Factors Influencing Thai Youth Tourists' Intention to Visit Lanna Cultural Heritage Sites
ปัจจัยที่ส่งผลต่อความตั้งใจมาท่องเที่ยวแหล่งท่องเที่ยวทางวัฒนธรรมล้านนาของนักท่องเที่ยวกลุ่มเยาวชนไทย

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Abstract

Due to lack of the readiness of potential and good management in Lanna cultural heritage tourism resources, this weakness affected a number of Thai youth tourists visiting Lanna cultural heritage sites causing the number to decrease. The purpose of this study was to identify and perceive factors associated with the value of Lanna cultural heritage tourism resources and motivation factors influencing Thai youth tourists' intention to visit Lanna cultural heritage sites in order to have a guideline in management of Lanna cultural heritage tourism resources that led to attract more Thai youth tourists. This study was designed to examine the value of Lanna cultural heritage tourism resources and motivation factors influencing Thai youth tourists' intention to visit Lanna cultural heritage sites. Four indicators of the value of cultural heritage measure were confirmed and combined with four indicators of motivation factors to predict Thai youth tourists' intention to visit. The results revealed that both of the four indicators of the value of cultural heritage and the four indicators of motivation factors influenced Thai youth tourists' intention to visit Lanna cultural heritage sites.

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บทคัดย่อ

     เนื่องจากการขาดความพร้อมทางด้านศักยภาพ และการขาดการจัดการที่ดีในด้านทรัพยากรการ ท่องเที่ยวทางวัฒนธรรมล้านนาจึงส่งผลให้จำนวนนักท่องเที่ยวกลุ่มเยาวชนไทยที่มาท่องเที่ยวทางวัฒนธรรม ล้านนามีจำนวนลดลง ดังนั้น งานวิจัยชิ้นนี้จึงมีจุดมุ่งหมายเพื่อที่จะระบุ และทราบถึงปัจจัยทางด้านคุณค่า ของทรัพยากรการท่องเที่ยวทางวัฒนธรรม และปัจจัยแรงจูงใจที่ส่งผลต่อความตั้งใจมาท่องเที่ยวแหล่ง ท่องเที่ยวทางวัฒนธรรมล้านนาของนักท่องเที่ยวกลุ่มเยาวชนไทย เพื่อเป็นแนวทางนำไปใช้ในการจัดการ ทรัพยากรการท่องเที่ยวทางวัฒนธรรมล้านนา อันจะส่งผลต่อการดึงดูดนักท่องเที่ยวกลุ่มเยาวชนไทยให้มา ท่องเที่ยวแหล่งท่องเที่ยวทางวัฒนธรรมล้านนามากขึ้น โดยมีวัตถุประสงค์เพื่อศึกษาคุณค่าของทรัพยากรการ ท่องเที่ยวทางวัฒนธรรมล้านนา และศึกษาปัจจัยแรงจูงใจที่ส่งผลต่อการมาท่องเที่ยวแหล่งท่องเที่ยวทาง วัฒนธรรมล้านนาของนักท่องเที่ยวกลุ่มเยาวชนไทย 4 ปัจจัยชี้วัดทางด้านคุณค่าของทรัพยากรการท่องเที่ยว ทางวัฒนธรรม ร่วมกับ 4 ปัจจัยชี้วัดทางด้านแรงจูงใจ สามารถยืนยันได้ว่า ทำให้นักท่องเที่ยวกลุ่มเยาวชน ไทยเกิดความตั้งใจในการมาท่องเที่ยวแหล่งท่องเที่ยวทางวัฒนธรรมล้านนา

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Introduction

     Chiang Mai has terrific tourism and cultural tourist attractions such as unique Lanna cultures and the linking center of the upper Mae Kong River cultures which is well-known among foreigners. There are full of generous people, educational institutions, art and cultural, and historic attractions. Tribal cultures, traditional cultures, and local wisdoms of Lanna are outstanding and there are numerous interesting tourist attractions of Lanna cultures (National Research Council of Thailand, 2011). These factors attract both Thai and foreign tourists to come to Chiang Mai and cause opening of villages and local communities as cultural and heritage tourism sites. Without knowledge of tourism management, the opening seems to create problems. Some villages lack potential and good management for cultural and heritage tourism that affect natural resources, cultural values, and local communities' ways of life. As a result, these cause the loss of cultural and natural

