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Desirable UX for Promoting Prachinburi Cultural and Local Wisdom Tourism of Thai Tourists

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Abstract

The objectives of this research were to study Thai tourists' experiences and behaviors in making a trip to visit cultural and local wi sdom destinations in Prachinburi; to understand user journeys of Thai tourists in making a trip to visit cultural and local wisdom de stinations in Prachinburi; and to identify the target users and propose desirable user experience for website development for promot ing Prachinburi cultural and local wisdom tourism based on the users' perspectives. An online questionnaire survey was conducted using SurveyMonkey platform to distribute and gather data. Data were obtained from 400 Thais whohad had plan to visit Prachinb uri cultural and local wisdom destinations within the next 1-2 years. Data were processed, edited, and analyzed using descriptive st atistics and crosstabulation analysis.The findings showed that Thai tourists were tosearch and share travel information through web site via their iOS or Android mobile devices. Results also indicated that the website was the great channel to retrieve the informatio n, however, the design to support multiple types of devices i.e., responsive web design was recommended. In conclusion,user exper ience desired by the target users should be inclusive of all seven elements of the user experience honeycomb: useful, desirable, acc essible, credible, findable, usable, and valuable.

Keywords: Cultural and Local wisdom Tourism; Prachinburi, Desirability, User Experience Design, Thai tourists

JEL Classification Code: M14, Z30, Z32, Z33

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1. Introduction

Ammirato et al. (2021) concluded in their research that digitalization has impacted on cultural tourism by changing its business model innovation especially the new mobile technology and IoT adoptions. The effects caused by changing in customer behaviors as their adopted the innovative technology. Covid-19 was one of the main catalysts that has elevated the changes in tourists' behaviors. Exports and Tourism were the key economic drivers in Thailand. Pre-Covid 19, tourism industry was the fourth source of income (6%) for Thailand after the automobiles and automotive parts (11%), financial services (9%), and electric appliances and components (8%) (ASEAN UP, 2019).

Prachinburi is a relatively small province situated in the East of Thailand. Although it is not a main tourist destination, yet it has an extraordinarily rich in history that not many people known (Prachinburi Provincial Office, 2021). Prachinburi has an exceptionally long establishment as an ancient city for 2,000-2,500 years ago with archaeological sites such as "Kratumpreaw", "Baandongchaiman", and "the Ruins of Srimahosot Ancient City". Prachinburi was an important city of the Ayutthaya Empire through the early of the Rattanakosin Empire as it was the border city to Cambodia. However, after the regime changed in 2475 B.E., Prachinburi was diminishing its roles to agricultural and industrial areas like today. Further, Prachinburi is the joint between the east coast, the northeast mountain area and the central of Thailand. Hence, tourists are most likely to drive pass Prachinburi to main tourist attractions.

Further, Prachinburi is home to Chao Phraya Abhaibhu bejhr hospital, which is famous for Thai traditional medicin e. Prachinburi is the place where history and knowledge of

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Thai herbs and Thai traditional medicine still alive, remain and develop today (Prachinburi Provincial Office, 2021). Although tourism industry was not main source of income for Prachinburi, it has been significantly increased every year since 2012 on average of 10.72% (Prachinburi Provincial Office, 2021, p. 43). Pre-Covid 19, the Prachinburi tourism industry had generated income of more than 4,000 million Baht a year. Average spending per Thai visitor had also increased from 1,189.48 in the year 2011 to 1,659.61 Baht in the year 2016. Length of time per trip was about two days(Prachinburi Provincial Office, 2021, p. 43).

Prachinburi has been selected to be one of the four "Herb City" of Thailand according to the Thai National Herb Development Plan 2560 – 2564 B.E. (Prachinburi Provincial Office, 2021). Under this development plan, the local wisdom on herb and Thai traditional medicine and the long history and culture, Prachinburi could be the new cultural and local wisdom destination for Thai tourists. However, with the advanced digital technology and the internet, customers have adopted mobile technology as well as changed in their behaviors. Website is chosen as a communication channel to promote cultural and local tourism of Prachinburi since the statistic told that in 2020, 77% of Thai peopleowned a smartphone and the number will growth to 84% in 2026(Statista Research Department, 2021). Prior to design and develop websites, it is necessary to understand the new customer journey in order to provide the best user experience to them (Ammirato et al., 2021; Jara et al., 2012; Kotler et al., 2017; Susiva & Vadhanapanich, 2020).

In the experience economy in tourism, competitions are not just based on differentiations of the products or services, yet the experiences that are tailored and delivered to meet customer expectation (Johnson, 2014). In general, there are three terms used to call websites' visitors i.e., audiences, customers, and users (Ammirato et al., 2021; Dharmavaram, 2015; Norman, 2013; Sharma & Lijuan, 2015; Susiva & Vadhanapanich, 2020). The term "user" is mostly utilized for general websites, which provides contents rather than selling products or services. Moreover, in developing digital products, user experience provided is significantly important throughout their journeys.

