



## Factors Influencing Thai Tourists' Decision Making to Choose Dvaravati Civilization for Tourist Attractions

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### Abstract

The objective of this research was to study tourist behavior of Dvaravati civilization-based tourist attractions and find ways to develop tourist behavior of Dvaravati civilization-based tourist attractions. The researcher conducted a random survey of 18,361,221 tourists who visited the Dvaravati Civilization-based tourist attractions. The sample group consisted of 400 Thai tourists aged 20-60 years. Statistical tools used in the data analysis included percentage, mean and standard deviation Cronbach's Alpha was used to assess the reliability of the questionnaire scored at 0.980. Multiple regression analysis was also used to test the correlation among the variables.

The findings showed overall opinions of tourists toward tourism behavior of Dvaravati civilization-based tourist attractions were at a high level in all aspects. For each aspect, it was found that reputation of tourist attractions was ranked first, followed by rank two as the beauty of the tourist attractions and third rank was the value of tourism. Whereas tourism services and facilities were ranked the lowest. As for the relationship with the Dvaravati Civilization-based tourist attraction management, it was found that the relationship was at a high level of 0.601, and factors influencing Thai tourists' decision making to choose Dvaravati civilization affects the potential of Dvaravati civilization-based tourist attractions with a 0.05 level of significance level. As a result, the prediction was presented in the Equation:  $\hat{y} = 1.011 + (0.391Rta) + (0.184Bta) + (0.089Vot) + (0.103Tsf)$ .

### Introduction

According to Williams (2006), tourism and hospitality have become key global economic activities as expectations with regard to our use of leisure time have evolved, attributing greater meaning to our free time. The tourism industry is considered one of the largest and fastest growing industries in the world (Ninemeier & Perdue, 2008; Cooper & Hall, 2008). For the tourism industry to maintain or improve its current

status, it is dependent on tourists' travel decisions which are reflected in travel behavior. Therefore, the governments of each country attach great importance to strengthening the competitiveness of the country. World tourism market share, countries in Asia and ASEAN have different marketing strategies, that attract more tourists from all over the world to their country.

In the past five decades, tourism has influenced the economic growth of many countries. Thailand is one

of the countries with the highest growth earnings from the tourism industry, Tourism is one of the most important sectors driving the Thai economy, which can continuously generate high income for Thailand. The number of international tourist arrivals to Thailand in 2018 reached 38.12 million people, up 7.1 percent YoY. Although the second half of 2018 has shown a slower pace of international tourist arrivals due to the different factors from each nationality, the number recovered during the last 2 months of 2018 thanks to the tourist season and the Visa on Arrival fee waived for 21 countries. Hence, in 2018, Thailand received approximately THB 2.01 trillion in revenue from the arrival of international tourists (kasikornbank, 2019) and Netherlands Embassy in Bangkok (2020). The number of visitors in Thailand is expected to increase in the coming years to more than 40 million by 2020. Most visitors will continue to come from the Asia Pacific region (31.2 million in 2020), followed by European tourists (5.7 million in 2020). The number of visitors from North-America is expected to increase to 1.3 million, while the Middle East, Africa and Latin America make up for less than 2% of the total number of visitors in 2020.

The tourist behavior is the most important indicator or predictor of future tourist behavior. Taking into account the social role of the tourist, the behavior of an individual tourist can also be an indicator of the behavior of others. With their behavior, tourists set the social norms of behavior in the context of tourism. These norms are also followed by other consumers; those who do not yet engage in travel or tourist behaviors, as well as those who do. Papatheodorou (2006) stated that destination choice has always been an important aspect in tourism literature and there are various factors influencing travel decisions.

