterfront Community	ACT5	0.700			
28. excitement and surprises during activities in Chantaboon Waterfront Community	ACT6	0.671			
27. Length of time spent in meeting and joining the	ACT7	0.634			

factor	variable	Factor loading	Eigen Value	% of Variance	Cronbach Alpha
activities with the locals in Chantaboon Waterfront Community					
21. Learning about activities of Chantaboon Waterfront Community from media like televisions or on-line media	ACT8	0.589			
23. Activities focus on feelings and emotions for example tasting local food in a retro house in Chantaboon Waterfront Community	ACT9	0.458			
Experiences on local cultures	CUL		3.799	16.519	0.848
34. Tasting unique and local dessert of Chantaboon Waterfront Community	CUL1	0.701			
33. Tasting the remarkable local food of Chantaboon Waterfront Community	CUL2	0.680			
36. Tasting the traditional recipes of Chantaboon Waterfront Community	CUL3	0.658			
32. Watching and shopping local products of Chantaboon Waterfront Community	CUL4	0.622			
38. Studying belongings inherited from the past generation of Chantaboon Waterfront Community	CUL5	0.601			
35. Touching and buying local products of Chantaboon Waterfront Community	CUL6	0.594			
37. Smelling scents of joss sticks and candles from Thai, Chinese and Vietnamese religious temples in Chantaboon Waterfront Community	CUL7	0.498			

factor	variable	Factor loading	Eigen Value	% of Variance	Cronbach Alpha
Experiences on architectural traces	BUI		2.721	11.831	0.824
41. Touching some parts of houses like handrail, windows, painted wall tiles	BUI1	0.767			
40. Hearing cracking sound of a wood floor while visiting houses in Chantaboon Waterfront Community	BUI2	0.720			
42. Seeing beautiful perforated designs and unique ventilators in traditional houses in Chantaboon Waterfront Community	BUI3	0.692			
39. Smelling woods from traditional houses in Chantaboon Waterfront Community	BUI4	0.662			
Experiences on tourism destination	TOU		2.292	9.964	0.777
30. Inspecting architectures and learning about houses in Chantaboon Waterfront Community	TOU1	0.770			
31. Watching and taking photos of the beautiful scenery in Chantaboon Waterfront Community	TOU2	0.716			
29. Visiting and studying people's way of life in Chantaboon Waterfront Community	TOU3	0.687			
Total	EXP		13.880	60.349	0.937

Table 4.11 showed the grouping of variables in each factor and they were named in relevant with all the variables in the same component. Details were as follows:

Component 1 called “experiences on activity and participation” comprised 9 variables included the participation of activities in Chantaboon Waterfront Community by practices for example making dessert, learning the activities in Chantaboon Waterfront Community from real life situation for example watching dessert making in a shop house, learning or conducting skill based activities for example learning to cook local food in Chantaboon Waterfront Community, continual and sequent activities Chantaboon Waterfront Community, length of time spent in each activity Chantaboon Waterfront Community, excitement and surprises during activities in Chantaboon Waterfront Community, length of time spent in meeting and joining the activities with the locals in Chantaboon Waterfront Community, learning about activities of Chantaboon Waterfront Community from media like televisions or on-line media, activities focusing on feelings and emotions for example tasting local food in a retro house in Chantaboon Waterfront Community. The factor loading was 0.458- 0.789. The variable with the highest variance of the component was 22.04%. It meant this component of the motivation to travel to Chantaboon Waterfront Community was accounted for 22.04%.

Component 2 called “experiences on local cultures” comprised 7 variables including tasting unique and local dessert of Chantaboon Waterfront Community, tasting the remarkable local food of Chantaboon Waterfront Community, tasting the traditional recipes of Chantaboon Waterfront Community, watching and shopping local products of Chantaboon Waterfront Community, studying belongings inherited from the past generation of Chantaboon Waterfront Community, touching and buying local products of Chantaboon Waterfront Community, smelling scents of joss sticks and candles from Thai, Chinese and Vietnamese religious temples in Chantaboon Waterfront Community. The factor loading was 0.498- 0.701. The variable with the highest variance of the component was 16.52%. It meant this component of the motivation to travel to Chantaboon Waterfront Community was accounted for 16.52%.

Component 3 called “experiences on architectural traces” comprised 4 variables included touching some parts of houses like handrail, windows, painted wall tiles, hearing cracking sound of a wood floor while visiting houses in Chantaboon Waterfront Community, seeing beautiful perforated designs and unique ventilators in traditional houses in Chantaboon Waterfront Community, and smelling woods from traditional

houses in Chantaboon Waterfront Community. The factor loading was 0.662- 0.767. The variable with the highest variance of the component was 11.83%. It meant this component of the motivation to travel to Chantaboon Waterfront Community was accounted for 11.83%.

Component 4 called “experiences on tourism destination” comprised 3 variables included inspecting architectures and learning about houses in Chantaboon Waterfront Community, watching and taking photos of the beautiful scenery in Chantaboon Waterfront Community, visiting and studying people’s way of life in Chantaboon Waterfront Community. The factor loading was 0.687- 0.770. The variable with the highest variance of the component was 9.96%. It meant this component of the motivation to travel to Chantaboon Waterfront Community was accounted for 9.96%.

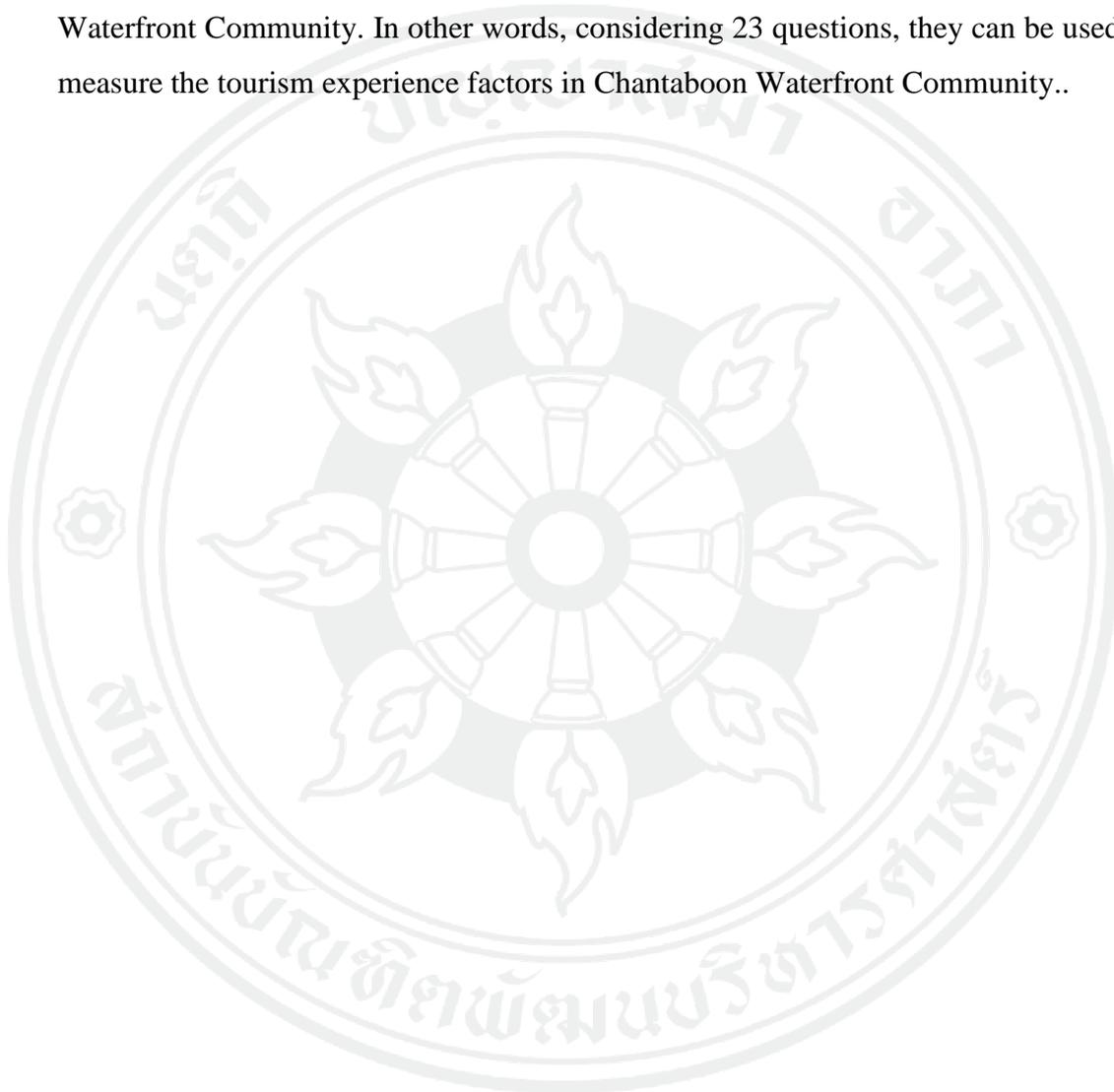
Regarding reliability of these 4 components, it found that Cronbach’s coefficient alpha was 0.903, 0.848, 0.824 and 0.777 which were higher than the standardized criteria of 0.7 (Field, 2005; Hair et al., 2010). In conclusion, all the variables in 4 components were co-related which brought about highly reliable measurement.

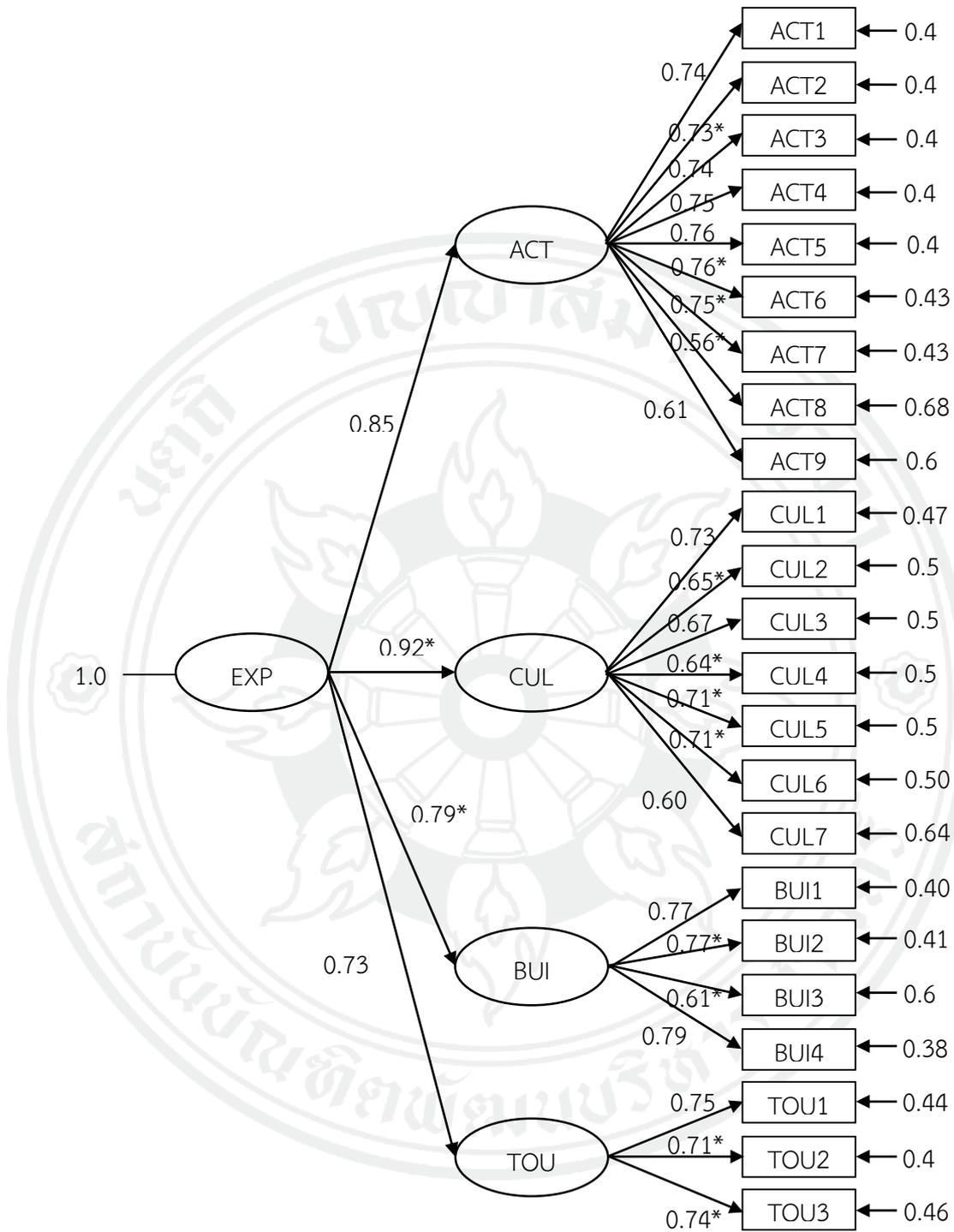
Exploratory factor analysis of the motivation to travel grouped 23 variables into 4 components namely experiences on activities and participation, experiences on local cultures, experiences on architectural traces, and experiences on tourism destination. The components revealed the variance of the motivation into 60.35%, and these 4 experience factors would be used in the further analysis.

4.3.4.2 Confirmatory factor analysis result

The analysis of the tourism experience measurement model in Chantaboon Waterfront Community consisted of four factors (ACT, CUL, BUI, TOU) with 23 observed variables. The participation activity factor (ACT) consisted of 9 observation variables which are ACT1, ACT2, ACT3, ACT4, ACT5, ACT6, ACT7, ACT8 and ACT9. The local culture factor (CUL) included 7 observed variables which are CUL1, CUL2, CUL3, CUL4, CUL5, CUL6 and CUL7. Likewise, the architectural trace factor (BUI) consisted of 4 observed variables which are BUI1, BUI2, BUI3 and BUI4. Lastly, the tourist attraction factor (TOU) included 3 observed variables which are TOU1, TOU2 and TOU3

Regarding of analyzing tourism experience measurement model in Chantaboon Waterfront Community, this study used the second order confirmatory factor analysis to identify whether all four factors are the appropriated components of tourism experience measurement. Additionally, to examine 23 observed variables whether they were identified as a significant indicator of tourism experience in Chantaboon Waterfront Community. In other words, considering 23 questions, they can be used to measure the tourism experience factors in Chantaboon Waterfront Community..

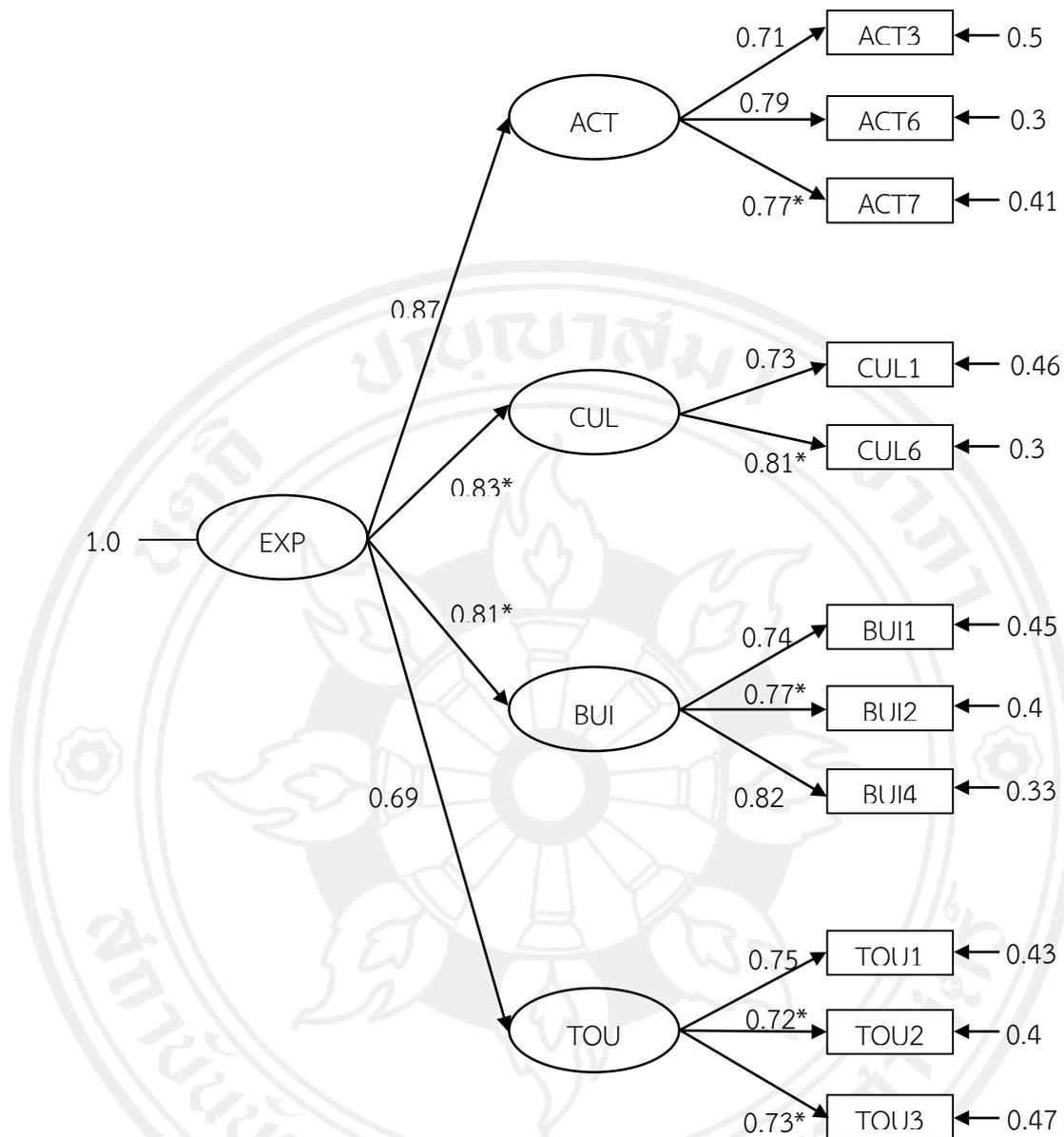




Chi-Square = 701.093, df = 226, P = 0.000, Chi-Square/df = 3.102, RMSEA = 0.069, RMR = 0.040, GFI = 0.868, AGFI = 0.839, TLI = 0.894, CFI = 0.905, **P < 0.01

Figure 4.7 The result of the second order confirmatory factor analysis of the tourism experience in Chantaboon Waterfront Community (prior to the modification)

Figure 4.7 showed that Chi-square (X^2) of the measurement model prior to the adjustment was at 701.093. The degree of freedom (df) was at 226, with the significance of 0.000. This meant that the casual structural relationship model was inconsistent with the empirical data. Likewise, Chi-square varied with degree of freedom was 3.102 which was greater than the set criteria is less than or equal to 3. When considering other comparative fit indexes, they do not meet the set criteria. Regarding GFI, it presented at 0.868 and the AGFI was at 0.839 which indicated as Not Pass as the set criteria was ≥ 0.90 . RMSEA was at 0.069 which indicated as Pass as the set criteria was ≤ 0.08 . RMR was at 0.040 which indicated as Pass as the set criteria was ≤ 0.05 . Regarding CFI, it found that TLI was at 0.894, and CFI was at 0.905 which was indicated as Pass as the set criteria of > 0.90 . From the aforementioned statistics and indicators, it was still uncertain to report that the model was consistent to the empirical data. Therefore, the errors of observed variables were adjusted to be correlated in order to retrieve the data that was consistent to the exact situations. The adjustment was based on model modification indices and standardized expected parameter change. Accordingly, the casual structural relationship model with the consistency to the empirical data was retrieved. The observed variables that were eliminated from the model with 12 variables: ACT1, ACT2, ACT4, ACT5, ACT8, ACT9, CUL2, CUL3, CUL4, CUL5, CUL7 and BUI3. Only 11 variables are available, including ACT3, ACT6, ACT7, CUL1, CUL6, BUI1, BUI2, BUI4, TOU1, TOU2 and TOU3. After modifying model, it is more consistent with empirical data and statistically based on the criteria. Analysis results (After modifying the model) as shown in Figure 4.8 and Table 4.12.



