Motivation Factors That Effect on Decision for Cultural Tourism in Thailand
ปัจจัยจูงใจที่ส่งผลต่อการตัดสินใจท่องเที่ยวเชิงวัฒนธรรมในประเทศไทย

Methee Chanted[1], Pornpoj Wiroonthanawong[1], Sasirat Saikhoone[1], Kamonrat Iadrod[1]
and Pattamarnan Buntanomtirath[1]

เมธี จั่นเทศ[1], พรพจน์ วิรุฬห์ธนวงศ์[1], ศศิร์รัช สายขุน[1], กมลรัตน์ เอียดรอด[1] และ ปัทมนันท์ บุญฌนอมตีรัตน์[1]

[1]School of Business Administration, Eastern Asia University

[1]คณะบริหารธุรกิจ มหาวิทยาลัยอีสเทิร์นเอเชีย

Abstract

Cultural tourism is a rapidly expanding sector within the global tourism industry. Following the decline of the COVID-19 pandemic, cultural tourism has undergone significant changes, directly influencing trends in tourist behavior and the tourism business. Tourism motivation is the primary factor influencing tourists' travel choices and activities. The author employed the concept of tourism motivation theory, particularly focusing on push and pull factors, to analyze and categorize elements from literature related to motivation in cultural tourism. This approach was then applied to study motivational factors in cultural tourism according to Crompton's (1979) motivation theory, which identifies push and pull factors. The push factors, representing internal motivations that drive tourists to cultural destinations, include five elements: cultural learning and pilgrimage, relaxation, escape, status and prestige, and socialization. The pull factors, which are external motivations from the cultural attractions themselves that entice tourists, include five elements: famous cultural attractions, atmosphere, accessibility, amenities, value, and social media. These factors align with Crompton's (1979) theoretical framework, particularly emphasizing the importance of value and social media in shaping perceptions within cultural tourism marketing.

Keywords: Cultural tourism; Tourism motivation; Push and pull factors; Tourist behavior; Cultural attractions; Tourism marketing

บทคัดย่อ

การท่องเที่ยวการเชิงวัฒนธรรมเป็นการท่องเที่ยวอีกหนึ่งรูปแบบในอุตสาหกรรมท่องเที่ยวที่มีการขยายตัวและเติบโตอย่างรวดเร็วไปทั่วโลก ในปัจจุบันการท่องเที่ยวเชิงวัฒนธรรมเปลี่ยนแปลงไปหลังจากสถานการณ์โรคระบาดโควิด 19 คลี่คลายลง จึงส่งผลกระทบโดยตรงต่อแนวโน้มพฤติกรรมนักท่องเที่ยวและธุรกิจการท่องเที่ยว โดยปัจจัยหลักที่มีผลต่อการเลือกเดินทางท่องเที่ยว รวมถึงการทำกิจกรรมและพฤติกรรมทางการท่องเที่ยวอื่น ๆ ของนักท่องเที่ยว

ได้แก่ แรงจูงใจด้านการท่องเที่ยว ผู้เขียนได้นำแนวคิดทฤษฎีแรงจูงใจเกี่ยวกับการท่องเที่ยวในประเด็นที่เกี่ยวกับปัจจัย ผลักและปัจจัยดึง มาวิเคราะห์แยกองค์ประกอบจากงานวรรณกรรมที่เกี่ยวข้องกับแรงจูงใจในการท่องเที่ยวเชิงวัฒนธรรม มาสังเคราะห์ ประยุกต์เพื่อศึกษาถึงปัจจัยที่เป็นแรงจูงใจในการท่องเที่ยวเชิงวัฒนธรรม ตามแนวคิดทฤษฎีแรงจูงใจ ปัจจัยผลักและปัจจัยดึงของ Crompton (1979) สามารถสรุปแรงจูงใจได้ ดังนี้ ปัจจัยผลักเป็นแรงกระตุ้นภายในตัวนัก ท่องเที่ยวให้เดินทางท่องเที่ยวไปยังแหล่งท่องเที่ยวเชิงวัฒนธรรมประกอบด้วย 5 ปัจจัย ได้แก่ การเรียนรู้ทางวัฒนธรรม และระการแสวงบุญ, การพักผ่อน, การหลีกหนีความจำเจ, สถานะและเกียรติภูมิ, และการเข้าสังคมและความสัมพันธ์ระหว่าง บุคคล ส่วนปัจจัยดึง เป็นปัจจัยจูงใจจากตัวแหล่งท่องเที่ยวเชิงวัฒนธรรมในการดึงดูดให้นักท่องเที่ยวเดินทางมาท่องเที่ยว ประกอบด้วย 5 ปัจจัย ได้แก่ สถานที่ท่องเที่ยวทางวัฒนธรรมที่มีชื่อเสียง, บรรยากาศ การเข้าถึง สิ่งอำนวยความสะดวก, ความคุ้มค่า, และสื่อสังคมออนไลน์ ซึ่งสอดคล้องกับทฤษฎีแนวคิดของ Crompton (1979) มีเพียงประเด็นเรื่อง ความ คุ้มค่า, และสื่อสังคมออนไลน์ที่มีความสัมพันธ์กับการรับรู้ในทางการตลาดการท่องเที่ยวเชิงวัฒนธรรม

