

An Exploratory Analysis of Thai Luxury Dinner Cruise Attributes

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Abstract

Luxury dinner cruise tourism is continuously expanding, it is a form of river cruising activity that provides personalized services, an exclusive environment, and luxurious service while dining along the view of onshore attractions. This study aims to explore the attributes of the luxury dinner cruise on the Chaophraya river, Bangkok. These attributes are developed based on 5 stages: conceptualization and dimensionality, item generation from literature review, data collection and analyzation methods, item analysis and screening from in-depth interviews, and items generation and selection. The snowball sampling method employed by the luxury dinner cruise entrepreneurs was utilized to gather the primary data. The results show that there are two major attributes of the luxury dinner cruise of onboard and onshore, which consist of eight dimensions as followed: 1) Onboard Attributes: Ambiance, Physical Environment, Service crew, and Personalize service; 2) Onshore Attributes: Learning and Exploration, Visual Surroundings, Safety and Comfort, and Destination Development. This study provides stakeholders with the key points towards maintaining business competitiveness and academics with measurement scales to use for data collection in the future study.

Keywords: Dinner Cruise; Luxury Dinner Cruise; Luxury Dinner Cruise Attributes; Chaophraya River; Thailand

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Introduction

In recent years, the worldwide luxury dinner cruise sector has a substantial increase in tourist demand, resulting in the building of larger ships, the introduction of new, higher-quality services, and the expansion of the industry into new regions (Bosnic & Gasic, 2019). The international river cruise market is expected to expand at a compound annual growth rate (CAGR) of 5.4% between 2018 and 2027, reaching \$7.3 billion in 2027 (Statista, 2021). The leading market of luxury dinner cruise is in Europe as the majority of cruising activities are now based on the famous rivers in Europe such as Danube and Seine River (Mańkowska, 2019). Although, luxury dinner cruise destinations in Asia are lesser traveled but experiencing growth continuously, as its competitiveness has been rising by the increasing demand (McCartan & Nazarov, 2020).

In Thailand, luxury dinner cruise tourism in Chaophraya river is expected to continue its growth, as more people seek out unique dining experiences while visiting the city (Tourism Authority of Thailand, 2020). Luxury dinner cruises operating in Chaophraya river are currently operating about 24 cruises, ranging from small size as private charter around 10 to 35 persons and to maximum of 1,200 persons and average of two hours (Ministry of Tourism and Sports, 2017). Many luxury dinner cruise operators in Bangkok offer packages that include fine dining experiences on board beautifully decorated and well-equipped boats. These cruises often feature live music, traditional Thai dance performances, and stunning views of the city's landmarks along the Chao Phraya River. The popularity of luxury dinner cruises on the Chaophraya river in Bangkok is rising for hosting corporate events, weddings, and other special occasions (Tourism Authority of Thailand, 2020).

Due to the specific characters that combine both the antique feeling of Thai cultures and Thai architecture with the modern feeling of modern city views, the attributes can be enhanced to create a distinct character for a luxury dinner cruise. Especially the customers and tourists who have interest in joining pay attention to qualities and the luxury environment while traveling on a luxury dinner cruise (Risitano et al., 2017). In order to meet customer demands, an understanding of the attributes provided by the luxury dinner cruise on the Chaophraya river is highly required (Ružić et al., 2018). In contrast, even the popularity of luxury dinner cruises and the number of tourists is increasing in Thailand, but the business operation necessitates the further development of attributes as the key to satisfying the requirements of the target group of quality tourists (Tourism Authority of Thailand, 2020).

Luxury dinner cruise attributes are the key essentials to present the value of the luxury dinner cruise and able to differentiate the tourism products and services to remain the competitiveness in this industry (Ružić et al., 2018). Also, it is the key to establishing the motivation to select a luxury dinner cruise, considering the alteration in tourists' motivation and behavior (McCartan & Nazarov, 2020). As these attributes refer to the collection of characteristics and elements that define both tangible and intangible attributes of the luxury dinner cruise; to attract tourists and to select one luxury dinner cruise over another, as well as to influence tourists' satisfaction and future behavior to recommend or revisit (Wass et al., 2020). The previous studies related to Luxury Dinner Cruise Attributes have emphasized mainly on the ocean cruise that provides accommodation for tourists to stay over for a few days, which differs from a dinner cruise, and river cruise onboard and onshore attributes (Park

et al., 2019; Whyte, 2017; Whyte et al., 2018), as well as examined the influence of cruise attributes to the decision making of cruisers (Chua et al., 2016).

Since tourists continue to seek for activities that enable the expression of distinct personalities and expect to receive valuable experience, luxury dinner cruises are lacking in some attributes (von Wallpach et al., 2020). Nonetheless, there were still academic gaps about the luxury dinner cruise attributes. Therefore, this study aims to explore the luxury dinner cruise attributes for attracting tourists and to provide the supply side with knowledge of the significant factors necessary to attract and service the target customers effectively. Through the integration of in-depth interviews and literature reviews regarding the concept of luxury dinner cruise tourism attributes, this study contributes to the advancement of knowledge in the field and provides stakeholders and academics in the luxury dinner cruise industry with measurement scales that can be used for data collection in the future study of luxury dinner cruise attributes.

Luxury Dinner Cruise in Bangkok, Thailand

Thai government recognizes the potential and significance of promoting river-based tourism, and since the "Amazing Thailand" marketing campaign launched in 1999, it has been influential in promoting the popularity of Chaophraya River luxury dinner cruises (Tourism Authority of Thailand, 2020). Accordingly, The Twenty-Year National Strategic Plan (2017-2036) aspires to promote Thailand as a major destination for river-based tourism, and as such, it established strategies and master plans to promote and develop river-based tourism. Accordingly, the government has made the improvement of infrastructure and tourist amenities along the Chaophraya river among highest priorities (Tourism Authority of Thailand, 2020). The Chaophraya River has been called "Venice of the East," related to the way of life associated with the river and the popular activity for tourists visiting Bangkok, Thailand (Ministry of Tourism and Sports, 2019).