Chi-Square = 103.426, df = 40, P = 0.000, Chi-Square/df = 2.586, RMSEA = 0.060, RMR = 0.031, GFI = 0.957, IFI = 0.929, TLI = 0.957, CFI = 0.969, **P < 0.01

Figure 4.8 The result of the second order confirmatory factor analysis of the tourism experience model in Chantaboon Waterfront Community (After adjusting the model)

Table 4.12 The result of the second order confirmatory factor analysis of the tourism experience model in Chantaboon Waterfront Community (After modified)

Latent variables	Factor	S.D.	t-value	R ²
Observed variables	loading		C.R.	
The first order				
ACT				
ACT3	0.71	-	-	0.50
ACT6	0.79**	0.08	14.22	0.63
ACT7	0.77**	0.07	13.97	0.59
CUL				
CUL1	0.73	-	-	0.54
CUL6	0.81**	0.09	12.96	0.66
BUI				
BUI1	0.74	-	-	0.55
BUI2	0.77**	0.07	14.90	0.60
BUI4	0.82**	0.07	15.51	0.67
TOU				
TOU1	0.75	-	-	0.57
TOU2	0.72**	0.08	12.82	0.52
TOU3	0.73**	0.08	12.87	0.53
The second order				
EXP				
ACT	0.87	-	-	0.76
CUL	0.83**	0.08	9.91	0.69
BUI	0.81**	0.09	10.27	0.66
TOU	0.69**	0.07	9.27	0.47
$\chi^2 = 103.426$, $df = 40$, $P = 0.000$, $\chi^2/df = 2.586$, $RMSEA = 0.060$, $RMR = 0.031$, $GFI = 0.957$, $AGFI = 0.929$, $TLI = 0.957$, $CFI = 0.969$				

Remark: * means statistical significance of 0.05 ($1.96 < t\text{-value} \leq 2.58$), ** means statistical significance of 0.01 ($t\text{-value} > 2.58$)

Table 4.12 showed that modified model was consistent to the empirical data. It was accepted that theoretically the model was consistent to the empirical data. Chi-square (X^2) was at 103.426. The degree of freedom (df) was at 40, while P was equal to 0.000 with the significance of 0.01. This shows that the model was not consistent with empirical data. However, X^2/df revealed at 2.586, which was indicated as Pass as the set criteria of ≤ 3 . Accordingly, the model was consistent to the empirical data. GFI presented at 0.957, and AGFI was at 0.929, while the pass criterion was set at ≥ 0.90 . Likewise, TLI was at 0.957, and CFI was at 0.969, while the pass criterion was ≥ 0.90 . RMSEA was at 0.060 with the set criteria of ≤ 0.08 , and RMR was at 0.031 while

the set criterion as pass was ≤ 0.05 . In the overall aspect, it could be said that all the indexes were accordance with the set criteria; thus, the model was consistent to the empirical data.

All factor loadings of 11 observed variables revealed positive values within 0.71-0.82 and all of them presented the statistical significance of 0.01. It shows that 11 observed variables are significant indicators of tourism experience in Chantaboon Waterfront Community. Considering factor loading of 4 factors, the factor loadings of each factor was positive from 0.69-0.87 with statically significant at 0.01. This means all 4 factors are also the appropriated components of tourism experience in Chantaboon Waterfront Community as shown in Figure 4.8 and Table 4.12

4.3.5 The analysis of the construct validity of the overall measurement model

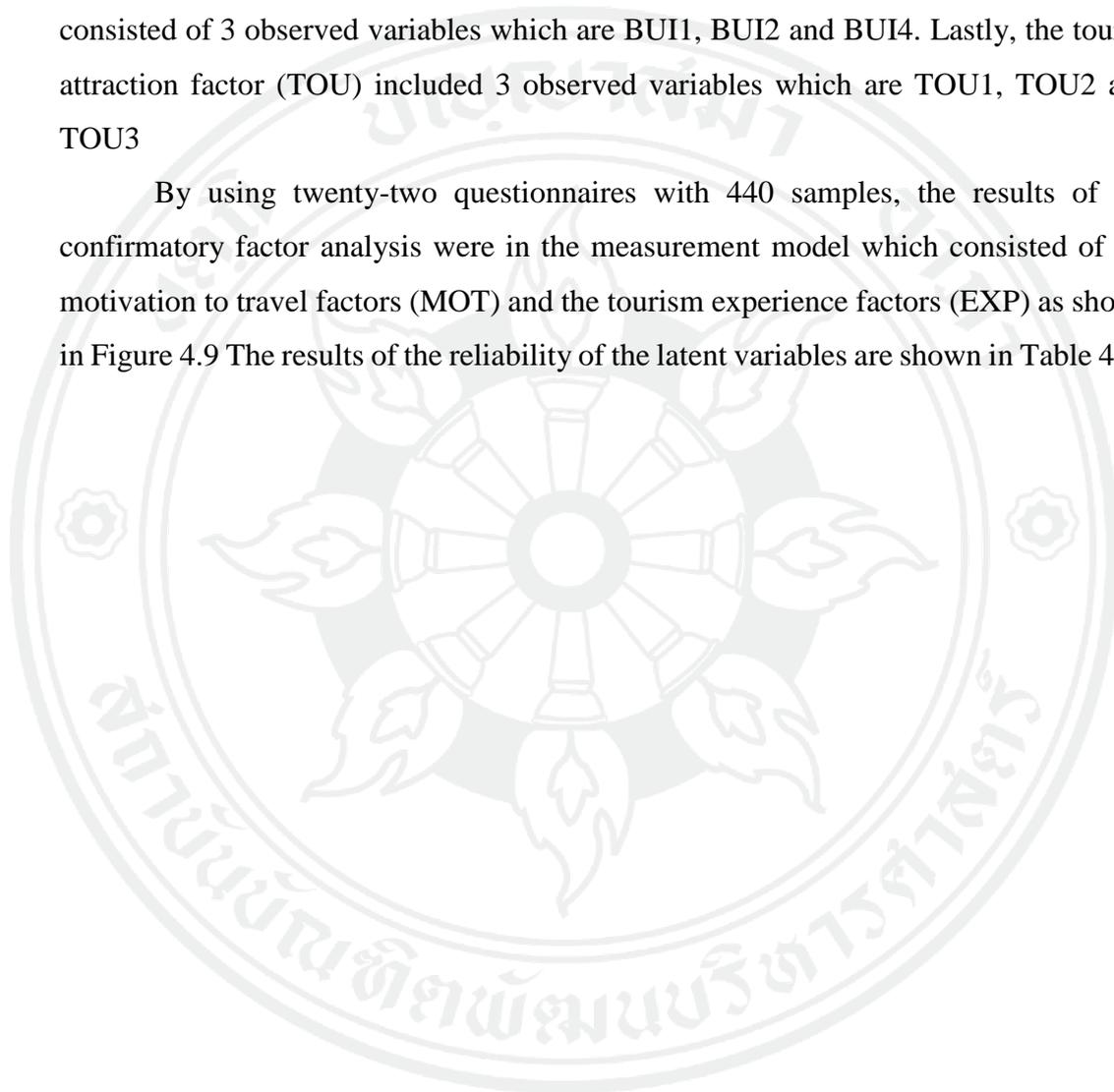
The confirmatory factor analysis in section 4.6 was used to examine whether the observed variables were appropriate representative of the latent variables and it can be concluded that latent variables in this study were consistent with empirical data. Moreover, the results of the confirmatory factor analysis of all latent variables in the study were analyzed to confirm that the indicator or observation variables were used to measure each latent variable. Additionally, the reliability of latent variables was measured.

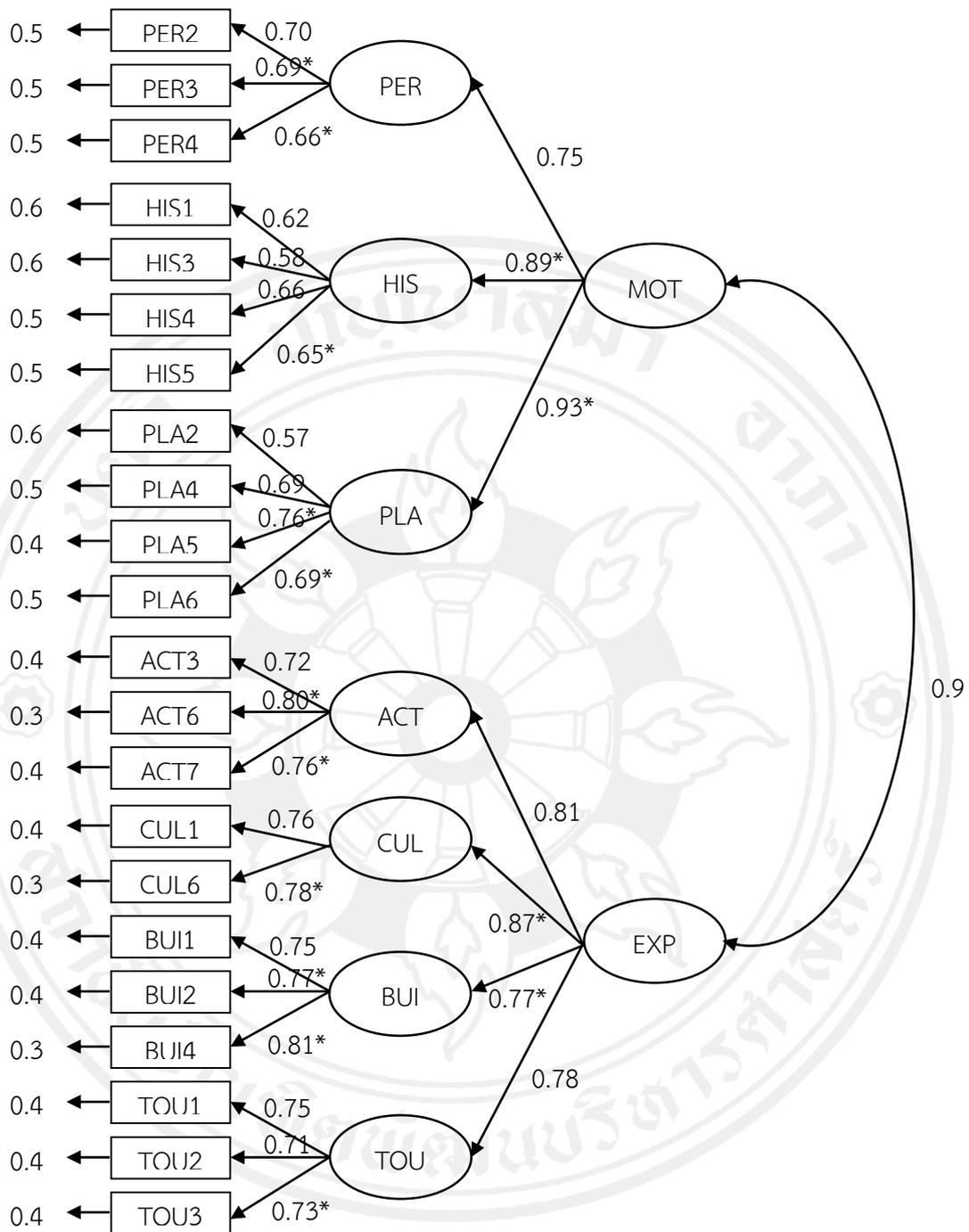
Factors related to the motivation to travel and the tourism experience in Chantaboon Waterfront Community. The details of variables in each measurement model are as follows.

The motivation for traveling at the Chantaboon Waterfront Community (MOT) consisted of three factors (PER, HIS, PLA) with 11 observed variables. The social motivation factor (PER) consisted of seven observation variables which are PER2, PER3 and PER4. The historical and cultural motivation factor (HIS) included 4 observed variables which are HIS1, HIS3, HIS4 and HIS5. Likewise, the motivation in the local attraction factor (PLA) consisted of 4 observed variables which are PLA2, PLA4, PLA5 and PLA6.

The tourism experience measurement model in Chantaboon Waterfront Community (EXP) consisted of four factors (ACT, CUL, BUI, TOU) with 11 observed variables. The participation activity factor (ACT) consisted of 3 observation variables which are ACT3, ACT6 and ACT7. The local culture factor (CUL) included 2 observed variables which are CUL1 and CUL6. Likewise, the architectural trace factor (BUI) consisted of 3 observed variables which are BUI1, BUI2 and BUI4. Lastly, the tourist attraction factor (TOU) included 3 observed variables which are TOU1, TOU2 and TOU3

By using twenty-two questionnaires with 440 samples, the results of the confirmatory factor analysis were in the measurement model which consisted of the motivation to travel factors (MOT) and the tourism experience factors (EXP) as shown in Figure 4.9 The results of the reliability of the latent variables are shown in Table 4.13





Chi-Square = 386.838, df = 201, P = 0.000, Chi-Square/df = 1.925, RMSEA = 0.046, RMR = 0.032, GFI = 0.923, AGFI = 0.903, TLI = 0.945, CFI = 0.952, **P < 0.01

Figure 4.9 The results of the confirmatory factor analysis of all variables

4.3.6 Result of Structure Equation Modeling: SEM

4.3.6.1 Measurement model testing

In this study the confirmatory factor analysis revealed Chi-square (X^2) of 386.838 and degree of freedom (df) of 201 with statistically significance of 0.01. It depicted the measurement model did not conform to the empirical data. However, X^2 / df was equal to 1.925 which was lower than the determined criteria of ≤ 3 ; thus, the model was conformed to the empirical data. RMSEA was equal to 0.046 which are in the set of criteria of ≤ 0.08 and RMR was equal to 0.032 which was above the criteria of ≤ 0.05 . GFI was equal to 0.923, and AGFI was equal to 0.903 which were greater than the criteria of ≥ 0.90 . Likewise, Tucker-Lewis Index was equal to 0.945 and CFI was equal to 0.952 which was above the criteria of > 0.90 . Regarding factor loading, it found that the variables were statistically significant of 0.01 level. Their factor loading was greater than 0.5. This interpreted that the measurement model was valid (Diamantopoulos & Siguaw, 2000) as shown on Figure 4.9

4.3.7 The analysis of internal consistency reliability

The quality of the questionnaire used for 440 samples was presented on Table 4.13. The quality was analyzed by Cronbach Alpha Coefficient Values which was used to measure the coefficient values of the answers from the measures. It was retrieved from the average correlation coefficient of every question. The acceptable internal consistency reliability should be greater than 0.50 (Sirichai Kanjanasawee, 2002).

Table 4.13 Internal consistency reliability

Component	Sign	Alpha coefficient value
Motivation to Travel	MOT	0.855
Motivation on social	PER	0.722
Motivation on history and culture	HIS	0.722
Motivation on local attractions	PLA	0.768
Tourism Experience	EXP	0.881
Experiences on participation activities	ACT	0.800
Experience on local cultures	CUL	0.746
Experience on architectural traces	BUI	0.821
Experience on the tourism attraction	TOU	0.777

Table 4.13 showed that the analysis of internal consistency reliability of the research tool reported as appropriate. Cronbach Alpha Coefficient Values was used, and it revealed that all variables were ranged from 0.722 to 0.881. All of them passed the set criteria of 0.50. It interpreted that all variables were appropriate to be used for the study.

4.3.8 The analysis of composite reliability

Suchart Prasitratsin, Kannikar Sukkasem, Sopid Pongsi, and Thanomrat Prasitmat (2006) said the data analysis through structure equation model required not only the internal consistency reliability of each variable but also the composite reliability. Standardized factor loadings and error variances were used to test the composite reliability. The composite reliability value should be greater than 0.60 (Hair et al., 2006). In addition, the average variance extracted: AVE was also used. The AVE value should be greater than 0.50 (Hair et al., 2006). In summary, the variation of the indicators may be caused by the dummy variable rather than by the errors of the measures. The composite reliability and the average variance extracted were shown on Table 4.14

Table 4.14 The composite reliability (CR) and the average variance extracted (AVE)

Latent variable	Reliability	
	CR	CR
Motivation to Travel	0.894	0.894
Motivation on social	0.725	0.725
Motivation on history and culture	0.723	0.723
Motivation on local attractions	0.773	0.773
Tourism Experience	0.880	0.880
Experiences on participation activities	0.801	0.801
Experience on local cultures	0.746	0.746
Experience on architectural traces	0.821	0.821
Experience on the tourism attraction	0.777	0.777

Table 4.14 showed that the composite reliability (CR) values of the motivation in traveling and the tourism experiences were 0.894 and 0.880 respectively. They were far greater than 0.60 which represented good reliability.

The average variance extracted values of the motivation in traveling and the experiences gained from traveling were 0.740 and 0.647 respectively. They explained that all the observed variables explained the average variance extracted values as they were far greater than 0.50.

It revealed that they composite reliability (CR) was rather high as the values were far greater than 0.60. The observed variables explained the average variance extracted values (AVE) as they were far greater than 0.50. While in analysis of the internal consistency reliability showed that all observed variables had high reliability. As a consequence, the evaluation of the measurement model presented that the operational definition was correct and reliable.

4.3.9 The Validity analysis of Structure Equation Modeling

The presentation of this chapter is to answer the research hypothesis of “the factors of the motivation in travelling positively influences the factors of the tourism experiences in Chantaboon Waterfront Community”, and to test the model which was used to determine the empirical data by structure equation modeling: SEM with the application of a program AMOS 22. The presentation was divided into 2 sections including causal relationship model testing according to the research hypothesis and the empirical data, and direct and indirect effects, and the total effects of the Structure Equation Model of the tourism experience in Chantaboon Waterfront Community, Chantaburi.