คำสำคัญ: การท่องเที่ยวเชิงวัฒนธรรม; แรงจูงใจด้านการท่องเที่ยว; ปัจจัยผลักดันและดึง; พฤติกรรมนักท่องเที่ยว; แหล่งท่องเที่ยวทางวัฒนธรรม; การตลาดการท่องเที่ยว

Introduction

The tourism industry in Thailand plays a crucial role in the country's economy and society, with foreign tourists contributing significant foreign currency each year. This influx has particularly bolstered the tourism and hospitality sectors, expanding career opportunities in service businesses for many Thai people. The tourism industry is a major source of income for the country, driving both directly related and supporting businesses, which, in turn, stimulate economic circulation. Additionally, the tourism sector encourages the preservation, education, and conservation of arts, culture, and traditions at both the local and national levels, gradually attracting more tourists, especially in the realm of cultural tourism.

With the rising popularity of cultural tourism, Thailand has become a key destination for tourists seeking historical and cultural experiences. There is an increasing demand for cultural immersion, aligning with travelers' preferences. A city's reputation is enhanced by its rich and diverse cultural offerings, such as theaters, museums, art galleries, festivals, and convention centers, which attract both leisure and business travelers. These cultural attractions not only draw foreign investment but also have a positive economic impact, as they entice residents of smaller towns to visit cities for cultural resources and events unavailable in their communities.

Globally, the COVID-19 pandemic has significantly impacted various industries, including tourism. According to stacy (2019), the lockdowns brought the tourism sector to a standstill, resulting in job losses across the industry, including in Thailand. The pandemic affected tourism-related businesses such as airlines, hotels, tour operators, and sectors like meetings, incentives, conferences, and exhibitions (MICE), as well as shopping malls, restaurants, and shops, all of which are vital to the country's economic growth.

In the post-COVID-19 era, understanding the motivations behind cultural tourism is crucial. Tourism motivation is a key factor influencing travel choices, participation in various activities, and evolving tourist behaviors. Therefore, grasping the primary motivations of cultural tourists is essential for the effective development of cultural tourism within the industry.

Cultural Tourism

Cultural tourism involves experiencing elements that represent culture, such as palaces, castles, temples, historical sites, artifacts, customs, ways of life, and various forms of art. These elements showcase the ingenuity of different eras in meeting human needs. Through these cultural artifacts and practices, tourists gain insights into the history, beliefs, perspectives, thoughts, faith, and traditions of past societies, which have been passed down to the present generation (The Department of Tourism, Ministry of Tourism and Sports, 2013).

Kanchana and Saranya (2012). described cultural tourism as the study and exploration of regions with significant historical and cultural attributes. These regions tell stories of social and human development through history, reflecting culture, knowledge, and societal values. Cultural tourism highlights the living conditions of people in different eras, encompassing economic, social, and traditional aspects, often expressed through festivals, celebrations, and local products from various regions. Chitawee Sukkorn (2019) similarly defined cultural tourism as travel that focuses on visiting areas with unique societal, cultural, and human characteristics. This form of tourism allows travelers to experience novelty, gain understanding, and appreciate the value of the uniqueness and differences in society, culture, and people across various areas.