#### **Tourist behavior of dvaravati civilization-based tourist attractions**

Dvaravati civilization attraction is cultural tourism; a type of tourism that focuses on the history of the ancient sites. Arts, culture and traditions and faith in the area by adhering to the principles of the best conservation of cultural tourism resources in order to be able to inherit to the next generation. It also contributes to learning through unique architecture, sculpture and art that can represent the views and ideas of the people of that era. It has historical significance that can be used to tell a very good part of history. Petrick (2002) proposed that "behavioral price, monetary price, emotional response, quality, and reputation" are the factors

influencing a consumer's perspective on visiting tourist attractions and accommodations. Lamaichin (2009) stated that in order for tourism to be successful, the tourist attractions must have beauty (Schiffman et al., 2014; Cohen et al., 2014). Consumer behaviour concentrates on how people formulate decisions to spend their accessible assets (time, money, effort) Seyidov & Adomaitiene (2016) offered factors of a tourist destination that are combination of facilities and services made up of a number of traits that all contribute to the attractiveness of destination choice. Scott et al. (2014) mentioned that a few recent studies have discussed whether it was even viable to use classical marketing concepts for the study of tourist behavior, since this may cast doubt on the validity and the possibility of application of these models for tourism. Li et al. (2013) examined the effect of belonging to a certain generation on tourists and found that different generations possess different histories of destination visits, Poon (1994) believes that tourists are the products of changing population demographics and are more experienced, flexible, and independent minded. Tourists have changed values and lifestyles, which affects tourist demand, Kotler (1999), Yoon and Uysal (2005), tourist travel is mainly driven by two motivational aspects, which are push factors and pull factors. The push factors refer to the psychological force that influences tourist choices about "excitement" or "relaxation". Salim (2015) focused on the behavior of tourist and its role in specifying the tourism pattern through knowing and identifying the needs and desires of tourist as well as the specific factors directed at his needs and desires.

#### **Travel decision making**

During the last few decades, consumer decision-making research has grown significantly, producing a number of new decision theories and models that depend on consumer profiles (e.g., demographics), product categories (e.g., utilitarian vs. non-utilitarian goods), and purchase types (e.g., in-store vs. online purchase). So, the decision making to revisit is part of consumer behavior. Decision making was revealed by Schiffman & Kanuk (2008), where decision-making was considered as a system consisting of input, process and output which summarizes the consumer decision-making paradigms: from prescriptive, analytical decision-making to bounded rationality, adaptive decision-making, and more recent pragmatic and naturalistic decision-making. We limit the scope of the present literature review to the issues associated with online consumers, primarily

regarding online purchase decision-making (Smallman & Moore, 2010, Andrews, 1992). The five step decision-making process explained such as Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision and Post-Purchase Behavior, Tourism Western Australia (2008). The five "A's can be classified into: Accessibility refers to the transport and transport infrastructure, Accommodation plays a major role in the development and image of tourism, Amenities refers to the facilities available at the destination which help in meeting the needs and also the wants of tourist, Attractions one of the principal reasons for undertaking travel to a particular destination is the attraction and Activities It includes those activities that a destination offers (Lamaichin, 2009; Dickman, 1996). The push factors in the travel decision making of tourists depend on the attributes of a destination (Cohen et al., 2014). Dellaert et al., (2014) concluded that, whenever the travelers face a problem regarding their travel decision, they tend to construct a list of alternatives in their minds.

#### **The potential of dvaravati civilization-based tourist attraction.**

The Dvaravati region comprises present day Nakhon Pathom, Lopburi, Ratchaburi and Prachinburi. Dvaravati culture flourished between the 7<sup>th</sup> and 11<sup>th</sup> century A.D. As an example of its importance, Nakhon Pathom was the largest city in Thailand prior to the Ayutthaya era. Its influence went as far south as present day Songkhla and Pattani. To the North it reached up to (present day) Lamphun, with the city-state of Haripunchai. Haripunchai survived its southern progenitors until the late 13<sup>th</sup> century A.D. when it was incorporated into the Lanna Thai Kingdom (Thaiwebsites.com, 2020). Dvaravati itself was heavily influenced by Indian culture, and played an important role in introducing Buddhism and particularly Buddhist art to the region. Important archaeological objects of Dvaravati Buddha statues comprised of Buddhist sculptures representing two distinct sects of Buddhism known as Theravada and Mahayana, the major tourist attractions in this area of 4 provinces still have a history known as "Dvaravati Civilization-based". Dvaravati used to be a kingdom situated in Chao Phraya river. Since this area has flourished in history, religion, art and culture which is regarded as having potential in terms of tourist attractions of Thailand. With regards to Dvaravati culture, it is important to the local as it is the cultural capital which is the existing intellectual property inherited in