Luxury dinner cruise route are in Chaophraya river area, from Krung Thep Bridge to Rama 8 Bridge, including Wat Arun (Temple of the dawn), Wat Phra Kaew (Grand Palace), and the modern skyscrapers of the central business district. The duration of each trip took about two to three hours, there are sunset trip around 5 pm. to 7 pm. and night trip ranging from 6 pm. to 10 pm. The luxury dinner cruises in Chaophraya river have been using eight ports to transport the international tourists who visit. The port used by the highest amount of luxury dinner cruise companies is Icon Siam port. Secondly, River City (Si Phraya) port and followed by Asiatique port (Ministry of Tourism and Sports, 2017). Furthermore, the dinner cruises in Chaophraya River consist of Thai buffet, food set, and a la carte cuisine onboard and some of the cruises are operate for only private charter.

Research Design

The primary objective of the scale development procedure is to generate integrated measurement scales, which are employed by developing measures along with accessing the validity and reliability to evaluate the measures quality (Churchill, 1979; Verma et al., 2023).

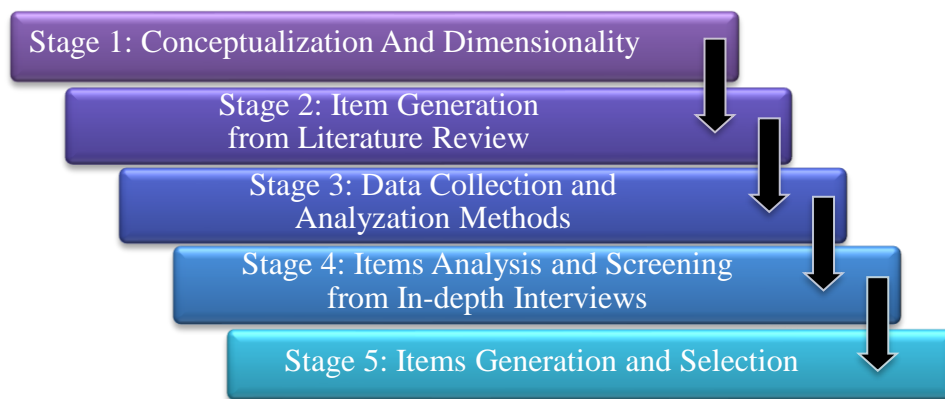


Figure 1: Scale Development Process

The present study uses the scale development process suggested by Churchill (1979) and Verma et al. (2023), consists of five stages as detailed in Figure 1. Firstly, the scales were developed through the integration of literature reviews on the related concepts in Stage 1: conceptualization and dimensionality. Moreover, the measurement scales in previous studies were investigated to evaluate their relative importance in Stage 2: item generation from literature review. Thirdly, the data collection steps and data analyzation methods were presented in Stage 3: data collection and analyzation methods. Accordingly, the findings were analyzed and categorized in each component in Stage 4: items analysis and screening from in-depth interviews. Lastly, the discussion of the attributes was demonstrated in Stage 5: items generation and selection.

Stage 1: Conceptualization and Dimensionality

Luxury Dinner Cruise Conceptualization

Luxury dinner cruises are a type of river cruising tourism that is cruising on an inland waterway to have dinner freshly prepared in the cruises' on-board kitchen, to be able to customize the services among architectures along the shores with interesting history and cultures of the destination, to receive an exclusive and private environment, and to be pampered in luxury service by butlers and staffs who can add value to a tourist's travel trip (Mańkowska, 2019; Ružić et al., 2018). Luxury dinner cruises are now recognized as one of the world's most service-intensive industries as it provides higher-quality services than the standard cruise, which can convince tourists to pay more for this experience. The phrase "Pampered in Luxury" defines the luxury dinner cruise experience accurately by causing people to become emotionally attached and want to revisit again (Chon & Berger, 2012; Ioana-Daniela et al., 2018).

The luxury dinner cruises industry is primarily driven by the desire of quality tourists to have unexpected and unique experiences during their visits. It is a highly developed type of tourism in which the personnel actively engages in the offering of exclusive attributes to provide a luxury experience in a short amount of time (Ružić et al., 2018). Thus, to maintain a competitive advantage, luxury dinner cruise companies are differentiating their products. Competition among luxury dinner cruise companies typically occurs at the level of expected and increased product, with each company attempting to develop a set of features and benefits that appealing to attract targeted customers (Hristić et al., 2020).

Luxury Dinner Cruise Dimension and its Attributes

The pleasurable and luxurious impression was created among tourists by a superior physical environment and attributes (McCartan & Nazarov, 2020). Before deciding on a specific vacation destination, tourists investigate the attributes or characteristics of potential vacation destinations (Mańkowska, 2019). Onboard ambiance associated with privacy enhances enjoyment and allows private conversation (Carmela, 2020; Lee & Kim, 2019). Also, the physical environment consists of the quality and design of the interior and accessories (Chen et al., 2016). The services are coordinated with the food and employee appearances and the ability to customize luxury events for individual tourists (Risitano et al., 2017). Moreover, a destination's attractiveness while cruising depends on the beauty of natural and man-made surroundings on shore also tourists seek to learn about the destination's local lifestyles and historical sites (Chua et al., 2016). Onshore attributes were highlighted in tourists' experiences at ports and locations, also safety protocols and environmental sustainability that made tourists satisfied and want to return (Dimitrov & Stankova, 2019; Ozturk & Gogtas, 2016). As demonstrated in table 1.

Stage 2: Items Generation from Literature Review

In order to develop the luxury dinner cruise attribute scales, related published articles were analyzed. Firstly, by specifying the related keywords, including tourism attributes, destination attributes, and luxury dinner cruise tourism attributes. Luxury dinner cruise attributes are associated with both onboard and onshore (Chua et al., 2017). Therefore, this study aims to explore both onboard and onshore luxury dinner cruise attributes (Table 3). As a result, onboard attributes will be investigated on the feeling of luxury, such as the appearance of facilities and layouts decorated with high-quality elements (Park et al., 2019). Additionally, the quality and preference of onboard cuisines (Chua et al., 2019). Thus, the crew's service and appearance, ability to communicate with language barrier, politeness, and being able to adjust the service for each individual were comprised (Whyte et al., 2018). Onshore attributes emphasis mainly on the facilities and environment that provide tourists with experiences while cruising, as well as the areas surrounding cruise routes (Dimitrov & Stankova, 2019). The attractiveness of the attractions will be evaluated, including both historical and urban views along the river, to enhance the luxurious feeling of the tourists (Carmela, 2020). Similarly, the accessibility of the luxury dinner cruise terminal of the cruise, as well as whether the ports have well-marked signage and acceptable levels of sanitation and hygiene, are also considered (Ozturk & Gogtas, 2016).

