THE ELEMENTS OF TOURIST SATISFACTION AND LOYALTY WITH CULTURAL/HERITAGE SITES: EVIDENCE FROM AYUTTHAYA

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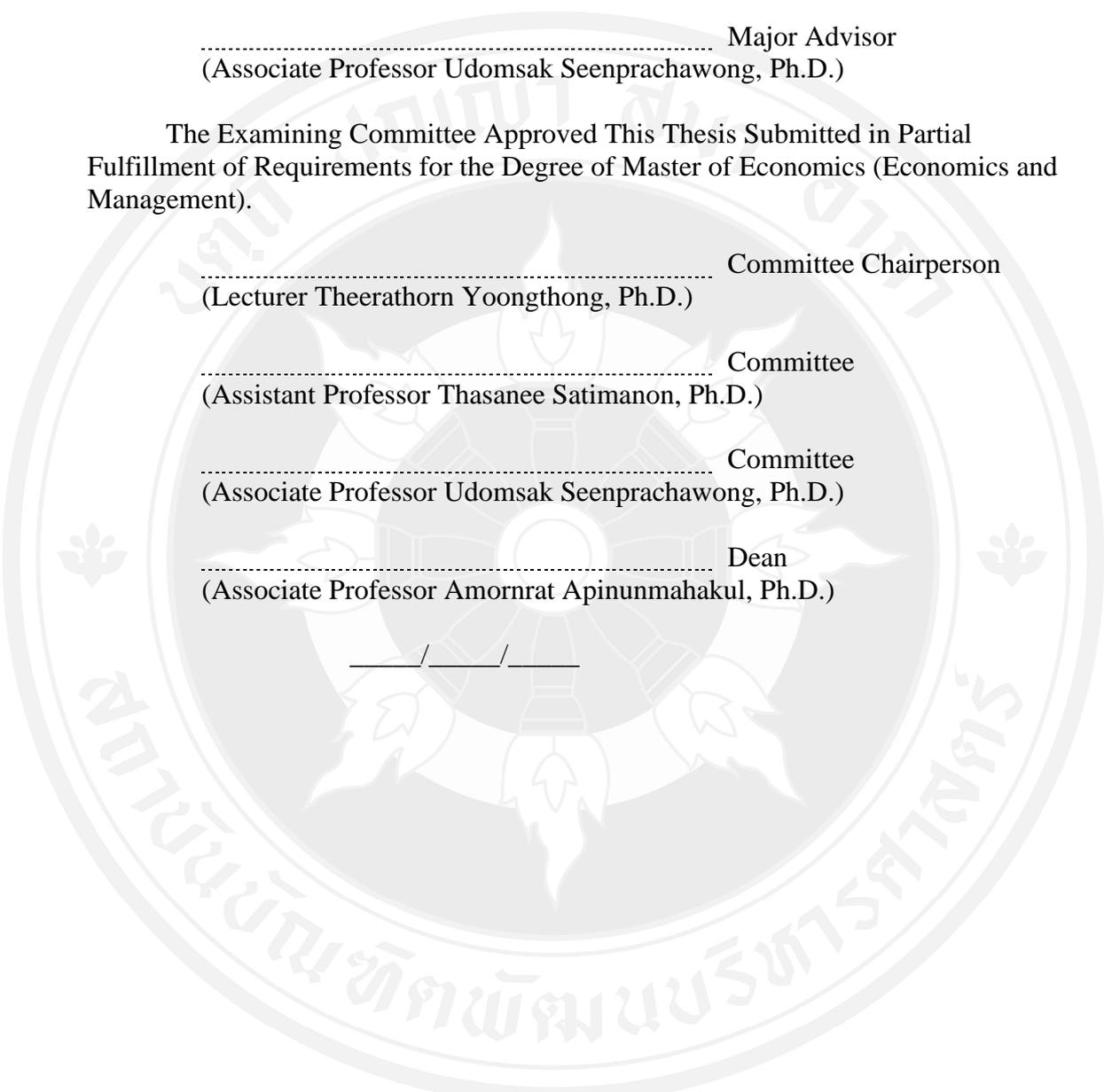
ABSTRACT

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This study aims to analyze the factors of tourists' motivation, expectations, and satisfaction by establishing a theoretical model to quantify their joint impact on the tourists' loyalty. Collecting data from 400 participants of Chinese tourists who visited 'Ayutthaya Province' of Thailand, this research by employing both Structural Equation Modelling (SEM) and descriptive Analysis, finds that the elements of tourists' expectations (e.g., accessibility, historic buildings) and motivation (e.g., to visit historical place/culture, religious places, income) have a significant positive impact on their overall level of satisfaction. Further analysis indicates that higher satisfaction leads to higher tourists' loyalty to the destination. This research contributed to the literature on heritage marketing by keeping in view the cultural differences and analyzing various factors that can influence Chinese tourists' perception of visiting cultural-oriented destinations. The research setting of this study allows us to better understand Chinese tourists' views on Thai heritage culture experiences, value creation, image building, behavioural intentions, and their overall level of satisfaction. The government of Thailand can develop important policies amid boosting heritage/cultural-oriented tourism to ensure its sustainability and economic performance of the sector. Implications for management and directions for future research are provided.

ACKNOWLEDGEMENTS

TABLE OF CONTENTS

Page

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

1.1   Background of the Study

The tourism sector of Asian economies managed and reported to sustain its position among most visited regions in the world (World Tourist Organization [WTO], 2007), where cultural-oriented tourism is emerging rapidly with the intensified growth through out the tourism industry (WTO, 2001).The tourism sector is one of the main economic pillars of the economy of Thailand, with a major contribution to the economic output. Driven by the mutual visa exemption between China and Thailand and the "One Belt, One Road" initiative, Chinese tourists in Thailand have significantly increased over the years. From 2012 to 2016, the number of Chinese tourists in Thailand has risen from 2 million to 8.77 million(Lu et al., 2020).According to the director of the National Tourism Administration of Thailand(TAT), there were 9.85 million Chinese tourists entered Thailand during 2017; the number was 10 million in 2018, and the management firmly believe that the number of Chinese tourists in Thailand will reach about 10.5 million in the coming year with the estimated revenue of 590 billion Baht. In addition, as per the recent statistics reported by TAT on December 17, 2018, the total number of foreign tourists in Thailand has reached 36.2 million. It is estimated that the sector will generate 3.04 trillion Baht in the fiscal year from foreign tourists visiting Thailand. The number of Chinese tourists accounts for one-third of the total foreigners who come to Thailand every year, with a record of more than 10 million Chinese tourists for the first time. After the policy implementation of the visa-free entry, the per day number of inbound tourists from China has risen from 20,000 to 25,000.

The following figure 1 and figure 2 shows the percentage of tourists from both market and nationality-based entered Thailand. Again, Chinese tourists are the highest in number, recording 58.01% of all the tourists coming to Thailand from the rest of the world.
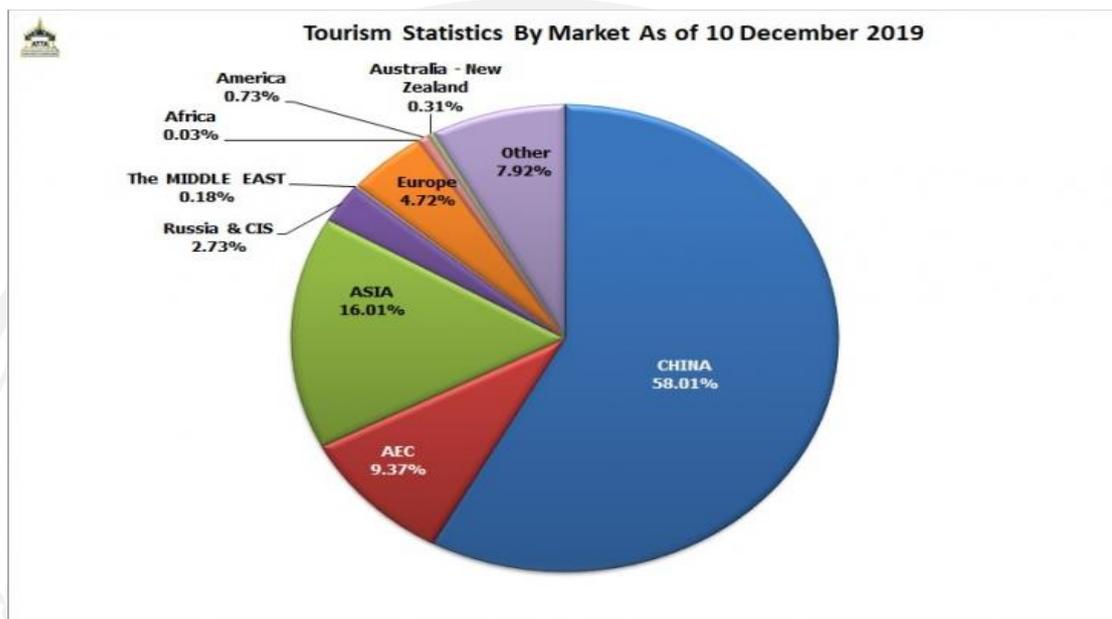
Figure 1.1 Tourism Statistics by Market
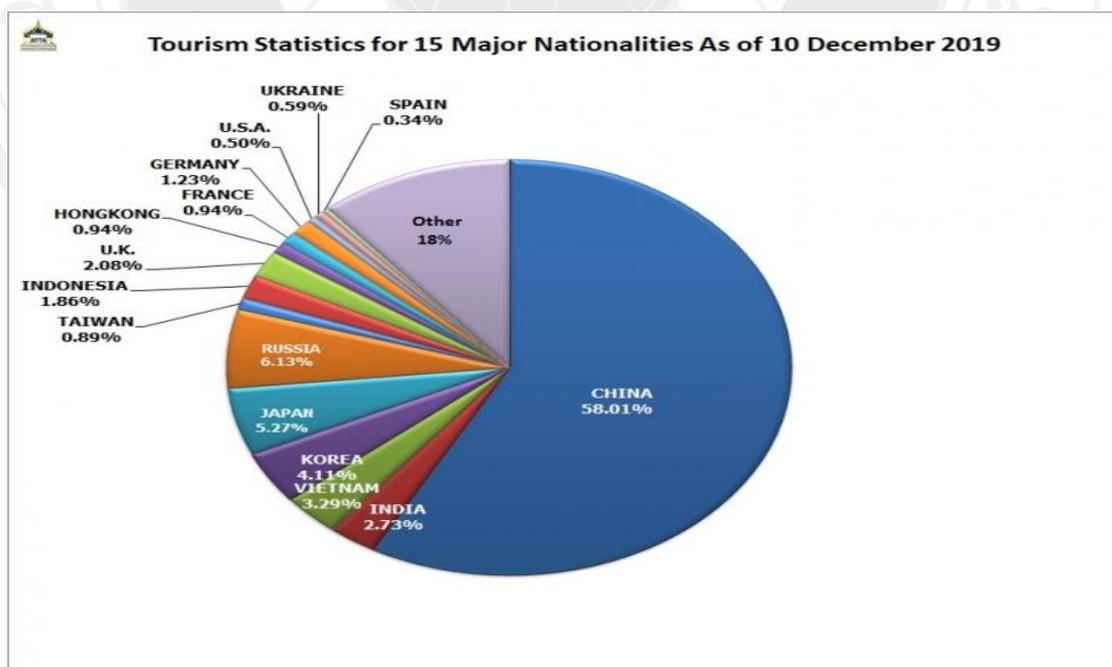
Figure 1.2 Nationwide Tourism Statistics

City tourism is one of the fastest-growing segments in the tourism industry (Mohsin, 2007). The success of destination marketing lies in brand a city, understanding visitors' perceptions and satisfaction, providing value, and managing the total visitors' experience. Tourists worldwide visit Thailand all year round due to its reputation in having an elaborative history, rich culture and beautiful natural resources, and also because of the hospitality of Thai people (Uysal, Chen, & Williams, 2000). China's tourism network in Thailand mainly presents a circular radial shape, forming a circular tourist flow space structure with the Bangkok Valley as the core and multi-base points scattered around the map. Thus, tourism flows have spatial agglomeration(Lu et al., 2020).Thailand is a well-known international travel destination. In 1991, the ancient cities in Thailand, Sukhothai and Ayutthaya, were declared World Heritage sites by the United Nations Educational, Scientific, and Cultural Organization (UNESCO). Since then, these cities have become attractive to international and domestic tourists ((Peleggi, 1996).

1.2 Statement of Problem

Although various studies on Thai tourism with well-documented results on their contributions to the tourism sector, very little attention has been paid by the researcher on the importance and benefits associated with cultural heritage-based tourism, there are studies on the impact of cultural tourism on communities (Staiff & Ongkhluap, 2012). Still, there are no studies particularly addressing the cultural tourism for the most potential tourism market of the Asian region attracted to Thailand (i.e., Chinese tourists). Thus, this research aims to analyze the factors that both motivate and satisfy Chinese tourists to visit cities in Thailand that reflect the rich cultural heritage tourism market.

1.3 Objectives of the Study

This study contributes to the literature on heritage marketing, focusing on cultural differences by analyzing various factors that motivate tourists to visit cultural-oriented destinations, particularly the Ayutthaya province of Thailand. This is an important contribution since it can help better understand Chinese tourists' views

on Thai cultural heritage experience, value, image building, satisfaction, and other behavioural intentions. Additionally, since few studies have determined the relationship between the attributes of indigenous cultural / heritage destinations and foreign visitors' satisfaction, this study investigates the key factors that are important for the satisfaction of visitors to cultural / heritage destinations.

1.4   Research Questions

1) What factors derive Chinese tourists' motivation to come to Ayutthaya?

2) What is the relationship between tourists' expectations and satisfaction?

3) What is the relationship between tourists' motivation and satisfaction?

4) How are tourists' expectations and motivation correlated to each other?

5) What is the role of tourists' satisfaction on the relationship between tourists' expectation, motivations, and loyalty?

The findings of this study revealed that even if three factors (Heritage Attractions, distance from Bangkok and maintenance factors) have a significant relationship with tourists' overall satisfaction, Heritage and Culture Attraction were more important factors that influenced overall tourist satisfaction than distance and maintenance factors. These findings offer insights to the government and policymakers of cultural/heritage tourism in formulating strategies to maintain or enhance competitiveness. In other words, they should focus more on maintaining or improving factors that contribute to tourists' overall satisfaction. For example, the content of brochures and websites about the Ayutthaya attractions should reflect such features as and traditional food, museums, cultural villages, historic buildings, and monuments as part of cultural attractions. This study contributes to the literature on heritage marketing by keeping in view the cultural differences and analyzing various factors that can influence Chinese tourists' perception of visiting cultural oriented destinations. The research setting of this study allows us to understand better Chinese tourists' views on Thai heritage culture experience, value creation, image building, their level of satisfaction, and other behavioural intentions.Thus, this study helps to identify the importance of cultural/heritage destination factors as perceived by the tourists who visit Ayutthaya.

