

TOURISM MANAGEMENT MODEL TO PERFORMANCE IN THAI TOURISM: STUDY OF HERITAGE TOURISM

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ABSTRACT

Culture needs to be preserved because the traditions and customs hold high value to the nations, and also reflect the shape, beliefs and aspirations of the people of a nation. The aim of the study was to know about the impacts of Recognition of cultural values, Awareness of cultural loss and Preservation of traditions and culture on Heritage tourism growth and the study also took Intentions to support heritage tourism as a mediator. The researcher chose the areas of “Dong Phayayen-Khao Yai Forest Complex, Historic town of Ayutthaya, Ban Chiang archaeological site, Thungyai-Huai Kha Khaeng Wildlife Sanctuaries and Historic Town of Sukhothai and Associated Historic Town” for the purpose of data collection. The researcher collected data from 420 individuals via a self-administered questionnaire-based survey. CFA and SEM were used and SPSS and AMOS were applied by the researcher for the purpose of analysis, the results showed that the impacts of Recognition of cultural values is insignificant on Heritage tourism growth whereas, the impacts of Awareness of cultural loss and Preservation of traditions and culture are significant. The mediation of Intentions to support heritage tourism is effective for the impact of Awareness of cultural loss and Preservation of traditions and culture while for the impact of Recognition of cultural values is insignificant. The study has implications to enhance heritage tourism growth and also has limitations of sample size and diversity.

Keywords: Heritage tourism, management model, performance, Thai Tourism

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1. Introduction

The most important part of a community is its values and its culture, it is because the cultural values are the major principles and rules in the roots of a community on which the community stands. In the cultural values there exist several contents that need to be recognized and kept alive for the purpose of continuation of a heritage and its

traditions (Alvarez & Korzay, 2011). These cultural values consist of specific beliefs of the people from the past linking to the present, the culture that is a continuation of the ideas and thoughts of man’s heirloom and the values that were taught by one’s ancestors (Lertwannawit & Anuwichanont, 2011). Figure 1 below is of the increased rate of tourism in Thailand:

