

## ปัจจัยที่มีอิทธิพลต่อความภักดีในสถานที่ท่องเที่ยวจังหวัดราชบุรี ประเทศไทย: การนำเสนอ การปฏิบัติการเชิงกลยุทธ์สำหรับการพัฒนาการท่องเที่ยวเชิงวัฒนธรรม

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### บทคัดย่อ

จังหวัดราชบุรีซึ่งเป็นจังหวัดทางภาคกลางของประเทศไทยนั้นมีความโดดเด่นในด้านความหลากหลายทางชาติพันธุ์ วัฒนธรรม และศักยภาพทางการท่องเที่ยวอื่นๆ แต่การตระหนักรู้ ความสนใจ และความเข้าใจเกี่ยวกับความหลากหลายทางวัฒนธรรมและชาติพันธุ์นั้นยังไม่ได้รับความสนใจจากชุมชนท้องถิ่นต่าง ๆ และคนไทยเท่าที่ควร ดังนั้นผู้วิจัยได้มุ่งหวังที่จะทำความเข้าใจในปัจจัยต่างๆ และนำเสนอการดำเนินการเชิงกลยุทธ์การท่องเที่ยวเพื่อเพิ่มศักยภาพการท่องเที่ยวเชิงวัฒนธรรมของจังหวัดมากขึ้น การศึกษาเชิงปริมาณนี้มีวัตถุประสงค์ 2 ประการ คือ 1) เพื่อศึกษาปัจจัยที่มีอิทธิพลต่อภาพลักษณ์ของสถานที่ท่องเที่ยว และประสบการณ์การท่องเที่ยวที่น่าจะดี ที่มีต่อความภักดีของสถานที่ท่องเที่ยวเชิงวัฒนธรรม ในจังหวัดราชบุรี และ 2) เพื่อตรวจสอบสถานการณ์ปัจจุบันของปัจจัยที่มีอิทธิพลต่อความภักดีของสถานที่ท่องเที่ยวในการพัฒนาการท่องเที่ยวเชิงวัฒนธรรมของจังหวัดราชบุรี โดยกลุ่มประชากรเป้าหมายคือคนไทยที่มีประสบการณ์การเดินทางไปยังแหล่งท่องเที่ยวเชิงวัฒนธรรมในจังหวัดราชบุรีมาก่อนโดยใช้วิธีการสุ่มตัวอย่างแบบหลามขั้นตอน ผู้วิจัยใช้แบบสอบถามแบบมีโครงสร้าง 325 ชุดสำหรับการรวบรวมข้อมูล และวิเคราะห์ข้อมูลทางสถิติ โดยการใช้การทดสอบเชิงเส้นอย่างง่าย (SLR) และการทดสอบเชิงเส้นพหุคุณ (MLR)

ผลการวิจัยพบว่าปัจจัยที่มีอิทธิพลอย่างมีนัยสำคัญต่อความภักดีต่อจังหวัดราชบุรีในแง่ของการท่องเที่ยวเชิงวัฒนธรรม ได้แก่ ประสบการณ์ที่แท้จริง ความหมาย วัฒนธรรมท้องถิ่น ภาพลักษณ์ของสถานที่ท่องเที่ยว ประสบการณ์การท่องเที่ยวที่น่าจะดี และการมีส่วนร่วม แต่ปัจจัยทางด้วยความรู้เป็นปัจจัยที่มีนัยสำคัญอย่างสุด ผู้วิจัยสรุปโดยเสนอชุดข้อเสนอแนะสำหรับการดำเนินการเชิงกลยุทธ์เพื่อการพัฒนาการท่องเที่ยวเชิงวัฒนธรรมคือ 1) การเข้าถึงความรู้ทางวัฒนธรรมอย่างเปิดกว้าง 2) โครงการริเริ่มด้านการท่องเที่ยวเชิงสร้างสรรค์ และ 3) การปรับตัวที่เป็นวัตกรรมและชาญฉลาด ซึ่งข้อเสนอแนะสำหรับการดำเนินการเชิงกลยุทธ์เหล่านี้มีความสำคัญอย่างยิ่งในการยกระดับการมีส่วนร่วมและความเข้าใจในวัฒนธรรมท้องถิ่นและชาติพันธุ์ที่อาศัยอยู่ในส่วนต่าง ๆ ของจังหวัดเพื่อการพัฒนาการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืนต่อไป