the society of local community. The easeto communicate with each other is also an important tourist attraction. Department of Tourism (2015) indicated the configuration management standards attraction as categorized into three sections: The potential to attract tourism: a tourist attraction or a cultural value which can impress and satisfy tourists as a distinct and unique way of life and wisdom. The beauty of art and culture is a point to enhance the potential of attracting important cultural tourism, the physical potential, and also the organization of tourism activities, the potential to support tourism: various elements that help to reinforce the source of that culture to be important and suitable for tourism management and tourist attraction management: refers to the ability to supervise and manage tourist attractions, awareness management about the value of cultural resources for tourist, and economic and social management consideration of community participation in tourism activities. By providing opportunities to people or communities shared responsibility for various matters will have an impact on the people or the community as well as the distribution of income or benefits to the local area. Determining destination potentials can be accomplished by inventorying and summarizing indicators which represent tourism resources and infrastructures. Numerous criteria and indicators have been used to evaluate tourism resources (for example, accessibility; health facilities; roads; education, infrastructure, entertainment facilities; political stability; admission; popularity; importance; seasonality; diversity) according to the type of tourism being examined.

In the study of tourism behavior and patterns of tourists in order to use the results of behavioral studies to analyze tourism patterns of tourists to be effective. The tourism model can be managed in both the public and private sectors and used as a guideline for developing strategic planning to meet the needs of tourists. As well as planning the service in order to promote tourism as well as promoting domestic tourism. It is therefore necessary to know the needs or factors that relate to the decision-making of tourists. To present information to guide the planning, improvement and development of the service. This research aims 1) To study factors influencing Thai tourists' decision making to choose Dvaravati civilization and 2) To study factors influencing Thai tourists' decision making to choose Dvaravati civilization that affects the potential of Dvaravati civilization-based tourist attractions.

From the literature review, the hypothesis is as follow.

H1: Factors influencing Thai tourists' decision making to choose Dvaravati civilization is related to the potential of Dvaravati civilization-based tourist attractions.

H2: Factors influencing Thai tourists' decision making to choose Dvaravati civilization affects the potential of Dvaravati civilization-based tourist attractions.

## Objectives

The study strived to achieve two sub-objectives are presented in this research:

1. To study factors influencing Thai tourists' decision making to choose Dvaravati civilization.
2. To study factors influencing Thai tourists' decision making to choose Dvaravati civilization that affects the potential of Dvaravati civilization-based tourist attractions.

## Conceptual framework

The researcher developed the conceptual framework based on the above literature review as following.

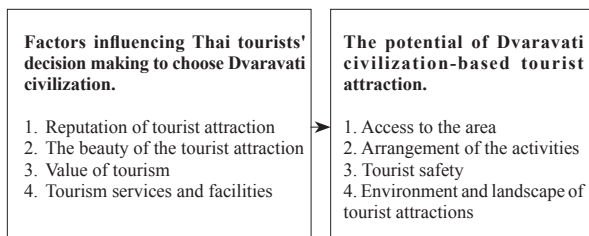


Figure 1. Conceptual framework

From Figure 1, the conceptual framework was developed from the literature review and related research, and consisted of dependent and independent variables as following:

Independent variables are: Factors influencing Thai tourists' decision making to choose Dvaravati civilization: reputation of tourist attractions (Petrick, 2002), the beauty of the tourist attractions (Lamaichin, 2009), value of tourism (Schiffman et al., 2014; Cohen et al., 2014) and tourism services and facilities (Seyidov & Adomaitiene, 2016).

