

## Factors Influencing Service Management Potential of Cultural Attractions in Chachoengsao Province

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### Abstract

**Purpose:** The research objective was to study service consumption behaviour (SCB) factors affecting service management potential (SMP) of cultural tourist attractions.

**Method:** This research is quantitative research. A questionnaire was used to collect data from 405 Thai tourists. Sampling was done using a non-probability sampling method. The data collection areas were Wat Sothon Woraram Worawihan, Wat Saman Rattanaram, the 100-years Ban Mai Market, and Bang Khla Floating Market in Chachoengsao Province. Data obtained from the questionnaires were analyzed by correlation analysis and multiple regression methods to identify factors influencing service management potential.

**Results:** The hypothesis was tested using Pearson correlation coefficient, and the test of the statistical significance of the coefficient of correlation at 0.01 illustrated that SCB of tourism product was related to SMP aspect. The hypothesis test illustrated that SCB affected SMP in three aspects: tourist attractions, transportations, and local product. However, SCB in terms of the selection of tourist sites does not impact on SMP in item transportations and local product. while SCB of purchasing of local products does not affect SMP of tourist attractions.

**Implications:** Recommendations for enlarging SMP were that the tourist attractions should provide more transportation services information, set the transportation fee, improve the

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tourist sites access, organise tourism activities for learning, emphasise on local products purchasing and assessment of the cost benefits.

**Keywords:** Service consumption behaviour, Service management potential, Tourism products, Cultural tourist attractions, Chachoengsao Province

## Introduction

Presently, Thailand has become aware of the importance of tourism as a tool for driving the nation's economy because of the abundant resources and cultural diversity. In accordance with the 12<sup>th</sup> National Economic and Social Development Plan B.E. 2017-2021 (Office of the National Economic and Social Development Board, 2016) to strengthen the economy, tourism, therefore, is a tool for promoting area-based development through tourism clusters to support the geography, way of life, local culture, and tourism activities in the respective areas to grow. In addition, the "Strategies in Thai tourism revolution of 2023-2027" (Ministry of Tourism and Sports, 2022a), the essence of the Thai tourism development plan will focus on provided the guidelines for changing the concept of the assessment of the success of tourism development from focusing on the number of tourists and income to creating a balance between the economy, society, politics, and the environment to improve tourist sites to have quality and generate more income to the region (Department of Tourism, 2022; Swarbrooke, 1999) by considering the effects on the region and environment. Furthermore, the strategies emphasised the integration of cooperation between tourism agencies and local communities since the resources belong to the local people who are impacted the most (Kijcharoenpaisan, 2010).

Moreover, former tourism development adjusted the tourism structure quite well. However, there are some problems that require an urgent solution or improvement in terms of the access to and the connection of tourist sites (Thongpheng, 2011). Therefore, tourism service management that responds to the tourist demand and is appropriate to the potential of the tourist sites would support the tourism sites to create cost benefits. The attractive identity and courtesy of the local people would result in revisits, and the tourists would have a good experience thus would tell others by word of mouth. In particular, the tourist attractions that are popular among tourists in Chachoengsao Province are considered cultural tourist attractions that meet the diverse needs of tourists in terms of tourist service