Stage 3: Data Collection and Analyzation Methods

Due to the unique characters of Thai luxury dinner cruises that have been explored limitedly, qualitative method was used to obtain precise details from key informants. The study's target population consists of 24 entrepreneurs in the luxury dinner cruise companies on the Chaophraya River (Ministry of Tourism and Sports, 2017). Hence, eight companies indicated interest in participating, representing the study's sample. The snowball sampling technique was utilized, starts with a convenience sample of the first candidate, who then recruits other participants (Etikan et al., 2016). The characteristics of sampling were: (1) have been in an executive or management position in luxury dinner cruise company; (2) had a close relationship with luxury dinner cruise tourism. The key informants were showed as follows (Table 2).

The in-depth interviews were employed from September 6, 2022 to September 12, 2022. Due to the COVID-19 pandemic, the interviews were held by online video call. Two main interview questions are as follows: (1) What should be the attributes of luxury dinner cruise?; (2) How do you think your luxury dinner cruise attributes qualifies as a luxury dinner cruise?. Hence, in-depth interviews were applied, as each individual's experience and knowledge may present insight and distinct viewpoints. Furthermore, to assess the findings, complete verbatim transcripts of interviews generated from recordings were utilized (Hill, et al., 2022). First, the audio recordings were transcribed into text. Second, all statements defining the attributes of luxury dinner cruise were identified and categorized into themes. Finally, coded quotation in each category to ensure consistency, the integration of literature reviews and interviews were demonstrated as follows. Therefore, the obtained initial data from the key informants was thoroughly develop dimensions and measurement scales.

The Item-Objective Congruence Index (IOC) was used to assess the complete measurement scales by five experts as the study of Turner and Carlson (2003) recommended to make the exact judgment, including an expert in cruise tourism management, an entrepreneur in the luxury dinner cruise business, two experts in the luxury tourism business, and a quality international tourist who has experienced a luxury dinner cruise on the Chaophraya River. The IOC (Item Objective Congruence) index criteria are set at over 0.6 as Turner and Carlson (2003) stated that items with the value of less than 0.6 should be eliminated.

Research Findings

Stage 4: Data Analysis and Items Screening from In-Depth Interviews

This section presents the data received from in-depth interviews with key informants in luxury dinner cruise tourism on the Chaophraya River in Bangkok. The themes and direct quotations of luxury dinner cruise onboard attributes and luxury dinner cruise onshore attributes are presented and discussed accordingly.

1) Luxury Dinner Cruise Onboard Attributes

According to the in-depth interviews with key informants, this study has identified four major dimensions of luxury dinner cruise onboard attributes:

- Dimension 1: Ambiance
- Dimension 2: Physical Environment
- Dimension 3: Service Crew
- Dimension 4: Personalize Service

Dimension 1: Ambiance

While the tourists are enjoying the luxury dinner cruise's activities onboard, the ambiance or the feeling of environment are also significant attribute that enhance the sensation of luxury. Onboard ambiance related to surroundings influence on enjoying oneself while being on the luxury dinner cruise (Lee & Kim, 2019). Privacy is a top priority for the relaxation experience (Carmela, 2020). Therefore, the primary characteristics of luxury travel services are a concern for the tourists' privacy. These have been noticed by the luxury dinner cruise companies to offer private area to enrich the ambiance to reach higher exclusiveness:

“Majority of tourists in Chaophraya river are foreigners who do not like to cruise with other people...Our cruise focuses on a private atmosphere. There

is a private area with a bar and lounge as you board on the cruise. In terms of the luxury dinner cruise's ambience, if we are able to make tourists feel private, the majority of them will return frequently.” (A5)

“The front of our cruise has a separate zone. It will be an area for honeymooners and couples who want to be alone or have a business conversation to make a private space. These received well feedback from the tourists as privacy can increase the luxury feeling.” (A6)

A5 and A6 also stated the importance of relaxing atmosphere with comfortable environment, and the quality of the foods in a Thai-style presentation to create more value. The ambience was highly associated with privacy, both in terms of the display of space onboard and the surrounding environment that allows for private conversation. As A3 stated, “The luxury dinner cruise provides space to enjoy in private.” And “the privacy on a luxury dinner cruise can increase the feeling of luxury.”

Dimension 2: Physical Environment

The luxury dinner cruise's onboard physical environment encompasses both the exterior appearance and the interior decorations. It has both physical and functional features. Dining and service were highlighted as the most important onboard attributes (Chen et al., 2016). Since the data from key informants demonstrated that the attributes of these onboard physical environments have an impact on tourists' satisfaction.

2.1) Luxury Dinner Cruise Exterior

The exterior attributes of a luxury dinner cruise relate to the luxury dinner cruise's aspect or the impression that tourists will have upon looking at the cruise (Lee & Kim, 2019). These exteriors were able to propose the image of the tourists through the sharing of their photographs through social media, as A5 mentioned: “*Our cruise's hulls are highly valuable, as they are all built of teak.... it is where tourists prefer to take photographs to express their vacation experience and individuality*”. In the context of luxury hotels, exterior decorations, and outdoor facilities can be influential external components of the hotel's ambience on the experiences of tourists (Han et al., 2019). Entrepreneurs are focusing progressively more on the development of pleasant external and internal physical environment:

“The hull and model of the ship, the exterior and interior of the cruise. The decoration style is the first feature that creates a feeling of luxury ... compared to other ships, tourists will see that each ship company is different in terms of service, exterior, interior, and food.” (A7)

Literature reviews focused on cruise motion to be smooth and provide sensation of luxury. The key informants noted that the layout should be modified to reflect the overall layout of the cruise and the concept of the entertainment events. Additionally, the image of a cruise that consumers observe relates to their perception of the state of luxury. As A7 mentioned “The luxury dinner cruise has exterior that can increase the feeling of luxury”.