**คำสำคัญ:** การท่องเที่ยวเชิงวัฒนธรรม การพัฒนาการท่องเที่ยว การดำเนินกลยุทธ์การท่องเที่ยว

## Factors Influencing Destination Loyalty for Ratchaburi province, Thailand: Proposed Strategic Operations for Cultural Tourism Development

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### Abstract

Ratchaburi, a central province of Thailand, is a standout in terms of diverse ethnicity, cultures, and other tourism potential, but they are inadequately receiving higher awareness, and/or adequate attention and understanding of its cultural and ethnic diversity from local communities, and domestic tourists in a realm of cultural tourism. Hence, the researcher aimed to understand the factors and gradually propose tourism strategic implementations to leverage its cultural tourism potential. There are two objectives for this quantitative study, which are 1) to study factors influencing destination image and memorable tourism experiences on destination loyalty towards Ratchaburi province in cultural tourism, and 2) to examine the current situation of factors influencing destination loyalty from the perspective of Ratchaburi's cultural tourism development. The target population was Thai people who have experience traveling to the cultural-related tourism destinations in Ratchaburi by using the multi-stage sampling method. The researcher used 325 structured questionnaires for data collection, and later deployed the Simple Linear Regression (SLR) and Multiple Linear Regression (MLR) to statistically analyze the data. The findings revealed that the factors that significantly influenced Ratchaburi's destination loyalty in terms of cultural tourism were authentic experience, meaningfulness, local culture, destination image, memorable tourism experience, and involvement. Unfortunately, knowledge was the least significant factor for cultural tourism in the province. The researcher concluded by proposing a set of recommendations for the strategic implementation of cultural tourism development. The recommended implications are 1) open access to cultural knowledge, 2) creative tourism initiatives, and 3) innovative and smart adaptation. These implications were critically vital to leverage engagement and understanding of local cultures and ethnicity living in different parts of the province to sustainably develop cultural tourism.

**Keywords:** Cultural tourism, Tourism development, Tourism strategic implementation

## Introduction

The tourism industry inevitably plays a significant part in the economies of many nations and is considered as one of the most effective sources of revenue for both developed and developing countries. Each country has its unique cultures, history, physical attributes, way of life, religious beliefs, and natural resources. Hence, some countries can rely on the income generated from the tourism industry and attempt to sustainably leverage the development. Regarding the economic dimension, the industry raises the country's foreign exchange income and GDP while also generating revenue for the local communities. By the way, tourism may alter the origins of cultures from its social environment in the business context (Mousavi, Doratli, Mousavi, and Moradiahari, 2016). Thailand also relies heavily on tourism because of the diverse cultures in different parts of the country. According to Kariyapol (2019), one of the most significant sources of income for the Thai government is the tourism industry. The government has implemented lots of tourism campaigns to boost the income by setting the goal of Thailand's tourism vision for 2036, aims to sustainably boost the tourism sector and promote the country as a prime tourism destination that provides high-quality 'Thai-ness'. The popular campaigns are the 12-hidden-gems campaign, the second-tier city, and tourism link, etc. Ratchaburi province is listed in the national tourism campaigns as one of the secondary-tier provinces. In fact, when Thai people think of the cultural and historical travel destinations, most of the answers would be Ayutthaya, or Sukhothai provinces although Ratchaburi also has both diverse cultures and different ethnicity. There are eight ethnic groups living in the province, but the province heavily focuses on agriculture and neglects the attractiveness of cultural tourism. Moreover, the province is in a strategic location, which is close to Bangkok and a passing province to other popular tourism destinations such as Hua Hin in Prachuap Khiri Khan and Phetchaburi's Cha-am. The researcher sees the alternate opportunity for the province to attract more domestic tourists to visit the province by using the cultures. With the aims to enhance cultural tourism attractiveness and development as well as improve locals' living standards, the researcher investigated the factors that influence Ratchaburi's cultural destination image, memorable travel experience, and destination loyalty to leverage the province as one of the most popular cultural tourism destinations of the country by proposing strategic implementations based the province's cultural resources effectively, and the tourism campaigns that are currently promoted by the government. The study could be adaptively beneficial to other provinces that have diverse cultures but are currently unpopular and contribute less to the tourism industry in the realm of cultural tourism development.