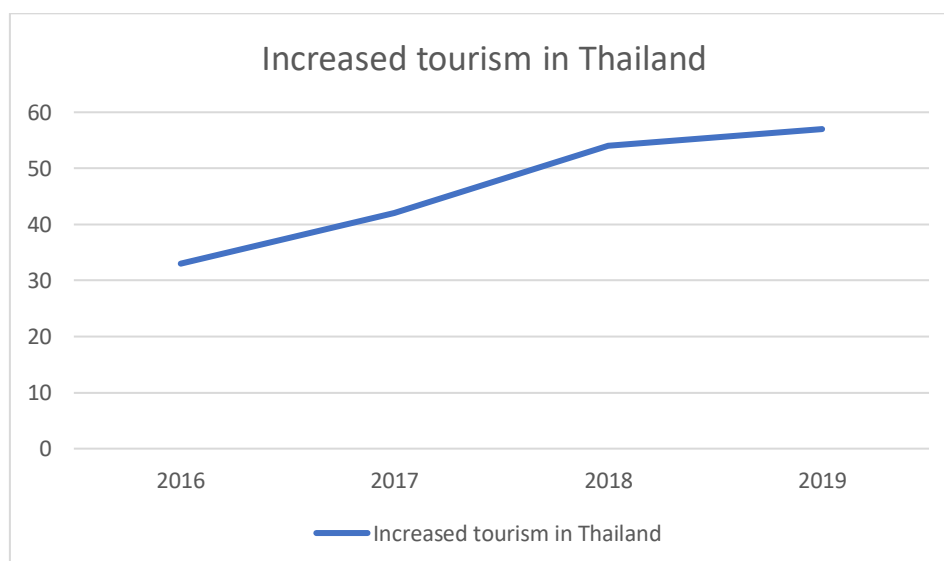


Figure 1: Increased tourism in Thailand

There are several factors that disturb this balance and because of changing environment, one may lose his culture and values, because of the change in external conditions, the internal values and environment changes as well, resulting in disappearance of one's culture (Weaver, 2011). Culture needs to be preserved because the traditions and customs hold high value to the nations, and also reflect the shape, beliefs and aspirations of the people of a nation. Heritage tourism is also related to such beliefs and values as it is categorized as the travel in which those places (Alberti & Giusti, 2012), artifacts and activities are experiences that present one with the stories of the people of the past relating with the present. Such cultural and historically valuable stuff is being ignored and its preservation has also become a stale topic, putting the future of heritage tourism and cultural values in danger of extinction (Biggs, Hall, & Stoeckl, 2012). Artifacts and places representing heritage and past culture are not being preserved which are causing cultural loss and it is to be predicted that an extinction of cultural values and heritage tourism is to be expected in Thailand in the coming years if the problem is not addressed properly (Cohen & Cohen, 2012). Almost none of the study in the past has considered this problem

and has not studied the importance of preservation of cultural tourism points in Thailand and even if any study has addressed this issue, it has not been studied with the help of proper and latest tools and techniques. So, this study has the aim to:

- Study the impact of Recognition of cultural values on Heritage tourism growth
- Study the impact of Awareness of cultural loss on Heritage tourism growth
- Study the impact of Preservation of traditions and customs on Heritage tourism growth
- Study the mediation of Intentions to support heritage tourism between Recognition of cultural values and Heritage tourism growth
- Study the mediation of Intentions to support heritage tourism between Awareness of cultural loss and Heritage tourism growth
- Study the mediation of Intentions to support heritage tourism between Preservation of traditions and customs and Heritage tourism growth

The table 1 shows the percentage of amount spent on the development of tourism industry in Thailand in the past few years:

Table 1: Spending on tourism Industry

Years	2016	2017	2018	2019
Percentage of spending	36%	38.7%	42%	46%

The study will enlighten the importance of factors like cultural values, cultural loss and preservation of traditions and customs in order to accelerate the intentions of Thai people and Thai government to support and preserve the traditional of heritage tourism. This study will also push the Thai government to invest in spots and artifacts of heritage importance so that the heritage tourism must grow and the nation does not become cultureless in the coming few years.

2. Literature review

2.1 Recognition of cultural values

Cultural values according to the article of (Fonseca & Ramos, 2012), are the most important entity of a nation being the pillars on which any nation stands and grows, these are defined by different researchers and philosophers in different ways, one of which is that cultural values are ones beliefs and norms that are set according to the community in which he was born and brought up (Ashworth & Larkham, 2013). According to the value belief and norm model, has been derived from two other set of thoughts, one including the value theory and the

second one comprises upon the norm activation theory. Both of these theories have defined the importance of values and norms, the value theory stated that the individuals have attitudes and behaviors that are a component of strongly held, long lasting (Chen & Chen, 2013), varying with situation kind of beliefs regarding the desired end states of the social interactions. Values are a factor of nation and its individuals that elaborate about the nation's and its individual's attitudes and behaviors. Whereas, culture as a whole, according to (Kaminski, Benson, & Arnold, 2013), represents one's past as linked to the present showing the heritage of a person and the practices of one's ancestors.

2.2 Awareness of cultural loss

Cultural loss according to (Park, 2013), is an event that does not occur all of a sudden, instead, it is an event that is nurtured and developed over a period of time and the reasons are external factors impacting the past traditions. It is a situation in which inherited values, norms and beliefs are washed away over time because of the changes in external environment and the passage of time resulting in the development of a cultureless nation (Prideaux, Timothy, & Chon, 2013).

2.3 Preservation of traditions and culture

In theoretical terms, preservation means to save the essence and impact of something over a course of a long period and in the context of traditions and culture, it is defined as the saving of the essence of one's traditions passed on by one's ancestors (Aziz & Siang, 2014), the preservation of the culture from which one has rooted and the continual passing on of one's values and norms to his own descendants. This definition has also been quoted by the most frequently cited researcher (Ron & Timothy, 2013) but the researcher has not linked and studied this in the context of heritage tourism.

2.4 Heritage Tourism growth

According to the national trust (Hartmann, 2014), the national heritage tourism is basically a branch of the tourism which involves to experience and to travel the artifacts and the places that represent the people from the past and their stories relating to the present. But this has never been described before in

the context of cultural and historical importance, moreover, this has not even been studied by almost any of the researcher in the context of preservation and growth of the heritage tourism (Zhang, Fu, Cai, & Lu, 2014).

