

**FACTORS AFFECTING FOREIGN TOURISTS DECISION OF
CULTURAL VISIT AT HERITAGE SITE**



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entitled
**FACTORS AFFECTING FOREIGN TOURISTS DECISION OF
CULTURAL VISIT AT HERITAGE SITE**

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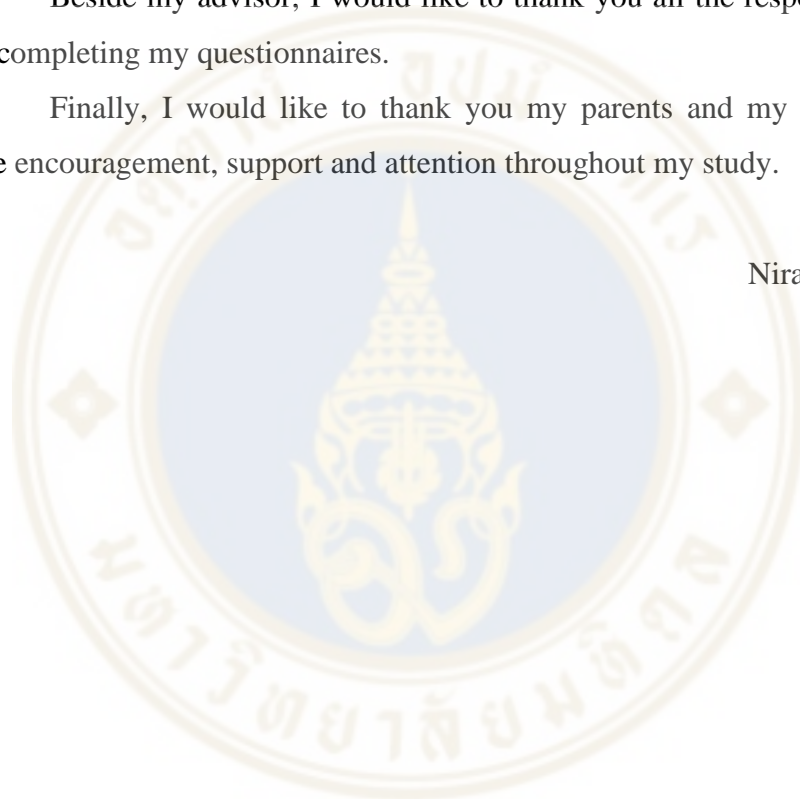
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ABSTRACT

The objective of this study is to explore factors that affect to foreign tourists travel intention who visit at heritage site in Ayutthaya. The reason is that foreign tourist is the largest group who spending the most money while they are traveling but in some part of Thailand which have a significant attraction has less tourists. The goal of this research is to find factors which attract the tourist in a heritage site and use it as a tool to gain more tourists. Quantitative research methodology was applied in this paper by using online and offline questionnaire survey with 100 tourists which is the foreign tourists who ever visit or visiting Ayutthaya.

The result of this research shown that culture factor is the only factor which can affect to those tourists to visit in Ayutthaya while the other factors are not affective to them.

KEY WORDS: Travel intention/ Foreign tourist/ Ayutthaya/ Heritage site

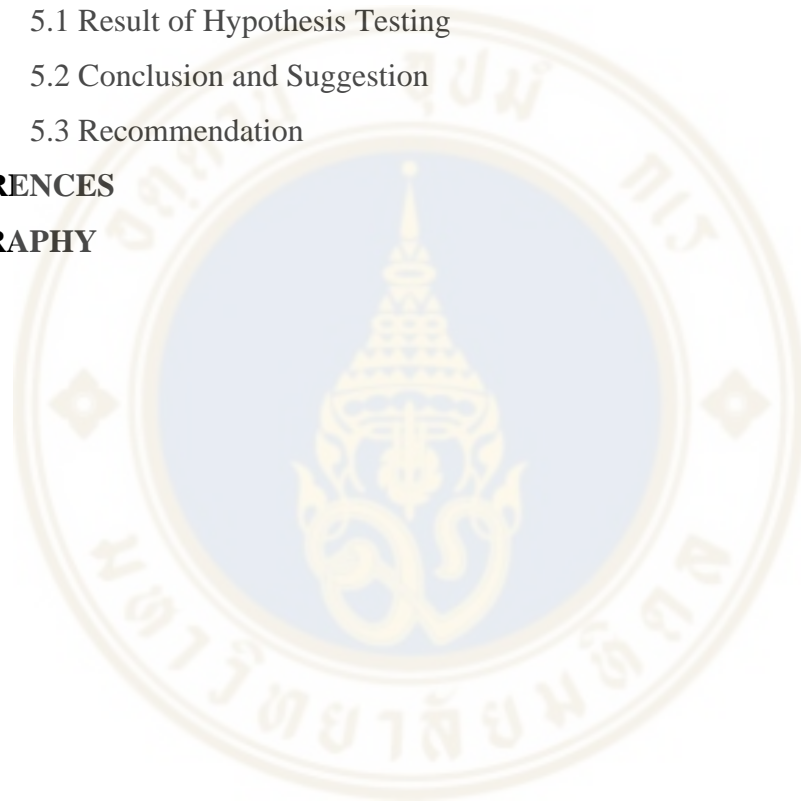
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CHAPTER I

INTRODUCTION

Southeast Asia is rich in natural resources and also contains of various land and regions. This diversity helps to create uniqueness in cultures and histories of Southeast Asia. Thailand is located in the center of Southeast Asia mainland. This part of the region has built its own culture and history from century to century. It has also adopted and adapted with the other surrounding cultures. The main culture and art which influent Thai culture in Thailand the most is Cambodian and Indian cultures.

In the past, the ancient Cambodia was the most powerful kingdom in Southeast Asia (Chanwatthanakul S., 2009). On the other hand, India was filled with rich culture which was the root for all culture in Southeast Asia (Thamrungraeng R., 2013). Moreover, cultures and believes of each region of Thailand was also influenced by neighboring countries such as Myanmar, Laos, Vietnam, Malaysia and Indonesia (Wongthes S., 2005). However, the central Thailand, we brought every culture from every region in South East Asia and mixed it together, in a long time ago, which we call Ayutthaya Era (Leksukhum S., 2007).

Thailand is rich in culture and history. Our history is so long that could trace back to the prehistoric times. The historical era started from the first Thai people have had their alphabet. Times to times, the kingdom was changed due to the economic reasons and wars (Wongthes S., 1987). Ayutthaya was the last kingdom before it turned into Thailand or the Kingdom of Thailand which it is not that long ago (Leksukhum S., 2007). Regard to out long history, Thailand have carried on the pride from our ancestors. It contains of unique traditions, arts, crafts, literatures, cultural and story which we can be use as tools to improve our modern economic.

Traveling is the best way to relax and escape from stress which can be separated into many types of tourists. The tourism can be defined in many ways such as cultural tourism, historical tourism and national resources tourisms which we call it as a heritage tourism (The National Trust for Historic Preservation, 2014). However, sometimes it is hard to explain it into the exact group of the tourism because they are

always overlap to each other and most of the tourist have not come to travel for only one purpose (Hitchcock M. et al, 2010).

Tourism industry is the major economic contributors in Thailand. Travel and tourism are the one factor of economic growth in every country (Buathong J., 2014). It has both direct and indirect impacts to GDP of Thailand (Manzo G., 2018). Since 2009 until present The GDP from Travel and tourism is gradually increased every year refer to the graph.