management, transportation, and local products. Statistics on tourist travel in Chachoengsao Province over the past three years found that the number of Thai tourists has been increasing continuously. In 2021, the COVID-19 situation has affected tourism travel down. There were only 1,147,886 Thai tourists visiting Chachoengsao Province. After the COVID-19 situation, the number of tourists in 2022 began to increase to 4,621,189 people, which is a positive change of + 302.06 percent. In 2023, the number of tourists traveling increased to 5,667,188 people. This increase in the number of tourists has a significant impact on the need for service management in tourist attractions. From the field trips in Chachoengsao Province, the researcher found that there is still no government organization responsible for the management of transportation services, whether it is a local organization or the province. The caretakers are the local vehicle owners who provide the service, the boat owners, who agree among themselves to set prices and determine the bus and boat schedules. In addition, from the study of Puksanit and Pasunon (2021), it was found that relevant organizations should give importance and development in transportation, such as providing inter-provincial bus services, arranging shuttle services between nearby tourist attractions to facilitate those who do not have private cars. However, problems related to the provision of services management in cultural tourist attractions, such as insufficient parking spaces and very few toilets for tourists, are still long-standing problems. Chachoengsao Province has many local products, but lacks public relations, resulting in very few local products being sold. Most tourists spend money on food, while there are few purchases of local snacks or local products under the Chachoengsao brand. Thanarajthamrongkul et al. (2022) studied and found that Chachoengsao Province has local wisdom in making palm sugar and desserts. These community products can be created as community brands, but there is a lack of public relations information to tourists. Therefore, local communities must create tourism routes linking activities in cultural tourist attractions to make them interesting for tourists, such as learning local wisdom activities, demonstrating fresh palm sugar fermentation, and making palm pearls. Hence, this research aimed to promote cultural tourist attraction in Chachoengsao Province, which is a strength resource of Thailand that would result in the generation of income for the local community. The research studied the service consumption behaviour to propose service management guidelines for tourism products: tourist sites, transportation for tourism, and local products under the concept of cultural conservation and sustainable economic development. The purpose of this research was to examine the relationship between service consumption

behaviour and service management potential. Then find out factors affecting service management potential of tourism products. Finally, propose service management guidelines for tourism products to enlarge the capacity of cultural tourist attractions. The researcher expects that the responsible government agencies for tourist sites would be able to implement the service management guidelines to local tourism promotion. Including the entrepreneurs of tourism activities, transportation for tourism, and local products could implement the management guidelines to provide services to fulfill tourists' needs.

## Research Objective

The research objective was to study service consumption behaviour (SCB) factors affecting service management potential (SMP) of cultural tourist attractions.

## Relevant Theories

This research studied the following concepts and theories:

### 1. Cultural Development Concept

The United Nations Educational, Scientific and Cultural Organisation (UNESCO) implemented global development guidelines called Global Decade for Cultural Development. This was because culture is a core of economic, social, and environmental development (Sangkhap, 2012). This concept was also consistent with the 12<sup>th</sup> National Economic and Social Development Plan B.E. 2560-2565 (2017-2021) (Office of the National Economic and Social Development Board, 2016) and the tourism strategies that stated Thailand gives priority to tourism and performs cultural conservation at the regional and national level as a key strategy focusing on the economy. Cultural tourist spots in Thailand have value that has been inherited and passed on as heritage, such as, traditions, way of life, arts and culture, traditional products, traditional costume, language, and ethnicity. Therefore, cultural tourist sports management requires the conservation and utilisation of tourism resources including the management of the attractions, amenities, security, accessibility, marketing, and tourists (Department of Tourism, 2022).

## 2. Service Consumption Behaviour (SCB)

Service consumption behaviour (SCB) of tourists is different (Sophonsiri, 2011), as this involves travelling patterns, selecting tourist sites, and activities. Tourists are likely to look for fast service and have more concern about their health, as well as travel more frequently within a shorter period. Thus, the cultural tourism promotion at the tourist sites in Chachoengsao Province in this research study was related to the promotion that is compatible with the trend of the travelling behaviour in a shorter period. Furthermore, tourists give more importance to design, product pricing, and personal demand. Anuwitchanon (2011) explained about the tourism products purchasing behaviour that the tourists demand was derived from and changed through time according to the changing environment under the influence of personal factors, such as, age, career, economic status, education, and norms. Additionally, culture, social status, reference group and family factors influence the demand of tourists. In this research, service consumption behaviour (SCB) refers to the behavior of using tourism products of cultural tourist attractions in Chachoengsao Province in four issues: 1) travelling behavior, 2) selecting tourist sites, 3) purchasing local products, and 4) assessment of the cost benefits.