2.5 The Hypothesized Model

From a study published by the national trust, it was discovered that when the cultural values are recognized and preserved over a long period of time the traditions are continued likewise as well which can prove to be a preserver of heritage tourism as well resulting in the investment in this branch of tourism as well (Assaf & Tsionas, 2015). The growth of heritage tourism can be expected if the cultural values are recognized and preserved, however, most of the studies have not been seen to be discussing it much. So, first hypothesis derived is that:

H1: The impact of Recognition of cultural values on Heritage tourism growth is significant.

Cultural loss is a situation that happens because of the loss of cultural values beliefs and norms over a span of time, this kind of situation leaves a society cultureless (Bui & Lee, 2015), researchers believe that if a nation or a society gets proper awareness regarding the impacts of cultural loss and its long term impacts, it is possible that the culture holding ancestral values will be saved and continued over a period of time. So, it can be said that:

H2: The impact of Awareness of cultural loss on Heritage tourism growth is significant.

The preservation and the continuation of the of traditions and customs holding ancestral value is important to preserve the identity of a nation and also to get identified as a specific nation having specific norms and beliefs (Mason, 2015), heritage tourism is also one of those traditions and holds cultural value so it can be preserved if the traditions and the customs are preserved. So, it can be said that:

H3: The impact of Preservation of traditions and customs on Heritage tourism growth is significant.

Intentions to support heritage tourism will include every possible way and method in which the heritage tourism can be saved (Raj & Griffin, 2015), it will include the investments on the

cultural and traditional artifacts and saving the traditional and culturally important spots so that the culture and the values can be saved, with the factor of recognition, comes responsibility and action as well and which in this case would be the action to save and preserve the artifacts and spots for heritage tourism growth (Xie, 2015). This can be said that:

H4: The mediation of Intentions to support heritage tourism between Recognition of cultural values and Heritage tourism growth is significant. Awareness about the fact that a nation might one day lose its cultural values and may become cultureless all at one is something that is disturbing enough to take steps to preserve one's culture, values and norms (Alazaizeh, Hallo, Backman, Norman, & Vogel, 2016; Faten, 2020; Francis, Wamathai, Wandaka, & Jilo, 2020; Giang & Hang, 2019). However, this kind of awareness when binds together with an intention to preserve or support an event of ancestral value and that keeps one connected with his past and origins is the sentiment which can contribute to the growth of a certain aspect such as the growth of the heritage tourism. It has been put forward by the researcher