resources, identities and entities of the original community, as well as negative impacts on Lanna cultural tourism sites, traditional and cultural values, and local life of the communities in some areas of Chiang Mai. Moreover, the external cultural from both in the country and from aboard impacts the uniqueness of the original community, cultural value, and community's way of life, especially in the new generation of communities and localities. These problems result decreased number of Thai youth tourists visiting Lanna cultural and heritage sites. The decreased number impedes economic and social development that influences the expansion of capabilities and the investment from the private sector (Office of Strategic Management, Upper Northern Region 1, 2017).

In addition, the problems are found in some communities in Lanna heritage sites indicates lack of readiness of cultural tourism resources to attract youth tourists, for instance, tourist information sources, readiness of facilities, inspire for learning and experience, readiness of accessibility, and place and promotion. All mentioned should be provided especially for Thai youth tourists that are one of the major target groups of tourist markets for the Tourism Strategy 2015-2017 (Ministry of Tourism and Sports, 2015). The Thai youth tourists are one of the specific target groups in the National Tourism Development Plan No.2, 2017-2021 whom we have to inspire them to travel in Thailand with the balance of areas and time (Ministry of Tourism and Sports, 2017). Moreover, a youth tourist group is important major travel market in the future that they should be developed not only the marketing strategies for attracting these young people but also the places they will visit. In the future, this tourist group is important for improving the local and the world economy.

Due to the problems and the potential of youth tourists market mentioned above, this research aims to identify and perceive factors associated with the value of Lanna cultural heritage tourism resources and motivation factors influencing Thai youth tourists' intention to visit Lanna cultural heritage sites in order to have a guideline in management of Lanna cultural heritage tourism resources that led to attract more Thai youth tourists to Lanna cultural heritage sites by focusing on two objectives: to examine the value of Lanna cultural heritage tourism resources that is important in the area and to examine the motivation factors which influencing Thai youth tourists' intention to visit Lanna cultural heritage site by quantitative method base on questionnaire survey to identify factors influencing Thai youth tourists' intention to visit Lanna cultural heritage sites.

Objective

1. To examine the value of Lanna cultural heritage tourism resources that is important in the area

2. To examine the motivation factors influencing Thai youth tourists' intention to visit Lanna cultural heritage site

Scope of Research

Study Area

Cultural villages are selected from heritage zone of Chiang Mai. The criteria for selecting areas base on the appearance of cultural heritage sites reflecting their identities in term of local wisdom (handcrafts), architecture, traditional, arts (music or dance), and museums and galleries.

Content

This study is the descriptive research. However, the quantitative method are used in this study in order to gain accurate, reliable, and comprehensive data to perceive the value of cultural heritage and motivation factors influencing Thai youth tourists' intention to visit Lanna cultural heritage sites.

Primary Data

The field study is conducted by questionnaires (Comrey and Lee, 1992) to collect data concerning study of the value of Lanna cultural heritage tourism resources that are important in the area and the motivation factors influencing Thai youth tourists' intention to visit Lanna cultural heritage sites. The data are collected from 500 Thai youth tourists who travel around cultural heritage sites in Chiang Mai old city area.

Secondary Data

Literature reviews and theories were reviewed from academic researches, dissertations, academic journals, official documents, booklets, magazines, and various sources of information about the value or factors derived from the assessment models from market appeal or Rusticity Matrix of du Cros model with assessment of indicators for potential of cultural heritage attraction (Institute of Scientific and Technological Research, 1997; McKercher, Ho, and du Cros, 2004; Ministry of Tourism and Sports, 2014) and motivation factors influencing Thai youth tourists' intention to visit Lanna cultural heritage sites. These factors were derived from theories and adaptation in the

article, An Updated Model of Travel and Tourism Purchase Consumption System (Woodside and King, 2001) that described the tourist's decision-making process on destination choices and other literature reviews related about factors influencing Thai youth tourists' intention to visit cultural heritage sites (Weissinger and Bandalos, 1995; Iso-Ahola, 1980; Tinsley and Eldredge, 1995; Moisa, 2010; Larsen, Ogaard, and Brun, 2011; Richards, 2015; Pitts and Woodside, 1986; Kim, Hallab, and Kim, 2012; Paris, 2010; Ong and du Cros, 2012; Munar and Jacobsen, 2013; Kim, 2010; Kim, 2014; Kim, Ritchie, and McCormick, 2012; Tung and Ritchie, 2011; Blanco and Jordan, 2011).