This chapter discusses the relevance and offers potential rationales behind conducting this study. This study is supported by the Expectation-disconfirmation theory used to develop a model and underlying hypothesis. The reminder of this document is organized as follows. The next Chapter 2 provides a literature review and the conceptual model of the study. Next, a detailed explanation of the data and methods involved to conduct the analysis are reported in Chapter 3, followed by the results and discussion section in Chapter 4. Lastly, Chapter 5 includes the concluding remarks and offer possible directions for future studies.

CHAPTER 2

LITERATURE REVIEW

The theoretical framework of this study focuses on the attributes that influence visitors' satisfaction with cultural/heritage destinations and analyzes the relationship between these attributes and visitor satisfaction based on demographics and travel behaviour characteristics. This chapter discusses cultural/heritage tourism background and explains the benefits of cultural/heritage tourism. Furthermore, this chapter discusses previous research on cultural/heritage tourism, including. The attributes of cultural/heritage destinations and the characteristics of visitors. Finally, this chapter identifies the attributes of cultural/heritage destinations, the characteristics of visitors, satisfaction, and the relationship between cultural/heritage destination attributes and visitor satisfaction.

Tourism flows have spatial agglomeration.Oliver Expectation-Achievement Modelis the theoretical model of expectation-performance concerning'pull and push factors'given by American marketing scientist Richard L. Oliver (Oliver, 1980). This is, theoretically, the most influential model that is being widely used to represent customer satisfaction.Oliver believes that during or after consuming a product/service, customers are likely to evaluate the performance of products and services according to their expectations. The customers will be dissatisfied if the performance does not meet their expectations and will be satisfied otherwise.

The following indicators are measured related to the tourists in this study.

1) Tourists' Characteristics

Demographic Characteristics:

The major demographic elements covered by this study are tourists' age, gender, marital status, province, total household incomes, educational level, and occupation.

Travel Behaviour Characteristics:

The common behavioural characteristics include travel history, group membership, travel experiences, expected length of stay, time to travel, and sources of information about the destination(s).

2) Cultural/Heritage Destination Attributes:

Cultural/heritage destination can include historical buildings, religious places, handicrafts, food, shopping places, information centers, atmosphere/people, indoor facilities, accessibility, entry costs,weather,accommodations, tour packages, and the availability of guides.

3) Pull &Push Factors of Motivations:

Pull Factors:

The examples of pull factors as part of the UNESCO world heritage can be the affordable tourist destination, attractive stations nearby Bangkok, local traditional food, friendly people, historical/cultural sites, special experience (e.g., drive motorcycle/ travel by train), money value after the exchange, and safety.

Push Factors:

Factors considered as push factors when tourists, among others, intend to visit a place that they have not visited before, to increase knowledge about a foreign destination, to relax physically,toparticular sightseeing, to visiting a place that their friends have been to, and to visit friends and relatives.

4) Loyalty:

Loyalty is generally regarded as "a deeply held commitment to re-buy or re-patronize a preferred product or service consistency, thereby causing same repetitive brand or the same brand set purchasing. This occurs despite situational influences and marketing efforts having the potential to cause switching behaviour" (Oliver, Rust, & Varki, 1997).In our research setting, we propose the following questions to quantify the loyalty:

2.1   Hypotheses Development

H1 : The Chinese tourists' expectations affect their satisfaction level

The Expectancy Disconfirmation Paradigm (EDP) holds that consumer satisfaction or dissatisfaction is a function of the disconfirmation arising from discrepancies between prior expectations and actual performance. Higher performance relative to expectations results in satisfaction, and vice versa (Weber & Milliman, 1997). When the anticipated service, i.e., tourist expectation, is greater than the perceived service, the perceived quality will be higher or better than satisfactory.

H2 : The Chinese tourists' motivations affect their satisfaction level

However, motivation is related to the experience or impressions of prior tourists to Ayutthaya. Therefore, tourist motivations may contribute to positive evaluations of tour satisfaction when tourists are interested in or have good experiences with their tours in Ayutthaya. Even those who have not experience tourism in Thailand are still likely to provide favourable ratings on Ayutthaya tours when they have great interest in touring Ayutthaya due to their specific preferences, such as culture, foods, etc., geographic characteristics.

H3:The Chinese tourists' expectations and motivations are correlated with each other

Tourist expectations can affect tourist motivations and vice versa; when tourists are greatly interested in touring Ayutthaya, they anticipate great pleasure and good experiences from a prospective tour. Further, when they have high expectations, they tend to be more willing to search for tour information and acquire knowledge regarding Thai culture, language, or other interesting aspects. Thus, tourist expectations and motivations are likely to interrelate.

H4:The Chinese tourists' satisfaction affects their level of loyalty

Tellis (1988) defines loyalty as repeated purchasing or relative volume of same brand purchasing. Newman and Werbel (1973)proposed that loyal customers who bought a brand or service often considered only the same brand and made no efforts to seek other brand-related information. Although there exist several definitions of loyalty, we thereby rely on the following definition: Loyalty is generally regarded as

"a deeply held commitment to re-buy or re-patronize a preferred product or service consistency, thereby causing same repetitive brand or the same brand set purchasing. This occurs despite situational influences and marketing efforts having the potential to cause switching behaviour" (Oliver, Rust, & Varki, 1997).Thus, researchers are conducting new studies on loyalty by devoting more time and resources to understand customer satisfaction (Oliver, 1999). Both practitioners and academics understand that consumer loyalty and satisfaction are inextricably intertwined. To elucidate the linkage between satisfaction and loyalty, many researchers have attempted to determine whether loyalty responses are related to the satisfaction component. Oliver (1991) insists that satisfaction is a necessary step in the formation of loyalty.

2.2 Research Framework
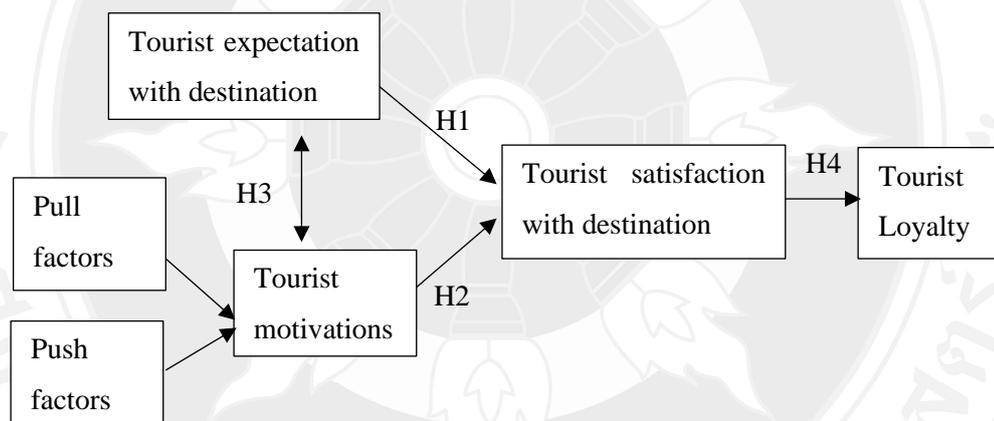
Figure 2.1 Factors affecting Motivation and Satisfaction of Chinese Tourists

The research model shown in Figure 2.1 is designed to analyze the causal relationship among tourist expectations, tourist motivations, tourist satisfaction and tourist loyalty of Chinese tourists in Ayutthaya. The model is based on the theories used in studying the impact of tour quality and tourist satisfaction on tourist loyalty (Lee, Jeon, & Kim, 2011). The underlying model confirms the causal relationship among tourist expectations, tourist motivation, tourist satisfaction, and loyalty through testing the hypotheses mentioned above.

According toPeleggi (1996), customer loyalty can be measured by a customer's willingness to recommend a preferred product. Additionally, Jones and Sasser (1995) have proposed that spreading the word is an extremely important form of consumer behaviour for a company. "Word of mouth" was identified as one of the most important factors in measuring customer loyalty for almost all industries. According to research into the precedents and consequences of consumer complaints, "word of mouth" is a consequence of loyalty or simultaneously can be a sign of dissatisfaction if it is negative (Singh, 1988). Therefore, consumer complaints are the principal focus of traditional behaviour responses (Landon Jr, 1980). Furthermore,Breslow, day, and Heseltine (1980)and Richins (1983)both insist that negative "word of mouth" communication is a category of behavioural responses. Thus, Landon Jr (1980)argues that "word of mouth" communication indicates typical examples of private action, an important attribute of the hierarchical classification of consumer complaints. As a result, several studies of consumer complaints and their consequences appear to have made some critical inroads into explaining and predicting brand loyalty, including "word of mouth" (Richins, 1983).

2.3   Cultural/Heritage Tourism

According to a broader definition by Adams(2005),cultural tourism is a type of travel for personal enrichment. Other researchers offer a narrower definition and focus on the cultural services consumed by the tourist ignoring the motivation of travel(Hughes, 2002).Timothy and Boyd (2003) summarize the meaning of heritage by stating that 'heritage is not simply the past, but the modern-day use of elements of the past'. Heritage has been used in both natural and cultural contexts (Timothy & Boyd, 2003).Heritage and cultural tourism attractions include art museums, plays,orchestral and other musical performances, displays, and other archaeological sites (Leslie & Sigala, 2005). Like other leisure and tourism activities, heritage tourism has been considered to a great extent as an experiential consumption by tourists (C.-F. Chen & Chen, 2010).

On the one hand, cultural heritage tourism development enables the traditional culture of the destination to be inherited and developed. Such development helps

tourists understand the characteristic of cultural-oriented destinations, contribute to disseminating physical culture, and enhancing national identity. On the other hand, tourism is an interactive activity where visitors can experience the local culture when they go to the desired destinations. At the same time, tourists can also bring their own culture. This collision of the two cultures helps to exchange different cultures and enrich the overall cultural connotation.

The development of cultural heritage tourism helps improve the quality of life of people in the destination areas and facilitate the development process of the tourism industry. The infrastructure of the tourist areas will be continuously improved, the tourism resources and environment will be rectified, and the living facilities serving tourists will also increase in response, which improves the living environment and quality of residents. In addition, many other benefits tourisms may contribute, such as increased income and employment opportunities that are tangible and relatively easy to measure. At the same time,certain costs are also associated, such as noise, congestion and pollution, which are quite intangible and difficult to measure with economic indicators.

2.4 Tourists' Characteristics

Fodness (1994)reveals three major reasons for visiting historic sites: to experience a different time or place, learn enjoying a cerebral experience, and share with others or teach children the site's history. Heritage tourism is described as a highly motivated segment by performing visual arts, cultural exhibitions, and other related attractions (Fodness, 1994). An analysis of the Chinese tourists' motivation to spend their vacations in New Zealand shows that the tourists want to satisfy their overall relaxation needs; among others, intellectual/curious motivation are important factors for Chinese tourists to travel abroad (Mohsin, 2007). Furthermore, Chinese travellers seem to be very eager to gain new knowledge by visiting other countries with different cultural backgrounds(Pan & Laws, 2001).The complex interrelationships between behavioural intentions at a cultural heritage site with some direct factors (e.g., heritage image and experiential satisfaction), and indirect outcomes (e.g., experiential quality and perceived value) create an imperative to

improve insight into the effects of new attractions on the cultural performance of an organization involving a cultural heritage site (Rindell, 2013). However, this study provides tourists' demographic and travel behaviour characteristics to explain the differences in tourists' attributes and tourists' satisfaction. Tourists' demographic characteristics include age, gender, total household incomes, and educational level. Likewise, tourists' travel behaviour characteristics include membership in a group, experience, length of stay in Thailand, approximate time in selecting a destination, and sources of information about the destination.

2.5   Cultural/Heritage Destination Attributes

Cultural heritage with a certain historical and artistic value, identity value, and the capacity of objects can interact with memory(Vecco, 2010). It is limited to material cultural heritage and includes custom festivals and intangible cultural heritage concerning dance songs.This study sought to determine the cultural/heritage destination attributes met by visitors when they visited these destinations. The destination attribute is defined as an attribute that satisfies the visitor and creates a revisiting intent. These attributes are defined as pull factors(L.-J. Chen & Chen, 2015).In most cases, tourists' overall satisfaction is determined by destination image and attribute satisfaction (Chi & Qu, 2008).

Peleggi (1996) studied the relevance of cultural relics in Thailand to international and domestic tourism and the ideological analysis of cultural relics related to official historical narratives, including promoting cultural relics by the National Tourism Administration. The analysis provides insights on properties such as traditional villages, monuments, museums, and temples. Sofield and Li (1998)studied Chinese cultural tourism by choosing history, culture, traditional festivals, and history. Janiskee (1996) emphasizes the importance of events through festivals, historic buildings, traditional rituals, music, dance, crafts, diet, and the direct experience of traditional life. These studies offered seven dimensions of Thailand's international travel image, which were (1) social and environmental problems, (2) safety of travel destination, 3) adventure activities and scenic natural beauty, (4)

richness of the culture, (5) good-value cuisine and hotels, (6) easy access, and (7) good shopping experiences(Rittichainuwat, 2008).

Below Table 2.1 describes the attributes of previous studies on cultural/heritage tourism and the attributes identified by this study. The 19 attributes selected were based on previous studies; these include cultural/heritage attributes as well as attributes related to the infrastructure such as food, shopping, transportation etc., visitors compare destinations they might visit and make decisions based on their attributes since the destination attribute affects the image of the destination (Kim, 2014). The destination can become competitive if it provides visitors with appealing unique features(Canning, Ada, Adams, & O'Dwyer, 2004), which will increase the satisfaction of visitors and their willingness to recommend it to others (Eusébio & Vieira, 2013). However, in today's competitive environment, whatever features destinations offer with successful outcomes, other destinations are likely to replicate it immediately (Albayrak, Aksoy, Caber, & Planning, 2013).