Dependent variables are: the potential of Dvaravati civilization-based tourist attractions: access

to the area, arrangement of the activities, tourist safety, and environment and landscape of tourist attractions (Department of Tourism, 2015, Lamaichin, 2009, Dickman, 1996).

## Research methodology

### 1. Population and samples

The population of this study consisted of visitor who traveled to the Dvaravati civilization. The data from the statistical report on Tourism population used in this research consisted of 3,990,940 tourists who visited the tourism attractions of Dvaravati civilization at Nakhon Pathom; 3,280,933 people travelling to Suphanburi Province, 2,186,597 people travelling to Ratchaburi Province and 8,902,751 people travelling to Kanchanaburi Province (Ministry of Tourism and Sports, 2018), including 18,361,221 tourists traveling to the area of Dvaravati civilization.

The sample group consisted of 400 Thai tourists aged between 20 years old to 60 years old and chosen by convenience sampling method with specified quota sample. Data were collected from using a questionnaire equal number of tourists who came to visit tourism attractions of Dvaravati civilization each day, or the total of 200 people on weekdays and 200 people on weekends. Tourists travel to each province, Nakhon Pathom Province 87 people, Suphanburi Province 71 people, Ratchaburi Province 48 people and Kanchanaburi Province 194 people. The sample size was determined by using the formula of Yamane (1973). The Confidence Level was 95 percent with significance level of 0.05 and adopted convenience sampling data collection method.

### 2. Research instrument

The questionnaire consisted of 3 parts.

The first part was the respondent's demographic questions.

The second part was a five-point Likert scale. Factors influencing Thai tourists' decision making to choose Dvaravati civilization.

The third part was a five-point Likert scale, the potential of Dvaravati civilization-based tourist attractions.

### 3. Collection of Data

Source of Data. This study gathered relevant information including primary data and secondary data. Details are as follows.

1. Primary data: data collection were from questionnaires by interviewing Thai tourists. In collecting

the data during December 2018 to July 2019, the researcher delivered questionnaires to 400 samples by using convenient sampling method. Data was collected in Dvaravati civilization-based tourist attraction, and various tourist attractions as those areas are where the samples did a lot of different activities.

2. Secondary data: By studying information from various documents related to decision making to choose and tourist behavior and the potential of tourist attraction or articles from Journal, internet, textbooks, study materials including domestic research papers and international research papers as well as related thesis, respectively.

#### 4. Data analysis

1. The obtained data were analyzed descriptively using frequency, percentage, mean and standard deviation.

2. To test Hypothesis 1 The analysis of correlation between tourist behavior of Dvaravati civilization-based tourist attractions and the potential for tourism attractions of Dvaravati civilization.

3. To test Hypothesis 2 multiple regression analyses was used to analyze the relationship between the independent and dependent variables and used predict the variables. The relationship equation of MRA (Multiple regression analysis) are as below. 
$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \dots + b_kX_k + e$$

### Results

#### 1. The results of the analysis of respondent's demographic

The majority of respondents traveled for leisure 270 respondents (67.50%) Activities during cultural studies 176 respondents (44.00%) there is an education about the tourist attraction from friends 253 respondents (63.30%) Overnight behavior and stay outside tourist attractions 149 respondents (37.30%) tourist attractions Dvaravati civilization, came with family 197 respondents (49.30%) Number of traveling 1-3 people 159 respondents (39.80%) travel by car 283 respondents (70.80%) cost for travel not more than 3,000 baht 160 respondents (40.00%).

#### 2. Factors influencing Thai tourists' decision making to choose Dvaravati civilization

Regarding the tourists visiting tourist sites in Dvaravati civilization, it was found that the tourists' opinions about the overall factors influencing decision making to choose was at a high level (Mean = 4.15, S.D. = 0.64). When considering each aspect, it found reputation of tourist attractions ranked as the first priority

(Mean = 4.24, S.D. = 0.54) followed by the beauty of the tourist attractions ranked second (Mean = 4.21, S.D. = 0.61), while value of tourism ranked third (Mean = 4.15, S.D. = 0.68) and tourism services and facilities was ranked as the least important (Mean = 4.00, S.D. = 0.73). The details are as shown in table 1.

