

**PERCEIVED VALUE DEVELOPMENT FOR CULTURAL  
TOURISM DESTINATION : A CASE STUDY OF PHUTHAI  
VILLAGE, BAAN KHOK KONG KALASIN PROVINCE**



**Suchawadee Limisariyapong**

**A Thesis Submitted in Partial  
Fulfillment of the Requirements for the Degree of  
Master of Arts (Integrated Tourism Management)  
The Graduate School of Tourism Management  
National Institute of Development Administration  
2018**

**PERCEIVED VALUE DEVELOPMENT FOR CULTURAL  
TOURISM DESTINATION : A CASE STUDY OF PHUTHAI  
VILLAGE, BAAN KHOK KONG KALASIN PROVINCE**

**Suchawadee Limisariyapong**  
**The Graduate School of Tourism Management**

---

..... Major Advisor  
(Assistant Professor Suwaree Namwong, Ph.D.)

The Examining Committee Approved This Thesis Submitted in Partial  
Fulfillment of the Requirements for the Degree of Master of Arts (Integrated Tourism  
Management).

..... Committee Chairperson  
(Assistant Professor Kom Campiranon, Ph.D.)

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

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

..... Dean  
(Assistant Professor Paithoon Monpanthong, Ph.D.)

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
\_\_\_\_\_

# TABLE OF CONTENTS

	<b>Page</b>
TABLE OF CONTENTS.....	iii
LIST OF TABLES.....	1
LIST OF FIGURES.....	1
CHAPTER 1 INTRODUCTION AND BACKGROUND OF STUDY.....	1
1.1 Background of the study.....	1
1.2 Justification of the study.....	4
1.3 Research aim and objective of the study.....	5
1.4 Scope of study.....	5
1.4.1 Area of study.....	5
1.4.2 Respondents of the study.....	5
1.4.3 Time of the study.....	5
1.5 Contribution of the study.....	5
1.6 Key definitions.....	6
1.7 Structure of thesis.....	6
1.8 Summary of chapter one.....	8
CHAPTER 2 LITERATURE REVIEW.....	9
2.1 The Introduction.....	9
2.2 Concept of cultural tourism.....	9
2.2.1 Definition of culture.....	9
2.2.2 Definition of cultural tourism destination.....	10
2.3 Concept of perceived value.....	11
2.3.1 Definition of perceived value.....	11
2.3.2 Concept of perceived value from consumer choices to tourism.....	11
2.3.3 Perceived value components.....	17
2.4 Concept of Tourist Satisfaction.....	23

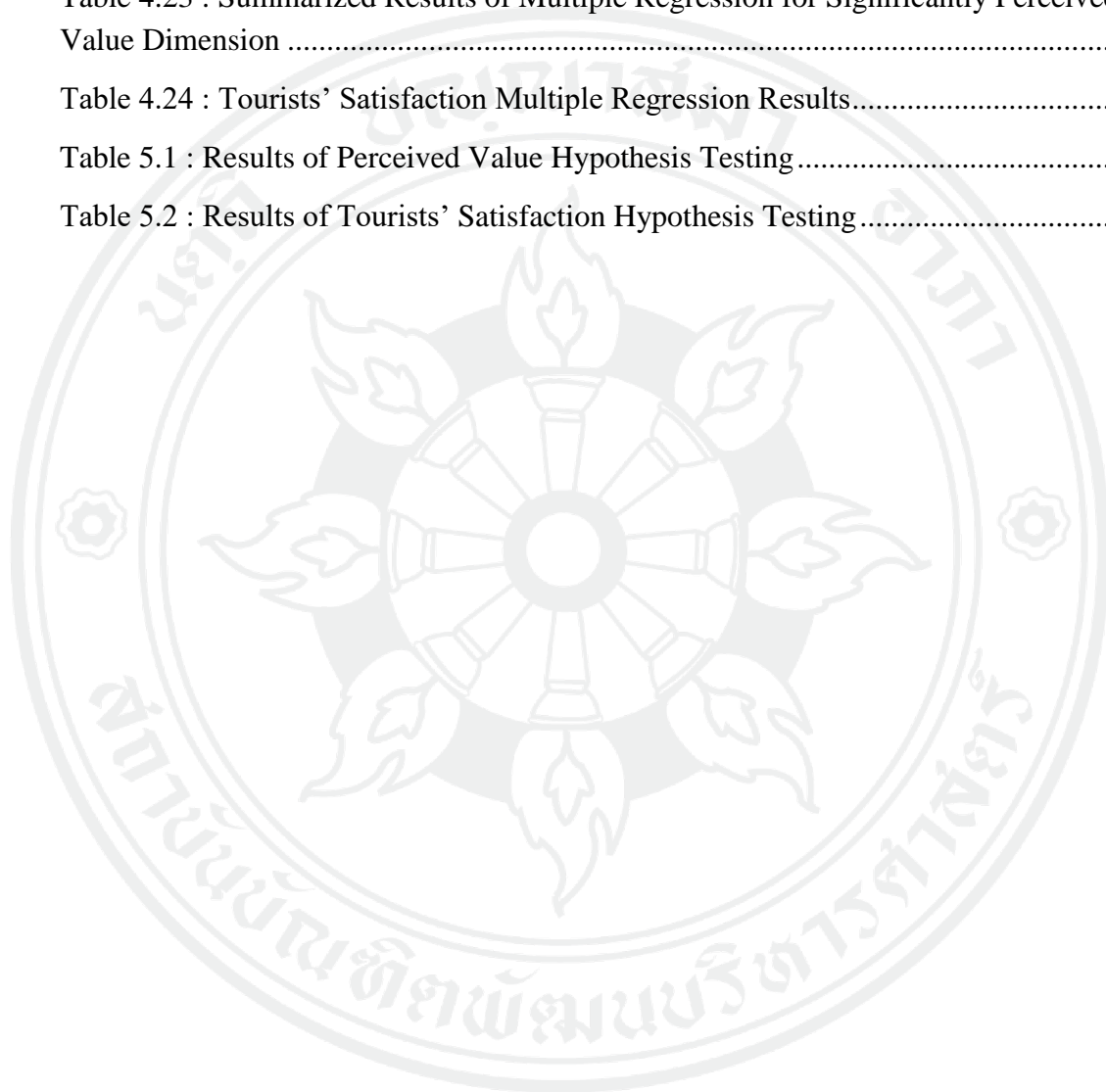
2.4.1 Definition of satisfaction .....	23
2.4.2 The relationship between tourist perceived value and satisfaction .....	24
2.4.3 The relationship between tourist satisfaction and intention to recommend.....	25
2.5 Summary of Chapter Two .....	25
<b>CHAPTER 3 RESEARCH METHODOLOGY .....</b>	<b>26</b>
3.1 Introduction .....	26
3.2 Conceptual Framework .....	26
3.3 Hypothesis .....	27
3.4 Operational Definition.....	29
3.5 Study area / Population and Sample.....	30
3.5.1 Study area .....	30
3.5.2 Population and samples of the study .....	30
3.6 Research instrument tools.....	32
3.7 Assessment of research tools.....	35
3.7.1 Validity.....	35
3.7.2 Pilot test.....	35
3.8 Data Collection.....	36
3.9 Data Analysis.....	37
3.10 Research Ethics .....	38
3.11 Implementation plan and research budget.....	39
3.12 Summary of Chapter Three .....	40
<b>CHAPTER 4 DATA ANALYSIS AND RESULTS .....</b>	<b>42</b>
4.1 Introduction .....	42
4.2 Pilot test results.....	42
4.2.1 Respondents Demographic.....	43
4.2.2 Verification measurement scale .....	44
4.2.2.1 Perceived value variable.....	44
4.2.2.2 Tourists' Satisfaction.....	50

4.2.2.3 Intention to recommend.....	51
4.2.2.4 Perceived value, Satisfaction and Intention to Recommend .....	51
4.3 Data analysis of the main study .....	52
4.3.1 Respondents Demographics .....	52
4.3.2 Verification Measurement Scale Main Study .....	54
4.3.2.1 Measurement Scale of Intention to Recommend Variable .....	54
4.3.2.2 Measurement Scale of Perceived Value Variable .....	55
4.3.2.3 Measurement Scale of Satisfaction Variable .....	59
4.3.3 Hypothesis Testing .....	60
4.3.3.1 Perceived Value Hypothesis Testing .....	60
4.3.3.2 Satisfaction Hypothesis Testing .....	74
4.4 Summary of Chapter four .....	75
CHAPTER 5 DISCUSSION AND CONCLUSIONS .....	76
5.1 Introduction .....	76
5.2 Discussion of Findings .....	77
5.2.1 Research Question One and Hypotheses Testing .....	78
5.2.2 Research Question Two and Hypotheses Testing .....	81
5.3 Summary of the Study .....	82
5.4 Contribution to the Research Study .....	83
5.4.1 Academic Contribution .....	83
5.4.2 Management Contribution.....	83
5.5 Limitations of the Research.....	84
5.6 Recommendations for Future Research.....	84
5.7 Thesis Conclusion .....	85
BIBLIOGRAPHY .....	114
BIOGRAPHY .....	119

## LIST OF TABLES

	<b>Page</b>
Table 1.1: Literature review of destination value developmen.....	3
Table 2.1 : Dimension of Perceived Value .....	16
Table 3.1 : Questionnaire References .....	33
Table 3.2 : Questionnaire of Socio-Demographic .....	34
Table 3.3 : Range of correlation coefficient .....	37
Table 3.4 : Implementation Plan.....	39
Table 3.5 : Research budget plan .....	40
Table 4.1 : Descriptive Statistics of Respondents Demographic .....	43
Table 4.2 : Descriptive Statistics Perceived Functional Value .....	45
Table 4.3 : Descriptive Statistics Perceived Social Value .....	46
Table 4.4 : Descriptive Statistics Perceived Emotional Value .....	47
Table 4.5 : Descriptive Statistics Perceived Epistemic Value .....	48
Table 4.6 : Descriptive Statistics Perceived Conditional Value .....	49
Table 4.7 : Descriptive Statistics of Tourists' Satisfaction.....	50
Table 4.8 : Descriptive Statistics of Intention to Recommend .....	51
Table 4.9 : Descriptive Statistics of Perceived value, Satisfaction and Intention to ...	52
Table 4.10 : Respondents Demographics.....	53
Table 4.11 : Descriptive Statistic of Intention to Recommend.....	54
Table 4.12 : Descriptive Statistics of Perceived Functional Value.....	55
Table 4.13 : Descriptive Statistics of Perceived Social Value .....	56
Table 4.14 : Descriptive Statistics of Perceived Emotional Value .....	57
Table 4.15 : Descriptive Statistics of Perceived Epistemic Value.....	58
Table 4.16 : Descriptive Statistics of Perceived Conditional Value .....	59
Table 4.17 : Descriptive Statistics of Tourists' Satisfaction.....	60
Table 4.18 : Perceived Functional Value Regression Results .....	61

Table 4.19 : Perceived Social Value Regression Results .....	63
Table 4.20 : Perceived Emotional Value Regression Results.....	66
Table 4.21 : Perceived Epistemic Value Regression Results .....	68
Table 4.22 : Perceived Conditional Value Regression Results.....	71
Table 4.23 : Summarized Results of Multiple Regression for Significantly Perceived Value Dimension .....	73
Table 4.24 : Tourists' Satisfaction Multiple Regression Results.....	74
Table 5.1 : Results of Perceived Value Hypothesis Testing.....	80
Table 5.2 : Results of Tourists' Satisfaction Hypothesis Testing.....	82



## LIST OF FIGURES

	<b>Page</b>
Figure 3.1: The Conceptual Framework of The Influence of Tourists' Perceived Value Toward .....	27
Figure 4.1: Result of hypothesis testing perceived functional value related to tourists' satisfaction .....	62
Figure 4.2 : Result of hypothesis testing perceived social value related to tourists' ...	64
Figure 4.3 : Result of hypothesis testing perceived emotional value related to tourists' satisfaction .....	67
Figure 4.4 : Result of hypothesis testing perceived epistemic value related to tourists' satisfaction .....	69
Figure 4.5 : Result of hypothesis testing perceived conditional value related to tourists' satisfaction .....	72
Figure 4.6 : Model of Tourists' Satisfaction Related to Intention to Recommend.....	75



# CHAPTER 1

## INTRODUCTION AND BACKGROUND OF STUDY

### 1.1 Background of the study

Tourism is one of the fastest growing industry for many countries around the world, especially Thailand economic sector drives tourism as majority. The World Organization predicts that by 2020 the number of tourists will reach 1,561 million with the average growth rate of 4.1 percent per year (Ministry of Tourism and Sports, 2012). In 2016, the revenue was raised up to 11 percent or approximately 70 billion US dollars from tourism industry from both inbound and domestic tourism which was higher than expectation (The Tourism Authority of Thailand (TAT)). Moreover, TAT expected the revenue account will be increasing by 10 percent or approximately 84 billion US dollars in 2017 which was divided to inbound tourist 55 billion US dollars and domestic 29 billion US dollars. The increased of the number of tourists and revenues will bring the opportunities of creating the job, income and development of the country.

Tourism is tools to develop and preserve in all aspects as social-cultural, economic and environment (United Nation Environment Program and United Nation World Tourism Organization: UNWTO, 2005) to sustainable development. Nowadays, cultural tourism is still continuously growing but the different of cultural tourism destination in the past and nowadays is the development of interaction with the community or experiencing from travelling to the destination such as learning by doing, local wisdom products and participates in the cultural activities. In addition, many cultural destinations created the destination to homestay in order to let the travelers can stay overnight and get experience of culture such as local life. As value of the destination is one of the important to destination not only value of infrastructure, socio-cultural and emotion but also learning new knowledge or experience from participating. As if tourist positively perceived value to the

destination, will involve to the satisfaction and intention to recommend or revisit intention. Moreover, it helps all related departments to develop the destination too.

Kalasin province is in the northeast of Thailand with the important ancient civilization as well as historical background. It is a busy cultural province with many attractions such as temple, Pong Lang music, way of life and especially Phuthai ethnic group which is one of the main culture of local people because most people there are Phuthai who have different way of life and personality that attractive to visitors. As TAT promoted Kalasin in 2018 to “Everything creative at Kalasin” consistent with minor city campaign of Amazing Thailand Go Local in order to create income and reduce equity to local and the interested culture of Phuthai ethnic group, so it bring to the case study area for this research.

From the literature reviews, there were many scholars studied on perceived value to the destination (Ashton, 2015; Chen & Chen, 2010; Cheng & Lu, 2013; de Oliveira Santini, Ladeira, & Sampaio, 2018; Jin, Lee, & Lee, 2013; Kim & Park, 2017; C. K. Lee, Bendle, Yoon, & Kim, 2012; Noypayak, 2009; Oviedo-García, Castellanos-Verdugo, Vega-Vázquez, & Orgaz-Agüera, 2017; Phau, Quintal, & Shanka, 2014; Rasoolimanesh, Dahalan, & Jaafar, 2016; Tapachai & Waryszak, 2000; Tenor Peña, Pérez Gálvez, López-Guzmán, & Medina Viruel, 2017; Waheed & Hassan, 2016). Under the literature review of perceived value to the destination in Table 1.1 shown that most of researchers focused on the relation of the satisfaction (Bajs, 2015; Chen & Chen, 2010; Jin et al., 2013; Kim & Park, 2017; C. K. Lee et al., 2012; Noypayak, 2009; Oviedo-García et al., 2017; Tenor Peña et al., 2017; Waheed & Hassan, 2016) and behavior intention (Bajs, 2015; Chen & Chen, 2010; Jin et al., 2013; Noypayak, 2009) which more discussing on revisit intention (Cheng & Lu, 2013; de Oliveira Santini et al., 2018; Waheed & Hassan, 2016) and intention to recommend (Oviedo-García et al., 2017; Prebensen, Woo, Chen, & Uysal, 2013a). A few scholars focused on destination experience/quality (Chen & Chen, 2010; Cheng & Lu, 2013; Prebensen et al., 2013a), motivation (Prebensen et al., 2013a), loyalty (Kim & Park, 2017; Tenor Peña et al., 2017), image (Cheng & Lu, 2013; Phau et al., 2014; Tapachai & Waryszak, 2000) and brand destination (Ashton, 2015). In addition, table 1.1 also reviewed type of tourism destination on perceived value which showed that perceived value to the destination was mostly focus on community-based

homestay (Heyprakhon, Rinchumphu, & Janjamlha, 2016; Jamal, Othman, & Nik Maheran Nik Muhammad, 2011; Kim & Park, 2017; Rasoolimanesh et al., 2016) and general destination (Ashton, 2015; Bajs, 2015; Cheng & Lu, 2013; Noypayak, 2009; Phau et al., 2014; Tapachai & Waryszak, 2000), but none of perceived value to the destination focused on cultural tourism destination.

Therefore, the researcher has seen this point as an interested topic and brought it to the academic gap of perceived value toward cultural tourism destination by studying perceived value development for cultural tourism destination, using Baan Khok Kong Phuthai Cultural Village in Kalasin province as a case study, and focused on the relationship between perceived value to satisfaction as well as the relationship between satisfaction to intention to recommend.

Table 1.1: Literature review of destination value development

AUTHOURS	Perceived Value to Destination						Type of Tourism Destination							
	SATISFACTION	EXPERIENCE / QUALITY	MOTIVATION	LOYALTY	BEHAVIORAL INTENTION	DESTINATION IMAGE	DESTINATION BRAND	CB HOMESTAY	MAN-MADE DESTINATION	HERITAGE DESTINATION	GENERAL DESTINATION	NATURE BASED / ECOTOURISM	DARK TOURIM	ADVENTURE
KIM & PARK (2017)	X			X				X				X		
PENA, GALVEZ, LOPEZ-GUZMAN & VIRUEL (2017)	X			X										
SANTINI, LADEIRA, & SAMPAIO (2017)					X									
HEYPRAKHON, RINCHUMPU, & JANJAMLHA (2016)								X						
OVIEDO-GARCIA ET AL. (2016)	X											X		
RASOOLIMANESH, DAHALAN, & JAAFAR (2016)	X							X						
WAHEED & HASSAN (2016)	X				X						X			
ASHTON (2015)							X			X				
BAJS (2015)	X				X					X				
JIN, JIN & LEE (2015)	X				X				X					
PHAU, QUINTAL, &					X	X					X			X

AUTHOURS	Perceived Value to Destination							Type of Tourism Destination						
	SATISFACTION	EXPERIENCE / QUALITY	MOTIVATION	LOYALTY	BEHAVIORAL INTENTION	DESTINATION IMAGE	DESTINATION BRAND	CB HOMESTAY	MAN-MADE DESTINATION	HERITAGE DESTINATION	GENERAL DESTINATION	NATURE BASED / ECOTOURISM	DARK TOURIM	ADVENTURE
SHANKA (2014)														
CHENG & LU (2013)		X			X	X					X			
LEE, BENDLE, YOON & KIM (2012)	X				X								X	
PREBENSEN, WOO, CHEN, & UYSAL (2012)		X	X								X			
TAPACHAI & WARYSZAK (2012)						X				X				
JAMAL, OTHMAN, & MUHAMMAD (2011)								X						
CHEN & CHEN (2010)	X	X			X					X				
NOYPAYAK (2009)	X				X					X				
WILLIAM & SOUTAR (2009)	X													X
LEE, YOON & LEE (2007)	X				X					X				
	12	3	1	2	10	3	1	4	1	1	8	4	1	1

## 1.2 Justification of the study

Cultural tourism in Thailand is continuously growing in the past decades. Studying about perceived value of tourists will understand the perception of tourists demand aspect and has a knowledge how to add value to the destination. Hence, the result of this study will be improving a destination image of marketing by creating reputation for tourist (Ashton, 2015) as well as create income and improve the quality of life for society and local community (Jittangwattana & Srikampha: 215, 2014). In addition, the stakeholder as supply aspect such as government, local authority can help and support local community to improve the value of a destination.

### **1.3 Research aim and objective of the study**

The main aim of the study: Perceived Value Development For Cultural Tourism Destination: A Case Study Of Phuthai Village, Baan Khok Kong Kalasin Province.

To achieve the research aim, two research questions have been raised:

1. What is tourist perceived value (functional, emotional, social, epistemic and conditional value) related to tourists' satisfaction?
2. Does tourists' satisfaction relate to intention to recommend?

### **1.4 Scope of study**

#### **1.4.1 Area of study**

To study on “Perceived Value Development For Cultural Tourism Destination: A Case Study Of Phuthai Village, Baan Khok Kong Kalasin Province.”

#### **1.4.2 Respondents of the study**

The respondents of this study are tourists who have been or visiting in the study area and willing to share their opinions and experience in term of value of perception.

#### **1.4.3 Time of the study**

The study started from January, 2017 to August, 2018

### **1.5 Contribution of the study**

The contribution of this study divided into academic contribution and managerial contribution. As an academic aspect, the researchers can use it as a database and apply it to the future research. For instantly, using the concept of perceived value to apply to other type of tourism such as ecotourism, creative tourism or community-based tourism, as well as, other area of the studying.

In term of managerial aspect, perceived value of cultural tourism destination in this study will be useful for local community, authority, and entrepreneur. Local community can use the result as a guideline to integrate and improve their destination value. Authority as government and local authority can use the result to guideline and help local community improves their value of the destination and marketing strategy

to promote the destination. Finally, entrepreneur such as travel agency can use the result to apply in package tour.

## 1.6 Key definitions

**Cultural tourism** defines as a tourism where tourist can be part of culture such as temple, palace, historical site, tradition, customs, ways of life, as well as all kind of arts. Tourists will learn and getting the knowledge of history, believe, way of thinking, customs, and values from the past to present generation (Department of tourism, 2014, p. 2).

**Perceived value** defines as price, quality and benefit which suitable for tourists' demand in both monetary and non-monetary price and assessment of a payment returns to community-based tourism (Kim & Park, 2017, p. 172-173).

**Community-based tourism** defines as tourism initiatives that owned by one or more defined communities, or run as joint venture partnerships with the private sector with equitable community participation, as a means of using the natural resources in a sustainable manner to improve their standard of living in an economically viable way (Rozemeijer, Gujadhur, Motshubi, Berg, & Flyman, 2001, p14)

## 1.7 Structure of thesis

This thesis consists of five chapters. Chapter one has provided introduction and background of the study which comprised of background of the study and justification in section 1.1 and 1.2. Following by section 1.3 revealed research aims and objective of this study, continuously in section 1.4 has provided scope of study which mentioned about area of the study, respondents and time of the study. Section 1.5 has performed the contribution of this study in both academic aspect and managerial aspect. Finally, in section 1.6 has described the key definitions which often used in this study.

Chapter two is a literature review which began with the introduction, following by the concept of cultural tourism in section 2.2 which has described the meaning any type of cultural tourism. Continuously in section 2.3 has focused on the concept of

perceived value which consisted of meaning of perceived value, concept of perceived value from consumer choice to tourism aspect, and perceived value components. In section 2.4 will be explained concept of tourist satisfaction which consisted of the definition, the relationship between tourist perceived value and satisfaction, and the relationship between tourist satisfaction and intention to recommend. Finally, in section 2.5 will be summary of chapter to.

Chapter three will be describing the methodology which use in this study. Beginning with the introduction of research methodology of this study in section 3.1. Following with section 3.2 which will be showing a conceptual framework of this study as a guideline for the research. Section 3.3 will be shown the hypotheses of this study, following by 3.4 as the operational definition. In section 3.5 will be describing the area and population of this study, continuously in section 3.6 and 3.7 will be research instrument tools and assessment of research tools which informs what technique will be used for an interview and presenting validity and pilot test. In section 3.8 and 3.9 are data collection and data analysis in section. Moreover, to be completed the research, it needs to have research ethnics, the implementation and research budget plan which will be described in section 3.10 and 3.11, and finally in section 3.12 is a summary of the chapter three.

Chapter four will be discussing the data analysis and the results of this study. This section is starting with the introduction of chapter four, following by pilot test results in section 4.2 which will be describing respondents' demographic, verification measurement scale, perceived value variable, tourists satisfaction, as well as intention to recommend. In section 4.3 is data analysis of the main study which consisted of respondents' demographics, verification measurement scale and hypotheses testing results. The last section 4.4 will be concluding the summary of chapter four.

Chapter five will be discussing and summarizing the research study. The discussions are consisted in research aim and two research questions and related research. This chapter will be summarizing the contribution in term of academic and business implication of this study. As well as the limitation of this study and the recommendations for the future research. Finally, the last section will be thesis conclusion.

## 1.8 Summary of chapter one

This chapter has presented the background of the study, following by the justification of this study which based on the academic gap that found in the literature review. Continuously, research aims and two research questions of 1) What is tourist perceived value (functional, emotional, social, epistemic and conditional value) related to tourists' satisfaction? 2) Does tourists' satisfaction relate to intention to recommend? The case study of this research was selected Baan Khok Kong Cultural village in Kalasin province as an area of study. An area is related to cultural tourism destination and perceived value which will bring it to this study. Moreover, the key definition of cultural tourism and perceived value which always mentioned in this study have been identified. The next chapter will be discussing the literature review which related to this study.



## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 The Introduction**

The study topic: “Perceived Value Development For Cultural Tourism Destination: A Case Study Of Phuthai Village, Baan Khok Kong Kalasin Province.”, the researcher reviewed the relevant concepts, theories and contents to fulfil and support to the study. Therefore, the literature review in this chapter will consist of past studies which related to the research topic.

This chapter comprises of six sections: after the introduction in section 2.1, will follow by section 2.2 which will be discussed the concept of cultural tourism destination. In section 2.3 will be discussed the concept of perceived value. Following in section 2.4, will be focusing on tourists’ satisfaction. Finally, will be summarizing of chapter 2 in section 2.5.

#### **2.2 Concept of cultural tourism**

The studying of cultural tourism concept is important to understand the meaning of culture first and follow by cultural tourism which will be discussed as follow.

##### **2.2.1 Definition of culture**

In the past studies provided the definition of culture very widely concept and not easy to find a conclusion (Smith & Smith, 2009). For instantly, culture is all about arts, learning, and way of life such as different people of social life related to any artistic, activities or wisdom (William, 1958) as well as local living, customs, and habits (Greertz, 1973). Smith and Smith (2009) added the meaning of culture as history, heritage, arts, and performances. The United Nations Educational, Scientific and Cultural Organization (UNESCO) (1998) defined culture in the draft of the declaration of culture rights, as something that applies to values, beliefs, language arts and science, traditions, institutions, and the ways of life of people and group of people as a tool for the purpose of developing and sustaining life.