## 3. Service Management Potential (SMP)

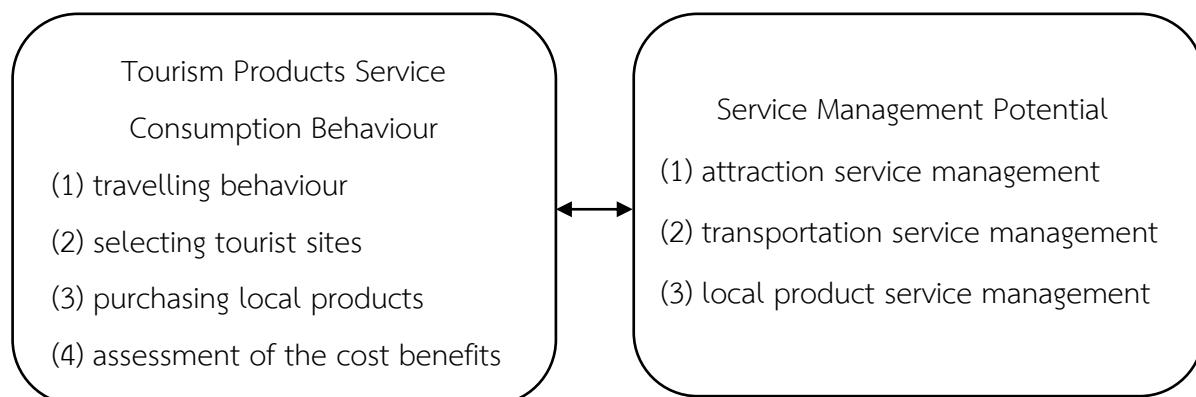
Service management potential (SMP): Process of service is to manage the service inputs: service provider, facilities, and other raw materials in the process before servicing the service users. Output is the satisfaction of the service users and income of the service entrepreneurs (Kijlertpairoj, 2006). Therefore, the tourism service process is distinguished from the production of other products. Lovelock and Wright (2002) explained that the process of service is concerned with personnel, ownership, stimulating thought, and information. This is the process that involve tourists and their satisfaction: from the request of service production, the participation to set the service attribute based on the travelling demand that results in tourism activities, transportation development, facilities, and information communication to fulfill the tourists' demand. When the tourists have a sense of belonging to the facilities, amusement, tasty traditional food, the process of service leads to satisfaction and word of mouth. This research designed variables related to service management potential (SMP) in three issues as follows: 1) Tourist attractions, 2) transportations, and 3) local product.

#### 4. Research Framework

The scope of the variables in this research consisted of the following two key variables and seven sub-variables as shown in Figure 1.

1) There are four sub-variables of tourism products service consumption behaviour: (1) travelling behaviour, (2) selecting tourist sites, (3) purchasing local products, and (4) assessment of the cost benefits.

2) There are three sub-variables of service management potential: (1) attraction service management, (2) transportation service management, and (3) local product service management.



**Figure 1** Research Framework

#### Methodology

##### 1. The Population

The population comprised 4,621,189 Thai tourists visited in Chachoengsao Province in 2022 (Ministry of Tourism and Sports, 2022b).

##### 2. Sample Group

This research used the Yamane sample calculation (Yamane, 1967) with error of 5% and confidence level of 95% to obtain the questionnaires. This research collected 405 samples of questionnaires and 100 percent of the data could be used. The sampling was done using purposive sampling with non-probability sampling method. The data collection areas were in Chachoengsao Province four areas: 1) Wat Sothon Woraram Worawihan with 105 samples,

2) Wat Saman Rattanaram with 100 samples, 3) the 100-years Ban Mai Market with 100 samples, and 4) Bang Khla Floating Market with 100 samples.

### 3. Research Tools

The research instrument used to collect data was a questionnaire designed by reviewing literature and research related to service consumption behaviour and service management potentials in cultural tourist destinations. Questions are created to find research explanations according to the research objectives. Then the questionnaire was verified for reliability by three experts to check the validity of the content (IOC: Index of item objective congruence). The consistency of the questions with the objectives and content was obtained at 0.91. After that, the questionnaire was tested with a sample group of 30 Thai tourists at Wat Sothon Woraram Worawihan in Chachoengsao Province. Testing the quality of the instrument by determining the reliability of the questionnaire. The reliability test resulted in a Cronbach Alpha value of 0.87, which has a value greater than 0.7, therefore it is accepted that there is confidence (Neuman & Lawrence, 2006).