2.2) Luxury Dinner Cruise Interior

While it is essential to offer a wide variety of luxury dinner cruise facilities, the quality of the interior and accessory are the important consideration in determining the onboard environment of each luxury dinner cruise. High quality and unique interior design generate

positive emotional responses from tourists (Carmela, 2020). Also, Thai culture can offer unique decoration:

“The interior of the cruise is decorated in a modern style, emphasizing luxury and making tourists feel like they have entered the hotel or an elegant place.” (A3)

“The interior is Thai Modern Style, willing to create an atmosphere for tourists to get a luxurious atmosphere, from the decoration of the reception desk that use golden elephant wallpapers to show Thai culture identity.” (A1)

Impressive decoration on dining area contributes to the development of a luxurious dinner cruise brand (Kiatkawsin & Han, 2019). A luxurious atmosphere created by high-quality accessories, resulting in the satisfaction of tourists. As A2 stated that *“We create modern luxury environment, everything about cutlery, tableware, utensils, grooming, staff, lights on the cruise”*. Food decorations are the main point of offering the luxury dinner cruise experience and create a satisfaction of the tourists (Park et al., 2019). The tourists were expected for luxury setting. As A7 mentioned that *“Including all food containers or food preparation, whether it’s a table, chair. The interior will indicate whether it is luxury or not”*.

In conclusion, an essential consideration for a luxury dinner cruise is the interior and accessory quality. High-quality and distinctive interior design generate positive emotional responses from customers, resulting in a pleasurable experience. As A7 mentioned, *“The luxury dinner cruise has interior that can increase the feeling of luxury.”* and *“The accessories onboard can increase the feeling of luxury.”*

2.3) Tourist Dress Code

Tourist’s evaluation of a tourism location is heavily influenced by the clothing of other people. Observing well-dressed individuals in the area of a restaurant may lead one to believe that it is upscale or luxury (Choi & Mattila, 2016). Also, the tourists’ behaviors in a service setting are positively influenced by their perceptions of other tourists’ overall physical appearance, including their clothing. As A5 discussed:

“The tourists’ dress code is smart casual and formal, because the image that representing our cruise can be seen from how people dress onboard. Because if a tourist is wearing shorts and taking photos on social media, people may consider this ship as not interesting.” (A5)

However, the dress code is relevant to the image of the cruise and the company. Majority of key informants agree on this assumption but some of them did not mention about the influence of tourists’ dress code on board. Therefore, from the assumption then proposed the item as: *“The behavior of other passengers is appropriate and increase feeling of luxury.”*

Dimension 3: Service Crew

Frequently, service companies attempt to create physically appealing employees. As the customers or tourists are more likely to evaluate positively products/services provided by physically appealing staff (Yang & Mattila, 2016). Attractive employees convey a sense of sensitivity, compassion, sociability, and prestige, thereby enhancing the way customers evaluate each luxury dinner cruise brand (Risitano et al., 2017). Tourists have high expectations for service quality on luxury dinner cruises, and it was determined that, in order to assure tourists’ satisfaction, these expectations must be met (Cheewatragoongit et al., 2018). When

tourists receive excellent service, they perceive that they are being treated with respect, which improves their sense of social self-worth. Therefore, the key informants pay high attention to present the appealing grooming of the luxury dinner cruise crews as A2 and A3 demonstrated:

“Everything from grooming staff to lighting on the cruise must be flawless in order to achieve modern luxury image.” (A2)

“Employees are required to dress appropriately. When approaching a tourist, whether it’s a greeting or thank you, the tourist must be treated politely.” (A3)

Moreover, the physical attractiveness of staff on luxury dinner cruise plays a crucial role in the formulation of an admired company image, as physical attractiveness contributes to the formation of a positive consumer attitude. Employees’ physical attractiveness influences actual purchase intentions. Furthermore, both literature reviews and key informants acknowledged the crew’s politeness and understanding when addressing customers and assisting with high-detail service. Besides, key informants indicate that the language used by the crew to connect with customers should not be a barrier.

Dimension 4: Personalize Service

Customization may improve the offering of high-quality products and services while also maintaining positive consumer relationships. It is essential to be able to train employees to adapt interpreting services to meet the interests and objectives of tourists (Risitano et al., 2017). Thus, key informants had a shared perspective on the significance of customization services in the luxury dinner cruise. As luxury dinner cruise is also one of the event venues favored by the tourists. Therefore, the tourists tend to have special requests on the service, entertainment, and settings of table and stages onboard. Accordingly, A1 and A4 mentioned that they tried their best to provide as much details that tourists requested to acquire the expectations. As a result, event customization appeared as one of the components of luxury dinner cruise onboard attributes:

“...allow tourists to relocate different tables and chairs on the cruise, and adjust as a venue where the customer’s event may be organized. For two hours, we provide services to amaze our customers, such as organizing the sea on the cruise, organize model house displays and performances that staff members have expertise to provide the flexibility to quickly modify the cruise to the customer’s requirements.” (A1)

“We will prepare the table placement and decorations on special occasions for customers who make unique demands. Every day, the team has to complete the discussion on the projects in advance. For instance, the special request would be birthdays and anniversaries.” (A4)

Consequently, this component was mainly developed from the data from in-depth interviews due to the service of a luxury dinner cruise on the Chaophraya River that was able to be customized for the customers. The items were related to creating special event customization and luxury event venues and the ability to adjust and assist the service to create each event within the limited time to present the appropriate event in the customers’ minds. Also, another advantage of hosting events or parties on a luxury dinner cruise is that it can provide space to host a luxury event without guests leaving before the duration.

2) Luxury Dinner Cruise Onshore Attributes

According to the in-depth interviews with key informants, this study has identified four major dimensions of luxury dinner cruise onshore attributes:

- Dimension 1: Visual Surroundings
- Dimension 2: Learning and Exploration
- Dimension 3: Safety and Comfort
- Dimension 4: Destination Development

Dimension 1: Visual Surroundings

Visual surroundings of luxury dinner cruise tourism consist of stunning scenery and natural features such as rivers and the architectures. These environments were influential factors in determining a destination's attractiveness, especially for tourists seeking for a relaxing vacation on cruise (Whyte et al., 2018). Moreover, within the popularity and attractiveness of luxury dinner cruise destination can create the distinct attributes:

“Bangkok is the world’s most popular tourist destination; the environment is one of its many blessings as the river has variety types of attractions both historical attractions and modern city combined.” (A2)

Furthermore, the visual surroundings when aboard a luxury dinner cruise were viewed as tourist-attracting factors. Thus, tourists will experience a different perspective while aboard the luxury dinner cruise compared to when they are visiting on land (Loureiro et al., 2019). Therefore, the idea of having dinner while appreciating the stunning scenery with enjoying the cruise's luxurious facilities can significantly motivate tourists as noted by A4 and A8:

