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Analysis Factors of Individual Tourists for Cultural Tourism in U Thong District Suphanburi Province



Abstract: - The purpose of this research had analyzed the affecting the decision of individual tourists visiting U Thong District Suphanburi Province. This research used quantitative research, and the research tool was questionnaires. Collected data from 400 Thai tourists. Used data selection method by Purposive sampling. Analysis of Data by factor analysis. Results indicated that there are seven factors that affect the decision-making of individual tourists. 1) Service and Physical of tourist attractions 2) Public relations for tourist attractions 3) Price 4) convenience of traveling 5) Souvenirs 6) Accommodation in tourist attractions 7) History and reputation of tourist attractions. Suggestions of this study 1) People in the community should show good hosts in welcoming tourists. 2) People in the community should pay attention to cleanliness within the community 3) There should be more public relations for Cultural Tourism. and 4) Should study causal factors influencing individual tourism, U Thong District, Suphanburi Province.

Keywords: Individual Tourists, Cultural tourism, U Thong district

I. INTRODUCTION

Ethnic tourism is a type of tourism that creates relaxation, and gain knowledge from tourism. This often arises from cooperation within the community. make the community generate income jobs are created distributing income to the community Be a part of solving poverty within the community

In accordance with [1] said that community-based tourism needs to be based on the area, where the community is a valuable resource and has local stories and environments in that community It also creates a sense of love for the local people in the community, take pride in their ethnic and cultural identity

U Thong District, Suphanburi Province It is a place of ethnic diversity that can generate income for the community. But ethnic tourism within the district U Thong still has not had many tourists. For this reason, the researcher is interested in studying the factors.

II. RESEARCH OBJECTIVES

Analyzed the affecting the decision of individual tourists visiting U Thong District.

III. RESEARCH METHODS

A. Research Design

Quantitative research used research tool was questionnaires. Collected data from 400 Thai tourists. Used data selection method by Purposive sampling. Analysis of Data by factor analysis. The process of implementation consisted of 1) Analyze concept 2) Create a questionnaire 3) Sold to expert for checked validity 4) Try out for reliability 5) Collection data and 6) Research finding

B. Research Process

Research process of this research had 6 steps consisted of to analyze concept, create a questionnaire, sold to expert for checked validity, try out for reliability, Collection data and Research finding. Steps were shown in Figure1.

¹ Faculty of Humanities and Social Science, Bansomdejchaopraya Rajabhat University, Thailand

wit_wittaya@hotmail.com

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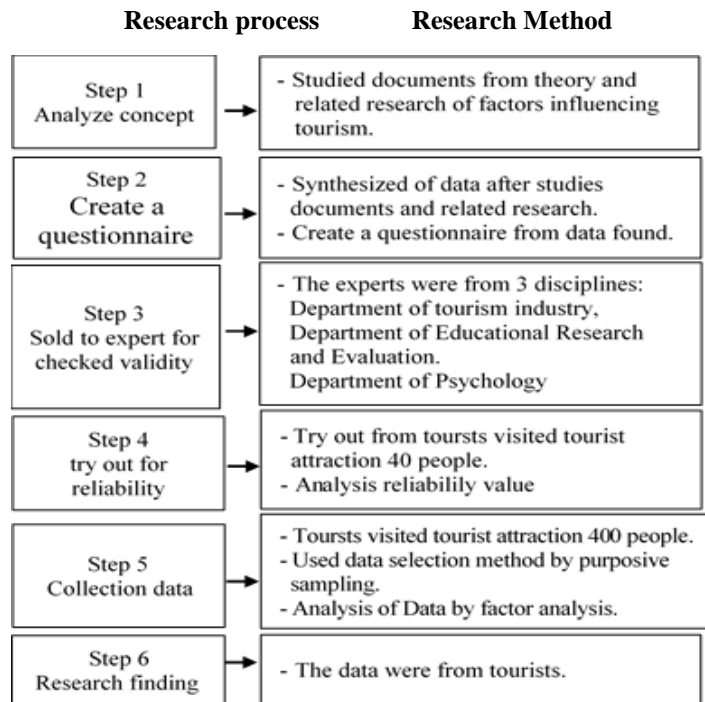


Figure1. Research process for analysis factors of individual tourists for cultural tourism in U Thong district Suphanburi Province

C. Operational Definitions

Individual tourists were people who travel by car together and are familiar with before the trip, such as parents, relatives, friends, etc.

Cultural tourism was a type of tourism that aims to experience the way of life, rituals and traditions in order to create knowledge and feel relaxed.

KMO [2] said KMO is indicates the degree to which each variable in a set is predicted without error by the other variables.

Bartlett's Test of Sphericity [3] said Bartlett's Test of Sphericity is test of sphericity tests whether a matrix (of correlations) is significantly different from an identity matrix. The test provides probability that the correlation matrix has significant correlations among at least some of the variables in a dataset, a prerequisite for factor analysis to work. In other words, before starting with factor analysis, one needs to check whether Bartlett’s test of sphericity is significant.