Susiva and Vadhanapanich (2020, p. 8) defined the term user experience as *"all digital interactions between a user and a company or a brand"*. It is a significant factor for acquiring and retaining users on any digital platforms. Norman (1988) was the first who discussed about "user centered system design", which had been developed and become user experience today. User experience focuses not only the system design and the aesthetics of the user interfaces, but also emphasizes on the users' needs (Norman, 1988; 2013).

In order to design and develop an effective website to promote Prachinburi cultural and local wisdom tourism, it should provide the best user experience to ensure that it will be desirable for Thai tourists who have planned to visit Prachinburi within 1-2 years.

This paper presents the results of the initial phase of *"User Experience Design for Website Development to promote Cultural and Local wisdom Tourism of Prachinburi province"* project that aims to empathize and understand Thai tourists' behaviors and identify the target users as well as desirable user experience of the Thai tourists.

1.2 Objectives of the study

1. To study Thai Tourists experiences and behaviors in making a trip to visit cultural and local wisdom destinations in Prachinburi.
2. To understand user journey of Thai Tourists in making a trip to visit cultural and local wisdom destinations in Prachinburi.
3. To identify the target users and propose desirable experience for website development for promoting Prachinburi cultural and local wisdom tourism based on the users' perspective

2. Literature Reviews

Literature reviews section contained four major parts as follows: Prachinburi tourism industry landscape, roles of website to promote tourism, new customer journey in the digital era, and briefly explanation of user experience and its honeycomb that will be used to draw conclusion of desirable experience for the desirable experience.

2.1. Prachinburi Tourism Industry Landscape

Prachinburi tourist attractions include natural tourism or ecotourism, cultural tourism, historical sites, recreations, agricultural as well as medical tourism especially herb or Thai traditional medicine that tourists could have visited throughout the year. Prachinburi constitutes of seven districts, about 27% of the land are rich tropical jungles hidden in two national parks: Khao Yai and Tub Lan, both of them are connected at Nadi district (Prachinburi Provincial Office, 2021). Apart from the beauty of nature, Prachinburi has more to offer to the tourists with a great long history founded in the archaeological sites especially the city of Tawaravadee, whichis dated back to pre-historical period. Prachinburi is also a home to Chao Praya Abhaibhubejhr Museum – the Thai traditional medicine museum, Kaeo Phichit Temple, Prachinburi City Pillar Shrine, Prachinburi National Museum, as well as the other

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Buddhism trails. Prachinburi also has local festivals throughout the year especially Magha Puramee Sri Prachin Festival, which is to celebrate Magha Puja Day, the full moon day of the third lunar month (Burapa Prachin Technical College, 2017). Further, as a "Herb City", Prachinburi is also a healthcare tourist attraction specialized in Thai traditional medicine (Department of Thai Traditional and Alternative Medicine, 2016).

When visiting Prachinburi, Thai tourists spending per trip was increase by 39.53% from 2011 to 2017, while the foreign tourists spending was increased only 18.35% for the same period (Prachinburi Provincial Office, 2021, p. 43). As aforementioned, Prachinburi tourism industry was growth by 10%, yet there were only 1.3 million Thai visitors visiting Prachinburi each year, while Thailand population is about 66.8 million people, with 76.8% are aged 20 years old and over (National Statistic Office Thailand, 2021). There are millions of Thai tourists who may interested in visiting Prachinburi to enjoy experience of the rich and long culture as well as the local wisdom of Thai traditional medicine.

2.2. Role of websites in promoting tourism

Since the Internet emerges, there were many changes in customer behaviors that were resulted from technological acceptance and adoption (Singh & Srivastava, 2019). Digital marketing has recently been widely adopted and used to promote both B2C and B2B products and services including tourism and hospitality industry (Draganov et al., 2018; Kotler et al., 2017; Miller & Que, 2012; Mkwizu, 2020). Either traditional or digital marketing, the fundamental remains similar i.e., to maximize revenue stream, yet the main distinction is the channel, and the ways companies reach their target customers. Nowadays, with the bloom of digital marketing, online or electronic channels have been mostly employed to communicate with customers, the touch points were changing from brick and mortar to online, offline, and omni channels.

According to Steeves (2021), 49.2% of the travel booking were done directly through websites of the companies in 2019, which was increased from 43.6% in 2017. This indicates that tourists are more likely to book for their trips online directly via the providers' websites. Further, since the pandemic, virtual experience was the top of the trends (Mkwizu, 2020; Steeves, 2021). In developing website to promote tourism, it is therefore necessary to consider delivering the best experience to the users, so it is attractive and worth the investment (Ammirato et al., 2021; Garcia Henche, 2018; Mkwizu, 2020; Sigala, 2016). Website plays a significant role in promoting tourism not just for building awareness, yet for closing the sale i.e., reservation and payment too.