THAILAND: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP

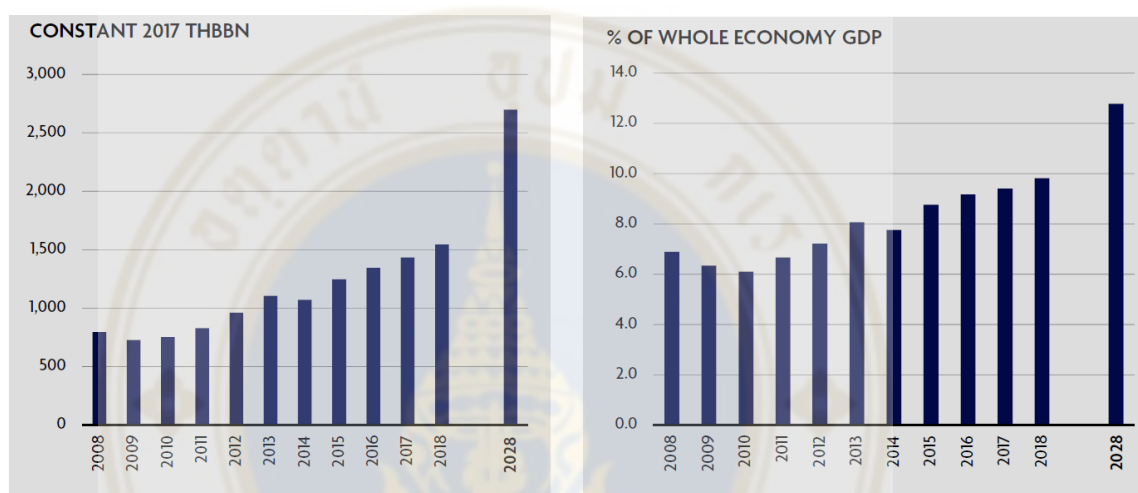


Figure 1.1: Direct contribution of travel & tourism to GDP of Thailand

Source: TRAVEL & TOURISM ECONOMIC IMPACT 2018 THAILAND

Moreover, the foreign tourists tend to spend more money in tourism industry at around 79.4% or about THB 4,016bn. Meanwhile, Thai tourist spend only 20.6% which is around THB 548bn (Manzo G., 2018).

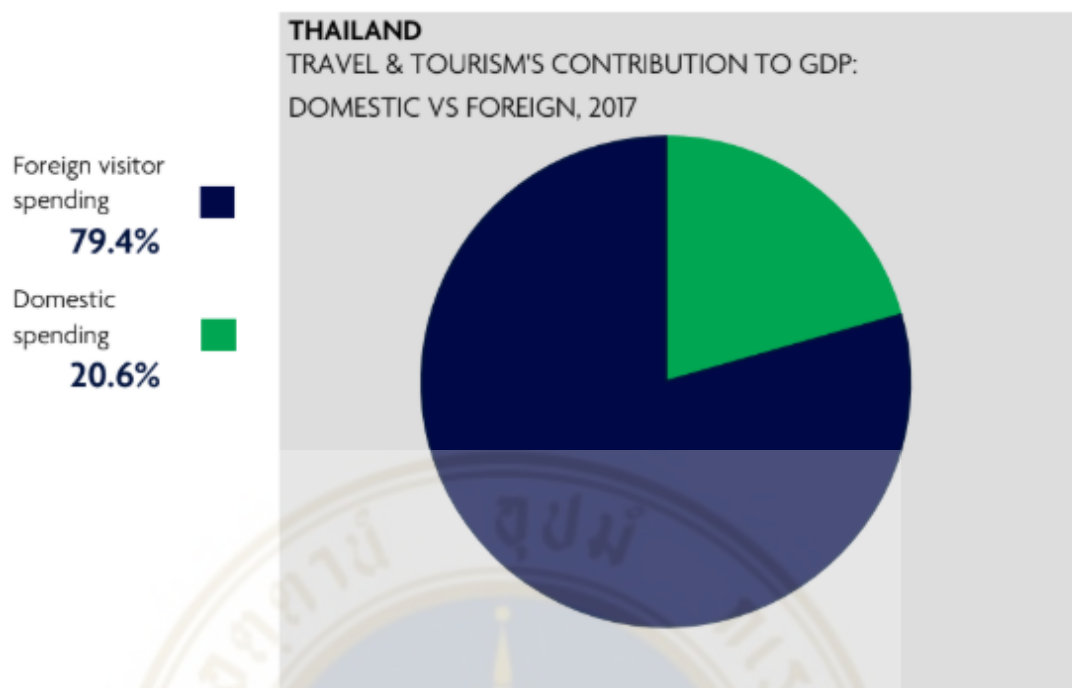


Figure 1.2: Travel & Tourism's contribution to GDP of Thailand

Source: TRAVEL & TOURISM ECONOMIC IMPACT 2018 THAILAND

For most foreign tourists who visited Thailand and travel around the country, Southern part of Thailand seems to be their number one destination, because of its nature abundance, beautiful weather and natural stunning scenery. However, other parts of Thailand tend to be suffered from the number of the tourist refer to the graph of the visiting rate from Tourism Authority of Thailand.

This number already included the foreign visitors, the foreign tourists and the foreigner excursionist in Thailand and separates it into region. The grand total number of tourists in Thailand from 2017 was 40,732,554 which can be separated in to region. South of Thailand was 14,900,672, Bangkok was 12,216,866, East of Thailand was 5,911,740, North of Thailand was 2,842,196, Center of Thailand was 2,660,796, West of Thailand was 1,311,646 and Northeastern of Thailand was 888,638.