**Table 1** Opinions regarding overall factors influencing Thai tourists' decision making to choose Dvaravati civilization

Factors influencing Thai tourists' decision making to choose Dvaravati civilization	Mean	S.D.	Priority Rank
1. reputation of tourist attraction	4.24	0.54	1
2. beautiful of the tourist attraction	4.21	0.61	2
3. value of tourism	4.15	0.68	3
4. tourism services and facilities	4.00	0.73	4
<b>Total</b>	<b>4.15</b>	<b>0.64</b>	

#### 2. The potential of Dvaravati civilization-based tourist attractions

The opinions of tourists towards the overall potential of Dvaravati civilization-based tourist attractions were at a high level (Mean = 4.01, S.D. = 0.36). When considering each aspect, it was found that Access to the area was ranked as the first priority at a high level (Mean = 4.20, S.D. = 0.44), followed by the Environment and landscape of the tourists attraction ranked second (Mean = 4.04, S.D. = 0.47), Arrangement of activities ranked third (Mean = 4.01, S.D. = 0.57) and Tourist safety was ranked as the least important (Mean = 3.79, S.D. = 0.52), as detailed in table 2.

**Table 2** Opinions regarding overall the potential of Dvaravati civilization-based tourist attractions

The potential of Dvaravati civilization-based tourist attractions	Mean	S.D.	Priority Rank
1. Access to the area	4.20	0.44	1
2. Environment and landscape of tourist attractions	4.04	0.47	2
3. Arrangement of activities	4.01	0.57	3
4. Tourist safety	3.79	0.52	4
<b>Total</b>	<b>4.01</b>	<b>0.36</b>	

Access to the area was at a high level (Mean = 4.20, S.D. = 0.44). When considering each aspect, it was found that the corridor to the Dvaravati civilization tourist attractions are convenient and ranked as the first priority at a high level (Mean = 4.27, S.D. = 0.63) followed by travel to Dvaravati civilization attractions is convenient, such as there are signs for travel in the same level (Mean = 4.26, S.D. = 0.54) and the walkway up to Dvaravati civilization has safety was ranked as the least important (Mean = 4.15, S.D. = 0.63).



Environment and landscape of tourist attractions was at a high level (Mean = 4.04, S.D. = 0.47). When considering each aspect, it was found that the environment and scenery are beautiful was ranked as the first priority at a high level (Mean = 4.24, S.D. = 0.62) followed by an abundance of natural resources was at a high level (Mean = 4.15, S.D. = 0.69) and the air in the tourist attractions is cool was ranked as the least important in the same level (Mean = 3.80, S.D. = 0.83).

Arrangement of activities was at a high level (Mean = 4.01, S.D. = 0.57). When considering each aspect, it was found that tourists get new experiences was ranked as the first priority at a high level (Mean = 4.10, S.D. = 0.74) followed by there is information collected to be able to clearly see the activities learning in the same level (Mean = 4.09, S.D. = 0.73) and there are nature conserve activities was ranked as the least important (Mean = 3.89, S.D. = 0.83).

Tourist safety was at a high level (Mean = 3.79, S.D. = 0.52). When considering each aspect, it was found that enough tourist service points was ranked as the first priority at a high level (Mean = 3.98, S.D. = 0.64) followed by Hazardous areas are defined was ranked as the least important in the same level (Mean = 3.84, S.D. = 0.75) and Natural disaster was at a high level (Mean = 3.61, S.D. = 0.84).

### 3. Hypothesis analysis

**Hypothesis 1:** Factors influencing Thai tourists' decision making to choose Dvaravati civilization is related to the potential of Dvaravati civilization-based tourist attractions.

