

Factors Affects Tourism on Society and Culture Tourism Success in Suphan Buri Province

Sasiphimmas Hongsombud, Sompit Siriyota, Rapheephan Phonginwong, Chairung Chaikambang, and Napaporn Shupkulmongkol

Abstract—This purposes of this research was to study the factors of policy of government, planning for improving and development tourism, knowledge in tourism management, technological advancement and mass media affects society and culture tourism success in Suphanburi province. The target participants were 3 groups: 1) community group 2) tourist group and 3) commercial agents in area of cultural attractions in Suphanburi province, Thailand. They were altogether 688 people. The research consisted of correlation analysis and regression analysis. The result showed that 1) The policy of government had positive effects on the society and culture tourism success in Suphanburi province 2) The planning for improving and development tourism had positive effects on the society and culture tourism success in Suphanburi province 3) The technological advancement had positive effects on the society and culture tourism success in Suphanburi province. 4) The mass media had positive effects on the society and culture tourism success in Suphanburi province. On the other hand, the knowledge in tourism management had no positive effects on the society and culture tourism success in Suphanburi province. The result of this research provided useful suggestions for planning, revising and setting the tourism policy towards the society and culture of the community in Suphanburi province, Thailand.

Index Terms—Policy of government, planning for improving and development tourism, knowledge in tourism management, technological advancement, mass media, society and culture tourism success.

I. INTRODUCTION

World Tourism Organization (WTO) predicts world tourism trends in 2016 and 2020 to reach 1,276 million and 1,561 million tourists, with an increase of hundreds 4.15 per year, and the number of arrivals to the Asia-Pacific region is expected to reach 397 million in 2020, an increase of 6.55 per cent annually [1]. In Thailand, tourism has a high growth rate of 5.7 percent per year, which is higher than the growth rate of world tourism. The increase was only 4.15 percent per year and the ranking of countries with the highest number of foreign tourists in the world. In addition, the Thailand has the 21st largest number of tourists in the world, so the expected number of foreign tourists coming to Thailand is likely to rise.

Thailand is a country with a high potential for tourism resources, abundant and diverse in terms of natural tourism resources. It impresses with beauty, natural and historical attractions, antiques, religions which show the civilization

and prosperity of the local [2]. In addition, it is a unique cultural and artistic destination that can create a world-famous image and reputation. At present, these tourist attractions can attract both Thai and foreign tourists, leading to continuous tourism development. Moreover, the government is the Tourism Authority of Thailand has prepared a strategic plan for tourism development in parallel with the conservation of natural resources and Thai lifestyle. Increasingly, the Office of the National Economic and Social Development the emphasis to conservative, rehabilitation and preservation of the community environment. Likewise, the nurture of environment in natural attractions, fine arts and archeology for tourism promotion lead to competitiveness of Thailand [3]. However, the tourism industry can attract a large number of tourists and accelerate the development of other related businesses. Also, tourism also encourages the creation of jobs, encourages the people to increase their income [4].

Importantly, Suphanburi province has the potential to generate income for local communities. There are resources to facilitate tourism, historical and cultural traditions, interesting ways of life, simplicity and adherence to traditions inherited. Therefore, to showed the pride of the province and promote awareness of the conservation of cultural attractions to value and sustain cultural identity lead to needs of tourists and local owners under the capacity of resources. In addition, all people must receive equal benefits from tourism as well as resource management to meet the needs of the people in the economic, social and environmental aspects. At the same time, it can preserve local cultural identity. Thus, researchers are interested to study factors affects tourism on society and culture tourism success in Suphanburi province, Thailand.

II. THEORY FRAMEWORK

The current study focused on the Neo-classic Economy which explains the conceptual framework. It is the concept of community business under the neo-classic economy semi-political economy, in view of the face that society cannot afford to avoid or reject capitalist mode of production exploited by capitalism [5]. Therefore, it should the exploitation of capitalism. Although the production relationship is capitalist exploitation. Community businesses should be established what each community should produce (What How Whom) base on the comparative advantage of the community. Community business lead to the link between culture and folk wisdom. That is, created an economic for life quality. In order to have a community aware of the environment, community culture that able to withstand the current of globalization. This concept is not the best choice

Manuscript received June 3, 2018; revised August 8, 2018.