Population

500 Thai youth tourists were conducted (Comrey and Lee, 1992) by both of first and second round self-completed questionnaires using the purposive, quota, and convenience sampling techniques (Vorakitkasemsakul, 2011). Some criteria were specified for selection by the researcher as such being a young tourists at age range between 18 and 38 (generation Y) who were interested in Lanna cultural heritage sites and traveled to cultural heritage site in Chiang Mai old city area. Both of first and second questionnaires aimed to examine the value of Lanna cultural heritage tourism resources that was important in the area and examine motivation factors.

Conceptual framework
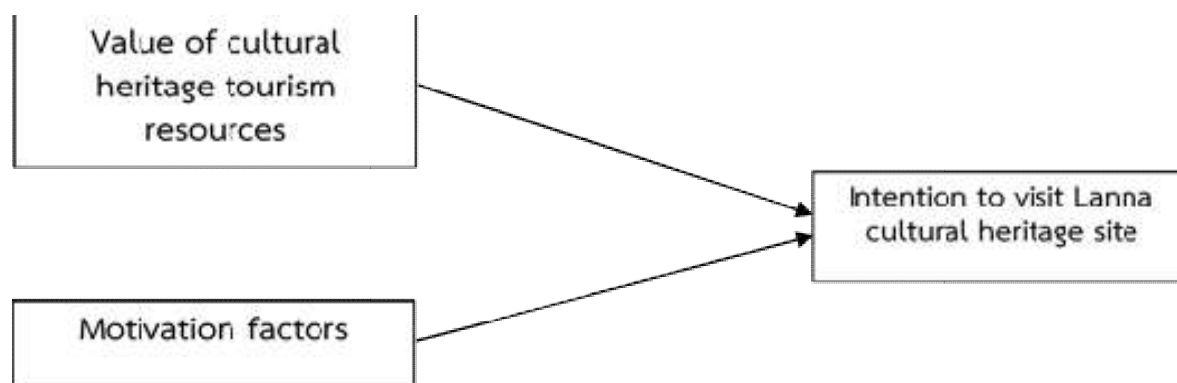
Research Method

The quantitative method is used to examine the factors influencing Thai youth tourists' intention to visit Lanna cultural heritage sites by self-completed questionnaires concerning the value of cultural heritage and motivation factors (internal and external factors). 500 Thai youth

tourists are approached by using the purposive, quota, and convenience sampling techniques with selecting criteria of the population sampling based on Thai youth tourists who are interested in Lanna cultural heritage sites and travel to cultural heritage sites in Chiang Mai old city area. These factors base on previous themes extracted from the literature reviews and theories.

The questionnaires measure content validity by testing Index of Item Objective Congruence (IOC) with 3 experts in term of consistency with content between each question and its objective. Then, questionnaires with 5 rating scales drawn from step of IOC are used for try-out with any 30 Thai youth tourists. Regarding measurement of importance levels, five-point Likert scales are used from "strongly disagree" (score 1) to "strongly agree" (score 5). For measuring the scale's internal consistency, Cronbach's coefficient is used with the acceptable value of 0.70 or above (Hair, Black, Babin, Anderson, and Tathum, 2006).

Factor analysis (Exploratory Factor Analysis) is used for grouping the value of cultural heritage tourism resources and motivation factors in order to reduce the irrelevant factors and group a new observable variable. Additionally, rotation methods are used for the simplification of the factor loadings (Brace, Kemp, and Snelgar, 2003). The rotation technique that applied in the study is orthogonal rotation (varimax rotation) for generates factors which are not related to or independent of one another (Bryman and Cramer, 1999). Specifically, factor analysis is conducted to create correlated variable composites from the attributes and examine a smaller subset of factors that explain most of the variances between the attributes. In factor analysis, the nature of each factor is determined by the items which loaded most highly on it. Each factor should have a meaningful name and definition, and the factor name needs to represent the variables located in it (Pinto, 2008). The variables should identify with the greatest contribution (significant loading) to a factor and should name, respectively, in order for them to represent the conceptual meaning of the factor. Then, CFA is used to confirm the fit of the hypothesized factor structure to observed data. Using CFA for testing how well measured variables represent a construct involved in theatrical model (Hair, Sarstedt, Hopkins, and Kuppelwieser, 2014).