## Objectives:

There are two research objectives for this study, which are 1) to study factors influencing destination image, and memorable tourism experience on destination loyalty towards Ratchaburi province in cultural tourism, and 2) to examine the current situations of factors influencing destination loyalty from the perspective of Ratchaburi's cultural tourism development.

## Scopes of the Research

To study and examine the factors influencing cultural tourism in Ratchaburi the researcher deployed a quantitative study that focused geographically on the Ratchaburi province, Thailand to obtain essential data about the factors influencing cultural tourism. The targeted population was Thai people who have visited the cultural destinations in Ratchaburi province and sample size was determined by availing a multi-stage sampling. The study took place from January to February 2023. Additionally, the researcher employed structured questionnaires to collect the data that were tested for validity and reliability from the Item-Objective Congruence (IOC) and the Cronbach's Alpha (CA). The researcher also used the Simple Linear Regression (SLR) and Multiple Linear Regression (MLR) to analyze data to find out the relationship between the variables and current situations of cultural tourism in Ratchaburi.

## Conceptual Framework

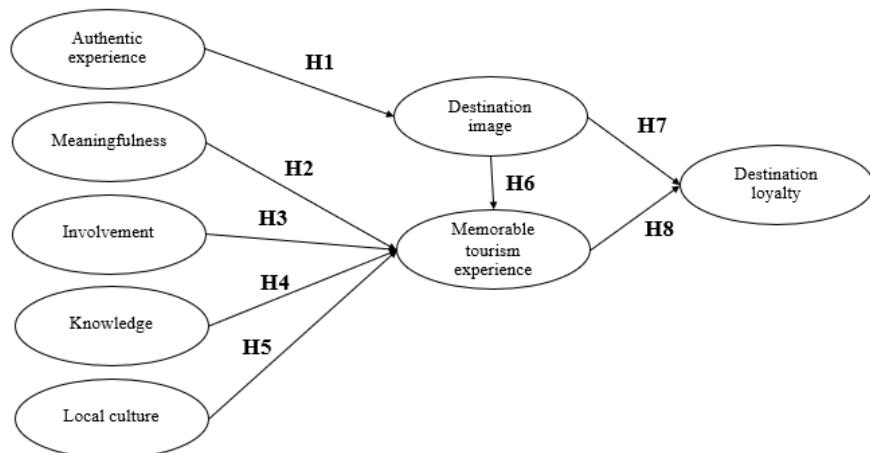


Figure 1 Conceptual Framework

Source: Developed by the Researcher for this Study

## Reviews of Related Literatures

From the review of previous studies associated variables with destination loyalty, the researcher prioritized authentic experiences, destination image, meaningfulness, memorable tourism experiences, involvement, knowledge, and local culture to examine and comprehend the factors influencing destination loyalty to form strategic implementations to enhance Ratchaburi's overall cultural tourism potentiality, and her attractiveness. In previous studies, authenticity of cultures was inadequate in examining destination loyalty, while the memorable tourism experience and destination image were continuously investigated. The researcher also viewed a room for investigation about how the authenticity of cultures could influence the destination image, and tourism experience and destination loyalty because nowadays, people are looking for authentic contents.

Souza, Kastenholz, Barbosa, and Carvalho (2019) emphasized the impact of authenticity on travel experiences. In addition, a positive destination image fostered commitment and loyalty (Prougestaporn and Batra, 2018). For destination loyalty, behavioral loyalty considered repeat purchases, while attitudinal loyalty focused on visit intention and recommendations (Rundle-Thiele, 2005). Furthermore, Kim and Ritchie (2014) suggested that meaningfulness could even alter a visitor's way of life after understanding the significance of a site, influencing future travel plans. Memorable tourism experiences contributed to the long-term sustainability of an area (Wei, Zhao, Zhang, and Huang, 2019). For the involvement, Yu, Chang and Ramanpong (2019) emphasized that active participation in activities enhanced overall memorable experiences. While Lončarić, Perišić and Dlačić (2021) emphasized that the major goal of visiting such sites is to acquire new knowledge including understanding a destination's culture involved leveraging social networks, relationships, and community diversity, thus, enhancing knowledge and accessibility of cultural materials were equally important. Additionally, tourists' desire to recommend and revisit were significantly influenced by local culture and engagement and were incentivized to visit locations to interact with locals and immerse themselves in the culture (Yu, Chang and Ramanpong, 2019).