The research tools consisted of a closed-ended and open-ended questionnaire that was divided into two parts:

Part 1: Tourism products service consumption behaviour in four aspects: 16 questions about travelling behaviour, selecting tourist sites, purchasing local products, and assessment of the cost benefits.

Part 2: Service management potential three aspects: 30 questions about attraction service management, transportation service management, and local product service management.

### 4. Data Collection and Statistics

The data collection from Wat Sothon Woraram Worawihan, Wat Saman Rattanaram, the 100-years Ban Mai Market, and Bang Khla Floating Market. The statistics of the collected data were analysed by percentage, mean, standard deviation, coefficient of correlation analysis, and multiple regression analysis.

## Research Results

**The hypothesis test results were as follows:**

**Hypothesis 1** Service consumption behaviour of tourism products is related to the service management potential of tourism product services at the cultural tourist attractions.

The hypothesis was tested using Pearson correlation coefficient, and the test of the statistical significance of the coefficient of correlation at 0.01 illustrated that SCB of the tourism products was related to SMP of tourism product at the cultural tourist attractions. The results were as follows:

(1) The test results of the correlation coefficient between SCB of the tourism products in four aspects; travelling behaviour, selection of tourist sites, purchasing of local products, and assessment of the cost benefits and SMP of tourism product that were concerned with three aspects: tourist attractions service management, transportation service management, and local product service management.

**Table 1** The variables correlation coefficient between the service consumption behaviour of tourism products and service management potential of tourism products

Factors	SCB1	SCB2	SCB3	SCB4	SMP1	SMP2	SMP3
<b>Service consumption behaviour variables (SCB)</b>							
(1) Travelling behaviour (SCB1)	1	.321 **	.360 **	.324 **	.297 **	.396 **	.335 **
(2) Selection of tourist sites (SCB2)		1	.387 **	.452 **	.352 **	.350 **	.340 **
(3) Purchasing of local products (SCB3)			1	.396 **	.307 **	.401 **	.361 **
(4) Assessment of the cost benefits (SCB4)				1	.467 **	.459 **	.464 **
<b>Service management potential variables (SMP)</b>							
(1) Tourist attractions service management (SMP1)					1	.668 **	.640 **
(2) Transportation service management (SMP2)						1	.688 **
(3) Local product service management (SMP3)							1

The results showed in Table 1, the correlation coefficient ( $r$ ) was 0.297-0.467, which was at a moderate level. The tourist attractions service management had a correlation coefficient of 0.297 to the travelling behaviour that had the least. Besides, the tourist

attractions service management had a correlation coefficient of 0.467 to the assessment of the cost benefits the most. All aspects of SCB of the tourism products were positive, which meant that the relationship was in the same direction with SMP of tourism product with a statistical significance of 0.01. Since the Sig. of the research was determined at 0.01, all Sig. from the test was lower than the determined Sig. ( $\text{sig} < 0.01$ ).

(2) The internal correlation coefficient of SCB of the tourism products variables was tested in four aspects: travelling behaviour, selection of tourist sites, purchasing of local products, and assessment of the cost benefits. It was found that the correlation coefficient ( $r$ ) was 0.321-0.452, which was at a moderate level (less than 0.8). The correlation of the tourist sites selection was 0.321 to the travelling behaviour while the correlation of the cost benefits assessment was 0.452 to the tourist sites selection. Likewise, the internal correlation coefficient of SMP of tourism product variables was tested, and it was found that the correlation coefficient ( $r$ ) was 0.640-0.688, which was at a moderate level (less than 0.8). The correlation of the local product service management was 0.640 to the tourist attractions service management while the correlation of the local product service management was 0.688 to the transportation service management.

In conclusion, this implied that the internal relationship of the variables had no problem with multicollinearity. Thus, refer to Table 1, it was suitable to use the data to test the relationship as stated in the hypothesis.