“The luxury dinner cruise is one of the first choices that tourists in Bangkok choose. To experience both having dinner and cruise down the river to see Bangkok’s view. Moreover, with this pleasant atmosphere if able to provide nice service, drinks, and food will make them even happier.” (A4)

“The luxury dinner cruise ambiance is truly appealing to attract the tourists. When international tourists arrive to Thailand, they propose taking a luxury dinner cruise in Chaophraya river to have the fancy dinner while admiring the scenery.” (A8)

While the literature reviews emphasized the importance of the weather, cleanliness, and tidy environment when cruising on a luxury dinner cruise in determining the destination's attractiveness, the key informants agreed that the beauty of historical buildings and cultural heritage along the Chaophraya river can significantly represent the attribute of luxury dinner cruises connection with each destination. Furthermore, the attractions are capable of not only attracting visitors but also increasing their pleasure. As a result of the in-depth interviews, the item retrieved is “The attractions along the Chaophraya river can increase my happiness.”

Dimension 2: Learning and Exploration

Learning and exploration involve local lifestyles, historical sites, and new destinations. Moreover, previous research has shown that tourists desire to acquire information about the destination's history, culture, and natural environment; thus, the destination's culture and storytelling appear to be the most influential factor (Chua et al., 2016). Along the riverside of luxury dinner cruise's route will be remarkable historic locations and cityscapes. The

entrepreneur is then willing to present this information for tourists while exploring at the location as A4 stated:

“By announcing the brief history or description of each landmark along riverside attractions will enhance the tourists’ experience and make the ambiance unforgettable.” (A4)

Accordingly, the story telling of these famous spots will enhance the feeling of tourists to engage with the location and acquire quality experience on the luxury dinner cruise. As A2 proposed:

“...when the luxury dinner cruise pass through different places, the story of the heritage and the feeling of history will make the tourists cherish the moment even more.” (A2)

While the majority of the literature reviews focused on the ability of a luxury dinner cruise to take customers to places, they have never been before, thereby increasing the likelihood that they will visit attractions that correspond with their desire to learn something new while visiting a tourist destination. A2 suggested that the destination’s activities along the Chaophraya River, which also provide opportunities to learn about the local culture, should be further developed. In addition, according to the key informants, the historical information announcement provides a greater sense of engagement with the attractions since, when viewing the attraction onboard, customers are sometimes uncertain of the attraction’s name or its history; thus, the brief announcement can enhance the cruising experience. Additionally, customers place a high value on the onboard safety protocol. The items from in-depth interviews are mentioned in Table 4.

Dimension 3: Safety and Comfort

The awareness of being safe on the luxury dinner cruise trip comprises safety and comfort while being at the port. Safety is regarded as the important factor that tourists consider when selecting a luxury dinner cruise location, and it has an impact on their satisfaction, leading to loyalty and revisit intention (Whyte et al., 2018). Likewise, A3 stated: *“As tourists waiting to board on the luxury dinner cruise, the beautiful port and well management made an outstanding first impression”*. In addition, an attractive port adds a sense of exclusivity to a luxury dinner cruise experience. When choosing a luxury dinner cruise package, tourists also pay attention to the distinctive ports. Hence, luxury dinner cruise companies attempt to select unique and appealing ports:

“The port must be safe, capable of accommodating tourists in a beautiful setting, suited of displaying the luxury dinner cruise’s appealing and attributes.” (A7)

The literature reviews and key informants acknowledged the port’s perspective on the luxury impression that customers will evaluate before and after each trip. As the consumers perceived the port as one of the attributes that a luxury dinner cruise could provide in order to create an experience. In addition, according to the key informants, the accessibility of the port is evaluated, as it is necessary to have well-marked signage and easy-to-find locations, as well as acceptable standards of hygiene and sanitation.

Dimension 4: Destination Development

Destinations and their attractions are the main motivation for tourists, along with the development of the facilities and infrastructure of the destination. To accommodate luxury dinner cruises, the entrepreneur uses advanced infrastructure and sufficient ports to represent their company image. These images can establish a welcoming tourist destination for tourists from all over the world, which will increase tourists' revisit intentions and encourage them to recommend the destination (Risitano et al., 2017). Moreover, A2 stated the use of Thai culture to embrace customers' satisfaction while waiting to board the luxury dinner cruise:

“During boarding, we will do anything needed to make customers feel that we care. Thailand has done very well in this regard. Foreign customers and tourists firmly believe that our country genuinely cares. Our staff will take care of customers, greet them with Thai manners at the entrance and departure, provide friendly Thai service, and pay attention to customers' wants.” (A2)

Hence, the culture of each destination can be used to create a distinct experience, and the local people can also represent welcomeness and the mood of each destination. As A4 mentioned: *“Customers have told that while waiting for boarding, they had conversations to Thai locals and occasionally advised tourist routes or sites in Bangkok that they would want to see, which tourists find very helpful”*.

Thus, the findings from literature reviews and key informants reached the same conclusion: the development of infrastructure and services at destinations is the primary driver of tourism. In addition, ports with sophisticated infrastructure and sufficient space are necessary for the arrival and departure of tourists, thereby creating a preferable destination. Hence, the key informants stated that each location has its own unique culture that may benefit the business, and the locals can be an image of a pleasing destination. Also, the luxury dinner cruise company should provide sufficient tourist services and staff should be able to provide tourist information during check-in.

In summary, from the integration of two data sets, firstly, from related literature reviews on luxury dinner cruise attributes and secondly, the in-depth interview data from key informants in luxury dinner cruise business in Chaophraya river. In addition, the scales were sent to evaluate the Item-Objective Congruence Index (IOC) by five experts and analyzed through the index criteria of 0.6 (Turner & Carlson, 2003). The results show that every scale passed the index as all of them were above 0.6. The researcher then collected the items and analyzed into this study's measurement scales by the categorization of each components' related items then presents the measurement scales on Luxury Dinner Cruise Attributes using in this research as follows (Table 5).

Stage 5: Item Generation and Selection

This exploratory study addresses the gap in knowledge about luxury dinner cruise attributes. Based on in-depth interviews with 8 key informants, this study identifies 2 components of luxury dinner cruise attributes: onboard and onshore attributes (Table 5).

