Factors and Satisfaction of Cultural Tourism Management in Thonburi Area, Bangkok

Asst. Prof. Dr.Nithipattara Balsiri

Department of Educational Administration and Leadership, Faculty of Education, Dhonburi Rajabhat University, Bangkok, Thailand, email: nithipat798@yahoo.com

Abstract

The objectives of this study were (1) to study the factors affecting cultural tourism management in Thonburi area, Bangkok, Thailand; (2) to study the satisfaction of cultural tourism management of Thai tourists. Phase 1, research samples are 800 Thai tourists. Phase1, research sample are 50 tourists. Research instruments are the questionnaires of Likert's rating scale with 5 points of factors affecting cultural tourism management and the satisfaction of cultural tourism management. Data analysis employed by frequency, mean, standard deviation, t-test and analysis of variance. The research finding founded that (1) tourists with different educational level, age, average income of family, transportation vehicle of family, and tourism frequency of family had different opinion level about cultural tourism management in statistical significant at .01, .05 level, F = 2.408 – 22.888, p-value = 0.000 – 0.019.; (2) tourist satisfaction of cultural tourism management in the overall components founded that tourist agreed at high level, $\overline{X}$ = 3.74. The analysis results of each component founded that tourists agreed at high level, $\overline{X}$ = 3.51-3.87. The highest mean score was motivation response of cultural tourism, the second was satisfaction of product and service quality of cultural tourism, the third was satisfaction of cultural tourism resources, respectively.

Keyword: Factors, Satisfaction, Cultural Tourism

Introduction

Tourism has a vital role in development of different destinations all around the world. Accordingly, culture is assumed as one of the primary beneficiaries and is regarded as a key asset in tourism development by promoting both tangible, i.e. cultural attractions, like museums and heritage centers, natural assets like beach, sun and mountain; and intangible elements, i.e. promoting gastronomy cultural events and festivals and selling atmosphere. However, the diversity of known definitions and a complex relationship between culture and tourism underlines the problem of defining cultural tourism. (Mousavi, et

al., 2016) Nilgumhaeng (2021) investigated the cultural capitals, perceptions of cultural tourism image, examination of revisiting trend, comparing the different perceptions between the cultural capitals of tourist attractions and the cultural tourism image which based on personal factors and exploring the perceptual factors of cultural capitals and cultural tourism image factors which influencing Thai tourists and concluded that most of the visitors are 21-30 years old, female, graduated in diploma and being self-employed. Their average income is 10,001-20,000 baths. Overall, the perceptions of visitors towards the cultural capitals for tourism is at a medium level. Considering in each aspect, the tourists' perceptions of cultural capital for archaeological sites, archaeological artifacts, and places of worship are at the first rank at a high level. The perceptions of visitors towards the cultural tourism image are at a high level. Considering each aspect, the visitors' perceptions of the cultural tourism image for famous tourists attractions are at the first rank at a high level.

The guideline and strategy for furthering and promoting the publicity of nature-based tourism and cultural tourism should study and match the demographic characteristics of tourists effectively. Accordingly Chanwathee (2021) founded that Thai tourists had a different perception toward nature-based tourism and cultural tourism. The perception toward the image of cultural tourism was at higher level than the image of nature-based tourism. Considering in each aspect of nature-based tourism image, the opinions on tourist attraction and accommodation were at highest level, followed by appropriate tourist services. The image of cultural tourism, the opinion on tourist attractions was at highest level, followed by tourist activities. Thai tourists with different demographic characteristics in terms of gender, age, marital status and information exposure channel showed different opinion on the image of nature-based tourism, while Thai tourists with different demographic characteristics in terms of marital status and information exposure channel showed different opinions on the image of cultural tourism at a statistical significance level of .05.

Manpower strengthening, social responsibility, community economy, participation of community, systematic strategic plan and high level of human development are the important factors for cultural tourism. Sopha, et al. (2021) suggested that (1) developing activities or conducting additional training courses related to tourism and other services on accordance with the needs of the community and the tourism situation of the country and the world in order to strengthen the human

capital development in the area and be consistent with the needs and cultural tourism; (2) factors that drive strategies for driving human capital development to promote cultural tourism is the participation of the community, leader strength and awareness building; (3) present strategies to drive human capital development that suit the area as the following groups, labor and business, local people of working age, elderly, and youth in order for the community to have a systematic strategic plan.