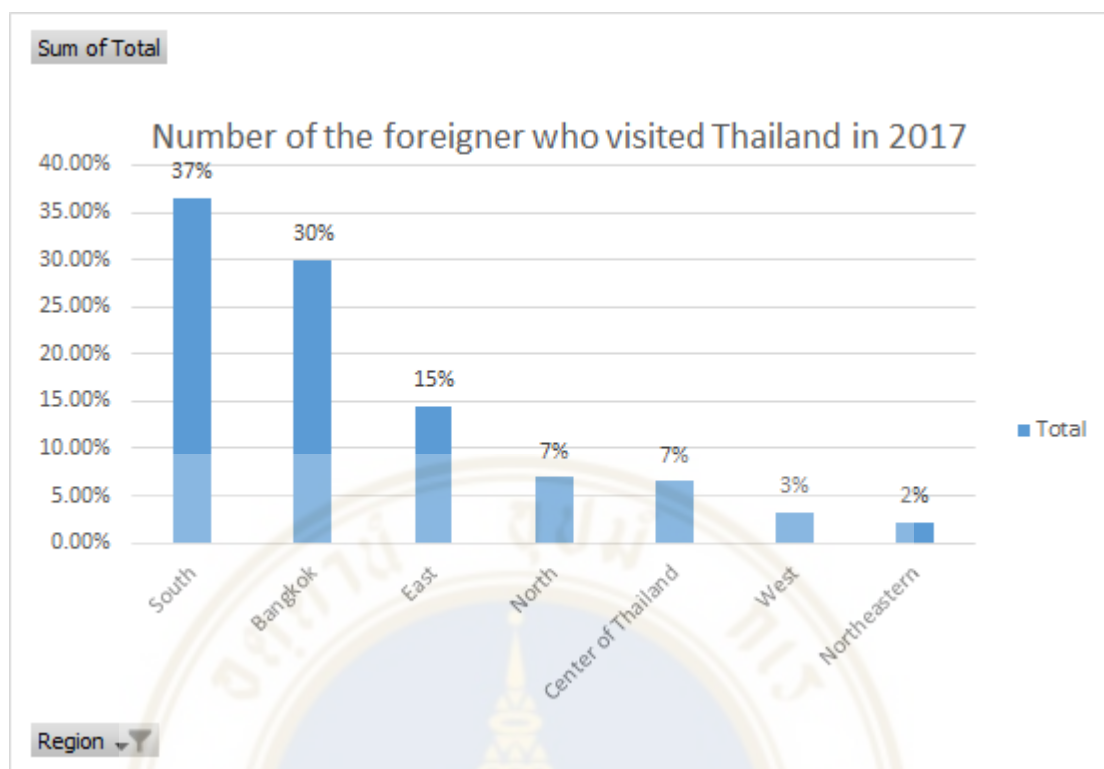


Figure 1.3: Number of the foreigner who visited Thailand in 2017

Source: https://www.mots.go.th/more_news.php?cid=504&filename=index

1.1 Problem statement

The heritage tourism is not the main part of tourism in Thailand because most of tourists travel to Thailand mainly for the beautiful natures. Thailand tourism is world famous for the low cost and beautiful scenery. Thai people are also having a reputation of friendliness as we are known as “Thailand, Land of Smile”. However, no one can deny that we also have a rich culture which is represented by arts, craft, music, food, Muay Thai, etc. Thailand also have many difference festivals in each region almost every month. This could help local tourism industry during low season (Ismagilova G. et al, 2015).

CHAPTER II

LITRATURE REVIEW

UNESCO inscribed 5 places in Thailand as the world heritage. There are 2 categories which is the cultural world heritage category and the natural world heritage category. The cultural world heritage in Thailand are

1. Historic Town of Sukhothai and Associated Historic Towns
2. Historic City of Ayutthaya and
3. Ban Chiang Archaeological site.

Ayutthaya is an ancient kingdom before Thailand. It was inscribed as the world heritage in 1991, same year as Sukhothai and Associated Historic Town. Both places are in historical era. The whole city contains plenty of historical site such as temples, palaces and archaeology site.

2.1 Heritage tourist

Heritage represent human's ethnicities, nationalities and identities (Park H. Y., 2010). Somehow, heritage is the part of tradition which is used to create a value for historical and old architecture (Meethan K., 2001). It can also be devided into 2 parts which is cultural and historical.

Regard to Gulnara L. et all, they explain that objective of culture must create some uniqueness which makes each culture different from one another. This includes many resources such as a monument, architectures, museums, historical cities, etc. However, they also described history as a factors to create a value of the past, present and the future of those city (Ismagilova G., Safiullin L. and Gafurov I, 2015).

In the study of Yaniv P et. all, they try to find the link between people and the destination that theychoose to visit in a ancient site. They said there are some pattern to this.

The tourists tend to visit the place that they feel connect with. All they can see and feel part of them in it, to have and emotional experience (Poria Y., Butler R., Airey D., 2003). However, some people did not came to visit just only for their feeling,

but they came because they want to learn, to see what going on in the past and because of the presentation of the place which Urry call it as “a gaze” (Urry J., 1990). Eventhough, there are 2 factors which draw people to visit but the revisiting mostly happen with the emotional motivation group because they feel that they are a part of that place.

2.2 Heritage Tourism with Economic

Regard to Gulnara L. and et al. during the low season, the income will become less in most places of tourist destinations except of the heritage destination, which might has only slightly drop or almost has no effect. It is very clear that in the low season in natural tourist destination, the price of the accommodation will decrease around 50 - 70 % and there are fewer visitors. However, the cultural and historical tourist can bring income on this period. It means that during the seasonal fluctuation time, the local people still can have some income.

More than developing the economic, the heritage tourists can improve a quality of local people lives. The development in infrastructure such as transportation, public utilities, etc. are also developing in the area. It also create the new objective of the tourism industry such as accommodations, activities or entertainment, which provide more space in a job vacancy.

The heritage tourism is the one factor that motivate tourists to visit the place. Even for their personal reason such as their religions or believes, their education or their hobby, those tourists also drive the economic by solving the problem during the low season and attracts tourists to visit at least once.

However, cultural and historical are similar as a brand of that area or country which create the uniqueness and difficult to copy. Moreover, this brand will make the people in that area and the people who connect with that heritage be proud of themselves and proud of that area. The pride will protect the area and make it last long.

2.3 The motivation of heritage tourism

Emotions has a very strong impact among tourists motivation due to many study. Each destination creates different senses to the traveler.

The traveler's destination can be many things depend on their preference such as natural destination, cultural and historical place or even theme park and the type, background or their purpose also different (Kotler P. et al, 2002).

Poria Y. & et al said in their study that if the participant feels connected or belong to the place. In the study also said that those tourists who visit the heritage site because they want to be a part of their own heritage which include their own culture, religion and history. The heritage create the link between tourist and their past. However Poria Y. & et al separated the tourist who visit into 4 groups.

1. The tourist who are not aware about the heritage of the site.
2. The tourist who aware of the site's heritage but they were motivated by other factor.
3. The tourist who aware of the site's heritage but they were not realize that it is a part of their own heritage.
4. The tourist who aware of the site's heritage and be motivated by the heritage factor which they considered that it is a part of their own heritage.

The study also found out that there are 3 main motivations which drive those tourists to visit the heritage site which are the emotion, the education and the enjoyment.

However, this statements are confirmed by the study of Ismagilova G. & et al. In the research said there are 6 type of heritage resources which motivate people to visit the heritage site

1. *Cultural* is in art form or festival.
2. *Historical* is about country history or monument and memorable places.
3. *Archaeological* is mostly connect with the excavation site.
4. *Religious resource* is everything about religion which also include customs, traditional, craft or ceremonies.
- 5) *Ethnographic* is about what make human as a human and make people difference such as language or a creativities.
- 6) *Ecological look* is about tha landscape and monument.

This type of resources can be divided into 2 groups which are material object and spiritual object. The material object is about something realistic such as production or something which represents the value of the society. On the other hand, the spiritual

object is contain the abstract object such as education science, art, literature religion or the achievement of the society.

In the study of Garrod B. & Fyall A. is about managing heritage tourism which also mentioned 8the element of the heritage tourism which should be consider.

1. *Conservation* The heritage should be protect for posterity for using and benefiting from those assets in the future.

2. *Accessibility* Everyone should not be prevent from experiencing a heritage asset because people will feel no longer be involved with their past.

3. *Education* The visitors must be able to understand the nature and the significant of a heritage site. It is very important because it is the main reason why the site should be preserved.

4. *Relevance* The heritage attraction should be relevant to wild tourists which will give them a better sense and pride of the place and to the local.

5. *Recreation* The heritage attraction must give a chance to the tourists to recreate the past through the place which will give the effect attraction to the tourists.

6. *Financial* the financial is not really necessary if the place is fulfilled by sufficient fund. However, the external fund can give more effective conservation and cover all requirement to the place.

7. *Local community* The site and the local should keep harmony in order to keep the sense of the place.

8. *Quality* The heritage site should provide a high quality service as much as possible to get the high rate of tourists satisfaction.