Since every country has its own culture, therefore, Thai culture can be defined as a way of life (Kanokphongchai, 2005), this meaning is consistent to William (1958) and Greertz (1973) definition. Thai anthropologist, Wallikodom, added that every human being has a potential to learn and think equally. No one is outstanding because everyone needs to live together in the society, so human creates the culture for living. Culture in academic term means as behavior and what people create from learning with sharing. This is not specific that culture must be progressive or tidy or show good morals all the time, but human being in society and sharing in groups are called culture.

In this study, culture refers to arts, history, customs, habitats, wisdom, ethnic, as well as way of life of every human being. Its meaning is integrated from various scholars (William, 1958; Greertz, 1973; Smith and Smith, 2009; Kanokphongchai, 2005).

### **2.2.2 Definition of cultural tourism destination**

Tourism studies are often applying theory from many disciplines such as anthropology, literary, philosophy, and sociology, and integrated to different study area. As global world, International Council on Monuments and Sites (ICOMOS, 2012) defined cultural tourism as *“The cultural and cultural-cognitive tourism actually is this form of tourism, which focuses on the cultural environment, which in turn may include cultural and historical sights of a destination or cultural-historical heritage, values and lifestyle of the local population, arts, crafts, traditions and customs of the local population. Furthermore, cultural and cognitive routes may include a visit or participation in cultural activities and events, visit museums, concerts, exhibitions, galleries.”* While Thailand Ministry of Tourism and Sports (2014) defined cultural tourism as traveling to see cultural expressions such as castles, temples, palaces, antiquities, traditions, lifestyles, arts, and things that show prosperity with developed good environment. Tourists will get to know the history, beliefs, perspectives, ideas, faiths, and all things which related to culture from past to present. Because culture itself is very widely concept, so cultural tourism definition is also widely expression depending on the researcher aspect (Altunel & Erkut, 2015). For instantly, Adams (1995) defined cultural tourism in the broadly term as a type of travelling for personal improvement. While Ahmad (2013) defined cultural tourism

based on the meaning of culture as beliefs, arts, customs, attractive activity, as well as crafts such as music and dance which is consistent to ICOMOS (2012) and Thailand Ministry of Tourism and Sports (2014).

Therefore, cultural tourism destination in this study refers to destination of culture including temple, palace, historical site, tradition, customs, ways of life, as well as all kind of arts. Tourists will learn and getting the knowledge of history, belief, way of thinking, customs, and values from the past to present generation (Department of tourism, 2014).

## **2.3 Concept of perceived value**

### **2.3.1 Definition of perceived value**

Value is one of the important component to create a competitive advantage in tourist destination development. It had been defined by many scholars in different perspective. For instantly, perceived value is an evaluation of consumer's overall of the product's utility based perceptions of what we get from what we give (Zeithaml, 1988). While Sheth, Newman, and Gross (1991) revealed perceived value as a consumer choice with multidimensional view, independent, and makes different contributions in any choice situations. In tourism industry, Ashton (2015) defines perceived value as price, quality and benefit that suitable for what tourists need and want and includes both monetary and non-monetary price. While Tapachai and Waryszak (2000) refers beneficial image to a destination development as consumption values of products. In contrast, Kim & Park (2017) mentioned that perceived value is an assessment of a payment that returns to community-based ecotourism tourist.

Therefore, in this study perceived value defined as tourists' choice with multidimensional view as the benefit that suitable from what tourists need and it is both monetary and non-monetary with tangible and intangible.

### **2.3.2 Concept of perceived value from consumer choices to tourism**

In past decades, many disciplines (economics, marketing, tourism, philosophy and psychology) applied value to their studies in several terms, so in this section will

be giving the concept of perceived value from the past decades in different areas to cultural tourism destination which will be study in this research.

One of the most cited in the past study is conceptual framework which was presented by Zeithaml (1988) who studied on consumer perception of price, quality and value by using beverages products to interview both supply (company managers) and demand (purchaser). She used means-end model to define 'trade-off' between give and get components under four aspects of 1) Value is low price., 2) Value is what consumer wants in a product., 3) Value is a quality that consumer gets from what he/she pays, and 4) Value is what consumer getting from what giving. Continuously, Sheth et al. (1991) studied on product consumer choices under three aspects which are the choice to buy product or not to buy (or use or not to use), the choice of one type over another one, and the choice of one brand over another one, and using cigarette as a sample of products. They proposed the theory of consumption values (functional, social, emotional, epistemic, and conditional value) which can be applied to every product types including services and tourism. The study was found that consumer values are independent, multidimensional which is different from unidimensional of Zeithaml (1988), and make different contributions in any choice situations. For instantly, the customer buys home first time which has more space than present apartment (functional value) in order to start a family (conditional value) while his/her friend is also buying new home (social value). This new home makes customer feels more secure (emotional value), and the novelty of buying a new home is enjoyable (epistemic value). Applies to tourism destination context by using Thailand as an example: Thailand might be inexpensive shopping, delicious food, nature and scenery, or historical sites as functional value, include being a destination that all people of all ages can enjoy as social value, relaxing and calm country to visit as emotional value, a unique cultural experience in the country as epistemic, and its location and being inexpensive travel compares to other vacation destination as conditional value ((Henkel, Henkel, Agrusa, Agrusa, & Tanner, 2006). The examples are positively involved to all five components however the consumption values may not be influenced all values as it is independent and depends on choice situations, such as, Lee, Lee and Choi (2011) proposed functional and emotional value in festival evaluation in their study.

Sheth's concept has been applied to many subjects such as psychology, sociology, economics, marketing, and consumer behavior. As same as tourism context, there are several scholars had been applied Sheth's concept in their studies (Ashton, 2015; Henkel et al., 2006; Kim & Park, 2017; Lee et al., 2011; Noypayak, 2009; Sánchez, Callarisa, Rodríguez, & Moliner, 2006; Tapachai & Waryszak, 2012; Williams & Soutar, 2000).

As Williams & Soutar (2000) mentioned on Zeithaml's trade-off model between quality and price is one of the key important to determine consumer purchase behavior and intentions, however, in the tourism industry such as customer experiences in service quality, to use trade-off model for the study is too simple, therefore, model of Sheth et al (1991) was applied to their study instead (Williams & Soutar, 2000). Although consumption values concept of Sheth et al. (1991) have been widely applied in many researches and presented such a powerful foundation, there were some scholars such as Dodds, Monroe, and Grewal (1991) argued that functional value should be separate into two dimensions which are quality aspect (reliability and durability) and price (value for money).

Latterly, Sweeney and Soutar (2001) brought up this argument to their research topic on consumer's perceptions of the value of tangible products at brand level, and became to their development of multiple item scale of consumer perceived value by developing and testing a practical, parsimonious, and useful dimensional scale. Moreover, they proposed SERVVAL model to the study. As the result, epistemic value and conditional value were not significant, so perceived value dimensions in their study refer to four dimensions as social value, emotional value, quality/performance, and price/value for money (last two dimensions were separate from functional value as mentioned above). As same as, Sanchez, Callarisa, Rodriguez, and Moliner (2006) had focused on overall perceived value of a tourism product in purchasing. Their study of a measurement scale was consistent with Sweeney and Soutar (2001)'s which categorized perceived value into functional, social, and emotional value, and divided functional value into four scales of measurements; functional value of the travel agency (installation), functional value of contact personnel of travel agency (professionalism), functional value of the tourism package purchased (quality),

functional value price. However, this research did not emphasize on tourist destination development.

Because Thailand is one of the final destination for both resident and international visitors, Henkel et al. (2006) had focused the research on perceived value of both international tourists and local residents of tourist destination image of Thailand. The survey data were collected from Hawaii Pacific University students by perceived value based on the consumption values of Sheth et al. (1991) which consist of functional, emotional, social, epistemic, and conditional value. As a result, some of the factors both countries have the same image such as cultural sightseeing, foods and friendliness of resident. However, international tourists felt that entertainment and nightlife were a crucial social for them which is different from Thai residents. Tapachai & Waryszak (2012) had similarly study to Henkel et al. (2006), but focus on the examination of the role of beneficial image to tourist destination selection of Thailand and USA. Their research also applied Sheth et al. (1991)'s model in measuring destination image, the survey based on Victory university students who never been to Thailand or USA.

In addition, Ashton (2015) also supported Sheth et al. (1991) consumer value model as a conceptual framework of brand value (functional, emotional, social, epistemic, and conditional value) in her study of developing a tourist destination brand value by seeking their opinions on the stakeholders' perception. According to the author, the relevant stakeholders are one of the main key person who create the best things for tourists. As the results, all components are significant to create the benefits for developing the brand value for tourist destination, and be able to use as a knowledge of how to increase marketing competitive advantage.

Thailand as a destination, Noypayak (2009) studied on the underlying values of Thailand and their relationship to other variables considered as satisfaction maximizers. The researcher described perceived value in tourism context as a multidimensional value which involve satisfaction and behavioral intention of tourist. According to Noypayak, perceived values related to Zeithaml (1988)'s model, trade-off model, between benefits and sacrifices. Value components are applied from several scholars' journal such as Sheth et al. (1991), Otto and Ritchie (1996), and Zeithaml (1998), which can be categorized to four value dimensions: monetary,

functional, emotional, and interpersonal value. The researcher used holistic approach or tourist experience to measure perceived value to a destination. As a result, all perceived values are significant however the emotional value was a strongest value from monetary value, functional value, and interpersonal value because the UK tourists believed that Thailand is an exotic destination and they feel exciting and fun while travelling to Thailand.

Sheth et al. (1991) consumer value model has been applied to many studies, as same as, the examining the role of emotional and functional value in festival evaluation of Lee, Lee & Choi (2011) focus on functional value and emotional value in the research by expecting local tourists' perceptions of festival in order to be managed and designed better in the future. Therefore, the research also influenced to tourist satisfaction and tourist behavioral intention, As the results of their study found that the emotional value is strongly to satisfaction and behavioral intention, and festival program while functional value is more for a convenient facility.

The researches of Bajs (2015) and Kim and Park (2017) focus on the similarly topics. Bajs (2015) focused on tourist perceived value, relationship to satisfaction, and behavioral intentions by using the example of Croatian tourist in Dubrovnik destination. Bajs used multidimensional scale which categorized to quality of touristic services, destination appearance, emotional experience, reputation, monetary costs, and non-monetary costs. While Kim and Park (2017) focus on the relationship among perceived value satisfaction, and destination loyalty of community-based ecotourism in Korea by using quantitative study method to test with six villages. Value of perception in their study based on four dimensions of economic, functional, emotional, and social value. As a result, found that functional, emotional, and social value are positive on overall value, moreover, overall perceived value, tourist satisfaction, and destination loyalty are significant.

From the past studies, it was revealed that the concept of perceived value had been widely used in many studies with different components, but none of researchers can verify which model should be used in tourism context. As William and Soutar (2000) stated that using trade-off model in tourism industry is too simplicity because tourism consists of tangible and intangible products, so they used Sheth's model to study. These were supported by many scholars (Ashton, 2015; Phau et al., 2014;





AUTHOURS	FUNCTIONAL	EMOTIONAL	SOCIAL	EPISTEMIC	CONDITIONAL	OVERALL	REPUTATION	MONETARY COST	NON-MONETARY	HEDONIC	UTILITARIAN	INFRASTRUCTURE	TOURIST SERVICE	QUALITY	BEHAVIORAL PRICE	EXPERIENCE	VALUE FOR MONEY	NOVELTY	INTERPERSONAL	ECONOMIC
BAJS (2015)		X					X	X	X				X							
PHAU, QUINTAL, & SHANKA (2014)	X	X	X	X	X															
CHENG & LU (2013)		X					X	X						X	X					
LEE, BENDLE, YOON & KIM (2012)	X	X																		X
PREBENSEN, WOO, CHEN, & UYSAL (2012)	X		X	X																
TAPACHAI & WARYSZAK (2012)	X	X	X	X	X															
JAMAL, OTHMAN, & MUHAMMAD (2011)	X	X													X					
NOYPAYAK (2009)	X	X						X											X	
WILLIAM & SOUTAR (2009)	X	X	X														X	X		
LEE, YOON & LEE (2007)	X	X				X														
Sheth et al. (1991)	X	X	X	X	X															

### 2.3.3 Perceived value components

Following from the section 2.5.2 which showed perceived value in different dimensions however the model of Sheth et al. (1991) is strongly support this study, therefore, perceived value components of cultural tourism destination in this research will be explored the multidimensional value which applied from Sheth et al.'s conceptual framework with five key dimensions of perceived value: 1) functional value by using destination components concept of 5A which proposed by Dickman's theory, 2) social value which focus on interaction/experiences and local lifestyle of local community to cultural destination, 3) emotional value will be emphasized on emotion and feeling to local community and their culture in cultural tourism

destination, 4) epistemic value will be focused on local wisdom of local community in the destination, and 5) conditional value is a holistic of value which will be once occur in a lifetime or a special occur. In conclusion, perceived value components in this study will be proposed to tourists who will be evaluate value of the destination.

### **Functional value**

Functional value is *“the perceived utility acquired from an alternative’s capacity for functional, utilitarian or physical performance. An alternative acquires functional value through the possession of salient functional, utilitarian, or physical attributes. Functional value is measured on a profile of choice attributes”* (Sheth, Newman, & Gross, 1991, p. 160). It can be explained more on the meaning that functional value defines to utility, function or physical attributes of quality of price, products (Ashton, 2015; Sánchez-Fernández & Iniesta-Bonillo, 2007) such as offering the good quality of package tour and reasonable price to customer (Sánchez et al., 2006), as well as quality of service (Ashton, 2015; Sánchez-Fernández & Iniesta-Bonillo, 2007), convenience and experience (Ashton, 2015), infrastructure as amenities, accommodation and activities (Heyprakhon et al., 2016), establishment (Jamal et al., 2011) and management of the destination such as homestay (Heyprakhon et al., 2016).

In term of tourism context, functional value also can be referred to attractive destinations such as beautiful places, historical sites, great beaches, cheap shopping, fantastic foods, natural countryside, friendliness of people (Henkel et al., 2006; Tapachai & Waryszak, 2000), sports and also cultural destination such as temples, markets and museums (Henkel et al., 2006) as potential tourists to visit the destination. These are consistent to Dickman (1996)’s theory which mentioned that tourism destination and tourism products consist of 5 elements: 1) attraction which is one of the most important element to attract tourists to come to the destination such as cultural destination which is full of cultural atmosphere., 2) accessibility which is a mode of a transportation, including speed, convenience and safety in order to take the tourist to reach the destination, for instantly, it is convenient to organize a transportation to the remote attraction., 3) amenity which means basic infrastructure such as road, electricity, supply water, and toilet as well as hospital which tourists

may need once emergency., 4) accommodation where the place for tourists to stay overnight., and 5) activity which is an activity that the tourists can participate while they are staying such as sewing clothes by using local wisdom of a local community.

Jamal et al. (2011) found that functional perceived value in a community-based homestay as an establishment and price value dimension (Jamal et al., 2011; Rasoolimanesh et al., 2016), such as cleanliness and value for money of a destination, are the key important of functional value dimensions to increase overall tourist value and to promote this destination. While Heyprakhon et al. (2016) identified management, amenities, and accommodation as functional value of a homestay such as authentic preservation of a destination. Their study extended the knowledge of perceived value of the homestay in Jamal et al. (2011) research, especially, the functional perceived value of accommodation which is close to the management of Jamal et al. (2011). Lee et al. (2012) and Rasoolimanesh, Dahalan and Jaafar (2016) identify functional value is a key elements to the destination that directly affected to tourist satisfaction, for example, visiting the place was valuable and worth it which affected to travel satisfaction with the destination when compared with other tourism destinations (C. K. Lee et al., 2012).

Hence, in this study, functional value referred to a functional, utilitarian, or physical appearance to a destination in both tangible and intangible (such as quality of price, quality of product which including the destinations, quality of service as well as infrastructure, local life, culture, and sense of experience) by using tourism destination five 'A' components of Dickman to measure functional perceived value of tourist to the destination that affect to tourist satisfaction.

H1A: Perceived functional value positively related to tourists' satisfaction.

### **Social value**

Social value is *"The perceived utility acquired from an alternative's association with one or more specific social groups. An alternative acquires social value through association with positively or negatively stereotyped demographic, socioeconomic, and cultural-ethnic groups. Social value is measured on a profile of choice imagery"* (Sheth et al., 1991, p.161). Social value can be defined as socio-demographic of age

and gender; interaction as participating and communicating with local people, getting warm welcome from the local community, and receiving authentic experiences; cross-culture, for instance, learning to respect another culture (Ashton, 2015; Henkel et al., 2006; Sheth et al., 1991; Tapachai & Waryszak, 2000), and cultural-ethnic groups (Ashton, 2015; Sheth et al., 1991) such as Phuthai ethnic community. Kim & Park (2017) referred to getting accept from people in social and having good impression on each other in community-based tourism destination. Many scholars (Ashton, 2015; Jamrozy & Lawonk, 2017; Kim & Park, 2017; Rasoolimanesh et al., 2016; Sánchez et al., 2006; Sheth et al., 1991; Sweeney & Soutar, 2001; Tapachai & Waryszak, 2000) investigated that perceived social value is one of the crucial dimension of multidimensional scale to measure value perception of customers in different point of view. In addition, Gill, Byslma, and Quschan (2007), Kim and Park (2017), Bajs (2015), Henkel et al. (2006) showed that social value dimension have a significant effect on tourists' satisfaction as well as behavioural intention.

Therefore, social value in this study defined as value of tangible and intangible which may consist of interaction, social experience, and local community lifestyle.

H1B: Perceived social value positively related to tourists' satisfaction.

### **Emotional value**

Emotional value is *“The perceived utility acquired from an alternative's capacity to arouse feeling or affective states. An alternative acquires emotional value when associated with specific feeling or when precipitating or perpetuating those feeling. Emotional value is measured on a profile of feelings associated with the alternatives”* (Sheth et al., 1991, p.161). Emotional value creates feeling of tourism services and experience to the destination (Ashton, 2015; Henkel et al., 2006; Kim & Park, 2017; Sánchez et al., 2006; Tapachai & Waryszak, 2000). This dimension includes positive and negative aspect such as comfort, passion, security (Hirschman, E.C. and Holbrook, 1982), excitement, fun (Bajs, 2015; Hirschman, E.C. and Holbrook, 1982), happiness, confidence, or unhappiness.

Many scholars found that emotional is one of the significantly influence destination choice intention (Bajs, 2015; Jamal et al., 2011; Jamrozy & Lawonk,

2017; Kim & Park, 2017; C. K. C. Lee, Levy, & Yap, 2015). Chen (2003) stated that feeling is an important component of tourist destination in marketing strategy. Tourist comes to Thailand as a destination because it give them the feeling of calming and relaxing (Tapachai & Waryszak, 2000). Bajis (2013), Jamal et al. (2011), and Rasoolimanesh, Dahalan and Jaafar (2016) revealed a multidimensional emotional value aspect were important to a homestay vacation experience, and influence to tourist satisfaction to the destination (Bajis, 2015; Kim & Park, 2017; J.-S. Lee et al., 2011; Rasoolimanesh et al., 2016). For instantly, ...

Thus, in this study, emotional value defined as the gain acquired from tourists' feeling to cultural tourism destination through the feeling of having memorable experience, feeling of relaxation, feeling of interact with local people, feeling of destination atmosphere, and feeling of things related to culture of the destination.

H1C: Perceived emotional value positively related to tourists' satisfaction.

### **Epistemic value**

Epistemic value is *"The perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge. An alternative acquires epistemic value by questionnaire items referring to curiosity, novelty, and knowledge"* (Sheth et al., 1991, p.161). It is a multidimensional of value from novelty or curiosity of desire items or place that consumer receive and create a new knowledge or new experience to consumer (Ashton, 2015; Henkel et al., 2006; Sheth et al., 1991; Williams & Soutar, 2000). For example, the consumer is trying the new brand of coffee (Sheth et al., 1991) because he/she curious on the taste that how it became very popular. Many people like to buy the new iPhone because they want to try on the new feature.

In tourism context, perceived epistemic value is mostly present by new knowledge, new experience in different type of tourism through challenging, storytelling (Ashton, 2014), novelty-seeking (Bello & Etzel, 1985), culture, or participating in activities (Chan & Baum, 2007). As a study of Chan and Baum (2007) revealed that the tourists sought the new knowledge and novelty by participating in the activities, and learning about nature and environment from the

destination that they visited. Storytelling, such as presenting the way from Queensland to Southland, also give tourists feel challenge to gain the new knowledge (Ashton, 2015). William and Soutar (2000) found that novelty is a crucial contributor to tourists' satisfaction or be able to satisfy a desire for something new or different (Tapachai & Waryszak, 2000). In cultural tourism destination, tourists can learn new knowledge from their culture, for instantly, culture experience of different culture (Tapachai & Waryszak, 2000), local wisdom or experience from the participation in the activities, such as, learning how to dress local cloths, how to eat local foods, and learning their way of life.

Consequently, epistemic value defined in this study as the gain from cultural destination such as learning customs, local wisdoms, local culture, way of life in order to provide tourists' curiosity, novelty, new knowledge, new experience or satisfaction.

H1D: Perceived epistemic value positively related to tourists' satisfaction.

### **Conditional value**

Conditional value is *“The perceived utility acquired by an alternative as the result of the specific situation or set of circumstances facing the choice maker. An alternative acquires conditional value in the presence of antecedent physical or social contingencies that enhance its functional or social value but that otherwise do not possess this value. Conditional value is measured from profile of choice contingencies”* (Sheth et al., 1991, p.161). Based on this concept, a consumer will choose the alternatives to derive utility from its association with an antecedent situation. Conditional value focuses on the extrinsic utility rather than intrinsic utility of alternatives (Tapachai & Waryszak, 2000). It presented as value that occurs in specific situation, seasoning or once in life (Ashton, 2015; Henkel et al., 2006; Sheth et al., 1991) and it is enhancing circumstance of other values (Ashton, 2015). A winter sport destination would increase in value during winter, therefore, conditional value enhanced functional value depending on a certain condition (Jamrozy & Lawonk, 2017). Jamrozy and Lawonk (2017) also referred conditional value in their study of consumption value in ecotourism as a specific situation which was facing with and then deciding whether to change behavior based on a new circumstance, for example,

participating in ecotourism instead of conventional tourism if the environment was in a severe situation. While Lee, Huang and Chen (2006) revealed honeymoon choice was made with cost effective and an exotic destination, as its conditional value depends on cost and functionality factors. Henkel et al. (2006) investigated that Thailand's conditional consumption value might be its location and being inexpensive travel compared to other vacation destinations. Laterly, Tapachai and Waryszak (2012) studied on the beneficial image in tourist destination selection which used perceived conditional value as one of the measurement. They revealed that cheap travel is one of conditional value which was consistent to Henkel et al. (2006) as well as accessibility to other, no barriers of language, and special sporting events.

In conclusion, conditional value in this study can be defined as the overall perceived value acquired by cultural tourism destination in ethnic group which measures from holistic value towards destination such as infrastructure, accommodation, activities, interaction, local lifestyle or new experience from local community.

H1E: Perceived conditional value positively related to tourists' satisfaction.

## **2.4 Concept of Tourist Satisfaction**

### **2.4.1 Definition of satisfaction**

Satisfaction is the word that has been used in various departments, especially in marketing. Customer satisfaction defined by Kotler (1999) as the perception of customer that compares with pre-purchase expectation and post-purchase perception which mean how expectation are met what customer needs. In tourism, satisfaction has been investigated in tour, travel agency, accommodation, and destinations; therefore, satisfaction of tourist is one of the most important topic in every aspect of tourism business. It is related to tourist expectation, and perceived experience as well as it can determine the successful of a business and bring tourism or tourism business to the development. Tribe and Snaith (1998) defined tourist satisfaction as the level of tourists' assessment to the destination exceeds their expectation. Tourist satisfaction at the destination is a consequence of tourist experience and expectation about destination (Pizam, Neumann, & Reichel, 1978). While Baker and Crompton (2000)

referred tourist satisfaction as emotional of tourist after the trip, which evaluate in term of experience after travelling (Kozak & Rimmington, 2000). As tourist satisfaction definition is similarly; therefore, tourist satisfaction in this study can be referred to overall tourist satisfaction of experiencing after their travelling.

#### **2.4.2 The relationship between tourist perceived value and satisfaction**

As tourist satisfaction is one of the most important factor in tourism, and perceived value influences to different aspect of tourism such as loyalty, intention to recommend, or satisfaction. This section is reviewing the relevant between tourist perceived value and satisfaction. With the number of tourist satisfaction studies, Williams and Soutar (2009) examined that multidimensional perceived value of value for money, emotional, and novelty value are very positively strong influence to tourist satisfaction in adventure tourism. Lee et al. (2012) mentioned in their studies that perceived functional, emotional, and economic value are core elements affected to tourist satisfaction at the resort. While Rasoolimanesh, Dahalan, and Jaafar (2016) found a strong positive effect to tourist satisfaction by using multidimensional scale of functional, emotional, and social value for investigating. Continuously, Kim and Park (2017) revealed the relationship among perceived value, satisfaction, and loyalty of tourist to ecotourism in Korea and found that perceived functional, emotional, and experiential value effect on tourist overall satisfaction when considering invested time and effort and comparing with tourists' expectations. Similarly, the study of Lee, Lee and Choi (2011), examined the role of functional and emotional value in festival evaluation, and found its value influence to tourist satisfaction. Most of previous studies showed the value of functional and emotional are the main value to effect tourist satisfaction, however, multidimensional value is independent (Sheth et al., 1991); therefore, an exploration of satisfaction can be predicted from multidimensional value in different aspect as the result of the relationship between perceived value and satisfaction will be positively or negatively depended on tourists expectation and experiencing after traveling in the situation.

In conclusion, this study examines perceived value of functional, social, emotional, epistemic, and conditional relate to overall tourist satisfaction of cultural tourism destination which was hypothesis one to five.



### **2.4.3 The relationship between tourist satisfaction and intention to recommend**

Valle, Silva, and Mendes (2006) proposed the study of tourist satisfaction and loyalty intention to the destination. The results confirmed tourist satisfaction which measure by overall satisfaction in term of experience, destination attributes and expectation involve their willingness to recommend the destination to others. While Gallarza and Gil Saura (2006) revealed that tourists' perceived value directly affect to tourists' satisfaction and satisfaction influence to recommendation to others. It is similarly to Lee et al. (2012) identified that perceived functional, emotional, and economic values directly involved to tourists' satisfaction which influenced to the loyalty of intention to recommend.