Cultural tourism is a tourism using culture and tradition of each city, community and country as a product and resource of the tourism. Cultural tourism has significant effect on the domestic and international tourists. Most of the cultural tourism destination can include historical site, chapel, pagoda, old wall, museum, gallery, art performance event, special local lifestyle. Thonburi area of Bangkok was the oldest capital of Siam. This area has a lot of tourism resources such as many old canal, local wisdom, old community, old market, Bangkok museum, local museum, Wat Arun Ratchawararam Ratchaworamahawihan or Temple of Dawn, Wat Rakhang Khositaram Woramahawihan or Bell Temple, Wat Kalayanamitr Woramahawihan, Wang Lang Market, Taling Chan Floating Market, Song Khlong Floating Market of Taling Chan Temple, Khlong Lat Mayom Floating Market and Wat Saphan Floating Market, Khlong Bang Luang Foating Market, Wang Derm Palace, Wat Paknam Bhasi Charoen, Wat Prayurawongsawas Worawihan, Wat Phitchaya Yatikaram Worawihan, and Wat Anongkaram Worawihan.

The cultural tourism is considered to be one of the main sources of national, local and community income. With the importance of cultural tourism being promoted and enhanced. That is necessary for local, community, and entrepreneurs which needing to understand the factors affecting and satisfaction of cultural tourism. Therefore, this study are interested in studying the factors affecting cultural tourism management in Bangkok and the satisfaction of cultural tourism management of Thai tourists. This information affecting tourist's decision in travelling to Thai cultural tourism in Bangkok and central part of Thailand.

Objectives

In this study, the research established the research objectives as follows:

1. to study the factors affecting cultural tourism management of Thai tourists in Thonburi area, Bangkok, Thailand;

2. to study the satisfaction of cultural tourism management of Thai tourists in Wang Lang Market, Thonburi area, Bangkok, Thailand.

Methodology

This research employed by quantitative research methodology. Research population was people in Thonburi area, Bangkok consisted of 15 city, namely Thonburi, Khlong San, Bangkok Noi, Bangkok Yai, Taling Chan, Bang Phlat, Taweewattana, Nong Khaem, Bang Khae, Phasi Charoen, Bang Bon, Chom Thong, Bang Khun Thian, and Thung Khru, Ratburana (survey data at December 2017) 1,759,964 persons, (survey data at March 2017) 786,076 families. (https://th.wikipedia.org)

Phase 1 study, the samples are 800 Thai tourists during their traveling in Thonburi area of Bangkok consisted of Wat Arun Ratchawararam Ratchaworamahawihan or Temple of Dawn, Wat Rakhang Khositaram Woramahawihan or Bell Temple, Wat Kalayanamitr Woramahawihan, Wang Lang Market, Taling Chan Floating Market, Song Khlong Floating Market of Taling Chan Temple, Khlong Lat Mayom Floating Market and Wat Saphan Floating Market. The samples selected by stratified random sampling with gender and age. The samples size was calculated with the concept of Krejcie and Morgan (1970).

Research instruments are the questionnaires of Likert's rating scale with 5 points of factors affecting cultural tourism management and the satisfaction of cultural tourism management.

The questionnaire of cultural tourism management consists of the general background of respondents, competence of cultural tourism resources, enhancement of cultural tourism, and motivation of cultural tourism. The questionnaire developed from the questionnaires of Meemongkolkuldilok (2008); Kitcharoenpaisal (2010); Balsiri (2016, 2018). The content validity of questionnaire employed by 9 experts of questionnaires evaluation by IOC index, index of item-objective congruence, were 1.00 for indicated the validity. The reliability of questionnaire with Cronbach's alpha coefficient which try on with 50 tourists founded that the factor of competence of cultural tourism resources was 0.971, the factor of enhancement of cultural tourism was 0.970, and the factor of motivation of cultural tourism was 0.955. Collect data by this questionnaire in January – April 2019.

Phase 2 study, the samples are 50 Thai tourists during their traveling in Wang Lang Market, Thonburi area of Bangkok. The samples selected by stratified random sampling with gender and age.