Beside of those, Meethan K. said in his book that there are 4 borders of the tourists. First, the culture which belong to literature, language, art and music. The next one is the nation which belong to pattern, landscape, agriculture, social and political form. Third, the particular form which is a material culture which is about , architect and crafts. Fourth is the routine of existence which is about religion, rituals, ceremonies and belief.

From the previous literature, there are some parts which crossover and can be use to set as the foreign tourist's motivation for visiting the heritage place in Thailand.

1. The emotion which contains the sense of the belongingness, nostalgia and recreation.

2. Culture which contain art, history, craft and architecture.
3. Religion which contain ceremony and ritual.
4. Education which contain place present and self motivation of learning.
5. Vacation which mostly just for visiting, site seeing and hobbie.

2.4 Hypothesis

Ho1: Emotion has a positive impact on tourist travel intention of heritage site in Ayutthaya. Regard to the previous study, most people visited the heritage site because they have something connect to the place such as their ancestor, their root or ethnic. This can help them to reconnect to their past and can create the vision of their history.

Ho2: Culture has an impact on tourist travel intention of heritage site in Ayutthaya.

Cultural factor will contain arts, history, craft and architecture which are passed from generation to generation. This factor create a differentiation to other place which can gain attention from the tourist and lead them to visiting.

Ho3: Religions has an impact on tourist travel intention of heritage site in Ayutthaya.

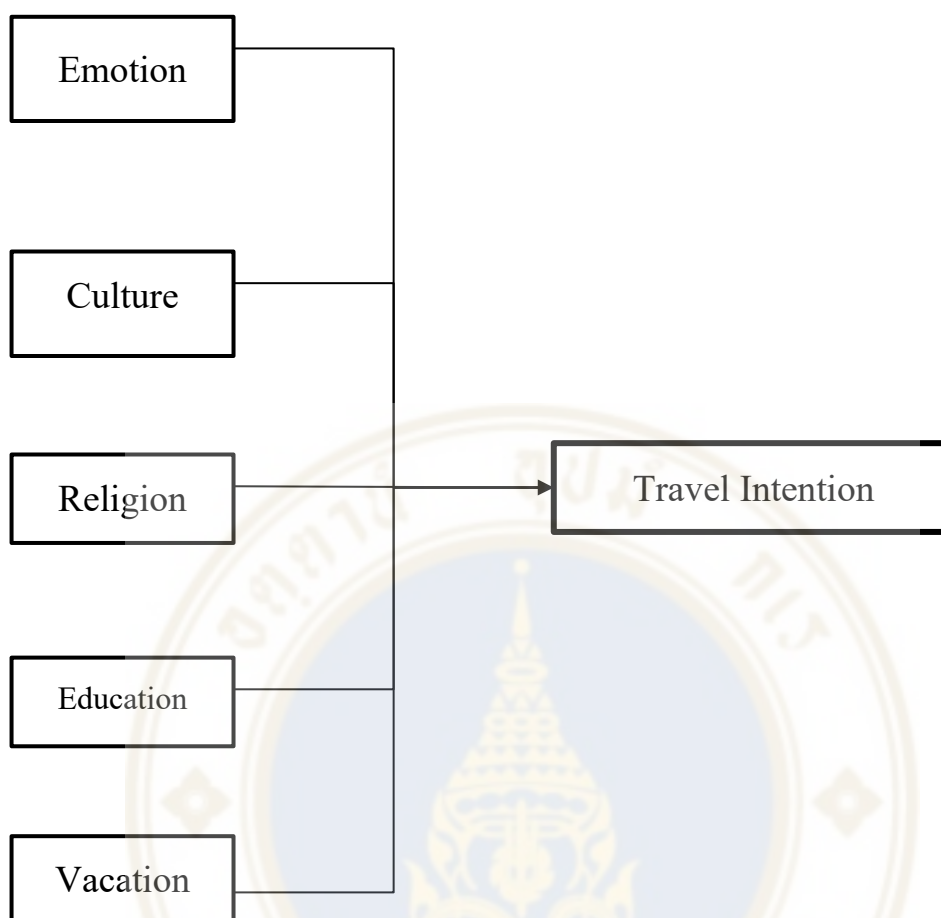
In the research of Yaniv P., religion is a very strong motivation for visiting the site. If the travellers has a strong believe, they will visit the place without any condition.

Ho4: Education has an impact on tourist travel intention of heritage site in Ayutthaya.

In the heritage tourist spots, there are stories behind and many fact to study. Most people who come to visit for educational purpose, will search for the authenticity of the place via the presentation of the place.

Ho5: Vacation has an impact on tourist travel intention of heritage site in Ayutthaya.

Some tourists came to visit the place and see the place as a normal tourist



spot. This tourist group will have many different kind of purpose of travel, but mostly depend on their personal motivation such as for sightseeing or hobby.

2.4 Conceptual framework

According to the literature review, Emotional, culture, religion education and vacation are the main factors which motivate tourist to visit the heritage site in Ayutthaya. These can create value and a uniqueness to a place which make the place more attractive and can add up stories of the place to make travelers feel eager to discover. Most of tourists who feel as a part of the heritage, they will be more excited to travel to the place. However, there are some tourist who also want to explore and educate by themselves would feel enjoy if there are things that they can discover.

Figure 2.1 :Travel intention and their factors



CHAPTER III

RESEARCH METHODOLOGY

The aim of this research is to study the heritage related factors which motivate foreign tourist to travel in Ayutthaya, and also study about types of informations which caught their interest and attracted them the most. This study will also finds the way to increase numbers of tourists visiting heritage sites in Ayutthaya, in which the result could be adapt to help improves the situation in other city of Thailand as well.

This chapter was divided into 5 parts

- Objective of study
- Research design
- Research instrument
- Sample size and data collection
- Data analysis

3.1 Objective of study

To understand general factors which motivate tourist to travel in Thailand and find out which factors or information could motivate the tourist to travel to the heritage destination in Thailand and which kind of source that they use to find the information.

To explore what is the factors that motivate foreign tourists to travel in Thailand by using Ayutthaya as the example of the case. Moreover, to find the information on the internet that need to be provided to attract and motivate people in an effective way.

3.2 Research Design

This research used quantitative methodology to collect the data and to study the traveller intention which impact by emotion, culture, religion, education and vacation factors. This research run the hypotheses base on travel intention of foreign tourist who have been or visiting Ayutthaya.

This research collected data from both online and offline. The online questionnaire through googleform.com to get the information from respondent. This helped to get the data as fast as possible because it could be sent in any kind of online platform such as Facebook, Line or Whatsapp. The offline questionnaire was collected in Ayutthaya, directly from the respondents. This method taken some time to collect it but it could give a greater information which came from the respondent.

3.3 Research Instrument

The research was conducted with a structure by giving the participant the questionnaire with the end questions. The questions were separated into 4 parts.

First part was a screening questions, to separate the respondent into 2 groups, which are the tourists who have ever visit Ayutthaya and the tourists who never visit Ayutthaya. The useable data came from the respondents who have ever visit Ayutthaya.

The second part shown the idea of the heritage tourism and traveling sports in Ayutthaya to the tourists. This part was the warm up part which respondents could guess what the research was about. This part could prepare their experience and memory about their trip.