H2: Tourists' satisfaction positively related to intention to recommend

## **2.5 Summary of Chapter Two**

This chapter presented concepts and theories related to the study, which consists of cultural tourism destination concepts, perceived value concepts and tourists' satisfaction concepts. Perceived value which concepts of tourism destination comprises of five components including functional, social, emotional, epistemic and conditional value. The tourists' satisfaction consists of the meaning of satisfaction, the relationship between perceived value and tourists' satisfaction, and the relationship between tourists' satisfaction and intention to recommend.

The next chapter will present the conceptual framework which is developed from the literature review, as well as research methodology, research design, data collecting process, data analysis and the assessment of the research tools as well as data collecting results presentation.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

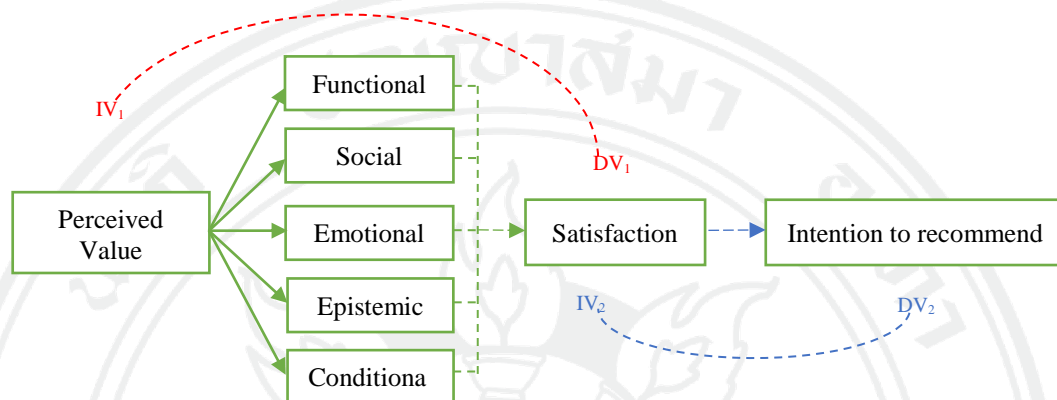
This chapter will be explaining the research methodology which consists of twelve topics: starting with an introduction how methodology will be in this study. This research paper focuses on “Perceived Value Development For Cultural Tourism Destination: A Case Study Of Phuthai Village, Baan Khok Kong Kalasin Province.” by using quantitative inquiry research design and collecting data from the questionnaire. Multiple regression analysis will be used to analyze collected data.

In section 3.2 will be presenting a conceptual framework of this study which consists of independent variable and dependent variable, follows by section 3.3 will be proposing hypothesis of the study, and section 3.4 will be explaining the operational definition. Continuously, in section 3.5 will be proposing study area / population and sample of the study which will be indicated a methodology of selection. In section 3.6 will be discussing about research instrument tools which will be explaining the resource of the questionnaire that is going to be used for research tools. Following in section 3.7, the assessment of research tools, will be explaining how to do validity and reliability for a questionnaire before collecting data. Continuously, in section 3.8 will be discussing about data collection process, and section 3.9 will be explaining data analysis of multiple regression technique which will be used in the study. In section 3.10 will be writing on research ethics which provides by The National Research Council of Thailand. In section 3.11 will be presented implementation plan and research budget. Finally, section 3.12 will be the summary of Chapter 3.

#### **3.2 Conceptual Framework**

Based on the literature review in Chapter two, the conceptual framework of this thesis is provided. As shown in Figure 3-1, the proposed conceptual framework for perceived value development for cultural tourism destination: a case study of

phuthai village, Baan Khok Kong Kalasin Province. The proposed conceptual framework is comprised of the model of tourists' perceived value influence to tourists' satisfaction, and tourists' satisfaction influence to intention to recommend. Thus, in this study tourists' satisfaction functioning as independent variable and dependent variable.



**Figure 3.1:** The Conceptual Framework of Perceived Value Development For Cultural Tourism Destination

### 3.3 Hypothesis

To answer research questions, a set of hypotheses were proposed for testing in this study as presented.

#### Research Question 1:

What is tourist perceived value (functional, social, emotional, epistemic, and conditional value) related to tourists' satisfaction?

**Hypotheses of research question 1** : consisted of five main hypotheses which divided to twenty-five sub hypotheses:

#### **Functional Value (H1A)**

H<sub>F1</sub>: Perceived functional value one positively related to tourists' satisfaction.

H<sub>F2</sub>: Perceived functional value two positively related to tourists' satisfaction.

H<sub>F3</sub>: Perceived functional value three positively related to tourists' satisfaction.

H<sub>F4</sub>: Perceived functional value four positively related to tourists' satisfaction.

H<sub>F5</sub>: Perceived functional value five positively related to tourists' satisfaction.

**Social Value (H1B)**

H<sub>s6</sub>: Perceived social value one positively related to tourists' satisfaction.

H<sub>s7</sub>: Perceived social value two positively related to tourists' satisfaction.

H<sub>s8</sub>: Perceived social value three positively related to tourists' satisfaction.

H<sub>s9</sub>: Perceived social value four positively related to tourists' satisfaction.

H<sub>s10</sub>: Perceived social value five positively related to tourists' satisfaction.

**Emotional Value (H1C)**

H<sub>e11</sub>: Perceived emotional value one positively related to tourists' satisfaction.

H<sub>e12</sub>: Perceived emotional value two positively related to tourists' satisfaction.

H<sub>e13</sub>: Perceived emotional value three positively related to tourists' satisfaction.

H<sub>e14</sub>: Perceived emotional value four positively related to tourists' satisfaction.

H<sub>e15</sub>: Perceived emotional value five positively related to tourists' satisfaction.

**Epistemic Value (H1D)**

H<sub>ep16</sub>: Perceived epistemic value one positively related to tourists' satisfaction.

H<sub>ep17</sub>: Perceived epistemic value two positively related to tourists' satisfaction.

H<sub>ep18</sub>: Perceived epistemic value three positively related to tourists' satisfaction.

H<sub>ep19</sub>: Perceived epistemic value four positively related to tourists' satisfaction.

H<sub>ep20</sub>: Perceived epistemic value five positively related to tourists' satisfaction.

**Conditional Value (H1E)**

H<sub>c21</sub>: Perceived conditional value one positively related to tourists' satisfaction.

H<sub>c22</sub>: Perceived conditional value two positively related to tourists' satisfaction.

H<sub>c23</sub>: Perceived conditional value three positively related to tourists' satisfaction.

H<sub>c24</sub>: Perceived conditional value four positively related to tourists' satisfaction.

H<sub>c25</sub>: Perceived conditional value five positively related to tourists' satisfaction.

### **Research Question 2:**

Does tourists' satisfaction relate to intention to recommend? the hypothesis was proposed:

#### **Hypotheses of research question 2:**

H<sub>2</sub>: Tourists' satisfaction positively related to intention to recommend

### **3.4 Operational Definition**

1) **Perceived value** defines as price, quality and benefit which suitable for tourists' demand in both monetary and non-monetary price and assessment of a payment returns to community-based tourism (Kim & Park, 2017, p. 172-173)

**Functional value** defines as a functional, utilitarian, or physical appearance to a destination in both tangible and intangible (such as quality of price, quality of product which including the destinations, quality of service as well as infrastructure, local life, culture, and sense of experience) by using tourism destination 5A's components (attraction, accommodation, amenities, accessibility, and activity) of Dickman's theory to assess perceived value of tourists.

**Social value** refers to value of social which related to cultural tourism. It can be tangible and intangible social value such as an interaction, social experience, and local community lifestyle.

**Emotional value** refers to emotion or feeling of travelers which relate to value of cultural tourism destination. Emotional value is intangible and depends on what tourists meet, engage or experience during their stay. It can create positive or negative value such as I feel relaxing during I stay in the destination. I feel unsafe during my stay.

**Epistemic value** refers to value from new knowledge or new experience that tourists will get from cultural tourism destination. It can be value from local wisdom and local lifestyle such as learning to do local craft, learning local lifestyle by participating in their daily life.

**Conditional value** refers as value that occurs in circumstance situation, seasoning or once in a life. It may be one of functional, emotional, social, or epistemic value. Conditional value in cultural tourism destination such as it was once in a life time that I had an opportunity to wear local (Phuthai) dress.

**2) Overall satisfaction** defines as travelers' level of approval in overall when comparing perceived value of functional, emotional, social, epistemic and condition, with his/her expectation on the engaged value.

**3) Intention to recommend** defines as intention to recommend the destination to friends, family or others who like to travel such a kind of cultural tourism destination or looking for authentic life experience.

### **3.5 Study area / Population and Sample**

This section describes the process of selecting the study area and sampling design.

#### **3.5.1 Study area**

This study focused on the perceived value to cultural tourism destination, satisfaction and intention to recommend. Kalasin province was chosen as the study area because it is a historical city based on Thailand legends. Moreover, in 2018 TAT promoted Kalasin to “Everything creative at Kalasin” consistent with minor city campaign of Amazing Thailand Go Local in order to create income and reduce equity to local. And Baan Khok Kong Phuthai Cultural Village in Kalasin province was chosen as a case study area because the section criteria are as follows. Firstly, it is significant area for cultural tourism destination, and secondly, it is the study area that provides the information more extensively with multiplicity. As stated by Patton(1990), the study area which is selected has to be able to provide preferably understanding and extensively data.

#### **3.5.2 Population and samples of the study**

Population and respondents of the study are the important components of research because they provide valuable data for analysis and interpretation in addressing the research aims.

### Population

Population in this study refers to the tourists who travel to Baan Khok Kong Phuthai Cultural Village in Kalasin province. From the statistical in past five years which received from head of the community was approximately 400 populations per year

### Samples of the study

In quantitative research, respondents or samples must be represented from the population in order to test for the pre-determined theoretical conceptual framework (Hom, Hom, & Kinicki, 2014). Results from statistical tests can be inferred to all populations. Respondents in this study are tourists who travel to Baan Khok Kong Phuthai Cultural Village in Kalasin province. In addition, the respondents must participate in the activities and stay in the homestay in order to answer the questionnaires. Sample size in this study calculate by using Cochran's correction formula when population size is small as follow:

$$n = \frac{n_0}{1 + \frac{n_0 - 1}{N}}$$

$n$  = sample size

$n_0$  = Cochran's sample size recommendation  
( $n_0 = 384$ )

$N$  = know population size ( $N = 400$ )

$$n = \frac{384}{1 + \frac{384 - 1}{400}}$$

$$= 196$$

Therefore, this study will be collecting data at least 196 tourists who travel to Baan Khok Kong Phuthai Cultural Village in Kalasin province by using non-probability and convenience sampling. The data will be collecting during April to June 2018.

### **3.6 Research instrument tools**

In this study, quantitative methodology will be used to identify research questions, therefore the research instrument tool is a questionnaire which is designed based on six steps (scale development, scale pre-testing, item analysis, final scale development, main study, and result and conclusion) using the approach provided by Thomas and Nelson (1996). Because each step contributes to the efficiency of a questionnaire, so it is suitable to the study. Firstly, the questionnaire needs to provide suitable data to address research questions and the researcher also need to understand the given data and use the correct method to analyze each research question properly. Secondly, the scope of samples must be clearly determined in order to select the right respondents who will be able to accomplish the questionnaire. In this study will be using a convenience sampling method by collecting data from tourists who travel to Baan Khok Kong Phuthai Cultural Village in Kalasin province. Thirdly, the questionnaire design was constructed to keep the data collection clear and summarize. The questionnaire asked open-ended questions in socio-demographic part in order to let respondents specify their nationality and place of residence, while, close-ended questions are used in the rest of the questionnaire. Fourthly, the designed questionnaire must be easy to understand for respondents otherwise the questionnaire may not be significant or complete. Fifthly, a validity, reliability and pilot test will be conducting before collecting data. Finally, the researcher need to write a cover letter to explain the purpose of survey questionnaire in order to present to the respondent.

The purpose of the questionnaire is to identify the influence of tourists' perceived value towards cultural tourism destination value development. The theories of perceived value, satisfaction and intention to recommend are applied to the questionnaire structure in order to classify the questions for collecting data from tourists. The questionnaire is divided into four sections as follows: Section one is tourists' perceived value which consist of 5 variables and each variable comprises of five items. Following by section two consists of one variable with four items of overall tourists' satisfaction. Continuously, section three questionnaire comprises of



one variable with three items of intention to recommend. Last section will be socio-demographic.

The questionnaire from section one to section three, the questionnaire was designed for close-ended question with Unipolar Likert Scale which is used in questionnaires to obtain respondents' preferences or level of agreement with a set of statement or a statement. For this study, the respondents will be asked to indicate the level of agreement with given perceived value situation by using five components of perceive value from Sheth, et al. (1991) concept which consists of functional, social, emotional, epistemic, and conditional value. The respondents can score with a rating from 5 to 1, by 5 meaning of strongly agree, 4 meaning of agree, 3 meaning of neutral, 2 meaning of not agree, and 1 meaning of strongly disagree.

The total number of questions in section one to section three are 32 questions which were adopt from the literature review as show as table 3.1, and details were presented in appendix.

Table 3.1 : Questionnaire References

Variables	References	Question no.
<b>Perceived value</b>		
Functional value	(Heyprakhon et al., 2016; Jamal et al., 2011; Kim & Park, 2017; C. K. Lee et al., 2012; J.-S. Lee et al., 2011; Noypayak, 2009; Prebensen et al., 2013a; Rasoolimanesh et al., 2016; Sweeney & Soutar, 2001; Williams & Soutar, 2009)	1 – 5
	(Heyprakhon et al., 2016; Kim & Park, 2017; Prebensen et al., 2013a; Rasoolimanesh et al., 2016; Sweeney & Soutar, 2001; Williams & Soutar, 2009)	
Social value	(Cheng & Lu, 2013; Heyprakhon et al., 2016; Jamal et al., 2011; Kim & Park, 2017; C. K. Lee et al., 2012; J.-S. Lee et al., 2011; Noypayak, 2009; Rasoolimanesh et al., 2016; Sweeney & Soutar, 2001; Williams & Soutar, 2009)	6 – 10
Emotional value	(Heyprakhon et al., 2016; Jamal et al., 2011; Prebensen et al., 2013a)	11 – 15
Epistemic value	(Ashton, 2015; Prebensen, Woo, Chen, & Uysal, 2013b; Tapachai & Waryszak, 2000)	16 – 20
Conditional value	(Ashton, 2015; Tapachai & Waryszak, 2000; Waheed & Hassan, 2016)	21 - 25

Variables	References	Question no.
<b>Tourist satisfaction</b>	(Kim & Park, 2017; C. K. Lee et al., 2012; J.-S. Lee et al., 2011; Rasoolimanesh et al., 2016; Williams & Soutar, 2009)	26 - 28
<b>Intention to recommend</b>	(Cheng & Lu, 2013; C. K. Lee et al., 2012; J.-S. Lee et al., 2011; Noypayak, 2009; Williams & Soutar, 2009)	29 - 31

Section four is the questionnaire of socio-demographic. This part includes general questions regarding the respondents' general information such as gender, age, nationality, education, occupation, average income per month and place of residence. This part of questionnaire is designed for close-ended questions with mixed questions format. The respondents will be asked to specify their nationality (nominal scale), gender, age, education, occupation and average income per month will be multiple choice (ordinal scale) as show in table 3.2.

Table 3.2 : Questionnaire of Socio-Demographic

Variable	Criteria Classification
Gender	( ) Male ( ) Female
Age	( ) 18-20 years ( ) 21-30 years ( ) 31-40 years ( ) 41-50 years ( ) 51-60 years ( ) More than 60 years
Nationality	Specify
Education	( ) High school/College ( ) Bachelor Degree ( ) Master Degree or above ( ) Others
Occupation	( ) Student ( ) Officer ( ) Entrepreneur ( ) Retirement ( ) Others
Average income per month	( ) Below 500 USD ( ) 500 – 800 USD ( ) 800 – 1100 USD ( ) 1100 – 1400 USD ( ) Over 1400 USD

The average of rating scale which use to determine the importance of the score can use class interval in determine the level of the score and in the frequent distribution be equal as following formula.

$$\begin{aligned} \text{class interval} &= \frac{\text{highest value} - \text{lowest value}}{\text{number of classes}} \\ &= \frac{5-1}{5} = 0.80 \end{aligned}$$

Therefore, rating scores can be identified as follow:

Average score	1.00 – 1.80	=	Strongly not agree
	1.81 – 2.50	=	Not agree
	2.61 – 3.40	=	Neutral
	3.41 – 4.20	=	Agree
	4.21 – 5.00	=	Strongly agree

### **3.7 Assessment of research tools**

#### **3.7.1 Validity**

This study requires the measurement of validity and reliability. They are the most important issues in assessing all measurement because it surely helps to establish the finding as believable and truthful (Neuman, 2006). Measurement of validity refers to the instrument that measures the results precisely and completely. Using highly valid instruments in gathering the data will allow researchers to be able to measure the results precisely and completely or address the research questions completely.

The validity of instruments needs to be examined by three tourism experts using the index of Item Objective Congruence (IOC) in order to ensure the validity and reliability of the instruments. The IOC has been rated by the following criteria: rate 1, if it assures that the questions clearly tap the research objectives; rate 0, if unsure or whether the questions meet the research objectives; and rate -1, if it assures that the questions clearly do not clearly tap the research objectives. Then, the Rovinelli and Hambleton statistical formula is applied to the ratings of each item across the experts. The results of IOC index range from -1 to +1. If the questions that indicate IOC value higher than 0.50, then will be including in the questionnaire. If the questions which IOC value lower than 0.50, then questions will be revising (Rovinelli & Hambleton, 1977).

#### **3.7.2 Pilot test**

Conducting a pilot-test is crucial in terms of developing the measurement scales of research instrument because it improves reliability and validity (Neuman, 2006). This study conducted the pilot test to a sample of 30 people. Conducting the pilot test can eliminate irrelevant questions in the questionnaire. Secondly, it ensures that the

questions are practical and can be responded to, as, if the questions are too complicated, respondents might lead to incorrect answers. Finally, it ensures that the questions will not be rejected by the respondents (Coolican, 2004).

It is important to conduct a pilot test because it helps to ensure the questions are understood by the respondents and there are no problems in the relation to wording or measurement, ambiguity and avoids biased questions (Coolican, 2004). The thirty questionnaires in the pilot test were created and tested with the respondents, followed by instruments test for reliability.

The principles that test the reliability of the questionnaire for this study employed Cronbach's Alpha Coefficient technique (Coolican, 2004). The reliability of the questionnaire is generally accepted when the Cronbach's alpha value falls in between 0.70 – 1.0 (George & Mallery, 2003). If the Cronbach's alpha value falls in between 0.50 – 0.60, the reliability of the questionnaire is considered as very low, then questions must be eliminated or improved (Churchill Jr, 1979). Questions analysis need to test that accuracy of the questions ensures that all items in the questionnaire are comprehensive. Further, the sensitive questions were eliminated. In conclusion, the Cronbach's alpha coefficient must be higher than 0.70 to ensure the reliability of the questionnaire.

### **3.8 Data Collection**

In this study, survey research must take into account the characteristics of a sample of the population as this is an important in achieving the research aim. A sample is defined as a set of elements which are selected in some way from the population in term of whatever is being researched.

The sample design for this research uses a probably sampling technique with the respondents who have been to the study area, Baan Khok Kong Phuthai Cultural Village Kalasin province. In selecting the study area, to acquire the best results, Ianni and Orr(1979) recommend the consideration of the appropriate context to the research question. Therefore, the researcher chooses

Data collection in this study, will be using primary data which will be collecting from the tourists who travel to Baan Khok Kong Phuthai Cultural Village in Kalasin

province. Sample size of 212 will be calculating with SPSS in order to do data analysis in next step. In this process, the researcher will onsite to collect data by the researcher, also leave the questionnaire in in the community. Questionnaire will be collecting from April to June 2018.

### 3.9 Data Analysis

In this study, data analysis will be using statistical program for social sciences and statistics to analyze the data as details:

#### 1) Descriptive Statistics

To identify characteristic of the sampling distribution such as frequency, percentage, and basic of statistical analysis of variable which comprise of 1) variables of tourists' perceived value towards cultural tourism destination value development, 2) variables of overall tourists' satisfaction, and 3) variables of tourists' intention to recommend. As well as mean and standard deviation (SD) in order to clarify the characteristic of distribution and sampling of distribution in each part.

#### 2) Variable influence analysis

To identify influence of variable if independent variable influence on dependent variable by inferential statistic and using Multiple Regression Analysis at level of significant 0.05 in data analysis. Table 3.3 shows range of correlation coefficient.

Table 3.3 : Range of correlation coefficient

Range of correlation coefficient	Degree of correlation
$r > 0.8$	Very strong
$0.6 < r < 0.8$	Strong
$0.4 < r < 0.6$	Moderate
$0.2 < r < 0.4$	Weak
$r < 0.2$	Very weak

#### 3) Symbols that use to represent statistics and variables

In this study, the symbols were provided for statistics and variables that use in the study.

Adjust $R^2$	= Adjusted Coefficient of Determination
B	= Unstandardized Regression Coefficient
$\beta$	= Standardized Regression Coefficient

df	= Degree of Freedom
N	= Sample size
p	= Level of significant
R	= Multiple correlation coefficient
$R^2$	= Coefficient of Determination
$R^2$ Change	= Changed Coefficient of Determination
S.D	= Standard Deviation
Std. Error	= Standard Error
Sig.	= Probability
SS	= Sum of squares
t	= t-statistics
*	= Level of significant 0.05
***	= Level of significant 0.001
X	= Mean
FUNC	= Functional value
SOC	= Social value
EMO	= Emotional value
EPIS	= Epistemic value
COND	= Conditional value
SAT	= Overall Satisfaction
ITR	= Intention to Recommend

### 3.10 Research Ethics

Ethics is one of the most important for conducting the research. The National Research Council of Thailand (1998) defines research ethics as the criteria of the researcher to conduct the research with appropriate behavior which reveals the right of morality and ethics. As a guideline for the researchers, The National Research Council of Thailand has provided “the code of ethics for researchers” which consists of nine subjects: 1) The researcher has to be honest with his/her research by not taking credit of other researcher but providing the citations and references when using the source of data. 2) The researcher needs to be aware of the research commitment. 3)



Table 3.5 : Research budget plan

Description	Amount (Approximately in THB)
Printing questionnaire	1,000.00
Souvenirs' gift	3,000.00
Transportation	4,000.00
Accommodation	10,000.00
Foods & Beverages	2,000.00
Total	20,000.00

### 3.12 Summary of Chapter Three

Chapter three is explained the methodology and clarifies an appropriate method which is used for studying on “perceived value development for cultural tourism destination: a case study of Phuthai village, Baan Khok Kong Kalasin province.” This chapter presents the conceptual framework in order to give an understanding of the research process to implement research aim and two research questions of this study. It also overviews the research strategy which starts from using appropriate method to conduct this study and collect the data with the technique to analyzing the data. As quantitative research method is used to appropriate with the aim of this study that must be studied on the value perception. The questionnaire was collected from 30 tourists who participated in the studied area. These number of sample are suitable to get validity result. The research tool is designed for collecting data but it must be approved by experts before testing pilot and main collected samples.

In addition, the chapter also discusses the detailed populations who are required to be samples had to be the person who ever visited or visiting to Baan Khok Kong Phuthai Cultural Village in Kalasin province where the study area was, and need to participate in the program of the community in order to answer the questionnaire. The data gained from the literature review (secondary data), and questionnaire form (primary data) are used to accomplish the results. The results from the study shed light on tourists' perspective through demand determinants regarding an analysis of cultural tourism destination by the multiple regression analysis technic. This chapter presents the analysis techniques that are going to use to analyze data making sure that the result will present tourists' perceived value to tourists' satisfaction and intention to



recommend. Additionally, implementation plan and research budget are described all processes of this study, includes period of each step and budget that will be paid. The next chapter will discuss the data analysis and results of the study.



## **CHAPTER 4**

### **DATA ANALYSIS AND RESULTS**

#### **4.1 Introduction**

The study of “Perceived value development for cultural tourism destination: a case study of phuthai village, Baan Khok Kong Kalasin province.” is to achieve the research aim of the study. This chapter presents the result of the study which linked to two research questions discussed in chapter one (Section 1.2). The data analysed in this study is from a survey of tourists who visited Baan Khok Kong Phuthai village in Kalasin province. The length of the data collection period was two months, beginning in May 2018 and completed at the end of June 2018. Of an overall 212 responses. The data of 30 responses were used for pilot testing the validity and reliability of the research instrument in measurement scale. The data for the main study was received from 212 responses who visited in the study area.

This chapter is organized into four sections; the next section, section 4.2 overviews the descriptive information of the samples from 30 responses, along with verification of the scale reliability, validity and measurement scale of the pilot test. Section 4.3 overviews the data analysis of the main study, the deals with the descriptive information and verification of the measurement scale of the main study. This section also summarizes the results that answer the two research questions based on twenty-six hypotheses tests. The last section overviews the chapter, summarizing the significant results that provide evidence to develop the conceptual framework of the study and contribution to academic research in the tourism industry.

#### **4.2 Pilot test results**

A sample of thirty responses were collected and the data were entered into SPSS to analyze for the scale reliability. The questionnaire form has four parts: the first part measured tourists’ perceived value of functional, social, emotional, epistemic and conditional towards cultural tourism destination. The second part evaluated tourists’ satisfaction to cultural tourism destination. The third part measured

tourists' intention to recommend to cultural tourism destination. And the forth part required respondents to provide information of their profiles such as gender, age, nationality, education, occupation and average income. In the next section, the descriptive information and scale reliability and validity are presented.

#### 4.2.1 Respondents Demographic

The total of samples for pilot test contemplated in the study were 30 respondents. The gender range was found that 70 percent of the respondents were female while 30 percent were male. The ages ranged from 18 to over 60 years. The group of ages 41-50 represented as the highest range (50%), while ages of 21-30 years showed as 16.67 percent. The nationality of Thai presented a hundred percent. More than sixty-six percent of education were bachelor's degree, while under bachelor's degree, master degree and others were less represented. The occupation showed that 63.33 percent of the respondents are working in the government sector, while 16.67 percent are working in private or business sector. The average income of the respondents were below 15,000 Thai baht (26.67%) and between 15,000-25,000 Thai baht (46.47%). The result is shown in Table 4.1

Table 4.1 : Descriptive Statistics of Respondents Demographic

Respondent's Profile (n=30)	Frequency	Percentage
<b>Gender</b>		
Male	9	30.00
Female	21	70.00
<b>Age</b>		
18-20	0	0
21-30	5	16.67
31-40	4	13.33
41-50	15	50.00
51-60	4	13.33
Over 60	2	6.67
<b>Nationality</b>		
Thai	30	100
<b>Education</b>		
Under bachelor degree	2	6.67
Bachelor degree	20	66.67
Master degree or higher	7	23.33
Others (please specify)	29	96.67

<b>Respondent's Profile (n=30)</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Occupation</b>		
Student	1	3.33
Officer	19	63.33
Entrepreneur	5	16.67
Retirement	1	3.33
Others (please specify)	4	13.33
<b>Income (Thai Baht/Month)</b>		
Below 15,000	8	26.67
15,001 – 25,000	14	46.47
25,001 – 35,000	4	13.33
35,001 – 45,000	3	10.00
Over 45,000	1	3.33

#### **4.2.2 Verification measurement scale**

This section provided a description of the items that were used in the main study. The study was consisted of three main variables which are perceived value (functional, social, emotional, epistemic and conditional value), satisfaction, and intention to recommend.