Additionally, the researcher performed an analytical review of the literature. The researcher embarked on a comprehensive drive through various dimensions of the tourist experience, examining the intricate interconnections between authenticity, destination image, meaningfulness, memorable tourism experiences, involvement, knowledge acquisition, local culture, and destination loyalty. These dimensions encapsulated the essence of tourism, providing a nuanced understanding of what impetus drives tourists to embark on their journeys, what defines their experiences, and how these experiences influence their future travel decisions. Additionally, through an analysis of existing literature, the researcher uncovers the strategic interventions required to craft and manage these dimensions effectively, ensuring that tourists' expectations are not only met but surpassed.

The concept of authenticity in tourism emphasizes the importance of existential authenticity, where subjective impressions and emotions contribute to a unique sense of place and a connection to human history. The role of emotional reflections and experiences in shaping tourists' perceptions of authenticity is highlighted. From the analysis, this indicates that the dimension of authenticity plays a vital role in crafting a memorable and meaningful tourism experience, impacting destination loyalty.

The literature on destination image highlights its significance in influencing tourist behavior and choices. It consists of cognitive and emotive components, with the latter playing a particularly focal role. Positive destination images can lead to longer stays, increased spending, and positive word-of-mouth. Analytically, this is clear that nurturing a favorable destination image is essential for being a competitive destination as well as destination marketing and attracting repeat visitors.

The idea of meaningfulness in tourism focuses on the value and significance that tourists find in their experiences. The literature suggests that meaningful experiences can lead to personal growth and changes

in tourists' lives, emphasizing a desire for more profound and authentic travel experiences. This analysis highlights the motivation behind tourists seeking out unique and transformative tourism experiences.

The associated also centers on the dimensions that contribute to memorable tourism experiences. These dimensions, including affection, expectations, consequentiality, and recollection, highlight the importance of creating experiences that leave lasting impressions. From the analytical perspective, there is the need to provide memorable experiences that cater to sophisticated tourists' travel intention and recommendation, ultimately impacting destination loyalty.

Involvement is identified as a fundamental element influencing tourists' attitudes and behaviors during their journeys to the destinations. This analysis recognizes involvement as a key mediator that facilitates interpretation, sharing, and re-signification of the tourist experience.

Knowledge acquisition as a motivational factor for travel emphasizes its role in intellectual growth and learning during tourism experiences. The analysis highlights that the educational aspect of travel and its impact can influence tourists' memories and intentions to return. Additionally, travel experiences are viewed as opportunities for enriching one's knowledge.

The social connection between visitors and local culture is presented as a significant factor in shaping the tourist experience. The value of engaging with local people, lifestyles, and cultural elements in creating authentic and memorable experiences is highlighted. The analysis directs that the role of local cultural interactions shapes tourists' perceptions and enhances destination loyalty.

In the analysis of destination loyalty, destination loyalty emphasizes the importance of repeat visits and recommendations. The literature points to the difference between behavioral and attitudinal loyalty, with the latter being particularly relevant when examining tourist loyalty. Destination loyalty is complex and impacts tourists' attitudes and behaviors on their loyalty to a destination.

## Research Methodology

For the population of this study, experienced domestic tourists people targeted to study the relationship and investigate the current situation of cultural tourism in Ratchaburi. The research population was 224,841,768 people as the total number of people previously traveling to Ratchaburi province according to the Ministry of Tourism and Sports (2023). The sample size was calculated based on Yamane (1973) at reliability level of 95% to figure out the recommended sample size. The result was 399.996, which was rounded up to 400 persons.

The researcher deployed the multiple-stage sampling by starting from applying a purposive sampling to screen the suitable and relatable sample size by initially selecting the participants who are aged 20 years old and above to study the different perspectives on cultural tourism, experience, and expectation from the different angles of the age ranges. Secondly, the researcher utilized the quota sampling by giving the number of selected respondents in the different ages. according to the researcher's discretion. Thirdly, the researcher utilized convenience and snowball samplings to distribute

the online structured questionnaire to the participants via social media platforms, and when the respondents finished submitting their answers, the researcher requested them to re-distribute the link to the relevant respondents based on their connections.

The researcher used structured questionnaires as the instrument, which comprised of four sections. All instructions and questions were in Thai language to avoid ambiguity and miscomprehension. All scale items were validated through the Index of Item-Objective Congruence (IOC) with five experts in business administration and tourism development fields, and a practitioner. There were four measuring items that failed and were discarded, respectively.