Findings

For EFA, the result of Rotated Component Matrix of the components of the value of Lanna cultural heritage found new 4 indicators which were given name that the authentic product offered experience values, the cultural values, the physical values, the service values. The weight indicator was between 0.572 and 0.829. Meanwhile, the result of Rotated Component Matrix of the components of motivation factors also found new 4 indicators which were given name that the intrinsic leisure motivation, source of information influences, efficiency aspects, personal perception. The weight indicator is between 0.411 and 0.768.

From the result of EFA contained 2 components and 8 indicators, CFA was used to analyze all 2 components and 8 indicators for examining the construct validity of the elements.

Table 1 Confirmatory Factor Analysis: CFA of the Value of Lanna Cultural Heritage

Variable	Indicator	Factor Loading	R^2
Y1	1) Authentic product offered experience values	0.890	0.793
Y2	2) Cultural values	0.952	0.907
Y3	3) Physical values	0.854	0.729
Y4	4) Service values	0.725	0.525

Table 1 presents Factor Loading from 0.725 to 0.952, significant at the 0.01 level, square multiple correlation (R^2) from 0.525 to 0.907. The value of Lanna cultural heritage comprises of 4 indicators The results CFA of the value of Lanna cultural heritage find that the model is consistent with empirical data which considered by Chi-square (χ^2) = 0.846, P-value = 0.655, and df = 0.423 as Figure 1 below
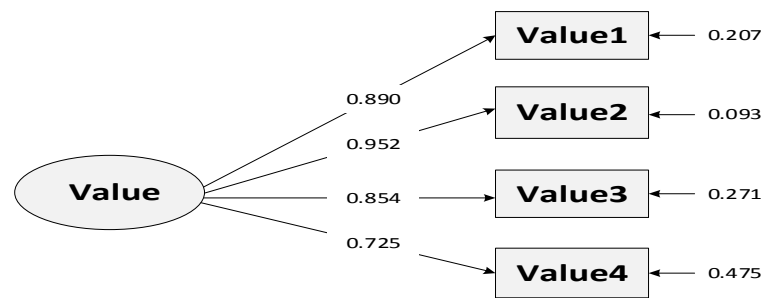
$$\chi^2 = 0.846, df = 2, \frac{\chi^2}{df} = 0.423, \text{P-value} = 0.655, \text{CFI} = 1.000,$$
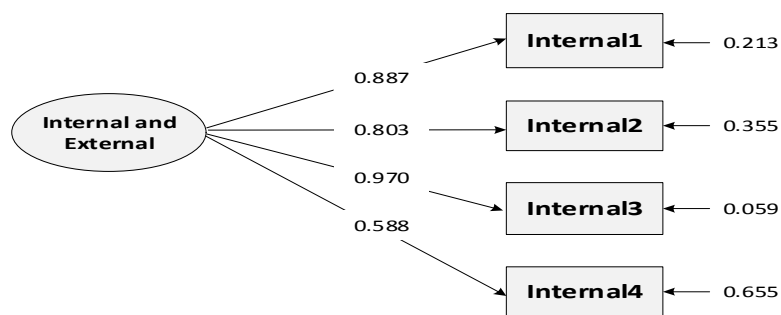
$$\text{TLI} = 1.000, \text{RMSEA} = 0.000, \text{and SRMR} = 0.003$$

Figure 1 The result of Confirmatory Factor Analysis Model of the component of the value of Lanna cultural heritage

Table 2 Confirmatory Factor Analysis: CFA of Motivation Factors

Variable	Indicator	Factor Loading	R^2
Y1	1) The intrinsic leisure motivation based on impression, excitement and enjoyable in new, different and strangeness of experiencing new culture, scenic value, and authentic perception	0.887	0.54
Y2	2) Source of information influences based on presentation of interesting of cultural heritage activity and security	0.803	0.56
Y3	3) Efficiency aspects based on recommendations and past visit	0.970	0.53
Y4	4) Personal perception	0.588	0.63

