

INTERNATIONAL VISITOR' PERCEPTION OF CULTURAL HERITAGE FOR
TOURISM DEVELOPMENT ON THE ISLAND OF PHUKET, THAILAND
: A MARKETING MIX APPROACH

By

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CHAPTER I

INTRODUCTION

World Cultural Heritage Tourism Situation

“The worldwide growth of tourism in recent decades has seen the emergence of new forms of tourism, or at least the identifications of such in the literature. As with other newly emerging bodies of literature, that on heritage tourism is at present largely characterized by an expanding range of concepts and definitions, by a mix of individual case studies and more general discourses. Little specific agreement exists on what heritage tourism is, if indeed it is a separate phenomenon or how it should best be studied” (Balcar & Pearce, 1996)

The World Tourism Organization has estimated the average annual growth rate for world tourism during 2000 – 2010 at 4.2 percent. For the Asia-Pacific region and Thailand, the estimates are 7.7 percent and 7.8 percent, respectively. With the continuing expansion of the worldwide tourism industry, tourists nowadays are seeking a variety of travel experiences more than the traditional sun, sand, and sea holidays. Changes in demographic, social, and cultural characteristics of the tourism market have led to an increasing number of new niche markets available in destination countries (World Bank, 2000).

Among all forms of special interest tourism, cultural tourism is predicted to be one of the five key tourism market segments in the near future (World Tourism Organization, 2001) with an annual growth rate of 10 to 15 percent (World Bank, 2000). Although culture, heritage and the arts have long been contributing to the appeal of destinations, they have only recently been discovered as a major marketing tool to attract travelers seeking a personally rewarding and enriching tourist

experience. This type of special interest travel aims to enhance the process of learning through experiencing the past and present heritage of the host community. Consumption of the manifestation of cultural heritage includes physical objects and social customs.

For the past decade, cultural resources and tourism have become inextricably linked throughout the world especially in developing countries. The decision to pursue cultural tourism is often on of the government agenda of many tourism destination especially those with colorful traditions and enriched cultural and heritage resources such as Thailand.

Thailand Cultural Tourism Trend

The World Tourism Organization ranked Thailand as World's 21st –most-popular tourist destination and 17th –most-revenue generating country -tourism in 1999. Thailand ranks thirds behind China and Hong Kong. (Thailand Development Research Institute, 2001) This popularity is a result of many factors, including beautiful beaches, diverse cultural and historical attractions, numerous world-class hotels and resorts, gourmet restaurant, and relatively low prices. (Rittichainuwat et al, 2001)

Thailand has diversity in tourism resources; especially in geography, climate, and flora & fauna. These enable an increasing number of both Thai and international tourists to be able to choose to travel to many provinces in Thailand. Moreover, Thailand is also reputed in cultural tourism. In ranking cultural and traditional tourism in Asia Pacific countries, Thailand ranks the first in the region according to Kaosa-ard (1997). However, to promote tourism products to attract tourists, many factors have to be considered such as, understanding tourist preferences; quality of

tourism products; standard services; suitable prices and effective communications.

Tourism Authority of Thailand has long been the core organization that manages the promotion of tourism in the country. Tourism Authority of Thailand (1996a: 7) recently stated that the government has set up goals for tourism growth rate of at least 7 percent per year in term of number of tourist , and at least 15 percent per year in term of foreign currency income. In addition, they tried to encourage Thai people to increase domestic tourism, by at least 3 percent per year. Tourism Authority of Thailand (1996a: 36) in compliance with the government goal, set up a 6-year plan since 1998-2003. It came with campaign of “Rak Thai Teaw Thai”. The goal is to develop Thailand tourism in such a way that it conserves cultural, social and natural heritage and also enables sustainability of the environment.

According to tourism policy of the Royal Thai government, under the responsibility of The Ministry of Tourism and Sports, there is an attempt to develop the tourism industry to be “Tourism Capital of Asia” based on sustainable tourism promotions, and improvement of tourism quality of Thailand to meet all international standard. The seminar on “Tourism capital of Asia” was held on 21 March 2003 which leads to be the quality of Tourism resource for more qualified tourists by emphasizing on the quality of tourism products to increase the value-added with higher personal income. The seminar suggested that one of the major problems that prevented the growth and development of tourism in Thailand was is a lack of effective marketing management. Therefore, Tourism Authority of Thailand create a marketing plan to promote “Tourism Capital of Asia; Quality-Sustainability-Competitiveness” that set the international tourist of 13.38 million in year 2005.

An effective marketing program is needed in order to obtain guidelines in tourism management. Marketing management has to be carried out in line with a

culture tourism focus in order to generate good income for the country and to help with conservation, and to sustain utilization of tourism resources.

Phuket Tourism Destination

Despite good potential in unique cultural tourism resources; particularly tourist attractions; activities; local cultural festivals and local way of life; cultural tourism in Southern part of Thailand is not well known compare to the Northern and Central part of Thailand. So Thailand is not fully represented when tourists make short tours to Bangkok and Chiangmai. There are other quieter provinces, with a magical air about them, waiting for their majestic beauties and charm to be discovered. Many of such provinces are the Southern part of Thailand.

Phuket province is better known for leisure activities among international visitor. According to Tourism Authority of Thailand (2005) The major of international tourist' attraction is beautiful beaches such as Pa-Thong beach (47.92%), Ka-TA beach (24.44%), Ka-Ron beach (19.58%), Ra-Wai beach (5.91%) and Ni-Yang beach (1.75%), However some of international visitor also spent their time to visit historical attractions such as Wat Chalong Temples (5.53%).

The number of chartered flights to the Phuket island during the two peak tourism periods in year 2004 (January to March and November to December), a substantial number of non – scheduled flights flew in to Phuket from many countries. For example, Korea (205 flights), Sweden (159 flights), Finland (104 flights), China (104 flights), Russia (61 flights), Taiwan (50 flights), and a further 110 flights from other countries. Between them they carried 155,437 passengers. (Tourism Authority of Thailand, 2005) These passengers are also a potential market for heritage cultural tourism. They may need to learn Thais' way of life, traditions and heritage cultural,

and they can not travel to other parts of Thailand. Therefore, Phuket would be their choice for heritage cultural destination.

Phuket is a potential province for cultural tourism but it lacks a concrete marketing plan for cultural tourism. According to a study for national action plan for the tourism industry of the 9th National Economic and Social Development Plans (2002-2006) that the analysis for identifying a suitable province tourism development. They are found that Phuket is the potential province that needs more aggressive marketing strategies. Hence, it is suitable for a case study for this research.

Phuket has been a rich cradle for culture and life of local people for a thousand years. Nowadays, the communities around the island have formed networks to conserve and revive both the island's natural and cultural heritage. Tourism has been the driving force, but the wisdom of local people has been the guiding light.

Historical and Cultural Sites in Phuket

Sino-Portuguese mansions: During the mid 19th century, Chinese immigrants arrived into Phuket, attracted by the boom in tin mining. Much of their legacy is reflected in the architectural style of the buildings - grand mansions and streets, around the inner heart of Phuket City. Walking is the only way to appreciate the local Chinese heritage. Look for the fine latticework, colorful ceramic tiles and other traditional design elements in the facades along Krabi-Thalang road and Dibuk. Sino-Portuguese mansions can also be found throughout the town. Heritage tours are available to some of the old houses, although most are privately owned and occupied.

Temples and Chinese Shrines: While Phuket's temples, or "Wats", lack the grandeur of religious sites in Bangkok and Northern Thailand, there are a number of wats and Chinese shrines throughout the island that offer a glimpse into the beliefs

and practices of the local people. Wat is best visited in the early morning, when devotees can be seen giving alms to the monks, and the sound of Pali chanting reverberates the main halls. Wat Chalong and Wat Phra Thong are the most visited temples.

Museums: The Thalang National Museum is Phuket's most important centre for history and culture. The city of Phuket today is a simple local town, there are museums and archaeological and historical sites.

Research Objectives

This research will be developed in order to provide a framework of cultural heritage tourism. The purpose of this research is to study the factors for tourists to make a decision to select Phuket, Thailand as a cultural heritage destination. The specific objectives of the research are:

1. To identify the underlying dimensions of factors influencing tourists' decisions to visit a cultural heritage tourism destination.
2. To classify and segment the cultural heritage tourism market.
3. To develop the marketing strategy of the cultural heritage destinations

Research Questions

According to the research objective, several research questions will be investigated for discovery-oriented decision problems that focus on generating useful information. Among these questions, quantitative research methodology will be applied to research paradigm. Under consideration, research questions could be the following sentences:

- What are the determinant factors that affect the selection of Phuket, Thailand

as a cultural heritage tourism destination by the international visitors?

- Are there any differences in the determinant factors that affect selection of cultural heritage attractions among visitor with different demographic characteristics?
- Are there any differences in the determinant factors that affect selection of cultural heritage attractions among visitor with different travel behavior characteristics?

Definition of Terms

International Visitor

International Visitor is a people who visited the Island of Phuket, Thailand for both leisure and business purpose. Local residents are excluded from this definition

Cultural Heritage Destination

Cultural Heritage Destination is the place where international visitor spends time. A destination which has cultural and historical implications such as museums, and historical landmarks.

Cultural Heritage Tourism Attributes

In this study, Cultural Heritage Tourism Attributes is defined as the set of features which, when aggregate together describe a place as a Cultural Heritage Destination.

Organization of the of Study

Chapter I. introduces the importance of heritage cultural tourism in terms of tourism trends, including World tourism, Thailand tourism and Phuket tourism. The research objectives and research questions were presented. In order to avoid confusion, definitions of term which frequently appear in this study, and which may have different meanings to various readers, were presented in this chapter. Chapter II. focuses on the review of related literature in heritage and cultural tourism and marketing strategy. This is followed by a review of the literature on the studies in cultural heritage tourism. Chapter III. presents the research framework chosen for this study. The research design was presented, including a section on the population, survey design and data analyses. Chapter IV. presents the results from various data analyses designed for the three research questions. Finally, Chapter V. concludes the summary of findings and a discussion of research questions in association with the research objectives in this study and concludes with limitations of the study and recommendations for future research.

CHAPTER II

REVIEW OF LITERATURE

Many research have studied the cultural heritage tourism of area-base research such as cities, states, regions, countries and of local tourist attraction, for example, Mediterranean (Travis, 1980; Franco, 1996), Yugoslavia (Vukonic and Tkalac, 1984), California-USA (Evans, 1986), Western Indian-USA (1989), Kakadu National park-Australia(Weiler,1992), Sub Antarctic Islands (McArthur,1993; Wouters,1994), United Kingdom (Squire 1994; Glasson1994; Laws, 1998; McIntosh and Prentice, 1999 ;Camuffo, 2001), Nepal/Tibet (1994), Europe (Glasso at al,1994; Richards, 1996; Nuryanti, 1996), Singapore (Teo and Huang, 1995; Teo and Yeoh, 1997) Chang and Yeoh, 1999), Pennsylvania-USA (Hovinen, 1995; Strauss and Lord, 2001), Angkor-Cambodia (Wager, 1995), Caribbean Island (Weaver, 1995), Japan (Creighton, 1995; Thompson, 2004), Indonesian (Wilkinson and Pratiwi, 1995), Kenya(Sindiga, 1996; Ondimu, 2002), Korea (Waite, 1996; Ku and Liau, 2004), France (Herbert, 1996; Greffe 2004), Spain (Graham, 1997), Portugal (Fortuna, 1997), China (Sofield and Li, 1998), Egypt (Shackley, 1999; Grainger, 2003), Poland (Langlois at al, 1999), Romania (Duncan and Daniela, 1999), Virginia-USA (Uysal at al, 2000), Australia (Simons, 2000; Michael, 2002; Clark, 2002), India (Chaudhary, 2000), South Pacific (King at al, 2000), Greek (Herbert, 2001; Moutafi, 2004) Austria (Bachleitner and Zins, 1999; Camuffo, 2001), Italy (Camuffo, 2001; Russo, 2002; Callegari, 2003), Los Angeles-USA (Tierney, 2001), Belgium (Camuffo, 2001), Nepal (Hepburn2002), Pacific Island cultural centre-New Zealand (Cave at al, 2003), North Carolina-USA (Chhabra at al, 2003), Quito-Ecuador (Middleton, 2003), Day of the Dead-Mexico (Cano and Mysyk, 2004), Taiwan (Hwang, 2004; Chang, 2005) Canada (Mason,

2004; MacDonald and Jolliffe, 2003), Germany (Hagen, 2005), Central and Eastern Europe (Hughes and Allen , 2005), The Robben Island-South Africa (Mafuya and Haydam, 2005), Hong Kong (McKercher at al, 2004; McKercher at al, 2005), Norway (Daugstad at al, 2005), and Turkey (Kuvan, 2005).

The studied of the cultural heritage tourism in Thailand, Peleggi (1996) examined the relevance of Thailand's heritage attractions to both international and domestic tourism and analyzed the state tourist agency's promotion of heritage and the ideological implications of heritage sightseeing in relation to the official historical narrative. This paper emphasized on cultural tourism, heritage was still of marginal significance for international visitors; it constituted a major attraction for the expanding domestic tourism sector. Study data were interpreted within the context of Thailand's cultural and social change. The increase of privately managed heritage attractions, at the end, was seen as a potential challenge to state-sanctioned definitions of national history and identity.

Cultural Heritage Tourism Definition

As stated in previous chapter, the definition used for this research refers to cultural heritage tourism as historic sites and buildings and the experiences people seek to have in them.

Table 2.1 *The Definition of Cultural Heritage Tourism*

Reference	Definition
McKercher, (2005)	<p>Heritage Tourism</p> <p>Heritage is defined as a broad concept that includes tangible assets, such as natural and cultural environments, encompassing of landscapes, historic places, sites and built environments as well as intangible assets such as collections, past and continuing cultural practices knowledge and living experiences.</p>
Fyall and Garrod, (1998)	<p>Heritage tourism as an economic activity that makes use of socio-cultural assets to attract visitors. Thus, heritage tourism is a mixture of many things. It is a highly competitive and market oriented business, based upon nostalgia for the past, and it sells a heritage product in the name of authenticity.</p>
Peterson, (1994)	<p>Visiting sites or areas which make the visitor think of an earlier time.</p>
Sharpley, (1993)	<p>Everything associated with the nation's history, culture, wildlife, and landscape.</p>
Prentice, (1993)	<p>Heritage has come to mean not only landscapes, natural history, buildings, artifacts, cultural traditions and the like which are literally or metaphorically passed on from one generation to the other, but those among these things which can be portrayed for promotion as tourism products.</p>

Table 2.1 *The Definition of Cultural Heritage Tourism (cont.)*

Reference	Definition
Zeppel and Hall, (1992)	Heritage tourism is a broad field of specialty travel, based on nostalgia for the past and the desire to experience diverse cultural landscapes and forms.
Hall and Zeppel, (1990)	Heritage tourism, whether in the form of visiting preferred landscapes, historic sites, buildings or monuments, is also experiential tourism in the sense of seeking an encounter with nature or feeling part of the history of the place.
Ashworth and Goodall, (1990)	Heritage is an idea compounded of many different emotions, including nostalgia, romanticism, aesthetic pleasure, and a sense of belonging in time and space.
Mafuya, (2005)	<p>Cultural Tourism</p> <p>Cultural tourism resource base is characterized by a unique cultural diversity, museums and unique archaeological sites; unique and distinctive music, art forms and traditional rituals; mission settlements; sites of slave occupation; urban space for ritual purposes; rock formations; and natural landscapes.</p>
Hughes, (2002)	Cultural tourism' is applied to a wide range of activities; it covers heritage and also attendance at performances of music, dance and theatre.

Table 2.1 *The Definition of Cultural Heritage Tourism (cont.)*

Reference	Definition
Richards, (1999)	Cultural tourism is applied, regardless of whether the cultural facility or event is the primary reason for the visit or whether incidental to some other and ‘visitors to cultural attractions are often labeled as cultural tourists, regardless of their motivations’.
Silberberg, (1995)	Cultural tourism is defined by visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, scientific or lifestyle/heritage offerings of a community, region, group or institution.
Fridgen, (1991)	For outsiders, the culture of an area can represent an attraction in and of itself. Tourists interested in culture may seek exposure to local behaviors and traditions, to different ways of life, or to vestiges of a vanishing lifestyle.
Tighe, (1991)	Cultural tourism is travel undertaken with historic sites, museums, the visual arts, and/or the performing arts as significant elements.
Tighe,(1990)	The cultural tourist is one who experiences historic sites, monuments, and buildings; visits museums and galleries; attends concerts and the performing arts; and is interested in experiencing the culture of the destination.

Table 2.1 *The Definition of Cultural Heritage Tourism (cont.)*

Reference	Definition
Hall and Zeppel, (1990)	Cultural tourism is experiential tourism based on being involved in and stimulated by the performing arts, visual arts, and festivals.

Cultural Heritage Tourism Market

Previous studies in cultural heritage tourism, however, did little in explaining the dimensions of influence tourists' decisions factors to visit a cultural heritage tourism destination and segments of the cultural heritage tourism market. McKercher et al, (2005) determined the cultural heritage managers and custodians surveyed, five inter-related sets of factors influence the popularity of cultural attractions that relating to product development, experience provision, and marketing were identified far more frequently than historic significance, meanings to local communities, and intrinsic value markers. Further site, accessibility, experience provided, and marketing are more influential in determining popularity than cultural attributes. Teo (1995) examined the attribute that attract visitor to Singapore as follows: cleanliness, colonial building, urban open spaces, contrast in architecture style, old shop house, local food, shopping, and unique architecture.