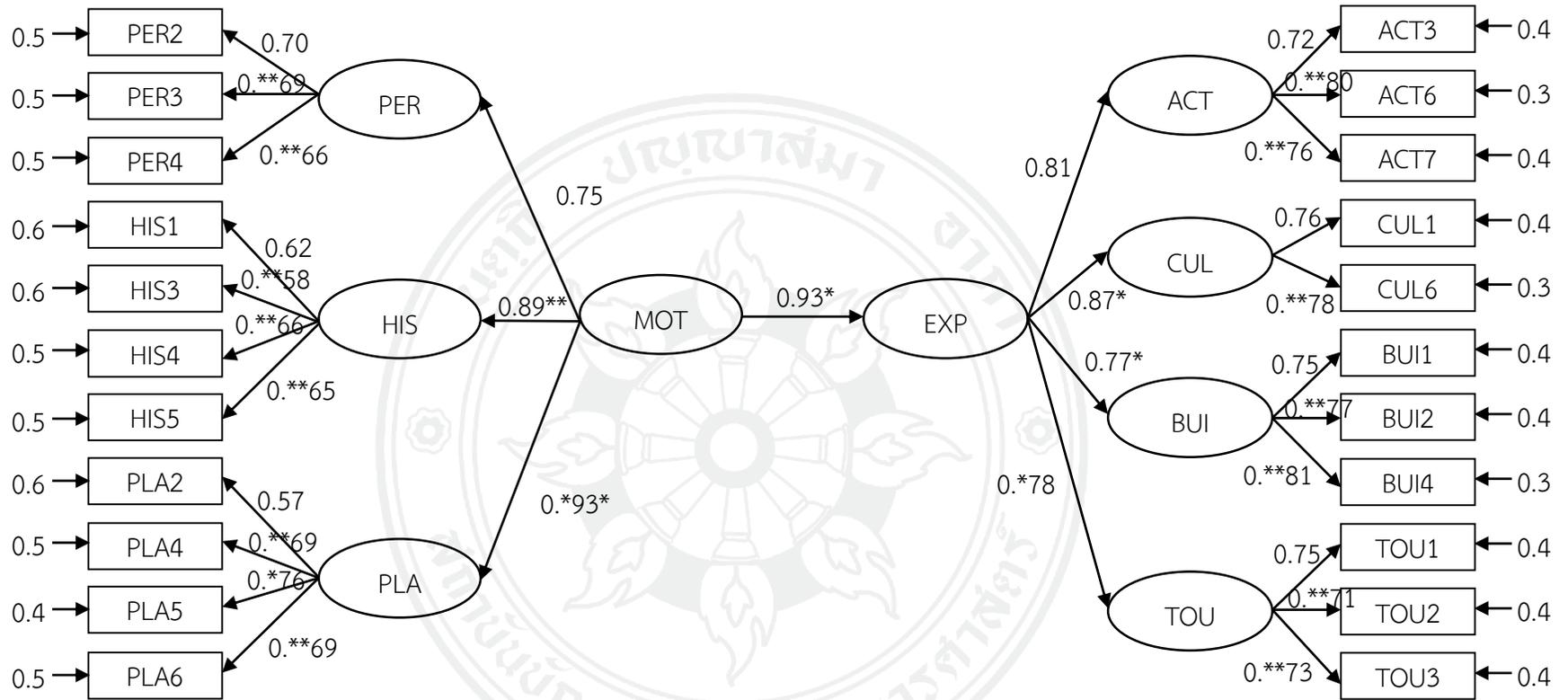
4.3.10 The causal relationship model testing according to the empirical data

The causal relationship model testing according to the empirical data before the adjustment was conducted to test the validity of the model constructed by related theories and studies as shown on Table 4.15 and Figure 4.10

Table 4.15 The index used for model testing and empirical data

Indexes of Item-Objective Congruence: IOC Goodness of – fit index : GFI	Criteria of the index	Result from the analysis	result
Relative X^2 (X^2/ df) or CMIN/DF	≤ 3.00	386.838/201=1.925	Pass
P value of X^2 or P of CMIN	$P > 0.05$	0.000	Not pass
GFI (Goodness of fit Index)	≥ 0.90	0.923	Pass
AGFI (Adjusted Goodness of Fit Index)	≥ 0.90	0.903	Pass
RMR (Root Mean Square Residual)	≤ 0.05	0.032	Pass
RMSEA (Root Mean Square Error of Approximation)	≤ 0.08	0.046	Pass
TLI (Tucker-Lewis Index)	> 0.90	0.945	Pass
CFI (Comparative Fit Index)	> 0.90	0.952	Pass

Table 4.15 showed that Chi-square (X^2) of the casual structural relationship model prior to the adjustment was at 386.838. The degree of freedom (df) was at 201. P-value was equal to 0.000 with the significance of 0.01. This meant that the causal structural relationship model was inconsistent with the empirical data. However, Chi-square varied with sample size. The larger the sample size was more likely to distribute statistical significance. X^2/ df must be considered. The analysis revealed that (X^2/ df) was at 1.925 which was indicated Pass as less than the set criteria of 3. Regarding GFI and AGFI, they presented at 0.923 and 0.903 respectively which was greater than the set criteria of ≥ 0.90 . These were revealed as Pass. In the same vine, RMSEA was at 0.046 which indicated as Pass as the set criteria was ≤ 0.08 . RMR was at 0.032 which indicated as Pass as the set criteria was ≤ 0.05 . Regarding CFI, it found that TLI was at 0.945, and CFI was at 0.952 which was indicated as Pass as the set criteria of > 0.90 . From the aforementioned statistics and indicators, it was to report that the model was consistent to the empirical data. It is shown in Figure 4.10



Chi-Square = 386.838, df = 201, P = 0.000, Chi-Square/df = 1.925, RMSEA = 0.046, RMR = 0.032, GFI = 0.923, AGFI = 0.903, TLI = 0.945, CFI = 0.952, **P

Figure 4.10 The analysis of the causal structural relationship model between the motivation to travel and the tourism experiences in Chantaboon Waterfront Community, Chanthaburi

4.3.11 Direct, Indirect, and total effects of Structure Equation Model of the Tourism Experiences in Chantaboon Waterfront Community

The analysis of direct effects, indirect effects, and total effects of the motivation to travel (MOT) and the tourism experiences (EXP) was shown on Figure 4.10 and Table 4.16.

Table 4.16 The analysis of the causal structural relationship model between the motivation to travel and the tourism experiences in Chantaboon Waterfront Community

Independent dependent variables	Travel experiences (EXP)		
	Direct effects	Indirect effects	Total effects
Motivation in traveling (MOT)	0.926**	-	0.926**
R ²	0.858		
Statistics	X ² = 386.838, df = 201, P = 0.000, X ² /df = 1.925, RMSEA = 0.046, RMR = 0.032, GFI = 0.923, AGFI = 0.903, TLI = 0.945, CFI = 0.952		
Remark: *P < 0.05 **P < 0.01			

Table 4.16 showed that the motivation to travel (MOT) had positive direct effect on the travel experiences (EXP) with statistical significance of 0.01 and the effect size was equal to 0.926. This represented that when Thai tourists gained more motivation in traveling to Chantaboon Waterfront Community, they would gain higher level of tourism experiences in Chantaboon Waterfront Community. Hence, the hypothesis of the motivation in travelling positively influences the tourism experiences in Chantaboon Waterfront Community.

The development of the causal structural model that influenced travel experiences revealed that the factors of the motivation to travel (MOT) affected the travel experiences (EXP). The variance of the travel experiences (EXP) was explained at 85.80 per cent. Regarding R² value, variances of the travel experiences (EXP) was explained at 85.80 per cent by the motivation to travel (MOT).

4.3.12 The Analysis of factor loading of each latent variable in causal structural model of the tourism experiences in Chantaboon Waterfront Community, Chantaburi

Table 4.17 The Analysis of factor loading of the causal structural model of the motivation to travel in Chantaboon Waterfront Community, Chantaburi

Latent variables	Observed variables	Factor loading	S.D.	t-value or C.R.	R ²
The first order					
PER					
	PER2	0.70	-	-	0.49
	PER3	0.69**	0.08	11.34	0.47
	PER4	0.66**	0.09	11.05	0.44
HIS					
	HIS1	0.62	-	-	0.39
	HIS3	0.58**	0.09	9.82	0.34
	HIS4	0.66**	0.09	10.74	0.43
	HIS5	0.65**	0.10	10.61	0.42
PLA					
	PLA2	0.57	-	-	0.33
	PLA4	0.69**	0.14	10.68	0.47
	PLA5	0.76**	0.13	11.32	0.58
	PLA6	0.69**	0.12	10.71	0.48
The second order					
MOT					
	PER	0.75	-	-	0.56
	HIS	0.89**	0.10	9.10	0.78
	PLA	0.93**	0.09	8.86	0.87

Remark: * means statistical significance of 0.05 ($1.96 < t\text{-value} \leq 2.58$), ** means statistical significance of 0.01 ($t\text{-value} > 2.58$)

All factor loadings revealed positive values, and all of them presented the statistical significance of 0.01. The observed variables with the greatest factor loading in the motivation to travel (MOT) was the motivation on local attractions (PLA) which revealed the factor loading at 0.93, while the second most was the motivation on history and culture (HIS) which revealed the factor loading of 0.89. The weakest factor loading was social motivation (PER) which reported the factor loading of 0.75. The variance of

the motivation to travel (MOT) of each factor (PLA, HIS PER) was explained at 87, 78 and 56 per cent respectively

Considering the factor loadings of observed variables of each latent variable, all variables were positive values with the significance of 0.01. The observed variables with the greatest factor loading in the motivation on social (PER) was PER2 (be invited by the solicitation of people), which revealed the factor loading of 0.70. The second most was PER3 (Chantaboon Waterfront Community is popular) which reported the factor loading of 0.69. Lastly, the factor loading of PER4 (The location is close to the residential area) is 0.66

In terms of the motivation on history and culture (HIS), the observed variables with the greatest factor loading was HIS4 (People's way of life in Chantaboon Waterfront Community) which revealed the factor loading of 0.66. The second most was HIS5 (Retro atmosphere of Chantaboon Waterfront Community) which reported the factor loading of 0.65. The next factor loading was HIS1 (The harmony of Thai, Chinese and Yuan (Vietnamese) cultures in Chantaboon Waterfront Community) which presented the factor loading of 0.62. Lastly, the factor loading of HIS3 (local foods of Chantaboon Waterfront Community) is 0.58.

The observed variables with the greatest factor loading in the motivation on local attractions (PLA) was PLA5 (Unique artifacts and handicrafts of Chantaboon Waterfront Community) which referred to factor loading of 0.76. The second most was PLA4 (Variety of tourism in Chantaboon Waterfront Community) and PLA6 (Decoration of the accommodations telling histories of Chantaboon Waterfront Community) which have equivalent the factor loading of 0.69. Lastly, the factor loading of PLA2 (Beautiful scenery of Chantaboon Waterfront Community) is 0.57. Additionally, the variance of the motivation on local attractions (PLA) of each factor (PLA5, PLA6, PLA4 and PLA2) was explained at 58, 48, 47 and 33 per cent respectively

Table 4.18 The Analysis of factor loading of the causal structural model of the tourism experiences in Chantaboon Waterfront Community, Chantaburi

Latent variables Observed variables	Factor loading	S.D.	t-value or C.R.	R ²
The first order				
ACT				
ACT3	0.72	-	-	0.51
ACT6	0.80**	0.08	14.43	0.63
ACT7	0.76**	0.07	13.93	0.57
CUL				
CUL1	0.76	-	-	0.58
CUL6	0.78**	0.08	14.24	0.61
BUI				
BUI1	0.75	-	-	0.56
BUI2	0.77**	0.07	14.96	0.60
BUI4	0.81**	0.07	15.54	0.66
TOU				
TOU1	0.75	-	-	0.56
TOU2	0.71**	0.07	13.22	0.51
TOU3	0.73**	0.07	13.49	0.54
The second				
EXP				
ACT	0.81	-	-	0.65
CUL	0.87**	0.08	10.92	0.75
BUI	0.77**	0.09	10.29	0.59
TOU	0.78**	0.07	10.26	0.60

Remark: * means statistical significance of 0.05 ($1.96 < t\text{-value} \leq 2.58$), ** means statistical significance of 0.01 ($t\text{-value} > 2.58$)

All factor loadings revealed positive values, and all of them presented the statistical significance of 0.01. The observed variables with the greatest factor loading in the tourism experience (EXP) was the experiences on local cultures (CUL) which revealed the factor loading of 0.87, while the second most was the experiences on participation activities (ACT) which revealed the factor loading of 0.81. The next factor of the tourism experience was the experience on the tourism attraction (TOU) which reported the factor loading of 0.78. The weakest factor loading was the experience on architectural traces (BUI) which reported the factor loading of 0.77. The variance of the tourism experience (EXP) of each factor (CUL, ACT, TOU, BUI) was explained at 75, 65, 60 and 59 per cent respectively.

Considering the factor loadings of observed variables of each latent variable, all variables were positive values with the significance of 0.01. The observed variables with the greatest factor loading in the experience on participation activities (ACT) was ACT6 (Excitement and surprises during activities in Chantaboon Waterfront Community) which revealed the factor loading of 0.80. The second most was ACT7 (Length of time spent in meeting and joining the activities with the locals in Chantaboon Waterfront Community) which reported the factor loading of 0.76. Lastly, the factor loading of ACT3 (Learning or skill based activities for example learning cooking local food in Chantaboon Waterfront Community) is 0.72.

Regarding the experiences on local cultures (CUL), the observed variables with the greatest factor loading was CUL6 (Touching and buying local products of Chantaboon Waterfront Community) which revealed the factor loading of 0.78. The last of the experiences on local cultures was CUL1 (Tasting unique and local dessert of Chantaboon Waterfront Community) which reported the factor loading of 0.76.

The observed variables with the greatest factor loading in the experience on architectural traces (BUI) was BUI4 (Smelling woods from traditional houses in Chantaboon Waterfront Community) which referred to factor loading of 0.81. The second most was BUI2 (Hearing cracking sound of a wood floor while visiting houses in Chantaboon Waterfront Community) which have equivalent the factor loading of 0.77. Lastly, the factor loading of BUI1 (Touching some parts of houses like handrail, windows, painted wall tiles) is 0.75.

Considering the factor loadings of the experience on the tourism attraction (TOU), the observed variables with the greatest factor loading was TOU1 (Inspecting architectures and learning about houses in Chantaboon Waterfront Community) which revealed the factor loading of 0.75. The second most was TOU3 (Visiting and Learning people's way of life in Chantaboon Waterfront Community) which reported the factor loading of 0.73. Lastly, the factor loading of TOU2 (Watching and taking photos of the beautiful scenery in Chantaboon Waterfront Community) is 0.71.

The reliability (R^2) which identified communalities, revealed that the observed variables ranged from 0.51 to 0.66. The variable with the greatest reliability was BUI4 (Smelling woods from traditional houses in Chantaboon Waterfront Community) ($R^2 = 0.66$). It meant that the variable had covariance with travel experiences at 66 percent.

The lowest reliability fell to ACT3 (Learning or skill based activities for example learning cooking local food in Chantaboon Waterfront Community) and TOU2 (Watching and taking photos of the beautiful scenery in Chantaboon Waterfront Community) with the reliability of 0.51. It meant that both variables had covariance with travel experiences at 52 percent.

The analysis of factor loadings on the motivation to travel, which affected the tourism experiences, revealed that all factor loadings were positive. Higher motivation to travel would yield higher motivation on local attractions, motivation on history and culture and social motivation respectively. In tourism experiences, if the independent variables affected the travel experiences more, the experiences on local cultures, experiences on participation activities, experiences on the tourism attraction and experiences on architectural traces would be more.

4.3.13 Summary of the test of hypothesis

Figure 4.10 and Table 4.16 showed that the motivation to travel had positive influences on tourism experiences with the statistical significance of 0.01. The hypothesis is accepted that the causal relationship model was consistent to the empirical data and the motivation in travelling positively influences the tourism experiences in Chantaboon waterfront community. In other words, more motivation to travel causes more tourism experience

Summary

The analysis of the consistency of the hypothesis and empirical data from the structure equation model of Chantaboon Waterfront Community showed that the statistics was above the set criteria. The model of the tourism experiences in Chantaboon Waterfront Community revealed that the motivation to travel had positive effects on tourism experiences with the statistical significance of 0.01. The variables explained the variances of the tourism experiences at 85.80 percent. The study on factors related to the motivation to travel and the tourism experiences in Chantaboon Waterfront Community reported that the most significant variable was motivation on

local attractions, while the second most was motivation on history and culture and the last was social motivation.

The dependent variable which was tourism experiences revealed the most significant variable as the travel experiences, while the second most the third, and the last were the more experiences on local cultures, experiences on participation activities, experiences on the tourism attraction and experiences on architectural traces, respectively.

4.3.14 Process of Chantaboon Waterfront Community Tourism Experience derived from quantitative result

Regarding statistics, the questions which related to motivation and experience were analyzed by the structural equation. The selected and unselected questions related to the importance of the tourism as can be seen in Table 4.19 and 4.20 (The selected questions displayed the Factor Loading). According to those selected questions, the results have revealed the tourists' motivation for visiting Chantaboon waterfront community, and details of tourists' experience influenced by motivation. Also, the selected questions which considered as the important ones were adjusted for creating the experience process. However, the unselected questions might not be related to the tourists' needs for visiting Chantaboon waterfront community. Thus, some further studies with in-depth details about traveling in Chantaboon waterfront community should be done in order to develop or adjust the guidance to suit the tourists.