Sasiphimmas Hongsombud is with Institute of Physical Education Suphanburi, Thailand (e-mail: Sasipimmas@gmail.com).

and not the ideal society. However, it is a theory of choosing the second best is a choice based on reality. This concept is an attempted to capitalize on the structure of capitalism. It can be adjusted according to the situation in each community. This study is an analysis to understand the ways and means to apply the interaction. There are four components of interaction: community, government, business and academia. Therefore, this research the concept of neo-classic economy is discussed in terms of the policy of government, planning for improving and development tourism, knowledge in tourism management, technological advancement, mass media which lead to the society and culture tourism success.

This study investigates the factors affects tourism on society and culture tourism success in Suphan Buri province, Thailand. The conceptual model is presented as in Fig. 1.

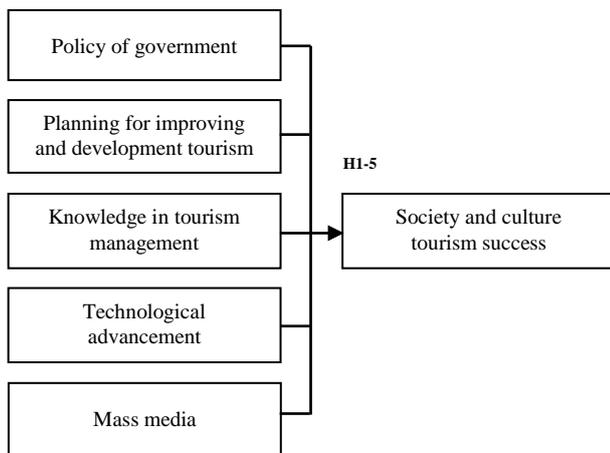


Fig. 1. The factors affects tourism on society and culture tourism success.

III. LITERATURE REVIEW AND HYPOTHETICAL DEVELOPMENT

Society and culture tourism success referred to the tourist has been recognized as a unique way of life, culture, traditions and way of life of local communities. It is aimed at tourism, learning experience, touch, appreciation, uniqueness and cultural aesthetics, whether in the field of art, architecture, archeology, antiquities, history stories, lifestyle, language, dress, consumption, belief, religion and tradition. These are major attractions to encourage cultural tourism. Moreover, this tourist attraction has continued to grow and reputation has led to an increase in community income.

Policy of government referred to the promote the tourism development to service standards in the tourism industry. The policy of government involves a management supported cooperation between local government and private sector encourage people to take part in activities. Jamal and Getz said that tourism would be stronger, supported by government agencies [6]. Government agencies must plan and develop tourism. According to Osti, Brida, and Barquet found that tourism management, supported by the government that lead to greater tourism success [7]. Thus, based on this brief literature review, the policy of government is related to the society and culture tourism success, and it was hypothesized as follows:

Hypothesis 1: Policy of government will be positively related to the society and culture tourism success

Planning for improving and development tourism refers to development of tourist attractions in order to make the place attractive and attract tourists. It is related to policy formulation, management to cover local attractions. Therefore, hypotheses are formulated as follows:

Hypothesis 2: Planning for improving and development tourism will be positively related to the society and culture tourism success

Knowledge in tourism management defined as the knowledge related to tourism management such as travel knowledge, knowledge of environment management, knowledge of the environment in the community and knowledge of public relation. Therefore, based on the extant literature, the knowledge in tourism management related to the society and culture tourism success, was hypothesized as:

Hypothesis 3: Knowledge in tourism management will be positively related to the society and culture tourism success

Technological advancement refers to the technology used to promote tourism information through the internet in appropriate channels. It aims to provide tourist information to tourists and the most relevant. Hence, these ideas led to posit the following hypotheses.