Cultural tourism, is define as 'visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, scientific or lifestyle/heritage offerings of a community, region, group or institution'. (Silberberg, 1995, p.361). A common pattern among all cultural tourists:

- Earns more money and spends more money while on vacation;
- Spends more time in an area while on vacation;

- More likely to stay at hotels or motels;
- Far more highly educated than the general public;
- Includes more women than men (Women, represent a disproportionate share of shoppers and bus tour passengers);
- Tends to be in older age categories. (This is particularly important with the aging of the large baby-boom generation)” (bid p. 362).

Timothy and Boyds (2003) suggested that the three most common ways of segmenting the heritage market are by demographic characteristic, geographic origins and psychographic characteristics. According to Hall and McArthur (1998) suggested that the demographic, socio-economic, geographic (employment; education; income; home location; family size; and age) and visitors’ previous travel patterns (place; type of transportation; number of people; length of stay; expenditure patterns; heritage site visited; type of accommodation; and activity patterns) are objective measures, for these are more readily visible and measurable. Callegari (2003) determined the overall aim of strategic growth of a high-quality niche market, it is essential to concentrate on deficiencies and obstacles which have been identified and which currently undermine the feasibility of enhancing the value, and ensuring the sustainability, of cultural heritage.

Marketing Strategy System

According to a part of research determines the factors influencing tourist to make a decision to select produce, it concern with concept of consumer behavior. As part of marketing activities, managers must determine the most correct marketing mix for achieving their stated goals and objectives. (Timothy and Boyds, 2003).

Kotler et al. (1999) described model of consumer behavior as the marketing

and other stimuli enter the consumer's black box and produce certain response. Marketing stimuli or marketing mix has many facets, but the four basic element are known as the "4Ps" : Product, Place, Price; and Promotion. As defined by

1. Product: "Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. In includes physical objects, services, persons, places, organizations and ideas."
2. Price: "The amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service."
3. Promotion: "Activities that communicate the product or service and its merits to target customers and persuade them to buy."
4. Place: "All the company activities that make the product or service available to target customers."

Swarbrooke (1995) noted that in heritage terms; Product can be seen as the physical characteristics of the attraction, the historic relics, methods of interpretation, the staff, support service, image and branding. Price cover a range of issues like admission, discounts, concessions, value, methods of payment, and cost of getting to site. Promotion deals specifically with issues such as marketing endeavors, adverting, various promotional media and media design.

However, the problem of marketing in service is different from the product marketing. In service, production and consumption take place at the same time. Booms and Bitner (1981) reviewed the tradition "4Ps" and concluded that they were insufficient for the need of modern integrated service organization. There are two major reasons for this, for example, the unique characteristics of service and the

interrelationship of marketing, operations and human resources in service. This extended service marketing mix consist of the tradition “4Ps”, together with 3 new “Ps”. It therefore consist of “7Ps” : Product, Place, Price, Promotion, People, Process, and Physical evidence. In the context of services marketing, Booms and Bitner (1981) have therefore suggested an extended "7-Ps" approach that contains the following additional "3Ps":

1. People: All people directly or indirectly involved in the consumption of a service, e.g. employees or other consumers.
2. Process: Procedure, mechanisms and flow of activities by which services are consumed.
3. Physical Evidence: The environment in which the service is delivered. It also includes tangible goods that help to communicate and perform the service.

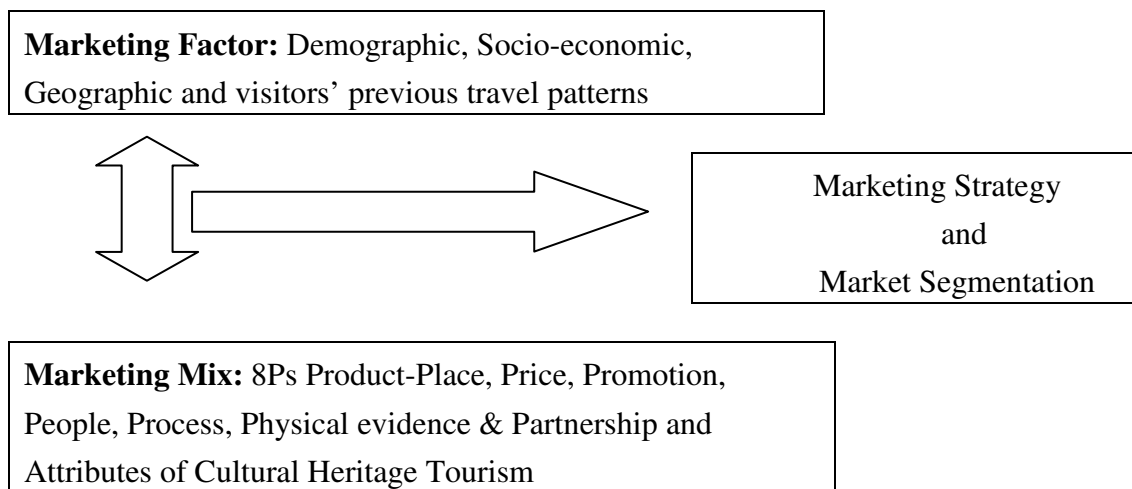
Furthermore, in the context of relationship marketing (to consumers) or key-account management (in industrial marketing), it could be argued to add "Partnerships" as an additional "P" to the marketing mix as well. Main reason for this addition would be the growing focus in marketing toward long-term orientation that needs to be considered in most marketing concepts.

Marketing strategies are generally implementing though marketing plan. According to Swarbrooke (2002), the marketing mix is manipulated through marketing plan to achieve the aims of the attention’s marketing strategy. Chandra (2001), noted that because of the diversity in the tourism market, tourist destinations should not target all tourists. At times research may view a country or a group of countries as a single segment consisting of all tourists or potential tourists living in that country. This approach assumes that all tourists within that country are

homogeneous. Furthermore, it ignores the possibility of the existence of homogeneous groups of tourists across countries.

Marketing researcher should preferably identify and target tourists with similar needs, wants, and profiles across a number of countries. The benefits of targeting well-defined segments of tourists rather than all tourists are: (1) the identification of opportunities for the development of new tourism products that better fit the needs and wants of specific tourist segments, (2) the design of more effective marketing programs to reach and satisfy the defined tourist segments, and (3) an improvement in the strategic allocation of marketing resources to the most attractive opportunities in the tourism market. (bid, 2001)

Figure 2.1 *The Cultural Heritage Tourism' Marketing Strategy System*



Source: *Booms and Bitner (1981); Hall and McArthur (1998); Kotler et al. (1999)*

As shown in Figure 2.1, marketing strategy and market segmentation are outcome of both marketing factor (Demographic, Socio-economic, Geographic and visitors' previous travel patterns) and marketing mix (Product-Place, Price, Promotion, People, Process, Physical evidence & Partnership and Attributes of Cultural Heritage Tourism), including interactions between them. These suggest that understanding the customer of heritage cultural tourism should be develop prior to identifying marketing factors.

In order to analysis the data, differ techniques have been use to access heritage cultural tourism. Most of previous research used to explanting the cultural heritage tourism is qualitative research methods such as historical research (Duncan, 2000;Clark, 2002; Callegari, 2003; Mason, 2004; Hagen, 2005;), symbolic interaction(Franco, 1996), ethnography (Mason, 2004) , phenomenology (Hovinen, 1995; Waitt, 1996; Greffe, 2004; Daugstad, 2005; Mafuya, 2005), and case study.(Wouters, 1994; Herbert, 1996; Graham, 1997; Hollinshead, 1999; Callegari, 2003; Grainger, 2003; Hughes, 2005). However, the quantitative research methods, the common data analysis used to assess heritage cultural tourism are Percentage Rating (Teo, 1997; Herbert, 2001; Mafuya, 2005), Importance and Performance Analysis (Oppermann, 1996; Uysal, 2000), ANOVA (Chaudhary, 2000; Chhabra, 2003;), MANOVA (Lee, Lee, and Wicks, 2004), Factor Analysis (Vukonic, 1984; Orth, 2002; Ondimu, 2002), Cluster Analysis (Orth, 2002; Lee, Lee, and Wicks, 2004), Multidimensional Scaling Analysis(Hashimoto, 2000; Cai, 2002; Orth, 2002; Green, 2005).

CHAPTER III

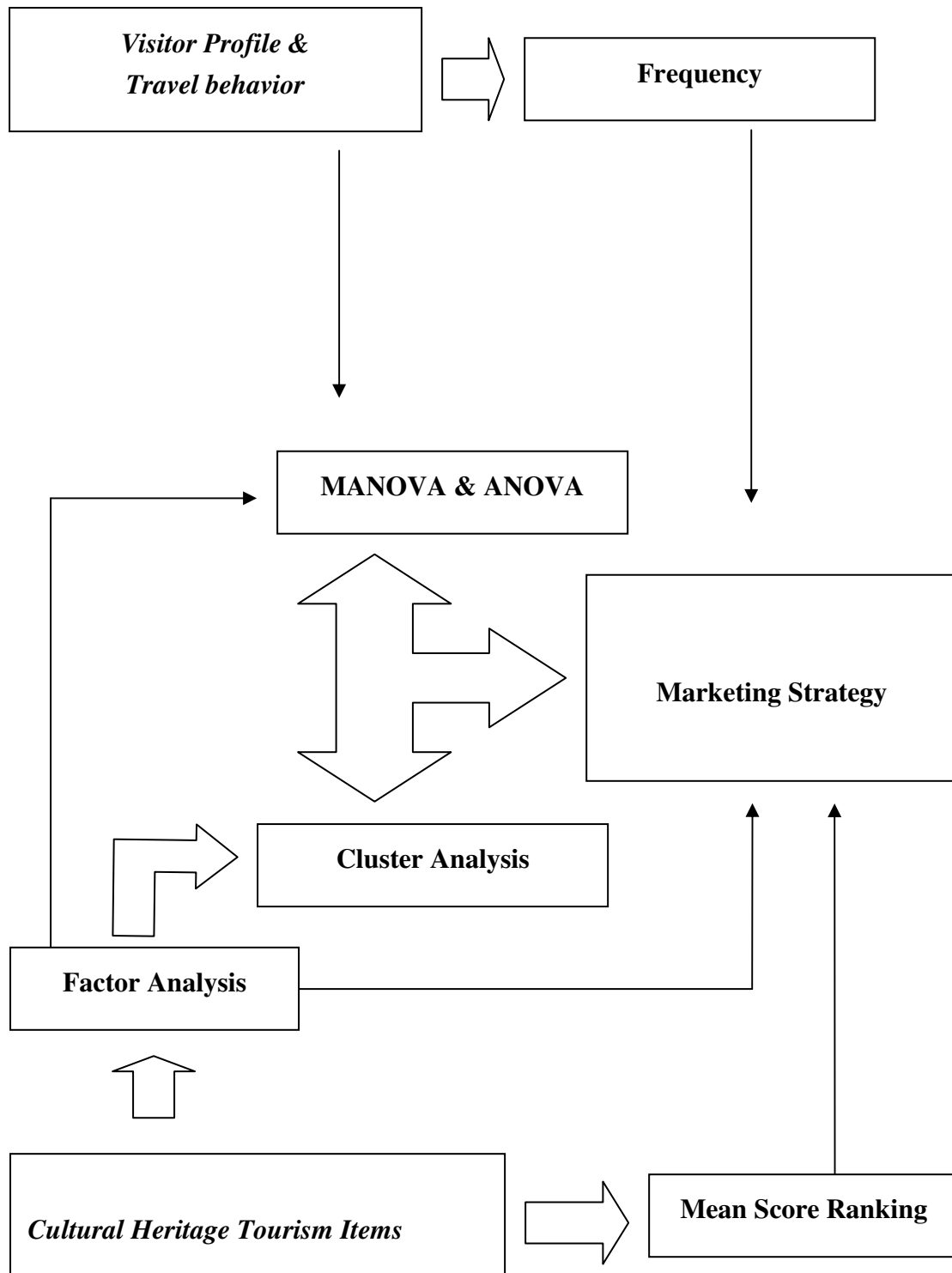
METHODOLOGY

Research Framework

This study seeks to test a research question which focuses upon factors behind the heritage site selection in Phuket, Thailand. The literature related to the relationships proposed in the model was reviewed in pervious chapter. Figure 2 displays the heritage cultural tourism research framework used in this study. A self-administered questionnaire was used to measure the factors for visitors to make a decision to select Phuket, Thailand as a cultural heritage tourism destination. The survey was used to examine respondents' demographic profiles, travel behavior and cultural heritage tourism items.

Figure 3.1 indicates that, in this study, the frequency was used to find out the demographic profiles and the travel behavior of the respondents. The mean responses for questions was compared the outstanding factors that influenced the respondents' selecting decision. The factor analysis was used to identify the underlying dimension of the respondents, perception of the heritage cultural destination's factors and to reduce the large number of items into a smaller set which maintain the highest information. Cluster analysis was used to determine the best number of clusters based on dimension of the cultural heritage destination's factors and segmented the heritage cultural tourism markets. Multivariate of Variance (MANOVA) and Analyses of Variance (ANOVA) were used to examine any statistically significant differences could be found among the clusters.

Figure 3.1 *The Cultural Heritage Tourism Research Framework*



Research Design

Questionnaires were used as the research instrument for this study, which examine the factors for foreign tourists to make a decision to select Phuket, Thailand as a cultural heritage tourism destination. The questionnaire will be printed in English, because English is the language most commonly understood among international visitors. However, in order to evaluate that the respondents understand the questions and statement in the questionnaire, the respondent was asked how good they think they are in reading and understanding English language.

The questionnaire consists of three parts; the first part of the questionnaire was designed to determine the factors for tourists to make a decision to select Phuket, Thailand as a cultural tourism destination. The attributes selected were based on the previous articles.

In the first section of the questionnaire, the respondents was asked to rate the level of agreement of each factor that influenced their selecting decision that ranged from 1 “Strongly disagree it is influential” to 5 “Strongly agree it is influential”.

Table 3.1 *The Final List of Items Used for The Survey*

Cultural Heritage Attributes	References;
<ul style="list-style-type: none"> • The variety of heritage cultural attractions 	<p>Echtner and Ritchie, (1993); Swarbrook, (1995); Balogulu and McClary, (1999); Choi, Chan and Wu, (1999); Beerli and Martin, (2004).</p>
<ul style="list-style-type: none"> • The variety of cultural tourist activities 	<p>Echtner and Ritchie, (1993); Silberberg, (1995); Balogulu and McClary, (1999); Choi, Chan and Wu, (1999); Beerli and Martin, (2004).</p>
<ul style="list-style-type: none"> • Unique heritage cultural tourist attractions 	<p>Echtner and Ritchie, (1993); Teo, (1995); Balogulu and McClary, (1999); Swarbrook, (2002).</p>
<ul style="list-style-type: none"> • Unique cultural traditions 	<p>Echtner and Ritchie, (1993); Balogulu and McClary, (1999); McKercher, Ho, and Cros,(2004)</p>
<ul style="list-style-type: none"> • Famous heritage cultural attraction places 	<p>Echtner and Ritchie, (1993); Chaudhary, (2000); Balogulu and Mangaloglu, (2001).</p>
<ul style="list-style-type: none"> • Famous cultural tourist festival 	<p>Echtner and Ritchie, (1993); Chaudhary, (2000); Balogulu and McClary, (1999).</p>
<ul style="list-style-type: none"> • Image of heritage cultural attractions 	<p>Echtner and Ritchie, (1993); Balogulu and Mangaloglu, (2001); Swarbrook, (2002).</p>

Table 3.1 *The Final List of Items Used for The Survey (cont.)*

Cultural Heritage Attributes	References;
<ul style="list-style-type: none"> • Image of heritage cultural tourist activities 	<p>Echtner and Ritchie, (1993); Baloglu and McClary, (1999); Swarbrook, (2002).</p>
<ul style="list-style-type: none"> • Novelty of the destination 	<p>Orth, (2002); McKercher, Ho, and Cros,(2003); Lee, at al, (2004)</p>
<ul style="list-style-type: none"> • Opportunity to increase knowledge 	<p>Echtner and Ritchie, (1993); Baloglu and McClary, (1999).</p>
<ul style="list-style-type: none"> • Adequacy of infrastructures 	<p>Fakeye and Crompton, (1991); Baloglu and Mangaloglu, (2001); Beerli and Martin, (2004)</p>
<ul style="list-style-type: none"> • Reasonable price 	<p>Yau and Chan, (1990); Echtner and Ritchie, (1993); Chaudhary, (2000)</p>
<ul style="list-style-type: none"> • Cost of trip (trip cost, on-site cost) 	<p>Yau and Chan, (1990); Echtner and Ritchie, (1993); Swarbrook, (1995)</p>
<ul style="list-style-type: none"> • Money value 	<p>Yau and Chan, (1990); Echtner and Ritchie, (1993); Silberberg, (1995); Baloglu and Mangaloglu, (2001).</p>
<ul style="list-style-type: none"> • Not far from other tourist attractions 	<p>Echtner and Ritchie, (1993); Chon, Weaver, and Kim, (1991); Orth, (2002); McKercher at al, (2005).</p>
<ul style="list-style-type: none"> • Accessibility 	<p>Choi, Chan and Wu, (1999); Orth, (2002); Beerli and Martin, (2004); McKercher at al, (2005).</p>

Table 3.1 *The Final List of Items Used for The Survey(cont.)*

Cultural Heritage Attributes	References;
<ul style="list-style-type: none"> • Tourism Information center 	<p>Balogulu and McClary, (1999); Choi, Chan and Wu, (1999) Beerli and Martin, (2004)</p>
<ul style="list-style-type: none"> • Advertising e.g. brochure, TV, posters 	<p>Swarbrook, (2002); McKercher, Ho, and Cros,(2004)</p>
<ul style="list-style-type: none"> • Sale promotion / Discount / Special price 	<p>Swarbrook, (2002); McKercher, Ho, and Cros,(2004)</p>
<ul style="list-style-type: none"> • Press / Public relations 	<p>Swarbrook, (2002); McKercher, Ho, and Cros,(2004)</p>
<ul style="list-style-type: none"> • Special events 	<p>Yau and Chan, (1990); Echtner and Ritchie, (1993); Lee, at al, (2004)</p>
<ul style="list-style-type: none"> • Attitudes of the host community(hospitable) 	<p>Fakeye and Crompton, (1991); Chon, Weaver, and Kim, (1991); Echtner and Ritchie, (1993);Silberberg, (1995); Choi, Chan and Wu, (1999); Beerli and Martin, (2004)</p>
<ul style="list-style-type: none"> • Professional tour guides and service staffs 	<p>Swarbrook, (2002); McKercher, Ho, and Cros,(2004)</p>
<ul style="list-style-type: none"> • Common language 	<p>Choi, Chan and Wu, (1999); Beerli and Martin, (2004)</p>
<ul style="list-style-type: none"> • Participation in heritage cultural attraction and activities 	<p>Lee, at al, (2004); McKercher, at al, (2005)</p>

Table 3.1 The Final List of Items Used for The Survey (cont.)