Table 4.19 The question related to factor analysis on motivation to travel to Chantaboon Waterfront Community, Chanthaburi

Factor	Variable	Factor loading
Social	PER	
15. Most of the people you know have traveled to Chantaboon Waterfront Community	PER1	
16. You were invited by the people you know to travel to Chantaboon Waterfront Community	PER2	0.7
13. Chantaboon Waterfront Community is popular	PER3	0.7
17. The location of Chantaboon Waterfront Community is close to your residence	PER4	0.65
14. Photo shooting and mark a check-in on social media	PER5	

Factor	Variable	Factor loading
19. It takes short to time to travel to Chantaboon Waterfront Community	PER6	
	P	
18. Conveniences in traveling to Chantaboon Waterfront Community	ER7	
Historical and cultural	HIS	
4. The harmony of Thai, Chinese and Yuan (Vietnamese) cultures in Chantaboon Waterfront Community	HIS1	0.62
5. Houses and buildings in Chantaboon Waterfront Community are remarkable and well-preserved	HIS2	
2. local foods of Chantaboon Waterfront Community	HIS3	0.58
1. People's way of life in Chantaboon Waterfront Community	HIS4	0.65
6. Retro atmosphere of Chantaboon Waterfront Community	HIS5	0.65
3. Interesting history of Chantaboon Waterfront Community	HIS6	
Local Attractions	PLA	
7. Peaceful atmosphere of Chantaboon Waterfront Community	PLA1	
8. Beautiful scenery of Chantaboon Waterfront Community	PLA2	0.57
9. Friendliness of the local people in Chantaboon Waterfront Community	PLA3	
12. Variety of tourism in Chantaboon Waterfront Community	PLA4	0.68
11. Unique handicrafts and artifacts of Chantaboon Waterfront Community	PLA5	0.76
10. Decoration of the accommodations telling histories of Chantaboon Waterfront Community	PLA6	

Table 4.20 The question related to exploratory factor analysis on the factor of travel experiences in Chantaboon Waterfront Community, Chantaburi

factor	variable	Factor loading
Experiences on activities and participation	ACT	
20. The participation of activities in Chantaboon Waterfront Community by practice for example making dessert	ACT1	
22. Learning the activities in Chantaboon Waterfront Community from real life situation for example watching dessert making in a shop house	ACT2	

factor	variable	Factor loading
24. Learning or skill based activities for example learning cooking local food in Chantaboon Waterfront Community	ACT3	0.71
26. continual and sequent activities Chantaboon Waterfront Community	ACT4	
25. Length of time spent in each activity Chantaboon Waterfront Community	ACT5	
28. excitement and surprises during activities in Chantaboon Waterfront Community	ACT6	0.79
27. Length of time spent in meeting and joining the activities with the locals in Chantaboon Waterfront Community	ACT7	0.77
21. Learning about activities of Chantaboon Waterfront Community from media like televisions or on-line media	ACT8	
23. Activities focus on feelings and emotions for example tasting local food in a retro house in Chantaboon Waterfront Community	ACT9	
Experiences on local cultures	CUL	
34. Tasting unique and local dessert of Chantaboon Waterfront Community	CUL1	0.76
33. Tasting the remarkable local food of Chantaboon Waterfront Community	CUL2	
36. Tasting the traditional recipes of Chantaboon Waterfront Community	CUL3	
32. Watching and shopping local products of Chantaboon Waterfront Community	CUL4	
38. Studying belongings inherited from the past generation of Chantaboon Waterfront Community	CUL5	
35. Touching and buying local products of Chantaboon Waterfront Community	CUL6	0.78
37. Smelling scents of joss sticks and candles from Thai, Chinese and Vietnamese religious temples in Chantaboon Waterfront Community	CUL7	
Experiences on architectural traces	BUI	
41. Touching some parts of houses like handrail, windows, painted wall tiles	BUI1	0.75
40. Hearing cracking sound of a wood floor while visiting houses in Chantaboon Waterfront Community	BUI2	0.77
42. Seeing beautiful perforated designs and unique ventilators in traditional houses in Chantaboon Waterfront Community	BUI3	
39. Smelling woods from traditional houses in Chantaboon Waterfront Community	BUI4	0.81

factor	variable	Factor loading
Experiences on tourism destination	TOU	
30. Inspecting architectures and learning about houses in Chantaboon Waterfront Community	TOU1	0.75
31. Watching and taking photos of the beautiful scenery in Chantaboon Waterfront Community	TOU2	0.71
29. Visiting and studying people's way of life in Chantaboon Waterfront Community	TOU3	0.73

From table 4.19 and 4.20, there are key variables on the motivation of tourists which can be divided into three aspects as follows. (1) Motivation on local attraction consists of unique artifacts, a variety of tourism activities, retro accommodation decoration, and beautiful scenery, (2) Motivation in history and culture consists of people's way of life, retro atmosphere, harmony of culture and local foods, and (3) Motivation on social consists of invitation from other people, popularity of destination and location of destination. Besides, the motivational variables affected to some experience, which are (1) Experience on local culture including touching and buying local products and tasting unique local dessert, (2) Experience on participation activities including excitement and surprises, Length of time spent with local people and Learning or skill-based activities, (3) Experience on tourist attraction including Inspecting architectures, Community way of life and Watching and taking photos of the beautiful scenery, and (4) Experience on architectural traces including smelling woods from traditional houses, hearing the cracking sound of the a wood floor, and touching some parts of houses.

According to the motivational variables, many tourists focused on local attraction as the main aim for their visiting to Chantaboon waterfront community. The attractive elements of local attraction including unique handicrafts and artifacts, a diverse tourism opportunity for visitors to experience a way of life in the waterfront community in various aspects, and old heritage decorating styles. For example, a story of Luang Rajamaitri, a benefactor of Chantaboon Waterfront Community, was decorated in Luang Rajamaitri hotel where the tourists can track and learn. Moreover, the tourists also focused on historical and culture as the visiting purpose to Chantaboon Waterfront Community. Moreover, some motivation of the tourists to visit Chantaboon Waterfront Community included unique and identifiable ways of life among the

waterfront community, house conservation, and the traditional ways of life, the mixed culture between Thai and Vietnamese, and unique local food. Social factor was another important element for the tourist to focus, for instance, they are invited to the community by an acquaintance. Chantaboon Waterfront Community is now popular among the tourists since it is not far from Bangkok and convenient to travel. Overall, it is found that the tourists valued on culture and identity of the community. It is related to the variable results of experience gained by the tourists. Local culture factors were main factors that the tourists gained from the waterfront community tourism including touching and buying local products, tasting unique local dessert of Chantaboon waterfront community, and experiencing on participation activities. The tourists assumed that the excitement and amazement during participating in the activities are important experiences. Besides, duration of participating activities with the local people, and learning or skill-based activities, for example, learning cooking local food in Chantaboon waterfront community, were two main factors to create some interesting experience, such as inspecting architectures, community way of life, and watching and taking photos of the beautiful scenery. Lastly, experience through architectural traces including the smell of the wood, the cracking sound of the wood, and touching some parts of the well-preserved old houses in the community. Those elements effectively created an experience for the tourists. The variables from the study also revealed the aspects to the tourists from what they perceived and experienced from traveling to the waterfront community; it could make the community different from other waterfront communities. Therefore, to create a different and authentic experience for tourists, all involved parties in the travel experience management should consider these factors in the process of creating tourism experience. It will help to create an experience more productive.

According to Table 4.21, motivational variables, the dependent variable, will be used for creating an experience in tourist products while experience variables will be used to manage the tourist attraction for creating an experience. Both variables will be used to each procedure of creating experience process in Chantaboon Waterfront Community.

Table 4.21 The factors of experience and motivation

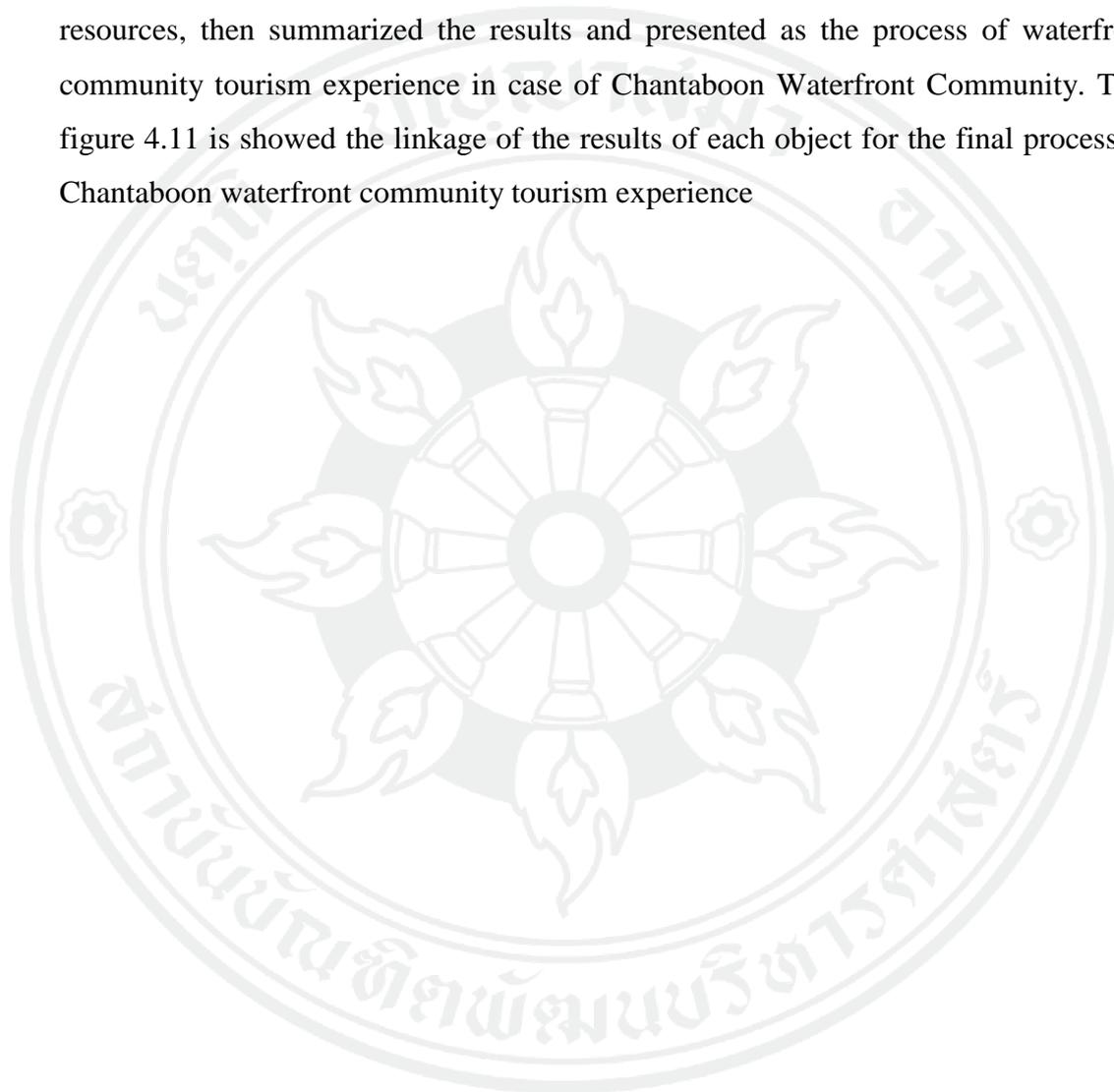
Experience factors	Motivation factors
Tourism Destination / Tourism Product	Tourism Destination / Tourism Product
Local culture <ul style="list-style-type: none"> - Touching and buying local products - Tasting unique local dessert 	Local Attraction <ul style="list-style-type: none"> - Unique handicrafts - Variety of tourism activities - Retro accommodation decoration - Beautiful scenery
Participation activities <ul style="list-style-type: none"> - Excitement and surprise - Length of time with local - Learning or skill based activities 	History and culture <ul style="list-style-type: none"> - Way of life - Retro atmosphere - Harmony of culture - Local foods
Tourist attraction <ul style="list-style-type: none"> - Inspecting architectures - Community way of life - Watching and taking photos 	Social <ul style="list-style-type: none"> - Invitation from other - Popularity of destination - Location of destination
Architectural traces <ul style="list-style-type: none"> - Smelling woods from traditional houses - Hearing cracking sound of a wood - Touching some parts of houses 	

4.4 The process of Chantaboon Waterfront Community tourism experience

This study has answered the three objectives of the research in order to propose the practices for creating a process of waterfront community tourism experience in Chantaboon Waterfront Community, Chantaburi. The objective one has answered the process of creating tourism experience of the waterfront community from a case study. The objective two has answered the process of creating the previous experience of Chantaboon Waterfront Community, Chantaburi. While the first two objectives are studied as the qualitative research, the objective three is studied as the quantitative research to find factors influencing motivation towards tourist experience. The results showed that motivation influenced the experience of the tourists who visited Chantaboon Waterfront Community. Also, motivation and experience are the variables that the tourists reflected that they both were important to Chantaboon Waterfront Community tourism. The results from answering the three objectives and gathering

procedures are presented in Figure 4.11. in order to present for creating experience process of the waterfront community

According to the model showing the source of creating experience process in Chantaboon Waterfront Community, the study has analyzed and synthesized the results based on theories and processes which related to tourism experience from reliable resources, then summarized the results and presented as the process of waterfront community tourism experience in case of Chantaboon Waterfront Community. This figure 4.11 is showed the linkage of the results of each object for the final process of Chantaboon waterfront community tourism experience



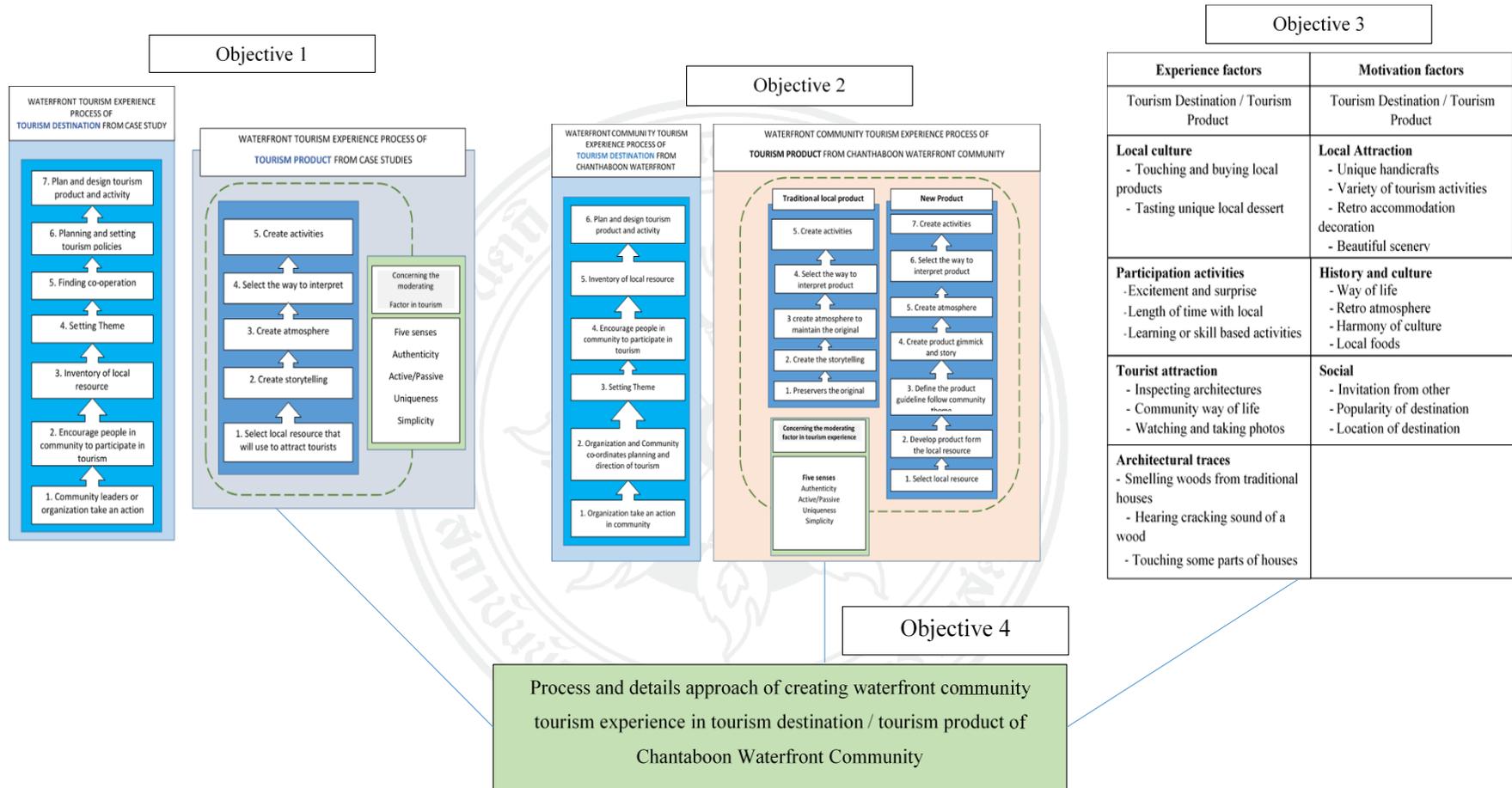


Figure 4.11 The integration of Process and details approach of creating waterfront community tourism experience

Following Figure 4.11, The process of Chantaboon waterfront tourism experience is divided relating the different detailed approaches which are 2 processes namely the process of creating waterfront community tourism experience in tourism destination and tourism product of Chantaboon Waterfront Community. The explanation are as follows.

Process and details approach of creating waterfront community tourism experience in tourism destination of Chantaboon Waterfront Community

The process of Chantaboon Waterfront Community tourism experience in tourism product section, presents the 7 steps which are shown as following

1) Community leaders take an action on tourism in community: related to

- Community leaders gathered to find a common approach to tourism aim
- Establishment of a committee and guidelines for implementation
- Established the Board of Directors who are in the community and a variety of professions, to lead the development of tourism in community

2) Encourage people in community to participate in tourism: included to

- Encourage people in the community to appreciate the community with people in the community, such as gathering stories from the memory of people in the community or organize activities or festivals related to the community as community's photos contest

3) Inventory of local resource: involved to

- Finding the identity that the community want to present
- A survey of the local resource at the same time also raised awareness among community members about conservation
- Find out what's local to attract tourists

4) Setting Theme: referred to

- Defining theme from the highlight of the community resource
- Follow community concept and aim

5) Finding co-operation: involved to

- Collaboration from external agencies to define the tourism experience development guidelines
- Cooperation from agencies such as educational institutions to fix some problems

6) Planning and setting tourism policies: including

- The cooperation of people in the community to create the appropriate tourism experience management plan
- The group meeting once a month to plan and solve problems

7) Plan and design tourism product and activity: referred to

- The community established a group to develop the tourism product and activity based on the experience factors gained from the study of tourists who traveled to the community.
- Create product and activity plan follow tourism theme and tourism experience aim

Including the significant moderating factors which are authenticity, identity, atmosphere, uniqueness, participation and simplicity and also some motivation factors of Chantaboon Waterfront tourist are significant important as the factors to encourage tourists getting a better experience in Chantaboon waterfront community. See more appendix D

Process and details approach of creating waterfront community tourism experience in traditional local product of Chantaboon Waterfront Community

The process of Chantaboon Waterfront Community tourism experience in traditional local tourism product section, presents the 5 steps which are shown as following

1) Preservers the original

- To restore the culture and create a product by using authenticity
- Maintain traditional recipe or the production of traditional product

2) Create the storytelling

-Create history and stories by choosing the right and appropriate facts to create a story of product or business

-Storytelling about the historical product

3) Create atmosphere to maintain the original

-Decorate with stencil elements in different parts of the building, emphasize identity and tradition of community

-The store is located in a building with historical atmosphere

4) Select the way to interpret products

-Using photo gallery and story content of products to demonstrate product identity

-Using brochures to guide tourists with information about the shops and places of the community such as the production of artifacts and accessories

5) Create activities

-Make local desserts by using the traditional recipes in the traditional wooden house of the community

-Tour and tell the stories of the historical and culture community so that tourists experience what the importance and appreciation of local conservation

-Visit the local bakery process and taste the baked cake from the oven

Process and details approach of creating waterfront community tourism experience in traditional local product of Chantaboon Waterfront Community

The process of Chantaboon Waterfront Community tourism experience in new tourism product section, presents the 7 steps which are shown as following

1) Select local resource

-Look around your community and business and making a list of special people and places that make your product unique

2) Develop product form the local resource

-Choose an old shop and renovate dilapidated parts. Improve the deterioration of the dilapidated parts by retaining the traditional features.