2.3. The New Customer Journey in Digital Era – 5 As Model

Pre-Digital Era, consumers are searching for data and information, and making decisions based on the data they obtained, and after had experience using the products or services, then the post purchase behavior will happen. One of the most well adopted in marketing communication is the AIDA model that lays the customer journey as Aware, Interest, Desire, and Action (Li & Yu, 2013; Mackay, 2004; Pashootanizade & Khalilian, 2018). However, once the context was changing, the world welcomed digital technology and adopted to be a part of marketing, digital marketing was emerged and evolved to become "marketing technology" or "MarTech" (Draganov et al., 2018; Kotler et al., 2021). The AIDA Model,however, did not capture the importance of customer retention and loyalty. Therefore, the customer journey model was proposed to incorporate the significant of post-purchases activities and focused on creating value to the customer, named 4As Model as it consists of Aware, Attitude, Act, and Act Again (Kotler et al., 2017).

However, since the emerging of digital marketing, the customer journey has ben evolved again as there are significant new channels that allow customers to share their experience and knowledge on products or services. Information flows to and from anywhere and anyone around the globe. People are sharing or talking about things that they know or like yet may or may not have direct experienced with. Hence, to encapsulate these changes, the new model of customer journey has been proposed and called 5As Model. The 5As Model consists of Aware, Appeal, Ask, Act, and Advocate (Jara et al., 2012; Kotler et al., 2017).

Marketers need to build 'awareness' so the customers know about their products and services; then put effort to 'appeal' or attract their target customers so they like the products and services; after that if the customers have their curiosity about the products or services, the marketers have to allow them to 'ask' questions as well as prepare all the answers to be able to convince them to consider buying the products and services. Then when the customers are ready to buy, they will recall about the brands they like, and then decide to 'act' i.e., buying the products or services. After having experience with the products and services, then if they are satisfied, they would recommend to their friends and family as well as the others. However, in the digital era, things are a bit different, customers could have shared information or recommended products or services they like without direct experience of using the products or services, which is "advocacy", and it is the today ultimate goal for marketers in reaching and expanding their potential customers (Kotler et al., 2017).

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In this research, 5As Model is utilizing to as a mean to empathize and understand the website's users as well as identify all touchpoints that the users may interact with to ensure that they will be provided with the best user experience throughout their journey as well as gaining the advocacy from the users.

2.4. User Experience and its Honeycomb

User experience was initiated by Donald Norman as his position at Apple Computer as 'User Experience Architect' in 1995 (Neilson, 2017). User experience or UX encapsulates every aspects that the end-user has interaction with the company, its services, and its products. Before the term user experience emerged, since the computer exists, it wasfalled under the discipline of human-computer interaction or HCI, which is "multidisciplinary fields of study focusing on the design of computer technology and, in particular, the interaction between humans (the users) and computers" (Interaction Design Foundation, 2020).

Once computer technology has been developed and able to perform more complex functions, then the interaction design is critical to user adoption. Hence, user centered design or UCD played significant role as written in the book called "The Design of Everyday Things" by Norman (1988), which is the foundation of the product and service designs for both digital and traditional products including website designs (Norman, 1988 and 2013). In the book, Norman (1988) had explained the importance of user-centered design. He said the design should be derived from needs and wants of the users. The UCD therefore is an iterative design process in which designers focus on the users and their needs in each phase of the design process (Norman, 2002, 2013).

UCD alone is not sufficient to keep user satisfied as their expectation is changing from time to time. Answering the user needs and wants sometime may forget about usability of the products. Hence, the designers need to take usability into account too. Nielsen (1994) proposed the ten usability principles to be considered when perform interaction design, which are 1) visibility of system status, 2) match between system and the real world, 3) user control and freedom, 4) consistency and standards, 5) error prevention, 6) recognition rather than recall, 7) flexibility and efficiency of use, 8) aesthetic and minimalist design, 9) help users recognize, diagnose, and recover from errors, and 10) help and documentation (Nielsen, 1994). These ten principles are the foundation for designing any products or services that are interacting with human.

Digital products such as websites, social medias platforms, applications are interacting with human i.e., their users. In the experience economy and digital as usual era, designing a digital product to deliver the better experience than competitors as well as delight the users are more complicated. Experience the products offers to the users are incredibly important to their decision-making either to act or to advocate (Garcia, 2018; Johnson, 2014; Kotler et al., 2017; Kotler et al., 2021). Therefore, it is better to perform user experience design to ensure that the products will deliver to best user experience and gain the adoption.

To perform user experience design, it is needed to understand what constitutes the user experience, there are a number of literatures that discussed on customer experience and user experience (Ammirato et al., 2021; Brad Nunnally, 2016; Jara et al., 2012; Susiva & Vadhanapanich, 2020) and it can be defined as "the digital interactions between a user and a company or a brand" (Susiva & Vadhanapanich, 2020: p. 8). Based on this definition, user experience involves with many sub-disciplines including information architect, usability, competitor analysis, content strategy, visual design, sound, interaction, animation, coding, user research, empathy, prototype, interface, personas, pain points as well as wireframe (Brad Nunnally, 2016; Jakob, 2017).