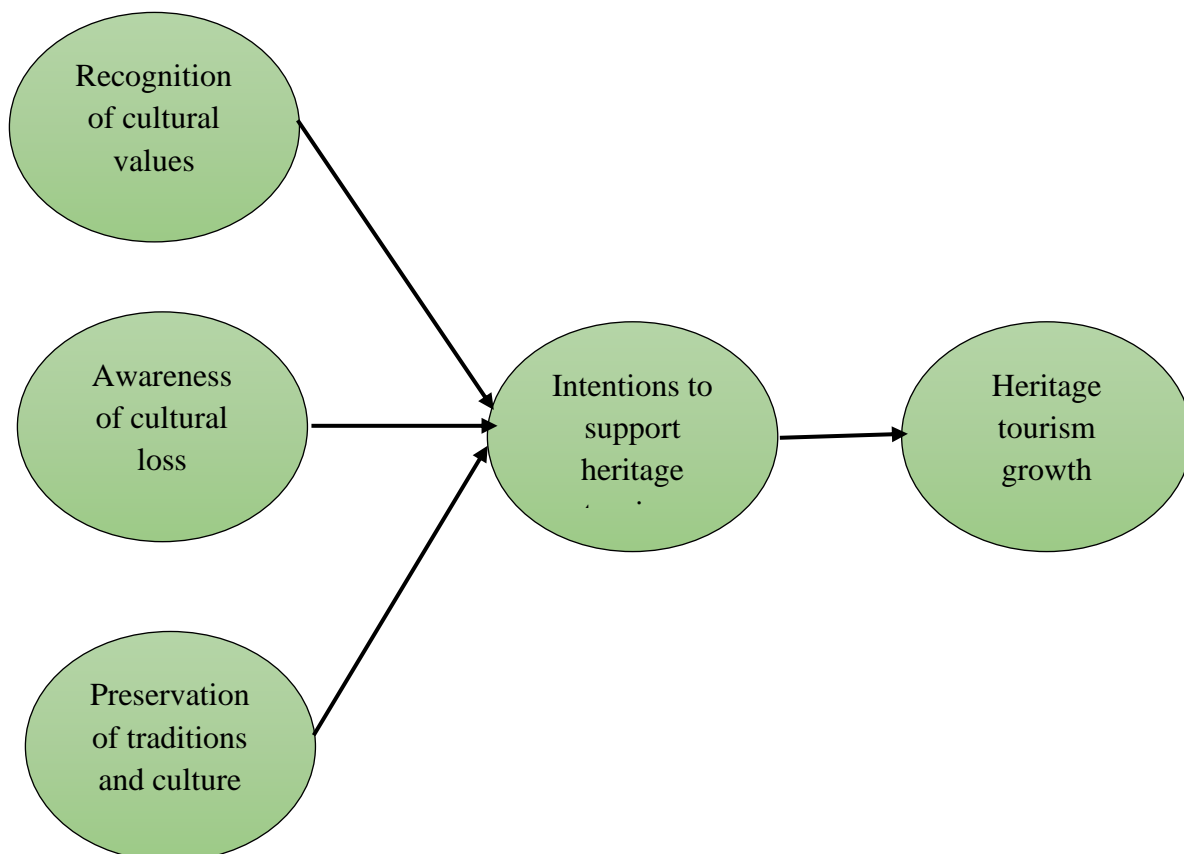
(Altaf, Hameed, Nadeem, & Arfan, 2019; Kamasak & Cansever, 2019; Bourdeau, Gravari-Barbas, & Robinson, 2016; Girangwa, Rono, & Mose, 2020; Gu & Prah, 2020; Güllü & Güllü, 2019) in the same way as well. It can be said that:

H5: The mediation of Intentions to support heritage tourism between Awareness of cultural loss and Heritage tourism growth is significant.

In order to save a nation's culture and norms from going extinct and for preventing from being cultureless, the practice and strive to preserve the traditions and customs is a widely spoken term (Medlik, 2016), however, it has not been studied in the context of preservation of heritage tourism but it can be said that with the right kind of investments and efforts put into this branch of tourism and with the intention to support it, the heritage tourism can not only be preserved but it can be grown as well (Sakdiyakorn & Sivarak, 2016). It can be said that:

H6: The mediation of Intentions to support heritage tourism between Preservation of traditions and customs and Heritage tourism growth is significant.

Theoretical framework



3. Research Methodology

3.1 Context of the study

As the researcher has the aim to collect data regarding the heritage tourism performance and growth, the researcher selected the months from November to March for the purpose of data collection as these are the high seasons for tourism in Thailand. Moreover, the researcher chose the areas of “Dong Phrayayen-Khao Yai Forest Complex, Historic town of Ayutthaya, Ban Chiang archaeological site, Thungyai-Huai Kha Khaeng Wildlife Sanctuaries and Historic Town of Sukhothai and Associated Historic Town” (Thanyasunthornsakun, 2016), for the purpose of data collection because these are the spots for heritage tourism and were visited by the researcher in the months of highest tourist traffic. This population and frame of sample completely fits into the purpose of the study.

3.2 Data collection and sampling

It was a quantitative study, the researcher used positivism philosophy and deductive approach is used by the researcher. The researcher collected data by taking a sample out of the population defined before, the sample was selected using simple random sampling technique and the sampling unit were the tourists visiting the UNESCO sites of Thailand mentioned above. The researcher collected data from 420 individuals via a self-administered questionnaire-based survey and the data was collected at different times and random days within the months of November to March (Azem Hajdari, 2018; Albulena Hajdari, 2018; Hameed, Basheer, Iqbal, Anwar, & Ahmad, 2018; Handika & Ekananda, 2019; Ul-Hameed, Mohammad, & Shahar, 2018). The respondents were debriefed about the aim of the study along with all of the ethical considerations kept in mind, the identity of the respondents was kept hidden as well.