In essence, cultural tourism is about traveling to explore and engage with the culture, traditions, religion, history, and way of life of the people in the visited area. It emphasizes experiencing a culture different from one's own by immersing oneself in the local lifestyle, learning about history and traditions, participating in local activities, and encountering cultural diversity.

Types of Cultural Tourism Attractions

The European Center for Traditional and Regional Cultures (ECTARC) identifies eight types of cultural tourism attractions, as outlined by Richards (1996):

1. Archaeological Sites and Museums: These include places where artifacts from ancient civilizations are displayed and preserved.

2. Architecture (Ruins, Ancient Sites, City Plans): This includes historical buildings, ancient ruins, and the layout of old cities.

3. Art, sculpture, handicrafts, galleries, festivals, and activities: This category encompasses various forms of visual arts, including traditional crafts and cultural festivals.

4. Music and Dance Performances: These can range from classical and folk music to contemporary performances.

5. Drama Performances, Movies, Various Entertainment: This includes theatrical performances, films, and other forms of cultural entertainment.

6. Language and Literary Studies (Sightseeing or Literary Events): This type of attraction focuses on literary heritage, such as visiting locations significant to famous writers or attending literary festivals.

7. Religious Festivals, Pilgrimages According to Religious Beliefs: These attractions involve religious events or pilgrimages that hold cultural significance.

8. Ancient Culture, Folk Culture, or Subculture: This includes exploring traditional ways of life, folk traditions, or subcultures within a region.

Types of Cultural Tourists

Bywater (1993). classified cultural tourists based on their level of interest in cultural tourism into three types:

1. Culturally Motivated Tourist: This type of tourist travels primarily for cultural reasons, with a deep interest in learning about different cultures. They tend to stay longer at their destinations.

2. Culturally Inspired Tourists: These tourists are drawn to well-known cultural destinations, often influenced by media and images. They generally spend less time at the destination compared to the first type but may return in the future.

3. Culturally Attracted Tourist: This type of tourist is interested in cultural activities but may not prioritize cultural exploration as their main reason for traveling. They usually make shorter visits, often as day trips rather than overnight stays.

Activities for Cultural Tourists

Ranee Isichaikul (2014). outlined several activities that allow tourists to learn about local arts, culture, and traditions:

1. Visiting Important Historical and Archaeological Sites: Tourists can explore historical parks, archaeological sites, palaces, temples, and churches, gaining knowledge and understanding of history, local archaeology, and architecture.

2. Viewing or Experiencing Various Forms of Art and Culture: This includes visits to museums, historical sites, buildings, and temples to appreciate architecture, painting, sculpture, and handicrafts.

3. Participating in Traditional Festivals: Tourists can engage in various traditional festivals held throughout the year in different localities.

4. Watching Stage Performances, Dance, and Music: These performances, which are often staged in various theaters in tourist areas, provide an opportunity for tourists to experience local culture through the performing arts.

Travel Motivation

Motivation is generally understood as the underlying cause of people's needs, desires, and behaviors. It is the driving force that compels an individual to act in a particular way or to repeat a behavior. Essentially, motivation is the energy or desire that initiates a specific action, indicating that there is a reason behind that behavior.

In the field of tourism, three well-known theories explain the behavior of travelers:

1. Maslow's Hierarchy of Needs (1954): Maslow's theory ranks human needs from the most fundamental to the least pressing, arranged in a hierarchical order:

- Physiological Needs: Basic needs such as food, water, and shelter.

- Safety Needs: The need for security and protection from harm.

- Love and Belonging: The desire for relationships and social connections.

- Esteem Needs: The need for respect, recognition, and self-esteem.

- Self-Actualization Needs: The pursuit of personal growth, education, and self-fulfillment.

According to Maslow, once a need is fulfilled, it no longer serves as a motivator, and the individual moves on to fulfill the next most pressing need.

2. Iso-Ahola's Theory of Travel Motivation (1982): Iso-Ahola proposed that travel and leisure are driven by four key factors: personal escape, personal seeking, interpersonal escape, and interpersonal seeking. The model identifies two main motivational forces:

- Escape: The desire to get away from everyday life or stressful environments.

- Seeking: The drive to gain psychological rewards through new experiences, such as exploring new places, trying new activities, or tasting new foods.