Since user experience involves with many aspects as mentioned above, designing them is somewhat difficult and needs specific framework. There are a number of user experience frameworks, yet the in this research, user experience honeycomb of Morville (2014) is employed as it is widely accepted and suitable for website and digital product design. The user experience honeycomb offers a comprehensively view that the user experience designers could adopt when designing a digital product to ensure that they will deliver the best experience and answering the user pain points. Figure 1 shows the honeycomb that consists of seven elements the designers should have considered (Morville, 2014).

The user experience honeycomb consists of seven elements, which are Useful, Desirable, Accessible, Credible, Findable, Usable, and Valuable. Useful means that the design should provide greater benefits to the users than the existing ones. Desirable refers to the design should be desired by the users both functionality and emotionally. Accessible indicates that the products should be reached and designed to serve everyone who is the target users, not particular group of persons and it should be complied with accessibility laws and regulations if any. Credible, the product should be able to build trustworthiness, feasible and sustainable. Findable, the design with finable should give the users freedom to find things they look for at ease when using the websites. Usable, the design should contain all usability elements as mentioned before so that target users can effectively use. Finally, Valuable, the design should deliver its value propositions to the users, or the users should be able to meet their goals by using the products. To utilize the honeycomb, the designers should consider the surrounding six in any order fi

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rst, and then the seventh element will be obtained, which is the heart of the great user experience. However, without a ny one of these elements, the design will not be able to deli ver the best user experience (Morville, 2014).

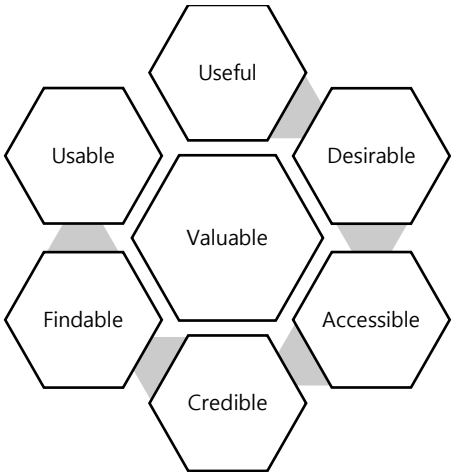

Figure 1: User Experience Honeycomb
(Morville, 2014)

3. Research Methods and Materials

3.1. Research Design

To reach the research objectives of the first phase as afo rementioned, online survey research was conducted via Sur veyMonkey platform mainly to understand the Thai tourist s and their journeys in making a trip to visit cultural and lo cal wisdom destinations in Prachinburi as well as to study t heir experiences and behaviors in making a trip too. Respo ndents of the research were Thai people who are interested in traveling to Prachinburi to visit cultural and local wisdo m tourist attractions within the next 1-2 years, they may or may not have visited Prachinburi,screening questions were asked to ensure that the respondents were the target.

Exact population was unknown, sample sized was calcu lated using Taro Yamane's Table (Yamane, 1967). 400 sets of questionnaires were obtained within two months period from February to April 2021, after the questionnaire wasde veloped and approved by the Burapha University Ethics Co mmittees on January 18th, 2021. Before submission to Co mmittees, the questionnaire was verified and obtained a rel atively high content validity using the IOC method (Mark Easterby-Smith, 2018; Schindler, 2005). After that the relia bility was conducted and obtained the coefficient of Cronb ach's alphaat 0.717, which is acceptable (Mark Easterby-S mith, 2018; Schindler, 2005).

The questionnair contained two sections. The first secti on was asking about demographic data, expereince and beh avior of the respondents using multiple choices questions with norminal and ordinal scales(Mark Easterby-Smith, 20 18; Schindler, 2005). The other section was asking about th eir journeys in retriveing and sharing travel information as well as making decisions too using 5 points likert scale (M ark Easterby-Smith, 2018; Schindler, 2005; Brad Nunnally, 2016).

After obtained all the data via the platform, the data we re downloaded in the SPSS compatible format to edit, proc ess, and analyze accordingly. As for this initial part, the dat a were analyzed using descriptive statistics and crosstabula tion analysis (Brad Nunnally, 2016) to identify target users and propose desirable experience for website development for promoting Prachinburi cultural and local wisdom touris m based on the users' perspectives. Assumed personas, use r journeys and desirable user experience of the target users were drawn as results and conclusion of this initial phase a ndwill be used as the initial data for the next phases of the r esearch project to ensure that the website will answer pain points of all stakeholders who involve with promoting Prac hinburi Cultural and local wisdom tourism.

3.2. Research framework

Figure 2 showed only the first phase research framewor k, which is to reach the objectives specified in this paper.A n online questionnaire survey was conducted to study expe rience and behaviors of Thai tourists as well as to understa nd their customer journey using 5As Model.Then the perso na were assumed based on the target users identified using the crostabulation results, the user journeys were conclude d and. Finally, the user experience desired by the target use rs were proposed as the key results of this first phase study.