Table 2.1The Cultural/Heritage Attributes Defined in Previous Studies

	Philipp 1993	Glasson 1994	Richards 1996	Muzaffer 2001	Wu 2004	Jin Huh 2008	Heba Aziz 2019	Shiva 2019	Author 2019
History/Tradition		X						X	
Monuments			X	X	X	X	X		
Historical buildings	X	X	X	X		X	X	X	X
Culture villages				X		X			
University/College	X	X							
Museums	X	X	X	X		X		X	
Galleries	X		X	X		X			
Traditional scenery	X			X	X				
Arts (music/dance)	X		X	X					
Architecture			X	X		X			X
Handicrafts	X		X	X					X
Theaters		X	X	X		X			
Festivals/Events				X	X	X			
Old town (city)			X						
Historic people			X	X		X			
Religious places	X		X	X					
Food	X			X	X	X	X	X	X
Shopping places	X	X		X		X	X		X
Sports						X		X	
Information centers				X	X	X	X		X
Atmosphere/people		X		X		X		X	X
Indoor facilities		X		X	X	X	X		X
Accessibility		X		X		X	X	X	X
Expensiveness		X		X				X	X
Accommodations				X	X			X	X
Tour package				X		X			X
Guide				X	X	X	X		X
Souvenirs				X		X	X		
Traditional scenery						X			
Theme parks					X	X			
weather								X	X
Religious places (temples)									X

2.6 Expectations

Studies suggest that the part of tourists' expectations are related to personal traits and states, and the others are associated with personal expectations for future trips(Larsen et al., 2007). Tourists' expectations for future trips are usually related to their imagery, their expectations for and impressions of the destination, which will influence their tourism considerations and recognition (Lu et al., 2020). When the locations are special that involve some activities, tourists' imagery would be more significant. Therefore, it can be associated with tourists' expectations of future trips and become the main tourist expectations. Past behaviours and experiences influence tourists' imagery, their expectation for tourism purposes, and associated events. On the other hand, tourist expectations or preferences for tourism will be affected by personal traits and states, such as demography or lifestyle (Rittichainuwat, 2008). In addition, with the prevalence of the internet, tourists can actively collect online information in advance and create experience expectations even before visiting a destination. Nowadays, most people browse and inquire on the internet before travelling, which shows that people have established expectations for experience before travelling. Therefore, this study endorses and agree with the 'expected value' point of view, suggesting that expectations are the expected value of the tourist's destination before the trip.

2.7 Push and Pull Factors of Motivation

Motivation is associated with enthusiasm, ambition, initiative, determination, resilience, and the will to do desirable things.The tourism literature often conceptualizes tourist motives in terms of push and pull forces. The idea behind this concept is that people travel because they are pushed by their internal forces or pulled by external factors of the destination attributes (Uysal et al., 2000). Martilla and James (1977)identified a two-level scheme of factors that motive travelers to make travel decisions to go to specific destinations. These two factors are described as "push factors" and "pull factors." Push motivation is a behaviour that individuals force themselves to follow in order to satisfy a need or achieve a goal. In contrast,

Pull motivation is a behaviour that an individual feels drawn towards it(Spacey, 2021). Both factors found to have a significant relationship with each other (Lee & Care, 2013). Studies suggest that examining push and pull motivation simultaneously would be useful in segmenting markets, designing promotional programs and packages, and decision-making regarding destination development (Bogari, Crowther, & Marr, 2003). There exist a strong relationship between push and pull factors(Uysal et al., 2000). From a marketing perspective, tourism products can be designed and marketed as solutions to consumer's needs (Fodness, 1994). One way to determine travel motivation is to examine the notion of push and pull demand stimulations that are particularly addressed in this study.

2.8   Tourists' Satisfaction

The distinctive nature of the service business is the inseparability of production and consumption and the consumer's involvement in the delivery process. This concept forms tourism and tourist satisfaction(Siri, Josiam, Kennon, & Spears, 2012).Tourist satisfaction defined as "a collection of tourists' attitudes about specific domains in the vacationing experience" (Pike, 2002).The phenomenology of tourism satisfaction has received greater attention by academics and practitioners in marketing and psychology. The common theories of tourism satisfaction are the expectation - disconfirmation model (Oliver, 1980), expectation - perception gap model (Zeithaml, Parasuraman, & Berry, 1985), the congruity model (Chon & Olsen, 1991), and the pivotal – core peripheral model (Philip, Hazlett, & Management, 2001).

The expectancy disconfirmation model (EDM) has emerged as the predominant model of explaining citizen satisfaction in the public sector (Morgeson & Theory, 2012). When the anticipated service, i.e., tourist expectation, is greater than the perceived service, the perceived quality will be higher or better than satisfactory. Thus, tourists are more likely to evaluate the tour quality less favorably when tourist expectations are high. In this study, experiential satisfaction is defined as a tourist's overall satisfaction with the visit experienced at a cultural heritage site, as proposed by (C.-F. Chen & Chen, 2010). Experiential satisfaction reflects the satisfaction experienced from the service content associated with a specific transaction from an

experiential perspective. Tourists compare their experiences with their prior expectations, which cause positive or negative disconfirmation. The emotional responses resulting from positive or negative disconfirmation form the basis for tourist satisfaction or dissatisfaction(Bigné, Andreu, & Gnoth, 2005). For instance, a tourist whose experience falls below his/her prior expectation will eventually be dissatisfied. In contrast, tourists whose experiences are consistent with or higher than their prior expectations will be satisfied (C.-F. Chen & Chen, 2010). Various scholars have used the Importance Performance Analysis (IPA) method to analyze the image of Virginia in the United States and reposition the image of its destinations(Williams & Soutar, 2009). The IPA model is also used when measuring the satisfaction of visitors (Martilla & James, 1977). The existing quality of service is analyzed based on the location distribution of each variable in the IPA analysis performance graph. Before drawing an IPA performance analysis graph of tourism public service satisfaction, it is necessary to obtain each variable's importance and performance satisfaction results.

2.9   Loyalty

The concept of behavioural intentions is referred to as people's beliefs about what they intend to do in a certain situation (Fishbein, Jaccard, Davidson, Ajzen, & Loken, 1980). Favourable behavioural intentions frequently represent customers' conative loyalty. Customer loyalty is an important goal in the consumer marketing community as it is a key component for a company's long-term viability or sustainability. Measuring loyalty can provide a better understanding of customer retention (C.-F. Chen & Chen, 2010). According to Oliver (1999), customer loyalty can be identified into four stages: cognitive Loyalty, affective Loyalty, conative Loyalty, and action loyalty. In practice, action loyalty is difficult to measure, and thus most researchers use behavioural intentions, that is, conative loyalty, as an alternative of action loyalty (Yang, Peterson, & marketing, 2004). Similarly, several researchers (i.e., R. L. Oliver et al., 1997; Canning et al., 2004) have considered the attitudinal part of loyalty to be an adequate measure for evaluating loyalty. This measure has often been measured in studies of tourism services as behavioural intentions, namely,

intentions to revisit or repurchase and willingness to recommend to other people. Thus, positive experiences of services generate repetition of visits and result in positive recommendations to acquaintances and friends(S. Lee et al., 2011), which are considered the most important and most trusted source of information for potential tourists (Williams & Soutar, 2009).Therefore, this study measures customer loyalty through the willingness to revisit and word-of-mouth communication.

CHAPTER 3

RESEARCH METHODLOGY

This chapter describes the methods used to achieve the objectives of this research and discusses study areas, sample selection, data collection, and data analysis procedures. The study sought to investigate which attributes meet the needs of day-trip visitors to cultural and heritage destinations and determine the relationship between destination attributes, satisfaction, and visitors' loyalty, thereby controlling demographic characteristics and travel behaviour characteristics of visitors.

3.1 Study Area

Ayutthaya city was once the capital of Thailand – the Historic City bears excellent witness to the development of a true national Thai art, founded c. 1350 and became the second Siamese capital after Sukhothai. The Burmese destroyed it in the 18th century. It is characterized by the prang (reliquary towers) and gigantic monasteries, give an idea of its past splendour and remains part of the UNESCO World Heritage List. Ayutthaya city is about an hour drive away from Bangkok. In the ruins of the ancient palace, only three stupas were built in the 15th century, which are well preserved. Their carvings, lines, shapes and architectural techniques are the most important artistic features of the ancient capitals. Built-in the 13th century, the Victory Grand Pagoda was built in the era of the Yucheng King, the founder of the Great Wall Dynasty. The whole temple is magnificent and exquisite. It is the oldest surviving building in Ayutthaya. The temple is now known as the Reclining Buddha and Pagoda with ten sitting Buddha statues. In addition, there is a Buddhist temple site on the bank of the Chao Phraya River. There are only a dozen pagodas left, and the boat rides along the Chao Phraya River at night; the spires in the fluorescent light are solemn and sighing. In addition to many monuments and temples, there is also a place worth visiting for tourists, which is 20 km from Ayutthaya – Nihonjinmachi

(Japan: アユタヤ日本人町) is a place of interest in the Tambon Ko Rian on the banks of the Chao Phraya River in the city of Bangtung in the central part of Thailand.

According to TripAdvisor travel website statistics, the top 10 attractions for tourists are Wat Chaiwatthanaram, Historic City of Ayutthaya, Wat Phra Sri Sanphe , Wat Mahathat, Wat Phanan Choeng Worawihan, Wat Yai Chai Mang Khon, Temple of the Royal Restoration (Wat Ratchaburan), Wat Phra Ram, Wat Phu Khao Thong (Golden Mount), and the temple of the Reclining Buddha (Wat Lokayasutharam).Most of them are temple buildings and monuments.

There are four types of tourism facilities on the edge of the city 'Ayutthaya'. The destinations of urban residents are divided into professional tourism belts, central business districts, local neighborhoods, resort strips, and rural peripherals according to the phenomenon of tourism activities, which are decreasing over time, allowing the tourist researchers to study the surrounding areas of the city (Go & Govers, 2000).On January 12, 2019, the director of the Ayutthaya Tourism Bureau, Orasa Ayuk, said that Ayutthaya received more than 8 million tourists in 2018, 70% of whom were Thai, with a per capita consumption of about 1,000 Baht; 30% were foreigners with the per capita consumption is about 1,500 Baht. Due to its proximity to Bangkok, it is one of Thailand's most popular cultural sites. Therefore, to achieve the research purpose, this study chose Ayutthaya City as the sample research area.

3.2 Sample

The target population in this study was Chinese tourists who were in Ayutthaya. Representative sampling was used from these tourists found in various attractions in Ayutthaya. The statistics of Chinese tourists visiting Thailand from the Ministry of Tourism & Sports from 2014 to 2018 are shown in Table 3.1 as follows:

Table 3.1Number of Chinese Tourists Visiting Thailand between 2014-2018

Year	2014	2015	2016	2017	2018
Person	39420	43037	44024	52537	55818

Source: Ministry of Tourism & Sports，2021
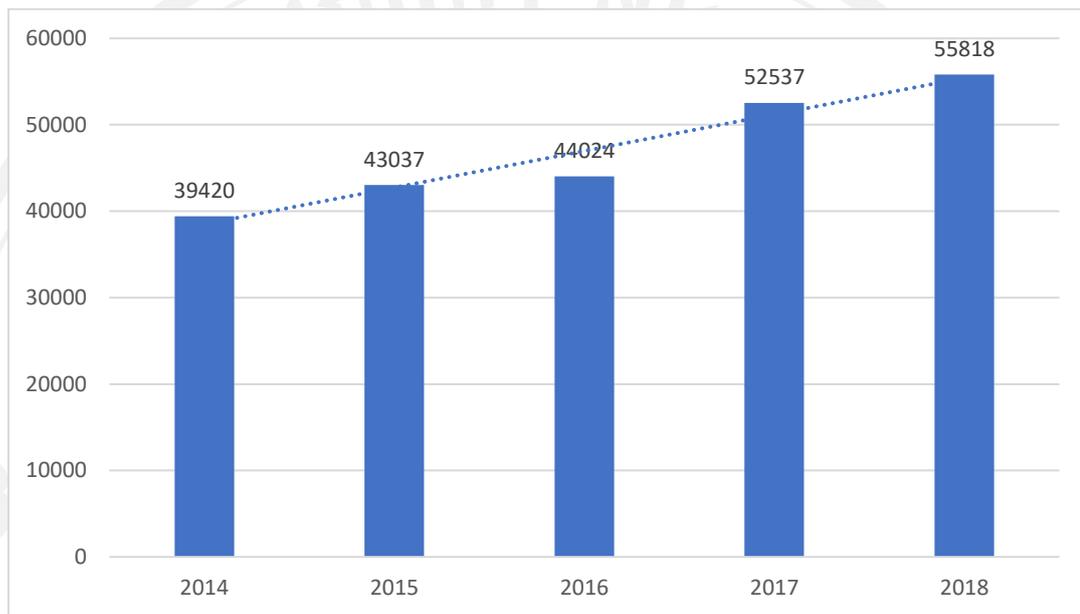
Figure 3.1 Number of Chinese Tourists Visiting Thailand between 2014-2018

Slovin's formula for the unknown size of the population was used to calculate the sample size of Chinese tourists taking a tour in Thailand as follows;

$$n = N / (1 + Ne^2)$$

- the formula used to calculate the sample size (n) given the population size (N) with a margin of error (e).

- it is a random sampling technique to estimate sampling size

whereas:

n = number of samples

N = total population

e = error margin

Putting the number of Chinese tourists in Ayutthaya during 2018 into the formula, the size of population number of 55818 and the accepted error at 5% from the overall sample size, then we can calculate the number as follows:

n = 55818 / 1+55818(0.05)^2

n = 55818 / 1+55818(0.0025)

n=55818/1405.45

n=397.154 ≈ 398

Consequently, the required number of samples obtained from these calculations was 398, which can be considered the optimal representation of the population. Furthermore, convenience sampling (Frey, 2000)was used since the sample shared the same characteristics.

3.3 Study Design

Data were collected from 2 different sources. Due to the impact of COVID-19, the number of Chinese tourists to Thailand has dropped sharply by 84.92% and 94.23% in February and March. By April, May, and June, the tourism activities were completely absent, making the data collection process difficult. Therefore, we must rely on samples by administrating an online survey.The quantitative research method (Singsomboon, 2014)is usedto quantify the variables and to estimate the study models.

3.3.1 Secondary Data

Data were collected from documents, such as academic research, documents, textbooks, annual reports, performance reports of relevant organizations, and media, such as government website and electronic media.