##### **4.2.2.1 Perceived value variable**

The measurement scale for the perceived value consisted of twenty-five variables. The variables one to five were created from Q1-Q5 as functional value. The variables six to ten were created from Q6-Q10 as social value. The variables eleven to fifteen were created from Q11-Q15 as emotional value. The variables sixteen to twenty were created from Q16-Q20 as epistemic value, and the variable twenty-one to twenty-five were created from Q21-Q25 as conditional value. The scale reliability was tested and the results were discussed below.

### Functional value variable

The measurement of functional value was created from a five-item five-point Likert scale. It was found that the scale reliability had an alpha ( $\alpha$ ) value of .955, n = 30 (Table 4-2).

Table 4.2 : Descriptive Statistics Perceived Functional Value

Item	N	Mean	SD	$\alpha$ if the item deleted	$\alpha$ value
<b>Perceived value (Functional value)</b>					0.955
<b>(5 items)</b>					
1) The attraction of this destination represents 'a good value for money'.	30	4.13	.681	.938	
2) This village is rich with distinctive local culture, such as artwork or handicraft which make by the villagers.	30	4.33	.758	.946	
3) It gives me high value when I stay in a homestay where it surrounds with natural environment.	30	4.17	.791	.941	
4) I feel it safes and secures to walk around this village.	30	3.87	.776	.948	
5) The transportation is well organized and affordable although it is located in a remote control.	30	3.23	.679	.951	
Q1-Q5 used 1-5 scale from 1=strongly disagree to 5=strongly agree					

### Social value variable

The measurement of social value was created from a five-item five-point Likert scale. It was found that the scale reliability had an alpha ( $\alpha$ ) value of .967,  $n = 30$  (Table 4.3).

Table 4.3 : Descriptive Statistics Perceived Social Value

Item	N	Mean	SD	$\alpha$ if the item deleted	$\alpha$ value
<b>Perceived value (Social value) (5 items)</b>					0.967
6) Local community gives me a very warm welcome and kind when I first arrive.	30	4.30	.750	.959	
7) I have an opportunity to interact with local community in every activities they organized during my visit.	30	4.07	.828	.954	
8) I have a very good relationship with local community during my stay, even though our languages are different.	30	4.30	.794	.960	
9) I find local community shows the history of Phuthai's culture by their way of life.	30	4.03	.850	.953	
10) The way of local lifestyle still remain old traditional way of life.	30	3.87	.820	.969	
Q6-Q10 used 1-5 scale from 1=strongly disagree to 5=strongly agree					

### Emotional value variable

The measurement of emotional value was created from a five-item five-point Likert scale. It was found that the scale reliability had an alpha ( $\alpha$ ) value of .954, n = 30 (Table 4.4).

Table 4.4 : Descriptive Statistics Perceived Emotional Value

Item	N	Mean	SD	$\alpha$ if the item deleted	$\alpha$ value
<b>Perceived value (Emotional value)</b>					0.954
<b>(5 items)</b>					
11) When entering this village, I feel the atmosphere around the place is very cultural reserve.	30	4.23	.568	.948	
12) I feel local life style at this village is still live in a very old traditional where it gives me a very good value for my travel experience.	30	4.00	.695	.945	
13) I feel very impress when getting to know the local wisdom such as weaving local handicraft whose history was derived from generation to generation.	30	4.33	.758	.947	
14) Sitting here in this village, I feel very content every moment especially when observes local community presents their welcoming emotion toward visitor.	30	4.23	.774	.939	
15) The atmosphere around this village makes me feel I am a part of this place when I think about it.	30	4.07	.740	.936	
Q11-Q15 used 1-5 scale from 1=strongly disagree to 5=strongly agree					

### Epistemic value variable

The measurement of epistemic value was created from a five-item five-point Likert scale. It was found that the scale reliability had an alpha ( $\alpha$ ) value of .957,  $n = 30$  (Table 4.5).

Table 4.5 : Descriptive Statistics Perceived Epistemic Value

Item	N	SD	$\alpha$ if the item deleted	$\alpha$ value
	Mea			
	n			
<b>Perceived value (Epistemic value) (5 items)</b>				<b>0.957</b>
	3	4.23	.774	.947
16) I learn about how Phuthai ethnic group welcome new guest to their village, such as to be part of Phuthai traditional blessing ceremony.	0			
	3	4.17	.648	.943
17) I learn many things about local wisdom knowledge, such as how to cure sickness by ritual merit or train how to do cloth by hand or handicraft or art.	0			
	3	3.97	.669	.952
18) I know how to dance Phuthai style during my stay because they teach me.	0			
	3	4.00	.743	.946
19) I learn new language from this place.	0			
	3	4.37	.718	.949
20) Overall this place provides me with a new knowledge about a unique cultural from Phuthai ethnic group.	0			

Q16-Q20 used 1-5 scale from  
1=strongly disagree to 5=strongly agree



### Conditional value variable

The measurement of conditional value was created from a five-item five-point Likert scale. It was found that the scale reliability had an alpha ( $\alpha$ ) value of .953,  $n = 30$  (Table 4.6).

Table 4.6 : Descriptive Statistics Perceived Conditional Value

Item	N	Mean	SD	$\alpha$ if the item deleted	$\alpha$ value
<b>Perceived value (Conditional value) (5 items)</b>					0.953
21) All facility within this village provides me with the most convenience during my trip.	30	3.83	.747	.952	
22) Travelling to this community gives me the feeling to be part of a real local lifestyle, especially different from my usual life.	30	4.27	.583	.951	
23) Visiting this village totally complete my travel goal about exploring new experience life.	30	4.20	.761	.936	
24) This place provides me with a great experience about new culture because a combination of social interaction and new knowledge of life time ceremony.	30	4.27	.868	.937	
25) The community considers about all possible activities experience that they can give to me, I really impress with this village.	30	4.10	.923	.933	
Q21-Q25 used 1-5 scale from 1=strongly disagree to 5=strongly agree					

#### 4.2.2.2 Tourists' Satisfaction

The measurement of tourists' satisfaction was created from a five-item five-point Likert scale. It was found that the scale reliability had an alpha ( $\alpha$ ) value of .962,  $n = 30$  (Table 4.7).

Table 4.7 : Descriptive Statistics of Tourists' Satisfaction

Item	N	Mean	SD	$\alpha$ if the item deleted	$\alpha$ value
Satisfaction (4 items)					0.962
26) Overall, I satisfy with everything about this trip.	30	4.33	.547	.951	
27) Overall, I satisfy with this cultural tourism destination.	30	4.23	.679	.942	
28) Overall, I feel this trip is worth for my money to spend.	30	4.27	.583	.939	
29) Overall, I enjoy with this destination as it is worth for the time I spend.	30	4.33	.682	.969	
Q26-Q29 used 1-5 scale from 1=strongly disagree to 5=strongly agree					

#### 4.2.2.3 Intention to recommend

The measurement of intention to recommend was created from a five-item five-point Likert scale. It was found that the scale reliability had an alpha ( $\alpha$ ) value of .913,  $n = 30$  (Table 4.8).

Table 4.8 : Descriptive Statistics of Intention to Recommend

Item	N	Mean	SD	$\alpha$ if the item deleted	$\alpha$ value
<b>Intention to recommend</b>					0.913
30) I will definitely intend to recommend this place to my friends and others.	30	4.33	.728	.975	
31) I will definitely intend to recommend this place as its most unique local culture ethnic group in Thailand.	30	4.33	.606	.807	
32) I will definitely recommend this place as its most valuable for cultural destination	30	4.37	.556	.852	
Q30-Q32 used 1-5 scale from 1=strongly disagree to 5=strongly agree					

#### 4.2.2.4 Perceived value, Satisfaction and Intention to Recommend

This section is to reveal that the scale reliability had an alpha ( $\alpha$ ) value of .952,  $n = 30$  (Table 4-11) by the measurement scale comprised of perceived value (25 items of Q1-Q25), satisfaction (4 items of Q26-Q29) and intention to recommend ( 3 items of Q30-Q32). The scale reliability was tested, and the results were discussed below (Table 4.9).

Table 4.9 : Descriptive Statistics of Perceived value, Satisfaction and Intention to Recommend

Item	N	$\alpha$ value
Perceived value (Q1-Q3, Q5, Q6-24)		
Satisfaction (Q26-Q29)	30	.952
Intention to recommend (Q30-Q32)		

### 4.3 Data analysis of the main study

The main study was applied to the tourists who visited or had been to Baan Khok Kong Phuthai Cultural Village in Kalasin province. A survey was conducted from Monday to Sunday between 10.00am and 17.00pm. by using the convenience time of the respondents. A total of 212 surveys were collected and this is adequate sample size for data analysis in this study. This section provided the information of the reliability of the scales used for data analysis.

The study of perceived value of cultural tourism destination at Baan Khok Kong Phuthai Cultural Village in Kalasin province consists of two research questions: 1) What is tourist perceived value (functional, emotional, social, epistemic and conditional value) related to tourists' satisfaction? And 2) Does tourists' satisfaction relate to intention to recommend? There were 212 tourist respondents who answered the questionnaires. Data analysis of this study results has been divided into four sections. The first section is the respondent's demographics. The second section is tourists' perceived value toward cultural tourism destination. The third section is tourist satisfaction to cultural tourism destination, and the last section is tourist intention to recommend to cultural tourism destination.

#### 4.3.1 Respondents Demographics

The total samples contemplated in the study were 212 respondents. This study found that 58.49 percent of the respondents are female, while 41.51 percent are male. The ages ranged from 18 to over 60 years. The group of ages 41-50 years represented as the highest range (29.25%), followed by the two group of ages 21-30 years (24.47%) and 31-40 years (21.70%). The nationality of Thai presented a hundred percent. More than fifty-four percent of education were bachelor's degree, while

under bachelor's degree, master degree and others were less represented. The occupation showed that 33.02 percent of the respondents are working in the government sector, while 25.94 percent are working in private or business sector. The percent of 31.13 which was showed as other occupation divided to farmer 28% and not specify 3.13%. The average income of the respondents were below 15,000 Thai baht (39.15%) and between 15,000-25,000 Thai baht (36.32%). The result is shown in Table 4.10

Table 4.10 : Respondents Demographics

Respondent's Profile (N=212)	Frequency	Percentage
<b>Gender</b>		
Male	88	41.51
Female	124	58.49
<b>Age</b>		
18-20	13	6.13
21-30	54	25.47
31-40	46	21.70
41-50	62	29.25
51-60	21	9.91
Over 60	16	7.55
<b>Nationality</b>		
Thai	212	100
<b>Education</b>		
Under bachelor degree	60	28.30
Bachelor degree	116	54.72
Master degree or higher	34	16.04
Others (please specify)	2	0.94
<b>Occupation</b>		
Student	16	7.55
Officer	70	33.02
Entrepreneur	55	25.94
Retirement	5	2.36
Others (please specify)	66	31.13

Respondent's Profile (N=212)	Frequency	Percentage
<b>Income (Thai Baht/Month)</b>		
Below 15,000	83	39.15
15,001 – 25,000	77	36.32
25,001 – 35,000	32	15.09
35,001 – 45,000	11	5.19
Over 45,000	7	3.30
Missing	2	0.94

### 4.3.2 Verification Measurement Scale Main Study

The measurement items used in the main study were identical to those used in the pilot tests. This section provided the information of the reliability of the scales that were used for data analysis.

#### 4.3.2.1 Measurement Scale of Intention to Recommend Variable

The intention to recommend scale was created from three items with the internal scale reliability above the accepted level,  $\alpha$  value = .810,  $n = 212$ . The scale item was anchored from 5 = strongly agree to 1 = strongly disagree. The descriptive statistics for intention to recommend was given in Table 4.11. These indicate strongly agreement of three items with mean-score over 4.2 (4.21-5.00 = strongly agree)

Table 4.11 : Descriptive Statistic of Intention to Recommend

Statement (Functional value)	Mean	S.D.	results
30) I will definitely intend to recommend this place to my friends and others.	4.44	0.60	Strongly Agree
31) I will definitely intend to recommend this place as its most unique local culture ethnic group in Thailand.	4.34	0.64	Strongly Agree
32) I will definitely recommend this place as its most valuable for cultural destination	4.33	0.57	Strongly Agree

$\alpha$  value = .810,  $n = 212$

### 4.3.2.2 Measurement Scale of Perceived Value Variable

The test of hypotheses related to the first research question ‘What is tourist perceived value (functional, emotional, social, epistemic and conditional value) related to tourists’ satisfaction?’, the measurement scale consisted of twenty-five variables of functional (5 variables), social (5 variables), emotional (5 variables), epistemic (5 variables) and conditional value (5 variables). The results of the data analyzed were presented as below.

#### Functional Value Variable

The functional value measurement scale was created from the five items with the internal scale reliability above the accepted level,  $\alpha$  value = .718,  $n = 212$ . The scale item was anchored from 5 = strongly agree to 1 = strongly disagree. The descriptive statistics for functional value was given in Table 4-12. The overall mean scores, Q1-Q3, was over 4.21 (4.21 – 5 = strongly agree), excluding the item Q4 (mean score = 4.12, SD = 0.68) and Q5 (mean score = 4.05, SD = 0.78) with mean score slightly lower than the remainder.

Table 4.12 : Descriptive Statistics of Perceived Functional Value

Statement	Mean	S.D.	results
1) The attraction of this destination represents ‘a good value for money’.	4.37	0.55	Strongly Agree
2) This village is rich with distinctive local culture, such as artwork or handicraft which make by the villagers.	4.46	0.71	Strongly Agree
3) It gives me high value when I stay in a homestay where it surrounds with natural environment.	4.45	0.60	Strongly Agree
4) I feel it safes and secures to walk around this village.	4.12	0.68	Agree
5) The transportation is well organized and affordable although it is located in a remote control.	4.05	0.78	Agree

$\alpha$  value = .718,  $n = 212$

### Social Value Variable

The social value measurement scale was created from the five items with the internal scale reliability above the accepted level,  $\alpha$  value = .839,  $n = 212$ . The scale item was anchored from 5 = strongly agree to 1 = strongly disagree. The descriptive statistics for social value was given in Table 4.13. The overall mean scores, Q6-Q10, was over 4.21 (4.21 – 5 = strongly agree).

Table 4.13 : Descriptive Statistics of Perceived Social Value

Statement	Mean	S.D.	results
6) Local community gives me a very warm welcome and kind when I first arrive.	4.63	0.52	Strongly Agree
7) I have an opportunity to interact with local community in every activities they organized during my visit.	4.43	0.62	Strongly Agree
8) I have a very good relationship with local community during my stay, even though our languages are different.	4.42	0.61	Strongly Agree
9) I find local community shows the history of Phuthai's culture by their way of life.	4.34	0.67	Strongly Agree
10) The way of local lifestyle still remain old traditional way of life.	4.26	0.72	Strongly Agree

$\alpha$  value = .839,  $n = 212$



### Emotional Value Variable

The emotional value measurement scale was created from the five items with the internal scale reliability above the accepted level,  $\alpha$  value = .839,  $n = 212$ . The scale item was anchored from 5 = strongly agree to 1 = strongly disagree. The descriptive statistics for emotional value was given in Table 4-14. The overall mean scores, Q11-Q15, was over 4.21 (4.21 – 5 = strongly agree).

Table 4.14 : Descriptive Statistics of Perceived Emotional Value

Statement	Mean	S.D.	results
11) When entering this village, I feel the atmosphere around the place is very cultural reserve.	4.38	0.55	Strongly Agree
12) I feel local life style at this village is still live in a very old traditional where it gives me a very good value for my travel experience.	4.31	0.62	Strongly Agree
13) I feel very impress when getting to know the local wisdom such as weaving local handicraft whose history was derived from generation to generation.	4.46	0.55	Strongly Agree
14) Sitting here in this village, I feel very content every moment especially when observes local community presents their welcoming emotion toward visitor.	4.45	0.58	Strongly Agree
15) The atmosphere around this village makes me feel I am a part of this place when I think about it.	4.33	0.60	Strongly Agree

$\alpha$  value = .793,  $n = 212$

### Epistemic Value Variable

The epistemic value measurement scale was created from the five items with the internal scale reliability above the accepted level,  $\alpha$  value = .816,  $n = 212$ . The scale item was anchored from 5 = strongly agree to 1 = strongly disagree. The descriptive statistics for epistemic value was given in Table 4.15. The overall mean scores, Q16-Q17 and Q20, was over 4.21 (4.21 – 5 = strongly agree), excluding the item Q18 (mean score = 4.19, SD = 0.78) and Q19 (mean score = 4.13, SD = 0.71) with mean score slightly lower than the remainder.

Table 4.15 : Descriptive Statistics of Perceived Epistemic Value

Statement	Mean	S.D.	results
16) I learn about how Phuthai ethnic group welcome new guest to their village, such as to be part of Phuthai traditional blessing ceremony.	4.41	0.66	Strongly Agree
17) I learn many things about local wisdom knowledge, such as how to cure sickness by ritual merit or train how to do cloth by hand or handicraft or art.	4.42	0.57	Strongly Agree
18) I know how to dance Phuthai style during my stay because they teach me.	4.19	0.78	Agree
19) I learn new language from this place.	4.13	0.71	Agree
20) Overall this place provides me with a new knowledge about a unique cultural from Phuthai ethnic group.	4.45	0.63	Strongly Agree

$\alpha$  value = .816,  $n = 212$

### Conditional Value Variable

The conditional value measurement scale was created from the five items with the internal scale reliability above the accepted level,  $\alpha$  value = .799,  $n = 212$ . The scale item was anchored from 5 = strongly agree to 1 = strongly disagree. The descriptive statistics for conditional value was given in Table 4.16. The overall mean scores, Q21-Q25, was over 4.21 (4.21 – 5 = strongly agree).

Table 4.16 : Descriptive Statistics of Perceived Conditional Value

Statement	Mean	S.D.	results
21) All facility within this village provides me with the most convenience during my trip.	4.24	0.66	Strongly Agree
22) Travelling to this community gives me the feeling to be part of a real local lifestyle, especially different from my usual life.	4.42	0.56	Strongly Agree
23) Visiting this village totally complete my travel goal about exploring new experience life.	4.33	0.62	Strongly Agree
24) This place provides me with a great experience about new culture because a combination of social interaction and new knowledge of life time ceremony.	4.40	0.56	Strongly Agree
25) The community considers about all possible activities experience that they can give to me, I really impress with this village.	4.41	0.60	Strongly Agree

$\alpha$  value = .799,  $n = 212$

#### 4.3.2.3 Measurement Scale of Satisfaction Variable

The test the hypothesis related to the second research question ‘Does tourists’ satisfaction relates to intention to recommend?’, the measurement scale used consisted of one variables with four items. The results of items analyzed indicated the good reliability scale  $\alpha$  value = .880,  $n=212$ . The scale item was anchored from 5 = strongly agree to 1 = strongly disagree. The descriptive statistics for tourists’ satisfaction was given in Table 4.17. It indicated a strong agreement that overall satisfaction was above mean score of 4.21 (4.21-5.0 = strongly agree).

Table 4.17 : Descriptive Statistics of Tourists' Satisfaction

Statement	Mean	S.D.	results
26) Overall, I satisfy with everything about this trip.	4.42	0.53	Strongly Agree
27) Overall, I satisfy with this cultural tourism destination.	4.44	0.58	Strongly Agree
28) Overall, I feel this trip is worth for my money to spend.	4.43	0.61	Strongly Agree
29) Overall, I enjoy with this destination as it is worth for the time I spend.	4.43	0.62	Strongly Agree

$\alpha$  value = .880, n = 212

### 4.3.3 Hypothesis Testing

As previous section provided details of the construction and the reliability of the measurement scales for perceived value, tourists' satisfaction and intention to recommend. This allowed specification of the variables to be used for data analysis and provided an answer for the two main research questions and hypotheses test. The first research question sought the answer to 'What is tourist perceived value (functional, emotional, social, epistemic and conditional value) related to tourists' satisfaction?'

The second research question sought an answer to 'Does tourists' satisfaction relate to intention to recommend?' The hypothesis was stated: H2: Tourists' satisfaction positively related to intention to recommend.

#### 4.3.3.1 Perceived Value Hypothesis Testing

A main objective of this study was to seek the answer to the question of 'What is tourist perceived value (functional, emotional, social, epistemic and conditional value) related to tourists' satisfaction?' The construction of the perceived value comprises of: functional value, social value, emotional value, epistemic value and conditional value. The hypotheses tested results are discussed below.

*H1A: Perceived functional value towards cultural tourism destination related to tourists' satisfaction.*

*H<sub>f1</sub>: Perceived functional value one positively related to tourists' satisfaction.*

*H<sub>f2</sub>: Perceived functional value two positively related to tourists' satisfaction.*

$H_{f3}$ : Perceived functional value three positively related to tourists' satisfaction.

$H_{f4}$ : Perceived functional value four positively related to tourists' satisfaction.

$H_{f5}$ : Perceived functional value five positively related to tourists' satisfaction.

The perceived functional hypothesis test required data on satisfaction and perceived functional value. The multiple regression by stepwise technique was conducted to explain H1A. The satisfaction variable was created from the four-item five-point Likert scale by accumulating the score from each item, the scale being reliable,  $\alpha$  value = .880,  $n = 212$ . The perceived functional value variable was created from a five-item five-point Likert scale by accumulating the score of each item producing a reliable scale  $\alpha$  value = .923,  $n = 212$ . The results from running the multiple regression analysis of H1A test was summarized in Table 4.18. A total of 38.80% of the variances ( $R^2 = .388$ ,  $F(3, 208) = 43.929$ ) were explained. The results from running stepwise regression analysis revealed that functional 2 and functional 5 were statistically not significant ( $p > .05$ ), so they were removed however functional 1, functional 3 and functional 4 were statistically positive and significant ( $p > .05$ ). Moreover, the estimates of the regression models revealed that functional 3, 'It gives me high value when I stay in a homestay where it surrounds with natural environment.', was the one that contributed the most towards tourists' satisfaction ( $\beta = .348$ ,  $t = 5.362$ ,  $p < .05$ ), functional 1, 'The attraction of this destination represents 'a good value for money.', was slightly lower by 7% ( $\beta = .271$ ,  $t = 4.285$ ,  $p < .05$ ), and functional 4, 'I feel it safes and secures to walk around this village.', predicted tourists' satisfaction ( $\beta = .188$ ,  $t = 3.294$ ,  $p < .05$ ).

Table 4.18 : Perceived Functional Value Regression Results

Model	Un-standardized		Standardized	t	Sig.	F
	Coefficients		Coefficients			
	B	Std.Error	Beta ( $\beta$ )			
(Constant)	1.466	.264		5.552	.000	43.929
1) The attraction of this destination represents 'a good value for money'.	.249	.058	.271	4.285	.000	

3) It gives me high value when I stay in a homestay where it surrounds with natural environment.	.292	.054	.348	5.362	.000
4) I feel it safes and secures to walk around this village.	.140	.043	.188	3.294	.001

Dependent Variable: FUNC,  $R^2=.388$ ,  $p<.05$ ,  $F(3, 208) = 43.929$

In summary, it was hypothesized that functional one (F1), three (F3) and four (F4) were related to tourists' satisfaction. The finding indicated that there was a positive relationship between perceived functional value and tourists' satisfaction by functional three (34.8%) was the most predicted power influences tourists' satisfaction. Concluding, the three components of perceived functional value were positively related to tourists' satisfaction, thus the hypothesis tested  $H_{f1}$ ,  $H_{f3}$  and  $H_{f4}$  of H1A was supported.

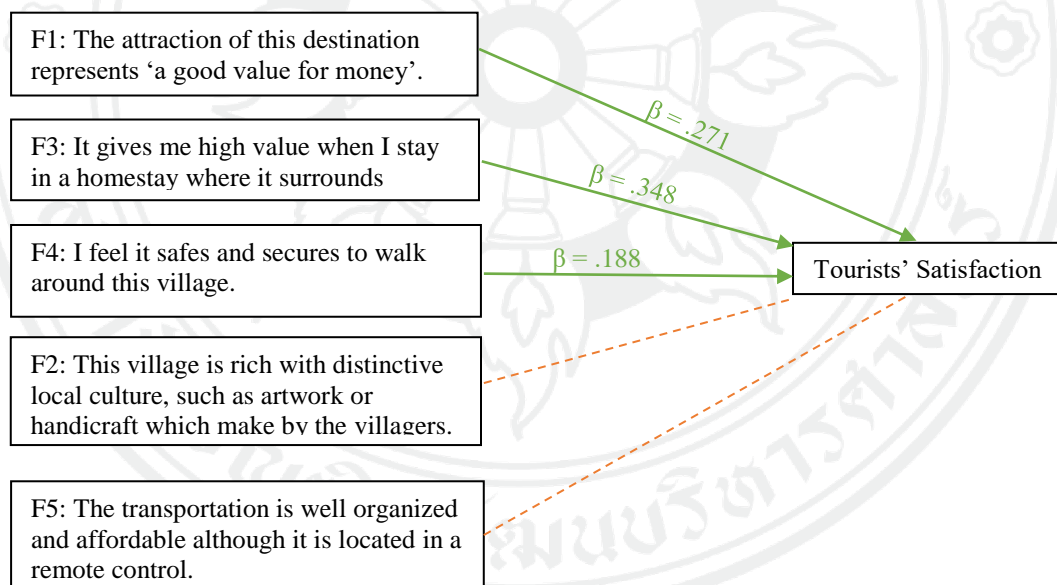


Figure 4.1: Result of hypothesis testing perceived functional value related to tourists' satisfaction

*H1B: Perceived social value towards cultural tourism destination related to tourists' satisfaction.*

*H<sub>s6</sub>: Perceived social value one positively related to tourists' satisfaction.*

*H<sub>s7</sub>: Perceived social value two positively related to tourists' satisfaction.*

*H<sub>s8</sub>: Perceived social value three positively related to tourists' satisfaction.*

*H<sub>s9</sub>: Perceived social value four positively related to tourists' satisfaction.*

*H<sub>s10</sub>: Perceived social value five positively related to tourists' satisfaction.*

The perceived social hypothesis test required data on satisfaction and perceived social value. The multiple regression by stepwise technique was conducted to explain H1B. The satisfaction variable was created from the four-item five-point Likert scale by accumulating the score from each item, the scale being reliable,  $\alpha$  value = .880,  $n = 212$ . The perceived functional value variable was created from a five-item five-point Likert scale by accumulating the score of each item producing a reliable scale  $\alpha$  value = .839,  $n = 212$ . The results from running the multiple regression analysis of H1B test was summarized in Table 4-19. A total of 41.50% of the variances ( $R^2 = .415$ ,  $F(2, 209) = 74.081$ ) were explained. The results from running stepwise regression analysis revealed that social 6, social 9 and social 10 were statistically not significant ( $p > .05$ ), so they were removed however social 7 and social 8 were statistically positive and significant ( $p < .001$ ). Moreover, the estimates of the regression models revealed that social 7, 'I have an opportunity to interact with local community in every activities they organized during my visit.', was the one that contributed the most towards tourists' satisfaction ( $\beta = .363$ ,  $t = 5.257$ ,  $p < .001$ ), and social 8, 'I have a very good relationship with local community during my stay, even though our languages are different.', was slightly lower by 1.5% ( $\beta = .348$ ,  $t = 5.044$ ,  $p < .001$ ) predicted tourists' satisfaction.