3. Push and Pull Factors Theory (Dann, 1981; Crompton, 1979): This theory explains tourism behavior through the concepts of push and pull factors:

- Push Factors: These are internal, psychological motivations that drive an individual to travel, such as the need for escape, relaxation, or social interaction.

- Pull Factors: These are external factors related to the destination, such as its attractiveness, popularity, or unique features, that entice individuals to visit a particular place.

Crompton (1979) identified seven socio-psychological motives for travel: escape from a perceived mundane environment, exploration and self-evaluation, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. He also highlighted two cultural motives: the desire for novelty and education.

In this article, the author applies the concept of tourism motivation, particularly the push and pull factors according to Crompton's theory (1979), to study the factors that motivate cultural tourism. Travel motivation is categorized into two types:

- Push factors: These are internal motivations related to social psychology that drive tourists to travel and choose destinations. Examples include feelings of prestige, relaxation, and the desire to explore.

- Pull factors: These are external factors related to the characteristics of the destination that attract tourists, such as the destination's attractiveness and popularity (Crompton, 1979; Dann, 1977, 1981).

Push and Pull Factors Motivation for Cultural Tourism

The author has applied the concept of motivation in tourism, specifically focusing on push and pull factors, as described by Crompton (1979), to explore the motivations behind cultural tourism. According to this theory, tourism motivation can be divided into two types:

1. Push Factors: These are internal motivations rooted in social psychology. They represent the internal needs and desires of tourists that drive them to make decisions about traveling and choosing a destination. Examples of push factors include a sense of prestige, the desire for relaxation, the need to escape routine, and the pursuit of self-discovery. These factors are intrinsic and are primarily about what the individual seeks from the experience.

2. Pull Factors: These are external motivations that arise from the characteristics of the tourist attraction itself. Pull factors are associated with the attributes of the destination that draw tourists to visit, such as the appeal, uniqueness, or reputation of the cultural site. These factors are extrinsic and relate to what

the destination offers that fulfills the tourist's desires or needs.

Pizam and Mansfield (1999). emphasized the crucial role that motivation plays in deter mining tourists' behavior. They argued that motivation is essential for effective work, which requires two key components: the individual's ability or skills and the motivation to drive them. In the context of travel, motivation acts as a force that encourages or persuades individuals to embark on a journey.

Chalongsri Phimon Sompong (2007). further explained that motivation in tourism can be divided into two categories: push factors and pull factors. Push factors are the internal reasons that drive tourists to want to travel, such as the desire for relaxation, novelty, or personal growth. However, the actual decision to travel is often influenced by pull factors, which are external elements related to the attractiveness of a destination, such as its reputation, amenities, and unique offerings.

Motivation is closely linked to perception, as a significant part of the motivation to travel stems from how tourists perceive a destination. In tourism marketing, perception is vital because tourists base their decisions to purchase products and services on the information they have received and how they interpret it (Schiffman & Wisenblit, 2015).

Dann (1977, p. 86) identified several driving factors in tourism that motivate individuals to travel. These factors include:

1. Satisfying Physical Needs: The need to address basic physiological requirements, such as relaxation and comfort.

2. Opportunities for Socializing: The desire to interact and connect with others.

3. Learning About Different Cultures: The interest in experiencing and understanding cultures, nationalities, and ways of life distinct from one's own.

4. Pride in Travel: The motivation to visit various places as a source of personal pride.

5. Discovery of New Experiences: The drive to explore new things and places.

In addition to these driving factors, there are pull factors that attract tourists to specific destinations. For example, if the primary motivation is to relieve stress, tourists may seek peaceful and less crowded locations. Conversely, if the motivation is to gain personal prestige, they might choose well-known or prestigious destinations.

Sangpikul's (2008). research on tourism in Thailand identified several push motivations that contribute to tourists' decisions to visit the country, including the desire for novelty and knowledge, the need for relaxation, and ego enhancement. Additionally, these push motivations influence how tourists perceive and choose their destinations (Crompton, 1979).

Kim, Oh, and Jogaratnam (2007). analyzed push and pull travel motivations for international youth travelers, focusing on Thailand and Taiwan. Their study found that the most significant push motivations for these travelers included the pursuit of knowledge, adventure, and relaxation. The key pull motivations identified were:

- Scenery: The attractiveness of the landscape.