3.3.2 Primary Data

The sample population for this study consisted of 400 Chinese tourists who visited Ayutthaya; a survey on the satisfaction of tourists who have been to Ayutthaya was conducted online. Before delivering the questionnaire to the potential respondents, the individuals participating in the survey were contacted and informed

about the purpose of the survey and provided them with the essential confidence that their responses would solely use for study purpose and shall not be shared with any third party without their consent.

3.4 Variables

A preliminary questionnaire was developed based upon previous instrumentation developed by some researchers (i.e., Uysal et al., 2000;Singsomboon, 2014).The questionnaire consisted of three sections. The first and second sections of the questionnaire gathered the respondents' demographic and travel behaviour characteristics, where total household incomes were operationalized as a categorical variable. The categories ranged from "less than ¥2,999" to "¥10,000 or more." The educational level also was determined as a categorical variable; the categories ranged from "no high school degree" to "graduate school/professional degree". The third section explored destination attributes affecting tourists' expectations, complaints, and satisfaction levels concerning a cultural/heritage destination. Respondents were requested to give a score to each of the 19 attributes on their levels of expectations and satisfactions separately using a 5-point Likert Scale ranging from (1) very low expectation to (5) very high expectation and from (1) very dissatisfied to (5)very satisfied. A final question in this section was asked about respondents' overall level of satisfaction with the Ayutthaya (1 = extremely dissatisfied, 5 = extremely satisfied).

3.5 Data Analysis

Out of the 486 responses collected from Chinese tourists, 400 were found complete and ready to use for the analysis after screening out for the invalid questionnaires. Unusable questionnaires included missing sections, either expectation or satisfaction, in the survey instrument. Therefore, the data from 400 respondents were analyzed in this study. As stated in Chapter 3, the respondents were tourists who visited Ayutthaya in 2019 and 2020. Data were coded, computed, and analyzed using the Statistical Package for Social Sciences (SPSS).Various statistical procedures were

performed, such as factor analysis, and Structural Equation Modelling (SEM) to capture the results to meet the study's respective objectives.

CHAPTER 4

RESULT

This chapter is divided into three major sections. The first section provides the demographic characteristics and travel behaviour characteristics of the respondents. The second section presents results on the respondents' expectations and satisfaction with 14 attributes in the Ayutthaya. Finally, the last section addresses testing the proposed research hypotheses in terms of factor analysis, correlation analysis, and descriptive analysis.

4.1   Demographic Characteristics of the Respondents

The demographic characteristics of the respondents are shown in Table 4.1. The gender distribution of the respondents was skewed towards female participants with a percentage of 70%, and 30% representation was from male respondents. The dominant age group of the respondents was 19 to 25 years (53.00%), followed by 26 to 30 years (27.75%), 31 to 40 years (16.25%), and 40 years and older (2.25%), whereas 18 and younger (0.8%) made up the smallest group of individuals, representing 0.75% of the respondents. Concerning the level of education, 50.75% of the respondents had a university education level; 37.5% of the respondents had a post-graduate education, and 6.25% of the respondents had a colleges school education; 3.25% of the respondents had a doctoral Degree, and 1.25% of the respondents had a secondary school education. Only 1% of respondent had education at the primary level or below. The result shows the relatively high educational attainment of the respondents.

Regarding the respondents' annual household income, the largest group included were those with an annual household income of RMB ¥1,999 or less (30.75%), followed by RMB ¥2,000 to ¥3,499(12.5%), RMB ¥10,500 or above (10%), and

RMB ¥5,000 to ¥6,499 (11.25%), RMB ¥3,500 to ¥4，999(10.75%), and RMB ¥8,000 to ¥10,499 (8%). Only 7.5% of the respondents had an annual household income of RMB ¥6,500 to ¥7,999.Concerning the respondents' occupation, the largest group was of students (47.25%), followed by Householder (18.25%),employees of private enterprises (16%), employees of foreign companies (6.25%), Civil servants and employees of state-owned enterprises (4.75%), unemployed (1.75%), and 0.25% respondents were retirees.

Most of the respondents (53.8%) reported that they live in Thailand, and 44.7% of the respondents live in China and most of them live in the southeast coast of China, whereas 1.8% of the respondents were settled in other countries or regions (see Table 4.1).

Table 4.1Demographic Characteristics of the Respondents (N=400)

Variable	Frequency	Percentage (%)
Gender		
Male	120	30
Female	280	70
Age (years)		
18-	3	0.75
19--25	212	53
26--30	111	27.75
31--40	65	16.25
40+	9	2.25
Education levels		
Compulsory	4	1
Senior high school	5	1.25
Associate Degree	25	6.25
Bachelor's Degree	203	50.75
Master's Degree	150	37.5
Doctoral Degree	13	3.25
Total household incomes per mouth		
¥1,999 or less	123	30.75
¥2000-¥3,499	50	12.5
¥3,500 - ¥4，999	43	10.75
¥5,000 - ¥6,499	45	11.25
¥6,500 - ¥7，999	30	7.5
¥8，000- ¥10,499	32	8
¥10,500 or above	40	10

Variable	Frequency	Percentage (%)
Occupation		
State-owned enterprises	19	4.75
Private enterprises	64	16
Foreign companies	25	6.25
Civil servants	22	5.5
Retirees	1	0.25
Householder	73	18.25
Students	189	47.25
Unemployed	7	1.75
States		
Thailand	215	53.8
East of China	25	6.3
South of China	67	16.8
North of China	3	0.8
Central of China	12	3
Southwest of China	54	13.5
Northwest of China	11	2.8
Northeast of China	6	1.5
Other country	7	1.8

4.2 Travel Behavior Characteristics of the Respondents

The travel behaviour characteristics of the respondents are shown in Table 4.2. In the number of previous visits to the Ayutthaya, 27.3%of the respondents did not have any previous experience with the destination. However,72.8%of the respondents were those who have previously visited the area. Regarding the travel plan, the respondents' distribution was somewhat uneven; around 58.0% of the respondents planned for travel one week or less in advance, and 29.8% of the respondents planned their trip one week to one month in advance. The smallest group of respondents (12.3%) planned and booked their trip in advance, about one month or more. Concerning the category of the length of stay, 72.5% of the respondents stayed for 1 to 2 days, followed by 3 to 5 days (23.3%), and 6-10 days (2.5%). Only 1.8% of the respondents stayed eight days or above. Similarly, regarding the amount of money spent per day (including accommodation), the distribution of the respondents was quite balanced. About 30.3% of the respondents spend ¥ 400 or more, and 24.8% of the respondents spend ¥200 to ¥299,23.0% of the respondents spend ¥200 or less. At the same time, 22.0% of respondents spend ¥300 to ¥399.

Regarding the price perception, most respondents (54.8%) believe in the fairness of the prices, 39.0% considers low prices, whereas only 6.3% of respondents considered that the prices are higher (see Table 4.2).

Table 4.2 Travel Behavior Characteristics of the Respondents (N=400)

Variable	Frequency	Percentage (%)
Past experience at cultural/heritage sites		
Yes	291	72.8
NO	109	27.3
How long in advance planned to visit the Ayutthaya		
One week or less	232	58.0
One week to one month	119	29.8
One month or more	49	12.3
Length of stay		
1-2 days	290	72.5
3-5 days	93	23.3
6-10 days	10	2.5
11 or more	7	1.8
The amount of money spent per day (including accommodation)		
¥200 or less	92	23.0
¥200-¥299	99	24.8
¥300-¥399	88	22.0
¥ 400 or more	121	30.3
Price perception		
Low price	156	39.0
Fair price	219	54.8
High price	25	6.3
Sources of information*		
Commending by family and friends	174	43.5
Travel agency	59	14.75
Magazine	84	21
Internet media	201	50.25
Television and movies	84	21
Social networks	162	40.5
Radio broadcasting	2	0.5
Other	30	7.5
The transportation method*		
Bus	110	27.5
Mini van	159	39.75

Variable	Frequency	Percentage (%)
Train	123	30.75
Boat	35	8.75
Car (Private, Rent)	186	46.5
Membership in a group*		
Alone	54	13.5
A couple	98	24.5
Family members	105	26.25
Friends/relatives	263	65.75
Organized groups	95	23.75
Most of your money spent*		
Traffic	238	59.5
Food	300	75
Accommodation	220	55
Shopping	91	22.75
Attractions tickets	200	50
Entertainment	70	17.5
Other	13	3.25
The biggest obstacle*		
Insufficient tourist information	195	48.75
Safety	91	22.75
Poor traffic conditions	92	23
Poor tourism facilities	201	50.25
Other	42	10.5
How long in advance planned to visit the Ayutthaya		
One week or less	230	57.48
One week to one month	117	29.24
One month or more	53	13.29
Length of stay		
1-2 days	288	72.09
3-5 days	92	22.92
6-10 days	13	3.32
11 or more	7	1.66

4.3 Satisfaction& Expectation Attributes

Table 4.3 reports the mean values of satisfaction, expectation, and the difference of mean value between satisfaction and expectations of 14 attributes of the Ayutthaya city. It can be seen from the table that the mean of tourist satisfaction is higher than the mean of expectations. Among them, shopping place, religious places, and tour packages reported to have over expectations, indicating that tourists have a better experience in these aspects. In particular, the expectations of shopping places are

lower than 3, but the satisfaction is higher than 3. On the other hand, accessibility, accommodations expectations and satisfaction have very close means as expected, indicating that the government can strengthen construction in these two areas to attract tourists.

Table 4.3 Results on Mean between Tourists' Expectations and Satisfaction with Attributes

Attribute	Satisfaction Mean1)	Expectation Mean2)	Mean Difference
Historic buildings	4.03	3.853	0.177
Religious places	3.882	3.612	0.27
Handicrafts	3.48	3.313	0.167
Food	3.46	3.295	0.165
Shopping places	3.19	2.92	0.27
Information centers	3.235	3.123	0.112
Atmosphere/people	3.632	3.533	0.099
Indoor facilities	3.268	3.145	0.123
Accessibility	3.655	3.655	0
Expensiveness	3.453	3.393	0.06
Climate/Weather	3.498	3.417	0.081
Accommodations	3.315	3.275	0.04
Tour packages	3.075	2.875	0.2
Guides	3.05	2.895	0.155

Note:

1） Satisfaction mean ranges from 1 (very dissatisfied) to 5 (very satisfied).

2） Expectation mean ranges from 1 (very low) to 5 (very high).

4.4   Expectation-Satisfaction Analysis

The average level of satisfaction with various attributes of the Ayutthaya and the average expectation of these attributes were calculated for the overall sample (see Table 4-3). The placement of each attribute on an expectation-satisfaction grid was accomplished by using the means of expectation and satisfaction as the coordinates. When these calculations were performed, they were plotted on a two- dimensional grid. This expectation-satisfaction grid (Figure 4.1) positioned the great means for satisfaction (X=3.31) and expectation (Y=3.34), which determined the placement of the axes on the grid. Each attribute on the grid could then be analyzed by locating the

appropriate quadrant in which it located. For example, the top right quadrant attributes were rated very satisfied, and the level of expectation was above the average. Attributes in the bottom left quadrant were considered less satisfied, and the expectation level is below average. According to the figure below, the destination attribute of low expectation will lead to low satisfaction, and the destination attribute of high expectations will lead to high satisfaction.

According to Table 4.2, 58% of the travel plans for Ayutthaya have less than or equal to one week preparation time by the visitors, and 72.5% of the time spent by most tourists is 1-2 days. It shows that the two destination attributes of historic buildings and religious places are the most attractive destinations for tourists to come to Ayutthaya for short trips. 195 (48.75%) tourists said that they lack information about Ayutthaya so that apart from the famous historical and religious buildings in Ayutthaya, everyone has low expectations for other destination attributes. 201 (50.25%) tourists said that the tourist facilities in Ayutthaya are poor; after visiting Ayutthaya, they did not get enough experiences in other destination attributes except shopping place, so that the expectation and experience are almost the same. Through the analysis combined with Table 4.2, since most tourists know Ayutthaya from social media, family and friends, and website sharing, they do not know much about Ayutthaya. Most of them come to play and take photos because of the historical buildings and monuments of Ayutthaya, so they have high expectations in terms of the properties they know and low expectations in terms of what they do not understand.

Therefore, the government must increase the publicity of other destination attributes in Ayutthaya to attract tourists to stay in Ayutthaya. Moreover, it is necessary to strengthen the construction of tourist facilities and equipment to improve tourists' travel experience concerning accommodation, tourist facilities, guide services, shopping, and group outings.