Hypothesis 4: Technological advancement will be positively related to the society and culture tourism success

Mass media refers to the provides information for public relation to the public quickly. In communication channels such as printing, radio, television, film and internet which disseminate information to stimulate and urge tourists to travel to tourist destinations. Therefore, based on the extant literature, the mass media related to the society and culture tourism success, was hypothesized as:

Hypothesis 5: Mass media will be positively related to the society and culture tourism success

IV. RESEARCH METHODOLOGY

A. Sample and Data Collection Procedure

The samples were the 688 from the target participants were 3 groups: 1) community group 2) tourist group and 3) commercial agents in area of cultural attractions in Suphanburi province, Thailand.

B. Variables

In this study, there were six variables measured by 5-point Likert's scale. The policy of government was evaluated by the level of the promoting social and cultural tourism and evaluate the results of the problem, obstacle to solve the problem, level of clarity in promoting society and culture tourism to work most efficiently and effectively, and the use of five-item scale for policy of government.

Planning for improving and development tourism was evaluated by the level of the planning and development tourism for the local people to realize the ownership, people in the community feel cherished and responsible for the improvement. The planning for improving and development tourism comprised of five-item scale

Knowledge in tourism management was evaluated by the

level of the providers to guide tourists on compliance with environment regulations in the community, such as environmental management and public relations. The knowledge in tourism management used five –item scale.

Technological advancement was evaluated by the level of the perception of society and culture tourism about rapid advance of technology that affect on tourism. The technological advancement in society and culture tourism success used five-item scale.

Mass media was evaluated by the level of public relations and information on tourism destinations by mass media. The mass media in society and culture tourism success used five-item scale.

Society and culture tourism success was evaluated by the level of the integrity of the tourist resources such as the integrity of historic sites, temples, etc, the unique way of life including the culture, traditions and way of life to local communities. The society and culture tourism success used five-item scale.

C. Reliability and Validity

This study was assessed by the measurement model using confirmatory factor analysis (CFA) and hypothesis testing by using multiple regression analyses by $n=30$. The set of items to CFA to test validity of construct, all factors loading were 0.691 to 0.860 as being greater than 0.40 cut-offs and statistically significant the rule-of-thumb [8]. The results were displayed in Table I. The reliability of the measurement was evaluated by Cronbach’s alpha coefficients. The value of Cronbach’s alpha coefficient for all constructs was higher than the 0.6 cut off value by Hair and other [9]. However, in this research, it ranged from 0.824 to 0.889, where the result of the Cronbach’s alpha coefficient of society and culture tourism success was under the value by Hair and other. The results, therefore, were shown in Table 1 and each item was evaluated according to their expert opinions as to whether each item was measured for what had been intended to measure (content validity).

To prevent possible response bias problems between respondents and non-respondents, a t-test comparison of the all variables means between early and late respondents was conducted in correspondence with the test for non-response bias by Amrmstrong and Overton [10]. The results showed there was no significant difference between early and late respondents demonstrates non-response bias between respondents and non-respondents, and the latest respondents represented non-respondents. Thus, non- response bias was unlikely to be problematic in this research.

TABLE I: RESULTS OF MEASURE VALIDATION (N=30)

Variables	Factor Loadings	Cronach's Alpha
Policy of Government (PG)	0.691 - 0.840	0.824
Planning for Improving and Development Tourism (PD)	0.767 - 0.852	0.881
Knowledge in Tourism Management (KM)	0.780 - 0.859	0.867
Technological Advancement (TA)	0.779 - 0.831	0.859
Mass Media (ME)	0.806 - 0.859	0.889
Society and Culture Tourism Success (SC)	0.710 - 0.860	0.863

D. Hypothesis Testing

This study utilized regression analysis in order to validate

the research framework and hypotheses. The independent variables were entered into the equations as a group (stepwise method). The grades calculated from exploratory factor analysis were used. Data in the policy of government, planning for improving and development tourism, knowledge in tourism management, technological advancement, mass media and society and culture tourism success. The conceptual models were specified as follows.