Later, they were tested for reliability co-efficient test of Cronbach's Alpha (CA) with a value of 0.6 based on Hair, Wolfinbarger, Money, Samouel and Page (2003) by deploying a pilot test (n=30). Consequently, the result was confirmed that all measurement items passed meaning that this questionnaire was acceptable. The results are shown in Table 1.

**Table 1** Summary of main variables, questions, IOC, and Cronbach's Alpha

Main Variables	Number of Questions	Questions	Item-Objective Congruence (IOC) Score	Cronbach's Alpha Co-Efficient
Authentic experience (AE)	5	1 - 5	1.00, 1.00, 1.00, 1.00, 0.80	0.843
Destination image (DI)	5	6 - 10	0.80, 0.80, 0.80, 0.60, 0.80	0.893
Destination loyalty (DL)	4	11 – 14	1.00, 1.00, 0.60, 1.00	0.791
Involvement (IV)	3	15 - 17	1.00, 1.00, 0.80	0.732
Knowledge (KL)	5	18 - 22	1.00, 1.00, 0.80, 1.00, 1.00	0.923
Local culture (LC)	2	23 - 24	0.80, 1.00	0.672
Meaningful (MF)	4	26 - 28	0.80, 1.00, 0.80, 1.00	0.898
Memorable tourism experience (MTE)	2	29 - 30	0.80, 1.00	0.788

## Results

After finishing the data collection, the researcher employed SLR and MLR by utilizing the SPSS program to study factors influencing destination loyalty towards Ratchaburi and examine the current situations under the cultural tourism realm.

For demographics, in terms of sex, there were 169 respondents (52%) who identified as female, 135 respondents (41.5%) who identified as male, and 21 respondents (6.5%) who identified as others. In terms of age, 110 respondents (33.8%) were between the ages of 20 and 24, 61 respondents (18.8%) were between the ages of 30 and 34, 52 respondents (16%) were between the ages of 25 and 29, 38 respondents (11.7%) were between the ages of 35 and 39, 33 respondents (10.2%) were between the

ages of 40 and 44, 20 respondents (6.2%) were between the ages of 45 and 49, and 11 respondents (3.4%) were 50 years of age or older. For the number of visits, 111 respondents (34.2%) made a one-time visit, 101 respondents (31.1%) made two visits, and 113 respondents (34.8%) visited the province more than twice. To distinguish between different categories of respondents who have visited the province of Ratchaburi, the researcher used multiple responses in the surveys. Most respondents (48.5%) ( $n=202$ ) traveled with their families, whereas 34.1% ( $n=142$ ) traveled with friends. ( $n=47$ ) Eleven percent (11.3%) of the travelers were alone. 5.8% of respondents ( $n=24$ ) took a group trip, whereas 0.5% ( $n=2$ ) of respondents traveled for other reasons. Additionally, the descriptive statistics for scale items also are examined based on the rules of thumbs of Ruangpraphan (1996), resulting that the variables influencing DL in terms of AE is at a high level (Mean = 3.95), DI is at a high level (Mean = 3.84), DL is at a very high level (Mean = 4.28), IV is at a high level (Mean = 3.98), KL is at a high level (Mean = 3.87), LC is at high level (Mean = 4.04), MF is at a high level (Mean = 3.86), and lastly, MTE is at a high level (Mean = 4.19).

The researcher also checked the outlier detection for collinearity statistics before the hypotheses testing. The researcher discarded ten responses as Outliers. For multicollinearity assessment, the value of VIF of all independent variables was in an acceptable range based on the rules of thumb of Dodge (2008), resulting that there is no problem with multicollinearity. In addition, the researcher checked the Pearson correlation coefficient of all respondents as shown in Table 2.

**Table 2** Correlation Coefficient Matrix

Variables	AE	DI	IV	KL	LC	MF	MTE
AE	1.00						
DI	.765**	1.00					
IV	.669**	.630**	1.00				
KL	.688**	.703**	.740**	1.00			
LC	.679**	.646**	.692**	.760**	1.00		
MF	.722**	.709**	.710**	.765**	.697**	1.00	
MTE	.580**	.508**	.667**	.645**	.680**	.673**	1.00

Note: AE = Authentic experience, DI = Destination image, IV = Involvement, KL = Knowledge, LC = Local culture, MF = Meaningfulness, MTE = Memorable Tourism Experience

\*\* =  $p$ -value < 0.01

The researcher also checked the Dubin-Watson (DW) statistics result based on a thumb rule of Lobo, Costa, and Chim-Miki (2023) to investigate an autocorrelation, the derived value is 1.902, which is the valid range meaning that independent variables have no internal relationship.