Table 4.19 : Perceived Social Value Regression Results

Model	Un-standardized Coefficients		Standardized Coefficients	t	Sig.	F
	B	Std.Error	Beta ( $\beta$ )			
(Constant)	1.867	.212		8.793	.000	74.081
7) I have an opportunity to interact with local community in every activities they organized during my visit.	.293	.056	.363	5.257	.000	
8) I have a very good relationship	.285	.057	.348	5.044	.000	

with local community during my stay, even though our languages are different.

---

Dependent Variable: SOC,  $R^2=.415$ ,  $p<.001$ ,  $F(2, 209) = 74.081$

In summary, it was hypothesized that social 7 and social 8 were related to tourists' satisfaction. The finding indicated that there was a positive relationship between perceived social value and tourists' satisfaction by social 7 (36.3%) was the most predicted power influences tourists' satisfaction. Concluding the two components were positively related to tourists' satisfaction, therefore, the hypothesis tested  $H_{s7}$  and  $H_{s8}$  of H1B was supported.

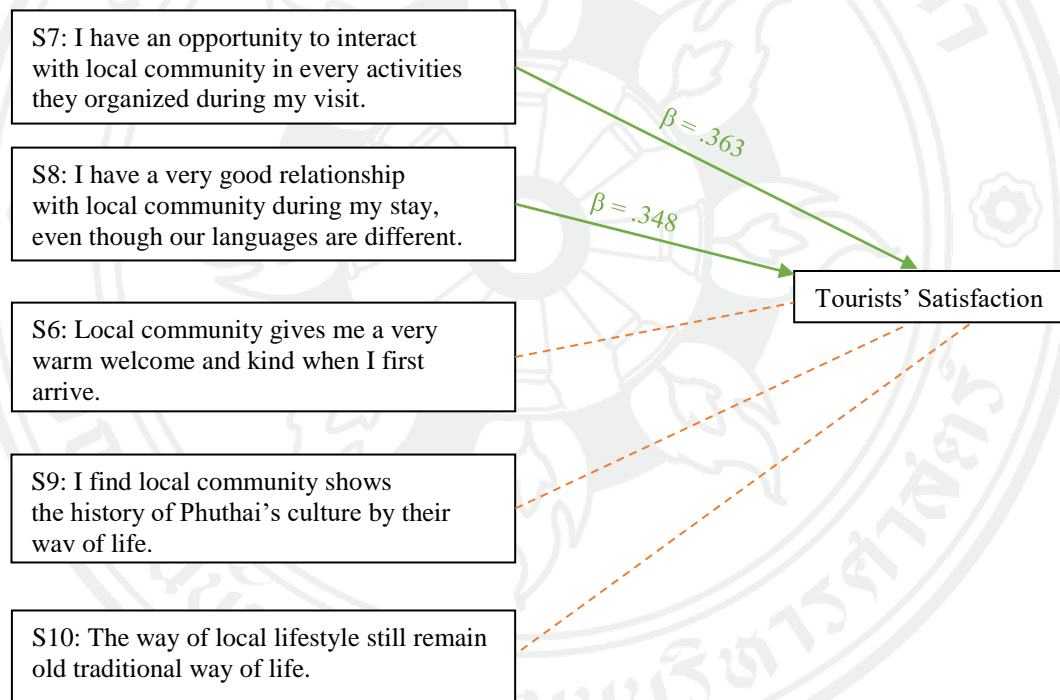


Figure 4.2 : Result of hypothesis testing perceived social value related to tourists' satisfaction

*H1C: Perceived emotional value towards cultural tourism destination related to tourists' satisfaction.*

*H<sub>e11</sub>: Perceived emotional value one positively related to tourists' satisfaction.*

*H<sub>e12</sub>: Perceived emotional value two positively related to tourists' satisfaction.*



*H<sub>e13</sub>: Perceived emotional value three positively related to tourists' satisfaction.*

*H<sub>e14</sub>: Perceived emotional value four positively related to tourists' satisfaction.*

*H<sub>e15</sub>: Perceived emotional value five positively related to tourists' satisfaction.*

The perceived emotional value hypothesis test required data on satisfaction and perceived emotional value. The multiple regression by stepwise technique was conducted to explain H1C. The satisfaction variable was created from the four-item five-point Likert scale by accumulating the score from each item, the scale being reliable,  $\alpha$  value = .880,  $n = 212$ . The perceived emotional value variable was created from a five-item five-point Likert scale by accumulating the score of each item producing a reliable scale  $\alpha$  value = .793,  $n = 212$ . The results from running the multiple regression analysis of H1C test was summarized in Table 4.20. A total of 58.10% of the variances ( $R^2 = .581$ ,  $F(3, 208) = 96.224$ ) were explained. The results from running stepwise regression analysis revealed that emotional 12 and emotional 13 were statistically not significant ( $p > .05$ ), so they were removed however emotional 11, emotional, 14, and emotional 15 were statistically positive and significant ( $p < .001$ ). Moreover, the estimates of the regression models revealed that emotional 14, 'Sitting here in this village, I feel very content every moment especially when observes local community presents their welcoming emotion toward visitor.', was the one that contributed the most towards tourists' satisfaction ( $\beta = .325$ ,  $t = 5.186$ ,  $p < .001$ ), emotional 15, 'The atmosphere around this village makes me feel I am a part of this place when I think about it.', was slightly lower by 1% ( $\beta = .315$ ,  $t = 4.893$ ,  $p < .001$ ), and emotional 11, 'When entering this village, I feel the atmosphere around the place is very cultural reserve..', predicted tourists' satisfaction ( $\beta = .311$ ,  $t = 6.388$ ,  $p < .001$ ).

Table 4.20 : Perceived Emotional Value Regression Results

Model	Un-standardized		Standardized	t	Sig.	F
	Coefficients		Coefficients			
	B	Std.Error	Beta ( $\beta$ )			
(Constant)	.781	.222		3.520	.001	96.224
11) When entering this village, I feel the atmosphere around the place is very cultural reserve.	.285	.045	.311	6.388	.000	
14) Sitting here in this village, I feel very content every moment especially when observes local community presents their welcoming emotion toward visitor.	.284	.055	.325	5.186	.000	
15) The atmosphere around this village makes me feel I am a part of this place when I think about it.	.263	.054	.315	4.893	.000	

Dependent Variable: EMO,  $R^2=.581$ ,  $p<.05$ ;  $F(3, 208) = 96.224$

In summary, it was hypothesized that emotional 11 (E11), emotional 14 (E14), and emotional 15 (E15) were related to tourists' satisfaction. The finding indicated that there was a positive relationship between perceived emotional value and tourists' satisfaction by emotional 14 (32.5%) was the most predicted power influences tourists' satisfaction. Concluding the two components were positively related to tourists' satisfaction, therefore, the hypothesis tested  $H_{e11}$ ,  $H_{e14}$ ,  $H_{e15}$  of H1C was supported.

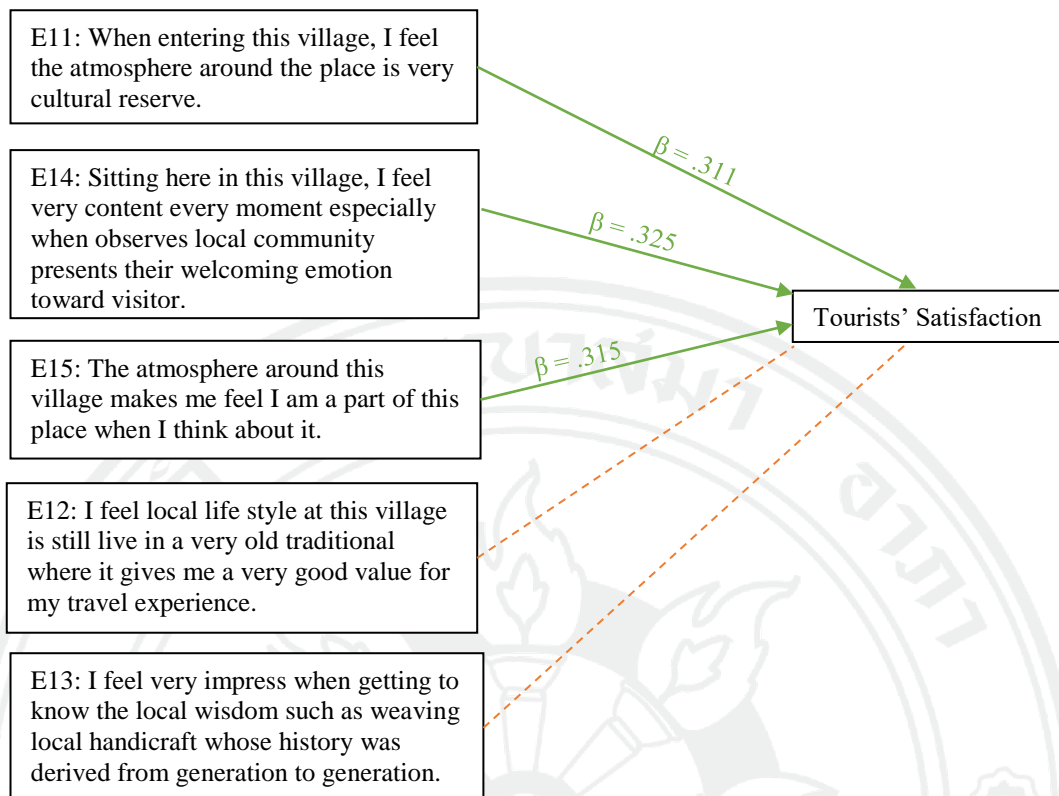


Figure 4.3 : Result of hypothesis testing perceived emotional value related to tourists' satisfaction

*H1D: Perceived epistemic value towards cultural tourism destination related to tourists' satisfaction.*

*H<sub>ep16</sub>: Perceived epistemic value one positively related to tourists' satisfaction.*

*H<sub>ep17</sub>: Perceived epistemic value two positively related to tourists' satisfaction.*

*H<sub>ep18</sub>: Perceived epistemic value three positively related to tourists' satisfaction.*

*H<sub>ep19</sub>: Perceived epistemic value four positively related to tourists' satisfaction.*

*H<sub>ep20</sub>: Perceived epistemic value five positively related to tourists' satisfaction.*

The perceived epistemic hypothesis test required data on satisfaction and perceived epistemic value. The multiple regression by stepwise technique was conducted to explain H1D. The satisfaction variable was created from the four-item five-point Likert scale by accumulating the score from each item, the scale being reliable,  $\alpha$  value = .880,  $n = 212$ . The perceived epistemic value variable was created from a five-item five-point Likert scale by accumulating the score of each item producing a reliable scale  $\alpha$  value = .816,  $n = 212$ . The results from running the multiple regression analysis of H1D test was summarized in Table 4.21. A total of 40.50% of the variances ( $R^2 = .405$ ,  $F(2, 209) = 71.038$ ) were explained. The results from running stepwise regression analysis revealed that epistemic 16, epistemic 18 and epistemic 19 were statistically not significant ( $p > .05$ ), so they were removed however epistemic 17 and epistemic 20 were statistically positive and significant ( $p < .001$ ). Moreover, the estimates of the regression models revealed that epistemic 17, 'I learn many things about local wisdom knowledge, such as how to cure sickness by ritual merit or train how to do cloth by hand or handicraft or art.', was the one that contributed the most towards tourists' satisfaction ( $\beta = .341$ ,  $t = 5.757$ ,  $p < .001$ ), and epistemic 20, 'Overall this place provides me with a new knowledge about a unique cultural from Phuthai group.', was only slightly lower by 1% ( $\beta = .331$ ,  $t = 5.557$ ,  $p < .001$ ), predicted tourists' satisfaction.

Table 4.21 : Perceived Epistemic Value Regression Results

Model	Un-standardized		Standardized		F	
	Coefficients		Coefficients			
	B	Std.Error	Beta ( $\beta$ )	t		Sig.
(Constant)	1.594	.240		6.647	.000	71.038
17) I learn many things about local wisdom knowledge, such as how to cure sickness by ritual merit or train how to do cloth by hand or handicraft or art.	.299	.052	.341	5.757	.000	
20) Overall this place provides me with a new knowledge about a unique cultural from Phuthai ethnic group.	.267	.048	.331	5.557	.000	

Dependent Variable: EPIS,  $R^2 = .405$ ,  $p < .05$ ,  $F(2, 209) = 71.038$

In summary, it was hypothesized that epistemic 17 (EP17) and epistemic 20 (EP20) were related to tourists' satisfaction. The finding indicated that there was a positive relationship between perceived epistemic value and tourists' satisfaction by epistemic 17 (34.1%) was the most predicted power influences tourists' satisfaction. Concluding the two components were positively related to tourists' satisfaction, therefore, the hypothesis tested  $H_{ep17}$  and  $H_{ep20}$  of H1D was supported.

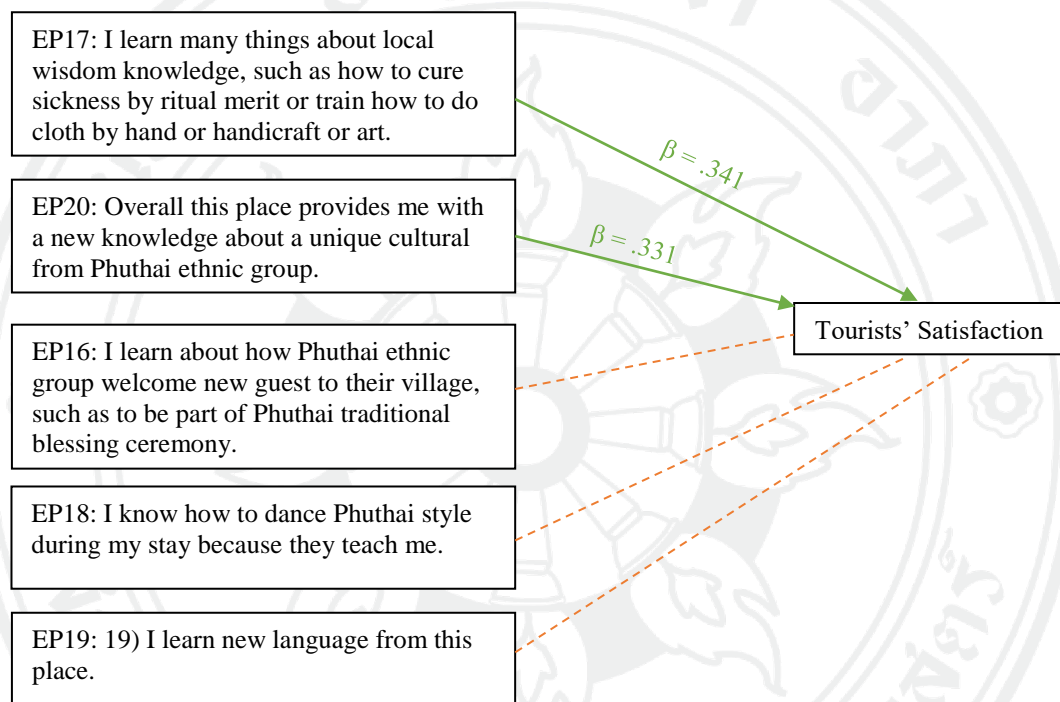


Figure 4.4 : Result of hypothesis testing perceived epistemic value related to tourists' satisfaction

*H1E: Perceived conditional value towards cultural tourism destination related to tourists' satisfaction.*

*H<sub>c21</sub>: Perceived conditional value one positively related to tourists' satisfaction.*

*H<sub>c22</sub>: Perceived conditional value two positively related to tourists' satisfaction.*

*H<sub>c23</sub>: Perceived conditional value three positively related to tourists' satisfaction.*

*H<sub>c24</sub>: Perceived conditional value four positively related to tourists' satisfaction.*

*H<sub>c25</sub>: Perceived conditional value five positively related to tourists' satisfaction.*

The perceived conditional hypothesis test required data on satisfaction and perceived conditional value. The multiple regression by stepwise technique was conducted to explain H1E. The satisfaction variable was created from the four-item five-point Likert scale by accumulating the score from each item, the scale being reliable,  $\alpha$  value = .880,  $n = 212$ . The perceived conditional value variable was created from a five-item five-point Likert scale by accumulating the score of each item producing a reliable scale  $\alpha$  value = .799,  $n = 212$ . The results from running the multiple regression analysis of H1E test was summarized in Table 4.22. A total of 45.70% of the variances ( $R^2 = .457$ ,  $F(2, 209) = 87.984$ ) were explained. The results from running stepwise regression analysis revealed that conditional 21, conditional 22, and conditional 24 were statistically not significant ( $p > .05$ ), so they were removed however conditional 23 and conditional 25 were statistically positive and significant ( $p < .001$ ). Moreover, the estimates of the regression models revealed that conditional 23, 'Visiting this village totally complete my travel goal about exploring new experience life.', was the one that contributed the most towards tourists' satisfaction ( $\beta = .424$ ,  $t = 7.554$ ,  $p < .001$ ), and conditional 25, 'The community considers about all possible activities experience that they can give to me, I really impress with this village.', was only slightly lower by 4.7% ( $\beta = .377$ ,  $t = 6.720$ ,  $p < .001$ ), predicted tourists' satisfaction.

Table 4.22 : Perceived Conditional Value Regression Results

Model	Un-standardized		Standardized	t	Sig.	F
	Coefficients		Coefficients			
	B	Std.Error	Beta ( $\beta$ )			
(Constant)	1.521	.221		6.886	.000	87.984
23) Visiting this village totally complete my travel goal about exploring new experience life.	.358	.047	.424	7.554	.000	
25) The community considers about all possible activities experience that they can give to me, I really impress with this village.	.307	.046	.377	6.720	.000	

Dependent Variable: CON,  $R^2=.457$ ,  $p < .05$ ;  $F(2, 209) = 87.984$

In summary, it was hypothesized that conditional 23 (CON23) and conditional 25 (CON25) were related to tourists' satisfaction. The finding indicated that there was a positive relationship between perceived conditional value and tourists' satisfaction by conditional 23 (42.4%) was the most predicted power influences tourists' satisfaction. Concluding the two components were positively related to tourists' satisfaction, therefore, the hypothesis tested  $H_{c23}$  and  $H_{c25}$  of H1E was supported.

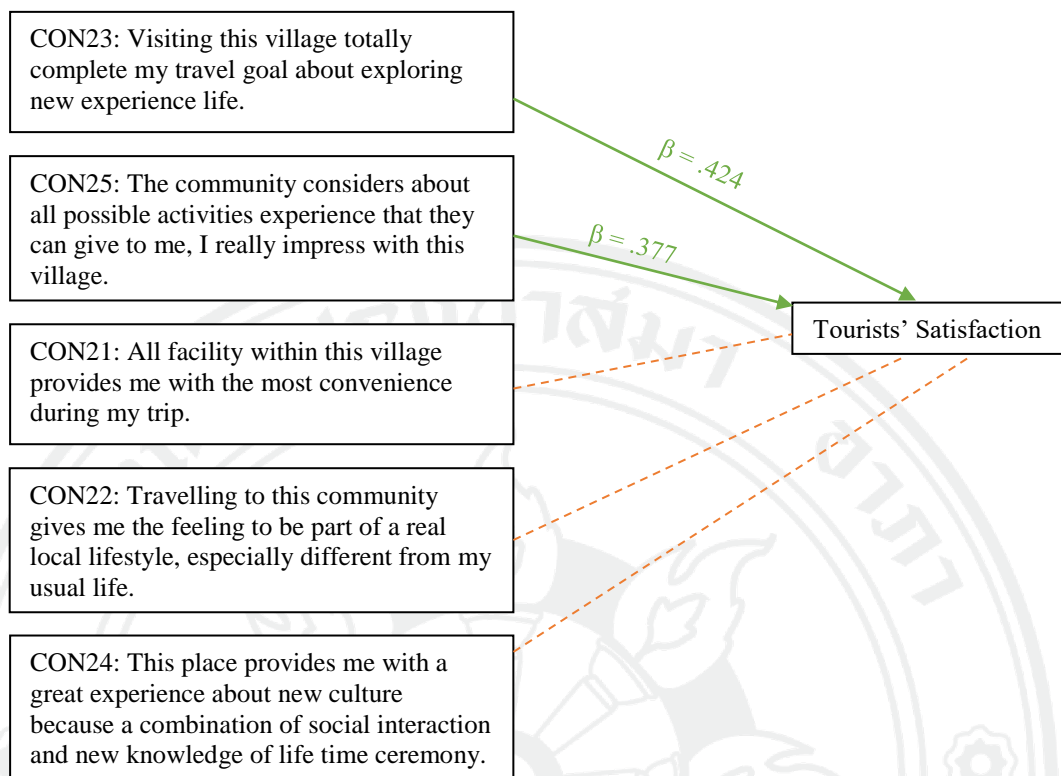


Figure 4.5 : Result of hypothesis testing perceived conditional value related to tourists' satisfaction

Concluding, a complete model of the relationship between perceived value and tourists' satisfaction in the context studied needs to incorporate all five components which are functional, social, emotional, epistemic and conditional value (Figure 4.1 to Figure 4.5) that relied on the details of each component as summarizing (Table 4.23) and will be discussed finding in the Chapter 5.



Table 4.23 : Summarized Results of Multiple Regression for Significantly Perceived Value Dimension

Model	Standard Coefficient ( $\beta$ )
<b>Perceived Functional Value (explained variance = 38.8)</b>	
H <sub>f1</sub> - Functional 1: The attraction of this destination represents 'a good value for money'.	.271 .348
H <sub>f3</sub> - Functional 3: It gives me high value when I stay in a homestay where it surrounds with natural environment.	.188
H <sub>f4</sub> - Functional 4: I feel it safes and secures to walk around this village.	
<b>Perceived Social Value (explained variance = 41.5)</b>	
H <sub>s7</sub> - Social 7: I have an oppourtunity to interact with local community in every activity they organized during my visit.	.363
H <sub>s8</sub> - Social 8: I have a very good relationship with local community during my stay, even though our languages are different.	.368
<b>Perceived Emotional Value (explained variance = 58.1)</b>	
H <sub>e11</sub> - Emotional 11 - When entering this village, I feel the atmosphere around the place is very cultural reserve.	.311
H <sub>e14</sub> - Emotional 14 - Sitting here in this village, I feel very content every moment especially when observes local community presents their welcoming emotion toward visitor.	.325 .315
H <sub>e15</sub> - Emotional 15 - The atmosphere around this village makes me feel I am a part of this place when I think about it.	
<b>Perceived Epistemic Value (explained variance = 40.5)</b>	
H <sub>ep17</sub> - Epistemic 17 - I learn many things about local wisdom knowledge, such as how to cure sickness by ritual merit or train how to do cloth by hand or handicraft or art.	.341 .333
H <sub>ep20</sub> - Epistemic 20 – Overall this place provides me with a new knowledge about a unique cultural from Phuthai ethnic group.	
<b>Perceived Conditional Value (explained variance = 45.7)</b>	
H <sub>c23</sub> - Conditional 23 - Visiting this village totally complete my travel goal about exploring new experience life.	.424

Model	Standard Coefficient ( $\beta$ )
H <sub>c25</sub> - Conditional 25 - The community considers about all possible activities experience that they can give to me, I really impress with this village.	.377

#### 4.3.3.2 Satisfaction Hypothesis Testing

A main objective of this study was to seek the answer to the question of ‘Does tourists’ satisfaction relate to intention to recommend?’ The hypothesis tested results are discussed below.

*H<sub>2</sub>: Tourists’ satisfaction positively related to intention to recommend*

The hypothesis tested required data on intention to recommend and tourists’ satisfaction. The multiple regression technique was conducted to test the H<sub>2</sub>. The intention to recommend variable was created from the three-item five-point Likert scale by accumulating the score from each item, the scale being reliable,  $\alpha$  value = .810,  $n = 212$ . The satisfaction variable was created from the four-item five-point Likert scale by accumulating the score from each item, the scale being reliable,  $\alpha$  value = .880,  $n = 212$ . The results from running the multiple regression analysis of H<sub>2</sub> test are summarized in Table 4.24. A total of 22.3% of the variance ( $R^2 = .223$ ,  $F(1, 210) = 60.370$ ,  $p < .001$ ) was explained. Therefore, there was a positive and significant relationship between intention to recommend and tourists’ satisfaction ( $\beta = .473$ ,  $t = 7.770$ ,  $p < .001$ ).

Table 4.24 : Tourists’ Satisfaction Multiple Regression Results

Model	Un-standardized		Standardized	t	Sig.	F
	Coefficients		Coefficients			
	B	Std.Error	Beta ( $\beta$ )			
(Constant)	2.247	.276		8.152	.000	60.370***
SATIS	.480	.062	.473	7.770	.000	

Dependent Variable: CON,  $R^2 = .223$ , \*\*\* $p < .001$ ;  $F(1, 210) = 60.370$

Concluding, it was hypothesis that the tourists' satisfaction was related to intention to recommend. The finding indicated that tourists' satisfaction was positively related to intention to recommend explained the variance with approximately twenty-two percent accounting for intention to recommend; as a consequence, H2 was supported.