High expectation

Historic buildings
Religious places
Accessibility
Atmosphere/people
Climate/Weather
Expensiveness

Low   Handicrafts   High

satisfaction   Food   satisfaction

Accommodations
Information centers
Indoor facilities
Guides
Shopping places
Tour packages
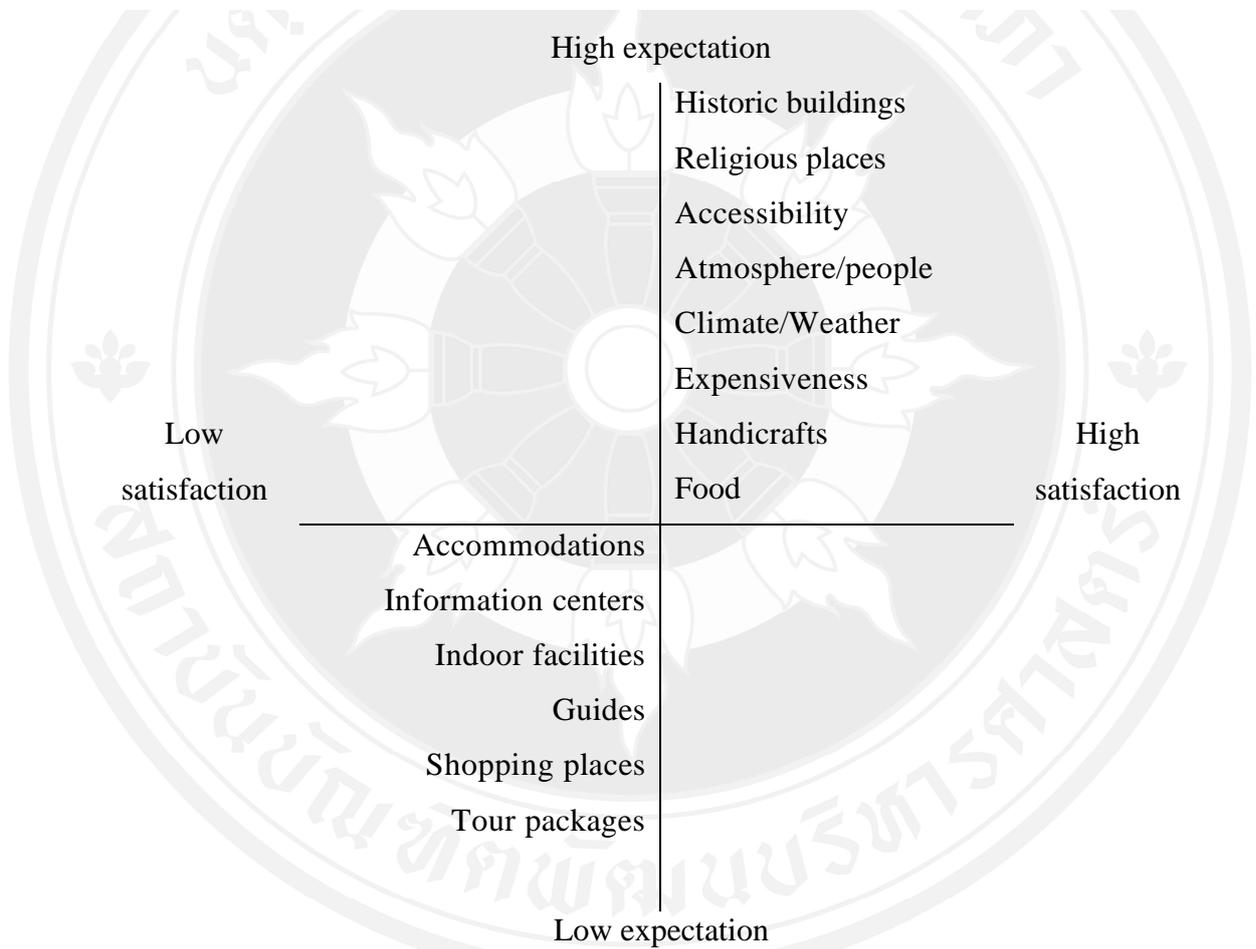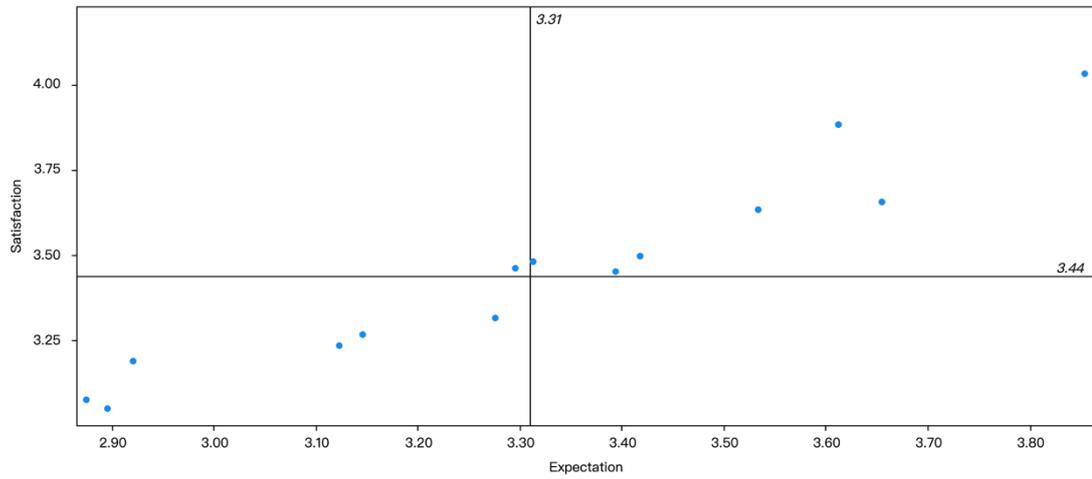
Low expectation

Figure 4.1 Expectation-Satisfaction Grid

4.5 Tourist's Overall Level of Satisfaction with the Ayutthaya

The results in Table 4.4 show that the overall satisfaction of tourists with Ayutthaya seems to be satisfied. The reported satisfaction is greater than neutral tourist characteristics statistics results. According to Pareto analysis Chinese tourist most like to share Photos on social media.

Table 4.4 Tourists' Overall Level of Satisfaction with the Ayutthaya (N=400)

Variable	Frequent	Percentage (%)
Satisfied with Ayutthaya		
Extremely dissatisfied	4	1.00
Dissatisfied	13	3.25
Neutral	50	12.50
Satisfied	287	71.75
Extremely satisfied	46	11.50
Visit Ayutthaya again		
Extremely dissatisfied	7	1.75
Dissatisfied	40	10.00
Neutral	141	35.25
Satisfied	157	39.25
Extremely satisfied	55	13.75
Share photos on social media		
Extremely dissatisfied	4	1.00
Dissatisfied	13	3.25
Neutral	70	17.50
Satisfied	190	47.50
Extremely satisfied	123	30.75
Recommend to others		
Extremely dissatisfied	3	0.75
Dissatisfied	9	2.25
Neutral	114	28.50
Satisfied	211	52.75
Extremely satisfied	63	15.75

Table 4.5show that females (72.46%) are more likely to be satisfied with Ayutthaya than male respondents (27.54%); among others, tourists aged 19 to 25 have the highest level of satisfaction. Ayutthaya is well-known among Chinese tourists who stay in Thailand. For tourists living in China who lack information about Ayutthaya (Table 4.6), they may prefer to visit Chiang Mai as their first destination choice.

Table 4.5 Statistics on the characteristics of tourists who are "Neutral" about returning to Ayutthaya（N=138）

Items	Categories	N	Percent (%)	Cumulative Percent (%)
Gender	Male	38	27.54	27.54
	Female	100	72.46	100
Age (year)	Younger than 18	3	2.17	2.17
	19—25	80	57.97	60.14
	26—30	36	26.09	86.23
	31—40	16	11.59	97.83
	Older than 40	3	2.17	100.00
States	Thailand	83	60.14	60.14
	China	50	36.23	96.38
	Other Country	5	3.62	100
Education level	Compulsory	3	2.17	2.17
	Senior high School	3	2.17	4.35
	Associate Degree	15	10.87	15.22
	Bachelor's Degree	67	48.55	63.77
	Master's Degree	46	33.33	97.10
	Doctoral Degree	4	2.90	100
Occupation	State-owned Enterprises	7	5.07	5.07
	Private Enterprises	20	14.49	19.57
	Foreign Companies	9	6.52	26.09
	Civil Servants	5	3.62	29.71

Items	Categories	N	Percent (%)	Cumulative Percent (%)
	Householder	25	18.12	47.83
	Students	71	51.45	99.28
	Unemployed	1	0.72	100
	¥1,999 or less	53	38.41	38.41
	¥2000-¥3,499	13	9.42	47.83
Total household incomes per mouth	¥3,500 - ¥4，999	17	12.32	60.14
	¥5,000 - ¥6,499	16	11.59	71.74
	¥6,500 - ¥7，999	11	7.97	79.71
	¥8，000-¥10,499	12	8.70	88.41
	¥10,500 or above	16	11.59	100

Table 4.6 Travel Behavior Characteristics of the Respondents (N=400)

Variable	Rank score	Rank
Chiang Mai	2.127	1
Ayutthaya	2.785	2
Chiang Rai	3.235	3
Kanchanaburi	3.370	4
Sukhothai	3.482	5

Statistics reported in Figure 4.2 depicts that tourist who perceive low consumption levels in Ayutthaya have higher overall satisfaction than tourists who perceive high consumer prices in Ayutthaya. Combining the characteristics of tourists give the impression that most of the tourists in Ayutthaya come from high-skilled and low-income groups such as students, so they are highly satisfied with the historical buildings of Ayutthaya. Figure 4.2 shows that tourists with high consumption perceptions in Ayutthaya are not satisfied with Ayutthaya. This may be due to the imperfect construction of tourism supporting facilities in Ayutthaya, poor

accommodation, and poor infrastructure of shopping places. The price and value of Ayutthaya for such tourists are not aligned with each other that caused a lower level of satisfaction.
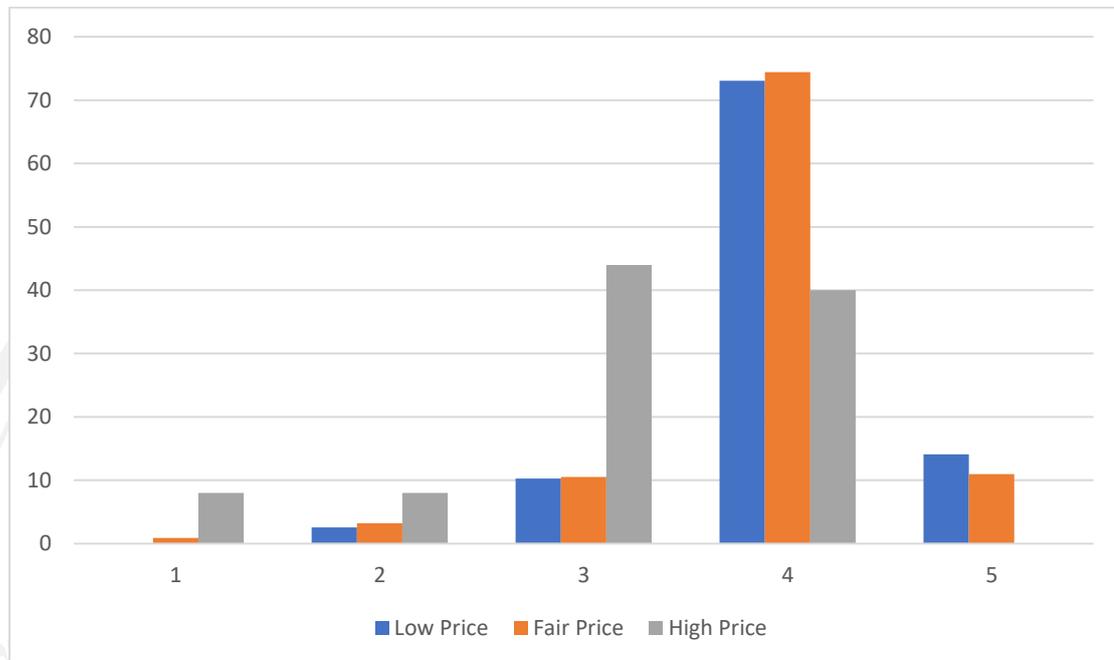
Figure 4.2 The Impact of Price Perception on Overall Satisfaction(N=400)

Figure 4.3 shows that the length of travel time will affect the overall satisfaction with cultural tourism in Ayutthaya. The longer the travel time in Ayutthaya, the lower the satisfaction of the tourists. It further explained that apart from the cultural tourism of Ayutthaya, the construction of other destination attributes is very poor, which translate into lower tourists' satisfaction.
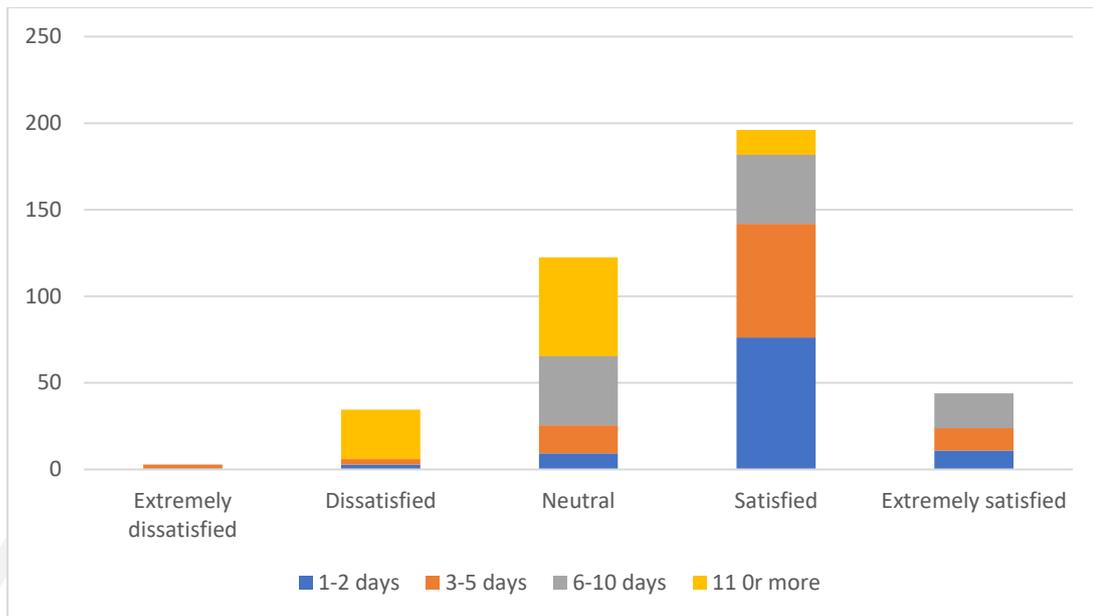
Figure 4.3 The Impact of Length of Stay on Overall Satisfaction(N=400)

Figure 4.4 points out that the length of the planned trip will affect the overall satisfaction with cultural tourism in Ayutthaya. The longer the planned trip, the lower the satisfaction of tourists. This indicates that the tourist experience in Ayutthaya is lower than their expectations.
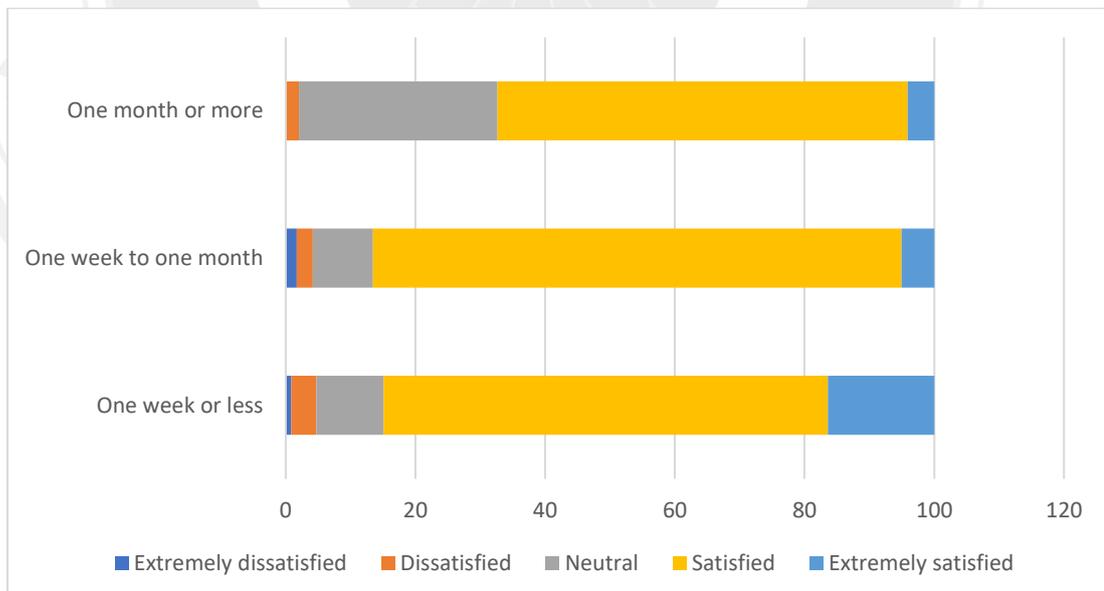
Figure 4.4 The Impact of Planning Time on Overall Satisfaction(N=400)

In summary, the tourism construction of Ayutthaya is not perfect enough to attract potential tourists other than cultural tourism. The lack of tourist information in

Ayutthaya and the instructor tourists misjudged the tourist resources of Ayutthaya, resulting in limited travel planning time. Ayutthaya is much more attractive to Chinese female tourists than men. Based on China's developed social media, photos uploaded on social networking sites are more attractive to female tourists.