Then, the researcher applied Simple Linear Regression (SLR) and Multiple Linear Regression (MLR) for the inferential analysis. Initially, SLR is applied to investigate H1, H6, H7, and H8. Meanwhile,

H2, H3, H4, and H5 are investigated by applying MLR. The results are shown in Table 3, and Table 4, respectively.

**Table 3** SLR Results (H1, H6, H7, H8)

Variables	Unstandardized Coefficients		Collinearity Statistics	
	B	P-value	Tolerance	VIF
(Constant)	.624	.000		
Authentic Experience	3.892	.000	1.000	1.000
R = .765a	$R^2 = .586$			
Adjusted R <sup>2</sup> = .585	<i>P-value = 0.000</i>			
Variables	Unstandardized Coefficients		Collinearity Statistics	
	B	P-value	Tolerance	VIF
(Constant)	1.801	.000		
Destination Image	.622	.000	1.000	1.000
R = .508a	$R^2 = .258$			
Adjusted R <sup>2</sup> = .255	<i>P-value = 0.000</i>			
Variables	Unstandardized Coefficients		Collinearity Statistics	
	B	P-value	Tolerance	VIF
(Constant)	2.015	.000		
Destination Image	.590	.000	1.000	1.000
R = .533a	$R^2 = .284$			
Adjusted R <sup>2</sup> = .282	<i>P-value = 0.000</i>			
Variables	Unstandardized Coefficients		Collinearity Statistics	
	B	P-value	Tolerance	VIF
(Constant)	1.392	.000		
Memorable Tourism Experience	.689	.000	1.000	1.000
R = .763a	$R^2 = .583$			
Adjusted R <sup>2</sup> = .582	<i>P-value = 0.000</i>			

Table 3 firstly, presents how well the authentic experience is eligible to predict the destination image (H1). The linear is statistically significant and relevant to the overall destination image. Additionally, value of coefficient (r) is 0.77, presenting that the authentic experience can describe the destination image for approximately 70%.

Secondly, this also presents how well the destination image is eligible to predict the memorable tourism experience (H6). The linear is statistically significant and relevant to the overall memorable tourism experience. Additionally, the value of coefficient ( $r$ ) is .50, presenting that the destination image can describe the memorable tourism experience for approximately 50%.

Thirdly, the table also presents how well the destination image can predict destination loyalty (H7). The linear measures are statistically significant and relevant to destination loyalty. Additionally, the value of coefficient ( $r$ ) is .53, presenting that the destination image can describe the destination loyalty for approximately 50%.

Lastly, the table presents how well the memorable tourism experience can predict destination loyalty. The linear measures are statistically significant and relevant to destination loyalty. Additionally, the value of coefficient ( $r$ ) is .76, presenting that the memorable tourism experience can describe the destination loyalty for approximately 70%.

**Table 4** MLR Results of Meaningfulness, Involvement, Knowledge, and Local culture on Memorable Tourism Experience (H2, H3, H4, H5)

Variables	Unstandardized Coefficients		Collinearity Statistics	
	B	P-value	Tolerance	VIF
(Constant)	.506	.006		
Meaningfulness	.294	.000	.354	2.823
Involvement	.285	.000	.382	2.616
Knowledge	.034	.652	.286	3.499
Local Culture	.317	.000	.371	2.698
R = .754a	$R^2 = .568$			
Adjusted R <sup>2</sup> = .563				

Table 4 indicates how meaningfulness, involvement, knowledge, and local culture are eligible to predict memorable tourism experience. The linear of the measures are statistically significant and relevant to the memorable tourism experience except knowledge, which is not statistically significant ( $p$ -value = .652). Additionally, the value of coefficient ( $r$ ) is .75, indicating the meaningfulness, involvement, and local culture can describe the memorable tourism experience for approximately 70%.

### Hypotheses Testing

The result of hypotheses testing reveals that Ho1, Ho2, Ho3, Ho5, Ho6, Ho7, Ho8 are rejected. Meanwhile, Ho4 fails to reject, meaning that knowledge has no significant influence on memorable tourism experience as shown in Table 5.