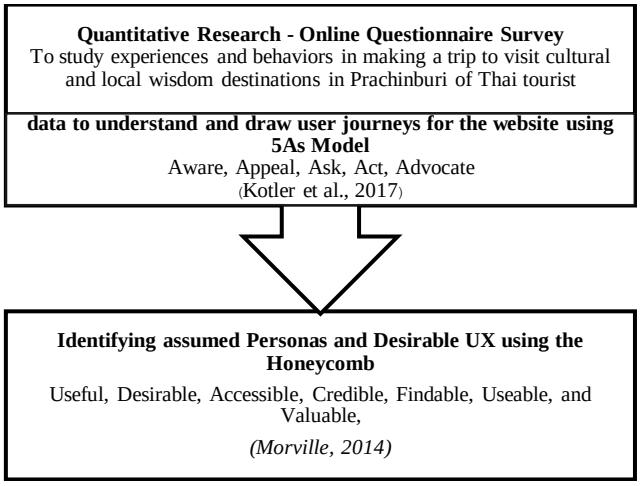

Figure 2: Research Framework of the First Phase

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4. Results and Discussion

After distributed and obtained the completed 400 sets of questionnaires, the data were processed and perform reliability analysis, the Cronbach's Alpha of the data set were 0.885, which means the level of reliability wasgood. Respondents of this research mostly were female, age around 40-49 years old, worked as employees (26.0%), average earning of over 75,000 Baht per month, originally from Bangkok Metropolis and vincinity areasas well as owned a car as shown in Table 1.

Table 1: Respondents Characteristics

Demographic Data	Frequency	Percentage
Female	278	69.5
40-49 years old	126	31.5
Employees	104	26.0
>75,000 Baht a month	121	30.2
Bangkok Metropolis and Vicinity	204	51.0
Owned a Car	346	86.5

The findings of this research can be divided into four sections according to the research objectives. The first section presents the findings on Thai tourists experience and behaviors, then the second section explains about user journeys for usign the websites, after that target users of the website are identifiedrepresenting by assumed personas.Finally, user experience desired by the users will be drawn as a conclusion of this research.

4.1. Thai Tourists Experiences and Behaviors

Prior to the pandemic, most of the respondents were fre quent domestic travellersranging from 1-3 trips a year (31. 3%), more than 8 trips a year (26%), 4-5 trips a year (23.5 %), 6-8 trips a year (14.8%). There was only 4.5% said that they never travel domestically.

Table 2: Behaviors and Experience of the Respondents

Behaviors and Experience	Frequency	Percentage
1-3 trips/year	125	31.3
Natural Tourism	356	36.8
Never been to Prachinburi	249	62.3
Chao Phraya Abhaibhubejhr	187	33.8
iOS Mobile Device	176	44.0
Android Mobile Device	192	48.0

Most of the respondents had visited Prachinburi for at l east once in the past (62.3%). Table 3 shown that 77.5% ha ve planned to visit Prachinburi in the next 1-2 years. Budge t exclude accommodation cost per person per day for spend ingin Prachinburi trip was about 1,001-2,000 Baht (66%), a nd 2,001-3,000 Baht (19.3%). While the budget for accom modation per person per night was 501-2,000 Baht (31.8%) , and more than 4,000 Baht (31.5%). They mostly accessed websites through their cell iOS or Android mobile devices (92%).

Table 3: Respondents travel plan

Travel Plan	Frequency	Percentage
Have Plan to Visit Prachinburi within 1-2 years	310	77.5
2,001-3000 Bath per person per day exclude accommodation	161	40.3
501-2,000 Baht per person per night for accommodation	264	66.0

Tourist destinations in Prachinburi that they had had pla ned to visit most were nature (89%), culture (60.5%), recre ation (33.3%), agriculture (32%), and ecosystem (26.5%). The respondents visited the following destinations: Chao P raya Abhaibhubejhr Building (46.8%), Wat Ton Pho (or To n Sri Maha Pho Temple) (27%),Somdej Phra Naresuan Ma harat Shrine (21.3%), Sa Morakot Ancient Pond (15.5%), Wat Kaeo Phichit (or Kaew Phichit Temple)(13.8%), and The Pan Hin archaeological sites (7%). The other places w erewhitewater rafting and Dasada.

In sum, the tourists who were interested in visiting Prac hinburi cultural and local wisdom destinations are mostly h ave experience visiting Prachinburi, however, they did not have visited those destinations before. They are mostly freq uent travelers for domestic travels with their own cars. Ho wever, they did not have much knowledge on cultural and l ocal wisdom tourist attractions of Prachinburi as they can o nly name a few of them.

4.2. Understanding the User Journeys

According to the 5As Model, customer journey is ideall y starting with aware, appeal, ask, act, and advocate. In this research, it founded that the tourists perceived that they ar e knowledgeable in Prachinburi cultural and local wisdom destinations ($\bar{X} = 4.07, SD = 0.984$), yet they did not kno w every places. They are more likely to search for informat ion about the Prachinburi cultural and local wisdom destina tions before making decision or planning their Itineraries ($\bar{X} = 4.18, SD = 0.920$). They always seek information on tourist attractions through websites before making decision s or plan their itineraries ($\bar{X} = 4.58, SD = 0.681$). Photos a nd pictures seen in media have most influenced on decision -making ($\bar{X} = 4.68, SD = 0.577$). Customer reviews on so cial media platforms affect the tourists on choosing where t o visit ($\bar{X} = 4.33, SD = 0.904$). Further, Posts of friends o n travel have highly influence on the decision-making too ($\bar{X} = 4.30, SD = 0.872$). These figures shown that in buildi ng awareness on Prachinburi cultural and local wisdom tou rism, website that connects with the social media platforms

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is needed as the tourists are always seeking for information and authentic reviews about the travel destinations before planning their itineraries.