**Hypothesis 2** Service consumption behaviour factors impact on service management potential of tourism products in tourist attractions service management aspect.

The significance testing in Table 2 illustrated that three independent variables were travelling behaviour, selection of tourist sites, and assessment of the cost benefits can predict SMP of tourism products in tourist attractions service management aspect at 0.05 statistically significant. It can conclude that three independent variables can predict 26.3% from the variance adjust  $R^2$ , with the error term on the average predict = 0.53732.

**Table 2** The service consumption behaviour of tourism products factors impacts on the tourist attractions service management aspect

Predictors	B	SE	Beta	t	Sig.
<b>independent variables</b>					
Constant	1.266	.188		6.747	.000
Travelling behaviour	.113	.046	.117	2.448	.015*
Selection of tourist sites	.128	.049	.131	2.595	.010*
Purchasing of local products	.079	.049	.080	1.619	.106
Assessment of the cost benefits	.312	.047	.338	6.693	.000*
R	R <sup>2</sup>	Adjust R <sup>2</sup>	SE.	F	Sig
.513a	.263	.256	.53732	35.698	.000

a. Dependent variables: tourist attractions service management

**Hypothesis 3** Service consumption behaviour factors impact on service management potential of tourism products in transportation service management aspect.

The independent variables, travelling behaviour, purchasing of local products, and assessment were select to predict SMP of tourism products in transportation service management aspect with the statistically significant at confidence 95%. It can be implied that three independent variables can predict 30.8% from the variance adjust R<sup>2</sup>, with the error term on the average predict = 0.48922 (refer to Table 3).

**Table 3** The service consumption behaviour of tourism products factors impacts on the transportation service management aspect

Predictors	B	SE	Beta	t	Sig.
<b>independent variables</b>					
Constant	.994	.171		5.817	.000
Travelling behaviour	.194	.042	.213	4.643	.000*
Selection of tourist sites	.079	.045	.085	1.757	.081
Purchasing of local products	.168	.044	.181	3.792	.000*
Assessment of the cost benefits	.244	.042	.280	5.743	.000*
R	R <sup>2</sup>	Adjust R <sup>2</sup>	SE.	F	Sig
.561 <sup>a</sup>	.315	.308	.48922	46.044	.000

a. Dependent variables: transportation service management

**Hypothesis 4** Service consumption behaviors factors influence on service management potential of tourism products in local product service management aspect.

**Table 4** The service consumption behaviour of tourism products factors influences on local product service management aspect

Predictors	B	SE	Beta	t	Sig.
<b>independent variables</b>					
Constant	1.216	.180		6.741	.000
Travelling behaviour	.142	.044	.151	3.204	.001*
Selection of tourist sites	.088	.047	.092	1.857	.064
Purchasing of local products	.139	.047	.146	2.980	.003*
Assessment of the cost benefits	.283	.045	.315	6.316	.000*
R	R <sup>2</sup>	Adjust R <sup>2</sup>	SE.	F	Sig
.530 <sup>a</sup>	.281	.274	.51669	39.035	.000

a. Dependent variables: local product service management

As can see in Table 4. The results show the independent variables, travelling behaviour, purchasing of local products, and assessment influence on SMP of tourism products in local product service management aspect with the statistically significant less than 0.05. It can be implied that three independent variables can predict 27.4% from the variance adjust R<sup>2</sup>, with the error term on the average predict = 0.51669.

In conclusions, the factors of SCB in all aspects impacts on SMP of tourism products. However, some variables cannot be predictor, as showed in Table 2 to Table 4; selection of tourist sites variable is not impact on transportation service management and local product service management aspect while purchasing of local products variable is not impacts on tourist attractions service management aspect.