**Table 5** Hypotheses Testing Results

No.	Hypotheses	Statistical analysis	SE	P-values	Results
H1	Ho1: Authentic experience has no significant influence on destination image. Ha1: Authentic experience has significant influence on destination image.	SLR	.209	.000	Rejected: Ho1
H2	Ho2: Meaningfulness has no significant influence on memorable tourism experience. Ha2: Meaningfulness has significant influence on memorable tourism experience.	MLR	.070	.000	Rejected: Ho2
H3	Ho3: Involvement has no significant influence on memorable tourism experience. Ha3: Involvement has significant influence on memorable tourism experience.	MLR	.068	.000	Rejected: Ho3
H4	Ho4: Knowledge has no significant influence on memorable tourism experience. Ha4: Knowledge has a significant influence on memorable tourism experiences.	MLR	.076	.652	Failed to Reject: Ho4
H5	Ho5: Local culture has no significant influence on memorable tourism experiences. Ha5: Local culture has a significant influence on memorable tourism experiences.	MLR	.063	.000	Rejected: Ho5

No.	Hypotheses	Statistical analysis	SE	P-values	Results
H6	<p>Ho6: Destination image has no significant influence on memorable tourism experience.</p> <p>Ha6: Destination image has a significant influence on memorable tourism experience.</p>	SLR	.059	.000	Rejected: Ho6
H7	<p>Ho7: Destination image has no significant influence on destination loyalty.</p> <p>Ha7: Destination image has a significant influence on destination loyalty.</p>	SLR	.052	.000	Rejected: Ho7
H8	<p>Ho8: Memorable tourism experience has no significant influence on destination loyalty.</p> <p>Ha8: Memorable tourism experience has a significant influence on destination loyalty.</p>	SLR	.032	.000	Rejected: Ho8

Note: P-value < 0.05

For research objective 1, the results revealed that authentic experience has significantly influenced destination image (H1). Authentic experience of history, customs, and values of the local community are frequently pursued by cultural tourists and reputed the province.

Destination image has also significantly influenced memorable tourism experience (H6), and gradually, on the destination loyalty (H7). Having a reputed destination image in terms of cultural tourism and received memorable tourism experience influence travel intention and recommendation to the place as the tourists are loyal to the destination.

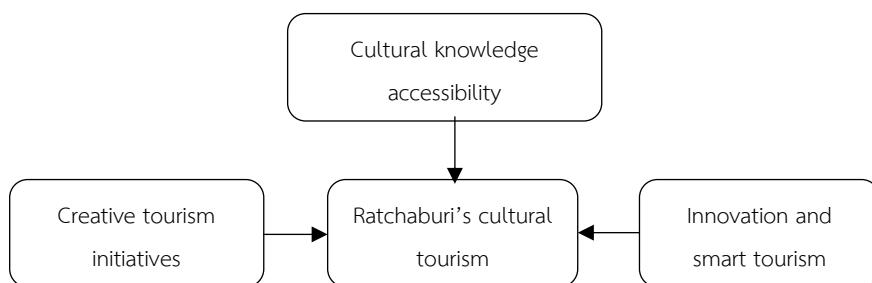
Additionally, meaningfulness, involvement, and local culture (H2, H3, and H5) also have significant influenced on memorable tourism experience when they finished their trip travelling in Ratchaburi province, and memorable tourism experience also has significant influenced on destination loyalty (H8). The high-quality travel experience that are meaningful to the tourists through being involved in the local cultural practices and activities influence their tourism experience when they went back home and also influenced the decision making and recommendations in the future.

Unfortunately, knowledge has not influenced memorable tourism experience travelling in Ratchaburi (H4). This could be about the different levels of learning intention when the tourists travel to the province. Consequently, tourists who traveled to similar cultural destinations might not learn the cultures and ethnical contents at the same level. Additionally, the destination's tourism capabilities might not greatly influence travel experience, either.

For research objective 2, the current situations of authenticity of cultures and ethnic groups currently influence the tourists' experiences. Tourists can realize the meaning of life after visiting and participating in authentic cultural practices and activities. The province also provides a good image as a cultural destination. By all of these, having a memorable tourism experience is highly significant for tourists' experience, and loyalty. When they think of the next cultural trip, they might think of Ratchaburi as well as recommend visiting Ratchaburi to others. By the way, learning new knowledge of local culture is not of much concern for the tourists. Tourists might want to have a great time and experience cultural practices and ethnic groups but did not want to learn the knowledge from those cultural contents.