4.6   Hypotheses Testing

Four hypotheses were proposed based on the objectives of this study. Each hypothesis is reiterated and tested below,along with the results of the statistical analysis. Hypothesis 1 was tested by using multinomial logistic regression analysisand descriptive statistics.The remaining hypotheses were tested by using correlation analysis. In order to get the destination attribute scale ready for analysis, a factor analysis of the attributes was also conducted.

4.6.1   Factor Analysis

To analyze the reliability of the scales, this study seeks the coefficients of Cronbach alpha using SPSS. All the constructsreported having reliability values greater than 0.7 as defined by Nunnally's (1978) benchmark threshold. Thus, all measuring factors had high inner consistency and scale reliability of the constructs.The overall significance of the correlation matrix was 0.000, with a Bartlett test of sphericity value of 12212.5. Using the KMO and Bartlett tests for validity verification, we can see from Table 4.7 that the KMO value is 0.911, the KMO value is greater than 0.8, and thus concluded that the data employed in this study is efficient enough to perform further analysis.The statistical probability and the test indicated a significant correlation between the variables, and the use of factor analysis was appropriate. The Kaiser-Meyer-Olkin overall measure of sampling adequacy was 0.911, which was meritorious (Arndt, Turvey, & Andreasen, 1999).

Table 4.7 shows the factor analysis results on the perception of the attributes in Ayutthaya, indicating factor loadings concerning each item, communality values, and the coefficients of Cronbach α. The statistics concerning the model fit are reported in Table 4.8.

Table 4.7 Factor Analysis Results of the Perception of Attributes in the Ayutthaya (N=400)

Variables	Items	Loadings	Communality	Cronbach α
Factor 1: Tourist expectations	Historic buildings	0.613	0.375	0.904
	Religious places	0.524	0.275	
	Handicrafts	0.67	0.449	
	Food	0.673	0.453	
	Shopping places	0.528	0.279	
	Information centers	0.64	0.41	
	Atmosphere/people	0.717	0.515	
	Indoor facilities	0.64	0.409	
	Accessibility	0.655	0.429	
	Expensiveness	0.654	0.428	
	Climate/Weather	0.655	0.429	
	Accommodations	0.662	0.438	
	Tour packages	0.492	0.242	
	Guides	0.501	0.251	
Factor 2: Tourist motivations	Near Bangkok	0.494	0.244	0.857
	Affordable tourist destination	0.485	0.235	
	Local traditional food	0.587	0.345	
	A part of the UNESCO world heritage list	0.578	0.334	
	To visit the history/culture	0.574	0.329	
	Special experience (drive motorcycle/by train)	0.474	0.225	
	To visit a place that I have not visited before	0.603	0.364	
	To increase knowledge about a foreign destination	0.653	0.427	
	To Relax physically	0.663	0.44	
	To sightsee touristic spots	0.581	0.338	
	To visit a place that my friends have been to	0.352	0.124	
	To visit friends and relatives.	0.186	0.035	

Variables	Items	Loadings	Communality	Cronbach α
Factor 3: Tourist satisfaction	Historic buildings	0.602	0.362	0.919
	Religious places	0.621	0.386	
	Handicrafts	0.689	0.475	
	Food	0.711	0.506	
	Shopping places	0.667	0.445	
	Information centers	0.617	0.38	
	Atmosphere/people	0.722	0.522	
	Indoor facilities	0.637	0.405	
	Accessibility	0.576	0.331	
	Expensiveness	0.689	0.475	
	Climate/Weather	0.64	0.41	
	Accommodations	0.7	0.489	
	Tour packages	0.514	0.265	
	Guides	0.521	0.271	
Factor 4: Tourist loyalty	Would you like to visit Ayutthaya again?	0.408	0.166	0.821
	Would you like to share your photos taken in Ayutthaya on social media?	0.42	0.176	
	Would you recommend Ayutthaya to others who visit Thailand?	0.508	0.258	

Note: **Communality value less than 4.

KMO (Kaiser-Meyer-Olkim Measure of Sampling Adequacy) = 0.911

Bartlett's Test of Sphericity: p = 0.000 (x^2 = 12212.5, df = 903)

From Table 4.9, when looking at the impact of expectation on the satisfaction, the standardized path coefficient value is 0.197>0, and this path shows a significance level of 0.01 (z=8.665, p=0.000<0.01), thus indicating that the expectation will have a significant positive effect on the satisfaction. Considering the impact of motivation on the satisfaction, the relationship is not significant (z=30.815, p=0<0.05), thus indicating that motivation does not impact the level of satisfaction. Regarding the relationship between satisfaction and loyalty, the standardized path coefficient value is 0.725>0, and this path shows a significance level of 0.01 (z= 8.616, p=0.000<0.01), thus indicating that satisfaction bears a significant positive impact on loyalty. Finally, on the covariance relationship (correlation) between motivation and expectation, the standardized path coefficient value is 0.737.>0, and this path shows a significance

level of 0.01 (z=6.557, p=0.000<0.01), thus indicating that there is a significant positive covariance correlation between motivation and expectation.

Table 4.8 Model Fit

Parameter	χ^2	df	p	χ^2/df	GFI	RMSEA	RMR	CFI	NFI	NNFI
Criteria	-	-	>0.05	<3	>0.9	<0.10	<0.05	>0.9	>0.9	>0.9
Value	5346.447	855	0.000	6.253	0.533	0.115	0.134	0.620	0.580	0.599
Parameter	TLI	AGFI	IFI	PGFI	PNFI	SRMR	AIC	BIC		
Criteria	>0.9	>0.9	>0.9	>0.9	>0.9	<0.1	The smaller the better	The smaller the better		
Value	0.599	0.483	0.622	0.481	0.549	0.106	33718.307	34051.947		

Table 4.9 SEM Result

X	→	Y	Coef.	SE	z	p	Std. Estimate
Motivation	→	Satisfaction	0.812	0.026	30.815	0	0.668
Expectation	→	Satisfaction	0.213	0.025	8.665	0	0.197
Satisfaction	→	Loyalty	0.5	0.058	8.616	0	0.725
Motivation	→	Motivation	1	-	-	-	0.733
Expectation	→	Expectation	1	-	-	-	0.855
Satisfaction	→	Satisfaction	1	-	-	-	0.932
Loyalty	→	Loyalty	1	-	-	-	0.654

Note: "→" represents the path relationship. "↔" represents the covariance relationship
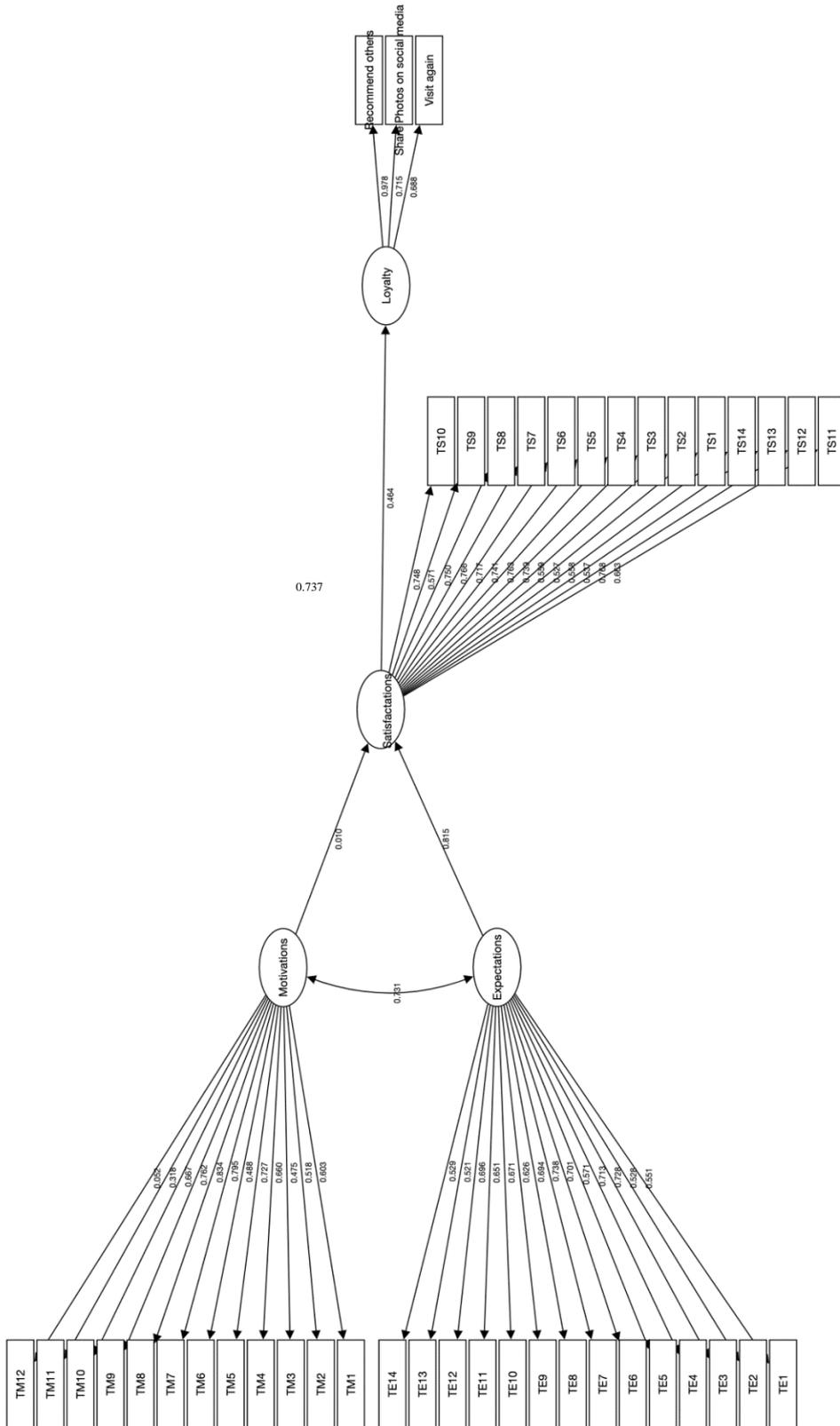
Figure 4.5 Model Results

From Table 4.10, we can observe that the correlation between satisfaction and expectation motivation,and loyalty is analyze dusing Pearson correlation coefficient to indicate the strength of the correlation between these constructs.The coefficients of satisfaction and expectation, motivation, and loyalty are significant with the values of 0.600, 0.755, 0.442 respectively, the values are greater than 0, meaning that satisfaction and expectation, motivation, and loyalty have a positive correlation between each other.

Table 4.10 Pearson Correlation

	Mean	Std. Deviation	Motivation	Expectation	Satisfaction	Loyalty
Motivation	3.403	0.766	1			
Expectation	3.307	0.736	0.702**	1		
Satisfaction	3.444	0.731	0.600**	0.755**	1	
Loyalty	3.792	0.718	0.388**	0.365**	0.442**	1

4.6.2 Hypothesis 1

H1: The Chinese tourists' expectations affect their satisfaction level

According to the results presented in Table 4.3, the expectation positive with satisfaction; this finding is robust since it was also seen in Figure 4.1 that expectation and satisfaction are directly proportional, and the biggest impact on satisfaction is from historical buildings, which is due to insufficient publicity information in Ayutthaya. According to 195 tourists, the results indicated that they lack information about Ayutthaya; most of them learned about the destination through shared information on social media. More extensive and high-quality online information availability leads to better buying decisions and higher levels of consumer satisfaction (Lightner & Eastman, 2002).Social media promotion is often limited to photos of historical sites and convenient travel to and from Bangkok; however, the introduction to other destination attributes is lacking. Therefore, the main impact on tourists' satisfaction regarding Ayutthaya is reflecting through expectations on the historical buildings and accessibility. Thus, hypothesis 1 is supported.