In summary, a complete model of the relationship between tourists' satisfaction and intention to recommend in the context studies need to incorporate the component of tourists' satisfaction which relied on overall satisfaction of the destination which based on both monetary and non-monetary price.

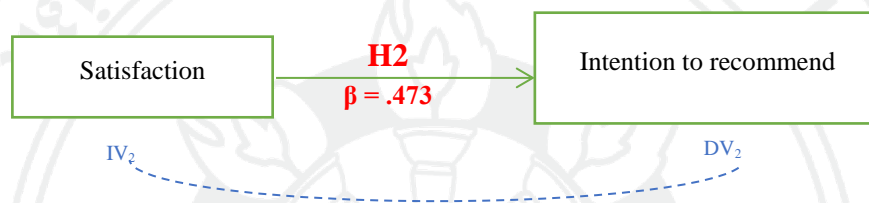


Figure 4.6 : Model of Tourists' Satisfaction Related to Intention to Recommend  
Source: Developed for this study

#### 4.4 Summary of Chapter four

In this chapter the finding of the data analysis results were discussed. For the main study data was collected from the respondents who visited Baan Khok Kong Phuthai Cultural Village in Kalasin province, Thailand in order to assess perceived value related to tourists' satisfaction and tourists' satisfaction related to intention to recommend. The data analysis mainly employed multiple regression by using stepwise technique for H1 and H2.

Hypothesis test H1 which consist of H1A, the perceived functional value; H1B, the perceived social value; H1C, the perceived emotional value; H1D, the perceived epistemic value and H1E, the perceived conditional value were accepted. As well as H2 which is tourists' satisfaction was accepted. The next chapter will be presented the discussion and conclusion of the research.

## **CHAPTER 5**

### **DISCUSSION AND CONCLUSIONS**

#### **5.1 Introduction**

The aim of this research has been to examine how the perceived value related to tourists' satisfaction, and if tourists' satisfaction related to intention to recommend in tourism destination value development. Following the literature review and consideration of previous research, a conceptual model was developed and presented in Chapter 3 of section 3.2 as well as the experience of the researcher from collecting data at the study area. The model was designed to test the key components that support the relationship of perceived value and tourists' satisfaction, and if tourists' satisfaction related to intention to recommend.

The purpose of this chapter is to study on the research findings and present the conclusion of the study with reference to the literature review in chapter two, and data collected, analyzed and presented in chapter four. The research findings are considered and organized from two research questions and related to twenty-six of two main research hypotheses. In section 5.2.1 will be discussing the first research question and its hypotheses, and 5.2.2 will be discussing the second research question with its hypothesis.

In section 5.3 summarizes a crucial component of the relationship between perceived value and tourists' satisfaction, as well as tourists' satisfaction to intention to recommend in cultural tourism destination value development context. Following by section 5.4 will be discussing the research contribution to the relevant theory of perceived value, tourists' satisfaction and intention to recommend, and contribution to management in section 5.5. Continuously in section 5.6 and 5.7, will be revealed limitation of the research and recommendation for future research. Finally, it will be thesis conclusion in the last section 5.8.

## 5.2 Discussion of Findings

This section will be considered and discussed the two research questions and the respective hypotheses.

The main aim of this study has been examined the influence of tourists perceived value towards cultural tourism destination value development by studying on how relationship between perceived value and tourists' satisfaction as well as the relationship of tourists' satisfaction and intention to recommend. The main objective of this study has been answered to the research questions which were proposed in the chapter one:

1. What is tourist perceived value (functional, emotional, social, epistemic and conditional value) related to tourists' satisfaction?
2. Does tourists' satisfaction relate to intention to recommend?

The research started with investigating the literature review of perceived value by focusing on tourism destination value development context. In justifying this research, the literature review was highlighted the lack of perceived value of destination value development, especially in term of perceived value

The study design aimed to examine each of perceived value components (functional, social, emotional, epistemic and conditional value) linked to tourists' satisfaction, and tourists' satisfaction linked to intention to recommend. Firstly, the examination of the relationship of perceived functional value focused on the destination components as attraction, accommodation, accessibility, amenity, and activity. Secondly, the examination of the relationship of perceived social value focused on the interaction and participation with local community. Thirdly, the examination of the relationship of perceived emotional value focused on feeling to cultural destination. Fourthly, the examination of the relationship of perceived epistemic value focused on the new knowledge. Lastly, the examination of the relationship of perceived conditional value focused on overall value.

In addition, the examination of the relationship of tourists' satisfaction focused on overall satisfaction to cultural tourism destination. Each of the results for the research questions is presented as follows.

### 5.2.1 Research Question One and Hypotheses Testing

To investigate the relationship between perceived value and tourists' satisfaction in tourism destination value development context, the first research question was asked: 'What is tourist perceived value (functional, social, emotional, epistemic and conditional value) related to tourists' satisfaction.' Twenty-five hypotheses of main five hypotheses were developed. Statistical analysis was performed by using multiple regression stepwise method as the main data analysis method.

The results of the twenty-five hypotheses tests on perceived value which consist of perceived functional value, perceived social value, perceived emotional value, perceived epistemic value, and perceived conditional value relating to tourists' satisfaction are summarized in Table 5-1.

The results supported  $H_{f1}$ ,  $H_{f3}$  and  $H_{f4}$  of H1A, with functional value being positively related to tourists' satisfaction in cultural tourism destination value development context. The perceived functional value explained 38.8% of the variance in tourists' satisfaction. These results indicated that the destination components (5A's concept of Dickman), especially, the attraction presented a good value for money such as reasonable priced, good for the price paid (Williams & Soutar, 2009), as well as homestay where surrounding with natural environment, safety and secures of the destination explain a significant proportion of perceived functional value related to tourists' satisfaction. As the result from hypothesis test found that functional 3 ( $H_{f3}$ ), 'It gives me high value when I stay in a homestay where it surrounds with natural environment.' is the most important content to explain functional value. As supported by Kim and Park (2017), Rasoolimanesh, Dahalan, and Jaafar (2016), and Waheed and Hassan (2016) who highlighted that perceived functional directly involved to tourist satisfaction.

The results supported  $H_{s7}$  and  $H_{s8}$  of H1B, with social value being positively related to tourists' satisfaction in cultural tourism destination value development context. The perceived social value explained 41.5% of the variance in tourists' satisfaction. These results indicate that the relationship and an interaction with local community during visiting explain a significant proportion of perceived social value related to tourists' satisfaction. These supported the previous literature review carried

by many scholars (Ashton, 2015; Kim & Park, 2017; Rasoolimanesh et al., 2016) studied that social value is one of the crucial component in multidimensional scale to measure tourists' perceived value. Moreover, perceived social value had a significantly effect tourists' satisfaction (Bajs, 2015; Henkel et al., 2006; Prebensen et al., 2013b; Waheed & Hassan, 2016)

The results supported  $H_{e11}$ ,  $H_{e14}$  and  $H_{e15}$  of H1C, with emotional value being positively related to tourists' satisfaction in cultural tourism destination value development context. The perceived emotional value explained 58.1% of the variance in tourists' satisfaction which is the most influence of perceived value to tourists' destination. These results indicate that the feeling to local community while their welcoming tourists and the feeling of the atmosphere explain a significant proportion of perceived emotional value related to tourists' satisfaction. It supported the previous literature review which mentioned that emotional value created the feeling to cultural tourism experiences (Ashton, 2015; Kim & Park, 2017; Tapachai & Waryszak, 2000) such as feeling of local life experience, homestay experience (Bajs, 2015; Kim & Park, 2017; Rasoolimanesh et al., 2016) moreover, perceived emotional value influences to tourists' satisfaction to the destination (Bajs, 2015; Kim & Park, 2017; Rasoolimanesh et al., 2016).

The results supported  $H_{ep17}$  and  $H_{ep20}$  of H1D, with epistemic value being positively related to tourists' satisfaction in cultural tourism destination value development context. The perceived epistemic value explained 40.5% of the variance in tourists' satisfaction. These results indicate that the local wisdom knowledge which gave the new knowledges and experiences to tourists explain a significant proportion of perceived epistemic value related to tourists' satisfaction. These are supported from the previous studies that tourists learned the new knowledge by participating in the activities, learned about nature and environment from the destination that they visited (Chan & Baum, 2007; Waheed & Hassan, 2016), for example, picking up mushrooms from the forest with local people. It also gave them feeling of challenge to learn new knowledge as Wiiliam Soutar (2000) and Tapachai and Waryszak (2000) stated that the new knowledge is an important contributor to tourists' satisfaction.

The results supported  $H_{c23}$  and  $H_{c25}$  of H1E, with conditional value being positively related to tourists' satisfaction in cultural tourism destination value

development context. The perceived conditional value explained 45.7% of the variance in tourists' satisfaction. These results indicate that the travel goal of new experience life such as activity experience which explain a significant proportion of perceived epistemic value related to tourists' satisfaction.

Concluding, the answer to research question one is that in the context studied, the components of perceived value which consist of perceived functional, social, emotional, epistemic, and conditional are all significantly related to tourists' satisfaction.

**Table 5.1 : Results of Perceived Value Hypothesis Testing**

<b>Hypothesis No.</b>	<b>Hypothesis</b>	<b>Results</b>
H1A	Perceived functional value towards cultural tourism destination related to tourists' satisfaction.	
H <sub>f1</sub>	Perceived functional value one positively related to tourists' satisfaction.	Supported
H <sub>f2</sub>	Perceived functional value two positively related to tourists' satisfaction.	Not Supported
H <sub>f3</sub>	Perceived functional value three positively related to tourists' satisfaction.	Supported
H <sub>f4</sub>	Perceived functional value four positively related to tourists' satisfaction.	Supported
H <sub>f5</sub>	Perceived functional value five positively related to tourists' satisfaction.	Not Supported
H1B	Perceived social value towards cultural tourism destination related to tourists' satisfaction.	
H <sub>s6</sub>	Perceived social value one positively related to tourists' satisfaction.	Not Supported
H <sub>s7</sub>	Perceived social value two positively related to tourists' satisfaction.	Supported
H <sub>s8</sub>	Perceived social value three positively related to tourists' satisfaction.	Supported
H <sub>s9</sub>	Perceived social value four positively related to tourists' satisfaction.	Not Supported
H <sub>s10</sub>	Perceived social value five positively related to tourists' satisfaction.	Not Supported
H1C	Perceived emotional value towards cultural tourism destination related to tourists' satisfaction.	
H <sub>e11</sub>	Perceived emotional value one positively related to tourists' satisfaction.	Supported
H <sub>e12</sub>	Perceived emotional value two positively related to tourists' satisfaction.	Not Supported
H <sub>e13</sub>	Perceived emotional value three positively related to tourists' satisfaction.	Not Supported
H <sub>e14</sub>	Perceived emotional value four positively related to tourists' satisfaction.	Supported
H <sub>e15</sub>	Perceived emotional value five positively related to tourists' satisfaction.	Supported
H1D	Perceived epistemic value towards cultural tourism destination related to tourists' satisfaction.	
H <sub>ep16</sub>	Perceived epistemic value one positively related to tourists' satisfaction.	Not Supported
H <sub>ep17</sub>	Perceived epistemic value two positively related to tourists' satisfaction.	Supported
H <sub>ep18</sub>	Perceived epistemic value three positively related to tourists' satisfaction.	Not Supported



	satisfaction.	
H <sub>ep19</sub>	Perceived epistemic value four positively related to tourists' satisfaction.	Not Supported
H <sub>ep20</sub>	Perceived epistemic value five positively related to tourists' satisfaction.	Supported
H1E	Perceived conditional value towards cultural tourism destination related to tourists' satisfaction.	
H <sub>c21</sub>	Perceived conditional value one positively related to tourists' satisfaction.	Not Supported
H <sub>c22</sub>	Perceived conditional value two positively related to tourists' satisfaction.	Not Supported
H <sub>c23</sub>	Perceived conditional value three positively related to tourists' satisfaction.	Supported
H <sub>c24</sub>	Perceived conditional value four positively related to tourists' satisfaction.	Not Supported
H <sub>c25</sub>	Perceived conditional value five positively related to tourists' satisfaction.	Supported

### Research Question 2:

Does tourists' satisfaction relate to intention to recommend? The hypothesis was proposed:

#### Hypotheses of research question 2:

H<sub>2</sub>: Tourists' satisfaction positively related to intention to recommend

### 5.2.2 Research Question Two and Hypotheses Testing

To investigate the relationship between tourists' satisfaction and intention to recommend in tourism destination value development context, the second research question was asked: Does tourists' satisfaction relate to intention to recommend? The hypothesis was developed, and the statistical analysis was performed by using multiple regression analysis.

The result of the hypothesis testing (H<sub>2</sub>) indicate that tourists' satisfaction that measured by overall satisfaction explain 22.3 percent of the variance in intention to recommend. This result support previous studies carried out by Valle, Silva and Mendes (2006) who mentioned on their study that overall tourist satisfaction in term of destination attributes, experience and expectation influence their intention to recommend the destination to others, as well as, Lee et al. (2012) and Gallarza and Gil Saura (2006) highlighted that tourist satisfaction influenced to their willingness to recommend.

Table 5.2 : Results of Tourists' Satisfaction Hypothesis Testing

Hypothesis No.	Hypothesis	Results
H <sub>2</sub>	Tourists' satisfaction positively related to intention to recommend	Supported

Concluding, the answer to the research question two is that tourists' satisfaction is significantly related to intention to recommend.

### 5.3 Summary of the Study

This study has generated a number of important findings, firstly in term of a conceptual implementation of the perceived value in related to tourists' satisfaction, and secondly, tourists' satisfaction in related to intention to recommend.

An evaluation of the influence of tourists' perceived value towards cultural tourism destination value development is constructed to two parts. Firstly, the model of perceived value related to tourists' satisfaction, and secondly, tourists' satisfaction related to intention to recommend.

According to the finding of this study, it is clearly the case of perceived emotional value (58.1%) is the most crucial component related to tourists' satisfaction, and tourists' satisfaction related to intention to recommend in the study of cultural tourism destination value development as shown on the table 5.3

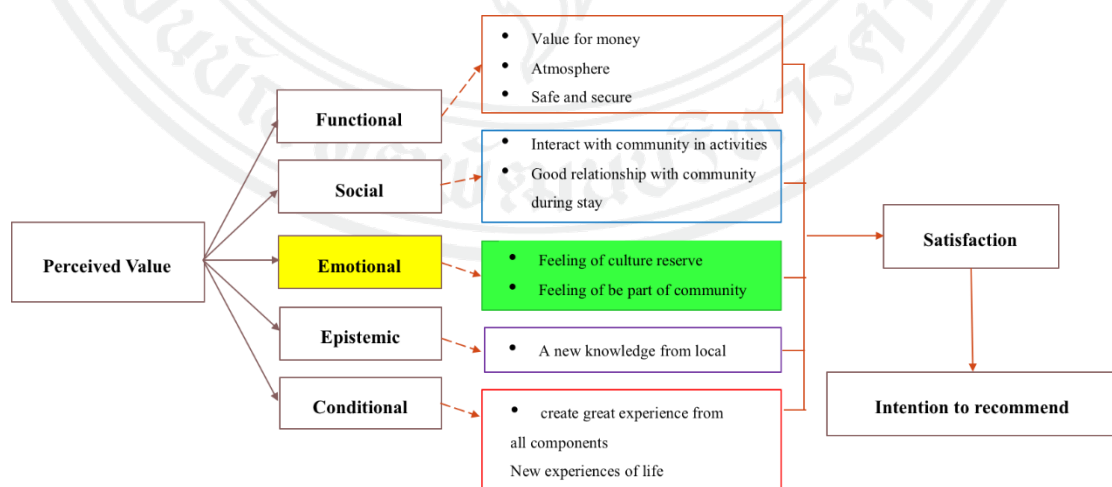


Figure 5.1: Theoretical Foundation New Knowledge of this study

## **5.4 Contribution to the Research Study**

This research has provided a theoretical contribution to the study of tourism industry about the development of cultural tourism destination value which is tied to the two key points discussed below.

### **5.4.1 Academic Contribution**

The past studies of perceived value, mostly focused on general destination but there is none of the literature focus on cultural tourism destination. Therefore, the studied topic of “Influence of Tourists’ Perceived Value Towards Cultural Tourism Destination Value Development: A Case Study of Baan Khok Kong Phuthai Cultural Village Kalasin Province.” will explain academic gap. From the result of the research question one found that all components of perceived value related to tourists’ satisfaction and emotional value is the most important relation. In academic contribution, the interested researcher can use the result to do in-depth interview or focus group for the stakeholder on supply aspect in the future. Result from the research question two found that tourists’ satisfaction related to intention to recommend. It was noticed that the satisfaction can predict the intention to recommend. That means tourists will satisfied with the destination if they perceived to the value of the destination which mostly came from emotional value.

### **5.4.2 Management Contribution**

The results confirmed that emotional value was the most important value to tourists’ satisfaction towards cultural destination. Its’ atmosphere of culture preservation, a way of community welcoming tourists and a feeling of being a part of local community created a satisfaction and intention to recommend. Although emotional value is intangible value, but culture preservation such as way of life, warmly communication, and the unity of local community can surely saw when entering the village. It can be called first impression. Therefore, local community can use this result to add value to the destination.

## **5.5 Limitations of the Research**

There are numerous challenges for this study which have limited of the ability to generalize from its research findings. The first limitation lies in the collecting data. Prior to collect the data in the study area, the researcher planned to collect from tourists who visiting the village by the researcher as well as place the questionnaires in the local community however it was unexpected that the tourists went to the destination with the small amount in that period of time and only four hundred visitors around the year. The researcher was informed that most of the tourists were from the organization such as Department of Community Development, Department of Tourism as well as university students or finance department who looked forward to visit the study and brought it to their study. In addition, the number of tourists over the year was approximately only four hundred which was quite limited respondents. Therefore, this study was able to collect data from 212 respondents. Therefore, the collected group data was not various due to the samplings was from limited groups and must be the visitors who participated in the mentioned questions.

## **5.6 Recommendations for Future Research**

The findings and limitations of this study have indicated several potentials implications for further research. Firstly, the results of this study found that emotional value was the most influence on tourists' satisfaction, so further research should focus different study area of cultural destination or apply to qualitative approach in order to fulfill in-depth information and increase the knowledge of perceived value to cultural destination. Secondly, as this research studied on tourists' perceived value, further research should focus on stakeholder who are government sector, private sector, local authority or anyone who relates to tourism industry in order to see the different aspects and helps developing value of the destination. Thirdly, the researcher was collected limited data, so further research should select more respondents by extend collecting time or choose high season in order to increase the statistical power. Lastly, further research should focus international tourists in order to have multiple data for analyzing and stronger results.

## 5.7 Thesis Conclusion

This study sought to address the gap in the literature on tourism destination value development on perceived value focusing on the relationship of five key aspects, components of perceived value (functional, social, emotional, epistemic and conditional value and tourists' satisfaction, as well as, tourists' satisfaction to intention to recommend. This chapter has overviewed the research findings and discussed the conclusions of the study and has demonstrated the contributions to the relevant theory and to the tourism management. The findings demonstrated in this study help to understand development value of cultural tourism destination. Through its findings, all five key aspects that link the value of cultural tourism destination to tourists' satisfaction and intention to recommend. Concluding, the research finding found in this study have contributed to knowledge of cultural tourism destination value development.

A researcher personally found that this research is crucial for the development value of tourism destination; for instance, the results can provide a source of the information and will be of benefit to the management of those involved with the development value of cultural tourism destination. Finally, the researcher has now gained knowledge and skills in tourism destination value development field, not only in a practical way, but also in academic experience from undertaking a graduate study.





## The Graduate School of Tourism Management

National Institute of Development Administration

---

### The Respondent Information and Consent Form

Title of Research Project:

THE INFLUENCE OF TOURISTS' PERCEIVED VALUE TOWARDS  
CULTURAL TOURISM DESTINATION DEVELOPMENT: A CASE STUDY OF  
BAAN KHOK KONG PHUTHAI CULTURAL VILLAGE IN KALASIN  
PROVINCE

Dear respondents,

This interview question is part of a Master degree research project that seeks influence of tourists' perceived value towards cultural tourism destination development. Thank you for taking the time to participate by filling in this questionnaire.

This questionnaire is divided into four sections; Section one asks your perceived value towards cultural tourism destination development. The section two requires you to evaluate overall satisfaction. The section three focuses on your intention to recommend to the destination. The last section requires you to provide information about yourself such as gender, age, nationality, education, occupation, income and place of your residence. The survey should take approximately 10-15 minutes to complete.

Please note that your participation is voluntary, and responses to this questionnaire will be strictly confidential. The Master candidate, Ms. Suchawadee Limisariyapong, and her supervisor at the National Institute of Development Administration are the only person who will see the completed questionnaire, which will remain the property of the university. You can stop answering the questionnaire at anytime. Respondents must be over 18 years of age.

You are welcome to discuss your participation in this study with my supervisor (Assistant Professor Dr. Suwaree Ann Ashton, phone: +669 7086 2070, or email: [suwareeashton@hotmail.com](mailto:suwareeashton@hotmail.com)) and myself (Ms. Suchawadee Limisariyapong, phone: +666 1623 2659, or email: [suchawadee.nida@gmail.com](mailto:suchawadee.nida@gmail.com))

Your sincerely,  
Suchawadee Limisariyapong

## QUESTIONNAIRE

**Section 1** To evaluate tourists' perceived value toward cultural tourism destination

<b>Functional value</b>	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
1) The attraction of this destination represents 'a good value for money'.					
2) This village is rich with distinctive local culture, such as artwork or handicraft which make by the villagers.					
3) It gives me high value when I stay in a homestay where it surrounds with natural environment.					
4) I feel it safes and secures to walk around this village.					
5) The transportation is well organized and affordable although it is located in a remote control.					

<b>Social value</b>	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
6) Local community gives me a very warm welcome and kind when I first arrive.					
7) I have an opportunity to interact with local community in every activities they organized during my visit.					
8) I have a very good relationship with local community during my stay, even though our languages are different.					
9) I find local community shows					



the history of Phuthai's culture by their way of life.					
10) The way of local lifestyle still remain old traditional way of life.					

<b>Emotional value</b>	<b>Strongly agree (5)</b>	<b>Agree (4)</b>	<b>Neutral (3)</b>	<b>Disagree (2)</b>	<b>Strongly disagree (1)</b>
11) When entering this village, I feel the atmosphere around the place is very cultural reserve.					
12) I feel local life style at this village is still live in a very old traditional where it gives me a very good value for my travel experience.					
13) I feel very impress when getting to know the local wisdom such as weaving local handicraft whose history was derived from generation to generation.					
14) Sitting here in this village, I feel very content every moment especially when observes local community presents their welcoming emotion toward visitor.					
15) The atmosphere around this village makes me feel I am a part of this place when I think about it.					

<b>Epistemic value</b>	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
16) I learn about how Phuthai ethnic group welcome new guest to their village, such as to be part of Phuthai traditional blessing ceremony.					
17) I learn many things about local wisdom knowledge, such as how to cure sickness by ritual merit or train how to do cloth by hand or handicraft or art.					
18) I know how to dance Phuthai style during my stay because they teach me.					
19) I learn new language from this place.					
20) Overall this place provides me with a new knowledge about a unique cultural from Phuthai ethnic group.					

<b>Conditional value</b>	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
21) All facility within this village provides me with the most convenience during my trip.					
22) Travelling to this community gives me the feeling to be part of a real local lifestyle, especially different from my usual life.					
23) Visiting this village totally complete my travel goal about exploring new experience life.					

24) This place provides me with a great experience about new culture because a combination of social interaction and new knowledge of life time ceremony.					
25) The community considers about all possible activities experience that they can give to me, I really impress with this village.					

### Section 2 To evaluate overall tourists' satisfaction

<b>Overall satisfaction</b>	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
26) Overall, I satisfy with everything about this trip.					
27) Overall, I satisfy with this cultural tourism destination.					
28) Overall, I feel this trip is worth for my money to spend.					
29) Overall, I enjoy with this destination as it is worth for the time I spend.					

### Section 3 To evaluate tourists' intention to recommend

<b>Intention to recommend</b>	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
30) I will definitely intend to recommend this place to my friends and others.					
31) I will definitely intend to recommend this place as its most unique local culture ethnic group in Thailand.					