## Discussions

### 1. Relationship between the service consumption behaviour (SCB) and the service management potential (SMP) of tourism product

The correlation coefficient test result between SCB and SMP of tourism products showed that it was in a moderate level with a positive value, which meant that the relationship

was in the same direction. This implied that SCB was related to SMP of tourism products. SMP of tourism products interacted with the travelling behaviour, selection of tourists' sites, purchasing of local products, and assessment of the cost benefits. This was in line with Parasakul (2013) who explained about the decision-making to travel that began with the personnel or tourists when they needed to travel. They recognised their demand and started searching for information about the tourist sites using factors such as friends, relatives, tour agents, and brochures to consider deciding. From this SCB, it was noticeable that there were the steps relating to tourists behaviours during travelling and sightseeing. When tourists travelled, the sense of happiness was derived in the form of satisfaction or dissatisfaction during or after travelling. This was consistent with Jittangwattana and Wongpantan (2014) who mentioned about the expectation of tourism services in which the components that caused the expectation were word of mouth, personal demand, experience, and the advertisements of service providers. When the perception was lower than the expectation, the tourists were dissatisfied and assessed the cost benefits at a low level (Wongthaweesapdee, 2007). On the other hand, if the perception was higher than the expectation, the assessment of the cost benefits would be higher.

In conclusion, SCB would satisfy or dissatisfy the tourists depending on SMP of tourism product. Likewise, the potential of tourism products could value added the tourist attractions depending on service management. This research studied all relationships to propose the service management guidelines to respond to the service consumption behaviour of the tourism products to promote cultural tourist attractions.

## **2. Service consumption behaviour (SCB) factors affecting the service management potential (SMP) of tourism products in the tourist attractions service management aspect**

SCB factors affecting SMP of tourism products, as showed in Table 2 include travelling behaviour, selection of tourist sites, and assessment of the cost benefits that impacted the tourist attractions service management aspect. Especially, the information search for car/boat service impacted the tourist attractions service management aspect. Information on tourism is easily found on the Internet. Most tourists use a smartphone to search for information and pay for an Internet service and telephone bill in one package. For this reason, a mobile phone has become the fifth necessary factor. However, the limitation is the expense of searching for information. This is in line with Prachanan et al. (2007) who studied the tourists' behaviour

prior to travelling and found that they planned the travel more than one month beforehand. Moreover, this was consistent with Wittayathanarattana (2012) who explained in the TAT Review Magazine that technology supported the tourism market to be embedded in electronic devices. Mobile phones and social networks were the modern media that influenced the motivation to develop tourism technology. Additionally, Kitcharoenpaisan (2010) illuminated that tourists were interested in using modern media to form the tourism demand to check the route before travelling. When they completed their searching, that was the beginning of the travel as they could view the photos and read blogs of former travelers. Furthermore, there were various factors supporting the selection of the sites; for example, the government announced an additional day off to promote domestic travel to accelerate the economy.

### **3. Service consumption behaviour (SCB) factors affecting the service management potential (SMP) of tourism products in the transportation service management aspect**

Service consumption behaviour factors affecting the service management potential of tourism products, as showed in Table 3 include travelling behaviour, purchasing of local products, and assessment of the cost benefits that impacted the transportation service management aspect. The travelling nearby the residence and the convenience of travelling as the key factor of choosing a transportation service. Tourists were travelling to the places surrounding the residence because they were concerned about wasting commute time and the extra expenses. This concurred with Kamlung-ngarm et al. (2007) who described that most tourists travelled by private car because they were living in the region or not too far from the sites. They travelled by themselves and did not use a tour agent. Thus, the tourists travelling by themselves had more chance to use local transport services. Alternatively, different genders, ages, and education influenced the use of local transportation, such as taxi and riverboat taxi differently.