Cultural Heritage Attributes	References;
<ul style="list-style-type: none"> • Shopping facilities • Flow of activities • Time spent traveling • Quality of service • Cleanliness/ Sanitation • Safety / Security • Weather / Climate 	<p>Chon, Weaver, and Kim, (1991)); Echtner and Ritchie, (1993); Teo, (1995) ; Choi, Chan and Wu, (1999); Beerli and Martin, (2004) Orth, (2002); McKercher, Ho, and Cros,(2004). Orth, (2002); McKercher, Ho, and Cros,(2004). Yau and Chan, (1990); Chon, Weaver, and Kim, (1991); Echtner and Ritchie, (1993); Swarbrook, (2002) Teo, (1995); Baloglu and Mangaloglu, (2001); Beerli and Martin, (2004) Echtner and Ritchie, (1993); Baloglu and Mangaloglu, (2001); ; Choi, Chan and Wu, (1999); Orth, 2002; Beerli and Martin, (2004) Yau and Chan, (1990); Echtner and Ritchie, (1993); Baloglu and Mangaloglu, (2001); Beerli and Martin, (2004)</p>

Part 2 was concerned about visitors' travel behaviors such as, purpose of visit, travel habit, expenditure, type of accommodation and sources of information concerning of destination.

Part 3 was comprised a list of questions about personal information of respondents to detect their demographic details such as gender, age, marital status, educational level, occupation, income per year. These items describing the travel behavior of an international visitor and the demographic profile were adapted from the Data Collection & Analysis for Tourism Management, Marketing & Planning: A Manual for Managers and Analysts (World Tourism Organization, 1999).

Both of them were open ended and close ended questions where the respondents will be asked to give their information and pick appropriate choices.

Content Validity

In order to ensure the content validity of the questionnaire, the review of literature in the destination selection factor and the destination marketing mix factor were conducted to determine the attributes for the instrument. The words with similar meaning were grouped. The questionnaire was designed and first pre-tested with a number of the University staff members which lead to a minor change in the wording of some questions.

Reliability

A reliability analysis (Cronbach's alpha) will be performed to test the reliability, which will be obtained from the factor analysis. According to Hair et al (1998), measure of reliability that ranges from 0 to 1, with values of .60 to .70 deemed the lower limit of acceptability. However, Nunnally (1978) noted that the minimum of 0.50 of reliability value which is considered acceptable for research in its exploratory stages. A high reliability means that if researcher measured something today, the researcher should get the same results at some other time, assuming that what is being measured has not changed (Black, 1993)

Data Collection

The target populations of this study were the international visitors who travel to Phuket, Thailand. The choice of sampling was based on the convenience random sampling method. The sample was selected purely on basis that they are conveniently available. (Gray, 2004).

According to the Tourism Authority of Thailand statistic from 1988 to 2004, the number of international visitors to Phuket, Thailand in year 2004 was 3,497,599. (see table 3) However, the questionnaires were administered between 1st February to

30th April 2006, therefore the population in this research were people visiting Phuket, Thailand in February through May 2006.

Table 3.2 *The Number of International Visitor to Phuket, Thailand.*

Year	Number of International Visitors
1988	514,206
1989	534,178
1990	754,341
1991	590,323
1992	1,215,888
1993	1,270,101
1994	1,592,585
1995	1,612,421
1996	1,617,538
1997	1,653,913
1998	1,881,253
1999	2,167,802
2000	2,498,480
2001	2,712,385
2002	2,826,142
2003	2,746,786
2004	3,497,599

Sample Size

The samplings were done with 400 international visitors as the sample group of international visitors in cultural tourism areas in Phuket, Thailand. According to Burns and Bush (1995), in order to calculate the proper sample size for a survey, three factors should be considered;

- 1) The amount of variability believed to be in the population,
- 2) The desired accuracy, and
- 3) The level of confidence required in the estimates of the population values.

The formula for calculating the proper sample size is: $n = Z^2(pq)/e^2$, Where

n = the sample size

Z = standard error associated with chosen level of confidence (95%)

p = estimated variability in the population 50/50

q = (100 – p)

e = acceptable error $\pm 5\%$

Based on this formula, for instance, in order to obtaining $\pm 5\%$ accuracy at 95% confidence interval, the sample size will be : $1.96^2(50 \times 50)/5^2 = 384$. With 96% usable questionnaires, 400 questionnaires were distributed to the selected sample.

Samples

In this study, 400 questionnaires were distributed to the samples selected. The quota was also used to limit the amount of respondents at each location to the predetermined number in order to obtain the variety of respondents that represent the total population. In order to obtain a variety of respondents that could represent the total population, the chosen sampling areas would places that were normally crowded by tourists. These locations included the four zones. (See table 4)

Table 3.3 *The Questionnaires' Distribution*

Heritage Cultural Tourism Areas	n = 400	Quota (%)
1. Wat Chalong Temple	160	40
2. Sino-Portuguese Mansion	80	20
3. Chinese Shrines	80	20
4. The Thalang National Museum	20	20
Total	400	100

The questionnaires were administrated between 1st February – 30th April 2006. The field workers were asked to spend 6 hours per day between 09:00 am. to 12:00 am. and 01:00 pm. to 04:00 pm. to collect the data. The time spread was designed in order to meet different groups of respondents.

One field worker was assigned to each zone. Each field worker was restricted to survey up to a quota of 20 foreigners per day in their responsible zone. Again, this was designed to meet the same objective of having a variety of respondents and achieving a good representation of the whole population. Thai souvenirs were given as incentives to stimulate survey participation.

Furthermore, the data collection process was under a close monitor by the researchers. The researchers would randomly check on the field workers during the time they were collecting the data. The objectives of this were twofold. First, it was to ensure that the field workers do not cheat and make up their own data. Second, it was to ensure the smooth of the data collection. If there were any problems during the data collection, the researchers could then solve the problems immediately.

Data Analysis

The data was coded and recorded in the Statistical Package for Social Sciences (SPSS) version 11.5. In order to achieve the stated objectives, various kinds of statistical techniques were employed. These techniques include Frequencies and Mean Score Ranking, Factor Analysis, Cluster Analysis, and MANOVA and one way ANOVA.

Frequencies

Frequency was compared based on demographic details such as gender, age, country of residence, marital status, educational level, occupation, income per month, and visitors' travel behaviors such as , purpose of visit, travel habit, expenditure, type of accommodation and sources of information concerning of destination level to find out if any major differences present.

Mean Score Ranking

A measure of central tendency was analyzed for items associated with Cultural Heritage Tourism Attribute. The mean responses for questions was compared the outstanding factors that influenced the respondents' selecting decision that rating in the questionnaire.

Factor Analysis

The multivariate statistical technique of factor analysis has found increased use during the past decade in all fields of business-related research. Cultural Heritage Tourism Attribute was each factor analyzed utilizing a SPSS computer program. The varimax rotation is one of the most popular orthogonal factor rotation methods (Hair

et al., 1998). In this study, factor analyzed using the principal component method and varimax rotation procedure in order to delineate underlying dimensions of influence tourist' decisions factors to attend a cultural tourism destination.

The most common and reliable criterion is the use of Eigen values in extracting factors. A reliability coefficient (Cronbach's alpha) was computed for each factor to estimate the reliability of each scale.

Cluster Analysis

Cluster analysis can assist in the task of segmenting, characterizing, and targeting the appropriate market segments. According to Chandra (2001), Cluster analysis consists of a group of multivariate techniques that classify subjects like consumers, tourists, or respondents into clusters, so that each subject is very similar to other subjects in that cluster with respect to selected criterion variables. The clusters formed exhibit high within cluster homogeneity and high between cluster heterogeneity. Thus, when good classification is achieved, subjects within clusters will be close together when plotted geometrically, but different clusters will be far apart. In the context of segmenting tourism markets, Cluster analysis can be used to identify different clusters of tourists that exist within a larger group or market of tourists. As a result, Cluster analysis may be used to develop a taxonomy of different types of tourist segments and thereby gain a better understanding of the composition of the larger population of tourists.

Hair at al (1998), noted that cluster analysis usually involves at least three steps. The first is the measurement of some form of similarity or association among the entities to determine how many groups really exist in the sample. The second step is the actual clustering process, whereby entities are partitioned in to groups. The final step is to profile the persons or variables to determine analysis.

In this study, Cluster analysis was used to segment the international visitors; two step cluster and a hierarchical algorithm were used to determine the best membership of clusters based on factors. Cluster Analysis also was used to segment the heritage cultural tourism market in to groups based on the travel activity participation.

MANOVA and ANOVA

Multivariate analysis of variance (MANOVA) is an extension of analysis of variance (ANOVA) to accommodate more than one dependent variable. Multivariate analysis of variance (MANOVA) is statistic technique that can be used to simultaneously explore the relationship between several categorical independent variables and two or more metric dependent variables. The most commonly used values in MANOVA are Wilk's Lambda, *F* value and *p* value.(Hair at al, 1998)

Multivariate of Variance (MANOVA) and Analyses of Variance (ANOVA) were used to examine any statistically significant differences could be found among the respondents' profile.

Specific statistical techniques employed and the corresponding objectives are expected to achieve are list in Table 3.4.

Table 3.4 *Statistical techniques employed in this study*

Statistical Techniques	Purpose	Assumption & Reliability
Frequencies Objective 3	Find out the demographic profiles of the respondents.	
Mean Ranking Objective 1 & 3	Find out and compare the outstanding factors that influenced the respondents' selecting decision.	Mean Score Standard Deviation
Factor Analysis Objective 1 & 3	Identify the underlying dimensions of influence respondents' decisions factors to attend a cultural tourism destination.	The Kaiser-Meyer-Olkin (KMO), Measure of Sampling Adequacy (MSA), The Bartlett's Test of Sphericity. Cronbach's Reliability Alpha.
Cluster Analysis Objective 2 & 3	Segment the cultural tourism market.	
MANOVA and ANOVA Objective 2 & 3	Identify where significant differences could be found among the respondents' profile, by test mean differences perceived by visitors with demographics characteristics and travel behavior.	

CHAPTER IV

FINDING

In the results from the descriptive analysis of the international visitors' profile, two major topics were discussed. The first was the descriptive analysis of visitors' demographic details including gender, age, marital status, occupation, annual income and residence. The second was the descriptive analysis of visitors' travel behaviors such as, purpose of visit, travel habit, expenditure, type of accommodation and sources of information concerning of destination.

In the reference to the findings results to the research questions, the results from both descriptive and inferential analysis will be presented. In addition, the results from factors analysis and cluster analysis will be discussed to determine the factors for tourists to make a decision to select Phuket, Thailand as a cultural tourism destination. A factor analysis can find dimensions of the marketing mix factors. Cluster analysis can identify the most important market segment of the cultural tourism. The expect results of this research can improve Phuket' tourism such as standard of servicing and quality of destination positioning. It can be also used as a pilot research for developing cultural tourism or heritage tourism in Thailand.

Descriptive Analyses Concerning the Visitor Profile

A total of 400 valid responses were received between May 2006 and July 2006, which all responded were international tourists. The results from questionnaires were summarized in to the following points:

Demographic, Socio-economic and Geographic

Around 53.5 percent of the respondents were female and 46.5percent were male. Although a larger percentage of females responded, as noted in previous chapter, Silberberg (1995) explains that one of the commonalities of a cultural tourist is that there are more woman than men (Women, represent a disproportionate share of shoppers and bus tour passengers). 43.1 percent were single and 56.9 percent were married.

Most respondents were over 45 years of age (64.2%), a common pattern among all cultural tourists is tends to be in older age categories. (Silberberg, 1995). Only 12.6 percent were younger than 24 years old. 23.2 percent were between 25 and 44 years of age.

However, a large percent of the respondents were business owner (19.2%) and 16.1 percent were academic. 14 percent of the respondents were in administrative fields and 12.7 percent were in student. 10.6 percent in retail/service, 7.5 percent were homemaker and 7.3 percent were retired. And finally, 5.5 percent were in professional, 4.9 percent had technical occupations, and 2.1 percent marked other (See Table 4.1).

The income level of the respondents is evenly distributed. 21 percent of the respondents had an annual income over \$50,001 and 20.1 percent earn between \$40,001 and \$50,000. 18.2 percent earn between \$30,001 and \$40,000, and 15.1 percent earn between \$20,001 and \$30,000. And finally, 13.6 percent earn between

\$10,001 and \$20,000, and 12 percent earn less than \$10,000 (See Table 4.1)

The largest residence groups, accounting for 53.2 percent of the visitor surveyed, were from Asia. 30.8 percent of the visitor come from Europe ; only 10 percent live in other regions, including North America (7.5%), Oceania (6.2%) and others (2.3%) (See Table 4.1) However, most respondents had skill of English fluency level (44.9%), native (29.0%) and good in English (18.0 %). Only 7.6 percent of the visitor surveyed, had fair for skill of English. Finally, the largest visitor group, arrived between May 2006 and July 2006 (94.4%) (See Table 4.1 for overview)

Table 4.1**Profile of respondent**

Demographic variable	Description	Valid Percentage(%)
Gender (n = 398)	Male	46.5
	Female	53.5
Marital status (n = 390)	Single	43.1
	Married	56.9
Age (n = 396)	15-24	12.6
	25-44	23.2
	45-64	59.1
	65 up	5.1
Annual income(\$US) (n = 324)	Less than 10,000	12.0
	10,001-20,000	13.6
	20,001-30,000	15.1
	30,001-40,000	18.2
	40,001-50,000	20.1
	More than 50,001	21.0
Occupation (n = 385)	Student	12.7
	Administrative	14.0
	Business owner	19.2
	Academic	16.1
	Retail/service/foodservice	10.6
	Technical	4.9
	Homemaker	7.5
	Professional	5.5
	Retired	7.3
Other	2.1	

Table 4.1**Profile of respondent (cont.)**

Demographic variable	Description	Valid Percentage (%)
Residence (n = 386)	Asia	53.2
	Europe	30.8
	N. America	7.5
	Oceania	6.2
	Other	2.3
Skill of English (n = 394)	Native	29.0
	Fluency	44.9
	Good	18.5
	Fair	7.6
Month of arrive (n = 394)	Before May 2006	5.6
	May 2006	33.7
	June 2006	29.2
	July 2006	31.5

Descriptive Analyses Concerning the Visitor Behavior

. This was the descriptive analysis of visitors' travel behaviors such as, purpose of visit, travel habit, expenditure, type of accommodation and sources of information concerning of destination.

Visitors' Previous Travel Patterns

The "purpose of visit" was classified in to leisure, recreation and holidays; health treatment; visiting friends and relatives; religion/pilgrimages; business and professional; education trip; convention and conference; and other (See Table 4.2)

One-third of the respondents described their purpose of visit as leisure, recreation and holidays (34.3%). This was the most popular trip taken by the Phuket visitor. Leisure, recreation and holiday's trip refer to a three to four day trip that the largest of the respondents spent in Phuket (43.3%). (See Table 4.3)

Moreover, 41.3 percent of the respondents spent more than 5 days in Phuket while on vacation. 71.5 percent of the respondents pay money for their trip per day more than \$US100 and 70.8 of one-half of all respondents (package tour 49.6% and own arrangement 50.4%) pay more than \$US100 for their package tour. This refer to 59.3 percent of the respondents had an annual income over \$30,001 (see Table 4.1 for an overview). Little more than one-half (55.3%) of the respondents stay in resort hotel and city hotel. Silberberg (1995) noted that a common pattern among all cultural tourists: "earns more money and spends more money while on vacation; spends more time in an area while on vacation; and is more likely to stay at hotels or motels"

The large percentage of married respondents was most likely related to the large percentage of people who travel with their family (49 %). 30.3 percent of the respondents traveled with friends and 30.3 percent of the respondents traveled with

Business association. Only 7.9 of the respondents' percent traveled alone (See Table 4.2).

The "sources of information concerning of destination." was classified in to friend/relative (32.4%), travel company brochure (23.0%), internet (24.1%), guide or travel book/article (10.5%), television or radio program (8.3%) and other (1.7%) (See Table 4.4).