Correlation analysis was conducted to test hypothesis 1 relationship between factors influencing Thai tourists' decision making to choose Dvaravati civilization is related to the potential of Dvaravati civilization-based tourist attraction. As for the relationship with the Dvaravati Civilization-based tourist attraction management, it was found that the relationship was at a high level of 0.601 (significance at the level of 0.05) as shown in table 3

**Table 3** Analysis of the relationship between factors influencing Thai tourists' decision making to choose Dvaravati civilization is related to the potential of Dvaravati civilization-based tourist attractions

Variables	Factors influencing Thai tourists' decision making to choose Dvaravati civilization	The potential of Dvaravati civilization-based tourist attraction
Factors influencing Thai tourists' decision making to choose Dvaravati civilization	-	0.601 (**) (P-value = 0.000)

\*\* Statistical significance at the level of 0.05

Based on the Coefficients Output-collinearity Statistics, the potential of Dvaravati civilization-based tourist attraction, when considering each aspect, it was found that Access to the area (VIF = 1.527) Environment and landscape of tourist attractions (VIF = 1.650) Arrangement of activities (VIF = 1.190) and Tourist safety (VIF = 1.483), All variation inflation factor (VIF) is between 1 to 10, it can be conducted that that is no multicollinearity symptoms. After the test is completed multicollinearity researchers also should examine whether there was different of residual variance observation period to another period of observation by way of heteroscedasticity test. (Hair, 2009)

**Hypothesis 2:** Factors influencing Thai tourists' decision making to choose Dvaravati civilization affects the potential of Dvaravati civilization-based tourist attractions.

The regression analysis was conducted to investigate the effect of Factors influencing Thai tourists' decision making to choose Dvaravati civilization on the potential of Dvaravati civilization-based tourist attractions. It was found that the factors influencing Thai tourists' decision making to choose Dvaravati civilization; significantly the potential of Dvaravati civilization-based tourist attractions ( $F = 64.779$ ,  $p < .05$ ), as shown in table 4.

**Table 4** Regression model testing the effects of factors influencing Thai tourists' decision making to choose Dvaravati civilization affects on the potential of Dvaravati civilization-based tourist attractions

Model	Sum of Squares	df	Mean Square	F	Sig.
1					
Regression	33.942	4	8.485	64.779	.000b
Residual	51.742	395	.131		
Total	85.684	399			

a. Predictors: (Constant), Rta, Bta, Vot, Tsf

b. Dependent Variable:  $y'$  (the potential of Dvaravati civilization-based tourist attractions)

Regression Analysis of Factors influencing Thai tourists' decision making to choose Dvaravati civilization affects the potential of Dvaravati civilization-based tourist attractions.

Based on the Regression Analysis of Tourist behavior of Dvaravati civilization-based tourist attractions affects the potential of Dvaravati civilization-based tourist attractions, it was found that:

The coefficient of correlation ( $R$ ) = 0.629 means the independent variables affect the relationship between the management of Dvaravati civilization-based tourist attractions at a high level with P-value = .000 less than 0.05.

The Coefficient of Determination (R Square) = 0.396 means the influence of factors relating to the management of Dvaravati civilization-based tourist attractions affects the potential of Dvaravati civilization-based tourist attractions at 39.6% and the remaining is influenced by other variables.

The Standard Error of the Estimate = 0.390 means the estimation relating to the management of Dvaravati civilization-based tourist attractions affects the potential of Dvaravati civilization-based tourist attraction with a deviation of 36.19% (meaning errors caused by the average condition). The details are shown as follows in table 5.

**Table 5** The statistics used to determine the suitability of the multiple regression of factors influencing Thai tourists' decision making to choose Dvaravati civilization affects the potential of Dvaravati civilization-based tourist attractions