3.3 Measures

- **Recognition of cultural values**

For this, the scale of van Riper and Kyle (2014) and Landon et al. (2018) was used including 9 items, which were measured on a 7-point Likert scale.

- **Awareness of cultural loss**

For this, the scale of van Riper and Kyle (2014) and Raymond et al. was used including 7 items, which were measured on a 7-point Likert scale.

- **Preservation of traditions and culture**

For this, the scale of Han et al. (2010) and Wu and Chen (2018) was used including 7 items, which were measured on a 7-point Likert scale.

- **Intentions to support heritage tourism**

For this, the scale of Palmer et al. (2013) and Harrison-Walker (2001), was used including 8 items, which were measured on a 7-point Likert scale

- **Heritage tourism growth**

For this, the scale of Palmer et al. (2013) and Harrison-Walker (2001), was used including 8 items, which were measured on a 7-point Likert scale.

3.4 Data analysis

For the purpose of data analysis tools and techniques of SPSS, AMOS, CFA and SEM were used by the researcher to analyze the data to deduce results for the purpose of interpretation.

4. Data analysis

4.1 Demographic details

The total sample of the study was equal to 420 individuals, 55% were males and 44% were females, the age of 131 individuals was less than 25 years, the age of 178 individuals was between 25 to 35 years, the age of 95 individuals was between 35 to 45 years and the age of 16 individuals was more than 45 years. Whereas, the experience of 68 individuals was less than 2 years, the experience of 176 individuals was between 2 to 5 years, the experience of 137 individuals was between 5 to 8 years and the age of 39 individuals was more than 8 years.

4.2 Descriptive Statistics

Table 2: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
HerTouGro	420	1.00	5.00	3.2976	.97789	-.353	.119
IntSupHTo	420	1.00	5.00	3.5384	1.15086	-.571	.119
RecCValue	420	1.00	5.00	3.2008	1.20643	-.262	.119
AwCultloss	420	1.00	5.00	3.5518	1.13163	-.467	.119
PrTraCust	420	1.00	5.00	3.3635	1.14462	-.454	.119
Valid N (listwise)	420						

The table 1 shows that, maximum and minimum values lie in the threshold level of 5-point Likert scale, value of standard error shows small difference between sample and population mean so the data is good to go for further testing.

4.3 KMO and Bartlett's Test

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.937
Bartlett's Test of Sphericity	Approx. Chi-Square
	9060.649
	df
	210
	Sig.
	.000

The value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy is more than 0.8 equal to .937, the level of significance is also less than .05 which shows significance of data and it is reliable for further testing.

4.4 Rotated Component Matrix

Table 4: Rotated Component Matrix^a

	Component				
	1	2	3	4	5
TG1			.790		
TG2			.737		
TG3			.804		
TG4			.848		
IS1	.834				
IS2	.848				
IS3	.824				
IS4	.885				
IS5	.908				
IS6	.896				
IS7	.885				
RC1				.834	
RC2				.861	
RC3				.851	
TC1		.814			
TC2		.837			
TC3		.864			
TC4		.847			
AC1					.785
AC2					.780

The correlation is supposed to be more than 0.7, to show strong correlation and in the table above, all correlations are more than 0.7, this is showing high

codependence and a good combination of variables and the strong correlation also shows model fitness.

4.5 Convergent and Discriminant Validity

Table 5: Convergent and Discriminant Validity

	CR	AVE	MSV	TC	TG	IS	RC	AC
TC	0.925	0.755	0.316	0.869				
TG	0.882	0.652	0.316	0.562	0.808			
IS	0.902	0.833	0.277	0.482	0.487	0.912		
RC	0.921	0.795	0.504	0.306	0.347	0.482	0.892	
AC	0.933	0.823	0.504	0.459	0.497	0.526	0.710	0.907

The value of composite reliability is more than 70% for all of the variables and the values of average variance extracted for all of the variables is more than 50%. All variables have maximum

loading with their selves so the data collected is authentic, also the variables are codependent.