Onboard ambience is essential for tourists' revisit intention, as it enhances the luxury feeling of the surroundings. The consideration can be given to the zoning arrangement for each group of tourists, such as business conversations and honeymooning couples. Thus, entrepreneurs are focusing on creating attractive external and interior physical surroundings,

as well as how to present an outstanding exterior. In addition, Thai culture was mentioned as an instrument to offer distinct interior decoration on a luxury dinner cruise. The dress code of tourists on a luxury dinner cruise influences their perceptions and decisions when selecting a cruise. Furthermore, the staff members endeavor to accommodate special requests of the tourists and able to adjust the setting onboard.

Accordingly, the luxury dinner cruise onshore characteristics have multiple significant viewpoints from the key informants. The distinct attributes of luxury dinner cruise associated with visual surroundings, as related with the popularity and attractiveness of luxury dinner cruise destination. Additionally, luxury dinner cruise entrepreneurs could consider maximizing this advantage of each destination's stories. As tourists willing to learn more about the location, they are more likely to engage with the location if they are familiar with its history. Therefore, the entrepreneur may offer this information while cruising by each landmark. Lastly, if the port of luxury dinner cruise can add a sense of exclusivity and convenience for the tourists, as well as the cruise itself were major selling points for the tourists.

The data from the in-depth interview and literature reviews were mostly associated with key informants and academicians were perceived as important. Hence, some measurement scales were achieved by the in-depth interviews as the key informants pointed out the new view point for luxury dinner cruise attributes on the Chaophraya river (Table 4).

Discussion and Conclusion

Luxury dinner cruises have experienced growth in tourist demand, leading to the development of higher-quality services and industry expansion (Bosnic & Gasic, 2019). Bangkok's Chaophraya river cruises are popular for corporate events, weddings, and special occasions. The attributes create a luxury dinner cruise experience, blending historical Thai culture, architecture, and modern city views for a unique experience. This study explores the luxury dinner cruise attribute measurement scales due to significant academic gaps. A qualitative method conducted in-depth interviews with key informants to comprehend luxury dinner cruise attributes, using the snowball sampling method to collect primary data from the entrepreneurs. The attributes were developed into eight components of the luxury dinner cruise attributes according to onboard and onshore attributes. Personalizing services were discovered through data collection as entrepreneurs emphasized the luxurious sensation and adaptable, custom-designed service for customers' special requests. Privacy onboard is highly recommended. Onshore attributes focus on increasing destination awareness, attracting customers, and enhancing cruising experiences by focusing on interactions with residents and enhancing customer satisfaction.

Research Implication

Therefore, to maintain a competitive edge in the luxury dinner cruise industry, entrepreneurs required to develop distinctive attributes that integrate dining, entertainment, and services, as tourists looking for distinctive experiences and needs exclusive characteristics and limited time per trip. As the luxury dinner cruise industry on the Chaophraya River has been studied limitedly, this study proposes academicians with scales that can be used for future studies. The findings generated a new perspective on the attributes of a luxury dinner cruise to offer personalized service, accommodate tourists' requests, and ensure privacy on board. Along with focusing on increasing awareness of destinations' popularity and promoting tourists' interactions with other people to increase their satisfaction. Onboard ambience is essential for

boosting the luxurious feeling of the surroundings; zoning arrangements for each group of tourists can create a sense of specialization, as can the staff's efforts to fulfill special requests. Thus, Thai cultural identity able to create distinctive feeling to interior decoration. The dress code of luxury dinner cruise tourists can influence their impressions and decisions. Storytelling and information about landmarks can help tourists learn about destinations. The summary of item selections from the study's findings was displayed in Table 5 in the appendix as a comparison of 1) integrated items from the literature reviews and in-depth interview items; and 2) newly obtained interview items.

Limitations and Future Research Direction

Despite the integration of in-depth interviews data and literature reviews, four limitations of this study are addressed. First, the study's findings are limited by a small sample size of luxury dinner cruise stakeholders. Future research may include a larger number of key informants or a broader stakeholder group. Besides, it is essential to validate and strengthen the newly developed scale, so it is suggested that future research evaluate and further validate the measurement scales derived from this study (Hwang & Han, 2014). Secondly, this study focuses on the attributes of Chaophraya River's luxury dinner cruise companies; future research should collect data from other locations to explore different perspectives on luxury dinner cruise attributes. Thirdly, the items statistical testing may require item purification or item validation by quantitative methods. Future research may intend to conduct items testing and employ Exploratory Factor Analysis (EFA) or Confirmatory Factor Analysis (CFA) to identify the factors within an unfactorized measure or confirm a pre-existing factor structure. Lastly, as this study focuses only on the supply side. Therefore, since this study represents the initial phase of data collection from a business perspective, its contribution may be limited. Future research may concentrate more on customer insights. Also, the findings will serve as measurement scales for future studies.

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Appendix

Table 1: Dimensions of Luxury Dinner Cruise Attributes from Literature Reviews

Constructs	Components	Authors
1. Onboard Attributes Dimensions	<ol style="list-style-type: none"> 1. Entertainment Attributes 2. Recreation and Sport Attributes 3. Supplementary Attributes 4. Core Attributes 5. Fitness and Health Attributes 6. Children Attributes 7. Crew Attributes 	(Xie et al., 2012)
1. Attributes	<ol style="list-style-type: none"> 1. Duration 2. Cabin Ocean view Ocean view Suit 3. Service 4. Visit 5. Guide 6. Crew 7. Willingness to Pay 	(Lee and Yoo, 2015)
1. Key Quality Attributes of Cruise Lines	<ol style="list-style-type: none"> 1. Onboard attributes 2. Physical environment attributes 3. Interactional attributes 4. Outcome attributes 	(Chua et al., 2016)
1. Destination Attributes	<ol style="list-style-type: none"> 1. Shopping 2. Transportation 3. Prices 4. Food 5. Safety 6. Harbor facilities 7. Sightseeing tours 8. Natural attractions 9. Historic attractions 10. Outdoor activities 11. Family activities 12. Nightlife/entertainment 13. Beaches 14. Hospitality 	(Ozturk & Gogtas, 2016)
1. Onboard Destination Attributes	<ol style="list-style-type: none"> 1. Onboard Environment 2. Onboard Social Interaction 3. Onboard Recreation 	(Whyte, 2017)
2. Onshore Destination Attributes	<ol style="list-style-type: none"> 1. Onshore Activities 2. Learning and Exploration 3. Visual Surroundings 4. Safety and Comfort 5. Destination Development 	

Table 1: Dimensions of Luxury Dinner Cruise Attributes from Literature Reviews (Cont.)