Table 4.2
Behavior of respondent

Behavior variable	Description	Valid Percentage(%)
Length of stay (Days) (n = 388)	1-2	15.5
	3-4	43.3
	5-6	19.1
	More than 6	22.2
Spent per day(\$US) (n = 280)	Less then 50	12.5
	51-100	15.7
	101-150	20.4
	151-200	18.9
	201-250	15.0
	More than 251	17.5
Type of accommodation (n = 389)	Resort hotel	31.9
	City hotel	23.4
	Guest house	21.1
	National park lodge	8.7
	Friend/relative house	6.4
	Conference center	4.6
	Other	3.9
Travel with (n = 390)	Alone	7.9
	Family	49.0
	Friend	30.3
	Business association	12.8
Travel arrangement (n = 399)	Package tour	49.6
	Own arrangement	50.4
Package tour price (\$US) (n = 144)	Less then 50	10.4
	51-100	18.8
	More than 101	70.8

Table 4.3
Purpose of Visitor

Description	Frequency	Valid Percentage (%)
Leisure, recreation and holidays	258	34.3
Health treatment	33	4.4
Visiting friends and relatives	61	8.1
Religion/pilgrimages	92	12.2
Business and professional	142	18.9
Education trip	88	11.7
Convention and conference	35	4.7
Other	44	5.7
Total	753	100

Table 4.4
Sources of Information

Description	Frequency	Valid Percentage (%)
Travel company brochure	122	23.0
Internet	128	24.1
Television or radio program	44	8.3
Friend/relative	172	32.4
Guide or travel book/article	56	10.5
Other	9	1.7
Total	531	100

Analysis of Data

This presents the results from various data analyses to each research questions. In the results from primary data was be coded and recorded in the Statistical Package for Social Sciences (SPSS) version 11.5. Results were presented in the tables and discussed briefly. In order to achieve the stated objectives, various kinds of statistical techniques were employed. These techniques included Frequencies and Mean Score Ranking, Factor Analysis, Cluster Analysis, and MANOVA and one way ANOVA.

Data Analysis of Research Question One

Research questions one stated “What are the determinant factors that affect the selection of Phuket, Thailand as a cultural heritage tourism destination by the international visitors?” The data analysis base on, the respondents were asked to rate the level of agreement of each factor that influenced their selecting decision that ranged from 1 “Strongly disagree it is influential” to 5 “Strongly agree it is influential”. The finding of the research, the highest Mean Score 4.19 of uniqueness of heritage and cultural traditions was representing the most important factors that influence the international visitors’ decisions. (Mean = 4.19 with S.D. = 1.053), secondly, uniqueness of heritage and cultural tourist attractions respectively. (Mean = 4.11 with S.D. = 1.086). And the lowest important level of factors in international visitor was visibility of press article and public relation efforts (Mean = 3.01 with S.D.=.996). (See Table 4.5)

Table 4.5**Mean Score of Visitors' Perception**

The level of influence on visitors' decisions to choose Phuket as a cultural heritage tourism destination

Description Statements	Mean	Std. Dev.
1. The variety of heritage and cultural tourist attractions	3.31	1.155
2. The variety of heritage and cultural tourist activities	3.18	1.166
3. Uniqueness of heritage and cultural tourist attractions	4.11	1.086
4. Uniqueness of heritage and cultural traditions	4.19	1.053
5. Fame of heritage and cultural attractions	3.74	.992
6. Popularity of cultural tourist festivals	3.19	.949
7. Image of heritage and cultural attractions	3.99	1.095
8. Image of heritage and cultural tourist activities	4.10	1.036
9. Novelty of the destination	3.09	.954
10. Opportunity to increase knowledge	3.35	1.126
11. Adequacy of infrastructure	3.19	.927
12. Reasonableness of price (e.g. admission tickets)	3.42	.920
13. Reasonableness of total cost (e.g. trip cost, on-site cost)	3.85	.986
14. Value for money spent	3.43	.878
15. The distance from other tourist attractions	3.91	.800
16. Ease of access (e.g. transportations)	3.88	.893
17. Availability of Tourism Information Center	3.28	1.016
18. Availability of information through advertising (e.g. brochure, TV, posters, internet)	3.47	1.001
19. Offerings of promotions (e.g. discounts, special prices)	3.58	.934
20. Visibility of press article and public relation efforts.	3.01	.996
21. Availability of on site special heritage and cultural events (e.g. exhibition, shows, tours)	3.89	.912
22. Attitudes of the host community (e.g. warm, hospitality)	3.78	1.006
23. Availability of professional tour guides and service personnel	3.40	.911
24. Ability to find locals who can speak my native language or English	3.14	.888
25. Being able to participate in attractions and activities	3.29	1.040
26. Variety of shopping option (e.g. souvenirs)	3.75	.954
27. The sequence of events and activities (e.g. dining followed by tours or activities)	3.68	1.073
28. Time spent traveling from accommodation to cultural heritage site	3.42	.925
29. Quality of service at the site	3.89	.964
30. Cleanness and sanitation of facilities at the site	3.99	.887
31. The feeling of safety and security at the site	3.36	1.035
32. The image of the normal weather at the destination (e.g. "hot" or "rainy")	3.26	1.009

The Result of Factor Analysis;

The importance of factors that influence international visitors' decisions

In this section, factor analyzed using the principal component method and varimax rotation and reliability analysis procedure in order to delineate underlying the determinant factors that influence the international visitors' decisions on selecting Phuket, Thailand as a cultural heritage tourism destination.

Factor analysis of principal components analysis with a varimax rotation was conducted and eleven dimensions of factor selecting were identified. This implied that most of the respondents agreed on these statements. Then, the 32 statements were factor analyzed by using principal component analysis with varimax rotation to determine the underlying components.

In this process, the minimum eigenvalue of 1.0 was used cut off criterion. The eleven factors explained 68.348 percent of variance with eigenvalue ranging from 1.401 to 3.010. The Conbach's Alphas for the eleven factors rang from 0.50 to 0.89, most of them highly above the minimum value of 0.50 which is consider acceptable for research in its exploratory stages.(Nunnally, 1978)

Prior to factor analysis, the Kaiser - Meyer - Olkin (KMO) Measure of Sampling Adequacy (MSA) and the Bartlett's Test of Sphericity were pursued to test the fitness of the data. If the MSA is above 0.50 it is acceptable. Bartlett's Test of Sphericity: to test for the presence of correlation among the variables that should be significant. (Hair et al, 1998) In this process, the MSA was 0.717 and the Bartlett's Test of Sphericity was found to be 5046.016, with significance lower than 0.00. Both statistical data supported the use of factor analysis for these items.

A variable is considered to be of practical significance and included in a factor

when its factor loading is greater than 0.30. In a sample size of 350 or greater, a factor loading of 0.30 is required for significance. (Hair et al, 1998) Initially, all 32 statements were loaded to form eleven factors on attributes. (See Table 4.6 to Table 4.17)

Table 4.6**Factor Analysis of Determinant Factors (1)**

Description Attributes	Eigen value	Variance Explained	Reliability Alpha value	Factor Loading
Factor 1.	3.010	9.405	.81	
17. Availability of Tourism Information Center				.893
31. The feeling of safety and security at the site				.885
20. Visibility of press article and public relation efforts.				.592
19. Offerings of promotions (e.g. discounts, special prices)				.531

Factor 1: Information and Safety

Four attributes fall in this factor “Tourism Information Center, safety and security, press article & public relation and promotions”. It represented 9.405 % of the total variance explained with an eigenvalue of 3.010 and an alpha at 0.81. An overall mean value of 3.31. This factor was labeled as “Information and Safety”.

Table 4.7**Factor Analysis of Determinant Factors (2)**

Description Attributes	Eigen Value	Variance Explained	Reliability Alpha value	Factor Loading
Factor 2.	2.743	8.572	.75	
24. Ability to find locals who can speak my native language or English				.782
23. Availability of professional tour guides and service personnel				.707
25. Being able to participate in attractions and activities				.598
26. Variety of shopping option (e.g. souvenirs)				.591
18. Availability of information through advertising (e.g. brochure, TV, posters, internet)				.501

Factor 2: Communication and Shopping

There were five attributes loaded together “speak native language or English, guides & service personnel, participate in attractions & activities, shopping, and advertising. It accounted for 8.572 % of the total variance explained with an eigenvalue of 2.743 and an alpha at 0.75. An overall mean value of 3.41. This factor was named as “Communication and Shopping”

Table 4.8**Factor Analysis of Determinant Factors (3)**

Description Attributes	Eigen Value	Variance Explained	Reliability Alpha value	Factor Loading
Factor 3.	2.275	7.110	.72	
30. Cleanness and sanitation of facilities at the site				.848
16. Ease of access (e.g. transportations)				.829
13. Reasonableness of total cost (e.g. trip cost, on-site cost)				.422
27. The sequence of events and activities (e.g. dining followed by tours or activities)				.359

Factor 3: Cleanness and Transportation

Four attributes were loaded into this factor. They were “cleanness and sanitation, ease of access, total cost, the sequence of events and activities” It represented 7.110 % of the total variance explained with an eigenvalue of 2.275 and an alpha at 0.72. An overall mean value of 3.85. This factor was named as “Cleanness and Transportation”

Table 4.9

Factor Analysis of Determinant Factors (4)

Description Attributes	Eigen Value	Variance Explained	Reliability Alpha value	Factor Loading
Factor 4.	2.128	6.649	.88	
32. The image of the normal weather at the destination (e.g. “hot” or “rainy”)				.865
12. Reasonableness of price (e.g. admission tickets)				.840

Factor 4: Weather and Price

Only two attributes were loaded into this factor: “The image of the normal weather at the destination and reasonableness of price” It represented 6.649 % of the total variance explained with an eigenvalue of 2.128 and an alpha at 0.88. An overall mean value of 3.34. This factor was named as “Weather and Price”

Table 4.10

Factor Analysis of Determinant Factors (5)

Description Attributes	Eigen Value	Variance Explained	Reliability Alpha value	Factor Loading
Factor 5.	2.068	6.462	.89	
14. Value for money spent				.920
28. Time spent traveling from accommodation to cultural heritage site				.883

Factor 5: Money and Time

They includes two attributes: “value for money spent and time spent traveling” It accounted for 6.462 % of the total variance explained with an eigenvalue of 2.068 and an alpha at 0.89. An overall mean value of 3.43. This factor was labeled as “Money and Time”

Table 4.11**Factor Analysis of Determinant Factors (6)**

Description	Attributes	Eigen Value	Variance Explained	Reliability Alpha value	Factor Loading
Factor 6.		1.710	5.343	.59	
9.	Novelty of the destination				.776
10.	Opportunity to increase knowledge				.619
11.	Adequacy of infrastructure				.404
6.	Popularity of cultural tourist festivals				.399

Factor 6 : Novelty and Knowledge

Four statements were loaded into this factor. They were “novelty, increase knowledge, infrastructure, and festivals” It represented 5.343 % of the total variance explained with an eigenvalue of 1.710 and an alpha at 0.59. An overall mean value of 3.21. This factor was named as “Novelty and Knowledge”

Table 4.12

Factor Analysis of Determinant Factors (7)

Description Attributes	Eigen Value	Variance Explained	Reliability Alpha value	Factor Loading
Factor 7.	1.684	5.263	.71	
2. The variety of heritage and cultural tourist activities				.827
1. The variety of heritage and cultural tourist attractions				.806

Factor 7: Variety

Only two statements were loaded into this factor: “the variety of heritage and cultural tourist activities and the variety of heritage and cultural tourist attractions” It accounted for 5.263 % of the total variance explained with an eigenvalue of 1.684 and an alpha at 0.71. An overall mean value of 3.25. This factor was named as “Variety”

Table 4.13**Factor Analysis of Determinant Factors (8)**

Description	Attributes	Eigen Value	Variance Explained	Reliability Alpha value	Factor Loading
Factor 8.		1.609	5.252	.54	
3.	Uniqueness of heritage and cultural tourist attractions				.781
4.	Uniqueness of heritage and cultural traditions				.744
5.	Fame of heritage and cultural attractions				.445

Factor 8 : Uniqueness

Three statements were loaded into this factor. Uniqueness of heritage and cultural tourist attractions, Uniqueness of heritage and cultural traditions, and Fame of heritage and cultural attractions” It represented 5.252 % of the total variance explained with an eigenvalue of 1.609.

They were with a reliability alpha of 0.54. Factor eight attained the highest mean value of 4.01 amongst all the eleven identified factors. All these three statements clearly showed the main framework of this dimension. This factor was labeled as “Uniqueness”.

Table 4.14

Factor Analysis of Determinant Factors (9)

Description Attributes	Eigen Value	Variance Explained	Reliability Alpha value	Factor Loading
Factor 9.	1.609	5.029	.54	
15. The distance from other tourist attractions				.700
29. Quality of service at the site				.666

Factor 9 : Distance and Quality

Only two statements were loaded into this factor: “the distance from other tourist attractions and quality of service at the site” It accounted for 5.029 % of the total variance explained with an eigenvalue of 1.609 and an alpha at 0.5444. An overall mean value of 3.90. This factor was named as “Distance and Quality”

Table 4.15

Factor Analysis of Determinant Factors (10)

Description Attributes	Eigen Value	Variance Explained	Reliability Alpha value	Factor Loading
Factor 10.	1.563	4.886	.61	
22. Attitudes of the host community (e.g. warm, hospitality)				.720
21. Availability of on site special heritage and cultural events (e.g. exhibition, shows, tours)				.673

Factor10 : Host and Event

They were two attributes fall in this factor: “host community and special heritage and cultural events” It represented 4.886 % of the total variance explained with an eigenvalue of 1.563 and an alpha at 0.61. An overall mean value of 3.84. This factor was named as “Host and Event”

Table 4.16

Factor Analysis of Determinant Factors (11)

Description Attributes	Eigen Value	Variance Explained	Reliability Alpha value	Factor Loading
Factor 11.	1.401	4.377	.50	
7. Image of heritage and cultural attractions				.808
8. Image of heritage and cultural tourist activities				.607

Factor 11 : Image

Two statements were loaded into this factor: “image of heritage and cultural attractions and image of heritage and cultural tourist activities”

It explained 4.377 % of the total variance explained with an eigenvalue of 1.401 and an alpha at 0.50. An overall mean value of 4.00 This factor was labeled as “Image”

Ranking of Factors

After analyzing the overall mean value of eleven factor on the attributes that influenced their selecting decision, the ranking was listed in descending order of mean value ranging that ranged from 1 (not influential) to 5 (most influential). In general, the international visitors agreed that the eleven derived factors were a decision to select the island of Phuket, Thailand as a cultural heritage destination, but in different degrees of agreement.

Amongst all these eleven factors, the international visitors agreed Factor 8 ““Uniqueness”. and Factor 11 “Image” were the most influential factor that could most unique and image cultural heritage tourist attractions and activities, having a mean value of 4.10 and 4.00, representing a strong inclination that tourist required the individual or difference from they have seen.

In third place was Factor 9 “Distance and Quality” with a mean value of 3.90 and fourth place was Factor 3 “Cleanness and Transportation”, with a mean value of 3.85 which implied service quality cultural heritage attraction place and cleanness. The fifth, Factor 10 “Host and Event” with a mean value of 3.84. The sixth factor was Factor 5, “Money and Time” with a mean value of 3.43, followed by the seventh factor was Factor 2, “Communication and Shopping” with a mean value of 3.41. eighthly, Factor 4 “Weather and Price” with a mean value of 3.34. The ninth factor was Factor 1, “Information and Safety”. with a mean value of 3.31, followed by the tenth factor was Factor 7, “Variety” with a mean value of 3.25 Lastly, Factor 6, “Novelty and Knowledge””, was loaded as the least influential factor among the eleven factors with a mean of 3.21. (See Table 4.17)

Table 4.17**Determinant Factors Ranking**

Description Factor	Mean	Ranking
Factor 8 : Uniqueness	4.01	1
Factor 11 : Image	4.00	2
Factor 9 : Distance and Quality	3.90.	3
Factor 3 : Cleanness and Transportation	3.85	4
Factor 10 : Host and Event	3.84.	5
Factor 5 : Money and Time	3.43	6
Factor 2 : Communication and Shopping	3.41	7
Factor 4 : Weather and Price	3.34	8
Factor 1 : Information and Safety	3.31	9
Factor 7 : Variety	3.25	10
Factor 6 : Novelty and Knowledge	3.21	11

Data Analysis of Research Question Two

Research questions two stated “Are there any differences in the determinant factors that affect selection of cultural heritage attractions among visitor with different demographic characteristics?” In Table 4.5 – Table 4.16, the results from factor analysis of determinant factors show that thirty-two factors were grouped to eleven categories. A new eleven –category following:

- F1 (Factor1- Information&Safety)
- F2 (Factor2 - Communication&Shopping)
- F3 (Factor3 - Cleanness&Transportation)
- F4 (Factor4 - Weather&Price)
- F5 (Factor5 - Money&Time)
- F6 (Factor6- Novelty&Knowledge)
- F7 (Factor7 - Variety)
- F8 (Factor8 - Uniqueness)
- F9 (Factor9 - Distance&Quality)
- F10 (Factor10 - Host&Event)
- F11 (Factor 11 - Image)

Demographic characteristics such as gender, marital status, age, annual income, occupation, and residences (See Table 4.1)

The results from eleven difference test of demographic profile were presented in table 4.6 – table 4.12. Multivariate of Variance (MANOVA) and Analyses of Variance (ANOVA) test statistic for the relationship between “gender, marital status, age, annual income level occupation, and residences” and “the determinant factors that affect selection of cultural heritage attractions”

The result of MANOVA of Determinant Factors among international visitor with different demographic

In the first section, MANOVA was used to assess whether an overall difference could be found between groups. The Wilks' Lamda, *F* value and *p* value indicated that there are multivariate effect for determine factor among group with difference demographics profile.

Table 4.18
MANOVA Test Statistics
Determinant Factors among international visitor with different
DEMOGRAPHIC

Demographic Variables	Wilk's Lamda	<i>F</i> Value	<i>p</i> Value
Gender	0.978	1.560	.106
Marital status	0.964	2.543	.004
Age	0.926	1.816	.003
Annual income	0.796	2.646	.000
Occupation	0.724	2.480	.000
Residences	0.802	3.857	.000

Multivariate Analysis of Variance (MANOVA) was performed to investigate whether an overall difference was found between demographics profile group and the determinant factors. The dependent variables used for MANOVA test were eleven determinant factors such as F1 – F11. The independent variable were various demographics profile including; “gender, marital status, age, annual income level occupation, and residences” (See Table 4.2)

The results show that the *F* values of “Gender” ($F=1.560, p \leq 0.106$) were not

significant at the level of 0.05 and 0.01, respectively, showing that the multivariate effects of marital status($F=2.543, p\leq 0.004$) , age($F=1.816, p\leq 0.003$) , annual income level($F=2.646, p\leq 0.000$) , occupation($F=2.480, p\leq 0.000$) , and residences($F = 3.857, p\leq 0.000$) on the determinant factors are all significant. (See Table 4.1)

ANOVA Test Statistics of Determinant Factors among international visitor with different demographic

Based on the significant results of MANOVA, Analyses of Variance (ANOVA) were employed to address the individual issues for each dependent variable.