32) I will definitely recommend this place as its most valuable for cultural destination					
--	--	--	--	--	--

Other comments (Please specify)

---



---



---

#### Section 4 Respondents' Profile Background

Gender

Male

Female

Age

18-20 years

21-30 years

31-40 years

41-50 years

51-60 years

More than 60 years

Nationality : \_\_\_\_\_

Education

High school / College

Bachelor Degree

Master Degree or above

Other \_\_\_\_\_

Occupation

Student

Educational / Academic

Officer

Entrepreneurs

Retired

Other \_\_\_\_\_

Average income per month

Below 500 USD

500 - 800 USD

800 - 1100 USD

1100 – 1400 USD

Over 1400 USD



คณะกรรมการจัดการการท่องเที่ยว สาขาวิชาการจัดการการท่องเที่ยวแบบบูรณาการ

สถาบันบัณฑิตพัฒนบริหารศาสตร์

แบบสอบถามความคิดเห็นเพื่อการวิจัยเรื่อง อิทธิพลของการรับรู้คุณค่าของนักท่องเที่ยว

ต่อการพัฒนาสถานที่ท่องเที่ยวเชิงวัฒนธรรม

กรณีศึกษา: หมู่บ้านวัฒนธรรมผู้ไทยโคกโก่ง จังหวัดกาฬสินธุ์

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ระดับปริญญาโท ตามหลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชาการจัดการการท่องเที่ยวแบบบูรณาการ คณะการจัดการการท่องเที่ยว โดยการศึกษามีวัตถุประสงค์ เพื่อศึกษาอิทธิพลของการรับรู้คุณค่าของนักท่องเที่ยวต่อการพัฒนาสถานที่ท่องเที่ยวเชิงวัฒนธรรม กรณีศึกษา: หมู่บ้านวัฒนธรรมผู้ไทยโคกโก่ง จังหวัดกาฬสินธุ์ ผู้วิจัยจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามด้วยความเป็นจริงที่สุด แบบสอบถามนี้แบ่งออกเป็น 4 ส่วน ดังนี้ ส่วนที่ 1: ประเมินการรับรู้คุณค่าของนักท่องเที่ยวต่อสถานที่ท่องเที่ยวเชิงวัฒนธรรม ส่วนที่ 2: ประเมินความพึงพอใจของนักท่องเที่ยวต่อสถานที่ท่องเที่ยวเชิงวัฒนธรรม ส่วนที่ 3: ประเมินความตั้งใจในการบอกต่อของนักท่องเที่ยวต่อสถานที่ท่องเที่ยวเชิงวัฒนธรรม และส่วนที่ 4: ประเมินข้อมูลส่วนตัวของผู้ให้สัมภาษณ์ ซึ่งใช้เวลาในการทำแบบสอบถามประมาณ 10-15 นาที

ข้อมูลในการตอบแบบสอบถามครั้งนี้จะถือเป็นความลับ ซึ่งจะไม่มีผลกระทบใด ๆ ต่อตัวท่าน ผู้ตอบแบบสอบถามสามารถยกเลิกการตอบแบบสอบถามได้ทุกเมื่อ และผู้ตอบแบบสอบถามต้องมีอายุครบ 18 ปีบริบูรณ์ขึ้นไป หากมีคำถามหรือข้อสงสัยประการใดในการทำแบบสอบถามครั้งนี้ สามารถติดต่อได้โดยตรงที่ อาจารย์ที่ปรึกษาวิทยานิพนธ์ ผศ. ดร. สุวารีย์ นามวงศ์ หมายเลขโทรศัพท์: +669 7086 2070, or อีเมล: [suwareeashon@hotmail.com](mailto:suwareeashon@hotmail.com)) และผู้วิจัย นางสาวสุชาวดี ลีมีอสิริยะพงศ์ หมายเลขโทรศัพท์: +666 1623 2659, or email: [suchawadee.nida@gmail.com](mailto:suchawadee.nida@gmail.com))

ผู้วิจัยขอขอบพระคุณทุกท่านที่ให้ความอนุเคราะห์ในการตอบแบบสอบถามอันเป็นประโยชน์สำหรับการวิจัยในครั้งนี้

นางสาว สุชาวดี ลีมีอสิริยะพงศ์

นักศึกษาระดับปริญญาโท คณะการจัดการการท่องเที่ยว

สถาบันบัณฑิตพัฒนบริหารศาสตร์

ส่วนที่ 1: ประเมินการรับรู้คุณค่าของนักท่องเที่ยวต่อสถานที่ท่องเที่ยวเชิงวัฒนธรรม

คุณค่าทางด้านโครงสร้างกายภาพ	เห็นด้วย อย่างยิ่ง (1)	เห็น ด้วย (2)	เฉยๆ (3)	ไม่เห็น ด้วย (4)	ไม่เห็นด้วย อย่างยิ่ง (5)
1) แหล่งท่องเที่ยวที่มีสิ่งดึงดูดใจที่คุ้มค่ากับเงินที่เสียไป					
2) หมู่บ้านนี้มีวัฒนธรรมท้องถิ่นที่โดดเด่นอยู่มากมาย เช่น งานศิลปหัตถกรรม ที่ทำโดยชุมชนท้องถิ่น					
3) การที่ได้พักในโฮมสเตย์ที่รายล้อมไปด้วยสิ่งแวดล้อมธรรมชาติ ทำให้ฉันรู้สึกว่าการท่องเที่ยวครั้งนี้มีคุณค่ามาก					
4) ฉันรู้สึกว่ามีความมั่นใจในความปลอดภัยในเวลาที่เดินไปรอบ ๆ หมู่บ้าน					
5) การคมนาคมมีการจัดการอย่างเป็นระบบโดยมีราคาที่เหมาะสมผล ถึงแม้ว่าแหล่งท่องเที่ยวจะอยู่ห่างจากตัวเมือง					

คุณค่าด้านสังคม	เห็นด้วย อย่างยิ่ง (1)	เห็น ด้วย (2)	เฉยๆ (3)	ไม่ เห็น ด้วย (4)	ไม่เห็น ด้วยอย่าง ยิ่ง (5)
6) เมื่อนั้นเดินทางมาถึงชุมชนในครั้งแรก ฉันได้รับการต้อนรับอย่างอบอุ่นและเป็นมิตร					
7) ตลอดระยะเวลาที่ฉันอยู่ที่นี้ ฉันมีโอกาสได้เข้าไปมีส่วนร่วมในทุกกิจกรรมที่ชุมชนจัดขึ้น					
8) ฉันได้สร้างความสัมพันธ์ที่ดีมากกับคนในชุมชนตลอดระยะเวลาที่ฉันอยู่ที่นี้ถึงแม้ว่าจะใช้ภาษาที่แตกต่างกัน					

9) ฉันได้เข้าไปมีส่วนในการสัมผัสผ่านเรื่องราวเกี่ยวกับประวัติศาสตร์ของวัฒนธรรมชาวสุโขทัยผ่านรูปแบบการดำเนินชีวิตของชาวบ้าน					
10) ฉันรู้สึกว่าการใช้ชีวิตของคนในชุมชน ยังคงมีวิถีชีวิตแบบดั้งเดิม					

คุณค่าด้านอารมณ์และความรู้สึก	เห็นด้วย อย่างยิ่ง (1)	เห็น ด้วย (2)	เฉยๆ (3)	ไม่ เห็น ด้วย (4)	ไม่เห็น ด้วยอย่าง ยิ่ง (5)
	11) เมื่อเดินทางมาถึงในหมู่บ้าน ทำให้ฉัน ได้รับรู้เกี่ยวกับบรรยากาศของการอนุรักษ์วัฒนธรรมได้เป็นอย่างดี				
12) ฉันรู้สึกว่าวิถีชีวิตของคนในหมู่บ้านยังคงมีความดั้งเดิม ซึ่งทำให้ฉัน ได้รับประสบการณ์ที่มีคุณค่าจากการเดินทาง ครั้งนี้					
13) เมื่อนั้นมาเห็นภูมิปัญญาท้องถิ่นของชาวบ้าน เช่นการถักทองานหัตถกรรม ทำให้ฉันรู้สึกประทับใจ และนึกถึงภาพของการถ่ายทอดภูมิปัญญาท้องถิ่นจากรุ่นสู่รุ่น					
14) บรรยากาศการต้อนรับของคนในชุมชนที่อบอุ่น ให้อย่างอบอุ่น มันสร้างอารมณ์ความรู้สึกสุขใจให้ฉันอย่างบอกไม่ถูก					
15) บรรยากาศโดยรอบในหมู่บ้าน ทำให้ฉันรู้สึกว่า เป็นส่วนหนึ่งของที่นี่ทุกครั้งที่ฉันนึกถึงมัน					

คุณค่าด้านความรู้และความแปลกใหม่	เห็นด้วย อย่างยิ่ง	เห็น ด้วย	เฉยๆ	ไม่ เห็น ด้วย	ไม่เห็น ด้วยอย่าง ยิ่ง
	(1)	(2)	(3)	(4)	(5)
16) ฉันได้เรียนรู้เกี่ยวกับวิธีการต้อนรับแขกผู้มาเยือนชุมชนของกลุ่มชาติพันธุ์ผู้ไทย เช่น พิธีบายศรีสู่ขวัญและพิธีเหยา					
17) ฉันได้เรียนรู้หลายอย่างเกี่ยวกับภูมิปัญญาท้องถิ่น เช่น การรักษาผู้ป่วย ด้วยวิธีเหยา เรียนรู้การทำผ้าด้วยมือ และการทำหัตถกรรมพื้นเมืองอื่น ๆ					
18) ฉันได้เรียนรู้ถึงศิลปะการเต้นรำแบบชาวผู้ไทย โดยคนในชุมชนเป็นคนสอนระหว่างที่พักอยู่ที่นี้					
19) ฉันได้เรียนรู้ภาษาของชาวผู้ไทย ซึ่งเป็นภาษาใหม่สำหรับฉัน					
20) โดยภาพรวม แหล่งท่องเที่ยวแห่งนี้ทำให้ฉันได้รับความรู้ใหม่ เกี่ยวกับวัฒนธรรมที่มีเอกลักษณ์ของกลุ่มชาติพันธุ์ผู้ไทย					

คุณค่าด้านทางองค์ประกอบโดยรวม	เห็นด้วย อย่างยิ่ง	เห็น ด้วย	เฉยๆ	ไม่ เห็น ด้วย	ไม่เห็น ด้วยอย่าง ยิ่ง
	(1)	(2)	(3)	(4)	(5)
21) ฉันได้รับความสะดวกสบายที่สุดเมื่อมาท่องเที่ยวภายในหมู่บ้านและตลอดระยะเวลาที่ฉันอยู่ที่นี้					
22) การเดินทางมาชุมชนนี้ ทำให้ฉันรู้สึกได้เป็นส่วนหนึ่งของวิถีชีวิตชุมชนท้องถิ่นซึ่งแตกต่างจากวิถีชีวิตโดยทั่วไปของฉัน					



23) การเดินทางมาท่องเที่ยวในหมู่บ้านวัฒนธรรม ครั้งนี้ ตอบโจทย์เป้าหมายการเดินทางของฉัน เกี่ยวกับการค้นหาประสบการณ์ใหม่ ๆ ในชีวิต					
24) แหล่งท่องเที่ยวแห่งนี้ทำให้ฉันได้รับประ สการณ์ที่ดีเยี่ยมเกี่ยวกับวัฒนธรรมที่น่าสนใจ เนื่องจากการผสมผสานระหว่างความร่วมมือทาง สังคม และความรู้จากประเพณีต่าง ๆ					
25) ฉันประทับใจในสถานที่นี้มาก เพราะสัมผัสได้ ว่าชาวบ้านได้จัดหากิจกรรมที่ครอบคลุมเกือบทุก ชนิดที่สำคัญต่อวัฒนธรรมของหมู่บ้านเพื่อที่จะให้ นักท่องเที่ยวได้มีประสบการณ์ที่ดีในการมา เที่ยวใน หมู่บ้านนี้					

**ส่วนที่ 2: ประเมินความพึงพอใจของนักท่องเที่ยวต่อสถานที่ท่องเที่ยวเชิงวัฒนธรรม**

ภาพรวมความพึงพอใจ	เห็นด้วย อย่างยิ่ง (1)	เห็น ด้วย (2)	เฉยๆ (3)	ไม่เห็น ด้วย (4)	ไม่เห็นด้วย อย่างยิ่ง (5)
26) โดยภาพรวม ฉันรู้สึกพึงพอใจกับทุก สิ่งทุกอย่างในการท่องเที่ยวครั้งนี้					
27) โดยภาพรวม ฉันรู้สึกพึงพอใจกับ แหล่งท่องเที่ยวเชิงวัฒนธรรมแห่งนี้มาก ที่สุด					
28) ฉันรู้สึกว่ากรท่องเที่ยวครั้งนี้คุ้มกับ เงินที่จ่ายไป					
29) ฉันรู้สึกสนุกสนานไปกับแหล่งท่อง เที่ยวนี้เพราะมันทำให้คุ้มกับเวลาที่ฉันใช้ ไป					

ส่วนที่ 3: ประเมินความตั้งใจในการบอกต่อของนักท่องเที่ยวต่อสถานที่ท่องเที่ยวเชิงวัฒนธรรม

ความตั้งใจในการบอกต่อ	เห็น ด้วย อย่างยิ่ง (1)	เห็น ด้วย (2)	เฉยๆ (3)	ไม่ เห็น ด้วย (4)	ไม่เห็น ด้วย อย่างยิ่ง (5)
30) ฉันจะแนะนำแหล่งท่องเที่ยวที่เป็นจุดหมายปลายทางการท่องเที่ยวเชิงวัฒนธรรมนี้กับเพื่อนของฉันและคนอื่น ๆ อย่างแน่นอน					
31) ฉันจะแนะนำอย่างแน่นอนถึงแหล่งท่องเที่ยวแห่งนี้ในฐานะที่เป็นจุดหมายปลายทางท่องเที่ยวเชิงวัฒนธรรมกลุ่มชาติพันธุ์ที่มีอัตลักษณ์มากที่สุดแห่งหนึ่งในประเทศไทย					
32) ฉันจะแนะนำแหล่งท่องเที่ยวแห่งนี้ในฐานะจุดหมายปลายทางท่องเที่ยวทางวัฒนธรรมที่ล้ำค่ามากที่สุดอย่างแน่นอน					

ข้อเสนอแนะอื่น ๆ (ถ้ามี)

---



---



---

ส่วนที่ 4: ประเมินข้อมูลส่วนตัวของผู้ให้สัมภาษณ์

เพศ

ชาย

หญิง

อายุ

18 – 20 ปี

21 – 30 ปี

31 – 40 ปี

41 – 50 ปี

51 – 60 ปี

มากกว่า 60 ปี

สัญชาติ: \_\_\_\_\_

การศึกษา

- ( ) ต่ำกว่าปริญญาตรี ( ) ปริญญาตรี  
 ( ) ปริญญาโท หรือสูงกว่า ( ) อื่นๆ โปรดระบุ:

\_\_\_\_\_

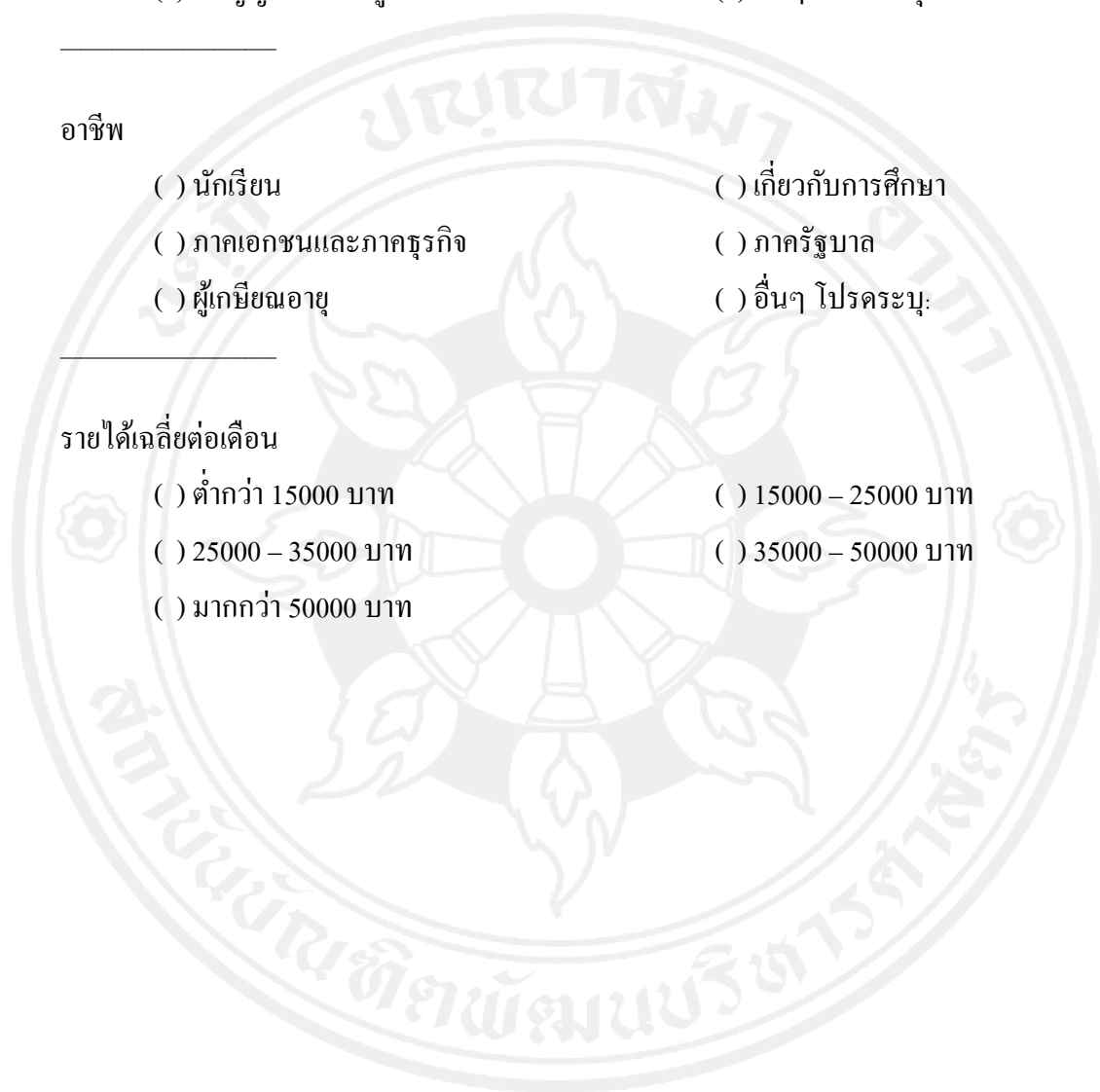
อาชีพ

- ( ) นักเรียน ( ) เกี่ยวกับการศึกษา  
 ( ) ภาคเอกชนและภาคธุรกิจ ( ) ภาครัฐบาล  
 ( ) ผู้เกษียณอายุ ( ) อื่นๆ โปรดระบุ:

\_\_\_\_\_

รายได้เฉลี่ยต่อเดือน

- ( ) ต่ำกว่า 15000 บาท ( ) 15000 – 25000 บาท  
 ( ) 25000 – 35000 บาท ( ) 35000 – 50000 บาท  
 ( ) มากกว่า 50000 บาท



## Literature review of questionnaires

## 1. Functional Value

Authours	Literature	Question items
Prebensen et al., 2012	Perceived value of destination experience  (functional, social, epistemic)	Maintenance (functional value) This attraction represents 'value for money'. The service fee at this attraction are reasonable. This attraction is well formed. This attraction has an acceptable standard of quality. This attraction is well organized. This attraction has consistent quality. This attraction makes me feel adventurous.
Lee et al., 2012	Thanatourism or Peace Tourism: Perceived value at a North Korean resort from an indigenous perspective  (functional, emotional, economic)  Factor analysis (EFA)	Through visiting Mt Kumgang, my knowledge and understanding of Mt Kumgang was improved. Through visiting Mt Kumgang, I understand better the nature of current relations between South and North Korea. I am proud of having visited Mt Kumgang. Mt Kumgang is a place that I wanted to visit. Touring Mt Kumgang tour was safer than I expected. Overall, visiting Mt Kumgang was valuable and worth it.
Lee, Yoon, & Lee, 2007	Investigating the relationships among perceived value, satisfaction, and recommendations: The case of the Korean DMZ  (functional, emotional, overall value) Factor analysis	Visiting the DMZ was reasonably priced Visiting the DMZ was economical Compared to the travel expenses, I got reasonable quality from visiting the DMZ Compared to other tourism destinations, the DMZ is a good value for the money Visiting the DMZ was a good quality tourism product While visiting the DMZ I received good service
Heyprakhon, Rinchumphu & Janjamlha, 2016	Domestic tourists' perceived value on ASEAN vernacular standard homestay	Accommodation (functional value) Reflects vernacular architecture and local identity.

	<p>Functional value : accommodation, amenities, management</p> <p>Experiencial value: activities, Host-guest interaction</p>	<p>Housing improvement matched locality.</p> <p>In-house area has authentic preservation</p> <p>House improved for guests' convenience</p> <p>Good hygienic condition and clean</p> <p>Amenities (functional value)</p> <p>Provides basic amenities in bedroom (s) such as fan, mirror, electric socket and mosquito net., etc.</p> <p>Provide basic amenities in local style such as mat, futon, and screened-off sleeping area</p> <p>Provides standard furniture for guests such as beds with mattresses, desk, chair, and mini-cupboard, etc.</p> <p>Provides standard amenities in bathroom such as sitting or squatting toilet, and other bathroom facilities</p> <p>Provide soap, shapoo, toilet tissue and towel</p> <p>Management (functional value)</p> <p>Availability of information and community center</p> <p>Guests database / record of guest arrival, origin and comments</p> <p>Homestay management according to its locality, local respondents, and organization</p> <p>Package tour are designed according to target markets</p> <p>Have partnerships</p> <p>Package tours are designed according to target markets</p> <p>Have partnerships with prominent tour operators</p> <p>Marketing and promotion are available</p> <p>Promotional material for ecotourism</p> <p>A code of conduct (does / don't) for tourists' interactions</p> <p>Tourists are involved in an environmental tourism program</p> <p>Craft sales area within the homestay center</p> <p>Ban commercial sexual</p>
--	--	--

		<p>activities and illegal drug use</p> <p>Maintains the existing environment</p> <p>Design and construction of tourism facilities and services are environmentally friendly</p>
Jamal, Othman, and Muhammad, 2011	<p>Tourist perceived value in a community-based homestay visit: An investigation into the functional and experiential aspect of value</p> <p>Functional – establishment, price</p> <p>Experiential – host-guest interaction; activity, culture and knowledge</p> <p>Emotional</p>	<p>Establishment (functional value)</p> <p>The house was neat and clean</p> <p>The traditional composition was uncommon and appealing</p> <p>The surrounding area was quiet and peaceful</p> <p>Price (functional value)</p> <p>The overall homestay experience offer value for money</p> <p>The local products available were reasonably priced</p> <p>The handicrafts sold were fairly priced</p>
Rasoolimanesh, Dahalan, & Jaafar	<p>Tourists' perceived value and satisfaction in a community-based homestay in the Lenggong Valley World Heritage Site</p> <p>Functional – establishment, Host provider, Service</p> <p>Emotional – novelty, Hedonism</p> <p>Social Satisfaction</p>	<p>Establishment</p> <p>The house was cozy and comfortable</p> <p>The house was neat and clean</p> <p>The house preserved some traditional facet</p> <p>The homestay village was accessible</p> <p>The surrounding area was quiet and peaceful</p> <p>Service</p> <p>The basic amenities provided by the host were sufficient</p> <p>The activities were well organized</p> <p>The cultural show was perform as expected</p> <p>The traditional games and pastimes were enjoyable</p> <p>The festival and events organized by the host community were satisfying installation</p> <p>Host provider</p> <p>The host family was friendly and courteous</p> <p>The host was able to converse well</p> <p>The family members were entertaining</p> <p>The local community was hospitable and friendly</p>

		<p>The community welcomed the visitors to the village</p> <p>Price</p> <p>The overall homestay experience offers value for money</p> <p>The homestay program is an economical holiday package</p> <p>Most of the local products available were reasonably priced</p> <p>The handicraft sold were worth buying</p>
Williams and Soutar, 2009	<p>Value, satisfaction and behavioral intentions in an adventure tourism context</p> <p>Functional, value for money, emotional, social, novelty value, Satisfaction, intentions</p>	<p>Consistent quality</p> <p>Done well</p> <p>Acceptable standard of quality</p> <p>Well organized</p>
Kim & Park, 2017	<p>Relationships among perceived value, satisfaction, and loyalty: community-based ecotourism in KOREA</p> <p>Economic, functional, social, emotional, overall, satisfaction</p>	<p>Acceptable standard of quality</p> <p>Well organized</p> <p>Convenient for me</p>
Lee, Lee & Choi, 2011	<p>Examining the role of emotional and functional values in festival evaluation</p> <p>Functional, emotional</p>	<p>Visiting the festival was affordable</p> <p>The festival was economical</p> <p>The festival quality exceeded travel expense</p> <p>The festival offered a better value for the money than did other festivals</p> <p>The festival offered better quality / more benefits</p> <p>Festival program</p> <p>The program was funny</p> <p>The program was varied</p> <p>The experiential program was wonderful</p> <p>The program was well managed</p> <p>The program was well organized</p> <p>Informational service</p> <p>The signage enhanced my understanding of information and directions</p> <p>The pamphlets were well prepared</p> <p>The festival staff provided good guide services</p>

		<p>Festival product</p> <p>The products (souvenirs, food) offered at the festival were varied</p> <p>The festival products were high-quality</p> <p>The prices of the festival products were reasonable</p> <p>Convenient facilities</p> <p>The parking facility was convenient</p> <p>The rest area was well organized</p> <p>The bathroom with shower was well maintained</p>
Noypayak, 2009	<p>Value dimensions of Thailand as perceived by UK tourists</p> <p>Functional (infrastructure, attraction), emotional (relaxing-presant feeling, exciting-presant feeling), interpersonal, monetary</p> <p>Satisfaction</p> <p>Intention</p>	<p>Standards of hygiene and cleanliness</p> <p>Quality of infrastructure</p> <p>Personal safety</p> <p>Nightlife and entertainment</p> <p>Shopping</p> <p>Accommodations</p> <p>Beaches and water sports</p> <p>Thai cuisine</p> <p>Cultural/historical attractions</p> <p>Scenery / natural attractions</p>
Sweeney & Soutar, 2001	<p>Consumer perceived value: The development of multiple item scale</p>	<p>Quality-performance (functional value)</p> <p>Has consistent quality</p> <p>Is well made</p> <p>Has an acceptable standard of quality</p> <p>Would not last a long time</p> <p>Would perform consistent</p> <p>Price (functional value)</p> <p>Is reasonably priced</p> <p>Offers value for money</p> <p>Is a good product for the price</p> <p>Would be economical</p>

## 2. Social Value

<b>Authours</b>	<b>Literature</b>	<b>Question items</b>
Prebensen et al., 2012	<p>Perceived value of destination experience</p> <p>(functional, social, epistemic)</p>	<p>Expressive: Social improvement (social value)</p> <p>This attraction makes me feel more socially accepted.</p> <p>This attraction improves the way I am perceived.</p>



		<p>This attraction helps me to feel acceptable to others.</p> <p>This attraction enables me to impress others.</p>
Rasoolimanesh, Dahalan, & Jaafar	<p>Tourists' perceived value and satisfaction in a community-based homestay in the Lenggong Valley World Heritage Site</p> <p>Functional – establishment, Host provider, Service</p> <p>Emotional – novelty, Hedonism</p> <p>Social Satisfaction</p>	<p>I had a good relationship with my host family members</p> <p>I had a good relationship with other residents in the community</p> <p>I had a good relationship with other visitors during my visit</p> <p>My visit to this homestay strengthen my feeling of belonging to the host family and the community</p> <p>I had a better knowledge of my host family members and other residents in the community</p>
Williams and Soutar, 2009	<p>Value, satisfaction and behavioral intentions in an adventure tourism context</p> <p>Functional, value for money, emotional, social, novelty value, Satisfaction, intentions</p>	<p>Gives social approval from others</p> <p>Makes me feel acceptable to others</p> <p>Improves the way a person is perceived</p> <p>Give a good impression on other people</p>
Kim & Park, 2017	<p>Relationships among perceived value, satisfaction, and loyalty: community-based ecotourism in KOREA</p> <p>Economic, functional, social, emotional, overall, satisfaction</p>	<p>Gains social approval from others</p> <p>I feel like a special person</p> <p>Make a good impression on other people</p>
Sweeney & Soutar, 2001	<p>Consumer perceived value: The development of multiple item scale</p>	<p>Would help me to feel acceptable</p> <p>Would improve the way I am perceived</p> <p>Would make me a good impression on other people</p> <p>Would give its owner social approval</p>