Table 2 presents Factor Loading from 0.588 to 0.970, significant at the 0.01 level, square multiple correlation (R^2) from 0.53 to 0.63 of component of motivation factors (Internal & External factors). The results of CFA of motivation factors found that the model is consistent with empirical data which considered by Chi-square (χ^2) = 0.000, P-value = 0.999, and df = 0.000 as Figure 2 below

$$\chi^2 = 0.000,\ df = 2,\ \frac{\chi^2}{df} = 0.000,\ \text{P-value} = 0.999,$$

CFI = 1.000, TLI = 1.000, RMSEA = 0.000, and SRMR = 0.000

Figure 2 The result of Confirmatory Factor Analysis Model of the component of motivation factors

Table 3 The Result of Second Order of Confirmatory Factor Analysis of Intention to Visit

Component	Factor Loading	R^2
1) The value of Lanna cultural heritage	0.885	0.76
2) Motivation factors (Internal and External factors)	0.758	0.58

$\chi^2 = 17.252,\ df = 10,\ \frac{\chi^2}{df} = 1.725,$ P-value = 0.069, CFI = 0.998, TLI = 0.995, RMSEA = 0.035, and SRMR = 0.012

Table 3 presents Factor Loading both of 2 components, CFI = 0.998, Chi-Square (χ^2) = 17.252, df = 1.725, SRMR = 0.012, RMSEA = 0.035, The figures show the model is consistent with empirical data. Factor Loading of both of 2 components is between 0.758 and 0.885. The highest factor loading is the value of Lanna cultural heritage (b =0.885) and the second is Internal and External factors (b = 0.758) that considered per each component as follows Figure 3: component of The value of Lanna cultural heritage comprise of 4 indicators. The Factor Loading is between 0.715 and 0.928 and all indicators are significant at the 0.05 level. The indicator 2 (The cultural values) (b = 0.928) is the highest Factor Loading. The second is indicator 1 (The product offered experience values) (b = 0.889). The third is indicator 3 (The physical values) (b = 0.880) and the fourth is (The service values) (b = 0.715) respectively. Component of motivation factors (Internal and External factors) comprise of 4 indicators. The Factor Loading is between 0.601 and 0.913 and all indicators are significant at the 0.05 level.
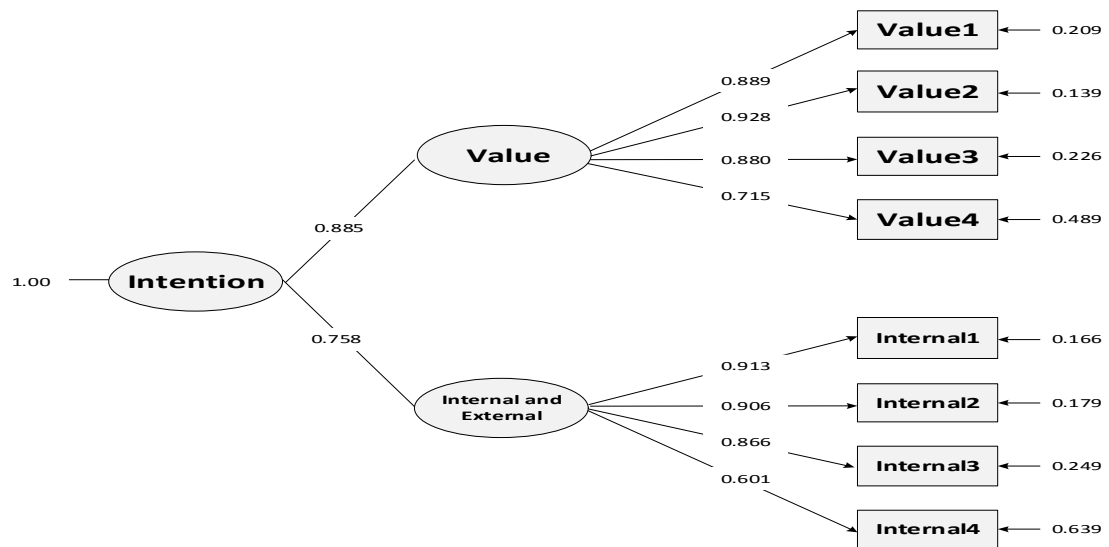
Figure 3 The result of second order of Confirmatory Factor Analysis model of intention to visit