In this section, Analyses of Variance (ANOVA) was used to test whether international visitor with different demographic characteristics have different perception of the determinant factors that affect selection of cultural heritage attractions. The dependent variable was each of determinant factors including F 1 – F 11. The independent variable was each of demographic profiles including gender, marital status, age, annual income, occupation, and residences. (See Table 4.19 - Table 4.24)

Table 4.19

ANOVA Test Statistics

Determinant Factors among international visitor with different GENDER

Determinant Factors	Male(SD.)	Female(SD.)	<i>F</i> Value	DF	<i>p</i> Value
F2	3.36(0.947)	3.45(1.007)	4.215	1	0.040
F9	3.98(0.862)	3.84(0.901)	5.121	1	0.024

Table 4.20

ANOVA Test Statistics

Determinant Factors among international visitor with different MARITAL STATUS

Determinant Factors	Single(SD.)	Married (SD.)	F Value	DF	p Value
F3	3.92(0.954)	3.82(0.968)	5.742	1	0.017
F4	3.42(0.968)	3.27(0.977)	4.983	1	0.026
F5	3.51(0.902)	3.35(0.898)	6.048	1	0.014
F6	3.30(0.935)	3.13(1.033)	11.465	1	0.001
F7	3.39(1.138)	3.13(1.163)	9.638	1	0.002

Table 4.21

ANOVA Test Statistics

Determinant Factors among international visitor with different AGE

Determinant Factors	15-24(SD.)	25-44(SD.)	45-64(SD.)	65up(SD.)	F Value	DF	p Value
F1	3.12(0.877)	3.23(1.121)	3.39(1.010)	3.05(0.778)	6.829	3	0.000
F4	3.57(0.897)	3.32(0.985)	3.34(0.989)	3.00(0.847)	3.549	3	0.014
F10	3.55(0.857)	3.86(1.026)	3.91(0.937)	3.48(0.962)	5.905	3	0.001

Table 4.22**ANOVA Test Statistics****Determinant Factors among international visitor with different ANNUAL INCOME**

Determinant Factors	1 (SD.)	2 (SD.)	3 (SD.)	4 (SD.)	5 (SD.)	6 (SD.)	F Value	DF	p Value
F1	3.05(0.914)	3.41(0.946)	3.48(0.931)	3.24(1.034)	3.39(1.137)	3.27(1.111)	4.038	5	0.001
F2	3.44(1.086)	3.33(0.990)	3.53(0.930)	3.35(1.042)	3.57(1.013)	3.18(0.970)	6.240	5	0.000
F3	3.64(0.973)	3.99(0.881)	3.98(0.963)	3.91(0.932)	3.77(1.018)	3.75(1.027)	4.025	5	0.001
F5	3.10(1.014)	3.43(0.920)	3.33(0.928)	3.50(0.782)	3.26(0.906)	3.48(0.860)	2.762	5	0.018
F6	3.14(0.967)	3.19(0.954)	3.36(0.990)	3.13(0.965)	3.17(0.966)	3.05(1.085)	2.250	5	0.047
F10	3.74(1.086)	3.53(0.982)	3.56(0.953)	3.75(0.971)	4.02(0.980)	3.97(0.879)	4.736	5	0.000

*Annual income(\$US)

- 1 = Less than 10,000
- 2 = 10,001-20,000
- 3 = 20,001-30,000
- 4 = 30,001-40,000
- 5 = 40,001-50,000
- 6 = More than 50,001

Table 4.23

ANOVA Test Statistics

Determinant Factors among international visitor with different OCCUPATION

Determinant Factors	1(SD.)	2(SD.)	3(SD.)	4(SD.)	5(SD.)	6(SD.)	7(SD.)	8(SD.)	9(SD.)	10(SD.)	F Value	DF	p Value
F1	3.21(0.964)	3.40(0.800)	3.35(1.121)	3.36(1.029)	3.11(1.091)	3.34(0.888)	3.70(1.049)	3.04(1.061)	3.12(0.918)	3.22(0.941)	4.312	9	0.000
F2	3.45(0.958)	3.41(0.924)	3.49(1.027)	3.17(0.920)	3.40(1.131)	3.52(0.797)	3.68(1.020)	3.38(0.911)	3.39(0.934)	3.55(0.932)	3.763	9	0.000
F3	3.99(0.958)	3.86(0.916)	3.99(0.873)	3.59(0.951)	3.63(1.214)	3.88(0.864)	4.05(0.912)	3.69(0.949)	3.94(0.883)	4.10(1.044)	5.316	9	0.000
F4	3.48(0.966)	3.41(0.938)	3.68(0.865)	2.98(0.967)	3.15(0.970)	3.37(1.025)	3.41(0.899)	3.08(1.071)	3.27(1.053)	3.25(1.065)	5.103	9	0.000
F6	3.29(0.961)	3.32(1.005)	3.11(0.967)	3.09(1.067)	3.11(1.003)	3.33(0.900)	3.42(0.925)	3.03(0.954)	3.13(0.978)	3.50(1.047)	2.760	9	0.003
F7	3.15(1.078)	3.21(1.147)	3.49(1.226)	3.20(1.162)	3.48(1.209)	3.42(1.130)	3.12(1.215)	2.88(0.853)	2.91(1.133)	3.25(1.291)	2.327	9	0.014
F9	4.08(0.991)	4.02(0.749)	4.17(0.836)	3.60(0.837)	3.80(0.853)	3.92(0.997)	3.69(0.959)	3.65(0.864)	3.96(0.808)	3.69(0.793)	4.926	9	0.000
F10	3.90(0.891)	3.57(0.929)	3.81(0.936)	4.11(0.977)	3.79(1.003)	3.58(0.889)	4.12(0.919)	4.03(0.920)	3.64(0.999)	3.69(1.014)	3.551	9	0.000

* Occupation
(n =385)

- 1 = Student
- 2 = Administrative
- 3 = Business owner
- 4 = Academic
- 5 = Retail/service/foodservice
- 6 = Technical
- 7 = Homemaker
- 8 = Professional
- 9 = Retired
- 10 = Other

Table 4.24**ANOVA Test Statistics****Determinant Factors among international visitor with different RESIDENCE**

Determinant Factors	Asia(SD.)	Europe(SD.)	N.America(SD.)	Oceania(SD.)	Other(SD.)	F Value	DF	p Value
F1	3.41(0.963)	3.11(1.032)	3.59(1.134)	3.18(1.138)	3.39(1.293)	9.601	4	0.000
F2	3.55(0.940)	3.17(0.979)	3.57(0.999)	3.13(0.977)	3.42(0.959)	17.943	4	0.000
F3	3.79(0.944)	3.90(0.991)	3.78(1.094)	4.00(0.907)	4.22(0.959)	2.994	4	0.018
F4	3.21(0.940)	3.51(0.917)	3.46(1.151)	3.28(0.886)	3.56(1.247)	4.191	4	0.002
F5	3.34(0.867)	3.50(0.958)	3.52(0.883)	3.40(0.809)	3.94(0.998)	2.953	4	0.019
F6	3.19(0.977)	3.29(1.026)	2.94(0.958)	3.36(0.897)	3.11(1.190)	3.627	4	0.006
F7	3.40(1.108)	3.11(1.240)	3.21(1.120)	3.04(1.134)	2.67(1.085)	4.290	4	0.002
F9	3.79(0.887)	4.01(0.809)	3.98(1.000)	3.83(1.038)	4.61(0.778)	5.825	4	0.000
F10	3.81(0.935)	3.81(0.966)	3.88(1.010)	3.89(1.038)	4.56(0.616)	2.714	4	0.029
F11	3.99(1.084)	4.06(1.067)	3.93(1.122)	4.54(0.751)	3.94(1.110)	3.027	4	0.017

ANOVA Test Statistics of Influence Attributes among international visitor with different demographic

In this section, Analyses of Variance (ANOVA) was used to test whether international visitor with different demographic characteristics have different perception of the determinant factors that affect selection of cultural heritage attractions. The dependent variable was each of determinant factors including 32 statements such as “Variety of attractions”, “Variety activities”, “Uniqueness of attractions”, “Uniqueness of traditions”, “Fame of attractions”, “Popularity of festivals”, “Image attractions”, “Image of activities”, “Novelty”, “Knowledge”, “Infrastructure”, “Price”, “Total cost”, “Money spent”, “Distance”, “Ease of access”, “Tourism Information Center”, “Advertising”, “Promotions”, “Press article”, “Events”, “Host community”, “Guides”, “Native language”, “Participate”, “Shopping”, “Sequence of activities”, “Time spent”, “Quality of service”, “Cleanness”, Safety”, and “Weather”

The independent variable was each of the demographic characteristics including; gender, marital status, age, annual income, occupation, and residences

Table 4.25

ANOVA Test Statistics

Influence Attributes among international visitor with different GENDER

Attributes	Male (SD.)	Female (SD.)	F Value	DF	p Value
Variety of attractions	3.15(1.099)	3.45(1.189)	6.786	1	0.010
Popularity of festivals	3.37(0.912)	3.02(0.949)	13.836	1	0.000
Infrastructure	2.97(0.846)	3.38(0.955)	20.339	1	0.000
Advertising	3.36(0.958)	3.57(1.034)	4.121	1	0.043

Table 4.26**ANOVA Test Statistics****Influence Attributes among international visitor with different MARITAL STATUS**

Attributes	Single (SD.)	Married (SD.)	F Value	DF	p Value
Variety activities	3.37(1.135)	3.04(1.159)	8.011	1	0.005
Infrastructure	3.32(0.876)	3.10(0.955)	5.204	1	0.023
Total cost	3.96(0.969)	3.74(0.992)	4.631	1	0.032
Money spent	3.53(0.868)	3.35(0.881)	4.015	1	0.046
Guides	3.29(0.950)	3.48(0.883)	4.134	1	0.043

Table 4.27

ANOVA Test Statistics

Influence Attributes among international visitor with different AGE

Attributes	15-24 (SD.)	25-44 (SD.)	45-64 (SD.)	65up (SD.)	F Value	DF	p Value
Press article	2.70(0.647)	2.98(1.075)	3.10(1.037)	2.65(0.489)	3.175	3	0.024
Events	3.64(1.014)	3.88(1.026)	3.98(0.910)	3.55(0.759)	2.970	3	0.032
Host community	3.46(1.014)	3.85(1.032)	3.84(0.961)	3.40(1.231)	3.099	3	0.027

Table 4.28**ANOVA Test Statistics****Influence Attributes among international visitor with different ANNUAL INCOME**

Attributes	1 (SD.)	2 (SD.)	3 (SD.)	4 (SD.)	5 (SD.)	6 (SD.)	<i>F</i> Value	DF	<i>p</i> Value
Knowledge	3.15(1.089)	3.20(1.047)	3.82(1.202)	3.12(0.966)	3.32(0.970)	3.06(1.205)	3.383	5	0.005
Infrastructure	3.13(0.951)	3.52(0.876)	3.41(0.840)	3.07(1.015)	3.28(0.960)	2.92(0.917)	3.071	5	0.010
Host community	3.64(1.203)	3.36(1.014)	3.51(0.982)	3.54(1.006)	4.00(1.016)	3.96(0.860)	3.689	5	0.003
Participate	3.44(1.119)	3.18(0.947)	3.55(1.062)	3.10(1.094)	3.54(1.119)	2.87(1.013)	4.000	5	0.002
Cleanness	3.72(0.916)	4.18(0.657)	4.24(0.693)	4.00(0.910)	3.92(0.973)	3.81(0.957)	2.653	5	0.023

*Annual income(\$US)

- 1 = Less than 10,000
- 2 = 10,001-20,000
- 3 = 20,001-30,000
- 4 = 30,001-40,000
- 5 = 40,001-50,000
- 6 = More than 50,001

Table 4.29

ANOVA Test Statistics

Influence Attributes among international visitor with different OCCUPATION

Attributes	1(SD)	2(SD)	3 (SD)	4 (SD)	5 (SD)	6 (SD)	7 (SD)	8 (SD)	9 (SD)	10 (SD)	F Value	DF	p Value
Festivals	3.51(0.820)	3.09(0.937)	2.92(0.717)	3.06(1.059)	3.10(1.044)	3.42(0.838)	3.41(0.983)	2.95(1.050)	3.07(1.052)	3.75(0.707)	2.286	9	0.017
Infrastructure	3.08(1.017)	3.54(0.840)	3.12(1.020)	3.00(0.816)	3.15(0.937)	3.53(0.841)	3.34(0.721)	2.90(0.912)	3.14(0.848)	3.13(1.246)	1.0905	9	0.050
Price	3.57(0.890)	3.43(0.944)	3.77(0.732)	3.07(0.946)	3.20(0.980)	3.47(1.020)	3.52(0.871)	3.15(1.040)	3.36(0.989)	3.50(1.069)	2.913	9	0.002
Total cost	3.96(1.020)	3.89(0.925)	4.11(0.837)	3.58(0.933)	3.44(1.246)	3.89(0.875)	3.90(1.047)	3.70(0.979)	4.07(0.813)	4.38(0.916)	2.523	9	0.008
Distance	4.12(0.857)	4.04(0.699)	4.14(0.782)	3.64(0.775)	3.85(0.792)	3.74(0.872)	3.86(0.875)	3.65(0.745)	3.82(0.772)	3.75(0.707)	2.469	9	0.010
Advertising	3.82(0.972)	3.70(0.903)	3.20(1.110)	3.25(0.925)	3.49(1.143)	3.47(0.697)	3.97(0.981)	3.47(0.905)	3.11(0.737)	3.25(0.707)	3.345	9	0.001
Promotions	3.39(0.975)	3.74(0.732)	3.90(0.897)	3.42(0.737)	3.07(1.170)	3.63(0.895)	3.90(1.145)	3.80(0.834)	3.39(0.796)	3.38(1.061)	3.747	9	0.000
Events	4.06(0.747)	3.57(0.903)	3.76(0.904)	4.10(1.060)	4.02(0.880)	3.74(0.872)	4.28(0.797)	4.25(0.786)	3.57(0.879)	3.75(0.886)	3.038	9	0.002
Shopping	3.63(1.003)	3.67(0.847)	4.11(0.737)	3.24(1.097)	3.88(1.122)	3.68(0.885)	4.00(0.802)	3.85(0.933)	3.86(0.756)	4.00(0.926)	3.915	9	0.000
Quality	4.04(1.117)	4.00(0.801)	4.20(0.891)	3.56(0.898)	3.76(0.916)	4.11(0.832)	3.52(1.022)	3.65(0.988)	4.11(0.832)	3.63(0.916)	3.061	9	0.001
Cleanness	4.24(0.723)	4.07(0.843)	4.05(0.792)	3.63(0.927)	3.78(1.173)	4.11(0.658)	4.21(0.774)	3.55(0.999)	4.04(0.881)	4.50(0.756)	3.0116	9	0.001
Weather	3.39(1.037)	3.39(0.940)	3.59(0.978)	2.90(0.987)	3.10(0.970)	3.26(1.046)	3.31(0.930)	3.00(1.124)	3.18(1.124)	3.00(1.069)	2.337	9	0.014

* Occupation
(n =385)

- 1 = Student
- 2 = Administrative
- 3 = Business owner
- 4 = Academic
- 5 = Retail/service/foodservice
- 6 = Technical
- 7 = Homemaker
- 8 = Professional
- 9 = Retired
- 10=Other

Table 4.30**ANOVA Test Statistics****Influence Attributes among international visitor with different RESIDENCE**

Attributes	Asia (SD.)	Europe (SD.)	N.America (SD.)	Oceania (SD.)	Other (SD.)	F Value	DF	p Value
Image attractions	3.93(1.105)	3.96(1.092)	4.03(1.210)	4.65(0.647)	3.78(1.202)	2.390	4	0.050
Knowledge	3.20(1.054)	3.73(1.148)	2.83(1.104)	3.57(0.992)	3.56(1.509)	6.487	4	0.000
Infrastructure	3.32(0.976)	2.98(0.844)	3.11(0.916)	3.26(0.689)	2.78(0.833)	3.053	4	0.017
Total cost	3.78(0.959)	4.01(1.013)	3.52(1.022)	3.96(0.976)	4.44(0.882)	2.801	4	0.026
Distance	3.79(0.788)	3.97(0.780)	4.07(0.884)	4.00(0.674)	4.78(0.441)	4.516	4	0.001
Ease of access	3.89(0.820)	3.72(0.956)	4.03(1.117)	4.17(0.834)	4.44(0.726)	2.696	4	0.031
Information Center	3.39(0.927)	3.06(1.044)	3.52(1.122)	3.17(1.230)	3.44(1.333)	2.529	4	0.040
Advertising	3.63(1.006)	3.20(0.917)	3.69(1.137)	3.23(0.922)	3.33(1.118)	4.308	4	0.002
Press article	3.18(0.917)	2.69(0.954)	3.41(1.181)	2.78(1.085)	2.89(1.364)	6.331	4	0.000
Native language	3.30(0.850)	2.91(0.883)	3.28(0.841)	2.83(0.887)	3.11(0.928)	4.909	4	0.001
Participate	3.58(0.975)	2.82(0.965)	3.59(1.053)	2.74(0.915)	3.33(0.866)	14.190	4	0.000
Sequence of activities	3.51(1.101)	3.97(1.013)	3.52(1.090)	3.64(0.953)	3.56(1.236)	3.663	4	0.006
Quality of service	3.80(0.979)	4.06(0.837)	3.90(1.113)	3.65(0.935)	4.44(1.014)	2.599	4	0.036
Weather	3.10(0.972)	3.48(0.937)	3.45(1.242)	3.26(0.915)	3.33(1.323)	3.031	4	0.018