The questionnaire of satisfaction of cultural tourism management consists of the general background of respondents, and satisfaction of cultural tourism management. The questionnaire developed from the questionnaires of Meemongkolkuldilok (2008); Kitcharoenpaisal (2010);

Rattanaraj (2010); Balsiri (2016, 2018); Palachaivanich (2020). The content validity of questionnaire employed by 3 experts of questionnaires evaluation by IOC index, index of item-objective congruence, were 1.00 for indicated the validity. The reliability of questionnaire with Cronbach's alpha coefficient which try on with 50 tourists founded that the satisfaction of cultural tourism management was 0.948. The factor of satisfaction of cultural tourism resources was 0.920, the factor of satisfaction of product and service quality of cultural tourism was 0.870, and the factor of motivation response of cultural tourism was 0.903. The Collect data by this questionnaire in February – March 2023.

The statistics of data analysis used are descriptive and inferential statistics. The descriptive statistics employed by frequency, percentage, mean, and standard deviation. Inferential statistics that were used to test the research hypothesis are t-test analysis, and analysis of variance (one-way ANOVA).

Results

1. The factors affecting cultural tourism management

Analysis results of general information of 800 respondents or tourists founded that the tourists travelling to cultural tourism attraction located in Thonburi area, Bangkok mostly were female, 51.63%. Education level, mostly were bachelor degree, 65.75%, the second were less than bachelor degree, 21.00%, the third were master degree, 13.25%. Age, mostly were 20-30 years old, 43.00%, the second were 31-40 years old, 25.62%, the third were 41-50 years old, 16.63%. Occupation of family, mostly were company employees and officers, 28.63%, the second were government employee, 23.38%, the third were own business or entrepreneur, 22.63%. Average income per month of family mostly were 15,001-20,000 baths, 23.50%, the second were 20,001-25,000 baths, 22.75%, the third were 10,000-15,000 baths, 15.63%. Habitat place of family, mostly were Bangkok, 62.00%, the second were Nonthaburi, 21.63%, the third were Nakhon Pathom, 6.25%. Transportation vehicle of family, mostly were own vehicle, 61.88%, the second were taxi car, 14.50%, the third motorcycle, 13.63%. Tourism frequency of family, mostly were more than 5 times per year, 59.00%, the second were 3-4 times per year, 28.50%, the third were 1-2 times per year, 10.75%.

The analysis results of descriptive statistics of cultural tourism management in the overall components founded that tourist agreed at high level, $\overline{X}$ = 3.87. The results of each component founded that tourists agreed at high level, $\overline{X}$ = 3.82-3.92. The highest mean score was

environment conservation, the second was marketing, the third was advertisement and public relation, and tourist service, transportation and infrastructure, tourism motivation, community participation, learning and tourism activity, restaurant and accommodation, respectively.

The analysis results of normality distribution of cultural tourism management among personal factors, namely gender, education level, age, family occupation, average income of family, habitat place of family, transportation vehicle of family, and tourism frequency of family. The results founded that skewness statistics or SK were 0.398 to -0.122, kurtosis statistics or KU were -0.561 to 0.041 which indicated the data distribution of cultural tourism management among personal factors were nearly normality distribution.

The analysis results of comparing the mean score of cultural tourism management with t-test statistics founded that mean score of male tourists was 3.90, female was 3.80, and concluded that the opinion of male and female tourists in overall component of cultural tourism management were not differently, t = 1.554, p-value = 0.121.

The analysis results of analysis of variance, ANOVA to compare the mean score among personal factors founded that tourists finished master degree had highest mean score, $\overline{X}$ = 4.02, the second was bachelor degree, $\overline{X}$ = 3.87, and the third less than bachelor degree, $\overline{X}$ = 3.77. Additionally, tourists with different education level had different opinion level about cultural tourism management in statistical significant at .01 level, F = 7.781, p-value = 0.000.

Tourists age, less than 20 years old were the highest mean score, $\overline{X}$ = 4.14, the second were 31-40 years old, $\overline{X}$ = 3.91, and 20-30 years old, $\overline{X}$ = 3.87, more than 60 years old, $\overline{X}$ = 3.81, 41-50 years old, $\overline{X}$ = 3.80, 51-60 year old, $\overline{X}$ = 3.63, respectively. Additionally, tourists with different age had different opinion level about cultural tourism management in statistical significant at .01 level, F = 6.413, p-value = 0.000.