The third part, the main part of this research, asked about the tourists motivation to visit the heritage site in Ayutthaya in order to get the deeper information. Each variable had at least 6 questions which mostly quoted from the previous research regarding heritage tourism, some other was created to fulfill the gap. In this part, the questionnaire was mixed together between variable to prevent any misleading which could create error data. This part allowed the tourists to rate their level of agreement of the statement which be provided in even number from 1 to 4 to decrease some error information from respondent.

last part asked about the demographic of the respondent to get the general information of the tourists. The question was about their age, occupation, accompany and an approximate budget that they used in the trip.

Table 3.1: Specific questionnaire reference

Factor	Question	Reference
Emotion	I feel visiting Ayutthaya means a lot to me.	Adapted from (Yuan Yao, 2013; Muka M. and Cinaj N., 2015; Poria Y. et al, 2003; Prayag & Ryan, 2012)
	I feel home when I visit the heritage site.	
	I feel emotionally be involved into the history.	
	I think I visit Ayutthaya because it is part of my own heritage.	
	I think the site generates a sense of my belongingness.	
	I think the site represent something which relates to my identity.	
	I feel visiting the site is strengthen the link between me and my history.	
	I think visiting the site is make me feels connect to my heritage.	
Emotion	I feel visiting to the site drive my emotionally.	Adapted from (Yuan Yao, 2013; Muka M. and Cinaj N., 2015; Poria Y. et al, 2003)
	I felt part of my heritage is displayed during the visit.	
	I feel proud of my heritage during visit to the site.	

Culture	I want to experience the rich culture in Ayutthaya.	Adapted from (Yuan Yao, 2013; Kay, 2009; Poria Y. et al.,2005 N. Wang, 1999; Weiler & Yu, 2008)
	I want to participate in the activities that relate to a cultural heritage destination.	
	I think the cultural heritage sites are attractive to visit.	
	I think the cultural activities are fascinating.	
	I think the cultural heritage is conserved very well in Ayutthaya.	
	I think the cultural heritage is well explained in Ayutthaya.	
Religion	I visit the place because of my religion.	Adapted from (Yuan Yao, 2013; Kay, 2009; Poria Y. et al.,2005)
	I want to experience the rich religion in Ayutthaya.	
	I visit Ayutthaya because it is part of my religion.	
	I think the site represent my religion.	
	I feel visiting the site is strengthen the link between me and my religion.	
	I feel visiting the site make me feel connect to my religion.	
Education	I think visiting the site support my education.	Adapted from (Yuan Yao, 2013; Kay, 2009;
	I think I want to learn about history of Ayutthaya by visiting the place.	

	I think I want to learn about the site background.	Y. Wang et al., 2010; Muka M. and Cinaj N., 2015; Poria Y. et al, 2003)
	I think visiting to the site allow me to learn something new.	
	I think the historical architecture is highly valued.	
	I think the heritage setting is authentic.	
	I think I want to learn the history of ancient Thailand.	
	I think the heritage site contain a lot of historical information.	
Vacation	I feel relax when I visit the heritage site.	Adapted from (Yuan Yao, 2013; Yousefi & Marzuki, 2012; Wang et al., 2010; Muka M. and Cinaj N., 2015)
	It is my hobby to visit the heritage place.	
	I think it is a good experience for visiting the heritage site.	
	I think I visit the place because it was included in my travel package.	
	I feel that I should visit the site.	
	I think it is important to visit the site.	
	I think I want to entertain myself by visiting the site.	
	I feel I want to have a day out by visiting the site.	

	I feel I want to escape from stress in my daily life by visiting the site.	
	I feel I want to escape from the routines of life by visiting the site.	

3.4 Sample size

The sample should be appropriate to the research as it could affect the result. If the sample size was too small, it would create insensitive in the statistical test or if it too large, it would create overly sensitive in the statistical test.

For the moderate effect size power reaches to acceptable levels at sample sizes of 100 or more than that for alpha levels of both .05 and .01 (Hair J. et ai, 2014). Therefor, at the number of 100 respondents should enough for this research.

Table 3.2: Power levels for the comparison of two means

TABLE 1 Power Levels for the Comparison of Two Means: Variations by Sample Size, Significance Level, and Effect Size				
Sample Size	alpha (α) = .05		alpha (α) = .01	
	Effect Size (ES)		Effect Size (ES)	
	Small (.2)	Moderate (.5)	Small (.2)	Moderate (.5)
20	.095	.338	.025	.144
40	.143	.598	.045	.349
60	.192	.775	.067	.549
80	.242	.882	.092	.709
100	.290	.940	.120	.823
150	.411	.990	.201	.959
200	.516	.998	.284	.992

Source: SOLO Power Analysis, BMDP Statistical Software, Inc. [2]

The research was focus on various group of international travelers which aim to include Asian, European and others who were visiting or have been to Ayutthaya before to create variety of information. It was focused in the people who age from or

higher than 18 because the people on that age range could make the decision by themselves and most of them already have their own income. This research interviewed both Free Independent Tourist (F.I.T.) and tourists from Group Inclusive Tour (G.I.T.) so the information was more diversity.

3.5 Data analysis

The data which was collected from those respondents was analyzed by Statistical Package for the Social Sciences (SPSS). Multiple regression was used on this analysis. This method was perfect for predicting the relationship between one dependent variable which had more than one independent variable (Hair J. et al, 2014).

Firstly, the data was manually checked for correction of the missing point which might affect the result. Then it was coded to put it in SPSS before running the analysis and randomly be checked again to make sure that all data was valid and correct. After that, the questionnaires were run by reliability analysis and correlation analysis to cut out inappropriate questions and data. Finally, all the data was run by the multiple regression analysis to see which independent variables were significant to the dependent variable.

CHAPTER IV

RESEARCH FINDINGS

The aim of this research is to find the appropriate factors of the heritage intention among foreign tourists. The questions were created to demonstrate the impact of the independent variables on the dependent variable. The following result was analyzed under the hypothesis from Chapter III by using SPSS.

4.1 Tourists demographics and general behaviors

After the data was collected via offline and online channel, the whole number of the tourists is 115 but there are only 100 valid tourists who were foreign tourists which ever visited Ayutthaya before.

4.1.1 Tourists demographics

Table 4.1: Demographic profile of the tourists

Question	Frequency	Percentage
Gender		
Female	55	47.8
Male	45	39.1
Age		
18 - 30 years old	57	49.6

31 - 40 years old	32	27.8
Over 40 years old	11	9.6
Education		
Some college credit, no degree	10	8.7
Trade/technical/vocational training	14	12.2
Bachelor's degree	37	32.2
Master's degree	30	26.1
Other	9	7.8
Occupation		
Student	14	12.2
Private Company Officer	26	22.6
Business Owner	13	11.3
Freelancer	13	11.3
Fitter	9	7.8
Other	25	21.8
Religion		
Buddhism	12	10.4
Christian	38	33.0
Not prefer to answer.	12	10.4

Atheist	13	11.3
non-religion	17	14.8
Other	8	7
Nationality		
USA	10	8.7
Germany	8	7.0
Switzerland	7	6.1
France	7	6.1
South Korea	6	5.2
United Kingdom	6	5.2
Singapore	5	4.3
Italy	5	4.3
Spain	5	4.3
Other	41	35.7

According to the table, valid tourists can be separated as 47.8% female and 39.1% male, who are mostly aged between 18 - 30 years old at 49.6% and the age range between 31 - 40 years old at 27.8%.