The result of ANOVA with different demographic characteristics

Analyses of Variance (ANOVA) was used to test whether international visitor with different demographic characteristics have different perception of the determinant factors that affect selection of cultural heritage attractions. The dependent variable were each of determinant factors including F1 – F11 and each of determinant factors including 32 statements The independent variable was each of demographic profiles including gender, marital status, age, annual income, occupation, and residences. (See Table 4.19 - Table 4.30)

The results of ANOVA indicated a significant difference at the level of 0.05 respectively in the perception of “ F2 ($F=4.215$, $p\leq 0.040$), and F9($F=5.121$, $p\leq 0.024$),” between male and female visitors. (See Table 4.19) Moreover, ANOVA found significant difference at the level of 0.01 and 0.05, respectively in “Variety of attractions($F=6.786$, $p\leq 0.010$), Popularity of festivals($F=13.836$, $p\leq 0.000$), Infrastructure($F=20.339$, $p\leq 0.000$), and Advertising($F=4.121$, $p\leq 0.043$)”. In these case, male visitors had more favorable perception than female visitors. (See Table 4.25)

There was a significant difference at the level of 0.01 and 0.05, respectively in “F6($F=11.465$, $p\leq 0.001$), F7($F=9.638$, $p\leq 0.002$), F3($F=5.742$, $p\leq 0.017$), F4($F=4.983$, $p\leq 0.026$), and F5($F=6.048$, $p\leq 0.014$)” between single and married travelers. (See Table 4.20) Moreover, ANOVA found significant difference at the level of 0.01 and 0.05, respectively in “Variety of attractions($F=8.011$, $p\leq 0.005$), Infrastructure($F=5.204$, $p\leq 0.023$), Total cost($F=4.631$, $p\leq 0.032$), Money spent($F=4.015$, $p\leq 0.046$), and Guides($F=4.134$, $p\leq 0.043$)”. These factors would deter more single travelers than married travelers. (See Table 4.26)

In terms of travelers' age groups, the ANOVA test indicated a significant difference at the level of 0.01 and 0.05 was found in the travel inhibitor on “ F1 ($F=6.829, p\leq 0.000$), F10($F=5.905, p\leq 0.001$), and F4($F=3.549, p\leq 0.014$)”. (See Table 4.21) Moreover , a significant difference at the level of 0.05 was found in the “Press article($F=3.175, p\leq 0.024$), Events($F=2.970, p\leq 0.032$), and Host community($F=3.099, p\leq 0.027$)” among travelers with different age groups. Travelers who were more than 65 years old (group 4) , were less tolerant towards this inhibitor than those were in the age of 15-24 years old (group 1) , 25-44 years old (group 2) , and 45-64 years old (group 3) (See Table 4.27)

There was a significant difference at the level of 0.01 and 0.05, respectively in “F1($F=4.038, p\leq 0.001$), F2($F=6.240, p\leq 0.000$), F3($F=4.025, p\leq 0.001$), F10($F=4.736, p\leq 0.000$), F5($F=2.762, p\leq 0.018$) and F6($F=2.250, p\leq 0.047$)”among travelers with different annual income groups. (See Table 4.22) Moreover, ANOVA found significant difference at the level of 0.01 and 0.05, respectively in “Knowledge($F=3.383, p\leq 0.005$), Infrastructure($F=3.071, p\leq 0.010$), Host community($F=3.689, p\leq 0.003$), Participate($F=4.000, p\leq 0.002$), and Cleanness($F=2.653, p\leq 0.023$)”. The annual income group of US\$20,001 – 30,000 were the most disturbed by the “ Knowledge, Participate and Cleanness “ However, travelers who earn more than 50,001 appeared to be the least disturbed. (See Table 4.28)

As for the occupation, a significant difference at the level of 0.01 was found in the “ F1($F=4.312, p\leq 0.000$), F2($F=3.763, p\leq 0.000$), F3($F=5.316, p\leq 0.000$), F4($F=5.103, p\leq 0.000$), F6($F=2.760, p\leq 0.003$), F7($F=2.327, p\leq 0.014$), F9($F=4.926, p\leq 0.000$), and F10($F=3.551, p\leq 0.000$)”. (See Table 4.23) Moreover, ANOVA found significant difference at the level of 0.01 and 0.05, respectively in “Popularity of

festivals($F=2.286, p\leq 0.017$), Infrastructure($F=1.091, p\leq 0.050$), Weather($F=2.337, p\leq 0.014$), Price($F=2.913, p\leq 0.002$), Total cost($F=2.523, p\leq 0.008$), Distance($F=2.469, p\leq 0.010$), Advertising($F=3.345, p\leq 0.001$), Promotions($F=3.747, p\leq 0.000$), Events($F=3.038, p\leq 0.002$), Shopping($F=3.915, p\leq 0.000$), Quality of service($F=3.061, p\leq 0.001$), Cleanness($F=3.012, p\leq 0.001$)". The travel inhibitor on these factor would bother more student and academic worker travels than general workers and other travelers. (See Table 4.29)

Regarding the countries of residence, the ANOVA test indicated no significant difference in the travel inhibitors on " F8" However, a significant difference at the level of 0.01 and 0.05, respectively was found in the travel inhibitor on " F1-F7 and F8-F11" (See Table 4.24) Moreover, a significant difference at the level of 0.05 was found in the "Image attractions, Knowledge, Infrastructure, Total cost, Distance, Ease of access, Information Center, Advertising, Press article, Native language, Participate, Sequence of activities, Quality of service, Weather" among travelers with different residence groups. (See Table 4.30) Asian travel tended to be more neutral than Europeans , North Americans , and travelers from other regions. Again, Asian traveler appeared to be neutral as compared to travelers from North America and Oceania. the ANOVA test also showed that there was a significant difference in the " Weather" ($F=3.031, p\leq 0.018$) Asian travelers were less tolerant than travelers from Europe, North America, Oceania (Australia and New Zealand) ,and other regions. In addition, there was a significant difference in the travel inhibitor on the "Image attractions"($F=2.390, p\leq 0.050$). Oceania were the most disturbed by the "Image attractions" followed by North Americans, travelers from Europeans, and Asia. However, travelers from other regions appeared to be the least disturbed.

Data Analysis of Research Question Three

Research questions three stated “Are there any differences in the determinant factors that affect selection of cultural heritage attractions among visitor with different travel behavior characteristics?” In Table 4.5 – the results from factor analysis of determinant factors show that thirty-two factors were grouped to eleven categories. A new eleven –category “F1-F11”. Travel behavior characteristics such as length of stay, spent per day, type of accommodation, travel with, travel arrangement, and package tour price, (See Table 4.2)

The results from six difference test of travel behavior characteristics were presented in table 4.6. Multivariate of Variance (MANOVA) and Analyses of Variance (ANOVA) test statistic for the relationship between “length of stay, spent per day, type of accommodation, travel with, travel arrangement, and package tour price” and “the determinant factors that affect selection of cultural heritage attractions”

The result of MANOVA of Determinant Factors among international visitor with different travel behaviors

MANOVA was used to assess whether an overall difference could be found between groups. The Wilks’ Lamda, F value and p value indicated that There are multivariate effect for determine factor among group with difference travel behavior characteristics. (See Table 4.31)

Table 4.31
MANOVA Test Statistics
Determinant Factors among international visitor with different TRAVEL BEHAVIOR

Demographic Variables	Wilk's Lamda	F Value	P Value
Length of stay	0.854	3.649	.000
Spent per day	0.716	3.379	.000
Type of accommodation	0.750	3.372	.000
Travel with	0.922	1.898	.002
Travel arrangement	0.986	1.010	.435
Package tour price	0.811	2.717	.000

Multivariate Analysis of Variance (MANOVA) was performed to investigate whether an overall difference was found between travel behavior group and the determinant factors. The dependent variables used for MANOVA test are eleven determinant factors such as F1 – F11. The independent variable are various visitors' travel behavior including; length of stay, spent per day, type of accommodation, travel with, travel arrangement, and package tour price.

The results show that the *p* values of “travel arrangement” are not significant at the level of 0.05 and 0.10, respectively, showing that the multivariate effects of length of stay, spent per day, type of accommodation, travel with, and package tour price on the determinant factors are all significant.(See Table 4.31)

ANOVA Test Statistics of Determinant Factors among international visitor with different travel behavior characteristics

Based on the significant results of MANOVA, Analyses of Variance (ANOVA) are employed to address the individual issues for each dependent variable.

In this section, Analyses of Variance (ANOVA) will be used to test whether international visitor with different travel behavior have different perception of the determinant factors that affect selection of cultural heritage attractions.

The dependent variable is each of determinant factors including eleven categories “F1-F11” The independent variable is each of the visitors’ travel behavior including; length of stay, spent per day, type of accommodation, travel with, travel arrangement , and package tour price. (See Table 4.2)

Table 4.32

ANOVA Test Statistics

Determinant Factors among international visitor with different TRAVEL WITH

Determinant Factors	Alone (SD.)	Family (SD.)	Friend(SD.)	Business Assoc.(SD.)	F Value	DF	p Value
F1	3.29 (1.054)	3.38 (1.001)	3.25 (0.981)	3.13 (1.084)	3.761	3	0.010
F2	3.17 (0.934)	3.42 (0.971)	3.48 (0.985)	3.32 (1.003)	4.678	3	0.003
F11	3.73 (1.104)	4.06 (1.057)	4.06 (1.054)	4.29 (0.977)	3.689	3	0.012

Table 4.33

ANOVA Test Statistics

Determinant Factors among international visitor with different TRAVEL ARRANGMENT

Determinant Factors	package tour (SD.)	Own arrangement (SD.)	F Value	DF	p Value
F4	3.27 (0.960)	3.41 (0.978)	4.498	1	0.034

Table 4.34

ANOVA Test Statistics

Determinant Factors among international visitor with different PACKAGE TOUR PRICE

Determinant Factors	50 less (SD.)	51-100 (SD.)	101 more(SD.)	F Value	DF	p Value
F5	3.53 (0.937)	2.91 (0.708)	3.54 (0.866)	12.104	2	0.000
F10	3.57 (0.935)	3.56 (0.984)	3.90 (0.964)	3.609	2	0.028
F11	3.63 (1.129)	4.02 (1.090)	4.19 (1.050)	3.804	2	0.023

Table 4.35**ANOVA Test Statistics****Determinant Factors among international visitor with different SPENT PER DAY**

Determinant Factors	Less than 50(SD.)	51-100(SD.)	101-150(SD.)	151-200(SD.)	201-250(SD.)	251 more(SD.)	F Value	DF	p Value
F1	3.38 (0.966)	3.29 (0.983)	3.26 (1.046)	3.18 (1.039)	3.51 (0.981)	3.42 (1.100)	2.531	5	0.027
F2	3.29 (0.950)	3.47 (1.055)	3.41 (1.031)	3.38 (1.072)	3.68 (0.982)	3.19 (0.908)	5.921	5	0.000
F3	3.66 (0.994)	3.83 (1.020)	4.15 (0.859)	3.76 (0.946)	3.93 (0.908)	3.76 (0.997)	6.537	5	0.000
F4	2.89 (0.860)	3.08 (1.147)	3.44 (0.842)	3.10 (0.919)	3.16 (1.000)	3.52 (0.922)	5.667	5	0.000
F6	3.04 (0.951)	3.23 (1.007)	3.39 (0.957)	3.09 (0.944)	3.28 (0.910)	3.07 (1.102)	3.794	5	0.002
F7	3.20 (1.098)	3.11 (1.188)	2.91 (1.194)	3.52 (1.123)	3.36 (1.144)	3.07 (1.048)	3.789	5	0.002
F10	3.74 (0.988)	3.44 (1.092)	3.51 (1.024)	3.94 (0.964)	4.16 (0.963)	3.84 (0.812)	7.011	5	0.000

Table 4.36**ANOVA Test Statistics****Determinant Factors among international visitor with different LENGTH OF STAY**

Determinant Factors	1-2 (SD.)	3-4 (SD.)	5-6 (SD.)	6 up (SD.)	F Value	DF	p Value
F1	3.24 (0.960)	3.18 (1.027)	3.48 (0.852)	3.49 (1.158)	9.052	3	0.000
F2	3.36 (0.987)	3.39 (0.940)	3.57 (1.013)	3.39 (1.043)	3.153	3	0.024
F4	3.20 (0.960)	3.25 (0.987)	3.50 (0.870)	3.53 (0.985)	5.444	3	0.001
F5	3.51 (0.964)	3.29 (0.927)	3.32 (0.713)	3.63 (0.879)	6.020	3	0.000
F6	3.21 (0.950)	3.07 (1.076)	3.24 (0.919)	3.36 (0.971)	5.945	3	0.000
F7	3.33 (1.108)	3.00 (1.172)	3.41 (1.090)	3.48 (1.154)	7.782	3	0.000
F10	3.84 (0.960)	3.72 (1.008)	3.77 (0.827)	4.05 (0.914)	4.388	3	0.005
F11	3.97 (1.093)	3.98 (1.143)	4.04 (0.929)	4.27 (1.002)	3.064	3	0.027

Table 4.37**ANOVA Test Statistics****among international visitor with different TYPE OF ACCOMMODATION**

Determinant Factors	1(SD.)	2 (SD.)	3 (SD.)	4 (SD.)	5 (SD.)	6 (SD.)	7 (SD.)	F Value	DF	p Value
F1	3.25(1.014)	3.36(0.952)	3.28(1.141)	3.35(0.992)	3.21(1.066)	3.04(0.813)	3.83(0.693)	4.171	6	0.000
F2	3.42(0.977)	3.43(0.973)	3.44(1.040)	3.18(0.893)	3.42(1.087)	3.29(0.915)	3.65(0.744)	2.735	6	0.012
F4	3.34(0.913)	3.38(0.935)	3.62(0.975)	2.97(0.946)	3.02(1.000)	3.08(1.273)	3.23(0.679)	5.509	6	0.000
F5	3.38(0.990)	3.59(0.839)	3.51(0.818)	3.35(0.787)	3.26(0.828)	2.64(0.683)	3.53(0.900)	6.638	6	0.000
F6	3.27(0.980)	3.29(1.002)	3.02(1.022)	3.15(1.039)	3.04(0.963)	3.31(1.002)	3.35(0.799)	3.503	6	0.002
F8	4.02(1.032)	4.04(0.997)	3.96(1.113)	4.22(0.971)	4.07(1.189)	3.57(1.283)	3.71(1.036)	2.910	6	0.008
F9	3.89(0.912)	3.92(0.808)	4.18(0.886)	3.62(0.811)	3.76(0.916)	3.64(0.990)	3.60(0.814)	5.277	6	0.000
F10	3.89(0.909)	3.77(0.979)	3.73(0.973)	4.28(0.831)	3.60(1.069)	3.36(0.990)	4.13(0.776)	5.660	6	0.000

**Type of accommodation

- 1 = Resort hotel
- 2 = City hotel
- 3 = Guest house
- 4 = National park lodge
- 5 = Friend/relative house
- 6 = Conference center
- 7 = Other

ANOVA Test Statistics of Influence Attributes among international visitor with different travel behavior characteristics

In this section, Analyses of Variance (ANOVA) will be used to test whether international visitor with different travel behavior have different perception of the determinant factors that affect selection of cultural heritage attractions. The dependent variable is each of determinant factors including 32 statements such as “Variety of attractions”, “Variety activities”, “Uniqueness of attractions”, “Uniqueness of traditions”, “Fame of attractions”, “Popularity of festivals”, “Image attractions”, “Image of activities”, “Novelty”, “Knowledge”, “Infrastructure”, “Price”, “Total cost”, “Money spent”, “Distance”, “Ease of access”, “Tourism Information Center”, “Advertising”, “Promotions”, “Press article”, “Events”, “Host community”, “Guides”, “Native language”, “Participate”, “Shopping”, “Sequence of activities”, “Time spent”, “Quality of service”, “Cleanness”, Safety”, and “Weather”

The independent variable is each of the visitors’ travel behavior including; length of stay, spent per day, type of accommodation, travel with, travel arrangement, package tour price, purpose of visitor, and sources of information

Table 4.38

ANOVA Test Statistics

Influence Attributes among international visitor with different TRAVEL WITH

Attributes	Alone(SD.)	Family(SD.)	Friend(SD.)	Business Assoc.(SD.)	F Value	DF	p Value
Image of activities	3.84 (1.128)	4.12 (1.012)	4.06 (1.040)	4.46 (0.885)	2.805	3	0.040
Events	3.48 (0.890)	3.98 (0.908)	3.86 (0.889)	3.80 (0.926)	2.983	3	0.031
Shopping	3.39 (0.844)	3.68 (0.966)	3.97 (0.885)	3.68 (1.019)	4.226	3	0.006

Table 4.39**ANOVA Test Statistics****Influence Attributes among international visitor with different TRAVEL ARRANGMENT**

Attributes	Package tour(SD.)	Own arrangement (SD.)	F Value	DF	p Value
Variety of attractions	3.29 (1.171)	3.32 (1.138)	0.049	1	0.825
Variety activities	3.13 (1.165)	3.23 (1.169)	0.759	1	0.384
Uniqueness of attractions	4.11 (1.061)	4.10 (1.115)	0.000	1	0.985
Uniqueness of traditions	4.21 (1.001)	4.17 (1.105)	0.136	1	0.713
Fame of attractions	3.72 (1.024)	3.77 (0.964)	0.207	1	0.649
Popularity of festivals	3.23 (0.944)	3.14 (0.954)	0.877	1	0.350
Image attractions	4.05 (1.089)	3.93 (1.102)	1.102	1	0.294
Image of activities	4.14 (1.005)	4.05 (1.069)	0.706	1	0.401
Novelty	3.10 (0.977)	3.07 (0.932)	0.052	1	0.820
Knowledge	3.33 (1.110)	3.36 (1.141)	0.063	1	0.802
Infrastructure	3.22 (0.883)	3.15 (0.970)	0.569	1	0.451
Price	3.37 (0.910)	3.48 (0.938)	1.411	1	0.236
Total cost	3.88 (0.991)	3.82 (0.984)	0.397	1	0.529
Money spent	3.43 (0.853)	3.44 (0.904)	0.011	1	0.917
Distance	3.91 (0.815)	3.91 (0.789)	0.001	1	0.972
Ease of access	3.87 (0.871)	3.90 (0.919)	0.066	1	0.798
Information Center	3.32 (0.998)	3.24 (1.037)	0.504	1	0.478

Table 4.39 (cont.)