### **4. Service consumption behaviour factors affecting the service management potential of tourism products in the local product service management aspect**

SCB factors affecting SMP of tourism products, as showed in Table 4 include travelling behaviour, purchasing of local products, and assessment of the cost benefits that impacted the local product service management aspect. Tourist budget affected the selection of trendy tourist sites. There are young tourists who were studying always travelled with their family, as

they had a budget limitation. On the other hand, the aged tourists, who had sufficient income to spend for travelling, were able to select the trendy tourist sites. Moreover, there were various factors supporting the selection of the sites; for example, the government announced an additional day off to promote domestic travel to accelerate the economy. This agreed with Pathomkanjana and Sungruksa (2015) who examined the level of motivation in tourism. It was found that personal factors like different ages and education influenced the different purchasing in tourist sites. The age, education, and career are related to personal income. Furthermore, this was consistent with Wongthaveesupdee (2007) who studied the satisfaction of tourists towards tourist sites and discovered that tourists who had different ages and careers had a different feeling of satisfaction towards tourist sites. This showed a statistical significance of 0.05. The factors affecting SMP was assessment of the cost benefits which include the budgeting before travelling and the price comparison of each shop before purchasing. It implied that the cost of travelling was the key factor of spending for the trip. Aged tourists earned income from work and were more careful to spend money than tourists who were still studying. The Tourist Confidence Index (Tourism Council of Thailand, 2016) reported that most Thai tourists set a travel plan only two-four weeks prior to the trip (39%) and the expense of travelling was budgeted as average; only few increased the budget. The satisfaction of paying depended on their own experience and word of mouth. This was identical to Pimolsompong (2013) who explained that the influential sources of information were family, friends, tourism expo, and mass media. The assessment of the cost benefits of activities promoting cultural learning and culture that needed to be preserved was consistent with the standard of the tourist site management of the Ministry of Tourism and Sports (2022a) that explained that the criteria for considering the standard of cultural tourist sites was the identity in the way of life, wisdom, and cultural aesthetics.

In conclusion, the motivation in tourism came from recreation to be relieved from stress after work or to escape from the same place to new destinations. Therefore, travelling was planned based on the budget of the tourist; additionally, travelling to nearby sites required a short time and small budget. When tourists earned more income, they would like to travel to destinations in other regions in which the expense increased as well. Consequently, the factors influenced SMP of tourism product were related to the assessment of the cost benefits which include the activities that promoted cultural learning and culture that needed to be preserved including the quality of service that was worth paying. This

illustrated that travelling behaviour, selection of tourist sites, purchasing of local products, and assessment of the cost benefits influence on SMP of tourism products.

## Recommendations

1. Have more transportation information online, such as, create the tourism information website of Chachoengsao Province to be more interesting, create an application to search for tourist sites, transportation services, and local products. Since different ages, genders, and education influenced the different information searching, brochures and public relations of the sites were either insufficient or inefficient.
2. Transportation services should connect one site to other sites by using an existing route. Then, expand the service area to cover tourist sites, such as, from the bus station to Wat Sothon Woraram Worawihan, to the 100-year Ban Mai Market and a connecting bus to Wat Saman Rattanaram and the Bang Khla Floating Market, which are the trendy tourist sites. Currently, tourists are experiencing problems travelling to Wat Saman Rattanaram and Bang Khla Floating Market. If the number of buses to the Bang Khla Floating Market increases, this would have a positive impact on the income of the local people.
3. Promote activities for traditional cultural learning as the index of the standard assessment of cultural tourist sites is the uniqueness of the cultural identity at the national level. Moreover, cultural conservation activities should be promoted so tourists can appreciate the culture leading to an experience exchange or positive cross-cultural communication. All activities should prolong the culture of one region to another remote region. Furthermore, tourists would be aware of the collective Thai culture; this would shape the community members to share and become nationalistic. For this reason, cultural conservation is not only tourism activities that generate income for the local people, but also activities that sustain society to become a livable place from the interaction between the tourists and the local people. This is the reason why foreign tourists, who are fascinated in Thailand, would like to revisit.
4. A government agency should be appointed to be responsible for the transportation standards to facilitate tourists who would like to use public transportation. More transportation convenience would increase the numbers of tourists who do not have a private car and the income of the local people, respectively.

5. Entrepreneurs should set a reasonable transportation fee while the government sector should monitor the fee. Moreover, the increasing route as mentioned earlier would resolve the problem of the transportation costs, which would be calculated as a tour package cost.