Constructs	Components	Authors
1. Onboard Attributes	1. Onboard Environment 2. Onboard Social Interaction 3. Onboard Recreation	(Whyte et al., 2018)
2. Onshore Attribute	1. Onshore Activities 2. Learning and Exploration 3. Visual Surroundings 4. Safety and Comfort 5. Destination Development	
1. Attributes	1. Cruise vacation price 2. Duration of cruise vacation 3. Cruise itinerary 4. Distance from cruise port 5. Cruise online reviews 6. Environmental friendliness of cruise line	(Bahja et al., 2019)
1. Cruise Quality Factors	1. Physical environment quality 2. Interactional quality 3. Outcome quality	(Chua et al., 2019)
1. Destination Factors and Attributes	1. Environment 2. Attractiveness 3. Comfort	(Dimitrov & Stankova, 2019)
1. Chinese cruise tourism related attributes	1. Room type 2. Programs 3. Variety of Shopping items 4. Tour Packages in ports of call 5. Percentage of Traditional Chinese food 6. Price (CNY)	(Park et al., 2019)

Table 2: Summary of Key Informants' Information

Code	Position	Company
A1	Managing Director	The Chaophraya Cruise
A2	Director	Tristar Floating Restaurant Co., Ltd.
A3	Chairman	White Orchid River Cruise Co., Ltd.
A4	Food & Beverage Assistance Manager	Anantara Hotels, Resorts & Spas
A5	General Manager	Pruek Cruise
A6	General Manager	Meridian Cruise.Co.,Ltd.
A7	Executive Vice President	Viva Alangka Cruise
A8	Association President	Thai Food and Tourism Trade Association (TFTTA)

Table 3: Dimensions of Luxury Dinner Cruise Attributes Derived from Literature Reviews

Main Dimensions	Sub Components	Measurement scales	Sources
1. Onboard Attributes	1. Ambiance	1. The luxury dinner cruise and its facilities are clean and in good appearance.	(Dimitrov & Stankova, 2019; Park et al., 2019; Whyte, 2017; Whyte et al., 2018; Xie et al., 2012)
		2. The luxury dinner cruise provide comfortable environment.	
		3. The luxury dinner cruise provide safe environment.	
		4. The foods on board are high quality.	
		5. There are foods available on board that I like.	
		6. The luxury dinner cruise provide relaxing atmosphere to enjoy personally.	
		7. The onboard facilities are high quality.	
	2. Physical Environment	1. The luxury dinner cruise areas are clean and make me feel hygiene.	(Chua et al., 2016; Chua et al., 2017; Chua et al., 2019; M.-K. Lee & Yoo, 2015; Ruiz et al., 2018)
		2. The luxury dinner cruise dining room temperature make me feel comfortable.	
3. The luxury dinner cruise provide good lightning that increase feeling of luxury.			
4. The luxury dinner cruise provide good music that increase feeling of luxury.			
5. The luxury dinner cruise provide good cruise motion that increase feeling of luxury.			
6. The luxury dinner cruise provide good layout that increase feeling of luxury.			
7. The behavior of other passengers are appropriate and increase feeling of luxury.			
3. Service Crew	1. Crew service and appearance on board can increase feeling of luxury.	(Chua et al., 2016; Chua et al., 2019; Dimitrov & Stankova, 2019; M.-K. Lee & Yoo, 2015; Xie et al., 2012)	
	2. There are no language barrier among me and the crew.		
	3. The crew are polite and well prepared.		
	4. The crew willing to help me with high detailed service.		
	5. The crew understand and pay attention to me individually.		

Table 3: Dimensions of Luxury Dinner Cruise Attributes Derived from Literature Reviews (Cont.)

Main Dimensions	Sub Components	Measurement scales	Sources
2. Onshore Attributes	1. Learning and Exploration	<ol style="list-style-type: none"> 1. The attractions along the river offer opportunities to learn about the local culture. 2. The attractions along the river offer opportunities to learn new things. 3. The attractions along the river have historical sites and attractions to visit. 4. The attractions along the river offer opportunities to visited places I have never been before. 	(Whyte, 2017; Whyte et al., 2018)
	2. Visual Surroundings	<ol style="list-style-type: none"> 1. It is good weather when cruising. 2. The attractions when cruising are beautiful. 3. I feel like I experienced clean and tidy environment when cruising. 4. I feel like historical buildings along river are attractive. 5. I feel like variety of natural resources are attractive. 6. I feel like cultural heritage along river are attractive. 	(Ruiz et al., 2018; Whyte, 2017; Whyte et al., 2018)
	3. Safety and Comfort	<ol style="list-style-type: none"> 1. It is easy to get to/ from the luxury dinner cruise terminal at the start/ end of the cruise. 2. The ports to be visited have well marked signage and finding locations is not difficult. 3. The ports to be visited have acceptable standards of hygiene and cleanliness. 	(Blas & Carvajal-Trujillo, 2014; Ozturk & Gogtas, 2016; Whyte, 2017; Whyte et al., 2018)
	4. Destination Development	<ol style="list-style-type: none"> 1. The attractions along river are well-known and popular places to visit. 2. The infrastructures at the ports are well developed. 3. Residents are friendly and welcoming. 4. Tourist information is wide and adequate. 5. Tourist signs are appropriate. 6. Tourist services provided for the cruise are sufficient. 	(Dimitrov & Stankova, 2019)