ANOVA Test Statistics

Influence Attributes among international visitor with different TRAVEL ARRANGMENT

Attributes	Package tour(SD.)	Own arrangement (SD.)	F Value	DF	p Value
Advertising	3.53 (0.949)	3.42 (1.051)	1.200	1	0.274
Promotions	3.52 (0.940)	3.65 (0.927)	1.877	1	0.171
Press article	3.06 (0.980)	2.96 (1.014)	0.914	1	0.340
Events	3.97 (0.886)	3.82 (0.934)	2.678	1	0.103
Host community	3.78 (1.016)	3.78 (1.002)	0.000	1	0.996
Guides	3.39 (0.912)	3.41 (0.914)	0.044	1	0.835
Native language	3.18 (0.889)	3.10 (0.891)	0.673	1	0.413
Participate	3.34 (1.054)	3.25 (1.030)	0.606	1	0.437
Shopping	3.81 (0.909)	3.70 (0.990)	1.416	1	0.235
Sequence of activities	3.71 (1.090)	3.65 (1.059)	0.250	1	0.617
Time spent	3.47 (0.895)	3.37 (0.954)	1.160	1	0.282
Quality of service	3.88 (0.991)	3.91 (0.941)	0.053	1	0.819
Cleanness	3.96 (0.853)	4.02 (0.922)	0.387	1	0.534
Safety	3.37 (1.005)	3.35 (1.068)	0.060	1	0.806
Weather	3.17 (0.999)	3.35 (3.36)	3.209	1	0.740

Table 4.40**ANOVA Test Statistics****Influence Attributes among international visitor with different PACKAGE TOUR PRICE**

Attributes	50 less(SD.)	51-100(SD.)	101 more(SD.)	F Value	DF	p Value
Image of activities	3.60 (1.183)	4.04 (1.160)	4.29 (0.963)	3.202	2	0.044
Infrastructure	3.47 (0.834)	3.59 (0.797)	3.13 (0.939)	3.251	2	0.042
Money spent	3.47 (0.915)	2.85 (0.662)	3.53 (0.858)	7.138	2	0.01
Host community	3.20 (0.862)	3.26 (1.023)	3.83 (1.001)	5.330	2	0.006
Time spent	3.60 (0.986)	2.96 (0.759)	3.54 (0.878)	5.059	2	0.008
Weather	2.47 (0.834)	3.15 (0.9890)	3.11 (0.969)	3.102	2	0.048

Table 4.41**ANOVA Test Statistics****Influence Attributes among international visitor with different SPENT PER DAY**

Attributes	1(SD.)	2(SD.)	3(SD.)	4 (SD.)	5 (SD.)	6 (SD.)	F Value	DF	p Value
Fame of attractions	3.46(1.146)	3.57(1.087)	3.95(0.833)	3.87(0.856)	3.24(1.019)	3.71(0.957)	3.395	5	0.005
Knowledge	2.97(0.954)	3.20(1.153)	3.98(1.077)	3.02(0.930)	3.34(0.965)	3.04(1.040)	7.271	5	0.000
Infrastructure	2.94(0.838)	3.73(0.788)	3.32(0.827)	2.85(0.937)	3.54(0.809)	3.00(1.061)	7.192	5	0.000
Ease of access	3.71(0.926)	3.81(0.732)	4.12(0.781)	3.94(0.929)	4.05(0.865)	3.63(0.906)	2.408	5	0.037
Host community	3.57(1.008)	3.20(1.112)	3.28(1.048)	3.79(1.026)	4.27(0.923)	3.96(0.763)	7.818	5	0.000
Shopping	3.29(0.750)	4.14(1.091)	3.89(0.947)	3.85(0.907)	3.98(0.908)	3.43(0.957)	5.162	5	0.000
Cleanness	3.80(0.933)	4.07(0.789)	4.26(0.695)	3.81(0.942)	4.20(0.715)	3.86(0.957)	2.810	5	0.017
Weather	2.71(0.789)	2.86(1.173)	3.44(0.846)	3.06(0.969)	3.00(1.025)	3.45(0.959)	4.393	5	0.001

**Spent per day(\$US)

- 1 = Less than 50
- 2 = 51-100
- 3 = 101-150
- 4 = 151-200
- 5 = 201-250
- 6 = More than 251

Table 4.42**ANOVA Test Statistics****Influence Attributes among international visitor with different LENGTH OF STAY**

Attributes	1-2 (SD.)	3-4 (SD.)	5-6 (SD.)	6 up(SD.)	F Value	DF	P Value
Variety of attractions	3.35(1.091)	3.09(1.162)	3.55(1.168)	3.54(1.141)	3.774	3	0.011
Variety activities	3.31(1.129)	2.91(1.180)	3.27(1.000)	3.42(1.171)	4.300	3	0.005
Infrastructure	3.30(0.916)	3.01(1.014)	3.20(0.942)	3.31(0.736)	2.753	3	0.042
Money spent	3.50(0.928)	3.30(0.903)	3.34(0.721)	3.63(0.828)	2.920	3	0.034
Information Center	3.17(0.954)	3.09(1.045)	3.59(0.781)	3.57(1.172)	5.839	3	0.001
Shopping	3.59(1.043)	3.81(0.830)	4.04(0.808)	3.63(1.095)	3.271	3	0.021
Time spent	3.51(0.969)	3.28(0.953)	3.30(0.711)	3.63(0.933)	3.078	3	0.021
Safety	3.27(0.931)	3.15(1.059)	3.57(0.828)	3.72(1.207)	6.208	3	0.000
Weather	3.14(0.981)	3.10(1.030)	3.46(0.914)	3.51(1.014)	4.167	3	0.006

The result of ANOVA with different travel behavior characteristics

Analyses of Variance (ANOVA) was used to test whether international visitor with different travel behavior characteristics have different perception of the determinant factors that affect selection of cultural heritage attractions. The dependent variable were each of determinant factors including F1 – F11 and each of determinant factors including 32 statements. The independent variable was each of travel behavior characteristics such as length of stay, spent per day, type of accommodation, travel with, travel arrangement, and package tour price, (See Table 4.32 - Table 4.43)

The results of ANOVA indicated a significant difference at the level of 0.01 and 0.05 respectively in the perception of “F1($F=3.761$, $p\leq 0.010$), F2($F=$, $p\leq 0.003$), F11($F=3.689$, $p\leq 0.012$)” among travelers with different travel with groups. (See Table 4.1) Moreover, ANOVA found significant difference at the level of 0.01 and 0.05, respectively in “Shopping($F=4.226$, $p\leq 0.006$), Image of activities ($F=2.805$, $p\leq 0.040$), and Event($F=2.983$, $p\leq 0.031$)”. In these case, travel with friend were the most disturbed by the “Shopping”, travel with business association were the most disturbed by the “Image of activities” and travel with family were the most disturbed by the “Event” (See Table 4.38)

There was a significant difference at the level of 0.05, respectively in “F4($F=4.498$, $p\leq 0.034$)” between own arrangement and package tour visitors. (See Table 4.33). In these case, own arrangement visitors had more favorable perception than package tour visitors. However, ANOVA found no significant difference in each of determinant factors including 32 statements between own arrangement and package tour visitors (See Table 4.39).

In terms of package tour price groups, the ANOVA test indicated a significant

difference at the level of 0.01 and 0.05 was found in the travel inhibitor on “ F5 ($F=12.104$, $p\leq 0.000$), F10($F=3.609$, $p\leq 0.028$), and F11($F=3.804$, $p\leq 0.023$)”. (See Table 4.34) Moreover, a significant difference at the level of 0.01 and 0.05 was found in the “Money spent($F=7.138$, $p\leq 0.010$), Host community($F=5.330$, $p\leq 0.006$), Time spent ($F=5.059$, $p\leq 0.008$), Image of activities ($F=3.202$, $p\leq 0.044$), Infrastructure($F=3.250$, $p\leq 0.042$), and Weather($F=3.102$, $p\leq 0.048$)” among travelers with different package tour price groups. (See Table 4.40) Travelers who spent less than \$US50 (group 1), were less tolerant towards this inhibitor than those were in group of US\$51-100 (group 2), and US\$51-100 (group 3)

There was a significant difference at the level of 0.01 and 0.05, respectively in “F2($F=5.921$, $p\leq 0.000$), F3($F=6.537$, $p\leq 0.000$), F4($F=5.667$, $p\leq 0.000$), F6($F=3.794$, $p\leq 0.002$), F7($F=3.789$, $p\leq 0.002$), F10($F=7.011$, $p\leq 0.000$) and F1($F=2.531$, $p\leq 0.027$)” among travelers with different spent per day groups. (See Table 4.35) Moreover, ANOVA found significant difference at the level of 0.01 and 0.05, respectively in “Fame of attraction($F=3.395$, $p\leq 0.005$), Knowledge($F=7.271$, $p\leq 0.000$), Infrastructure($F=7.192$, $p\leq 0.000$), Host community($F=7.818$, $p\leq 0.000$), Shopping($F=5.162$, $p\leq 0.000$), Weather, ($F=4.393$, $p\leq 0.001$), Ease of access($F=7.818$, $p\leq 0.000$), and Cleanness($F=2.810$, $p\leq 0.017$)”. The spent per day group of US\$101 – 150 were the most disturbed by the “Fame of attraction, Knowledge, Ease of access, and Cleanness “ However, travelers who spent less than US\$50 appeared to be the least disturbed. (See Table 4.41)

As for the length of stay, a significant difference at the level of 0.01 and 0.05 was found in the “ F1($F=9.052$, $p\leq 0.000$), F4($F=5.444$, $p\leq 0.001$), F5($F=6.020$, $p\leq 0.000$), F6($F=5.945$, $p\leq 0.000$), F7($F=7.782$, $p\leq 0.000$), F10($F=4.388$, $p\leq 0.005$), F2($F=3.153$, $p\leq 0.024$), and F11($F=3.064$, $p\leq 0.027$)”. (See Table 4.36) Moreover,

ANOVA found significant difference at the level of 0.01 and 0.05, respectively in “ Variety of activities($F=1.091$, $p\leq 0.050$), Information Center($F=5.839$, $p\leq 0.001$), Safety($F=6.208$, $p\leq 0.000$), Weather($F=4.167$, $p\leq 0.006$), Variety of attractions($F=3.774$, $p\leq 0.011$), Infrastructure($F=2.753$, $p\leq 0.042$), Money spent($F=2.920$, $p\leq 0.034$), Shopping($F=3.271$, $p\leq 0.021$), and Time spent($F=3.078$, $p\leq 0.021$)”. The travel inhibitor on these factors would bother more staying six days up visitors than other visitors. (See Table 4.42)

Regarding the type of accommodation, the ANOVA test indicated a significant difference at the level of 0.01 and 0.05, respectively was found in the travel inhibitor on “F1, F3, F4, F6, F6, F8, F9, F10 and F2” (See Table 4.36) Moreover, a significant difference at the level of 0.01 was found in the “Uniqueness of traditions, Popularity of festivals, Novelty, Price, Money spent, Distance, Advertising, Promotions, Events, Host community, Shopping, Sequence of activities, Time spent and Quality of service” among travelers with different the type of accommodation groups. (See Table 4.43) The travel inhibitor on these factors would bother more stay in hotel or resort visitors than other visitors. The ANOVA test also showed that there was a significant difference at the level of 0.05 in the “Cleanness” ($F=2.466$, $p\leq 0.024$). National park lodge travelers were less tolerant than travelers who visit other type of accommodation. In addition, there was a significant difference in the travel inhibitor on the “Popularity of festivals($F=4.476$, $p\leq 0.000$), Money spent($F=3.460$, $p\leq 0.002$), Promotions($F=2.390$, $p\leq 0.050$), and Time spent($F=2.390$, $p\leq 0.050$).” The visitors who stayed in hotel or resort were the most disturbed by these factors.

Cluster Analyses

Segmenting the Cultural Heritage Tourism Market

Two step cluster was used to determine the best number of clusters based on attributes and a hierarchical algorithm was used to determine the membership of each clusters. The variables were each of determinant attributes including 32 statements. (See Table 4.44)

Cluster analyses indicated that a five-cluster solution is most appropriate for that data. Table 4.44 presents the outcome of an ANOVA test and also indicates that all 32 attributes exhibit statistically significant differences among the five clusters ($p \leq 0.05$). In addition, the Scheffe' test was used to identify any further differences between clusters in regards to each factor. The findings confirmed the appropriateness of each category. Also, to describe the five clusters and to label them, the mean scores for each factor were computed.

The first international visitor segment included 32.98 percent of the subjects. Since this is the largest segment, Cluster I had the highest score for Variety of attractions (mean=3.45 with S.D.=1.09), followed by Variety activities (mean=3.20 with S.D.=1.06). Therefore, the first segment was labeled as "Cultural heritage variety visitor".

The second segment comprised 16.62 percent of the sample. Cluster II placed the highest importance on Uniqueness of attractions (mean=4.41 with S.D.=0.94). Meanwhile, respondents also tended to Uniqueness of traditions (mean=4.30 with S.D.=0.97). Therefore, this group was named as "Cultural heritage uniqueness visitor".

The third segment is made up of 26.49 percent of all subjects. Cluster III had the highest score on Quality of service (mean=4.04 with S.D.=0.82), followed by

Distance (mean=3.91 with S.D.=0.65) and Fame of attractions(mean=3.75 with S.D.=0.97). These international visitor also were very much interested in Total cost (mean=3.67 with S.D.=0.76), as same as, Cleanness. (mean=3.33 with S.D.=.934). Meanwhile, respondents also tended to Ease of access (mean=3.56 with S.D.=0.85) followed by Sequence of activities(mean=3.55 with S.D.=0.87) Shopping (mean=3.46 with S.D.=0.91) The segment was labeled as “Cultural heritage quality visitor”

Host community (mean=3.77 with S.D.= 0.99) is the outstanding characteristic of tourist in the fourth segment. They comprised 14.54 percent of the sample. These tourists also were very much interested in Events(mean=3.61 with S.D.= 1.14) Money spent(mean=3.34 with S.D.= 0.944), Time spent(mean=3.34 with S.D.= 0.98), Price(mean=3.32 with S.D.= 1.06), Guides(mean=3.12 with S.D.= 0.88) Promotions(mean=3.07 with S.D.= 1.01), Popularity of festivals(mean=3.02 with S.D.= 1.31), Weather(mean=2.98 with S.D.= 1.17), Novelty(mean=2.93 with S.D.= 1.14), Infrastructure(mean=2.86 with S.D.= 1.14), Advertising(mean=2.79 with S.D.= 1.06), Knowledge(mean=2.77 with S.D.= 1.29), Safety(mean=2.59 with S.D.= 1.12), Information Center(mean=2.54 with S.D.= 1.14), Native language(mean=2.36 with S.D.= 0.82), Participate(mean=2.20 with S.D.= 0.70) and Press article(mean=2.16 with S.D.= 0.46). These tourist want to communicate with people and learn facilities for their trips. Therefore, Cluster IV was named as “Cultural heritage interaction and learning visitor”

The fifth international visitor segment included 9.35 percent of the subjects. Image of attractions was the highest score (mean=4.22 with S.D.= 0.83),), followed by Image of activities (mean=4.17 with S.D.=0.97). These international visitors satisfy the cultural heritage attractions and activities that they exhibit a high interest in

the image a different culture. Thus, Cluster V was labeled as “Cultural heritage image visitor” (See Table 4.44)

Table 4.44

Cluster analysis with Mean score of the influence international visitor' decisions on selecting cultural heritage destinations in the island of Phuket, Thailand

Attributes	Cluster I		Cluster II		Cluster III		Cluster IV		Cluster V	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Variety of attractions	3.45	1.09	3.64	1.31	3.25	0.97	3.07	1.17	2.64	1.20
Variety activities	3.20	1.06	3.45	1.13	3.21	1.16	3.13	1.32	2.58	1.20
Uniqueness of attractions	3.98	1.05	4.41	0.94	4.07	1.14	4.18	1.25	4.06	0.92
Uniqueness of traditions	4.17	0.92	4.30	0.97	4.25	1.06	4.07	1.23	4.19	1.21
Quality of service	3.78	0.93	4.16	1.13	4.04	0.82	3.50	0.91	3.97	1.03
Distance	3.81	0.70	4.31	0.94	3.91	0.65	3.57	0.83	3.97	0.91
Fame of attractions	3.65	0.92	3.87	1.02	3.75	0.97	3.57	1.16	4.08	1.02
Total cost	3.81	0.95	4.53	0.76	3.67	0.76	2.98	0.98	4.61	0.69
Cleanness	4.01	0.71	4.53	0.84	3.67	0.86	3.48	0.93	4.69	0.67
Ease of access	3.89	0.69	4.48	0.84	3.56	0.85	3.45	0.95	4.36	0.93
Sequence of activities	3.67	1.09	4.02	1.05	3.55	0.87	2.93	0.99	4.47	0.94
Shopping	3.91	0.83	4.03	0.98	3.46	0.91	3.27	1.10	4.28	0.57
Host community	3.84	0.82	4.61	0.75	3.47	0.82	3.77	0.99	2.78	1.31
Events	3.94	0.78	4.33	0.87	3.80	0.83	3.61	1.14	3.53	0.91
Money spent	3.28	0.69	4.03	0.94	3.43	0.80	3.34	0.94	3.06	1.01
Time spent	3.24	0.68	4.17	1.02	3.38	0.81	3.34	0.98	3.06	1.01
Price	3.18	0.85	3.94	0.94	3.39	0.88	3.32	1.06	3.56	0.73
Guides	3.86	0.68	4.03	0.94	2.79	0.65	3.12	0.88	2.78	.068
Promotions	3.79	0.77	3.59	1.22	3.69	0.77	3.07	1.01	3.31	0.89
Popularity of festivals	3.13	0.81	3.64	0.93	3.10	0.79	3.02	1.31	3.17	0.97
Weather	3.07	0.87	3.56	1.22	3.33	0.96	2.98	1.17	3.56	0.73

Table 4.44 (cont.)