-Show cultural and community way of life by using new innovation as a Street Art

3) Define product guideline follow community

-Show the architecture styles of the shop house which the influence of many culture styles that give unique characters of community

4) Create product gimmick and story

-The name of the store related to the location and history of the store and having the storytelling

5) Create atmosphere

-Preserve atmosphere and lifestyle as in the past

6) Select the way to interpret product

-Use photo gallery and contents the story of product to represents identity of product

-Use a book to introduce visitors with information about the shops and places of the community such as the production of artifacts and accessories
The unique painted walls imitate life in the city and the wrought-iron caricatures with anecdotal descriptions of the streets that they adorn

7) Create activities

-Setting a variety of work shop with a rotating schedule for those who are interested in learning and practice

-A activities are offered through 5 senses to create a personalized experience

Likewise, the process of waterfront community tourism experience in tourism destination, the moderating factors which are authenticity, identity, atmosphere, uniqueness, participation and simplicity, also some motivation factors and experience factors of Chantaboon Waterfront tourist are significant important as the factors to encourage tourists getting a better experience in Chantaboon waterfront community. See more appendix D

CHAPTER 5

DISCUSSION AND CONCLUSIONS

5.1 Research Summary

This research aims to propose the process of waterfront community tourism experience in case of Chantaboon Waterfront Community. This research design to study on either sides which are community or destination side and from tourist side to meet the aim. After study a literature review and previous research, a conceptual model was developed and conducted. The research started with selected 10 waterfront destinations which related to Chantaboon Waterfront Community be a cases studies. Then investigated the process of tourism experience from reliable secondary sources. On the other hand, the research developed the questions to use as a guide line for interview tourism stakeholder who involve in tourism process of Chantaboon Waterfront Community to investigate the tourism experience. The result from investigate of each part were analyzed and synthesized by relate theoretical and pass study. After that the tourism process from case study and process from Chantaboon Waterfront Community were conducted. The second step began with conduction of questionnaire to question tourist about motivation and receive experience from travel to Chantaboon Waterfront Community. As this research aim to investigate the influence of motivation on tourist experience of tourists who came to travel in Chantaboon Waterfront Community. Finally, the research finding was organized to propose the process of waterfront community tourism experience of Chantaboon Waterfront Community.

5.2 Discussion

The result of the study of Process of Tourism Experience for Chantaboon Waterfront Community can be discussion as follows

5.2.1 Process of Chantaboon Waterfront Community tourism experience for tourism destination

The waterfront community tourism experience process for tourism destination is evaluated in the broader context of integrated tourism in Chantaboon Waterfront Community and 10 waterfront community case studies. By and large, the findings concluded that although the detail approaches of the tourism experience process for tourism destination in 10 case studies are different, the processes of tourism destinations are in the same direction. Beside this, the overall process of tourism experience for tourism destination demonstrated 7 steps which are 1) Community leaders take an action, 2) Encourage people in community to participate in tourism, 3) Inventory of local resource, 4) Setting theme, 5) Finding co-operation, 6) Planning and setting tourism, 7) Planning and designing tourism product and activity. Interestingly, tourism experience process in Chantaboon Waterfront Community and 10 waterfront community case studies are similarity in the first step which is “the community leaders or organizations take an action”. In other words, the community leaders or organizations influence on tourism experience management. Moreover, the influence of acquisition leaders is more salient for proposing the concept of waterfront community tourism experience process in tourism destination (Hampton, 2005). The results show that either the community leaders, organizational leaders or both community and organizational leaders understand the context of their community and able to encourage local people to participate in tourism management, as a result, the proposing of tourism experience process for tourism destination is an effective.

Initially, the roles of tourism leaders generally involve to e.g. the setting tourism goals of destination, establishing the committee of tourism, giving guideline for implementation, planning the development of tourism, encouraging people to participate. Based on the process of setting theme, the community have to concern the

highlight of the community resource and need to follow community concept and aim. Setting theme of tourism destination is to convey the identity of tourist attractions in the same direction which affects the experience of tourist. In the line with this, Astrom (2017) revealed that although theming has received little attention in the research literature, theme drives the tourist customer experience. Remarkably, in the last step: planning and designing tourism product and activity, in this context is supported by Burns and Holden (1995) stated the tourism product as everything that can be offered to tourists to visit a tourist destination, also tourists are interested in interesting places, indigenous cultures and cultural festivals. This implies that tourism product is a part of tourist destination. Therefore, the next section of the process of tourism experience in tourism destination is related to the tourism experience process of tourism product. In this the process of tourism experience, it must be taken into account that the process of tourism destination has some factors to support the enhancing tourism experience of tourists, namely the moderating factors. Marsh, Hau, Wen, Nagengast, and Morin (2011) explained that a moderator variable is a third variable that affects the strength of the relationship between a dependent and independent variable that affects the correlation of two variables. Finding in this study, the moderating factors of Chantaboon waterfront community consist of 5 factors including five senses, authenticity, active/passive, uniqueness, and simplicity. Acknowledgement, the selection of moderating factors in the tourism experience process depends on the context of area and the detail approach in the process. For instance, in terms of five senses as the moderator, inventory of local resource is the 4th step of the process of tourism experience in Chantaboon Waterfront Community. For the effective process of tourism experience, it is not only the community members to find out what is local to attract tourist, also they need to concern about the moderating factor such as 5 senses. Thus, in tourism destination section, selecting the beautiful perforated designs and unique ventilators in traditional houses at Chantaboon Waterfront Community as the local resource is concerned the five senses of seeing.

5.2.2 Process of Chantaboon Waterfront Community tourism experience for tourism product

The purpose of this section was to explore the tourism experience process of Chantaboon waterfront community in tourism product. In the same vein of the study of tourism experience in tourism destination, the results of the tourism experience in Chantaboon waterfront product propose two processes which are the process of tourism experience in traditional local product and in new product of Chantaboon waterfront community. The overall process of tourism experience in both processes is in the same direction. However, there are somewhat differences in the details approach. In terms of the traditional local product, the process of tourism experience consists of 5 steps including 1) preserve the original, 2) create the storytelling, 3) create atmosphere to maintain the original, 4) select the way to interpret products and 5) create activities. Likewise, the process of tourism experience in new product including 1) select local resource, 2) develop product from the local resource, 3) define product guideline follow community theme, 4) Create product gimmick and story, 5) Create atmosphere, 6) Select the way to interpret product and 7) Create activities.

As the aforementioned descriptions of tourism product as the part of tourism destination, thus, this study found the linkage of the tourism experience process in destination within the last step: Planning and designing tourism product and activity to the process of tourism experience in product within the first step: Preserve the original/ Select local resource. In addition, the theme of the tourism destination was passed to the process in tourism product. Generally, Schejbal and Michalík (2018) claimed that the tourism new product begins by generating ideas, sorting and determining product design whilst tourism product of local standard contains the local consumption pattern, distinct qualities and sense of being different (Reisinger, 2013). Consistently, the tourism experience process of the new product is started select local source to create the unique product related the Chantaboon waterfront community theme which should be set in the process of tourism experience in destination. In terms of traditional tourism local product, preserving the traditional as the first step of tourism experience process. This means the Chantaboon waterfront community should be maintain traditional

recipe or traditional production as well as follow the theme of tourism destination in Chantaboon waterfront community.

Based on extracting the tourism experience in the product, the results showed the influence factors that support the effective process of tourism experience for enhancing tourists. Similarly, these factors were the same set of tourism destination namely the moderating factors. Thus, the moderator of tourism product consists of 5 factors which are five senses, authenticity, active/passive, uniqueness, and simplicity. Simultaneously, the selection of moderating factors in tourism product for the effectiveness of tourism experience process depend on the context of product, more specifically the new tourism product and the traditional tourism local product.

5.2.3 The process of waterfront community tourism experience in Chantaboon Waterfront Community: integrated stakeholder and tourist perspectives

In terms of tourist perspective, investigating the influence of Chantaboon waterfront tourist motivation on tourism experience found that the motivation to travel had positive effects on tourism experiences. The findings related to A. Correia, Oom Do Valle, and Moco (2007) pointed out that motivation occurs when travelers want to meet and this can be seen as a very important variable in their decision-making travel and satisfaction outcomes.

The 3 components of motivation were extracted i.e. local attraction, history and culture, and social which influence the tourism experience. Indeed, the most significant component was motivation on local attractions. This related to the study of (Antónia Correia, Kozak, & Ferradeira, 2013) that tourism motivations are about to exotic destinations in terms of knowledge, leisure, socialization, facilities, main attractions and landscapes. While the second most was motivation on history and culture and the last was social motivation. Beside this, the results of this study have been confirm by (Chang, 2007) in social relationship and Swanson and Horridge (2006) in cultural attractions and Oh, M. Uysal, and P. Weaver (1995) in culture and history. This implicit that tourists' perspective on motivation is another factor to contribute the effective process of tourism experience. Indeed, based on the most influence of tourists' motivation is local attractions related unique handicrafts, variety of tourism activities,

retro accommodation decoration and beautiful scenery, Chantaboon waterfront community need to be more focus on the area including- More concerning the tourism experience process of Chantaboon waterfront community for tourism destination referring “plan and design tourism product and activity”. The community established a group to develop the tourism product and activity based on the experience factors gained from the study of tourists who traveled to the community which need to concern the unique handicrafts, variety of tourism activities, retro accommodation decoration and beautiful scenery Moreover, the community need to create product and activity plan follow tourism theme and tourism experience aim.

More concerning in the all process of tourism experience in Chantaboon waterfront community for tourism product in terms of traditional local products and new products. This referred to Preservers the original/ select local resource/ Develop product form the local resource, define product guideline follow community theme, Create the storytelling/ Create product gimmick and story, create atmosphere to keep original feel, Select the way to interpret product, Create activities.

As the aforementioned the influence tourist motivation to tourism experience, this means the more motivation to travel causes the more tourist experience. Beside this, the significant dependent variables as the tourism experience on local culture, participation activities, tourist attraction and architecture traces respectively. This implies that the enhancing tourism experience of tourists is effective, especially in the local culture component including touching and buying local products and tasting unique local dessert. These factors of tourism experience are more likely related to the process of tourism experience in tourism product. Based on tourist product as a part of tourism destination, the tourism destination operated as area-based management whilst the tourism products are narrowly framed within the products of the area (Cooper, 2008). Thus, motivation of tourists mostly plays a role in the tourism product resulting the effective process of tourism experience. This can explain in the process of waterfront community tourism experience in Chantaboon Waterfront Community: integrated stakeholder and tourist perspectives as Figure 5.1

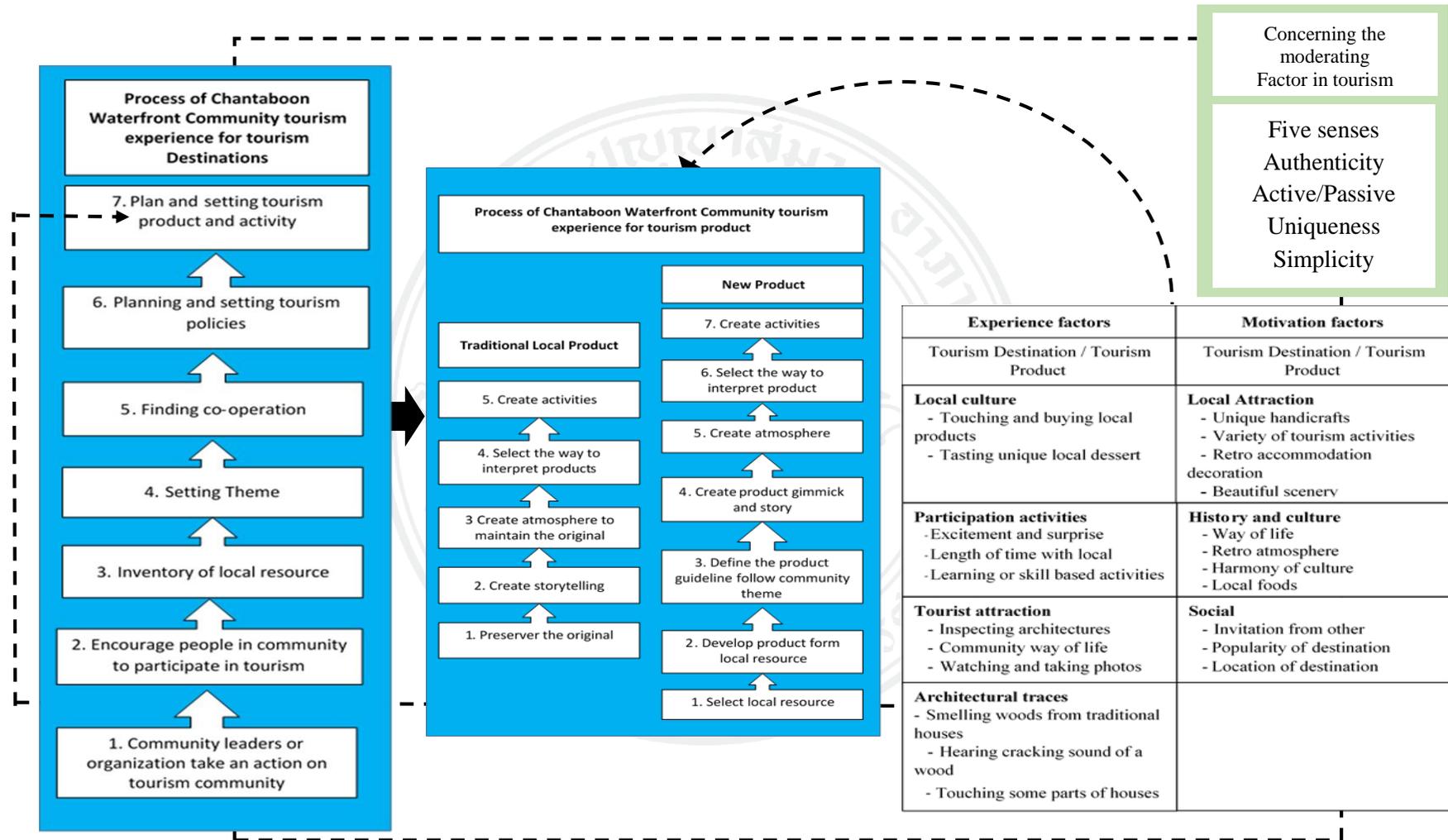


Figure 5.1 Creating of process of waterfront community tourism experience in Chantaboon Waterfront Community

5.3 Contribution

5.3.1 Managerial contribution

1. Public tourism authorities such as Office of Tourism and Sports Chantaburi province, Tourism Authority of Thailand and other authorities that relate to management of tourism in Chanthaburi province, can use the process of waterfront community tourism experience in both of tourism destination and tourism products from cases study and the process of waterfront community tourism experience in Chantaboon Waterfront Community to determine tourism plans and policies in Chantaburi

2. Public sectors, such as Office of Tourism and Sports Chantaburi province, Tourism Authority of Thailand and other authorities that relate to management of tourism in Chanthaburi province or private sectors, such as Chanthaburi Tourism Association, can use the process of waterfront community tourism experience in Chantaboon Waterfront Community and the influence of Chantaboon waterfront tourist motivation on tourism experience, which include local attraction, history and culture, and social, as a guideline to encourage the locals to create an effective experience for the operational approach in an efficient manner and to allow tourists to gain the right experiences according to the cultural contexts of tourism destination.

5.3.2 Practical contribution

1. Chantaboon Waterfront Community can use the process of waterfront community tourism experience in Chantaboon Waterfront Community to develop an efficient tourism experience leading to the community target and meet the needs of tourists.

2. Other communities can apply the process of waterfront community tourism experience in Chantaboon Waterfront Community to match their tourism destinations to offer valuable experience to tourists in the area

3. Tourism entrepreneurs can bring the process of waterfront community tourism experience in tourism products to develop new tourism products that can deliver good experience to tourists in an efficient manner

5.3.3 Theoretical contribution

1. Tourism scholars in public and private sectors can take the empirical distinction of the process of waterfront community tourism experience in both of tourism destination and tourism products for more diversity processes of waterfront community tourism experience in further study can take the empirical distinction of the process of waterfront community tourism experience in both of tourism destination and tourism products for more diversity processes of waterfront community tourism experience in further study. All the details have shown in the topics 5.2.1 and 5.2.2.

2. In terms of tourist perspective, this study found that the motivation to travel had positive effects on tourism experiences. This referred to the 3 components of motivation namely local attraction, history and culture, and social. Indeed, the most significant component of motivation was the local attractions which related to unique handicrafts, variety of tourism activities, retro accommodation decoration and beautiful scenery. To develop an efficacy tourism experience, tourism scholar should be focused on other tourism destinations to find the suitable motivation factors or other effects on tourism experiences.

5.4 Recommendations for Future Study

1. The process of tourism experience design of destination management has to focus on TIC (Tourism in Community). Although the result is a form of management similar to CBT, the difference is that our management is within the economic community. Most of these communities are connected to business

2. It should be studied how to integrate old culture and new culture to harmonize and sustain. The social and tourist behavior is constantly evolving and changing. If the tourist destination still maintains its originality without finding a way to adjust itself. Older communities may not be able to offer a memorable experience to newcomers.

3. Organizing group activities for those with specific interests provide a memorable experience for tourists as well as photography, viewing, lighting. The community can also provide a true identity of the community and create an experience

5.5 Limitation

There are several areas in which the analysis could be extended in the future to address some of its limitations. First, whilst the study makes significant progress in proposing the process of tourism experience in Chantaboon Waterfront Community, further disaggregation at the criteria for assessing the potential of tourism experience process could be particularly insightful in practical. Moreover, the tourism experience process of this study focuses on Chantaboon Waterfront Community, the future research should focus on different destinations for comparing such as waterfront community vs urban community in the process of tourism experience.

Secondly, in terms of the tourism experience process of case studies, the study defines the process by extracting from 10 case studies which are able to remove the stereotype in answering research questions, however, these case studies are at management perspective. Beside of this, the study interprets the process of tourism experience within secondary data which is the dichotomous clearly information in extreme perspective related to the concept of this study. This can be a limitation to get the full information as needed.

Thirdly, the study investigated the influence of motivation in travelling to tourism experience. For future research, the study should focus on other supporting factors in the tourism experience in terms of tourism experience management in tourism destination and in tourism product.