They are mostly Private Company Officers at 22.6%. The tourists have the highest level of education in bachelor's degree at 32.2% and master's degree at 26.1%, which most of them came from USA and Germany. However, they are mostly Christian at 33%.

4.1.2 Tourists general behavior

Table 4.2: When you think about Heritage Tourism, how important are each of the following to you?

Motivation	Mean score	Maximum score	Minimum score
Vacation	3.07	2	4
Emotion	2.81	1	4
Culture	3.38	2	4
Religion	2.23	1	4
Education	2.72	1	4

The scale of this graph was represented by the number which each number mean 1 = Not important, 2 = Not very important, 3 = Important, 4 = Very important. There are some types of motivation of the foreigner tourists which is important are *Vacation* and *Culture*. *The Emotion, Religion* and *Education* were not very important to them.

Table 4.3: When you think about travelling, how helpful are each of the following to you to find information?

Tools	Mean score	Minimum score	Maximum score
Travel application	2.87	1	4
Travel book	2.79	1	4
Travel blog	3.06	1	4
Agency	1.95	1	4
Family	2.52	1	4
Friend	3.09	1	4
Social media	2.84	1	4
TV	1.79	1	4

The scale of this graph was represented by the number which each number mean 1 =Not helpful, 2 = Not very helpful, 3 = helpful, 4 = Very helpful. *Travel blog* and *Friend* was helpful for the foreigner tourists, if they want to find the travel information. However, *Travel application*, *Travel book*, *Family* and *Social media* seem not very helpful to find the information. *Agency* and *TV* were not helpful at all.

Table 4.4: How many times have you visited the heritage site in Ayutthaya within last 3 years?

Frequency of visiting	Frequency	Percentage
0 - 1 time	73	63.5
2 times	20	17.4
More than 2 times	7	6.1

This table explained the frequency of the visiting to Ayutthaya among foreign tourists within last 3 years. Most of them visited Ayutthaya at least 1 time which is about 63.5% and only 6.1% visited more than 2 times.

Table 4.5: What kind of the heritage site that you have ever visited in Ayutthaya?

Destination	Yes		No	
	Frequency	Percentage	Frequency	Percentage
Temple	91	79.1	9	7.8
Palace	58	50.4	42	36.5
Floating Market	46	40.0	54	47.0
Museum	34	29.6	66	57.4
Monument	40	34.8	60	52.2
Local Village	28	24.3	72	62.6

In this question, the tourists were allowed to answer more than answers in order to understand which places are popular among the tourists and which places are unpopular. *Temple, Palace* and *Floating Market* were the place that the tourists visited the most, but *Museum, Monument* and *Local Village* seem not popular to visit.

Table 4.6: Who did you travel with on your current or last visit to the heritage site?

Travel with	Frequency	Percentage
By alone	15	13.0
Partner	30	26.1
Family and /or relatives	22	19.1
Friend(s)	28	24.3
Other	5	4.3

Most foreigner tourists were visited Ayutthaya with their partner at 26.1% and friend at 24.3%. However, some of them were visited with their family or their relative at 19.1% but there are only few who visited by alone at 13%.

Table 4.7: Is your professional activity related to cultural heritage?

	Frequency	Percentage
Yes	6	5.2
No	94	81.7

Almost all of the tourists have no professional activities which related to the cultural heritage at 81.7%. Also, there are just few international tourists that visited Ayutthaya who have some professional part that related to the heritage which is about 5.2% or 6 tourists out of 100 tourists.

Table 4.8: Can you approximate the budget that you use on the current or the last trip?

Budget	Frequency	Percentage
Lower than 10,000 Baht	43	37.4
10,000 - 20,000 Baht	40	34.8
Over 20,000 Baht	17	14.8

Most of the foreign tourists spent lower than 10,000 Baht for the trip to Ayutthaya with 37.4% and between 10,000 - 20,000 Baht with 34.8%. Some of the tourists sent over 20,000 Baht which is about 14.8%.

4.2 Travel intention toward foreigner motivation (Reliability Analysis)

This part will define reliable of each question to make the strongest power of the construct by cutting some question which make the construct weak. The Cronbach's alpha must be higher than .700 to make the construct more trustable. There are 5 variable which will be measure in this part which are Emotion, Religion, Education, Vacation and culture.

4.2.1 Emotion

Table 4.9: Reliability Analysis of Emotion

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.885	.888	11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q10.I think the site represent something which relates to my identity.	22.36	37.748	.714	.558	.870
Q14.I feel visiting the site is making me connected to my heritage.	22.50	36.697	.682	.562	.870
Q18.I feel visiting to the site moved my emotions.	21.57	38.046	.584	.486	.876
Q19.I think the site generates a sense of my belonging.	22.20	36.283	.720	.674	.868
Q22.I feel emotionally involved into the history.	21.84	36.681	.661	.612	.871
Q26.I feel visiting the site is strengthen the link between me and my country's history.	22.45	37.826	.592	.522	.876
Q28.I feel visiting Ayutthaya means a lot to me.	21.71	39.198	.487	.381	.882
Q33.I felt part of my heritage was displayed during the visit.	22.59	36.729	.650	.585	.872
Q37.I think I visit Ayutthaya because it is part of my own heritage.	22.69	38.054	.468	.393	.885
Q44.I feel proud of my heritage during visit to the site.	22.40	35.293	.706	.613	.868
Q49.I feel home when I visit the heritage site.	22.39	38.988	.410	.309	.888

Table 4.10: Reliability Analysis of Emotion after cut question number 29, 37 and 49

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.894	.896	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q10.I think the site represent something which relates to my identity.	15.74	22.962	.706	.524	.879
Q14.I feel visiting the site is making me connected to my heritage.	15.88	22.026	.688	.538	.879
Q18.I feel visiting to the site moved my emotions.	14.95	23.301	.558	.401	.891
Q19.I think the site generates a sense of my belonging.	15.58	21.317	.781	.663	.870
Q22.I feel emotionally involved into the history.	15.22	21.789	.695	.607	.879
Q26.I feel visiting the site is strengthen the link between me and my country's history.	15.83	22.688	.625	.512	.885
Q33.I felt part of my heritage was displayed during the visit.	15.97	21.767	.691	.575	.879
Q44.I feel proud of my heritage during visit to the site.	15.78	21.305	.664	.526	.883

After cutting the question number 28, 37 and 49 out, the Emotion variable has a higher reliability rate with the Cronbach's alpha is .894. This score is greater than .700 which indicated it as a good factor.

4.2.2 Culture

Table 4.11: Reliability Analysis of Culture

Reliability Statistics					
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items			
.824	.824	6			

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q12.I think the cultural activities are fascinating.	15.45	7.624	.490	.269	.816
Q16.I think the cultural heritage is conserved very well in Ayutthaya.	15.84	7.408	.497	.334	.814
Q30.I think the cultural heritage sites are attractive to visit.	15.55	6.654	.691	.521	.776
Q39.I think the cultural heritage is well explained in Ayutthaya.	16.09	6.770	.570	.361	.800
Q40.I want to participate in the activities that related to a cultural heritage destination.	16.01	5.828	.687	.490	.776
Q45.I want to experience the rich culture in Ayutthaya.	15.66	6.469	.637	.469	.786

This construct is already having the best Cronbach's alpha with .824 which cannot be greater than this.