Cluster analysis with Mean score of the influence international visitor' decisions on selecting cultural heritage destinations in the island of Phuket, Thailand

Attributes	Cluster I		Cluster II		Cluster III		Cluster IV		Cluster V	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Novelty	3.28	0.96	3.22	1.11	2.88	0.79	2.93	1.14	3.28	0.57
Infrastructure	3.34	0.83	3.20	1.06	3.15	0.85	2.86	1.14	3.44	0.81
Advertising	3.92	0.80	4.16	0.88	3.18	0.78	2.79	1.06	2.72	0.74
Knowledge	3.44	1.03	3.48	1.17	3.09	0.92	2.77	1.29	4.50	0.56
Safety	3.90	0.71	3.97	1.23	3.06	0.54	2.59	1.12	2.44	0.50
Information Center	3.87	0.76	3.73	1.21	3.01	0.50	2.54	1.14	2.44	0.50
Native language	3.58	0.65	3.78	0.95	2.86	0.56	2.36	0.82	2.61	0.77
Participate	3.85	0.80	4.19	.092	3.02	0.88	2.20	0.70	2.64	0.80
Press article	3.29	0.84	3.62	1.23	3.13	0.89	2.16	0.46	2.06	0.23
Image of attractions	3.90	1.04	4.17	0.97	3.91	1.19	3.91	1.34	4.22	0.83
Image of activities	4.11	0.97	4.09	0.92	3.98	1.41	4.07	1.31	4.17	0.97
%	32.98		16.62		26.49		14.54		9.35	
(n)	127		64		102		56		36	

Note : 1. Number in highlight is a cluster membership (average linkage between group)

CHAPTER V

CONCLUSION

This study investigated factors which related to literature in heritage and cultural tourism and marketing strategy. The purpose of this research was to study the factors for tourists to make a decision to select Phuket, Thailand as a cultural heritage destination. To accomplish this, the determinant factors of cultural heritage destination as perceived by international visitors were identified.

The first section of this chapter, the summary of findings and a discussion of research questions in association with the research objectives in this study are presented. The implementation of the marketing strategy the cultural heritage destinations is reported in the second section of this chapter. Finally, the chapter concludes with limitations of the study and recommendations for future study.

The Summary of Findings

A Sample of international visitors, who visited Phuket, Thailand between 1st February to 30th April 2006, were identified and studied in this research. Data concerning toward culture heritage destination of Phuket, Thailand were gathered from 400 international visitors. A self-administration was used to gather the data. Quantitative analysis was designed in this study which focused on describing the survey results and determining

(1) The determinant factors that affect the selection of Phuket, Thailand as a cultural heritage tourism destination by the international visitors,

(2) Any differences in the determinant factors that affect selection of cultural heritage attractions among visitor with different demographic characteristics, and

(3) Any differences in the determinant factors that affect selection of cultural

heritage attractions among visitor with different travel behavior characteristics.

The findings exhibited that culture heritage destination of Phuket, Thailand is a place to visit for international tourist. Specifically, the analysis revealed following:

- The most important factors that influence the international visitors' selection of Phuket, Thailand as a cultural heritage tourism destination were : uniqueness of heritage and cultural traditions, uniqueness of heritage and cultural tourist attractions, and image of heritage and cultural tourist activities.

- The visitors' primary sources of information concerning of destination was friend/relative (word of mouth).

- For demographic variables, the determinant factors that affect the selection of Phuket, Thailand as a cultural heritage tourism destination of the international visitors could be significantly predicted by their marital status, age, annual income level, occupation and residences.

- For travel behavior variables, The determinant factors that affect the selection of Phuket, Thailand as a cultural heritage tourism destination of the international visitors could be significantly predicted by length of stay, spent per day, type of accommodation, travel with, and package tour price.

Implementation

Segmenting cultural heritage tourism markets will be important for successful tourism destination in the future. The tourism marketers should be able to use the findings of this study to better understand potential visitors. The most important factor that could be unique cultural tourist attractions and activities. Whereas marketing strategies for international visitors should consider marketing strategies such as Uniqueness, Image,

Distance & Quality, Cleanness & Transportation, Host & Event, Money & Time, Communication & Shopping, Weather & Price, Information & Safety, Variety, and Novelty & Knowledge respectively.

The largest international segment is “*Cultural heritage variety tourist*” They enjoy to take atmosphere and entertainment in their journey, followed by “*Cultural heritage quality tourist*”. These tourists want to get the best service and improve their standard of life. However, they also concern about promotion package. “*Cultural heritage unique tourist*”. They seek some different from their own environment. These tourists want to enjoy the cultural activities that they exhibit a high interest in learning a different culture. That meant most tourist may not understand how to participate in different culture. “*Cultural heritage interaction and learning tourist*”. They need information, personal guide and brochure that they can search more in details. They want to develop their knowledge and understanding by communicate with their common language. Surprising, the smallest tourist segment is . “*Cultural heritage image tourist*”. This segment tended to famous cultural attraction places, and positioning of the site.

The findings of this study reflect that tourists visiting cultural destination are somewhat heterogeneous. (Chang, 2005) Therefore, differentiated marketing strategies should be stressed and executed by relevant parties. Key player in the cultural tourism host, tour operator and stakeholder have pursued have pursued successful positioning strategies which have been driven by effective market segmentation and brand management. (Orth, 2002)

Limitations of the Study and Recommendations for Future Study

Cultural heritage tourism is conceptualized here as being an ethnic experience made up of a mixture of tangible and intangible components. Not only is it necessary to understand the motivations of tourists if the experiences that are provided are to meet their expectations, it is also necessary to understand the nature of the conditions on which local communities are prepared to welcome visitor – a topic that is not explored in this paper. Future research should be encourage examining cross-national visitor segments in more detail.

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APPENDICES

Cover Letter and Questionnaire

Dear International Visitor:

My name is **Saensak Siriphanich** and I am a PhD candidate in hospitality management program at Oklahoma State University, Stillwater, U.S.A.. I am asking for your assistance in conducting a research project as a requirement for my dissertation in the doctoral program. I am studying the dimensions for developing cultural and heritage tourism in Phuket with respect to the perceptions of international visitors. A survey instrument has been developed that requests you to provide some basic demographic information about yourself as well as some questions about your perceptions about cultural and heritage tourism in Phuket.

You can help by agreeing to participate in this survey now. The survey will take about 20 minutes to complete. Please ensure that you hand the survey back to the person handing you this survey immediately after you complete it.

I would greatly appreciate your assistance in this project. The overall population for this project is relatively small given the tight timeline within which this project has to be completed. Therefore, your complete participation is vital for the success of this research. The results of this study will yield useful information on how the Phuket tourism authorities can do a better job of meeting your specific requirements as an international visitor. It will also provide a model for conducting similar research at other tourist destination in Thailand. The data will be useful in helping the destinations develop programs to meet the varied expectations and needs of international visitors. The survey provided has been approved by the Institutional Review Board, IRB (<http://compliance.vpr.okstate.edu/>) at Oklahoma State University and has met all the human subjects and ethical requirements of the university.

Thank you for your understanding and consideration. Please contact me if you have any questions or concerns about this research. Contact information for Oklahoma State University's Research Compliance is also provided below.

Sincerely,

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Introductory Questions. Please give some information about yourself;

1. Are you a visitor to Phuket or do you live here? Visitor Living in Phuket (IF LIVING HERE DISCONTINUE THE SURVEY)

2. If a visitor: When did you arrive in Phuket? Please specify

3. What is your usual country of residence? Please specify

4. How good you are in reading and understanding English language? Fair Good Fluency Native

Section I. Visitors’ perception scale rating.

Listed below are items that may influence your decision to choose Phuket as a destination for cultural tourism. Please indicate the degree of influence on your decision to choose Phuket by rating each of the descriptive statements below.

Please circle only one number on the scale described below:

- 1 “Not influential”**
- 2 “Somewhat influential”**
- 3 “Neutral”**
- 4 “More influential”**
- 5 “Most influential”**

	Not influential				Most influential
1. The variety of heritage and cultural tourist attractions	1	2	3	4	5
2. The variety of heritage and cultural tourist activities	1	2	3	4	5
3. Uniqueness of heritage and cultural tourist attractions	1	2	3	4	5
4. Uniqueness of cultural traditions	1	2	3	4	5
5. Fame of heritage and cultural attractions	1	2	3	4	5
6. Popularity of cultural tourist festivals	1	2	3	4	5

	Not influential					Most influential				
7. Image of heritage and cultural attractions	1	2	3	4	5					
8. Image of heritage and cultural tourist activities	1	2	3	4	5					
9. Novelty of the destination	1	2	3	4	5					
10 Opportunity to increase knowledge	1	2	3	4	5					
11. Adequacy of infrastructure	1	2	3	4	5					
12. Reasonableness of price (e.g. admission tickets)	1	2	3	4	5					
13. Reasonableness of total cost (e.g. trip cost, on-site cost)	1	2	3	4	5					
14. Value for money spent	1	2	3	4	5					
15. The distance from other tourist attractions	1	2	3	4	5					
16. Ease of access (e.g. transportations)	1	2	3	4	5					
17. Availability of Tourism Information Center	1	2	3	4	5					
18. Availability of information through advertising (e.g. brochure, TV, posters, internet)	1	2	3	4	5					
19. Offerings of promotions (e.g. discounts, special prices)	1	2	3	4	5					
20. Visibility of press article and public relation efforts.	1	2	3	4	5					
21. Availability of on site special heritage and cultural events (e.g. exhibition, shows, tours)	1	2	3	4	5					
22. Attitudes of the host community (e.g. warm, hospitality)	1	2	3	4	5					

	Not influential				Most influential
23. Availability of professional tour guides and service personnel	1	2	3	4	5
24. Ability to find locals who can speak my native language or English	1	2	3	4	5
25. Being able to participate in attractions and activities	1	2	3	4	5
26. Variety of shopping option (e.g. souvenirs)	1	2	3	4	5
27. The sequence of events and activities (e.g. dining followed by tours or activities)	1	2	3	4	5
28. Time spent traveling from accommodation to cultural heritage site	1	2	3	4	5
29. Quality of service at the site	1	2	3	4	5
30. Cleanness and sanitation of facilities at the site	1	2	3	4	5
31. The feeling of safety and security at the site	1	2	3	4	5
32. The image of the normal weather at the destination (e.g. “hot” or “rainy”)	1	2	3	4	5

Section II. Visitor’ Behavior.

1. What is your main purpose of visit to Phuket? (Check all that apply)

- Leisure, recreation and holidays
Health treatment
Visiting friends and relatives
Religion/pilgrimages
Business and professional
Education trip
Convention and conference
Please specify

2. Who are you most likely to travel with for pleasure?

- Alone
Family
Friends
Business associate

3. Are you traveling on an inclusive package or did you make your own travel arrangements?

- Package Tour (IF PACKAGE TOUR: CONTINUE) Own Arrangements (IF OWN ARRANGEMENT: GO TO QUESTION 5)

4. How much did you pay for your package tour? (only yourself)

Price *Please specify* Currency *Please specify*

5. Estimate the amount of money you spent per day during this trip (not including, package tour and air-fare, bus-fare or ship-fare)

Amount *Please specify* Currency *Please specify*

6. How many nights are you planning to stay in Phuket on this trip?

Please specify

7. What is the principle type of accommodation you are currently stayed at?

- Resort Hotel City Hotel Guest House/Hostel National park lodge
- Friend/Relative Conference Center *Please specify*.....

8. Where did you find the information about Phuket' tourist attractions? (Check all that apply)

- Travel company brochure Internet Television or radio program Friend/relative
- Guide or travel book/article *Please specify*

Section III. Visitor' Profile *Please give some information about yourself;*

1. You are Male Female

2. Marital status Single Married

3. How old are you? 18-30 years 31-42 years 43-55 years 56+ years and over

4. What is your total yearly household income? Amount *Please specify*Currency *Please specify*

5. Which of the following best describes your occupation?

Student Administrative Business owner Academic Retail/service/foodservice

Technical Homemaker Professional Retired *Please specify*

THANK YOU FOR YOUR ATTENTION!!!

Oklahoma State University Institutional Review Board

Date: Thursday, June 15, 2006
IRB Application No HE0678
Proposal Title: International Visitor Perception of Cultural Heritage for Tourism Development on the Island of Phuket, Thailand, a Marketing Mix Approach

Reviewed and Processed as: Exempt

Status Recommended by Reviewer(s): Approved Protocol Expires: 6/14/2007

Principal Investigator(s)

Saensak Siriphanich
Stillwater, OK 74078

Radesh Palakurthi
210E HES
Stillwater, OK 74078

The IRB application referenced above has been approved. It is the judgment of the reviewers that the rights and welfare of individuals who may be asked to participate in this study will be respected, and that the research will be conducted in a manner consistent with the IRB requirements as outlined in section 45 CFR 46.

The final versions of any printed recruitment, consent and assent documents bearing the IRB approval stamp are attached to this letter. These are the versions that must be used during the study.

As Principal Investigator, it is your responsibility to do the following:

1. Conduct this study exactly as it has been approved. Any modifications to the research protocol must be submitted with the appropriate signatures for IRB approval.
2. Submit a request for continuation if the study extends beyond the approval period of one calendar year. This continuation must receive IRB review and approval before the research can continue.
3. Report any adverse events to the IRB Chair promptly. Adverse events are those which are unanticipated and impact the subjects during the course of this research; and
4. Notify the IRB office in writing when your research project is complete.

Please note that approved protocols are subject to monitoring by the IRB and that the IRB office has the authority to inspect research records associated with this protocol at any time. If you have questions about the IRB procedures or need any assistance from the Board, please contact Beth McTernan in 415 Whitehurst (phone: 405-744-5700, beth.mcternan@okstate.edu).

Sincerely,



Sue C. Jacobs, Chair
Institutional Review Board

VITA

SAENSAK SIRIPHANICH

Candidate for the Degree of

Doctor of Philosophy

Thesis: INTERNATIONAL VISITOR' PERCEPTION OF CULTURAL HERITAGE
FOR TOURISM DEVELOPMENT ON THE ISLAND OF PHUKET,
THAILAND : A MARKETING MIX APPROACH

Major Field: Hospitality and Tourism

Biographical:

Personal Data: Born in Songkhla, Thailand on May 22, 1970

Education: Received the Bachelor of Arts in Public Administration from
Ramkhamhang University, Bangkok, Thailand in 1992
Received the Master of Business (Operation Management) from
The University of Western Sydney, Nepean, Sydney,
Australia in 1998

Completed the requirements for the Doctor of Philosophy in
Hospitality and Tourism at Oklahoma State University,
Stillwater, Oklahoma in December, 2007

Experience: Lecturer & Assistance Dean for Research, Faculty of Management
Science, Rajabhat Songkhla, University, 2005 – Present
Coordinator, Master of Business Administration in Hospitality &
Tourism (International Program), Prince of Songkla
University, 2003 – 2005
Researcher, Area-Based Tourism Research Center for Sustainable
Tourism Development, The Thailand Research Fund (TRF)

Name: SAENSAK SIRIPHANICH

Date of Degree: December, 2007

Institution: Oklahoma State University

Location: Stillwater, Oklahoma

Title of Study: INTERNATIONAL VISITOR' PERCEPTION OF CULTURAL HERITAGE FOR TOURISM DEVELOPMENT ON THE ISLAND OF PHUKET, THAILAND : A MARKETING MIX APPROACH

Pages in Study: 127

Candidate for the Degree of Doctor of Philosophy

Major Field: Hospitality and Tourism

Scope and Method of Study: The factors for tourists to make a decision to select Phuket, Thailand as a cultural heritage destination was researched to glean information regarding cultural heritage site selection. The specific objectives of the research were to (1) identify the underlying dimensions of factors influencing tourists' decisions to visit a cultural heritage tourism destination (2) classify and segment the cultural heritage tourism market (3) develop the marketing strategy of the cultural heritage destinations. Data was collected by utilizing a self administrative questionnaire. Quantitative research methodology was applied to research paradigm. Descriptive Statistics such as Mean, Standard Deviation, and ANOVA and Multivariate methods such as MANOVA, Factor Analysis, and Cluster Analysis was used to determine the objective of this study.

Findings and Conclusions: The sample size consisted of 400 respondents. Of these respondents 53.5% were female. Most of the respondents were married (56.9%) and travel with their family (49%). The major findings indicated the international visitors have somewhat different influence level of factors to make decisions to select Phuket, Thailand as a cultural heritage destination. The development of marketing strategies for cultural heritage tourism in Phuket island of Thailand should regard the potentiality of the destination in being a cultural heritage tourist attraction.

ADVISER'S APPROVAL: DR. RADESH PALAKURTHI