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.629 <sup>a</sup>	.396	.390	.36193

a. Predictors: (Constant), Rta, Bta, Vot, Tsf

Based on analyzing the factors related to the potential of Dvaravati civilization-based tourist attractions, it was found that, of the 4 independent variables, there were 4 independent variables that influenced Thai tourists' decision to choose Dvaravati civilization (P-value less than 0.05), which were reputation of tourist attraction, beauty of the tourist attractions, value of tourism and tourism services and facilities which influenced the potential of Dvaravati civilization-based tourist attraction in a positive way. In addition, the research team also considered the appropriateness of the multiple regression of variables. When considering the beta coefficients of the regression analysis, it was found that each factor of the management of Dvaravati civilization-based tourist attractions positively and significantly contributes to the potential of Dvaravati civilization-based tourist attractions, with reputation of tourist attraction the most ( $B = 0.391$ ,  $p < .001$ ) followed by beauty of the tourist attractions ( $B = 0.184$ ,  $p < .001$ ), tourism services and facilities ( $B = 0.103$ ,  $p < .001$ ) and value of tourism ( $B = 0.089$ ,  $p < .001$ ), respectively. The details are shown in table 6.

Based on Table 6, the research team considered the appropriateness of the multiple regression of variables using the method. The independent variables with factors influencing Thai tourists' decision making to choose Dvaravati civilization which affect the potential of Dvaravati civilization-based tourist attraction included

**Table 6** Beta of regression model

Factors influencing Thai tourists' decision making to choose Dvaravati civilization	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta (β)	t	P-value
	1.011	.212		4.761**	.000
1. Reputation of tourist attractions	.391	.050	.375	7.762**	.000
2. Beauty of the tourist attractions	.184	.041	.227	4.511**	.000
3. Value of tourism	.089	.038	.101	2.359**	.019
4. Tourism services	.103	.047	.104	2.182**	.030

F = 64.779,  $p < .000$ ; R = 0.629,  $R^2 = 0.396$ , Adjusted  $R^2 = 0.390$

\*\* Statistical significance at the level of 0.05

4 variables: reputation of tourist attraction, beauty of the tourist attraction, value of tourism, tourism services and facilities, which can predict the result of the potential of Dvaravati civilization-based tourist attractions.

The regression equation of the regression analysis  $\hat{y} = 1.011 + (0.391Rta) + (0.184Bta) + (0.089Vot) + (0.103Tsf)$ , while  $Rta (B) = .391$   $Bta (B) = .184$   $Vot (B) = .089$  and  $Tsf (B) = .103$  Where: Unstandardized Coefficient of reputation of tourist attractions ( $B$ ) = 0.391, beauty of the tourist attractions ( $B$ ) = 0.184, value of tourism ( $B$ ) = 0.089 and tourism services and facilities ( $B$ ) = 0.103 means the value of reputation of tourist attractions, beauty of the tourist attractions, value of tourism, tourism services and facilities, When it increases by 1 unit Y (The potential of Dvaravati civilization-based tourist attraction), it increases to  $1.011 + (0.391) + (0.184) + (0.089) + (0.103) = 1.778$

Therefore, in summary based on the hypothesis, the research team rejects the Null hypothesis ( $H_0$ ) and accepts the Alternative hypothesis ( $H_1$ ), which means factors influencing Thai tourists' decision making to choose Dvaravati civilization affects the potential of Dvaravati civilization-based tourist attractions with statistical significance of 0.05.

## Discussion

The research team used the information from the questionnaire to support the discussion of the research results, as well as the concept from academicians and various research studies to support the research data of Dvaravati civilization tourists.

The results of the analysis of respondent's demographic, the majority of respondents traveled for leisure, activities during cultural studies, there is an education about the tourist attraction from friends, Overnight behavior and stay outside, Came with family, Number of traveling 1-3 people, travel by car and cost

for travel not more than 3,000 baht.

The opinions of tourists towards the overall about factors influencing decision making to choose was at a high level. When considering each aspect, it found reputation of tourist attraction ranked as the first priority followed by the beauty of the tourist attractions ranked second while value of tourism ranked third and tourism services and facilities was ranked as the least important.

The opinions of tourists towards the overall potential of Dvaravati civilization-based tourists attractions were at a high level. When considering each aspect, it was found that the access to the area was ranked as the first priority, followed by the environment and landscape of the tourists attraction ranked second, arrangement of activities ranked third and tourist safety was ranked as the least important.