- Food: The appeal of local cuisine.

- Local Culture: The interest in experiencing local traditions and practices.

- Price: The cost of travel and related expenses.

- Safe Environment: The perceived safety of the destination.

- Society: The general social environment of the destination.

- Antiques: The presence of historical and cultural artifacts.

Nawaporn Boonprasom et al. (2021). investigated the motivations and perceptions of Thai tourists regarding cultural tourism and how these factors affect their intention to revisit. Their study, focusing on famous temples in Samutprakarn Province, identified four key motivations influencing revisit intention:

1. Stress Relief Motivation: The desire to alleviate stress through cultural experiences.

2. Pilgrimage Motivation: The inclination to visit religious or sacred sites.

3. Cultural Learning Motivation: The interest in gaining knowledge about cultural heritage.

4. Prestige Motivation: The appeal of visiting renowned or prestigious locations.

Umaporn Srisuksiriphan (2019). investigated the factors influencing decisions regarding cultural tourism at Sukhothai Historical Park and identified three main aspects impacting visitor satisfaction: the artistic value of the site, the attractiveness of its location, and the quality and availability of facilities. Similarly, Sukanya Puaksanit (2021) .explored Thai tourists' behavior in Chachoengsao Province and found that their primary motivations included a desire for cultural learning, the prestige associated with visiting notable sites, and the need for relaxation during their cultural visits.

Duangjai Ritthisathit (2020). investigated the motivations behind Thai tourists' intentions to visit temples in Bangkok. The study highlighted key motivations, including the desire to pay respect and seek blessings, pursuit of peace and comfort, making merit through spiritual practices, and strengthening relationships with family or friends.

Factors that attract tourists to these temple visits include the temple's reputation, the quality and availability of facilities, cost-effectiveness, and the influence of social media and online reviews.

Wilaiwan Sawangkaew (2017). examined how destination image, tourism components, and motivations affect Thai tourists' decisions to visit floating markets, specifically Khlong Phra Ong Chao Chaiyanuchit Floating Market in Samutprakarn Province. The study identified pull factors such as the market's reputation, variety of products, affordable prices, positive online reviews, and good digital media representation. Push factors include the need to relax, the desire to experience new environments, and the motivation to enhance social connections with family or friends.

Kanyaphat Pattanaphosinsakun (2015). explored the factors of attraction and motivation influencing foreign tourists to visit community markets in Phuket Province. The study aimed to identify key motivational factors for foreign tourists, compare demographic data with these motivations, and understand the aspects that attract tourists to these markets, as well as the unique characteristics of the markets from the tourists' perspectives. The findings revealed that the primary motivations for visiting community markets in Phuket include the opportunity to taste local Phuket food, relax, and gain new experiences abroad. Factors that particularly attract foreign tourists to these markets are the availability of Thai fruits, the unique atmosphere of the markets, and the lower prices of products compared to department stores.

Kitiya Manotamraksa (2016). conducted a study on the motivations and satisfaction affecting Thai tourists' behavior, focusing on the Ayothaya Floating Market. The study identified four

main motivations for visiting Ayothaya Floating Market: the desire for a day-trip destination, the need to escape the monotony of daily life, the attraction of visiting a famous location, and the interest in experiencing the historical ambience of the ancient capital. The study also highlighted three key factors attracting visitors to the market: the opportunity to purchase various products such as clothes, accessories, bags, shoes, and OTOP products; the chance to experience new activities like boat rides and observing the floating market's atmosphere; and the desire to learn about local culture, traditions, and lifestyles. Additionally, visitors were drawn to local performances and activities, including Khon, Thai dance, Choei songs, and a mini light and sound show at night.

Lung and Kongkidakarn (2016). examined tourists' push and pull travel motivations for participating in the Songkran Festival in Thailand, with a focus on Taiwanese visitors. Their study found that both push and pull factors had a direct and positive influence on the desire to attend the festival. Taiwanese tourists were driven by push motivations such as the desire to unwind, experience a new country, and enjoy themselves while traveling. In contrast, pull motivations for

Taiwanese visitors included the special events associated with the Songkran Festival, the festival's image, the delicious Thai food, and the friendliness and courtesy of the local people.