6. In this research, the potential of local personnel engaged in tourism activities was not studied. Therefore, stakeholders in tourism development should enhance their knowledge and skills in supplementary tourism professions to create jobs and generate income for the community. Additionally, there should be encouragement to create more local products, utilizing raw materials from within the community. This would reduce costs from importing goods from outside the locality and help in creating a unique identity for the community.

### **Proposed policies**

1. The Provincial Administration Organisation, tourism-related agencies, and local academics should oppose the problems of tourist sites management, transportation for tourism, and local products to find solutions and appropriate management for the benefits of the region.

2. Tourism agencies should publicise the traditions and tourist attractions of the province to promote cultural tourism, which would increase the numbers of tourists and spending of tourists.

3. Provincial Community Development Office of Chachoengsao should promote the OTOP village for tourism, the tourists could have more information about the local products. This would be another channel to generate income for the local people according to the 12<sup>th</sup> National Economic and Social Development Plan B.E. 2560-2565 (2017-2021) (Office of the National Economic and Social Development Board, 2016) and Thailand tourism strategies.

4. The process of service, personnel, ownership, stimulating thought, and information should be improved to respond to the service consumption behaviour of tourists by increasing staff numbers to provide information at the tourist sites, establishing an information center, having signs to show the history and background of the local culture and tourism routes to facilitate tourists to create satisfaction.

### Future research

The potential in service management may not be dependent on the factors studied in this research. There are many factors in the tourism behavior, such as the government's promotion of tourism, season in tourism, traditional and festival, attraction activities, community participation, development of the knowledge and competence of the people in the community, including the community needs be tourism for creating jobs to generate income for the community. Therefore, there are many interesting variables in the study of tourist behavior. In particular, the community's participation in the management of tourist attractions will greatly affect the efficiency in the management of tourist attractions.

### Knowledge Gained from Research

The knowledge discovered from this research indicates that promoting tourism effectively requires managing services in tourist destinations in three parts as follows.

**1. The efficiency of using online technology.** There are several ways to enhance online transportation information and create a more attractive tourism website for tourist attractions. Community tourism leaders or government employees should decide on website templates suitable for tourism promotion, such as Wix or FlipHTML5, to create attractive and user-friendly websites, flip books, or e-books. Additionally, providing comprehensive information about tourist products, such as tourist attractions, transportation services, and local products, is essential for tourists to find out information. Using photographs to attract visitors' attention and high-quality videos that load quickly and are mobile-friendly is also important. Furthermore, developing an application design that allows easy, quick searches for tourism products, enhancing convenience for tourists. The application should cater to tourists of all genders, ages, and educational backgrounds. Using online media to distribute well-designed digital brochures with comprehensive travel information. Incorporating multimedia elements such as videos, images, and links to enhance the tourist experience and promote digital tourism marketing, encouraging tourists to share information with others.

**2. Sustainable transportation systems.** Developing transportation services to connect tourist attractions with implementing technology in transportation management, such as using applications for ticket booking and real-time travel tracking, will help tourists plan their trips more conveniently. Emerging environmentally friendly transportation by using

environmentally friendly vehicles, electric buses, or buses powered by clean energy will help reduce environmental impact and create a positive image for tourist attractions. Improving facilities and increasing the frequency of transportation services. Upgrading transportation stations and bus stops to have complete facilities, such as clean restrooms, shops, and rest areas, will make tourists feel more comfortable. Increasing the number of bus or train trips during peak tourist times will help reduce congestion and make travel more convenient for tourists. Encouraging local communities to participate in developing transportation services, such as establishing volunteer groups to provide information and assist tourists, will help build good relationships between tourists and the community.

**3. Craft exhibitions and workshops.** There are delicate crafts that reflect local wisdom. These activities not only help tourists learn and appreciate local culture but also promote positive cross-cultural exchange and communication. Support and promotion of handicrafts or the One Tambon, One Product (OTOP) project should be supported by the government to promote the production and marketing of local products. Most communities often do not realize what interesting community products they have and do not know how to market these products for sale. Therefore, showcasing community products that promote local knowledge and traditional wisdom is important so that tourists can learn about the products available in the area. Many tourists are willing to pay to buy community products nowadays.

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