Finally, the study defines the factors of motivation by extracting from the Chantaboon Waterfront Community tourists which are concerned about human ethics in answering research questions. However, for further research is required approval from the institute of human ethics.

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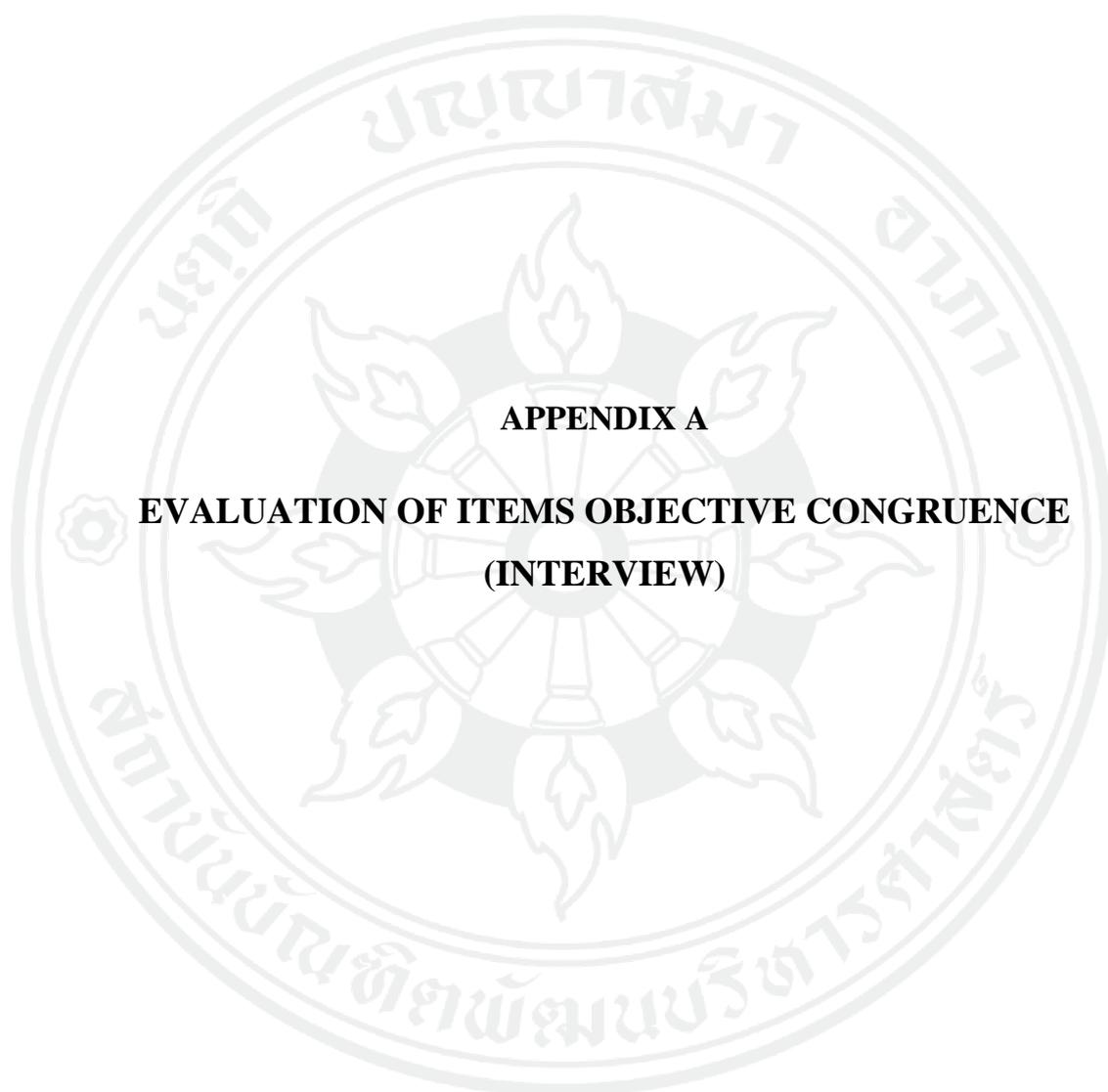
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APPENDICES



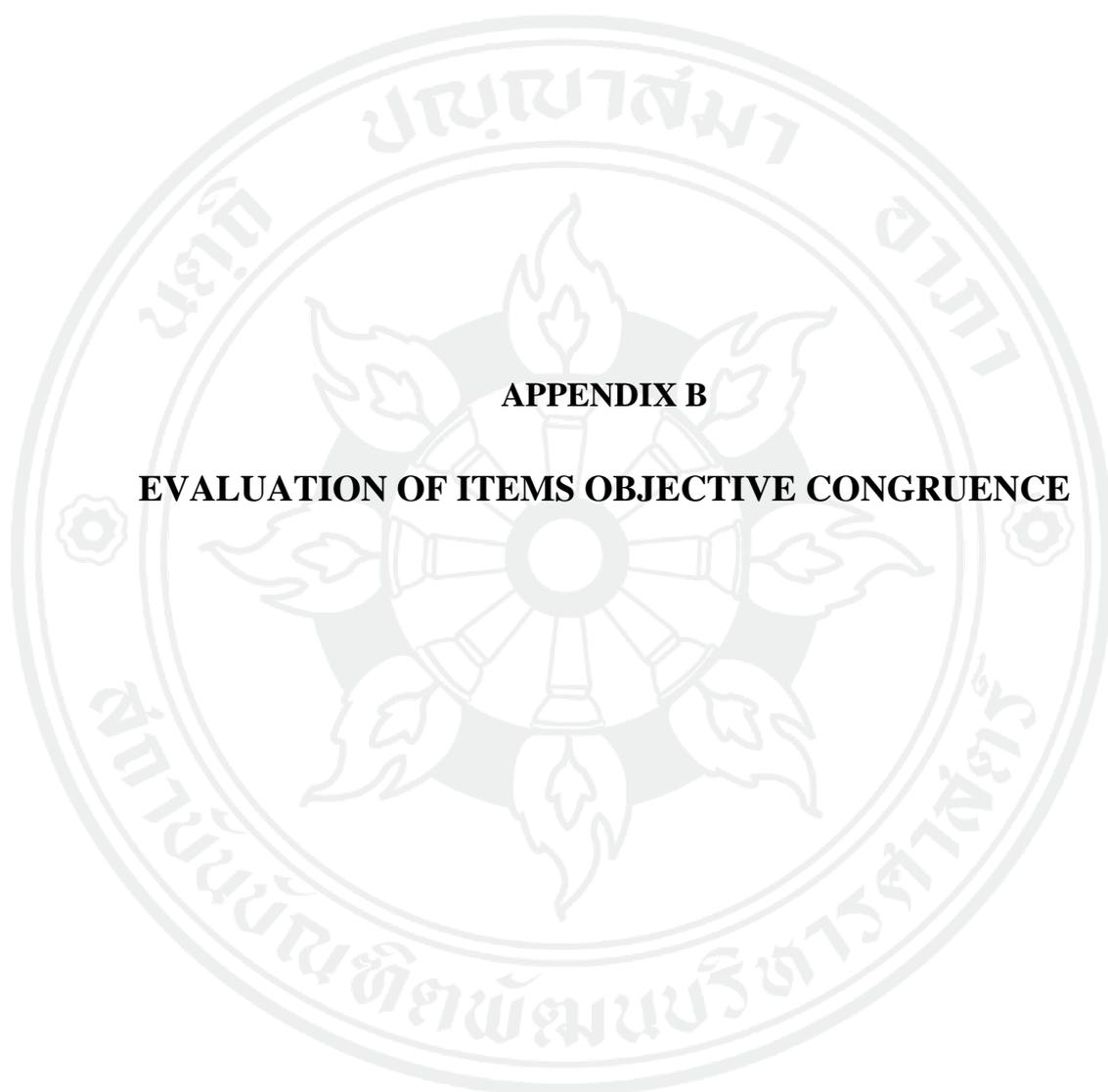
APPENDIX A

EVALUATION OF ITEMS OBJECTIVE CONGRUENCE

(INTERVIEW)

Q	Items	Score			Total	IOC	Evaluation
		1	2	3			
Part1	Interviewer Information						
1	Sex.....	0	+1	+1	2	0.7	√
2	Age.....	0	+1	+1	2	0.7	√
3	Position.....	+1	+1	+1	3	1.0	√
4	Department.....	+1	+1	+1	3	1.0	√
5	Functions related to community tourism.....	+1	+1	+1	3	1.0	√
Part2	Tourism development and management						
6	The beginning of tourism development in Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
7	How is community managed after the development process?	+1	+1	+1	3	1.0	√
8	What is the tourism management style in Chantaboon Waterfront Community?	+1	+1	+1	3	1.0	√
Part3	Tourism in community						
9	How do the tourists know Chantaboon Waterfront Community?	+1	+1	+1	3	1.0	√
10	What are the attractions for tourists to visit Chantaboon Waterfront Community and Why?	+1	+1	+1	3	1.0	√
11	What is the highlight of Chantaboon Waterfront Community? Are there any similar or different from other locations?	+1	+1	+1	3	1.0	√
12	What are the tourist attractions and activities in Chantaboon Waterfront Community?	+1	0	+1	2	0.7	√
13	What is the current tourism situation of Chantaboon Waterfront Community?	+1	+1	+1	3	1.0	√
14	What are the tourism behaviors in Chantaboon Waterfront Community?	+1	+1	+1	3	1.0	√
Part4	Community and tourism experience						
15	How important is the tourism experience for tourism in the Chantaboon Waterfront Community?	+1	+1	+1	3	1.0	√
16	What kinds of experiences would the community want the tourists to get from a trip in the Chantaboon Waterfront Community? Why does the community want the tourists to get these experiences?	+1	+1	+1	3	1.0	√
17	How Chantaboon Waterfront Community has been planning or managing to provide visitors with the experience that the community needs to deliver?	+1	+1	+1	3	1.0	√
	Who are involved in the management?	+1	+1	+1	3	1.0	√

Q	Items	Score			Total	IOC	Evaluation
		1	2	3			
Part1	Interviewer Information						
17.1							
17.2	How does the community study in terms of tourism planning and management which tourism experience is directly related to what the community wants to present? And where did the community learn?	+1	+1	+1	3	1.0	√
17.3	Have the tourism planning and management been divided into sections such as community, tourists or stakeholders section?	+1	0	+1	2	0.7	√
18	What does the community choose to create the tourism experience?	+1	0	+1	2	0.7	√
19	How does the community find and choose what to offer tourists?	+1	+1	+1	3	1.0	√
20	What is the process of selecting what to offer tourist?	+1	+1	+1	3	1.0	√
21	What are the processes of presenting the community that make exactly what the community wants to offer and tourists are satisfied with their experience?	+1	+1	+1	3	1.0	√
22	What is the format used in presentation such as activities, local products, local food, or community attractions.	+1	+1	+1	3	1.0	√
22.1	What are the developing processes of the presentation?	+1	0	+1	2	0.7	√
22.2	How to present	+1	+1	+1	3	1.0	√
22.3	Does the community focus on time and continuity in the presentation? Why?	+1	+1	+1	3	1.0	√
22.4	How does the community manage the time?	+1	+1	+1	3	1.0	√
23	Does the community have tourist information before presenting?	+1	+1	+1	3	1.0	√
24	How successful was the tourism planning and management in the past? Is there anything that needs further improvement to make the tourists more satisfied and impressed with the experience?	+1	+1	+1	3	1.0	√



APPENDIX B

EVALUATION OF ITEMS OBJECTIVE CONGRUENCE

Q	Items	Score			Total	IOC	Evaluation
		1	2	3			
Part1	1.1 Historical and culture motivations						
1	People's way of life in Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
2	Local foods of Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
3	Interesting history of Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
4	The harmony of Thai, Chinese and Yuan (Vietnamese) cultures in Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
5	Houses and buildings in Chantaboon Waterfront Community are remarkable and well-preserved	+1	+1	+1	3	1.0	√
6	Retro atmosphere of Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
	1.2 Tourism motivations						
7	Peaceful atmosphere of Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
8	Beautiful scenery of Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
9	Friendliness of the local people in Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
10	Decoration of the accommodations telling histories of Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
11	Unique artifacts and handicrafts of Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
12	Variety of tourism in Chantaboon Waterfront Community	+1	0	+1	2	0.7	√
	1.3 Social motivations						
13	Chantaboon Waterfront Community is popular	+1	+1	+1	3	1.0	√
14	Photo shooting and mark a check-in on social media	+1	+1	+1	3	1.0	√
15	Most of the people you know have traveled to Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
16	You were invited by the people you know to travel to Chantaboon Waterfront Community	+1	0	+1	2	0.7	√
	1.4 Motivation in tourism support						
17	The location of Chantaboon Waterfront Community is close to your residence	+1	+1	0	2	0.7	√

Q	Items	Score			Total	IOC	Evaluation
		1	2	3			
18	Conveniences in traveling to Chantaboon Waterfront Community		+1	0	2	0.7	√
19	It takes short to time to travel to Chantaboon Waterfront Community	+1	+1	0	2	0.7	√
Part2 2.1 Experiences on activities and participation							
20	The participation of activities in Chantaboon Waterfront Community by practice for example making dessert	+1	+1	+1	3	1.0	√
21	Learning about activities of Chantaboon Waterfront Community from media like televisions or on-line media	+1	+1	+1	3	1.0	√
22	Learning the activities in Chantaboon Waterfront Community from real life situation for example watching dessert making in a shop house	+1	+1	+1	3	1.0	√
23	Activities focus on feelings and emotions for example tasting local food in a retro house in Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
24	Learning or skill based activities for example learning cooking local food in Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
25	Length of time spent in each activity Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
26	Continual and sequent activities Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
27	Length of time spent in meeting and joining the activities with the locals in Chantaboon Waterfront Community	+1	0	+1	2	0.7	√
28	Excitement and surprises during activities in Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
2.2 Experiences on tourism destination							
29	Visiting and studying people's way of life in Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
30	Inspecting architectures and learning about houses in Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
31	Walking and taking photos of the beautiful scenery in Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√

Q	Items	Score			Total	IOC	Evaluation
		1	2	3			
2.3 Experiences on local cultures							
32	Watching and shopping local products of Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
33	Tasting the remarkable local food of Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
34	Tasting unique and local dessert of Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
35	Touching and buying local products of Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
36	Tasting the traditional recipes of Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
37	Smelling scents of joss sticks and candles from Thai, Chinese and Vietnamese religious temples in Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
38	Studying belongings inherited from the past generation of Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
2.4 Experiences on architectural traces							
39	Smelling woods from traditional houses in Chantaboon Waterfront Community	+1	0	+1	2	0.7	√
40	Hearing cracking sound of a wood floor while visiting houses in Chantaboon Waterfront Community	+1	0	+1	2	0.7	√
41	Touching some parts of houses like handrail, windows, painted wall tiles	+1	+1	+1	3	1.0	√
42	Seeing beautiful perforated designs and unique ventilators in traditional houses in Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
Part3							
43	Number of visit of Chantaboon water front community within a year 1. <input type="checkbox"/> First time 2. <input type="checkbox"/> 1 - 2 times 3. <input type="checkbox"/> 3 - 4 times 4. <input type="checkbox"/> 5 - 6 times 5. <input type="checkbox"/> More than 6 times	+1	+1	+1	3	1.0	√
44	Forms of travel to Chantaboon Waterfront Community 1. <input type="checkbox"/> Travel alone 2. <input type="checkbox"/> Travel with family 3. <input type="checkbox"/> Travel with relatives 4. <input type="checkbox"/> Travel with friends 5. <input type="checkbox"/> Travel with a tour agent 6. <input type="checkbox"/> Travel with company/ office/school 7. <input type="checkbox"/> Other (specify).....	+1	+1	+1	3	1.0	√

Q	Items	Score			Total	IOC	Evaluation
		1	2	3			
45	Number of companies to travel in Chantaboon Waterfront Community 1. <input type="checkbox"/> none 2. <input type="checkbox"/> 1-5 people 3. <input type="checkbox"/> 6-10 people 4. <input type="checkbox"/> 11-15 people 5. <input type="checkbox"/> 16-20 people 6. <input type="checkbox"/> More than 20 people	+1	+1	+1	3	1.0	√
46	Means of transport to Chantaboon Waterfront Community 1. <input type="checkbox"/> Personal car 2. <input type="checkbox"/> Public transport 3. <input type="checkbox"/> Tour agent's bus 4. <input type="checkbox"/> Office/company/school bus 5. <input type="checkbox"/> Rented car 6. <input type="checkbox"/> Motorcycle 7. <input type="checkbox"/> Other (specify).....	+1	+1	+1	3	1.0	√
47	Length of time spent in Chantaboon Waterfront Community 1. <input type="checkbox"/> Less than 1 hour 2. <input type="checkbox"/> 1 – 3 hours 3. <input type="checkbox"/> 4 – 6 hours 4. <input type="checkbox"/> 7 – 9 hours 5. <input type="checkbox"/> 10 – 12 hours 6. <input type="checkbox"/> More than 12 hours	+1	+1	+1	3	1.0	√
48	Number of overnight stays in Chantaboon Waterfront Community 1. <input type="checkbox"/> Do not stay overnight 2. <input type="checkbox"/> 1 nigh 3. <input type="checkbox"/> 2 nights 4. <input type="checkbox"/> 3nights 5. <input type="checkbox"/> 4 nights 6. <input type="checkbox"/> More than 4 nights	+1	+1	+1	3	1.0	√
49	Days of the week to travel to Chantaboon Waterfront Community 1. <input type="checkbox"/> Weekdays (Mon-Fri) 2. <input type="checkbox"/> Weekends (Sat-Sun) 3. <input type="checkbox"/> National holidays 4. <input type="checkbox"/> School breaks 5. <input type="checkbox"/> No particular period 6. <input type="checkbox"/> Other (specify).....	+1	0	+1	2	0.7	√
50	Person influencing the decision in travel to Chantaboon Waterfront Community 1. <input type="checkbox"/> You yourself 2. <input type="checkbox"/> Family members 3. <input type="checkbox"/> Friends 4. <input type="checkbox"/> Office 5. <input type="checkbox"/> Institutes 6. <input type="checkbox"/> Other (specify).....	+1	+1	+1	3	1.0	√