Deša Karamehmedović (2018) conducted a study on the "push-pull" analysis for creating a holistic marketing strategy for cultural heritage tourism destinations, using Dubrovnik as a case study. The research revealed that "education about Dubrovnik's culture, history, and heritage" was identified as the most significant push factor. Meanwhile, "City Walls" emerged as the most prominent pull factor for attracting tourists to the destination.

This academic article applies the theory of travel motivation, focusing on push and pull factors, to study the motivations behind cultural tourism. The review of relevant theories and literature reveals that cultural tourists' travel motivations are influenced by both individual internal characteristics and the specific attributes of the travel destinations they choose. In summary, the motivations for cultural tourism vary based on personal internal drivers and the characteristics of the destinations.

Table 1

Research on Cultural Tourism Motivation (Push and Pull Factors)

Motivations	Related Research
Push Factors	
Cultural Learning And Pilgrimage	Sangpikul (2008), Kim et al (2007), Nawaporn (2021), Umaporn (2019), Sukanya (2021), Duangjai (2020), Kitiya (2518), Lung & Kongkidakarn (2016), Deša Karamehmedović (2018)
Relaxation	Sangpikul (2008), Nawaporn (2021), Sukanya (2021), Duangjai (2020), Kanyaphat (2015)

Escape	Kim et al (2007), Duangjai (2020), Wilawan (2017), Kanyaphat (2015), Kitiya (2518), Lung & Kongkidakarn (2016)
Status And Prestige	Sangpikul (2008), Nawaporn (2021), Sukanya (2021)
Socialization	Duangjai (2020), Wilawan (2017)
Pull Factors	
Famous Cultural Attractions	Kim et al (2007), Wilawan (2017), Kitiya (2518), Lung & Kongkidakarn (2016), Deša Karamehmedović (2018)
Atmosphere, Accessibility, and Amenities	Kim et al (2007), Umaporn (2019), Kanyaphat (2015)
Value	Kim et al (2007), Umaporn (2019), Duangjai (2020), Wilawan (2017), Kanyaphat (2015), Kitiya (2518), Lung & Kongkidakarn (2016)
Social Media	Duangjai (2020), Wilawan (2017), Lung & Kongkidakarn (2016)

Source: the author

Based on the analysis of the data in Table 1 and comparing it with Crompton's (1979) theory of push and pull factors, the following insights can be drawn: Push factors, which represent internal motivations driving tourists to engage in cultural tourism, align closely with Crompton's five factors: cultural learning, relaxation, escape, status and prestige, and socialization. These factors reflect the internal desires and needs of tourists that influence their decision to participate in cultural tourism activities. On the other hand, pull factors, which pertain to external elements that attract tourists to cultural destinations, are consistent with Crompton's theory as well. These include well-known cultural attractions, the atmosphere of the destination, accessibility, and amenities.

Moreover, factors related to value such as product prices, food, accommodation, and travel expenses—along with the influence of social media, contribute to personal motivations. This aligns with Schiffman and Wisenblit's (2015) perspective that motivation is closely tied to perception. Perception plays a crucial role in tourism marketing, as tourists base their decisions to purchase products and services on the information they have received.

Both push factors and pull factors of motivation mentioned above are key drivers for tourists to engage in cultural tourism. Push factors are internal motivations that compel individuals to seek out cultural travel experiences, such as the desire for cultural learning, relaxation, escape from routine, status enhancement, and socialization. On the other hand, pull factors are external aspects of cultural destinations that attract tourists, including renowned cultural attractions, appealing atmosphere, accessibility, amenities, value (like pricing and quality), and social media influence. Understanding these motivations is crucial for developing effective marketing strategies and enhancing the appeal of cultural tourism destinations.

Conclusion

This academic article applies Crompton's (1979) theory of motivation to cultural tourism, revealing several benefits and offering practical recommendations for stakeholders. For cultural tourism operators, the focus should be on managing facilities, accessibility, and the overall image of tourist attractions to leave a lasting impression and encourage repeat visits. Effective marketing strategies are essential, and operators should focus on leveraging online media, campaigns, and promotions to appeal to tourists' emotions and desires for comfort, a pleasant atmosphere, and peace. Additionally, offering special promotions and activities tailored for families can enhance the experience by fostering family relationships, introducing tourists to local communities, and providing rewarding experiences.