The findings confirmed the causal relationship between factors influencing Thai tourists' decision making to choose Dvaravati civilization is related to the potential of Dvaravati civilization-based tourist attraction. It was found that the relationship was at a high level of 0.601. However, the roles of each factor influencing Thai tourists' decision making to choose vary with regard to each of the potential tourist attraction.

As for factors influencing Thai tourists' decision making to choose Dvaravati civilization attractions accordance with the suggestion of the results showed a positive effect of each aspect of the potential of Dvaravati civilization-based tourist attractions. The factors relating to Dvaravati civilization-based tourist attractions; mean reputation of tourist attraction increases to 0.391, beauty of the tourist attraction increases to 0.184, value of tourism increases to 0.089 and tourism services and facilities increases to 0.103. When it increases by 1 unit to the potential of Dvaravati civilization-based tourist attraction increases 1.778 (level of significance 0.05).

In term of influencing decision making to choose was at a high level (Mean = 4.15). When considering each aspect, it found that all four aspects were ranked at a high level reputation of tourist attractions being ranked as the first priority (Mean = 4.24) are the most important element in choosing this is also support by Petrick (2002) who proposed that "behavioral price, monetary price, emotional response, quality, and reputation" are the factors influencing a consumer's perspective on visiting tourist attractions.

When analyzing the opinions of tourists towards

the overall potential of Dvaravati civilization-based tourists attraction were at a high level (mean = 4.01). When considering each aspect, it was found that the access to the area was ranked as the first priority at a high level (Mean = 4.20) this is also support by Tourism Western Australia (2008). The five "A's" can be classified into: Accessibility refers to the transport and transport infrastructure, Accommodation plays a major role in the development and image of tourism, Amenities refers to the facilities available at the destination which help in meeting the needs and also the wants of tourist, Attractions one of the principal reasons for undertaking travel to a particular destination is the attraction and Activities It includes those activities that a destination offers Lamaichin (2009); Dickman (1996).

Correlation analysis relationship between factors influencing Thai tourists' decision making to choose Dvaravati civilization is related to the potential of Dvaravati civilization-based tourist attractions. As for the relationship with the Dvaravati Civilization-based tourist attraction management, the study of (Nejati & Mohamed, 2015) observed three major aspects of a destination, which are the "quality", "uniqueness" as well as distance and value and moreover the result is consistent with (Canny, 2013) this study attempted to investigate the relationship between the five dimensions of service quality on tourist satisfaction.

As for factors influencing Thai tourists' decision making to choose Dvaravati civilization attractions accordance with the suggestion of the results showed a positive effect of each aspect on the potential of Dvaravati civilization-based tourist attractions on the basis of the attractiveness of some primary offer for certain destination the tourists are motivated for visiting that tourist destination (Al-Ababneh 2013).

## Suggestions

### Suggestions for research

1. From the result of the opinions of tourists decision making to choose travel about the potential of Dvaravati civilization-based tourists attractions were at a high level. it was found that the access to the area was ranked as the first priority, followed by the environment and landscape of the tourist's attractions ranked second, So the site should improve road signs and the landscape in the tourist attractions in order to highlight the beauty.

2. From the result of hypothesis test indicate that correlation analysis relationship between factors influencing Thai tourists' decision making to choose



Dvaravati civilization is related to the potential of Dvaravati civilization-based tourist attractions. When considering each aspect, it found reputation of tourist attractions ranked as the first priority and beauty of the tourist attraction ranked second. So, organization and Communities in Dvaravati civilization-based tourist attraction should focus on maintaining a reputation of tourist attractions and Beauty of the tourist attractions as being the most important issue in delivering tourist consistent.

### Future Direction

1. Further research can be done by taking other factors which can affect travel decision making such as climate, income, political stability. Industry other than tourist industry could also be taken as a sample of the study.

2. Future research may focus on modeling to incorporate other theoretical constructs by inserting new variables such as gender diversity or group dynamics.

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