Q	Items	Score			Total	IOC	Evaluation
		1	2	3			
51	Methods to organize the trip to Chantaboon Waterfront Community 1. <input type="checkbox"/> Organized by yourself 2. <input type="checkbox"/> Organized by a tour agent 3. <input type="checkbox"/> Organized by a hotel 4. <input type="checkbox"/> Organized by an institute 5. <input type="checkbox"/> Organized by school 6. <input type="checkbox"/> Other (specify).....	+1	+1	+1	3	1.0	√
52	Expenses spent in travel to Chantaboon Waterfront Community 1. <input type="checkbox"/> Less than 500 baht 2. <input type="checkbox"/> 501-1,000 baht 3. <input type="checkbox"/> 1,001-1,500 baht 4. <input type="checkbox"/> 1,501-2,000 baht 5. <input type="checkbox"/> 2,001-2,500 baht 6. <input type="checkbox"/> 2,501-3,000 baht 7. <input type="checkbox"/> More than 3,000 baht	+1	+1	+1	3	1.0	√
53	Main reasons to travel to Chantaboon Waterfront Community (more than 1 item can be selected) 1. <input type="checkbox"/> To travel as a part of a fieldtri 2. <input type="checkbox"/> To travel as a part of Chanthaburi's tourism program 3. <input type="checkbox"/> To inspect remarkable and unique architectures 4. <input type="checkbox"/> To travel as a stop over 5. <input type="checkbox"/> To taste local food or dessert 6. <input type="checkbox"/> To experience the unique waterfront community 7. <input type="checkbox"/> To relax 8. <input type="checkbox"/> To write a reviews on social media 9. <input type="checkbox"/> Other (specify).....	+1	+1	+1	3	1.0	√
54	Activities conducted during the travel in Chantaboon Waterfront Community (more than 1 item can be selected) 1. <input type="checkbox"/> Pay homage to Buddha images, shrines, and make merits 2. <input type="checkbox"/> Visit Immaculate Conception of Mary Church 3. <input type="checkbox"/> Visit community museum 4. <input type="checkbox"/> Enjoy the people's way of life in Chantaboon Waterfront Community 5. <input type="checkbox"/> Inspect the remarkable architectures 6. <input type="checkbox"/> Cruise along Chantaboon river 7. <input type="checkbox"/> Visit old shop houses 8. <input type="checkbox"/> Taste local food/dessert 9. <input type="checkbox"/> Learn about gems	+1	+1	+1	3	1.0	√

Q	Items	Score			Total	IOC	Evaluation
		1	2	3			
	10. <input type="checkbox"/> Buy local products and souvenirs						
	11. <input type="checkbox"/> Take photos						
	12. <input type="checkbox"/> Other (specify).....						
55	Sources of information about Chantaboon Waterfront Community	+1	+1	+1	3	1.0	√
	1. <input type="checkbox"/> Relatives/friends						
	2. <input type="checkbox"/> Printed media						
	3. <input type="checkbox"/> Radios						
	4. <input type="checkbox"/> Televisions						
	5. <input type="checkbox"/> On-line media						
	6. <input type="checkbox"/> Publication of tourism authorities						
	7. <input type="checkbox"/> Publication of Chantaboon community						
	8. <input type="checkbox"/> Other (specify).....						
Part4							
56	Sex	+1	+1	+1	3	1.0	√
	1. <input type="checkbox"/> Male						
	2. <input type="checkbox"/> Female						
57	Age	+1	+1	+1	3	1.0	√
	1. <input type="checkbox"/> 18 - 25 years						
	2. <input type="checkbox"/> 26 - 34 years						
	3. <input type="checkbox"/> 35 - 42 years						
	4. <input type="checkbox"/> 43 - 50 years						
	5. <input type="checkbox"/> 51 - 60 years						
	6. <input type="checkbox"/> 61 - 69 years						
	7. <input type="checkbox"/> 70 and over						
58	Status	+1	+1	+1	3	1.0	√
	1. <input type="checkbox"/> Single						
	2. <input type="checkbox"/> Married						
	3. <input type="checkbox"/> Divorced/Separate						
	4. <input type="checkbox"/> Widowed						
	5. <input type="checkbox"/> Other (specify).....						
59	Education	+1	+1	+1	3	1.0	√
	1. <input type="checkbox"/> Lower than junior high school						
	2. <input type="checkbox"/> Junior high school						
	3. <input type="checkbox"/> High school/ vocational certificate						
	4. <input type="checkbox"/> Diploma/High vocational certificate						
	5. <input type="checkbox"/> Bachelor's Degree						
	6. <input type="checkbox"/> Higher than Bachelor's degree						
60	Occupation	+1	+1	+1	3	1.0	√
	1. <input type="checkbox"/> Student						
	2. <input type="checkbox"/> Civil servant/ state enterprise official						
	3. <input type="checkbox"/> Company employee						
	4. <input type="checkbox"/> Business owner						
	5. <input type="checkbox"/> Worker						
	6. <input type="checkbox"/> Housewife						
	7. <input type="checkbox"/> Retired						
	8. <input type="checkbox"/> Other (specify).....						

Q	Items	Score			Total	IOC	Evaluation
		1	2	3			
61	Income	+1	+1	+1	3	1.0	√
	1. <input type="checkbox"/> 5,000 or lower						
	2. <input type="checkbox"/> 5,001 - 10,000						
	3. <input type="checkbox"/> 10,001 - 20,000						
	4. <input type="checkbox"/> 20,001 - 30,000						
	5. <input type="checkbox"/> 30,001 - 40,000						
	6. <input type="checkbox"/> Higher than 40,000						
62	Current residence	+1	+1	+1	3	1.0	√
	1. <input type="checkbox"/> Chanthaburi						
	2. <input type="checkbox"/> Bangkok metropolitan areas						
	3. <input type="checkbox"/> Northern provinces						
	4. <input type="checkbox"/> Central provinces						
	5. <input type="checkbox"/> Eastern provinces						
	6. <input type="checkbox"/> Northeastern provinces						
	7. <input type="checkbox"/> Southern provinces						



APPENDIX C
QUESTIONNAIRE



Questionnaire

The process of experience design for Chantaboon Waterfront Community, Chanthaburi province

This questionnaire is part of the Ph. D Integrated Tourism Management. The purpose of this study is to study tourism behavior and tourist experiences of Thai tourists who visit Chantaboon Waterfront Community, Chanthaburi province. The collected data from this questionnaire will be used in the process of experience design for Chantaboon Waterfront Community, Chanthaburi province.

This questionnaire is divided 5 parts, totaling 7 pages. The details are as follows

Part 1 The motivation to travel to Chantaboon Waterfront Community, Chanthaburi province

Part 2 The experiences to travel in Chantaboon Waterfront Community, Chanthaburi province

Part 3 Tourism behavior at Chantaboon Waterfront Community, Chanthaburi province

Part 4 The personal data, and travel behaviors of Thai tourists

Part 5 Additional suggestions

The researchers would like to cooperate with you in answering all questions for completeness of the information to be used in this study. More specifically, the researcher will keep your information confidential and will only use the information for research purposes. The researcher would like to thank all of you for your kindness to answer this questionnaire.

Nisarat Saengkae

Ph.D. student, Integrated Tourism Management
National Institute of Development Administration

Part 1 Motivation to travel to Chantaboon Waterfront Community, Chanthaburi province

Explanation From each message, please mark ✓ in the box □ according to the level of motivation that affects the travel Chantaboon Waterfront Community. Please select the most appropriate level of motivation. The criteria are as follows

5 = highest

4 = high

3 = moderate

2 = low

1 = lowest

The Motivation for traveling Chantaboon Waterfront Community	The level of motivation				
	5	4	3	2	1
1.1 Historical and culture motivations					
1) People's way of life in Chantaboon Waterfront Community					
2) Local foods of Chantaboon Waterfront Community					
3) Interesting history of Chantaboon Waterfront Community					
4) The harmony of Thai, Chinese and Yuan (Vietnamese) cultures in Chantaboon Waterfront Community					
5) Houses and buildings in Chantaboon Waterfront Community are remarkable and well-preserved					
6) Retro atmosphere of Chantaboon Waterfront Community					
1.2 Tourism motivations					
7) Peaceful atmosphere of Chantaboon Waterfront Community					
8) Beautiful scenery of Chantaboon Waterfront Community					
9) Friendliness of the local people in Chantaboon Waterfront Community					
10) Decoration of the accommodations telling histories of Chantaboon Waterfront Community					
11) Unique artifacts and handicrafts of Chantaboon Waterfront Community					
12) Variety of tourism in Chantaboon Waterfront Community					
1.3 Social motivations					
13) Chantaboon Waterfront Community is popular					
14) Photo shooting and mark a check-in on social media					
15) Most of the people you know have traveled to Chantaboon Waterfront Community					
16) You were invited by the people you know to travel to Chantaboon Waterfront Community					
1.4 Motivation in tourism support					
17) The location of Chantaboon Waterfront Community is close to your residence					
18) Conveniences in traveling to Chantaboon Waterfront Community					
19) It takes short to time to travel to Chantaboon Waterfront Community					

Part 2 The factor of travel experiences in Chantaboon Waterfront Community, Chanthaburi province

Explanation From each message, please mark ✓ in the box according to the experience gained from tourism at Chantaboon Waterfront Community. Please select the most appropriate level of experience. The criteria are as follows

5 = highest
2 = low

4 = high
1 = lowest

3 = moderate

Experience gained from tourism in Chantaboon Waterfront Community	The level of experience				
	5	4	3	2	1
2.1 Experiences on activities and participation					
20) The participation of activities in Chantaboon Waterfront Community by practice for example making dessert					
21) Learning about activities of Chantaboon Waterfront Community from media like televisions or on-line media					
22) Learning the activities in Chantaboon Waterfront Community from real life situation for example watching dessert making in a shop house					
23) Activities focus on feelings and emotions for example tasting local food in a retro house in Chantaboon Waterfront Community					
24) Learning or skill based activities for example learning cooking local food in Chantaboon Waterfront Community					
25) Length of time spent in each activity Chantaboon Waterfront Community					
26) Continual and sequent activities Chantaboon Waterfront Community					
27) Length of time spent in meeting and joining the activities with the locals in Chantaboon Waterfront Community					
28) Excitement and surprises during activities in Chantaboon Waterfront Community					
2.2 Experiences on tourism destination					
29) Visiting and studying people's way of life in Chantaboon Waterfront Community					
30) Inspecting architectures and learning about houses in Chantaboon Waterfront Community					
31) Walking and taking photos of the beautiful scenery in Chantaboon Waterfront Community					

- 46) Means of transport to Chantaboon Waterfront Community
- | | |
|--|---|
| 1. <input type="checkbox"/> Personal car | 2. <input type="checkbox"/> Public transport |
| 3. <input type="checkbox"/> Tour agent's bus | 4. <input type="checkbox"/> Office/ company/ school bus |
| 5. <input type="checkbox"/> Rented car | 6. <input type="checkbox"/> Motorcycle |
| 7. <input type="checkbox"/> Other (specify)..... | |
- 47) Length of time spent in Chantaboon Waterfront Community
- | | |
|--|--|
| 1. <input type="checkbox"/> Less than 1 hour | 2. <input type="checkbox"/> 1 – 3 hours |
| 3. <input type="checkbox"/> 4 – 6 hours | 4. <input type="checkbox"/> 7 – 9 hours |
| 5. <input type="checkbox"/> 10 – 12 hours | 6. <input type="checkbox"/> More than 12 hours |
- 48) Number of overnight stays in Chantaboon Waterfront Community
- | | |
|---|--|
| 1. <input type="checkbox"/> Do not stay overnight | 2. <input type="checkbox"/> 1 night |
| 3. <input type="checkbox"/> 2 nights | 4. <input type="checkbox"/> 3 nights |
| 5. <input type="checkbox"/> 4 nights | 6. <input type="checkbox"/> More than 4 nights |
- 49) Days of the week to travel to Chantaboon Waterfront Community
- | | |
|--|--|
| 1. <input type="checkbox"/> Weekdays (Mon-Fri) | 2. <input type="checkbox"/> Weekends (Sat-Sun) |
| 3. <input type="checkbox"/> National holidays | 4. <input type="checkbox"/> School breaks |
| 5. <input type="checkbox"/> No particular period | 6. <input type="checkbox"/> Other (specify)..... |
- 50) Person influencing the decision in travel to Chantaboon Waterfront Community
- | | |
|--|--|
| 1. <input type="checkbox"/> You yourself | 2. <input type="checkbox"/> Family members |
| 3. <input type="checkbox"/> Friends | 4. <input type="checkbox"/> Office |
| 5. <input type="checkbox"/> Institutes | 6. <input type="checkbox"/> Other (specify)..... |
- 51) Methods to organize the trip to Chantaboon Waterfront Community
- | | |
|---|---|
| 1. <input type="checkbox"/> Organized by yourself | 2. <input type="checkbox"/> Organized by a tour agent |
| 3. <input type="checkbox"/> Organized by a hotel | 4. <input type="checkbox"/> Organized by an institute |
| 5. <input type="checkbox"/> Organized by school | 6. <input type="checkbox"/> Other (specify)..... |
- 52) Expenses spent in travel to Chantaboon Waterfront Community
- | | |
|--|--|
| 1. <input type="checkbox"/> Less than 500 baht | 2. <input type="checkbox"/> 501-1,000 baht |
| 3. <input type="checkbox"/> 1,001-1,500 baht | 4. <input type="checkbox"/> 1,501-2,000 baht |
| 5. <input type="checkbox"/> 2,001-2,500 baht | 6. <input type="checkbox"/> 2,501-3,000 baht |
| 7. <input type="checkbox"/> More than 3,000 baht | |
- 53) Main reasons to travel to Chantaboon Waterfront Community (more than 1 item can be selected)
1. To travel as a part of a fieldtrip
 2. To travel as a part of Chanthaburi's tourism program
 3. To inspect remarkable and unique architectures
 4. To travel as a stop over
 5. To taste local food or dessert
 6. To experience the unique waterfront community
 7. To relax
 8. To write a reviews on social media
 9. Other (specify).....

54) Activities conducted during the travel in Chantaboon Waterfront Community (more than 1 item can be selected)

1. Pay homage to Buddha images, shrines, and make merits
2. Visit Immaculate Conception of Mary Church
3. Visit community museum
4. Enjoy the people's way of life in Chantaboon Waterfront Community
5. Inspect the remarkable architectures
6. Cruise along Chantaboon river
7. Visit old shop houses
8. Taste local food/dessert
9. Learn about gems
10. Buy local products and souvenirs
11. Take photos
12. Other (specify).....

55) Sources of information about Chantaboon Waterfront Community

- | | |
|---|--|
| 1. <input type="checkbox"/> Relatives/friends | 2. <input type="checkbox"/> Printed media |
| 3. <input type="checkbox"/> Radios | 4. <input type="checkbox"/> Televisions |
| 5. <input type="checkbox"/> On-line media | 6. <input type="checkbox"/> Publication of tourism authorities |
| 7. <input type="checkbox"/> Publication of Chantaboon community | |
| 8. <input type="checkbox"/> Other (specify)..... | |

Part 4 The personal data, and travel behaviors of Thai tourists.

Explanation Please mark ✓ in the box the text you want to select, only one

56) Sex

- | | |
|----------------------------------|------------------------------------|
| 1. <input type="checkbox"/> Male | 2. <input type="checkbox"/> Female |
|----------------------------------|------------------------------------|

57) Age

- | | |
|---|---|
| 1. <input type="checkbox"/> 18 - 25 years | 2. <input type="checkbox"/> 26 - 34 years |
| 3. <input type="checkbox"/> 35 - 42 years | 4. <input type="checkbox"/> 43 - 50 years |
| 5. <input type="checkbox"/> 51 - 60 years | 6. <input type="checkbox"/> 61 - 69 years |
| 7. <input type="checkbox"/> 70 and over | |

58) Status

- | | |
|--|-------------------------------------|
| 1. <input type="checkbox"/> Single | 2. <input type="checkbox"/> Married |
| 3. <input type="checkbox"/> Divorced/Separate | 4. <input type="checkbox"/> Widowed |
| 5. <input type="checkbox"/> Other (specify)..... | |

59) Education

1. Lower than junior high school
2. Junior high school
3. High school/ vocational certificate
4. Diploma/High vocational certificate
5. Bachelor's Degree
6. Higher than Bachelor's degree

60) Occupation

- | | |
|--|--|
| 1. <input type="checkbox"/> Student | 2. <input type="checkbox"/> Civil servant/ state enterprise official |
| 3. <input type="checkbox"/> Company employee | 4. <input type="checkbox"/> Business owner |
| 5. <input type="checkbox"/> Worker | 6. <input type="checkbox"/> Housewife |
| 7. <input type="checkbox"/> Retired | 8. <input type="checkbox"/> Other (specify)..... |

61) Income

- | | |
|---|--|
| 1. <input type="checkbox"/> 5,000 or lower | 2. <input type="checkbox"/> 5,001 - 10,000 |
| 3. <input type="checkbox"/> 10,001 - 20,000 | 4. <input type="checkbox"/> 20,001 - 30,000 |
| 5. <input type="checkbox"/> 30,001 - 40,000 | 6. <input type="checkbox"/> Higher than 40,000 |

62) Current residence

- | | |
|--|--|
| 1. <input type="checkbox"/> Chanthaburi | 2. <input type="checkbox"/> Bangkok metropolitan areas |
| 3. <input type="checkbox"/> Northern provinces | 4. <input type="checkbox"/> Central provinces |
| 5. <input type="checkbox"/> Eastern provinces | 6. <input type="checkbox"/> Northeastern provinces |
| 7. <input type="checkbox"/> Southern provinces | |

Part 5 Additional suggestions

.....

.....