4.6 Model Fit Indices

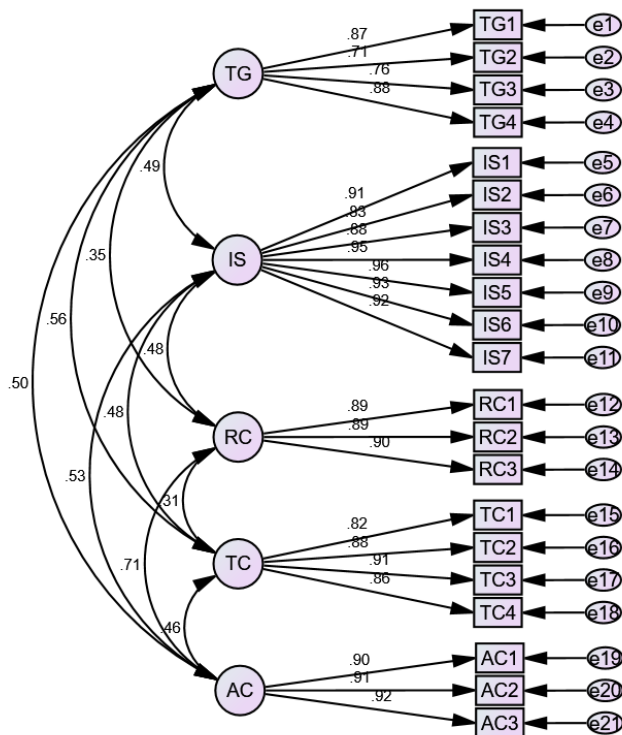
Table 6: Model Fit Indices

CFA Indicators	CMIN/DF	GFI	IFI	CFI	RMSEA
Threshold Value	≤ 3	≥ 0.80	≥ 0.90	≥ 0.90	≤ 0.08
Observed Value	2.371	0.909	0.973	0.973	0.057

The value of CMIN in results is less than 3, the value of GFI is more than .80 according to the standard, the value of IFI is also more than 0.9 and

the value of CFI and RMSEA is also according to the standrad so the data and model are reliable. The figure below shows CFA:

Figure 2: CFA



4.7 Structural Equation modeling

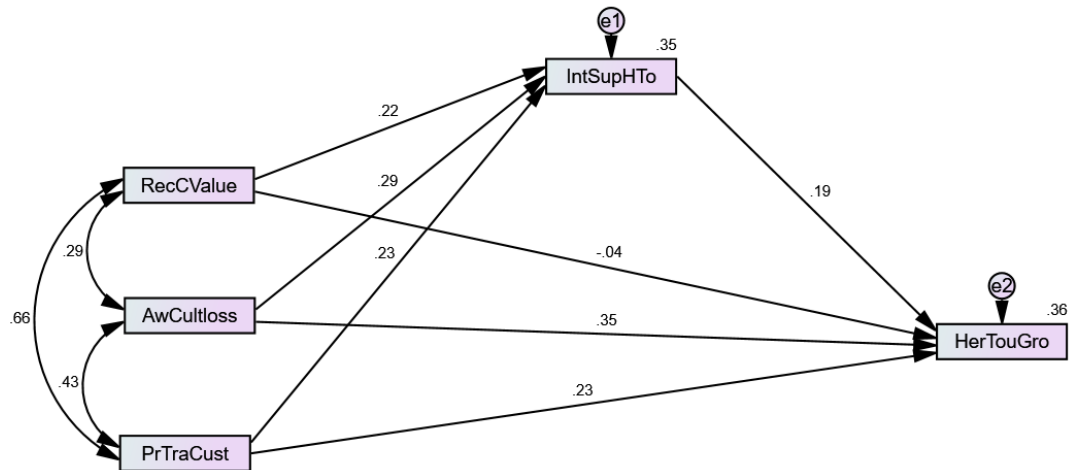
Table 7: Structural Equation Modeling

Total Effect	PrTraCust	AwCultloss	RecCValue	IntSupHTo
IntSupHTo	.230**	.292**	.219**	.000
HerTouGro	.274**	.405**	.002	.186**
Direct Effect	PrTraCust	AwCultloss	RecCValue	IntSupHTo
IntSupHTo	.230**	.292**	.219**	.000
HerTouGro	.231**	.351**	-.038	.186**
Indirect Effect	PrTraCust	AwCultloss	RecCValue	IntSupHTo
IntSupHTo	.000	.000	.000	.000
HerTouGro	.043**	.054**	.041**	.000