## Discussion

The study aimed at leveraging cultural tourism in Ratchaburi province by using the presented results to propose strategic implementations. From the results, the researcher proposes strategic implementations that could leverage cultural tourism of the province by focusing on three scopes as shown in Figure 2.



**Figure 2** Scopes of Proposed Strategic Implementations

**Source:** Developed by the Researcher for this Study

The first scope is cultural knowledge accessibility. The objective is to enhance Ratchaburi's tourism attractiveness by making cultural knowledge easily accessible to tourists. While knowledge did not significantly influence memorable tourism experiences, there is a focus on enhancing accessibility to cultural knowledge for tourists. This aligns with the finding that meaningfulness, involvement, and local culture significantly influence memorable tourism experiences. By providing more offline and online resources, guided tours led by local experts, and encouraging the exchange of ideas, tourists can engage more deeply with the local culture and enhance their overall experience.

The results indicate that authentic experiences significantly influence destination image and memorable tourism experiences. The researcher proposed creative tourism initiatives as the second scope of the proposed strategic implementation that allow tourists to actively engage in cultural activities such as making local crafts and dressing in ethnic attire. These hands-on experiences enable visitors to connect with Ratchaburi's culture firsthand, aligning with the finding that memorable tourism experiences are influenced by meaningful engagement with local culture. Thus, uncovering lesser-known ethnic groups allows tourists to actively explore and learn from lesser cultural destinations, which could foster bonds with the other lesser-popular local community within the province. These could promote a sense of community pride to locals through creative and cultural activities such as a cultural exploration travel map. Tourists can receive an exploration map online or on paper and follow a map to explore various ethnic groups' cultures in the different parts of the province. At cultural destinations, tourists collect stamps as they participate in activities. Later, these stamps can be exchanged for rewards like discounts or souvenirs. Consequently, active cultural experiences encourage tourists to stay longer and spend more in the province and tourists could have an opportunity to delve themselves into different ethnicity meanwhile the revenue could be distributed to other local communities not solely the popular cultural destinations.

The researcher suggests adapting innovative and smart strategies to enrich tourists' experiences. This includes providing comprehensive data on regional cultures and ethnic groups, promoting highlight festivals and performances, and making resources available in multiple languages online. These strategies directly address the findings that authentic experiences, destination image, and memorable tourism experiences significantly influence destination loyalty and travel intention. The promotion and adaptation of technology could encourage tourists to learn about the cultural activities, ethnic customs, etc. at their own pace.

## Recommendations

For theoretical implications, initially, exploring the impact of local traditions and cultural learning on adolescent destination loyalty and investigating how authenticity, meaningful experiences, and memorable tourism contribute to long-term loyalty are suggested. Furthermore, conducting surveys or interviews with the tourists to assess their understanding of local traditions could be implicated to analyze the destination loyalty patterns based on authentic experiences and cultural involvement and explore the role of cultural destination image in shaping future destination loyalty. Secondly, adapting to technology and engaging adolescents are scopes for further investigation. Understanding technological trends relevant to cultural tourism, and adolescents' preferences for digital engagement are recommended by developing a mobile app or interactive website for cultural information, collaborating with schools to involve adolescents in cultures and ethnic groups, and regularly monitoring social media engagement metrics. Thirdly, balanced cultural promotions, collaboration, and open-mindedness are suggested. Studying from successful cultural

destinations in the province could allow the lesser-popular destinations to develop themselves by having guidelines for promoting cultural events without commodified cultural authenticity. Furthermore, having a collaboration and organizing discussion or workshops for stakeholders such as government and local communities to discuss challenges could be good practices to foster partnerships that promote cultural diversity and inclusivity.

For managerial implications, community relationships could be strengthened by implementing regular community meetings or cultural workshops. Secondly, developing interactive cultural and ethnic exhibitions could enhance tourists' experiences and be integrated with the technology. Thirdly, empowering local teenagers by creating mentorship activities between young and old people could involve teens in heritage preservation. Lastly, monitoring regular assessment could explore the ongoing or upcoming outcomes of the cultural tourism within the province and assist locals to prepare for the trends, challenges, and changes.

For future studies, the researcher also recommends further investigation in developing cultural tourism studies and frameworks. The study could be applicable for other places, but there might be other factors that could influence destination loyalty differently including other setting and requirements of the particular places.

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