Table 4: Dimensions of Luxury Dinner Cruise Attributes from In-Depth Interviews

Main Dimensions	Sub Dimensions	Measurement scales	Sources
1. Onboard Attributes	1. Ambiance	<ol style="list-style-type: none"> 1. The luxury dinner cruise provide space to enjoy in private. 2. The privacy on a luxury dinner cruise can increase the feeling of luxury. 3. There are traditional Thai foods available on board that I like. 	In-Depth Interviews
	2. Physical Environment	<ol style="list-style-type: none"> 1. The luxury dinner cruise has exterior that can increases the feeling of luxury. 2. The luxury dinner cruise has interior that can increases the feeling of luxury. 3. The accessories onboard can increase the feeling of luxury. 	In-Depth Interviews
	3. Personalize Service	<ol style="list-style-type: none"> 1. The luxury dinner cruise can create special event customization that I like. 2. The luxury dinner cruise staffs willing to help me create special event. 3. The luxury dinner cruise is luxury event venue that I like. 4. The luxury dinner cruise provide opportunity to host luxury event without guests leaving before duration. 	In-Depth Interviews
2. Onshore Attributes	1. Learning and Exploration	<ol style="list-style-type: none"> 1. The historical information announcement offer feeling to engage with the attractions more. 2. The luxury dinner cruise has onboard safety protocol that make me feel safe. 	In-Depth Interviews
	2. Visual Surroundings	<ol style="list-style-type: none"> 1. The attractions along the Chaophraya river can increase my happiness. 2. I feel like historical buildings along Chaophraya river are attractive. 3. I feel like cultural heritage along Chaophraya river are attractive. 	In-Depth Interviews

Table 5: Summary Measurement Scales on Luxury Dinner Cruise Attributes

Main Dimensions	Sub Dimensions	Measurement scales	Sources	
1. Onboard Attributes	1. Ambiance	1. The luxury dinner cruise and its facilities are clean and in good appearance.	In-Depth Interviews and adapted from (Dimitrov & Stankova, 2019; Park et al., 2019; Whyte, 2017; Whyte et al., 2018; Xie et al., 2012)	
		2. The luxury dinner cruise provide comfortable environment.		
		3. The luxury dinner cruise provide safe environment.		
		4. The foods on board are high quality.		
		5. There are traditional Thai foods available on board that I like.		
		6. The luxury dinner cruise provide relaxing atmosphere to enjoy personally.		
		7. The onboard facilities are high quality.		
		8. The luxury dinner cruise provide space to enjoy in private.		In-Depth Interviews
		9. The privacy on a luxury dinner cruise can increase the feeling of luxury.		
		2. Physical Environment	1. The luxury dinner cruise areas are clean and make me feel hygiene.	In-Depth Interviews and adapted from (Chua et al., 2016; Chua et al., 2017; Chua et al., 2019; Lee & Yoo, 2015; Ruiz et al., 2018)
		2. The luxury dinner cruise dining room temperature make me feel comfortable.		
		3. The luxury dinner cruise provide good lightning that increase feeling of luxury.		
		4. The luxury dinner cruise provide good music that increase feeling of luxury.		
		5. The luxury dinner cruise provide good cruise motion that increase feeling of luxury.		
		6. The luxury dinner cruise provide good layout that increase feeling of luxury.		
		7. The behavior of other passengers are appropriate and increase feeling of luxury.		
		8. The luxury dinner cruise has exterior that can increases the feeling of luxury.	In-Depth Interviews	
		9. The luxury dinner cruise has interior that can increases the feeling of luxury.		
		10. The accessories onboard can increase the feeling of luxury.		

Table 5: Summary Measurement Scales on Luxury Dinner Cruise Attributes (Cont.)

Main Dimensions	Sub Dimensions	Measurement scales	Sources
	3. Service Crew	<ol style="list-style-type: none"> 1. Crew service and appearance on board can increase feeling of luxury. 2. There are no language barrier among me and the crew. 3. The crew are polite and well prepared. 4. The crew willing to help me with high detailed service. 5. The crew understand and pay attention to me individually. 	In-Depth Interviews and adapted from (Chua et al., 2016; Chua et al., 2019; Dimitrov & Stankova, 2019; Lee & Yoo, 2015; Xie et al., 2012)
	4. Personalize Service	<ol style="list-style-type: none"> 1. The luxury dinner cruise can create special event customization that I like. 2. The luxury dinner cruise staffs willing to help me create special event. 3. The luxury dinner cruise is luxury event venue that I like. 4. The luxury dinner cruise provide opportunity to host luxury event without guests leaving before duration. 	In-Depth Interviews
2. Onshore Attributes	5. Learning and Exploration	<ol style="list-style-type: none"> 1. The attractions along the Chaophraya river offer opportunities to learn about the local culture. 2. The attractions along the Chaophraya river offer opportunities to learn new things. 3. The attractions along the Chaophraya river have historical sites and attractions to visit. 4. The attractions along the Chaophraya river offer opportunities to visited places I have never been before. 5. The historical information announcement offer feeling to engage with the attractions more. 6. The luxury dinner cruise has onboard safety protocol that make me feel safe. 	<p>In-Depth Interviews and adapted from (Whyte, 2017; Whyte et al., 2018)</p> <p>In-Depth Interviews</p>

Table 5: Summary Measurement Scales on Luxury Dinner Cruise Attributes (Cont.)

Main Dimensions	Sub Dimensions	Measurement scales	Sources
	6. Visual Surroundings	<ol style="list-style-type: none"> 1. It is good weather when cruising in luxury dinner cruise along Chaophraya river. 2. The attractions when cruising in luxury dinner cruise along Chaophraya river are beautiful. 3. I feel like I experienced clean and tidy environment when cruising in luxury dinner cruise along Chaophraya river. 4. I feel like historical buildings along Chaophraya river are attractive. 5. I feel like variety of natural resources along Chaophraya river are attractive. 6. I feel like cultural heritage along Chaophraya river are attractive. 7. The attractions along the Chaophraya river can increase my happiness. 	<p>In-Depth Interviews and adapted from (Ruiz et al., 2018; Whyte, 2017; Whyte et al., 2018)</p> <p>In-Depth Interviews</p>
	7. Safety and Comfort	<ol style="list-style-type: none"> 1. It is easy to get to/ from the luxury dinner cruise terminal at the start/ end of the cruise. 2. The ports to be visited have well marked signage and finding locations is not difficult. 3. The ports to be visited have acceptable standards of hygiene and cleanliness. 	<p>In-Depth Interviews and adapted from (Blas & Carvajal-Trujillo, 2014; Ozturk & Gogtas, 2016; Whyte, 2017; Whyte et al., 2018)</p>
	8. Destination Development	<ol style="list-style-type: none"> 1. The attractions along the Chaophraya river are well-known and popular places to visit. 2. The infrastructures at the ports are well developed. 3. Residents are friendly and welcoming. 4. Tourist information is wide and adequate. 5. Tourist signs are appropriate. 6. Tourist services provided for the cruise are sufficient. 	<p>In-Depth Interviews and adapted from (Dimitrov & Stankova, 2019)</p>