4.2.3 Religion

Table 4.12: Reliability Analysis of Religion

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.846	.851	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q13.Visiting the site makes me feel connect to my religion.	9.25	9.179	.744	.701	.797
Q20.I think the site represent my religion.	9.41	9.497	.781	.716	.790
Q31.Visiting the site is strengthened the link between me and my religion.	9.30	9.222	.854	.752	.775
Q35.I visit Ayutthaya because it is part of my religion.	9.65	10.351	.739	.711	.804
Q43.I want to experience the richness of the religion in Ayutthaya.	8.18	12.452	.170	.157	.904
Q47.I visit the place because of my religion.	9.61	10.523	.586	.561	.829

Table 4.13: Reliability Analysis of Religion after cut question number 35, 43 and 47

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.913	.914	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q13.Visiting the site makes me feel connect to my religion.	3.45	2.492	.835	.699	.871
Q20.I think the site represent my religion.	3.61	2.766	.838	.703	.866
Q31.Visiting the site is strengthened the link between me and my religion.	3.50	2.838	.811	.657	.888

After cutting the questions number 35, 43 and 47 out the Cronbach's alpha score was better than before which is about .913. This score is the best score that it can be.

4.2.4 Education

Table 4.14: Reliability Analysis of Vacation

Reliability Statistics						
	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items			
	.874	.878	8			
Item-Total Statistics						
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	
Q9.I think I want to learn the history of ancient Thailand.	22.31	13.873	.639	.442	.858	
Q11.I think visiting the site support my education.	22.77	14.239	.534	.336	.871	
Q15.I think the heritage site contains a lot of historical information.	22.23	14.967	.530	.386	.868	
Q21.I think the heritage setting is authentic.	22.28	15.234	.579	.500	.864	
Q24.I think I want to learn about history of Ayutthaya by visiting the place..	22.14	13.879	.752	.577	.845	
Q29.I think I want to learn about the site background.	22.40	13.778	.707	.570	.849	
Q32.I think the historical architecture is high value.	22.06	14.724	.727	.595	.851	
Q36.I think visiting to the site allows me to learn something new.	22.03	14.373	.643	.467	.857	

The Education variable already has a score over .700 which about .874 and it couldn't do well than this.

4.2.5 Vacation

Table 4.15: Reliability Analysis of Vacation

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.880	.886	12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q17.I think if the heritage site provided the information about the place, it would attract me to visit the place.	32.08	38.802	.610	.509	.869
Q18.I feel visiting to the site moved my emotions.	32.41	38.305	.587	.476	.870
Q23.I feel relax when I visit the heritage site.	32.24	37.194	.662	.530	.866
Q25.It is my hobby to visit the heritage place.	32.67	39.274	.438	.319	.879
Q27.I think it is a good experience for visiting the heritage site.	31.89	39.695	.583	.495	.871
Q34.I think I visit the place because it was included in my travel package.	33.56	42.289	.140	.267	.899
Q38.I feel that I should visit the site.	32.09	38.345	.667	.662	.867
Q41.I think it is important to visit the site.	32.25	37.745	.678	.534	.865
Q42.I think I want to entertain myself by visiting the site.	32.12	37.258	.683	.659	.865
Q46.I feel I want to escape from the routines of life by visiting the site.	32.35	36.957	.679	.660	.865
Q48.I feel I want to escape from stress in my daily life by visiting the site.	32.49	35.384	.705	.700	.863
Q50.I feel I want to have a day out by visiting the site.	32.26	38.093	.633	.663	.868

Table 4.16: Reliability Analysis of Vacation after cut question number 25 and 34**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.902	.904	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q17.I think if the heritage site provided the information about the place, it would attract me to visit the place.	27.69	31.004	.615	.477	.895
Q18.I feel visiting to the site moved my emotions.	28.02	30.666	.577	.465	.897
Q23.I feel relax when I visit the heritage site.	27.85	29.705	.649	.481	.893
Q27.I think it is a good experience for visiting the heritage site.	27.50	31.707	.603	.470	.896
Q38.I feel that I should visit the site.	27.70	30.394	.699	.648	.890
Q41.I think it is important to visit the site.	27.86	30.243	.659	.503	.892
Q42.I think I want to entertain myself by visiting the site.	27.73	29.391	.716	.654	.888
Q46.I feel I want to escape from the routines of life by visiting the site.	27.96	29.433	.674	.651	.891
Q48.I feel I want to escape from stress in my daily life by visiting the site.	28.10	28.111	.690	.671	.891
Q50.I feel I want to have a day out by visiting the site.	27.87	29.852	.701	.590	.890

Question number 25 and 34 have to be cut out in order to gain the better score. The old score was .880 but after cut those questions out the score changed to .902.

4.3 Travel intention toward foreigner motivation (Correlation Analysis)

The correlation analysis will describe the relationship between variables which include independent and dependent variables. In this process will cut the variables which not significant or have no relationship with the intention to travel to the heritage site.



Table 4.17: Correlation Analysis

		Correlations					Q51 I think I will visit Ayutthaya again with 5 year
		Emotion	Culture	Religion	Education	Vacation	
Emotion	Pearson Correlation	1	.413 ^{**}	.730 ^{**}	.498 ^{**}	.523 ^{**}	.092
	Sig. (2-tailed)		.000	.000	.000	.000	.361
	Sum of Squares and Cross-products	44.074	13.975	38.800	17.608	20.910	5.338
	Covariance	.445	.141	.392	.178	.211	.054
	N	100	100	100	100	100	100
Culture	Pearson Correlation	.413 ^{**}	1	.241 [*]	.771 ^{**}	.839 ^{**}	.487 ^{**}
	Sig. (2-tailed)	.000		.016	.000	.000	.000
	Sum of Squares and Cross-products	13.975	25.982	9.847	20.993	25.773	21.640
	Covariance	.141	.262	.099	.212	.260	.219
	N	100	100	100	100	100	100
Religion	Pearson Correlation	.730 ^{**}	.241 [*]	1	.209 [*]	.217 [*]	-.088
	Sig. (2-tailed)	.000	.016		.037	.030	.383
	Sum of Squares and Cross-products	38.800	9.847	64.018	8.922	10.475	-6.147
	Covariance	.392	.099	.647	.090	.106	-.062
	N	100	100	100	100	100	100
Education	Pearson Correlation	.498 ^{**}	.771 ^{**}	.209 [*]	1	.785 ^{**}	.397 ^{**}
	Sig. (2-tailed)	.000	.000	.037		.000	.000
	Sum of Squares and Cross-products	17.608	20.993	8.922	28.544	25.271	18.490
	Covariance	.178	.212	.090	.288	.255	.187
	N	100	100	100	100	100	100
Vacation	Pearson Correlation	.523 ^{**}	.839 ^{**}	.217 [*]	.785 ^{**}	1	.428 ^{**}
	Sig. (2-tailed)	.000	.000	.030	.000		.000
	Sum of Squares and Cross-products	20.910	25.773	10.475	25.271	36.334	22.484
	Covariance	.211	.260	.106	.255	.367	.227
	N	100	100	100	100	100	100
Q51 I think I will visit Ayutthaya again with 5 year.	Pearson Correlation	.092	.487 ^{**}	-.088	.397 ^{**}	.428 ^{**}	1
	Sig. (2-tailed)	.361	.000	.383	.000	.000	
	Sum of Squares and Cross-products	5.338	21.640	-6.147	18.490	22.484	75.960
	Covariance	.054	.219	-.062	.187	.227	.767
	N	100	100	100	100	100	100

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Regards to the table above, almost all the independent variables are significant to the travel intention except of Emotion and Religion variables which are not significant to the intention.