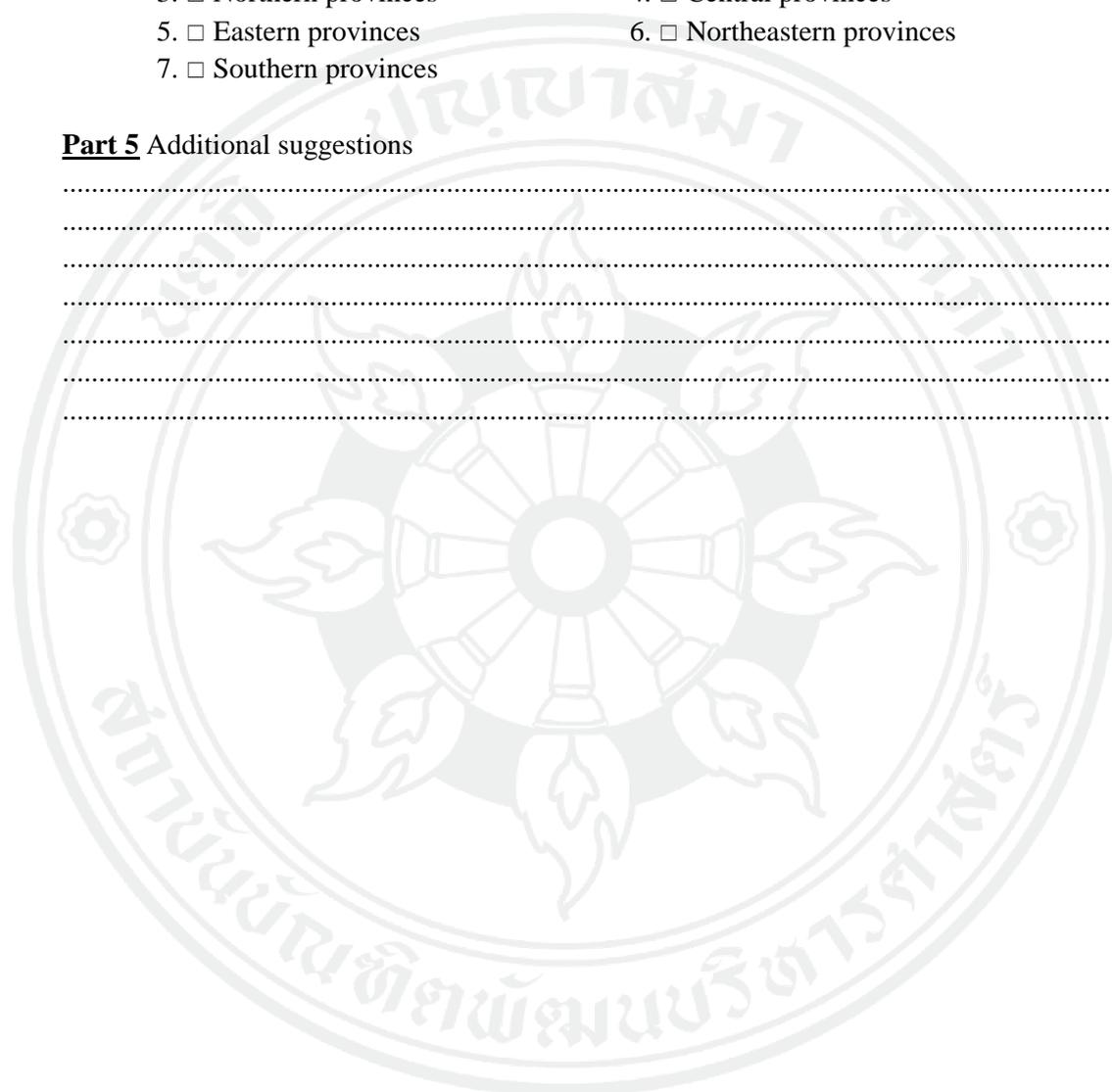
.....

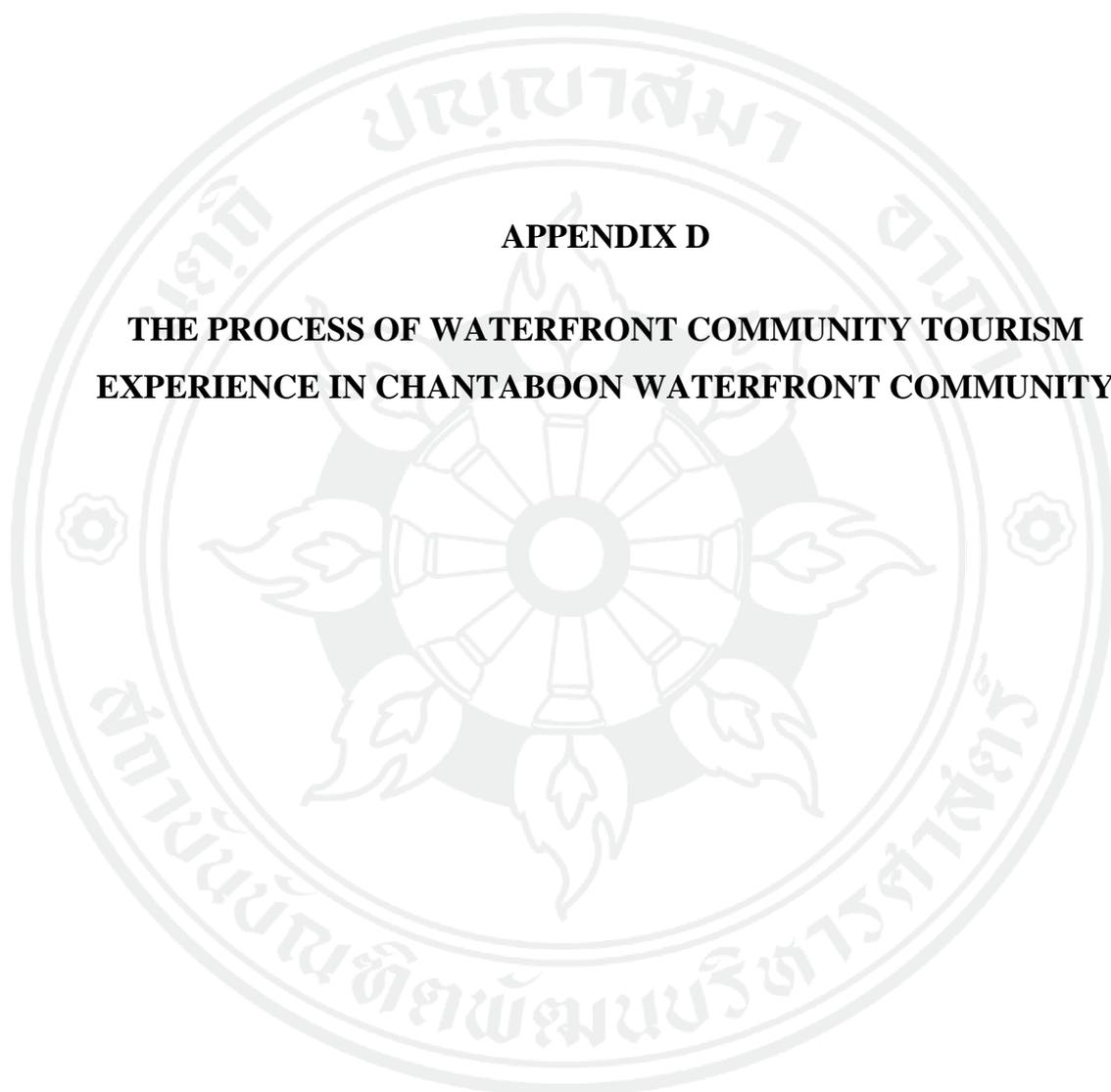
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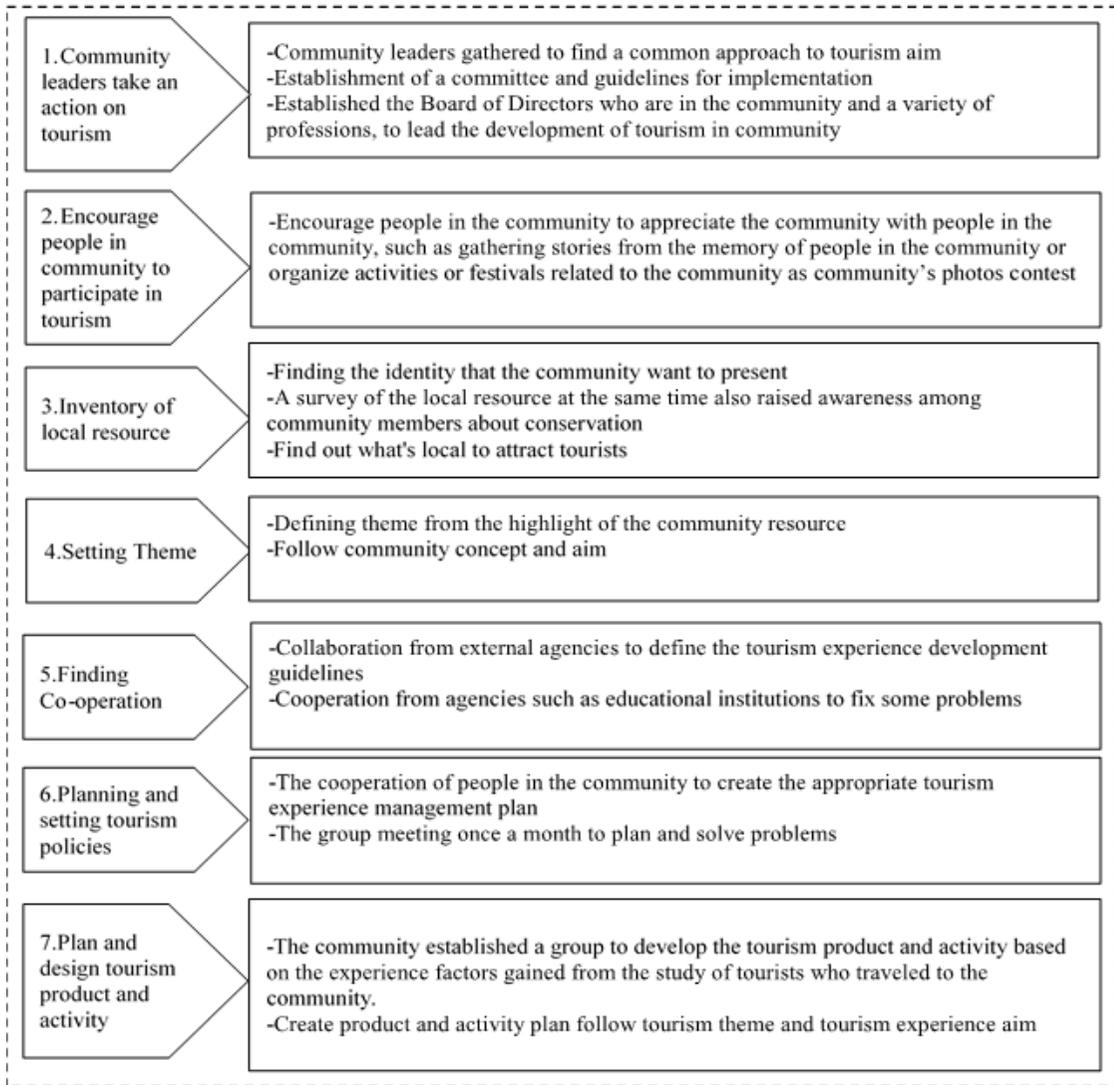




APPENDIX D

**THE PROCESS OF WATERFRONT COMMUNITY TOURISM
EXPERIENCE IN CHANTABOON WATERFRONT COMMUNITY**

Process of waterfront community tourism experience in tourism destination of Chantaboon Waterfront Community

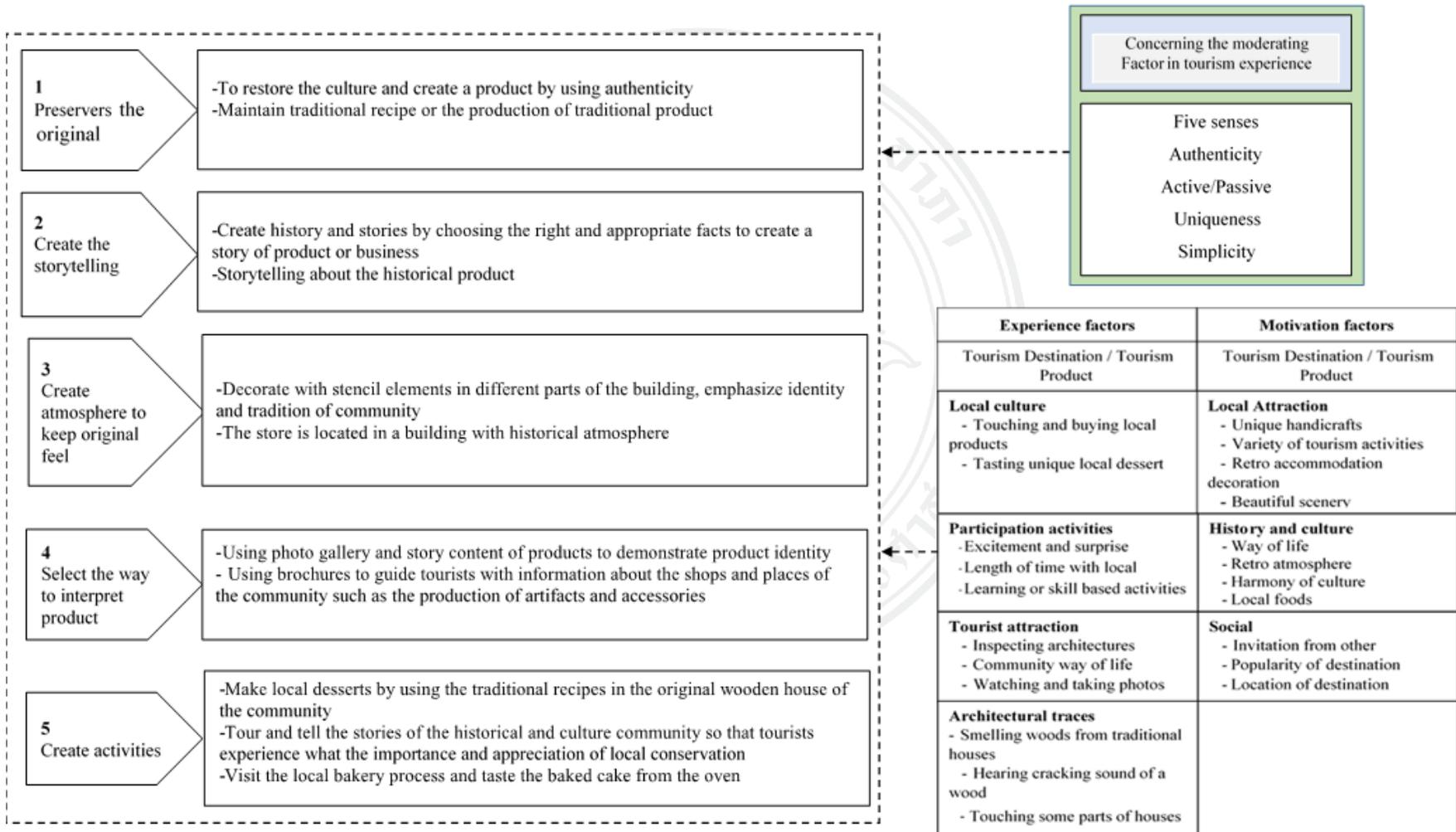


Concerning the moderating Factor in tourism experience

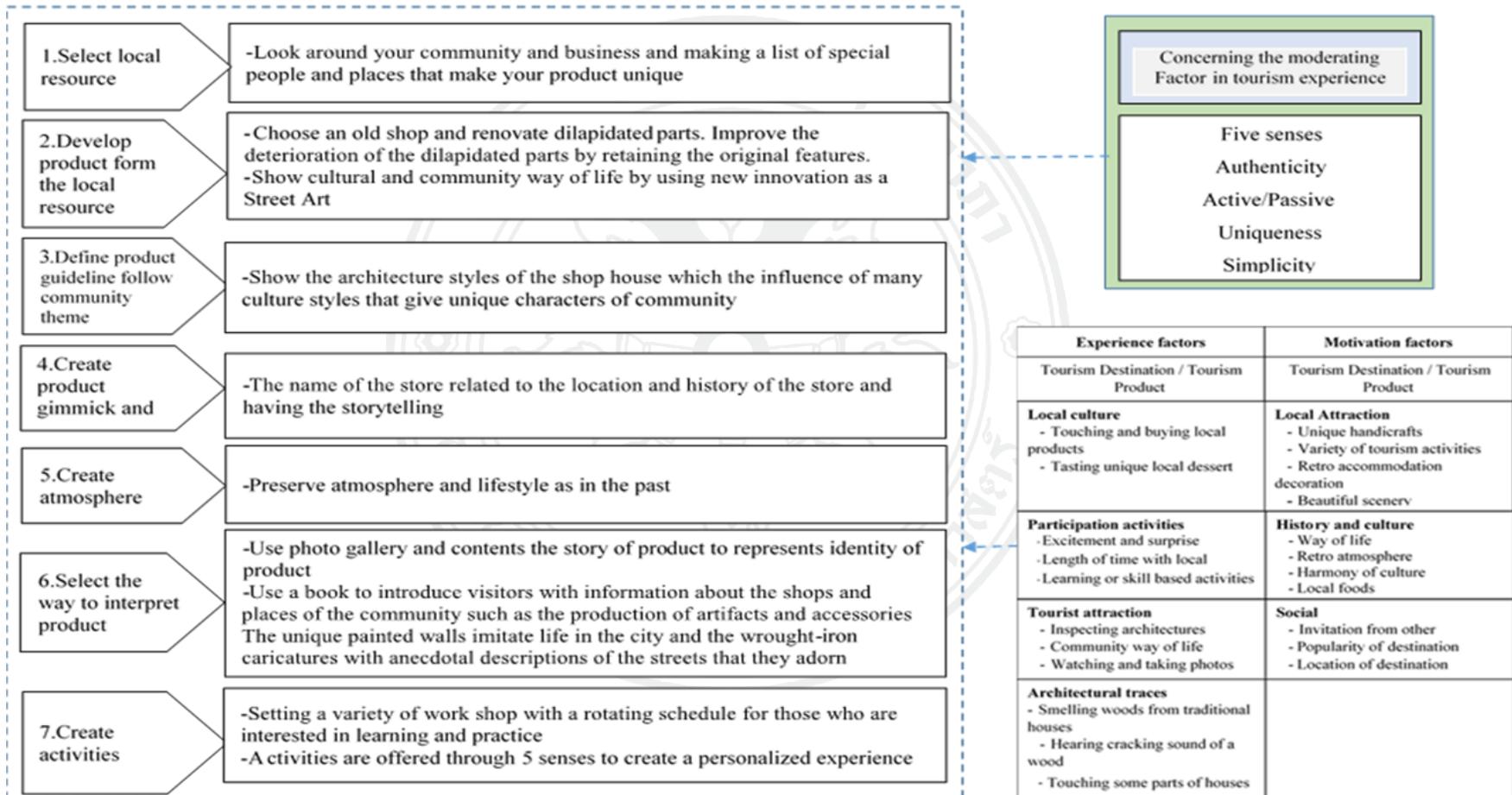
- Five senses
- Authenticity
- Active/Passive
- Uniqueness
- Simplicity

Experience factors	Motivation factors
Tourism Destination / Tourism Product	Tourism Destination / Tourism Product
Local culture - Touching and buying local products - Tasting unique local dessert	Local Attraction - Unique handicrafts - Variety of tourism activities - Retro accommodation decoration - Beautiful scenery
Participation activities - Excitement and surprise - Length of time with local - Learning or skill based activities	History and culture - Way of life - Retro atmosphere - Harmony of culture - Local foods
Tourist attraction - Inspecting architectures - Community way of life - Watching and taking photos	Social - Invitation from other - Popularity of destination - Location of destination
Architectural traces - Smelling woods from traditional houses - Hearing cracking sound of a wood - Touching some parts of houses	

Process of waterfront community tourism experience in tourism product (traditional local product) of Chantaboon Waterfront Community



Process of waterfront community tourism experience in **tourism Product** (new product) of Chantaboon Waterfront Community



BIOGRAPHY

NAME	Miss Nisarath Saengkae
ACADEMIC BACKGROUND	Master of Business (Tourism Management) Victoria University, Australia.
EXPERIENCES	Lecturer, Faculty of Management Sciences, in Tourism Program. Rambhai Barni Rajabhat University, Chanthaburi Province, Thailand