Government agencies also play a crucial role in supporting cultural tourism. They should initiate and support tourism promotion projects aimed at attracting more visitors. This includes developing and promoting new cultural tourism destinations and improving access through effective media and public relations efforts, particularly via online channels. Additionally, enhancing accessibility to tourist attractions is vital, with a focus on clear signage, comfortable and safe transportation options, including public buses for pick-up and drop-off services, and seamless connections to other tourist sites.

By addressing these areas, both tourism operators and government agencies can improve the appeal of cultural tourism and better cater to the needs and motivations of travelers.

References

Boonprasom, N., Chumnanchar, B., Suriya, S., Reangsuwan, A., Weanrawee, P., & Chupradit, W. (2021). Motivations and perceptions on cultural tourism of Thai tourists affecting revisit intention: Case study of famous temples in Smutprakarn Province. *APHEIT journal, 27*(1), 113-127.

Crompton, J. (1979). Motivations of pleasure vacations. *Annals of tourism research, 6*(4), 408-424.

Dann, G. (1977). Anomie, ego-enhancement and tourism. *Annals of tourism research,* (4), 184-194.

_____. (1977). Tourist motivation-an appraisal. *Annals of tourism research, 8*(2), 187–219.

Department of Tourism. (2013). *Guide to quality assessment of cultural sites.* Bangkok: Ministry of Tourism and Sports. (in Thai)

Esichaikul, R. (2014). *Niche tourism management.* Nonthaburi: The office of the university press, Sukhothai Thammathirat Open University. (in Thai)

Iso-Ahola, S. E., Allen, J. R., & Buttimer, K. J. (1982). Experience-related factors as determinants of leisure satisfaction. *Scandinavian journal of psychology, 23*(2), 141–146.

Kanchana, S. L., & Saranya, S. L. (2012). Sustainable heritage tourism. *Journal of management, 32*(4), 139-146.

Karamehmedović, D. (2018). Push-pull analysis towards creating holistic marketing of the cultural heritage tourism destination: The case study of dubrovnik. *Ekonomska misao i praksa, 27*(1), 29-51.

Kim, K., Oh, L., & Jogaratnam, G. (2007). College student travel: A revised model of push motives. *Journal of vacation marketing, 13*(1), 73-85.

Lung, M. T., & Sakulsinlapakorn, K. (2016). Exploring tourists' push and pull travel motivations to participate in Songkran festival in Thailand as a tourist destination: A case of Taiwanese visitors. *Journal of tourism and hospitality management, 4*(5), 183-197.

Manolthummaraksa, K. (2016). *A Study of motivation and satisfaction affecting to Thai tourists' behavior a case study of Ayothaya floating market.* Bangkok: Bangkok University. (in Thai)

Maslow, A. H. (1954). *Motivation and personality.* New York: Harper & Row Publishers.

Pizam, A., & Mansfeld, Y. (1999). *Consumer behavior in travel and tourism.* Haworth Hospitality Press.

Prentice, H., & Ximba, E. Z. (2009). *Cultural and heritage tourism development and promotion in the Ndwedwe municipal area: Perceived policy and practice.* University of Zululand.

Puaksanit, S., & Pasunon, P. (2021). Behavior of Thai tourists in cultural tourism Chachoengsao Province. *JHUSO, 12*(2), 204-215.

Richards, G. (1996). *Cultural tourism in Europe CAB international.* UK: Wallingford.

Sangpikul, A. (2008). *An analysis and comparative study of travel motivations and travel behaviors of international tourists to Thailand.* Bangkok: Dhurakij Pundit University. (in Thai)

SawangKaew, W. (2017). *The effect of destination Image, components of tourism and motivation on Thai tourists' decision making to floating aarket: A case study of Khlong Phra Ong Chao Chaiyanuchit floating market, Amphoe Bangbo, Samutprakarn Province.* Bangkok: Bangkok University. (in Thai)

Schiffman, L. G., & Wisenblit, J. L. (2015). *Customer behavior.* (11th ed.). US: New Jersey.

Sisuksiripan, U. (2019). *Factors affecting the decision of cultural tourism: A case study of sukhothai historical park.* Bangkok: Ramkhamhaeng University. (in Thai)