Eigenvalue [4] said Eigenvalues are most commonly reported in factor analyses. They are calculated and used in deciding how many factors to extract in the overall factor analysis. To adequately explain the use of eigenvalues within the context of factor analysis

D. Score Setting Criteria

1 KMO: This research used criteria of [2] was

KMO measure	Interpretation
0.00 to 0.49	unacceptable.
0.50 to 0.59	miserable.
0.60 to 0.69	mediocre

0.70 to 0.79	middling.
0.80 to 0.89	meritorious.
0.90 to 1.00	marvelous.

2 *Bartlett's Test of Sphericity: This research used criteria of [3] was a significant statistical test (usually less than 0.05)*

3 *Eigenvalue: This research used criteria of [4] was selecting factors with eigenvalues of 1.00 or higher.*

4 *Level of relationship: This research used criteria of [5]*

Score Interval (Mean)	Evaluation Criteria
4.51 - 5.00	Very high
3.51 - 4.50	High
2.51 - 3.50	Medium
1.51 - 2.50	Low
1.00 - 1.50	Very low

V. RESULTS

Analysis Factors of Group Tourists for Cultural Tourism in U Thong District Suphanburi Province had 3 steps.

1) Basic data check for check the relationship of variables by the Kaiser-Meyer-Olkin (KMO) and Bartlett's test of Sphericity before exploratory factor analysis. Can be displayed as the TABLE1

TABLE1: The Kaiser-Meyer-Olkin (KMO) stats and Bartlett's test of Sphericity stats

KMO	Bartlett's Test of Sphericity		
	Approx. Chi-Square (χ^2)	df	Sig
0.87	4,737.78	561	.000

The KMO value is 0.87, which should be more than 0.80, indicating that All data and variables have a very good relationship can be used to analyze the components according to research objectives And from the statistical value of Bartlett's Test of Sphericity, it was found that the χ^2 value used in the test was 4,737.78, which was statistically significant at the 0.05 level, indicating that correlation matrix of variables correlated, Therefore the correlation matrix, therefore it is suitable for further exploratory component analysis.

2) Data collected were statistically analyzed by an exploratory factor analysis including the process of factor extraction and factor rotation by means of Varimax method. Can be displayed as the TABLE 2

TABLE2: Factors, Eigenvalues, % of variance and % total of variance

Factors	Eigen values	% of variance	% total of variance
1) Service and Physical of tourist attractions	12.21	35.92	35.92
2) Public relations for tourist attractions	2.88	8.48	44.40
3) Price	2.18	6.40	50.80
4) Convenience of traveling	1.85	5.44	56.24
5) Souvenirs	1.64	4.83	61.07
6) Accommodation in tourist attractions	1.31	3.85	64.92
7) History and reputation of tourist attractions	1.21	3.57	68.49

The Analysis data by an exploratory factor analysis including the process of factor extraction and factor rotation by means of Varimax method, found 7 factors which had range between 1.21-12.21 and % total of variance was equal to 68.49

3) Factors related to decision making of group tourists for cultural tourism in U Thong District Suphanburi Province. Can be displayed as the TABLE 3

TABLE 3: Factor loading and Evaluation Criteria of Factors Affecting Travel Decisions making of group tourists

Factor	Factor loading	Mean	S.D.	Evaluation Criteria
1) Service and Physical of tourist attractions	Eigenvalues =12.21 Variance = 35.92 $\bar{X} = 4.19$ S.D. = .70			
1.1) Getting help from staff When there is a problem in the tourist attraction	.81	4.17	.70	High
1.2) When the valuables is lost, Tourists get their items back from staff.	.78	4.19	.81	High
1.3) Friendliness of the people in tourist attractions	.77	4.17	70	High
1.4) The speed of contact to use the services of tourist attractions	.71	4.18	.68	High
1.5) Traffic system at tourist attractions	.70	4.12	.78	High
1.6) Information of tourist attractions that staff can provide to tourists.	.68	4.14	.67	High

Factor	Factor loading	Mean	S.D.	Evaluation Criteria
1.7 Arrangement of parking spaces in tourist places.	.67	4.11	.78	High

1.8 Preserving the traditional culture of tourist attractions	.60	4.31	.71	High
1.9 The orderliness of the attractions	.57	4.26	.63	High
1.10 Availability of tourist attractions	.56	4.17	.61	High
1.11 Tourist attractions are systematically divided into areas, product zones and areas for relaxation.	.42	4.14	.69	High
1.12 Tourist attractions have a shady atmosphere.	.41	4.33	.64	High
2) Public relations for tourist attractions	Eigenvalues = 2.88 Variance = 8.48 = 4.06 $(\frac{\sigma^2}{\bar{X}}) = .73$			
2.1) Public relations through the media of tourist attractions	.81	4.12	.68	High
2.2) Public relations through online media of tourist attractions	.78	4.10	.74	High
2.3) Getting publicity from travel journals	.74	4.04	.75	High
2.4) Getting publicity from the Tourism Authority of Thailand	.58	3.96	.76	High
3) Price	Eigenvalues = 2.18 Variance = 6.40 = 4.03 $(\frac{\sigma^2}{\bar{X}}) = .73$			
3.1) Clarity of the price of souvenirs	.85	3.98	.77	High
3.2) Price suitability of souvenirs	.80	3.97	.78	High
3.3) Price suitability of accommodation	.70	4.01	.70	High
3.4) Clarity of accommodation prices	.68	4.04	.74	High
3.5) The connection of tourist attractions with nearby attractions.	.54	4.01	.70	High
3.6) Worth of a visit	.51	4.14	.70	High