Occupation of family, the highest mean score was government employee, $\overline{X}$ = 3.92, the second was own business or entrepreneur, $\overline{X}$ = 3.88, and agriculturist, $\overline{X}$ = 3.86, company employees and officers, $\overline{X}$ = 3.85, factory employee and labor, $\overline{X}$ = 3.85, retirement, $\overline{X}$ = 3.83, respectively. Additionally, tourists with different family occupation had not different opinion level about cultural tourism management in statistical significant at .01 level, F = 0.583, p-value = 0.713.

Average income of family, the highest mean score was less than 10,000 baths per month, $\overline{X}$ = 4.06, the second was 30,001 − 35,000 baths

per month, $\bar{X}$ = 3.98, and 10,000 – 15,000 baths per month, $\bar{X}$ = 3.93, more than 40,000 baths per month, $\bar{X}$ = 3.91, 25,000 – 30,000 baths per month, $\bar{X}$ = 3.86, 20,001 – 25,000 baths per month, $\bar{X}$ = 3.84, 35,001 – 40,000 baths per month, $\bar{X}$ = 3.81, 15,001 – 20,000 bath per month, $\bar{X}$ = 3.78. Additionally, tourists with different average income of family had different opinion level about cultural tourism management in statistical significant at .05 level, F = 2.408, p-value = 0.019.

Habitat place of family, the highest mean score was Nakhon Pathom, $\bar{X}$ = 4.00, the second was Samut Sakhon, $\bar{X}$ = 3.94, and Samut Prakan, $\bar{X}$ = 3.94, Nonthaburi, $\bar{X}$ = 3.91, others, $\bar{X}$ = 3.85, Bangkok, $\bar{X}$ = 3.84, respectively. Additionally, tourists with different habitat place of family had not different opinion level about cultural tourism management in statistical significant at .05 level, F = 1.594, p-value = 0.159.

Transportation vehicle of family, the highest mean score was public transportation, $\bar{X}$ = 4.20, the second was motorcycle, $\bar{X}$ = 3.93, and own vehicle, $\bar{X}$ = 3.86, taxi car, $\bar{X}$ = 3.62, respectively. Additionally, tourists with different transportation vehicle of family had different opinion level about cultural tourism management in statistical significant at .01 level, F = 22.888, p-value = 0.000.

Tourism frequency of family, the highest mean score was the family did not go to travel for year, $\bar{X}$ = 4.11, the second was the family had travel for tourism 3 – 4 times per year, $\bar{X}$ = 3.94, and 1 – 2 times per year, $\bar{X}$ = 3.92, more than 5 times per year, $\bar{X}$ = 3.82, respectively. Additionally, tourists with different tourism frequency of family had different opinion level about cultural tourism management in statistical significant at .01 level, F = 4.147, p-value = 0.006.

2. The satisfaction of cultural tourism management of Thai tourists

Analysis results of general information of 50 respondents or tourists founded that the tourists travelling to cultural tourism attraction located in Wang Lang Market, Thonburi area, Bangkok mostly were female, 68.00%. Age, mostly were 21-30 years old, 78.00%, the second were less than 20 years old, 16.00%, the third were 41-50 years old, 4.00%, and 31-40 years old, 2.00%. Occupation, mostly were student, housewife and retirement, 70.00%, the second were company employee, 20.00%, the third were professional occupation, 10.00%.

The analysis results of descriptive statistics of tourist satisfaction of cultural tourism management in the overall components founded that tourist agreed at high level, $\overline{X}$ = 3.74. The results of each component founded that tourists agreed at high level, $\overline{X}$ = 3.51-3.87. The highest mean score was motivation response of cultural tourism, the second was satisfaction of product and service quality of cultural tourism, the third was satisfaction of cultural tourism resources, respectively.

The analysis results of comparing the mean score of tourist satisfaction of cultural tourism management with t-test statistics founded that mean score of male tourists was 3.86, female was 3.67, and concluded that the opinion of male and female tourists in overall component of tourist satisfaction of cultural tourism management were not differently, t = 0.932, p-value = 0.356.

The analysis results of analysis of variance, ANOVA to compare the mean score among personal factors founded that tourists has age less than 20 years old had highest mean score, $\overline{X}$ = 3.80, the second was 41 – 50 years old, $\overline{X}$ = 3.78, and 21 – 30 years old, $\overline{X}$ = 3.73, 31 – 40 years old, $\overline{X}$ = 3.30, respectively. Additionally, tourists with different age had not different opinion level about tourist satisfaction of cultural tourism management in statistical significant at .05 level, F = 0.162, p-value = 0.921.