The impact Recognition of cultural values is insignificant on Heritage tourism growth, the impact of Awareness of cultural loss is 29.2% which means that heritage tourism growth will increase by 29.2%. Heritage tourism growth will increase by 23.1% with 1% increase in the

Preservation of traditions and culture. The mediating impact of Intentions to support heritage tourism is insignificant in case of RCV while on ACL and PTC it is significant. The screenshot of SEM is below in figure 2:

Figure 3: SEM



5. Discussion and conclusion

5.1 Discussion

The aim of the study was to know about the impacts of Recognition of cultural values, Awareness of cultural loss and Preservation of traditions and culture on Heritage tourism growth and the study also took Intentions to support heritage tourism as a mediator. The first hypothesis proposed by the study was that, “The impact of Recognition of cultural values on Heritage tourism growth is significant.” This hypothesis has been rejected (Wells, Smith, Taheri, Manika, & McCowlen, 2016). The second hypothesis proposed by the study was that, “The impact of Awareness of cultural loss on Heritage tourism growth is significant.” This hypothesis is accepted according to the study of (Light, 2017), if a nation or a society gets proper awareness regarding the impacts of cultural loss and its long-term impacts, it is possible that the culture holding ancestral values will be saved and continued over a period of time (Vajirakachorn & Chongwatpol, 2017). The third hypothesis proposed by the study was that, “The impact of Preservation of traditions and customs on Heritage tourism growth is significant.” It has also been accepted. The fourth hypothesis proposed by the study was that, “The mediation of Intentions to support heritage tourism between Recognition of cultural values and Heritage tourism growth is significant.” This hypothesis has been rejected by the results of the study (Richards, 2018). The fifth

hypothesis proposed by the study was that, “The mediation of Intentions to support heritage tourism between Awareness of cultural loss and Heritage tourism growth is significant.” This hypothesis has been accepted as this kind of awareness when binds together with an intention to preserve or support an event of ancestral value and that keeps one connected with his past and origins is the sentiment which can contribute to the growth of a certain aspect such as the growth of the heritage tourism (Sangchumrong & Kozak, 2018). The sixth hypothesis proposed by the study was that, “The mediation of Intentions to support heritage tourism between Preservation of traditions and customs and Heritage tourism growth is significant.” It has also been accepted by the results of the study (Bec et al., 2019).

5.2 Conclusion

The objective of this study was to know about the impacts of Recognition of cultural values, Awareness of cultural loss and Preservation of traditions and culture on Heritage tourism growth and the study also took Intentions to support heritage tourism as a mediator. The impact of Recognition of cultural values is insignificant on Heritage tourism growth whereas, the impacts of Awareness of cultural loss and Preservation of traditions and culture are significant. The mediation of Intentions to support heritage tourism is effective for the impact of Awareness of cultural loss and Preservation of traditions and culture

while for the impact of Recognition of cultural values is insignificant.

5.2.1 Implications of the study

The study has enhanced importance of the concept of heritage tourism which has not been focused in most of the past studies, the study has also discussed the importance of heritage tourism growth and the steps have been highlighted that can be taken to enhance the heritage tourism in Thailand. This study has also provided the empirical evidences over the factors that are responsible to enhance the heritage tourism and the factors that do not significantly impact it, resulting in a set of factors that can be used in Thailand and every other country that strives to enhance and grow its heritage tourism rate. The study has provided the governments with empirical evidences of what needs to be done for the purpose of enhancing the growth of heritage tourism and to save inherited artifacts and spots.

5.2.2 Limitations of the study and future research recommendations

The study has its own limitations in the form of its sample size, the sample size taken is small enough that it is not enough to represent each and every tourist coming to Thailand, the future researchers are recommended to take a larger sample. The researcher has also chosen only the major spots of tourism and has not considered the minor ones, which has disturbed the diversity of the nature of the sample taken, the future researchers are recommended to consider a diversified sample for the purpose of accuracy. The future researchers are also recommended to conduct the same study in some different country for the purpose of ensuring global validity of the research.

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