Factor	Factor loading	Mean	S.D.	Evaluation Criteria
4) Convenience of traveling	Eigenvalues = 1.85 Variance = 5.44 = 4.20 $(\frac{\sigma^2}{\bar{X}}) = .63$			

4.1) Comfortable driving to nearby attractions	.82	4.19	.61	High
4.2) Easy of access to attractions	.78	4.17	.64	High
4.3) Unique tourist attractions	.51	4.25	.63	High
5) Souvenirs	Eigenvalues =1.64 Variance = 4.83 - 3.81 S.D. = .76			
5.1) The uniqueness of souvenirs from tourist attractions	.85	\bar{X} 3.77	.78	High
5.2) Variety of souvenir items from tourist attractions	.84	3.78	.77	High
5.3) Availability of souvenir shops	.50	3.89	.75	High
6) Accommodation in tourist attractions	Eigenvalues =1.31 Variance = 3.85 - 4.05 S.D. = .71			
6.1) The cleanliness of the accommodation	.76	\bar{X} 4.01	.72	High
6.2) Availability of restaurants	.72	4.13	.71	High
6.3) Availability of accommodation	.59	4.01	.71	High
7) History and reputation of tourist attractions	Eigenvalues =1.21 Variance = 3.57 - 4.13 S.D. = .70 \bar{X}			
7.1) There are various services within the tourist attractions.	.68	4.13	.70	High
7.2) Tourist attractions are famous places.	.66	4.14	.66	High
7.3) Tourist attractions have a history	.60	4.12	.73	High

VI. DISCUSSIONS

Exploratory Component Analysis of Factors Affecting Decision Making of Individual of Tourists for Cultural Tourism in U Thong District Suphanburi Province had a KMO value greater than 0.80, indicating that All data and variables have a very good relationship Considered from the KMO value, it is greater than 0.80-1.00, consistent with [2] said that the variable to be analyzed has a correlation of 0.80 or higher, it is suitable for exploratory component analysis.

Bartlett's Test of Sphericity had a statistical chi-square of 4,737.78 and a statistical significance level of .05, indicating that the correlation matrix of the variables are related in accordance, consistent with [3] said that Bartlett's statistic was significant, indicating that the variables were related and could be analyzed for the composition.

Data collected were statistically analyzed by an exploratory factor analysis including the process of factor extraction and factor rotation by means of Varimax method had 7 factors. can discussions as follow:

1) Service and Physical of tourist attraction.

It is a factor that makes tourists feel impressed by tourism accordance to [6] found that the most influential marketing factor affecting the decision to travel to the ancient market for Thai tourists was products and services

2) Public relations for tourist attractions.

It makes tourists get information and create interest in coming to travel in accordance with [7] found that advertising and public relations. There is a high level of correlation with trends in tourism behavior in Thailand.

3) Price, Usually, tourists consider the value that they receive from tourism. If it's worth it, it's a factor that encourages more travel decisions. in accordance with [8] found that the price factor affects the travel decision of working-age people in Bangkok at a high level.

4) convenience of traveling, Usually, tourists want convenience from tourist attractions such as ease of travel or ease of access to nearby attractions. Consistent with [9] found that the cause of tourism in Laplae district because there is a convenient route Able to connect a variety of tourist attractions and has many roads to go to tourist attractions.

5) Souvenirs are symbols of tourist attractions. It is a gift for the family or indicates the tourist has been traveling to this tourist destination. Therefore, souvenirs that are beautiful or unique will create interest from tourists as well. Consistent with [7] found that souvenirs were highly correlated with tourism behavior in Thailand.

6) Accommodation in tourist attractions, After being tired from traveling, when returning to the accommodation, tourists need the cleanliness of the room. Availability of rooms and restaurants for tourists, Consistent with [10] found that factors influencing the choice of accommodation are the condition of the room, cleanliness, price, ease of travel. and the speed of entering the accommodation.

7) History and reputation of tourist attractions, As usual, the selection of attractions Must be an interesting place, When tourists come to visit, they will be impressed, Consistent with [6] found that the factor that tourists pay the most attention is that the tourist attraction is beautiful and interesting.

VIII.RECOMMENDATIONS

A. Recommendations for Practices

- 1) People in the community should show good hosts in welcoming tourists.
- 2) People in the community should pay attention to cleanliness within the community.
- 3) There should be more public relations for Cultural Tourism.

B. Recommendations for Further Research

- 1) Should study causal factors influencing individual tourism, U Thong District, Suphanburi Province.

VII. CONCLUSION

There are many factors of individual tourists for Cultural. From the study, it was found that 7 factors: 1) Service and Physical of tourist attractions 2) Public relations for tourist attractions 3) Price 4) convenience of traveling 5) Souvenirs 6) Accommodation in tourist attractions 7) History and reputation of tourist attractions.

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