### 3. Epistemic Value

Authours	Literature	Question items
Prebensen et al., 2012	<p>Perceived value of destination experience</p> <p>(functional, social, epistemic)</p>	<p>Expressive II: sense of well-being (epistemic value)</p> <p>This attraction provides authentic experience.</p> <p>This attraction satisfies my curiosity.</p> <p>This attraction is exciting.</p>

		<p>This attraction is stimulating.</p> <p>This attraction makes me happy.</p> <p>This attraction makes me feel adventurous.</p> <p>This attraction is educational.</p>
--	--	--

## 4. Emotional Value

<b>Authours</b>	<b>Literature</b>	<b>Question items</b>
Lee et al., 2012	<p>Thanatourism or Peace Tourism: Perceived value at a North Korean resort from an indigenous perspective</p> <p>(functional, emotional, economic)</p>	<p>Mt Kumgang is a good destination that I enjoyed visiting.</p> <p>Mt Kumgang is a good quality tourist destination.</p> <p>After visiting Mt Kumgang, I felt energetic.</p> <p>Visiting Mt Kumgang gave me pleasure.</p> <p>While visiting Mt Kumgang, I was comfortable.</p> <p>While visiting Mt Kumgang, I received good service.</p> <p>Bearing in mind the schedule and itinerary of the trip, my visit to Mt Kumgang was well organized.</p> <p>Visiting Mt Kumgang made me feel better.</p> <p>The value of visiting Mt Kumgang was greater than I expected.</p>
Lee, Yoon, & Lee, 2007	<p>Investigating the relationships among perceived value, satisfaction, and recommendations: The case of the Korean DMZ</p> <p>(functional, emotional, overall value)</p> <p>Factor analysis</p>	<p>Visiting the DMZ gave me pleasure</p> <p>Visiting the DMZ made me feel better</p> <p>After visiting the DMZ, my image of the DMZ was improved</p> <p>The DMZ is a destination that I enjoy</p>
Cheng & Lu, 2016	<p>Destination Image, novelty, hedonics, perceived value, and revisiting behavioral intention for island tourism</p> <p>( Quality, emotional response, monetary, behavioral price, reputation)</p>	<p>Pleasant feeling</p> <p>Fine feeling</p> <p>Joyful feeling</p>
Jamal, Othman, and Muhammad, 2011	<p>Tourist perceived value in a community-based homestay visit: An investigation into the functional and experiential aspect of value</p> <p>Functional – establishment, price</p>	<p>My homestay experience makes me feel like I am in another world</p> <p>It was something new and different</p> <p>It was a memorable experience</p>

	Experiential – host-guest interaction; activity, culture and knowledge Emotional	My visit to this homestay was something that I enjoyed
Rasoolimanesh, Dahalan, & Jaafar	Tourists' perceived value and satisfaction in a community-based homestay in the Lenggong Valley World Heritage Site  Functional – establishment, Host provider, Service  Emotional – novelty, Hedonism  Social Satisfaction	Novelty My experience at this homestay was something new and different Experiencing this homestay programme was something relaxing It was a memorable experience  Hedonism My visit to this homestay was fun It was something that I really like to do My visit to this homestay is something that I enjoyed
Williams and Soutar, 2009	Value, satisfaction and behavioral intentions in an adventure tourism context  Functional, value for money, emotional, social, novelty value, Satisfaction, intentions	Gave me feeling of well being Was exciting Made me elated Made me feel happy
Kim & Park, 2017	Relationships among perceived value, satisfaction, and loyalty: community-based ecotourism in KOREA  Economic, functional, social, emotional, overall, satisfaction	Enjoyable Makes me feel happy Positive feeling
Lee, Lee & Choi, 2011	Examining the role of emotional and functional values in festival evaluation  Functional, emotional	Visiting the festival was pleasurable Visiting the festival made me feel better The festival was a wonderful tourist attraction that I enjoyed
Noypayak, 2009	Value dimensions of Thailand as perceived by UK tourists  Functional (infrastructure, attraction), emotional (relaxing-presant feeling, exciting-presant feeling), interpersonal, monetary  Satisfaction Intention	Delighted As though I was in a different world Thai it was a memorable vacation A feeling of personal security Like I was having fun I had pleasurable experience I was totally relaxed
Sweeney & Soutar, 2001	Consumer perceived value: The development of multiple item scale	Is one that I would enjoy Would make me want to use it Is one that I would feel relaxed about using Would make me feel good Would give me pleasure

## 5. Economic Value

<b>Authours</b>	<b>Literature</b>	<b>Question items</b>
Lee et al., 2012	Thanatourism or Peace Tourism: Perceived value at a North Korean resort from an indigenous perspective  (functional, emotional, economic)	Visiting Mt Kumgang was an economical tour. The Mt Kumgang tour was reasonably priced. Bearing in mind travel expense, visiting Mt Kumgang was worthwhile. Bearing in mind price and expenses, the choice of visiting Mt Kumgang was a good decision. Compared with other destinations, visiting Mt Kumgang was value for money.
Kim & Park, 2017	Relationships among perceived value, satisfaction, and loyalty: community-based ecotourism in KOREA  Economic, functional, social, emotional, overall, satisfaction	Service is economical Good for the price Value for money

## 6. Novelty Value

<b>Authours</b>	<b>Literature</b>	<b>Question items</b>
Williams and Soutar, 2009	Value, satisfaction and behavioral intentions in an adventure tourism context  Functional, value for money, emotional, social, novelty value, Satisfaction, intentions	Made me feel adventurous Satisfied my curiosity Was an authentic experience We did a lot of things on the tour

## 6. Interpersonal Value

<b>Authours</b>	<b>Literature</b>	<b>Question items</b>
Noypayak, 2009	Value dimensions of Thailand as perceived by UK tourists  Functional (infrastructure, attraction), emotional (relaxing-presant feeling, exciting-presant feeling), interpersonal, monetary  Satisfaction Intention	Thai people are friendly and hospital Thai people show sincere willingness to help tourists You have a feeling of being liked and treated with respected by local people Local employees are sympathetic and reassuring You receive prompt services from local employees You can trust local employees Local employees show genuine

		care for customers Local employees give real and friendly smile
--	--	--

### 7. Overall Value

<b>Authours</b>	<b>Literature</b>	<b>Question items</b>
Lee, Yoon, & Lee, 2007	Investigating the relationships among perceived value, satisfaction, and recommendations: The case of the Korean DMZ  (functional, emotional, overall value) Factor analysis	The choice to visit the DMZ was the right decision I obtained good results from visiting the DMZ Overall, visiting the DMZ is valuable and worth it The value of visiting the DMZ was more than what I expected The DMZ is a place where I want to travel
Kim & Park, 2017	Relationships among perceived value, satisfaction, and loyalty: community-based ecotourism in KOREA  Economic, functional, social, emotional, overall, satisfaction	Right decision Valuable and worth it More than what I expected

### 8. Intent to recommend / revisit destination

<b>Authours</b>	<b>Literature</b>	<b>Question items</b>
Lee et al., 2012	Thanatourism or Peace Tourism: Perceived value at a North Korean resort from an indigenous perspective  (functional, emotional, economic)	Would you say positive things about Mt Kumgang to other people? Will you remember Mt Kumgang as a positive visit? Would you revisit Mt Kumgang?
Lee, Yoon, & Lee, 2007	Investigating the relationships among perceived value, satisfaction, and recommendations: The case of the Korean DMZ  (functional, emotional, overall value) Factor analysis	Would you recommend the DMZ tour to others (including your family and friends)? Would you say positive things about the DMZ tour to other people?
Cheng & Lu, 2016	Destination Image, novelty, hedonics, perceived value, and revisiting behavioral intention for island tourism  ( Quality, emotional response, monetary, behavioral price, reputation)	Revisiting intention Recommendation intention Promotion intention

Williams and Soutar, 2009	Value, satisfaction and behavioral intentions in an adventure tourism context  Functional, value for money, emotional, social, novelty value, Satisfaction, intentions	I would recommend this tour to others I would go on other tours in future I would go on other 'adventure' tours in future I would go on other day trip while on holiday in future
Lee, Lee & Choi, 2011	Examining the role of emotional and functional values in festival evaluation  Functional, emotional	I will keep attending the festival I will prioritize the festival over other festivals when deciding whether to attend I will recommend the festival to my friends and neighbors I will spread positive word of mouth about the festival
Noypayak, 2009	Value dimensions of Thailand as perceived by UK tourists  Functional (infrastructure, attraction), emotional (relaxing-presant feeling, exciting-presant feeling), interpersonal, monetary  Satisfaction Intention	From behavioral intentions (คำถาม น่าจะปรับใช้ได้กับหัวข้อนี้) The likelihood that I would recommend Thailand to a friend/family member is The likelihood that I would visit Thailand again How would you describe what you would tell others about your vacation in Thailand? (เอามาเขียนเป็น open-end question สุดท้ายได้มีข เปลี่ยนเป็นถามว่า What would you describe what you would tell others about this trip (in this community)?)

## 9. Travel satisfaction / tourist satisfaction

Authours	Literature	Question items
Lee et al., 2012	Thanatourism or Peace Tourism: Perceived value at a North Korean resort from an indigenous perspective  (functional, emotional, economic)	Satisfaction with Mt Kumgang when compared with my expectation Overall satisfaction with the tour of Mt Kumgang Satisfaction with Mt Kumgang tour when compared with other tourism destination
Lee, Yoon, & Lee, 2007	Investigating the relationships among perceived value, satisfaction, and recommendations: The case of the Korean DMZ  (functional, emotional, overall value) Factor analysis	Overall satisfaction with the DMZ tour Satisfaction with the DMZ tour when compared with my expectation Satisfaction with the DMZ tour when considering my invested time and effort

Rasoolimanesh, Dahalan, & Jaafar	Tourists' perceived value and satisfaction in a community-based homestay in the Lenggong Valley World Heritage Site  Functional – establishment, Host provider, Service  Emotional – novelty, Hedonism  Social Satisfaction	I feel I benefited from coming here I found the visit worthwhile The visit was as good as I had hoped I would recommend this place or tour to a friend If I had the opportunity, I would like to come back here again Overall, I was satisfied with the visit
Williams and Soutar, 2009	Value, satisfaction and behavioral intentions in an adventure tourism context  Functional, value for money, emotional, social, novelty value, Satisfaction, intentions	Was exactly what I needed I was satisfied with decision It was a wise choice It was a good experience
Kim & Park, 2017	Relationships among perceived value, satisfaction, and loyalty: community-based ecotourism in KOREA  Economic, functional, social, emotional, overall, satisfaction	Overall satisfaction Satisfaction considering the invested time and effort Satisfaction in comparison with expectations
Lee, Lee & Choi, 2011	Examining the role of emotional and functional values in festival evaluation  Functional, emotional	I believe that I did the right thing in attending the festival On the whole, I am happy with the festival Overall, I am satisfied with the festival

## 10. Quality Value

<b>Authours</b>	<b>Literature</b>	<b>Question items</b>
Cheng & Lu, 2016	Destination Image, novelty, hedonics, perceived value, and revisiting behavioral intention for island tourism  ( Quality, emotional response, monetary, behavioral price, reputation)	Superior tourism quality Reliable tourism quality Consistent tourism quality

## 11. Monetary Value

<b>Authours</b>	<b>Literature</b>	<b>Question items</b>
Cheng & Lu, 2016	Destination Image, novelty, hedonics, perceived value, and revisiting behavioral intention for island tourism  ( Quality, emotional response, monetary, behavioral price, reputation)	Worth of money Reasonable prices Inexpensive prices Worth of a good buy

Noypayak, 2009	<p>Value dimensions of Thailand as perceived by UK tourists</p> <p>Functional (infrastructure, attraction), emotional (relaxing-presant feeling, exciting-presant feeling), interpersonal, monetary</p> <p>Satisfaction Intention</p>	<p>My vacation in Thailand was worth the money, time and effort</p> <p>My vacation in Thailand was good value for money</p> <p>I value my vacation in Thailand because it met my needs and expectations for a reasonable price</p>
----------------	---	--

## 12. Behavioral price Value

Authours	Literature	Question items
Cheng & Lu, 2016	<p>Destination Image, novelty, hedonics, perceived value, and revisiting behavioral intention for island tourism</p> <p>( Quality, emotional response, monetary, behavioral price, reputation)</p>	<p>Easy purchasing</p> <p>Easy accessibility</p> <p>Physical strength needed</p>

## 13. Reputation Value

Authours	Literature	Question items
Cheng & Lu, 2016	<p>Destination Image, novelty, hedonics, perceived value, and revisiting behavioral intention for island tourism</p> <p>(Quality, emotional response, monetary, behavioral price, reputation)</p>	<p>Superior fame</p> <p>Fine reputation</p> <p>Brand preference</p>

## 14. Experiential Value

Authours	Literature	Question items
Heyprakhon, Rinchumphu & Janjamla, 2016	<p>Domestic tourists' perceived value on ASEAN vernacular standard homestay</p> <p>Functional value : accommodation, amenities, management</p> <p>Experiential value: activities, Host-guest interaction</p>	<p>Host-guest interaction (experiential value)</p> <p>Introduction of house area and house members</p> <p>Communication skills</p> <p>Host is friendly</p> <p>Hospitality and good service</p> <p>Storytelling and interpretation skills</p> <p>Feel safe in the house</p>



		<p>Feel safe in the community</p> <p>Activities (experiential value) Preserves special activities for guests Collaborates with surrounding village in activities Activities encourage interaction with community Community retains identity and authentic experience Experiences the normal lifestyle</p>
Jamal, Othman, and Muhammad, 2011	<p>Tourist perceived value in a community-based homestay visit: An investigation into the functional and experiential aspect of value</p> <p>Functional – establishment, price Experiential – host-guest interaction; activity, culture and knowledge Emotional</p>	<p>Host-guest interaction The host family members were friendly They made me feel comfortable They tried to help me as much as they could They were very accommodating I had a good relationship with my host family members</p> <p>Activity, culture and knowledge The traditional-oriented activities organized by the participating villagers were enjoyable The cultural-oriented performances presented were entertaining The festival and events celebrated add knowledge on cultural differences The excursion around the village is informational I gained new knowledge from this homestay visit</p>

## BIBLIOGRAPHY

- Adams, G. D. (1995). The pull of cultural assets. *Museum News*, 32(5).
- Ahmad, A. (2013). The constraints of tourism development for a cultural heritage destination: The case of Kampong Ayer (Water Village) in Brunei Darussalam. *Tourism Management Perspectives*, 8, 106–113.  
<https://doi.org/10.1016/j.tmp.2013.09.002>
- Altunel, M. C., & Erkut, B. (2015). Cultural tourism in Istanbul: The mediation effect of tourist experience and satisfaction on the relationship between involvement and recommendation intention. *Journal of Destination Marketing & Management*, 4(4), 213–221. <https://doi.org/10.1016/j.jdmm.2015.06.003>
- Ashton, A. S. (2014). Tourist destination brand image development—an analysis based on stakeholders' perception. *Journal of Vacation Marketing*, 20(3), 279–292.  
<https://doi.org/10.1177/1356766713518061>
- Ashton, A. S. (2015). Developing a Tourist Destination Brand Value: The Stakeholders' Perspective. *Tourism Planning and Development*, 12(4), 398–411.  
<https://doi.org/10.1080/21568316.2015.1013565>
- Bajs, I. P. (2015). Tourist Perceived Value, Relationship to Satisfaction, and Behavioral Intentions. *Journal of Travel Research*, 54(1), 122–134.  
<https://doi.org/10.1177/0047287513513158>
- Bello, D. C., & Etzel, M. J. (1985). The Role of Novelty in the Pleasure Travel Experience. *Journal of Travel Research*, 24(1), 20–26.  
<https://doi.org/10.1177/004728758502400104>
- Chan, J. K. L., & Baum, T. (2007). Determination of Satisfiers and Dissatisfiers Using Herzberg's Motivator and Hygiene Factor Theory: An Exploratory Study. *Tourism Culture & Communication*, 7(2), 117–131.  
<https://doi.org/10.3727/109830407780339062>
- Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35.  
<https://doi.org/10.1016/j.tourman.2009.02.008>
- Cheng, T. M., & Lu, C. C. (2013). Destination Image, Novelty, Hedonics, Perceived Value, and Revisiting Behavioral Intention for Island Tourism. *Asia Pacific Journal of Tourism Research*, 18(7), 766–783.  
<https://doi.org/10.1080/10941665.2012.697906>
- Churchill Jr, G. (1979). A paradigm for developing better measures of marketing constructs. *JMR, Journal of Marketing Research*, XVI, 64–73.
- Coolican, H. (2004). *Research methods and statistics in psychology*. London: Hodder Education.
- de Oliveira Santini, F., Ladeira, W. J., & Sampaio, C. H. (2018). Tourists' perceived value and destination revisit intentions: The moderating effect of domain-specific innovativeness. *International Journal of Tourism Research*, 20(3), 277–285.  
<https://doi.org/10.1002/jtr.2178>
- Dickman, S. (1996). *Tourism: An introductory text* (2nd ed.). Sydney: Hodder Education.
- George, D., & Mallery, P. (2003). *SPSS for Windows step by step: A simple guide and reference 11.0 update* (4th ed.). Boston: Allyn & Bacon.
- Henkel, R., Henkel, P., Agrusa, W., Agrusa, J., & Tanner, J. (2006). Thailand as a

- tourist destination: Perceptions of international visitors and Thai residents. *Asia Pacific Journal of Tourism Research*, 11(3), 269–287.  
<https://doi.org/10.1080/10941660600753299>
- Heyprakhon, T., Rinchumphu, D., & Janjamlha, T. (2016). Domestic Tourists' Perceived Value on Asean Vernacular Standard Homestay \*, 36(2), 53–77.
- Hirschman, E.C. and Holbrook, M. B. (1982). No Title. *Hedonic Consumption: Emerging Concepts, Methods and Propositions*, 46(3), 132–140.
- Hom, P. W., Hom, P. W., & Kinicki, A. J. (2014). Toward a Greater Understanding of How Dissatisfaction Drives Employee Turnover EMPLOYEE TURNOVER 1 Department of Management Arizona State University Tempe , Arizona 85287-4006, (October 2001). <https://doi.org/10.2307/3069441>
- IANNI, F. A. J., & ORR, M. T. (1979). Toward a rapprochement of quantitative and qualitative methodologies. In *Qualitative and Quantitative Methods in Evaluation Research*. (pp. 87–97).
- Jamal, S. A., Othman, N., & Nik Maheran Nik Muhammad. (2011). Tourist perceived value in a community-based homestay visit: An investigation into the functional and experiential aspect of value. *Journal of Vacation Marketing*, 17(1), 5–15.  
<https://doi.org/10.1177/1356766710391130>
- Jamrozy, U., & Lawonk, K. (2017). The multiple dimensions of consumption values in ecotourism. *International Journal of Culture, Tourism and Hospitality Research*, 11(1), 18–34. <https://doi.org/10.1108/IJCTHR-09-2015-0114>
- Jin, N., Lee, S., & Lee, H. (2013). The Effect of Experience Quality on Perceived Value, Satisfaction, Image and Behavioral Intention of Water Park Patrons: New versus Repeat Visitors. *International Journal of Tourism Research, Int. J. Tourism*, 17, 82–95. <https://doi.org/10.1002/jtr.1968> The
- Jittangwattana, B., & Srikampha, P. (2014). *Sustainable Tourism Development.pdf*. (2, Ed.).
- Kanokphongchai, S. (2005). *Culture in Thai Society*. Chulalongkorn University.
- Kim, K.-H., & Park, D.-B. (2017). Relationships Among Perceived Value, Satisfaction, and Loyalty: Community-Based Ecotourism in Korea. *Journal of Travel & Tourism Marketing*, 34(2), 171–191.  
<https://doi.org/10.1080/10548408.2016.1156609>
- Kozak, M., & Rimmington, M. (2000). Tourist Satisfaction with Mallorca , Spain , as an Off-Season Holiday Destination, 38(February), 260–269.
- Lee, C. K., Bendle, L. J., Yoon, Y. S., & Kim, M. J. (2012). Thanatourism or peace tourism: Perceived value at a North Korean resort from an indigenous perspective. *International Journal of Tourism Research*, 14(1), 71–90.  
<https://doi.org/10.1002/jtr.836>
- Lee, C. K. C., Levy, D. S., & Yap, C. S. F. (2015). How does the theory of consumption values contribute to place identity and sustainable consumption? *International Journal of Consumer Studies*, 39(6), 597–607. <https://doi.org/10.1111/ijcs.12231>
- Lee, J.-S., Lee, C.-K., & Choi, Y. (2011). Examining the Role of Emotional and Functional Values in Festival Evaluation. *Journal of Travel Research*, 50(6), 685–696. <https://doi.org/10.1177/0047287510385465>
- Moliner, M. A., Sánchez, J., Rodríguez, R. M., & Callarisa, L. (2007). Relationship Quality with a Travel Agency: The Influence of the Postpurchase Perceived Value of a Tourism Package. *Tourism and Hospitality Research*, 7(4), 194–211.

- <https://doi.org/10.1057/palgrave.thr.6050052>
- Neuman, W. L. (2006). *Social research methods qualitative and quantitative approaches* (6th ed.). London: Pearson Education.
- Noypayak, W. (2009). Value Dimensions of Thailand as Perceived by U . K . Tourists. *RU. International Journal*, 3(1), 141–154.
- Oviedo-García, M. Á., Castellanos-Verdugo, M., Vega-Vázquez, M., & Orgaz-Agüera, F. (2017). The Mediating Roles of the Overall Perceived Value of the Ecotourism Site and Attitudes Towards Ecotourism in Sustainability Through the Key Relationship Ecotourism Knowledge-Ecotourist Satisfaction. *International Journal of Tourism Research*, 19(2), 203–213. <https://doi.org/10.1002/jtr.2097>
- Patton, M. Q. (1990). *Qualitative evaluation and research methods*. Newbury Park: CA: Sage.
- Phau, I., Quintal, V., & Shankar, T. (2014). Examining a consumption values theory approach of young tourists toward destination choice intentions. *International Journal of Culture, Tourism and Hospitality Research*, 8(2), 125–139. <https://doi.org/10.1108/IJCTHR-12-2012-0090>
- Pizam, A., Neumann, Y., & Reichel, A. (1978). Dimensions of tourism satisfaction with a destination area. *Annals of Tourism Research*, 5(3), 214–322.
- Prebensen, N. K., Woo, E., Chen, J. S., & Uysal, M. (2013a). Motivation and Involvement as Antecedents of the Perceived Value of the Destination Experience. *Journal of Travel Research*, 52(2), 253–264. <https://doi.org/10.1177/0047287512461181>
- Prebensen, N. K., Woo, E., Chen, J. S., & Uysal, M. (2013b). Motivation and Involvement as Antecedents of the Perceived Value of the Destination Experience. *Journal of Travel Research*, 52(2), 253–264. <https://doi.org/10.1177/0047287512461181>
- Rasoolimanesh, S. M., Dahalan, N., & Jaafar, M. (2016). Tourists' perceived value and satisfaction in a community-based homestay in the Lenggong Valley World Heritage Site. *Journal of Hospitality and Tourism Management*, 26, 72–81. <https://doi.org/10.1016/j.jhtm.2016.01.005>
- Rovinelli, R. J., & Hambleton, R. K. (1977). On the use of content specialists in the assessment of criterionreferenced test item validity. *Dutch Journal of Educational Research*, 2(2), 49–60.
- Rozemeijer, N., Gujadhur, T., Motshubi, C., Berg, E. van den, & Flyman, M. V. (2001). *Community-Based Tourism in Botswana. The SNV experience in three community-tourism projects*. SNV Botswana and SNV Service and Mediation department, in cooperation with SNV Information department.
- Sánchez-Fernández, R., & Iniesta-Bonillo, M. Á. (2007). The concept of perceived value: a systematic review of the research. *Marketing Theory*, 7(4), 427–451. <https://doi.org/10.1177/1470593107083165>
- Sánchez, J., Callarisa, L., Rodríguez, R. M., & Moliner, M. A. (2006). Perceived value of the purchase of a tourism product. *Tourism Management*, 27(3), 394–409. <https://doi.org/10.1016/j.tourman.2004.11.007>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why We Buy What We Buy. *Journal of Business Research*, 22, 159–171.
- Smith, M. K., & Smith, M. M. (2009). *Issues in cultural tourism studies*. Routledge.
- Sweeney, J., & Soutar, G. (2001). Consumer perceived value: the development of a

- multiple item scale. *Journal of Retailing*, 77(2), 203–220.  
[https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Tapachai, N., & Waryszak, R. (2000). An Examination of the Role of Beneficial Image in Tourist Destination Selection. *Journal of Travel Research*, 39(1), 37–44.  
<https://doi.org/10.1177/004728750003900105>
- Tenor Peña, M. de los Á., Pérez Gálvez, J. C., López-Guzmán, T., & Medina Viruel, M. J. (2017). Segmentation and Perceived Value of a Tourist Destination: The Case of Dominican Republic. *Mediterranean Journal of Social Sciences*, 8(5), 59–72.  
<https://doi.org/10.1515/mjss-2017-0024>
- Waheed, N., & Hassan, Z. (2016). Influence of Customer Perceived Value on Tourist Satisfaction and Revisit Intention: A study on Guesthouses in Maldives. *International Journal of Accounting and Business Management*, 4(1), 98–119.  
<https://doi.org/10.24924/ijabm/2016.04/v4.iss1/98.119>
- Williams, P., & Soutar, G. (2000). Dimensions of customer value and the tourism experience: an exploratory study. *Australian and New Zealand Marketing Academy Conference (Vol. 28)*, 1415–1421.
- Williams, P., & Soutar, G. N. (2009). Value, Satisfaction and Behavioral Intentions in an Adventure Tourism Context. *Annals of Tourism Research*, 36(3), 413–438.  
<https://doi.org/10.1016/j.annals.2009.02.002>
- Zeithaml. (1988). of Consumer Perceptions A Means-End Value : Quality , and and Model Synthesis of Evidence, 52(July), 2–22.



## BIOGRAPHY

**NAME** SUCHAWADEE LIMISARIYAPONG  
**ACADEMIC** 2003 - BACHELOR OF SCIENCE (MATHEMATICS)  
**BACKGROUND**  
**EXPERIENCES** Present Position Tour Operation Manager,  
Freelance for Tourist Guide

Experiences Personal Assistant to Directors of  
School  
Cruise Guest Service Associate of Carnival  
Lines, USA.