Table 4.11Multinomial logistic regression (N=400)

Basic Statistic

	Categories	Frequency	Percent (%)
	1.0	4	1.00%
	2.0	13	3.25%
	3.0	50	12.50%
Overall Satisfaction	4.0	287	71.75%
	5.0	46	11.50%
	Total	400	100.0

Parameter Estimates

	Items	Coefficients	Std. Error	z	Walχ^2	p	OR	OR 95% CI
Threshold	1.0	0.123	0.628	0.195	0.038	0.845	0.884	0.258~3.031
	2.0	1.774	0.534	3.320	11.025	0.001	0.170	0.059 ~ 0.483
	3.0	3.461	0.550	6.287	39.533	0.000	0.031	0.011 ~ 0.092
	4.0	7.944	0.684	11.619	135.007	0.000	0.000	0.000 ~ 0.001
Independent variables	Historic buildings	0.511	0.157	3.256	10.600	0.001	1.668	1.226 ~ 2.269
	Religious places	0.048	0.148	0.327	0.107	0.744	1.049	0.786 ~ 1.402
	Handicrafts	-0.170	0.158	-1.075	1.156	0.282	0.844	0.619 ~ 1.150
	Food	0.509	0.162	3.142	9.872	0.002	1.664	1.211 ~ 2.286
	Shopping places	0.053	0.145	0.362	0.131	0.717	1.054	0.793 ~ 1.401
	Information centers	-0.128	0.156	-0.825	0.681	0.409	0.880	0.648 ~ 1.193
	Atmosphere/people	0.073	0.159	0.459	0.211	0.646	1.076	0.788 ~ 1.469
	Indoor facilities	-0.134	0.149	-0.901	0.812	0.368	0.875	0.654 ~ 1.170
	Accessibility	0.392	0.147	2.665	7.105	0.008	1.480	1.109 ~ 1.975
	Expensiveness	-0.057	0.156	-0.364	0.133	0.716	0.945	0.696 ~ 1.283
	Climate/Weather	0.252	0.142	1.772	3.141	0.076	1.286	0.974 ~ 1.699
	Accommodations	0.041	0.150	0.275	0.076	0.783	1.042	0.776 ~ 1.399

Parameter Estimates

Items	Coefficients	Std. Error	z	Walχ²	p	OR	OR 95% CI
Tour packages	-0.019	0.156	-0.124	0.015	0.901	0.981	0.722 ~ 1.333
Guides	0.129	0.157	0.821	0.674	0.412	1.138	0.836 ~ 1.549

McFadden *R* Square: 0.133

Cox 和 Snell *R* Square: 0.214

Nagelkerke *R* Square: 0.256

Classification Table

Categories	Observed	Predicted	Predicted Correct
1.0	4	0	0.000%
2.0	13	0	0.000%
3.0	50	1	2.000%
4.0	287	279	97.213%
5.0	46	1	2.174%
Overall	400	281	70.250%

4.6.3 Hypothesis 2

H2: The Chinese tourists' motivations affect their satisfaction level

This study posits that the attributes of tourists have a great influence on tourists' motivation. 91.36% of Chinese tourists in Ayutthaya have a bachelor's degree or above. Tourists with a higher education level are more attracted to historical and cultural destinations. Table 4.12 shows a significant positive impact of the factor that the Ayutthaya is near Bangkok and a visit the history/culture on the satisfaction. Similar findings are reported in Figure 4-3 above that the motivation has the greatest impact on satisfaction is attributed to the visit the history/culture (0.39), which just fits with the destination attribute. Tourists have higher expectations for historic buildings and religious places. From the previous table 4.1, the results indicated that 45.51% of the tourists visiting Ayutthaya are students, and 91.36% of the tourists have a bachelor's degree or above. It means that the historical and cultural relics of Ayutthaya have a strong attraction to intellectuals. In other words, the higher the

tourists' enthusiasm, ambition, initiative, determination and resilience of cultural tourism in Ayutthaya, the higher the satisfaction of tourists in Ayutthaya. Thus, leading to the confirmation of the hypothesis 2.

Table 4.12 Parameter Estimates

Variables	Coefficients	VIF
Constant	2.736** -19.057	-
Near Bangkok	0.073* -2.282	1.799
Affordable tourist destination	0.002 -0.063	1.666
Local traditional food	0.053 -1.614	1.564
A part of the UNESCO world heritage list	0.003 -0.087	2.084
To visit the history/culture	0.152** -3.662	2.405
Special experience (drive motorcycle/by train)	-0.044 (-1.507)	1.443
To visit a place that I have not visited before	-0.014 (-0.313)	3.088
To increase knowledge about a foreign destination	0.061 -1.257	3.362
To Relax physically	-0.022 (-0.564)	2.255
To sightsee touristic spots	0.024 -0.694	1.967
To visit a place that my friends have been to	0.002 -0.076	1.709
To visit friends and relatives	0.034 -1.151	1.609
n	400	
R^2	0.185	
Adj. R^2	0.16	
F Value	$F (12,387) =7.339, p=0.000$	

Dependent Variable: Overall satisfaction
D-W: 2.078
* $p<0.05$ ** $p<0.01$ t statistics in parentheses

Pearson Correlation
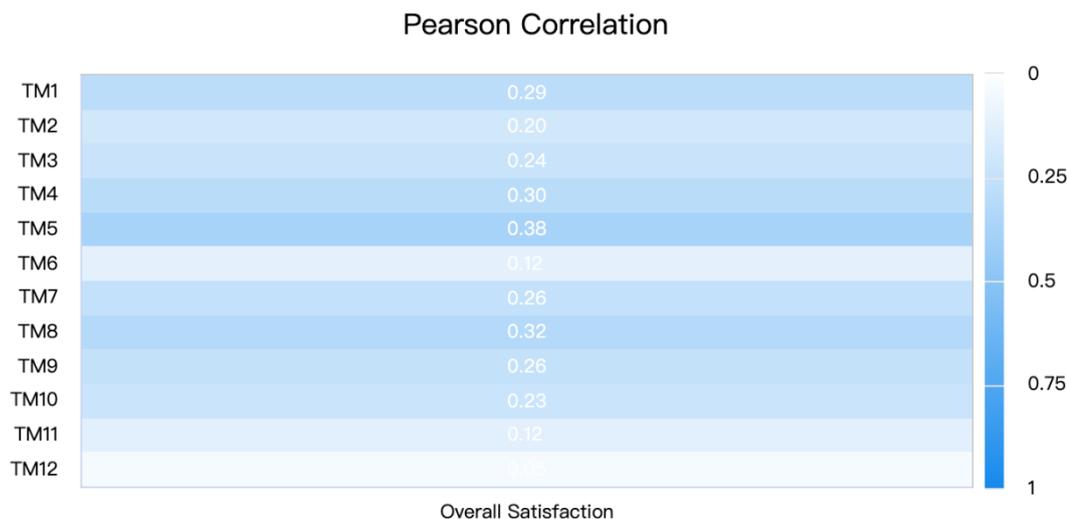
Figure 4.6 Pearson Related-Standard Results

4.6.4 Hypothesis 3

H3:The Chinese tourists' expectations and their motivations are correlated to each other

From Table 4.13, we can observe that the motivation factor that significantly contributes to affecting tourists' expectations of Ayutthaya is 'food', indicating that tourists look forward to eating local food in Ayutthaya. The motivation factor that affects tourists' expectations of historical buildings is 'travel to a place that has not been visited before, visiting a historical culture, to experience the exotic culture, relaxing, and visiting the United Nations historical and cultural heritage' – leading to the confirmation of hypothesis 3. It shows that the attraction of Ayutthaya to tourists is mainly concerned with these aspects. The motivation that has the greatest impact on the accessibility of Ayutthaya is being close to Bangkok, hoping to relax and go to a place that has never been visited before.

Given the positive correlation between motivation and expectations, first, knowing what tourists seek at the heritage attractions may help tourism management authorities better understand the customers and their needs. Second, identifying which attributes satisfy tourists who visit cultural/heritage destinations could help tourism planners develop strategies to attract more customers. Lastly, knowing about the satisfied tourists may reduce marketing costs and maintain the cultural/heritage destination's sustainability (Karunanithy, 2013).

Table 4.13Pearson related-standard format

	TM1	TM2	TM3	TM4	TM5	TM6	TM7	TM8	TM9	TM10	TM11	TM12
TE1	0.954**	0.936**	0.938**	0.959**	0.966**	0.933**	0.966**	0.964**	0.956**	0.951**	0.915**	0.874**
TE2	0.939**	0.931**	0.935**	0.954**	0.954**	0.923**	0.949**	0.955**	0.942**	0.944**	0.915**	0.882**
TE3	0.931**	0.934**	0.948**	0.941**	0.941**	0.935**	0.948**	0.951**	0.944**	0.940**	0.911**	0.888**
TE4	0.927**	0.924**	0.962**	0.938**	0.935**	0.926**	0.939**	0.946**	0.937**	0.927**	0.911**	0.895**
TE5	0.905**	0.912**	0.940**	0.922**	0.923**	0.919**	0.920**	0.927**	0.927**	0.915**	0.908**	0.913**
TE6	0.922**	0.924**	0.945**	0.933**	0.934**	0.924**	0.930**	0.940**	0.939**	0.928**	0.917**	0.897**
TE7	0.944**	0.934**	0.951**	0.949**	0.947**	0.925**	0.952**	0.952**	0.954**	0.939**	0.904**	0.881**
TE8	0.926**	0.926**	0.939**	0.935**	0.940**	0.926**	0.941**	0.944**	0.940**	0.935**	0.913**	0.906**
TE9	0.950**	0.937**	0.935**	0.944**	0.951**	0.926**	0.957**	0.955**	0.954**	0.942**	0.913**	0.886**
TE10	0.939**	0.934**	0.946**	0.945**	0.949**	0.938**	0.949**	0.950**	0.950**	0.936**	0.903**	0.886**
TE11	0.934**	0.940**	0.937**	0.951**	0.953**	0.921**	0.942**	0.956**	0.951**	0.945**	0.906**	0.879**
TE12	0.929**	0.932**	0.941**	0.942**	0.939**	0.919**	0.940**	0.945**	0.950**	0.943**	0.913**	0.890**
TE13	0.898**	0.907**	0.921**	0.913**	0.915**	0.894**	0.910**	0.914**	0.920**	0.921**	0.905**	0.901**
TE14	0.901**	0.901**	0.922**	0.915**	0.914**	0.897**	0.909**	0.914**	0.920**	0.915**	0.902**	0.891**

* $p<0.05$ ** $p<0.01$

TM: Tourist motivations

TM1	Near Bangkok
TM2	Affordable tourist destination
TM3	Local traditional food
TM4	A part of the UNESCO world heritage list
TM5	To visit the history/culture
TM6	Special experience (drive motorcycle/by train)
TM7	To visit a place that I have not visited before
TM8	To increase knowledge ahout a foreign destination
TM9	To Relax physically
TM10	To sifhtsee touristic spots
TM11	To visit a place that my friends have been to
TM12	To visit friends and relatives.

Pearson Correlation

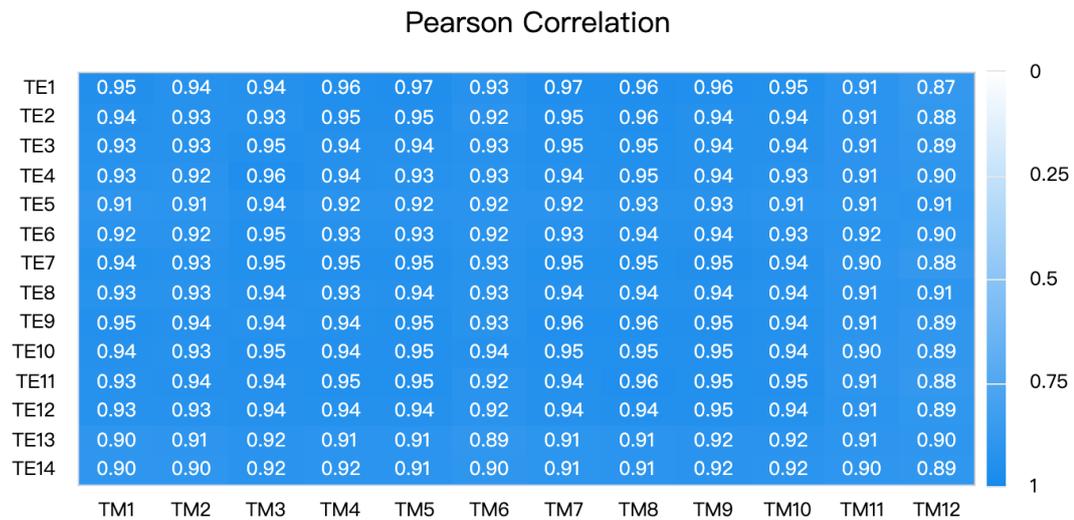|	TM1	TM2	TM3	TM4	TM5	TM6	TM7	TM8	TM9	TM10	TM11	TM12
TE1	0.95	0.94	0.94	0.96	0.97	0.93	0.97	0.96	0.96	0.95	0.91	0.87
TE2	0.94	0.93	0.93	0.95	0.95	0.92	0.95	0.96	0.94	0.94	0.91	0.88
TE3	0.93	0.93	0.95	0.94	0.94	0.93	0.95	0.95	0.94	0.94	0.91	0.89
TE4	0.93	0.92	0.96	0.94	0.93	0.93	0.94	0.95	0.94	0.93	0.91	0.90
TE5	0.91	0.91	0.94	0.92	0.92	0.92	0.92	0.93	0.93	0.91	0.91	0.91
TE6	0.92	0.92	0.95	0.93	0.93	0.92	0.93	0.94	0.94	0.93	0.92	0.90
TE7	0.94	0.93	0.95	0.95	0.95	0.93	0.95	0.95	0.95	0.94	0.90	0.88
TE8	0.93	0.93	0.94	0.93	0.94	0.93	0.94	0.94	0.94	0.94	0.91	0.91
TE9	0.95	0.94	0.94	0.94	0.95	0.93	0.96	0.96	0.95	0.94	0.91	0.89
TE10	0.94	0.93	0.95	0.94	0.95	0.94	0.95	0.95	0.95	0.94	0.90	0.89
TE11	0.93	0.94	0.94	0.95	0.95	0.92	0.94	0.96	0.95	0.95	0.91	0.88
TE12	0.93	0.93	0.94	0.94	0.94	0.92	0.94	0.94	0.95	0.94	0.91	0.89
TE13	0.90	0.91	0.92	0.91	0.91	0.89	0.91	0.91	0.92	0.92	0.91	0.90
TE14	0.90	0.90	0.92	0.92	0.91	0.90	0.91	0.91	0.92	0.92	0.90	0.89

Figure 4.7 Pearson Related Visualization

4.6.5 Hypothesis 4

H4: The Chinese tourists' satisfaction affects their level of loyalty

According to the results presented in Table 4.14, indicating satisfaction as an independent variable (X) and loyalty as the dependent variable (Y) for linear regression analysis, the value of R^2 is 0.401, which means that the model can explain40.1% variations caused by satisfaction to the loyalty. The regression coefficient of satisfaction is 0.804 (t=14.639), which means that the impact of satisfaction on loyalty is positive and highly statistically significant – translating into confirmation of hypothesis 4. The analysis shows that tourists are more willing to recommend the destination to relatives and friends, indicating their higher loyalty because it may help to attract more potential customers. Sharing travel photos on social media was also used as the element of loyalty to the destination, promoting the destination. The loyalty level of 1 to 5 implies that tourists would revisit or attract to the destination 20% 40%, 60%, 80%, 100%, respectively. According to the results in Table 4.16, the average loyalty of tourists is 4, which means that 80% of tourists are willing to return or attract potential tourists to Ayutthaya.