$$SC = \beta_+ + \beta_1PG + \beta_2PD + \beta_3KM + \beta_4TA + \beta_5ME + \epsilon_1 \quad (1)$$

Before expounding the results of the regression analysis, this study examined the possible multicollinearity problems in studying correlations between the variables including the regression analysis. By means of Pearson’s correlation coefficient, we can measure the degree of linear associated with every pair of variables. The descriptive statistics and correlation matrix for all variables were exactly presented. The verified multicollinearity problems by intercorrelations among independent variables were not higher than the 0.8 cut-offs [11]. The VIFs range of 1.00, was well below the cut-off value of 10 as recommended by Neter, Wasserman & Kutner [12], meaning the independent variables were not correlated with each other. Therefore, there were no substantial multicollinearity problems encountered in this study as shown in Table II.

TABLE II: DESCRIPTIVE STATISTICS AND CORRELATION MATRIX (N=688)

Variables	PG	PD	KM	TA	ME	SC
Mean	4.08	4.12	4.06	4.07	4.09	4.07
S.D.	0.60	0.72	0.67	0.71	0.71	0.67
PG	1	0.73**	0.67**	0.64**	0.68**	0.68**
PD		1	0.65**	0.68**	0.69**	0.67**
KM			1	0.75**	0.75**	0.69**
TA				1	0.69**	0.67**
ME					1	0.79**
SC						1

*** $p < .01$, ** $p < .05$, * $p < .10$, Beta coefficients with standard error in parenthesis

V. RESULT

Table III presented the results of OLS regression of the relationships among policy of government, planning for improving and development tourism, knowledge in tourism management, technological advancement, mass media and society and culture tourism success which had been previously shown in Table III.

Table III: the policy of government was positive on the society and culture tourism success ($H_1 : b_1 = 0.174, p < 0.00$). According to the work by Jamal and Getz , stated that tourism success when supported by government agencies. In the planning and development of tourism stronger found that the policy of government . Consistent with Osti, Brida and Barquet find that tourism management, if supported by the government, will lead to success of tourism. Hence, the policy of government had achieved the society and culture tourism success that supported hypothesis 1. Likewise, planning for improving and development tourism has positive significance with society and culture tourism success ($H_2 : b_2 = 0.084, p < 0.00$). It implies that the planning and development of tourism in 6 areas: tourism and environmental management, marketing promotion,

infrastructure development, services and investment promotion lead to sustainability [13]. Thus, Hypothesis 2 is supported. Also, technological advancement has positive significance with society and culture tourism success ($H_4 : b_4 = 0.133, p < 0.00$). Consistent with Jonker and other (2006) who posit that technology capability to gain copperier performance. Technological advancement is the ability for acquire combination between information, knowledge and learning to make opportunities in success [14]. Therefore, Hypothesis 4 is supported. Moreover, the mass media has positive significant relationship with society and culture tourism success ($H_5 : b_5 = 0.482, p < 0.00$) similarly to Wongprasert (1997) said that the success of tourism requires external factors such as marketing and mass media to increase the awareness and interest of the people led to the popular people to come to visit [15]. Hence, hypothesis 5 is supported. However, knowledge in tourism management no significant effected on society and culture tourism success, so suggesting that hypothesis 3 is not supported.

TABLE III: RESULTS OF OLS REGRESSION ANALYSIS

Independent Variables	Dependent Variables Society and Culture Tourism Success (SC)	VIF
Policy of Government (PG)	0.174*** (0.035)	2.65
Planning for Improving and Development Tourism (PD)	0.084*** (0.036)	2.77
Knowledge in Tourism Management (KM)	0.055 (0.038)	3.16
Technological Advancement (TA)	0.133*** (0.036)	2.81
Mass Media (ME)	0.482*** (0.037)	2.91
Adjust R^2	0.685	

*** $p < .01$, ** $p < .05$, * $p < .10$, Beta coefficients with standard error in parenthesis

VI. CONCLUSION AND SUGGESTIONS

This study showed that the results of the policy of government, planning for improving and development tourism, technological advancement and mass media positively influenced society and culture tourism success.