Details of the context and content of the cultural and local wisdom destinations published on the website ($\bar{X} = 4.25, SD = 0.792$), photos that look real on the website ($\bar{X} = 4.53, SD = 0.667$), Interesting storytelling about the cultural and local wisdom destinations ($\bar{X} = 4.44, SD = 0.719$), design of the website ($\bar{X} = 4.28, SD = 0.808$), the color and layout of the website ($\bar{X} = 4.20, SD = 0.849$) have also created highly effects on choosing the destinations published on the website. Hence, when design the website, color, layout, design, and content strategy should be consistent and deliver the right content with the most appropriate photos and story lines to be able to appeal the target users.

After searching for data and information, curiosity may emerge. The respondents are seeking to look for more particular answers for their questions or doubts. They are mostly use mobile devices to search for the information ($\bar{X} = 4.38, SD = 0.950$) from websites or fan page of the travel bloggers ($\bar{X} = 4.21, SD = 0.851$), and then websites of the travel destinations ($\bar{X} = 3.96, SD = 0.999$), yet government agency websites are not the place they will use as a source ($\bar{X} = 2.97, SD = 1.239$). Further, photos reached from their social medias feed could have attract them to search for more information about the destination ($\bar{X} = 3.84, SD = 0.959$). They trend to subscribe or follow travel bloggers to gain knowledge about new attractions and learn from the blogger's experiences ($\bar{X} = 3.71, SD = 1.177$). When the target users would like to ask any questions, they trends to look for answers from travel community websites, travel bloggers fan page, or websites of the destinations directly. However, the figures indicate that the tourists tend to believe in reviews based on experiences rather than contents provided on the websites. Moreover, they may or may not have curiosity if they received sufficient information, stage may be skipped to the act.

When reaching the stage where they are making decision and plan, they mostly plan their travel itinerary first ($\bar{X} = 4.45, SD = 0.784$), before making accommodation reservation ($\bar{X} = 3.57, SD = 1.079$). Days of travelling effect on their decision-making for where to visits ($\bar{X} = 4.04, SD = 1.021$). After they have chosen where to visit, they are most likely to reserve the accommodations through the website they gain information most especially if there are exclusive offers ($\bar{X} = 4.08, SD = 1.002$). Reviews of the tourist destinations have the most impact on their decisions whether the attractions or accommodations ($\bar{X} = 4.32, SD = 0.872$). Apart from the contents provided on the website, reservation features and exclusive offers are the action to be included.

Table 4: Importance of each stage of the user journey on the decision-making

User Journey	$\bar{X}$	SD	Meaning
Aware	4.36	0.844	Very High
Appeal	4.34	0.767	Very High
Ask	3.84	1.029	High
Act	4.09	0.928	High
Advocate	3.40	1.262	Medium

Nothing surprise for advocacy, the respondents usually post or share their travel experience on their social media ($\bar{X} = 3.41, SD = 1.285$). However, they are moderately post or share information obtained from other websites to their social media ($\bar{X} = 3.13, SD = 1.219$). If there is a trip, the respondents usually recommend or ask their friends to join the trip ($\bar{X} = 3.56, SD = 1.219$). The respondents tend to be the source of information for their friends when they are looking for the tourist destinations ($\bar{X} = 3.55, SD = 1.209$). Lastly, the respondents sometime share the post about interesting tourist destinations even though they have never visited the places yet ($\bar{X} = 3.33, SD = 1.377$). These figures shown that the users are moderately willing to share the interesting contents on tourist destinations even though they did not have visited the places i.e., the users could have skipped the act stage to advocacy.

4.3. Identifying the Target Users of the Website

The crosstabulation analysis results indicated that the website should target Thai frequent domestic travelers aged from 30 years old who show interested in Prachinburi cultural and local wisdom tourism and have planned to visit Prachinburi within next 1-2 years. Based on Prachinburi geographical and available means of transportations, the target users shall possess a car. There are eight assumed personas drawn from the data obtained as representatives of the target users (See Table 5).