Table 4.14 Parameter Estimates

	Coefficients	VIF
Constant	0.401 (1.850)	-
Satisfaction	0.804** (14.639)	1.000
n	400	
R^2	0.350	
Adj. R^2	0.348	
F Value	$F(1,398) = 214.299$, $p=0.000$	

Dependent Variable: Loyalty

D-W: 2.099

* $p<0.05$ ** $p<0.01$ t statistics in parentheses

Table 4.15 Pearson related-standard format

Variable		Would you like to visit Ayutthaya again?	Would you like to share your photos taken in Ayutthaya on social media?	Would you recommend Ayutthaya to others who visit Thailand?
Overall	Coefficient	0.981**	0.985**	0.987**
Satisfaction	p value	0.000	0.000	0.000

* p<0.05 ** p<0.01

Table 4.16 Previous Version (N=400)

Variable	Mean	Std. Deviation	Median
TL1: Would you like to visit Ayutthaya again?	3.5225	0.923	4.000
TL2: Would you like to share your photos taken in	4.0375	0.838	4.000

Variable	Mean	Std. Deviation	Median
Ayutthaya on social media?			
TL3: Would you recommend Ayutthaya to others who visit Thailand?	3.8050	0.751	4.000

CHAPTER 5

CONCLUSION

5.1 Summary

From these studies, it has been emphasized that identifying tourists' characteristics and an investigation of the relationship between the attributes and tourists' satisfaction are strongly needed. Thus, this study seeks to fill this gap. Collecting data from 400 participants of Chinese tourists who visited Ayutthaya province of Thailand, this study by employing both Structural Equation Modelling (SEM) , multinomial logistic regression analysis and descriptive Analysis, suggests that the elements of tourists' expectations (e.g., accessibility, historic buildings) and motivation (e.g., to visit historical place/culture, religious places, distance from Bangkok) have a significant positive impact on their overall level of satisfaction. This research signifies that such efforts would help tourism practitioners and planners better understand cultural/heritage tourism and formulate better strategy and planning about cultural/heritage tourism. This study base on motivations, expectations, and satisfactions in a model to analysis, compared with previous studier more clearly demonstrated the impact of tourist attributes on satisfaction and motivation, for future researchers to put forward new model ideas. And tourists with higher educational level which same with other cultural satisfaction research tend to more motivated to visit historical/cultural destinations, also more satisfied with destination. In the future, researcher can choose different types of tourist attractions for more continuous and in-depth research to promote the further development and improvement of the theory of customer satisfaction in tourist attractions.

5.2 Implications

Based on the results of this study, several recommendations can be made to the management of the tourism industry in Thailand in order to increase tourists' satisfaction with the Ayutthaya. First, this study revealed that even if three factors (Heritage attractions, distance from Bangkok, and maintenance factors) have a significant relationship with tourists' overall satisfaction, Heritage and culture attraction were more important factors that influenced overall tourist satisfaction than distance and maintenance factors. These findings are useful to the government and policymakers of cultural/heritage tourism in formulating strategies to maintain or enhance competitiveness. In other words, they should focus more on maintaining or improving factors that contribute to tourists' overall satisfaction. For example, the content of brochures and websites about the Ayutthaya attractions should reflect such features as and traditional food, museums, cultural villages, historical buildings, and monuments as part of cultural attractions. In addition, tourism management and its promoters should provide quality service with their General Tour Attractions such as tour packages, food, maintenance factors such as ease of accessibility, information centers, and accommodations. Thus, this study helps to identify the importance of cultural/heritage destination factors as perceived by the tourists who visit Ayutthaya.

The findings of this study revealed that there were differences in tourists' overall satisfaction in terms of gender, tour planning time, and decision time to travel. This study offers insights that may help tourism management develop specific promotional strategies. In order to create effective marketing strategies for products and services in the cultural/heritage tourism market, a better understanding of tourists who visit to the cultural/heritage destinations is necessary. It is found that female tourists were significantly more in numbers than male tourists. Therefore, the management may keep this in mind when developing special products and services for their market. Furthermore, the study classified high-satisfaction and high expectation attributes, high-satisfaction and low expectation attributes, low-satisfaction and high expectation attributes, and low-satisfaction and low-expectation attribute through expectation-satisfaction analysis. This classification can help manage the tourism industry planning division to maintain or enhance their strengths and improve their

weaknesses. For instance, it is suggested that the authorities should maintain high satisfaction and high-expectation attributes (historic buildings, religious places, accessibility, food, and Handicrafts, etc.). They should focus more on low-satisfaction and high expectation attributes (i.e., accommodations and Indoor facilities) to meet tourists' expectations. Lastly, it is also recommended that tourism promoters make attractive presentations and interpretations of the cultural/heritage destinations through advanced media channels to improve low-expectation attributes (weaknesses) and create key attributes for visitors to repeat their tour and to encourage first-time visitors.

5.3 Contributions

Several important takeaways are associated with the empirical findings of this research. First, tourists' evaluations of a destination in terms of relevant attributes are the key determinants of their overall satisfaction, which gives rise to loyalty to a destination by visitors. The contributions of this research are twofold. First, this study analyzes the factors relevant to tourists' motivation and satisfaction by establishing a theoretical model and quantify their joint impact on the tourists' loyalty. Second, this study contributed to the literature on heritage marketing by keeping in view the cultural differences and analyzing various factors that can influence Chinese tourists' perception of visiting cultural oriented destinations. The research setting of this study allows us to understand better Chinese tourists' views on Thai heritage culture experience, value creation, image building, their overall level of satisfaction, and other behavioural intentions. As a result, the government of Thailand can develop important policies to boost cultural oriented tourism and revenues associated with it to ensure the sustainability and economic performance of the sector.

5.4 Limitations and Directions for Future Research

Like other studies using survey data, this study, too, has some limitations. First, this study is prone to generalizability issue and respondent biases. The findings should be interpreted with caution, as the current study sample is not necessarily representative of all tourists in Ayutthaya; the target population was only Chinese

tourists who travelled to cultural/heritage destinations in Thailand. However, we tried our best to minimize such biases by implementing a thorough methodological approach to avoid such issues. Second, for the shortcomings of the use of online questionnaires in this study, the interviewee needs to have special experience, need to issue enough questionnaires to collect a valid questionnaire, not targeted, and investigators cannot guarantee the authenticity of the respondents. Future studies may consider the tourists from other nationalities as the potential participants to cross-verify the robustness of the model implemented in this study. Third, a survey incorporating a more diverse sample population needs to be conducted in the future. As both the on-site and mail-back questionnaire surveys were conducted to approach visitors at different sites, some of the respondents may have different stages of travel experiences, which may influence their judgment of evaluating the perceived quality of each travel experience. Thus, it may be not easy to generalize the findings of this study to compare the visitor experience across the region. Fourth, even though empirically the model was supported, it was to some extent simple and consist of only four constructs. Hence, we would like to signify the opportunities for establishing a more comprehensive model by incorporating some additional antecedent and consequent variables. Lastly, using self-described data might cause some potential method variances.

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Questionnaire for ChineseTourists TravelAyutthaya

Number ....

Introduction

The objective of this questionnaire is to collect data for a dissertation titled "CHINESE TOURIST SATISFACTION WITH CULTURAL/HERITAGE SITES: Ayutthaya" by Cao Panyu, Master of Economic Management, the National Institute of Development Administration. The objectives of the study are 1) What factors derive Chinese tourists' motivation to come to Ayutthaya?2) What is the relationship between tourists' expectations and satisfaction? 3) What is the relationship between tourists' motivation and satisfaction? 4) How are tourists' expectations and motivation correlated to each other?5) What is the role of tourists' satisfaction on the relationship between tourists' expectation, motivations, and loyalty? Please answer the questions by marking ✔ in the □or fill in the blanks with the data that best describe your opinions. If there is any question you do not want to answer, please leave it blank. Thank you very much for answering this questionnaire.

Part 1 General information

1. Gender □   Male   □   Female

2. Age .... years

3. Marital status: □   Single □   Love relationship □   Married

4.   Where   do   you   live?   City: ....
Providence: ....

If outside China ....City/State ....Country

5. Education level (year in school)

□Compulsory 9   □Senior high school 12   □Associate Degree 15

□Bachelor's Degree 16 □Master's Degree 18   □Doctoral Degree 20

6. Are you: □   Employed full time   □   Employed part time   □   Homemaker
        □   Student□   Armed forces   □   Retired

7. What is your approximate total household income before taxes mouthly?

☐ Less ¥2,999 ☐ ¥3,000 - ¥5,999 ☐ ¥6,000 - ¥7,999

☐ ¥8,000 - ¥9,999 ☐ ¥10,000 or more

Part 2 Behavior of Chinese tourists

1. A. Have you ever been to other cultural/heritagesite except this trip in the past 3 years?

☐ Yes ☐ No

B. How many times did you travel this place?_____ Time(s)

2. How far in advance did you begin planning your Ayutthaya?

☐ Less than three months ☐ Three to six months ☐ Over six months

3. How many days are you planning to (or did you) spend in Ayutthaya?

_____Days

4. Estimate the amount of money you spent per day in Ayutthaya during this trip (including accommodation)

☐ ¥200 or less ☐ ¥200-¥299 ☐ ¥300-¥399 ☐ ¥ 400 or more

5. Which of the following best describes your travel party (check the most appropriate answer)?

☐ Alone ☐ A couple ☐ Family membrs

☐ Friends and relatives ☐ Organized groups

6. The transportation method you usually choose is

☐ Bus ☐ Mini bus ☐ Train ☐ Boat

7. Was most of your money spent on：

☐ Traffic ☐ Food ☐ Accommodation ☐ Shopping

☐ Attractions tickets ☐ Entertainment ☐ Other

8. In what types of sources did you use to find information of Ayutthaya? (check one or more than one if you need)

☐ Family ☐ Closed friends ☐ Travel Agent. ☐ Guidebook Travel
☐ brochures ☐ Travel Magazine ☐ Television. ☐ YouTube ☐ Travel Show/Exhibition ☐ Movie. ☐ Travel Website Newspaper Radio
☐ Online social network (e.g., Wechat,Facebook,Ins)
☐ Mobile phoneapplications
☐ Others (please specify) ....

9. For Thai cultural heritage travel, which province of the following would you know?

☐ Ayutthaya ☐ Chiang Mai ☐ Kanchanaburi ☐ Chiang Rai ☐ Sukhothai

10. Compared with other cultural heritage tourism places on the market, what do you think of the current Ayutthaya tourism price?

☐ Low price ☐ Fair price ☐ High price

11. Which of the following activities will encourage you to visit Ayutthaya more often?

☐ Host local festivals ☐ Good local food ☐ Cheap price
☐ Convenient transportation ☐ Clean and Leisure environment

12. What do you think is the biggest obstacle to Chinese tourists?

☐ Not enough money ☐ Insufficient free time
☐ Insufficient tourist information ☐ Physically weak
☐ Lack of travel companions ☐ safe question ☐ other

Part 3 Evaluation of Destination

1. Why do you choose Ayutthaya?

(Importance rankings were based on mean scores measuredon the Likert 5-point scale ranging from 1 to 5 (5 = veryimportant, 4 = important, 3 = neither important nor unimportant, 2 = unimportant, 1 = very unimportant).

Attributes	Relativity				
	Very low relativity			Very high relativity	
Near Bangkok	1	2	3	4	5
Cheap	1	2	3	4	5
Local Food	1	2	3	4	5
Friendly Peopel	1	2	3	4	5
Movice/series	1	2	3	4	5
Historical/cultural	1	2	3	4	5
Less Crowded	1	2	3	4	5
Religious	1	2	3	4	5
Local Train	1	2	3	4	5
Activity(Motorbike)	1	2	3	4	5
Safety	1	2	3	4	5
Leisure	1	2	3	4	5
Visiting friends	1	2	3	5	5

2. Please indicate the expectation and satisfaction of following attributes in Ayutthaya.

Attributes	Expectation					Satisfaction				
	Very low expectation			Very high expectation		Very dissatisfied			Very satisfied	
Monument	1	2	3	4	5	1	2	3	4	5
Historical buildings	1	2	3	4	5	1	2	3	4	5
Religious places	1	2	3	4	5	1	2	3	4	5
Handicrafts	1	2	3	4	5	1	2	3	4	5
Religious places	1	2	3	4	5	1	2	3	4	5
Food	1	2	3	4	5	1	2	3	4	5
Shopping places	1	2	3	4	5	1	2	3	4	5
Information centers	1	2	3	4	5	1	2	3	4	5
Atmosphere/people	1	2	3	4	5	1	2	3	4	5
Indoor facilities	1	2	3	4	5	1	2	3	4	5
Accessibility	1	2	3	4	5	1	2	3	4	5
Expensiveness	1	2	3	4	5	1	2	3	4	5
Climate/Weather	1	2	3	4	5	1	2	3	4	5
Accommodations	1	2	3	4	5	1	2	3	4	5
Tour packages	1	2	3	4	5	1	2	3	4	5
Guides	1	2	3	4	5	1	2	3	4	5

3. Please indicate the complaint of following attributes in Ayutthaya.

Attributes	complaint				
	Very low complaint			Very high Complaint	
Monument	1	2	3	4	5
Historical buildings	1	2	3	4	5
Religious places	1	2	3	4	5
Handicrafts	1	2	3	4	5
Religious places	1	2	3	4	5
Food	1	2	3	4	5
Shopping places	1	2	3	4	5
Information centers	1	2	3	4	5
Atmosphere/people	1	2	3	4	5
Indoor facilities	1	2	3	4	5
Accessibility	1	2	3	4	5
Expensiveness	1	2	3	4	5
Climate/Weather	1	2	3	4	5
Accommodations	1	2	3	4	5
Tour packages	1	2	3	4	5
Guides	1	2	3	4	5

4. Overall, how satisfied were you with your visit to Ayutthaya ?

Extremely Extremely
Dissatisfied   Satisfie
        1   2   3   4   5

5. Would you like to visit Ayutthaya again?

        Extremely Extremely
         Dislike   Like
             1   2   3   4   5

6. Would you recommend Ayutthaya to others who visit Thailand?

        Extremely Extremely
         Unwilling   Love
             1   2   3   4   5

Feel free to add any additional comments:

_____

_____

_____

Thank you very much!

BIOGRAPHY

Name-Surname	Miss Cao Panyu
Academic Background	Bachelor's Degree with a major in Accounting from Chengdu University,Chengdu Province, China in 2018
Experience	Project in 2018 enrolling in the Master level program at school of Development Economics, National Institute of Development Administration(NIDA),Bangkok,Thailand