The indicator 1 (The intrinsic leisure motivation bases on impression, excitement, and enjoyable in new, difference and strangeness of experiencing new culture, scenic value, and authentic perception) (b = 0.913) is the highest Factor Loading. The second is indicator 2 (Source of information influences bases on presentation of interesting of cultural heritage activity and security) (b = 0.906). The third is indicator 3 (Efficiency aspects base on recommendations and past visit) (b = 0.866). Lastly is Personal Perception (b = 0.601) as per Figure 3. Finding from the data analysis related to this study shows that the results of data analysis is consistent with the model set.

Discussion

As per the analysis from the research findings, the indicators of cultural values are the highest factor loading of components of the value of Lanna cultural heritage tourism resources. This means the cultural values are predicted that they affect Thai youth tourists' intention to visit. The cultural value refers to a uniqueness and identity of the communities, especially local Lanna cultures, wisdom and knowledge, and cultural significance of the local tourism resources. The next indicator is authentic product offered experience values. The community should provide a visit worthwhile of time for traveling and having the quality that create perception of value of money for Thai youth tourists with its features, such as attracting the interests of cultural activity,

traditions, local wisdom, and the way of life, including providing enough information about the cultural heritage tourism resources and clarity of travel information to Thai youth tourists. Then, physical values refer to the community should provide feeling of safety to tourists. Moreover, the community should also promote the service values as such studying for preparing to accommodate a large number of Thai youth tourists that travel to the community.

For motivation factors, the highest factor loading of internal and external factor is intrinsic leisure motivation based on impression, excitement and enjoyable in new, different and strangeness of experiencing new culture, scenic value, and authentic perception. Thai youth tourists desire experiencing new or different lifestyles by learning other cultures, seeing different places, different people and different culture and heritage, having social interaction with local residents, seeking interact with local communities, asking novelty, meeting cultural experiences of the local culture of host society, and building life experience or benefit from formal and Informal learning opportunities outside their usual environment. They also desire experiencing scenic value and authentic perception. Meanwhile, they still need experiences in excitement of complete strangeness and their own fun enjoyment and entertainment. So, the community should offer a great experience to impress them hard to forget. Source of information influences based on presentation of interesting of cultural heritage activity and security that refer to presentation with new or surprising information that relates to prior knowledge they have already attained and use of original materials and hands-on activities in the case of individuals lacking any pre-existing interest to Thai youth tourists by providing Lanna cultural heritage tourism activities that are interesting throughout the year. These are presented by social media, movie and television, guidebooks and brochures, or tourism public relations such as tourism table top sales. Moreover, traveling to this attraction should provide dependable security for the tourists. Efficiency aspects of service come from recommendations and past visit, efficiency in readiness of facilities in the community, updated and helpful information, and fine hospitality that means the local residents are ready to service. Lastly, personal perception that refers to individual intimacy of relations at the local community is a factor that influences intention such as perceived value for time and money spent in local community, perceived friendliness and warm welcome from the local residents, having opinions and impressions toward the host communities, and perceived assistance offering and facilitating of local residents. So local

residents should provide perceived value for time and money to tourists and show friendliness. These make the tourists impress and affect intention of Thai youth tourists to visit Lanna cultural heritage sites.

This research can be a guideline for expansion of capability and investment from firms that aims to attract Thai youth tourists. The tourism policy planners can use this research as a guideline to promote the value of Lanna cultural heritage tourism resources in their communities and to generate income to local communities and provinces. Tourism scholars, researchers, lecturers, and students of local universities in the northern region can apply this research to their future researches in the field of cultural heritage tourism. It can be a guideline to develop cultural heritage tourism subjects and future tourism research. Meanwhile, this study can be a guideline for management in local community to promote the value of Lanna cultural heritage tourism resources in order to attracting Thai youth tourists in the northern region in terms of numbers. Moreover, it helps to preserve the cultural value of the communities. This also helps conserve local communities' ways of life and uniqueness of local communities.

The researcher hopes that this model will be useful for future researches and recommends the model to be applied to new population or similar studies in other areas.

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