Table 5: Assumed Personas for the Website Development

Fiction names	Demographic data	Behaviors / Lifestyle
Nittaya	42;Employee; >75,000 Baht a month; Bangkok; Own a car	1-3 trips a year; Natural, Cultural & Recreation; Never been to Prachiburi; iOS Mobile; Have plan to visit Prachinburi within the next 1-2 years; Budget of 2,500 Baht per person per day (Exc Accom) Accomodation budget of 2,000 Baht per person per night
Junjira	63;Retired; >75,000 Baht a month; East; Own a car	>8 trips a year; Cultural and Recreation; Visited Prachiburi Twice; Android Mobile; Have plan to visit Prachinburi

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		within the next 1-2 years; Budget of 1,500 Baht per perso n per day (Exc Accom) Accomodation budget of 1,000 Baht per person per night
Thirdsak	45;Enterpreneur; >75,000 Baht a m onth; Bangkok; Own a car	>8 trips a year; Natural, Cultural &Recreation; Never been to Prachiburi; iOS Mobile; Have plan to visit Prachinburi within the next 1-2 years; Budget of 2,500 Baht per perso n per day (Exc Accom) Accomodation budget of 1,500 Baht per person per night
Jumras	35;Lecturer; 25,000 Baht a mo nth; Bangkok; Own a car	1-3 trips a year; Natural and Cultural; Never been to Prachiburi; Android Mobile; Have plan to visit Prachinburi within the next 1-2 years; Budget of 1,000 Baht per perso n per day (Exc Accom) Accomodation budget of 600 B aht per person per night
Laem	32;Freelancer; 50,000 Baht a mo nth; Bangkok; Own a car	>8 trips a year; Natural, Cultural &Recreation; Never been to Prachiburi; Android Mobile; Have plan to visit Prachinburi within the next 1-2 years; Budget of 1,000 Baht per perso n per day (Exc Accom) Accomodation budget of 700 B aht per person per night
Somying	49;Employee; 50,000 Baht a mo nth; Bangkok; Own a car	4-5 trips a year; Natural, Cultural & Ecotourism; Visited Prachiburi Once; iOS Mobile; Have plan to visit Prachinburi within the next 1-2 years; Budget of 2,500 Baht per perso n per day (Exc Accom) Accomodation budget of 1,500 Baht per person per night
Tong	30;Government O fficer; 15,000 Baht a mo nth; East; Own a car	1-3 trips a year; Natural, Cultural & Recreation; Never been to Prachiburi; Android Mobile; Have plan to visit Prachinburi within the next 1-2 years; Budget of 1,000 Baht per perso n per day (Exc Accom) Accomodation budget of 600 B aht per person per night
Chonnatee	57;Employee; >75,000 Baht a m onth; Bangkok; Own a car	4-5 trips a year; Natural, Cultural & Recreation; Visited Prachiburi Once; Android Mobile; Have plan to visit Prachinburi within the next 1-2 years; Budget of 3,000 Baht per perso n per day (Exc Accom) Accomodation budget of 3,000 Baht per person per night

4.4. User experience desired by the target users

Since the target users are mostly using iOS and Android mobile devices withvarious screen sizes, responsive web design has been chosen to support multiple type of devices. To deliver the best user experience throughout their journeys, website to promote cultural and local wisdom tourism of Prachinburi will be named "Prachinjourney.com." The name derived from the result of the research as it will be designed as a blog that tells travel stories, experience sharing, tips and recommendations for not only tourist attractions but including places to eat, photo spots, and accommodations throughout Prachinburi including features and functions of smart search, suggested trips, reservation, share to social media, and special discounts.

According to the above eight personas, the researcher has synthesized the data and found what users desire in searching and planning their trips to visit Prachinburi cultural and local wisdom destinations. These desires can be categorized using the user experience honeycomb (Morville, 2014), which is one of the most acceptable models for user experience design of any digital products including websites. Hence, the Prachinjourney will be designed to deliver the following experience to the users as follow:

1. *Useful* – the website will provide stories, experiences sharing as well as reviews that include photos and contents that are useful to learn about Prachinburi, especially cultural and local wisdom tourist attractions. So, they may use the information to support their decisions as well as share the content easily to their friends who may join their trips. Further, the website should also provide suggested trips for one- or two-days trips and show the trips on the map so the users know the distance and its nearby café and restaurants as well as other interesting places including nature and ecotourism destinations so they may include those places to their trips.

2. *Desirable* – The website will be designed to answer their pain points of lacking information about cultural and local wisdom tourist attractions in Prachinburi and provides with contents both text and visualization that the users are looking for. Hence, the website should be desired by the target users.

3. *Accessible* – as aforementioned, Prachinjourney will be designed using responsive web design that support multiple types of devices, so the users with various mobile platforms can access to the website. Further the name of the website that is easy to remember and search with keywords (SEO and SEM), it will ensure that the users are able to access the website.

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4. *Credible* – Branding elements are designed with white and blue, typefaces, as well as content strategy shall create the trustworthiness environment to the users. Further, sponsored reviews shall be disclosed to the users. All contents are validated and verified before published on the website.

5. *Findable* – Smart search and tags are used to categorize the contents, so that the users are easy to search for places, itineraries, trips, accommodations, or experiences.

6. *Useable* – the website will be designed for the ease of searching and sharing contents, planning their trips, reserving accommodations, café, and restaurants, and contacting tour operators and hotels.