The relations between independent variables and the dependent showed high significance since the society and culture tourism success. Moreover, the guidelines for planning and improving tourism policy in community to sustainability. On the other hand, knowledge in tourism management no positively influenced society and culture tourism success. It is possible that knowledge in tourism management may not have a leveraging effect on success of tourist.

VII. SUGGESTIONS FOR FUTURE RESEARCH

The current study was conducted within the scope of

Suphanburi province, Thailand. There might be some other variables that had positive influence on the society and culture tourism success. Thus, for future research, the researchers should be conducted to compare the performance of other tourism groups, with a focus on strong leadership and community participation. It is also suggested that it should test variables in other contexts.

REFERENCES

- [1] Tourism Authority of Thailand. *Develop Thai Tourism in a Sustainable*, 2nd ed. Bangkok: Amarin Printing & Publishing.
- [2] P. B. Pak, "The development of ecotourism in wat kiewang floating market, Nakhon Pathom Province," Master's Thesis, Graduate School Srinakharinwirot University, 2007, p. 12.
- [3] C. Srikaew, *Organizing the Thai Administration and the Administrative Regulations Act, 1991*, Amendment-Present, Bangkok: Development. 2002.
- [4] S. Boonroo, "Ecotourism promotion in Tambon Ko Yo, amphoe mueang, songkhla," Master's thesis, Tourism Planning for Environmental Conservation College, Srinakharinwirot University, 2008, p. 1.
- [5] N. Petchprasert, *Political Economy*, Bangkok: Edison Press Products, pp. 145-146, 1998.
- [6] T. Jamal and D. Getz, "Collaboration theory and community tourism planning," *Annals of Tourism Research*, vol. 22, no 1, pp. 186-204, 1995.
- [7] L. Osti, J. G. Brida, and A. Barquet, "Segmenting resident perceptions towards tourism-a cluster analysis with a multinomial legit model of a mountain community," *International Journal of Tourism Research*, vol. 12, no. 5, pp. 591-602, 2010.
- [8] G. Carlo and B. A. Randall, "The development of a measure of prosaically behaviors for late adolescents," *Journal of Youth and Adolescence*, vol. 31, no. 3, p. 35, 2002.
- [9] J. F. Hair *et al.*, *Multivariate Data Analysis*, 6th ed., New Jersey: Pearson Prentice Hall International, Inc. 2006.
- [10] J. S. Armstrong and T. S. Overton, "Estimating non-response bias in mail surveys," *Journal of Marketing Research*, vol. 14, pp. 396-402, 1977.
- [11] L. J. Cronbach, *Essentials of Psychological Testing*, 3rd ed., New York: Harper and Row, 1974.
- [12] J. Neter, W. Wasserman, and M. H. Kutner, *Applied Linear Statistical Models: Regression, Analysis of Variance, and Experimental Designs*, 2nd ed., Homewood: Richard D. Irwin, Inc.
- [13] N. Liipan, "The potential for ecotourism development in Phu Nong Yoi National Park," Master Degree in Human Resource Management College, Chiang Mai University, 2008.
- [14] Jonder *et al.*, "Technological effort, technological capabilities and economic performance: A case study of the paper manufacturing sector in West Java," *Technovation*, vol. 26, no. 1, pp. 121-134, 2006.
- [15] V. Wongprasert, "The analysis of demand for tourism and tourist expenditures," Master Thesios Economics, Chulalngkorn University.



Sasipimmas Hongsombud is an assistant professor. She earned her Ph.D. in accounting at Mahasarakham Business School, Mahasarakham University, Thailand in 2012.

She is now working in Institute of Physical Education Suphanburi, Moo 4 Ruayai District, Malai Man Road Muang Suphan, Suphan Buri, Thailand 72000.