Tourists occupation, student, housewife and retirement were the highest mean score, $\overline{X}$ = 3.81, the second were professional occupation, $\overline{X}$ = 3.69, and the third were company employee, $\overline{X}$ = 3.51. Additionally, tourists with different age had not different opinion level about cultural tourism management in statistical significant at .05 level, F = 0.769, p-value = 0.469.

Discussions

The finding of cultural tourism management in the overall components and each component founded that tourist agreed at high level The highest mean score was environment conservation, the second was marketing, the third was advertisement and public relation, and tourist service, transportation and infrastructure, tourism motivation, community participation, learning and tourism activity, restaurant and accommodation, respectively. Thai tourists with different educational level, age, average income of family, transportation vehicle of family, and tourism frequency of family had different opinion level about cultural tourism management in statistical significant at .01 and .05 level.

Community and city should study and create the learning activity, tourism activity and tourism program base on tourist satisfaction. Chantaranamchoo, et al. (2022) founded that (1) innovative product, innovative service, and innovative organization had a statistically significant effect on tourism activities participation; (2) the innovative service model was composed of (2.1) application of original products for distinctive identity, value added, and response to various needs, (2.2) development of the production process as an educational tourism activity and interpretation, (2.3) reorganizing, functioning, building participation, developing personnel, and networking; (3) guidelines for innovative activities development of cultural tourism contains (3.1) use of local wisdom and creativity to develop tourism products, (3.2) design of experiential and participatory tourism activities, and (3.3) development of organizations, staff, and networks to connect with tourism.

The results of Wang Lang Market study about tourist satisfaction of cultural tourism management in the overall components and each component founded that Thai tourist agreed at high level. The highest mean score was motivation response of cultural tourism, the second was satisfaction of product and service quality of cultural tourism, the third was satisfaction of cultural tourism resources, respectively. Because Wang Lang Market is the old and big market of Thonburi area, Bangkok. This market has many shop of Thai foods and Thai desserts with reasonable price. The merchants and entrepreneurs were kindness, lovely, polite and honest characteristics and behaviors. Palachaivanich (2020) revealed that the visitors' expectations toward each aspect were at the high level. Most of the respondents placed the highest importance on the honesty of the local people when they visited the markets. The respondents were satisfied with all aspects of their experience at the local markets. They were most satisfied with the politeness of the local people.

Furthermore, Chalermrakchat (2018) founded that most of the samples were female which have age between 21-30 years old. Moreover, they have bachelor degree with the average of monthly income is 15,000 baths or less. Most of the tourists have visited previously at least once before. Most of the tourists know the information of tourism from friends or acquaintances. Tourists traveled with family by personal vehicle. The cost of travel from the hotel to visit each time, average per a person is less than 500 baths. The attitudes and motivations of tourists, overall was very good in all aspects. To consider in each aspect was found that the most part that satisfied tourists about tourism place, food and drink within the temple were reasonably priced. And according to Rattanaraj (2010) founded that (1) Thai tourists towards cultural tourism through homestay

were female, 20-30 years old, hold a bachelor degree and had income under 10,000 baths per month. (2) Most of the Thai tourists have the main purpose of cultural tourism through homestay for finding knowledge and experience. As friends had influence in travel. Most of the Thai tourists travel with friends and family. Travel on the weekend, take the time in two nights traveling, traveled 1-2 times yearly. And spent under 1,000 baths per time. (3) The Thai tourists' satisfaction towards cultural tourism through homestay was favored in high level. (4) The difference age and income per month of Thai tourists' satisfaction toward cultural tourism through homestay were statistical significant difference level of .05

Recommendations

From the study results had the recommend as follow points:

1. Bangkok, local, community, and entrepreneurs should have the guideline and strategy to enhance tourism resources, local culture, local wisdoms, local product, local museum, local market, tourism activity, in order to serve the different aged tourists, national tourists and gender.

2. Bangkok, local, community, and entrepreneurs should have the in-depth study for community identity and create to value-added product, local way of life, and tourism attraction to enhance the quality and satisfaction of cultural tourism.

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