4.4 Multiple Linear Regression

Table 4.18: Multiple Linear Regression with constant rate

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.534 ^a	.285	.247	.760	.285	7.502	5	94	.000

a. Predictors: (Constant), Vacation, Religion, Education, Emotion, Culture

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.665	5	4.333	7.502	.000 ^a
	Residual	54.295	94	.578		
	Total	75.960	99			

a. Predictors: (Constant), Vacation, Religion, Education, Emotion, Culture

b. Dependent Variable: Q51.I think I will visit Ayutthaya again with 5 year.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.441	.505		.874	.384	-.561	1.443
	Emotion	.055	.212	.042	.259	.797	-.366	.475
	Culture	.806	.304	.471	2.649	.009	.202	1.410
	Religion	-.270	.151	-.248	-1.783	.078	-.571	.031
	Education	.059	.252	.036	.236	.814	-.442	.561
	Vacation	.052	.273	.036	.190	.850	-.490	.594

a. Dependent Variable: Q51.I think I will visit Ayutthaya again with 5 year.

Table 4.19: Multiple Linear Regression without constant rate

Model Summary									
Model	R	R Square ^b	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.971 ^a	.943	.940	.759	.943	315.622	5	95	.000

a. Predictors: Vacation, Religion, Emotion, Education, Culture

b. For regression through the origin (the no-intercept model), R Square measures the proportion of the variability in the dependent variable about the origin explained by regression. This CANNOT be compared to R Square for models which include an intercept.

ANOVA^{c, d}

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	909.264	5	181.853	315.622	.000 ^a
	Residual	54.736	95	.576		
	Total	964.000 ^b	100			

a. Predictors: Vacation, Religion, Emotion, Education, Culture

b. This total sum of squares is not corrected for the constant because the constant is zero for regression through the origin.

c. Dependent Variable: Q51.I think I will visit Ayutthaya again with 5 year.

d. Linear Regression through the Origin

Coefficients^{a, b}

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	Emotion	.058	.211	.044	.276	.783	-.361	.478
	Culture	.903	.283	.929	3.193	.002	.342	1.465
	Religion	-.263	.151	-.164	-1.744	.084	-.563	.036
	Education	.124	.241	.129	.517	.607	-.354	.603
	Vacation	.019	.270	.019	.070	.944	-.517	.555

a. Dependent Variable: Q51.I think I will visit Ayutthaya again with 5 year.

b. Linear Regression through the Origin

There are two regression analysis which the first one is with a constant rate and the second one is without constant rate. It is obvious that the analysis without constant rate is a lot better than the analysis with constant rate. This research will use only the regression analysis which without constant rate due to the greater score.

The multiple linear regression was calculated to predict travel intention base on their motivation which are Culture, Education and Vacation. A significant regression equation was found ($F(9, 95) = 315.622, p < .000$) with an R^2 of .943. Participants' predicted travel intention is equal to .903(Culture) where the culture code is 1 = Strongly

disagree, 2 = Disagree, 3 = Agree and 4 = Strongly agree. Participants' motivation increased .903 for the culture information. The culture factor was significant predictor of travel intention.



CHAPTER V

DISCUSSION AND LIMITATION OF STUDY

This study focused on finding the motivation to travel the heritage site in Ayutthaya among foreign tourists. Referring to the hypothesis, the motivation which have an impact on the tourist travel intention is culture information which was analyzed by regression analysis.

There are 115 respondents who did this questionnaire and there are 100 valid tourists. The majority respondents of this analysis, who are foreign tourists which ever visited Ayutthaya before, was from United States of America. Around 50% of the tourists have an age between 18 - 30 years old. 47.8% are female and 39.1% are male. Most of them are working in a private company at 22.6%. With 32.2% have a bachelor's degree as the highest level of education follow by master's degree. The Christians respondents were the largest group in this research at 33%.

Most of the tourist think that culture is the best motivation of their travel intention toward heritage site which they mostly get the information from friends and travel blogs. The temple seems to be the most popular place for the tourists to visit, followed by the palace and floating market which is the quite common tourist spot in Ayutthaya. The budget that they usually spend on their trip was around lower than 10,000 up to 20,000 baht and only few numbers of tourists spent more than 20,000 baht during their trip in Ayutthaya. Moreover, those tourists mostly travel with someone which are their partner and friends. On the other hand, there are few solo tourists.

5.1 Result of Hypothesis Testing

Table 5.1: Summary of hypothesis tests

Hypothesis	Regression	Significant	Conclusion
Emotion has an impact on tourist travel intention of heritage site in Ayutthaya.	.058	.783	Not supported
Culture has an impact on tourist travel intention of heritage site in Ayutthaya.	.903	.002	Supported
Religion has an impact on tourist travel intention of heritage site in Ayutthaya.	-.263	.084	Not supported
Education has an impact on tourist travel intention of heritage site in Ayutthaya.	.124	.607	Not supported
Vacation has an impact on tourist travel intention of heritage site in Ayutthaya.	.019	.994	Not supported

Only Ho2. has the significant level over .050 which mean this hypothesis is supported by the analysis. However, religion factor is almost having some relation to the travel motivation but the level of the significant is higher than .050 and the result seems to be negative which might against the tourist's intention of traveling.

5.2 Conclusion and suggestion

The aim of this study is to find out what kind of information or motivation which attract the foreigner who visit Thailand and came to visit Ayutthaya during of their stay. The framework of this research has 5 factors which motivate tourists to visit the site; emotion, culture, religion, education and vacation motivation factors toward travel intention. After collecting all necessary information and going through the

analyzing process, the result show that culture factor is the only one out of 5 factors which can encourage those tourist travel motivation.

The activities which related to Thai culture and Ayutthaya culture also the information about the culture should be supported, improved promoted in order to get tourist attentions. Those news and information must be provided in both online and offline channel, in order to spread the information as far as it can. For the offline channel, the government, Tourism Authority of Thailand and all related authority should manage the accessibility of information such as information booths, brochures and signs, to inform tourist and make them understand and recognize, which they can forward their story and their experience to others. This is same idea as Word of Mouth (WoM). However, the offline channel will consume quite a long time to see the result. Therefore, online channel take part in as the solution to this problem. In online channel, the news and information are spreading faster and wider than the offline channel.

5.3 Recommendation

The tourist's market in Thailand is a very big market that still has many rooms for the study and opportunity. To make a research which must collect the information from international tourists, the researcher should be very careful in every step of the process. The main problem that everyone must find is a language barrier. It may not come from the researcher, but it may come from the tourists. Some international tourists cannot understand English, some of them can understand but not fluent and some might understand English in the other way which is not the same meaning.

Offline data collecting may not be a good idea due to the weather, time limit, emotion and bias from the tourists and the researcher. The tourists might feel offend from the researcher's approach. They might feel forced to do or buy something that they do not want. Moreover, it is a time consuming. One tourist will take around 5 - 20 minutes to finish the questionnaire due to the understanding of their language and the environment such as heat.

The online method is very useful to collect the data because they can take their time to do it and if they cannot understand some word, they can use any translation to help them. This method can get the data faster than the offline, too.

The recommendation to future studies is to study deeper in data analysis such as what kind of culture activities and information are attractive to foreigner religion and education. Also, to study wider in the other area of Thailand which they might have some factors which occur in the different area.



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