7. *Valuable* – overall, the ultimate goals of the users are to find and plan the itinerary for their trips to Prachinburi. Cultural and local wisdom tourist attractions may be a part of their itinerary so they shall be able to plan their trips with other necessary services such as accommodation reservations, search for café and restaurants nearby, or seeking for other interesting places to visit too. Therefore, Prachinjourney shall provide all contents related to Prachinburi Tourism with a main section devoting to cultural and local wisdom tourism to deliver the value proposition of the website i.e., to promote Prachinburi cultural and local wisdom tourism.

Designing the website following the above guidelines will answer the users pain points and create desirability for the website as they will deliver the best user experience to t he target users. However, since the data was gathered from Thai tourists only, the features and functions may not answ er the needs of other stakeholders especially the service pro viders in the tourism ecosystem, which research will be co nducted in the next phases of this project.

The user journey model identified by the research results show that it likes a doorknob, yet it was not equal for both sides, which is specified in Marketing 4.0 book written by Kotler et al. (2017) due to the fact that the users will advocate once they are attracted to the contents published on the websites, not when they aware of it. Moreover, if they are not interested in making a trip to Prachinburi yet, they are willing to share the contents to their friends via social media platform especially on Facebook and IG. Therefore, as a blog, share should also consider as a conversion of the website too.

Further, the results indicated that Thai Tourists are searching, sharing and making reservations directly through the website, which is similar to the results found by Steeves (2021). So, if Prachinjourney would like to attract and retain the users on the platform, it should consider providing all these features and functions to ensure that it is desirable and valuable to the users.

The research also found that Thai tourists are willing to pay from 1,501 to more than 5,000 Baht a day for their cultural and local wisdom trips to Prachinburi, which is significantly higher than average spending in the past of 1,600 Baht a day (Prachinburi Provincial Office, 2021). So, promoting cultural and local wisdom tourism will not only help preserve the local culture, yet help boost up the local economic too.

The results also shown that the main purposes of using Prachinjourney.com will be obtaining and learning about Prachinburi cultural and local wisdom attractions as well as suggested itinerary that will help planning their trips as they did not rely on just static contents, they prefer to read the authentic reviews with experience sharing. This is because the users tend to believe in the content was not sponsored or written by the company or government bodies that have responsible for promoting the attractions.

The user experience desired by the target users can be categorized to match the user experience honeycomb of Morville (2014). However, these elements are only based on users' perspective. It may not be viable for business purposes or technological feasible for the service providers to implement all the features and functions desired by the users. Hence, next phases of this project will be to use this user experience elements as a guideline to confirm with the stakeholders to ensure that the website is viable, feasible as well as sustainable for all stakeholders.

5. Conclusions

The research can be concluded that Thai tourists are sea rching for information about cultural and local wisdom des tinations through websites using either iOS or Android mo bile devices when planning the trips. The user journey start s with Aware, Appeal, Ask, Act, and Advocate as shown in the figure 3.

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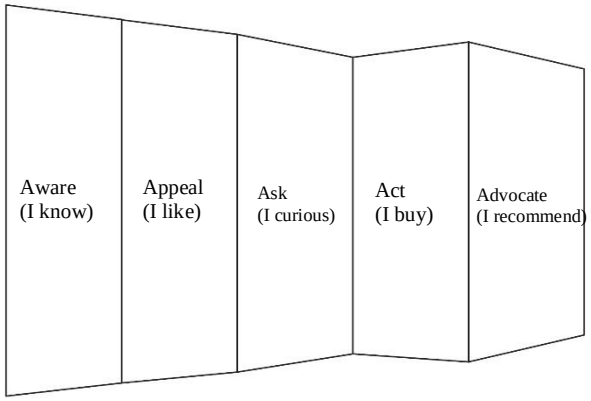

Figure 3: Thai Tourists User Journey for Prachinjourney.com

Figure 3 shown that once the users are searching or pla nning for their trips, they are searching for SEO using key words or they may be aware about the desired destinations via feeds on their social media platforms from their friends sharing their travel stories. After that they will search for m ore information, once they reach the website, photos, and c ontents will attract them to like and share the content to oth ers. If they are having any questions or any doubt, they will look for more information. If not, they may decide to plan their trips as well as share the content to invite their friends to join them. Hence, if the target users like the content, the y are more likely to share the stories to theire friends and fa mily through their social media platform.The website will t hrefore gain more advocacy with a well-planed content stra tegy.

To ensure that the users will gain the best experience th roughout their journey on the website, Prachinjourney shall be designed and delivered all the seven elements of user e xperience honeycomb as aforementioned.

6. Recommendations

At this initial stage of the research, there are reco mmendations for those who seek to design and develop a s uccessful website or digital products to promote cultural an d local wisdom tourism as follow.

1. Prior to develop any digital products especially w ebsites, it is necessary to empathize and understand the rele vant contexts especially the potential customers and identif y potential target segments and use to develop personas for user experience design (Brad Nunnally, 2016).

2. Once identified the target users, empathize their p ain points as well as desirables to identify their goals of usi ng the product, in this research it is the website. Once, the ultimate goals are identified. Then attempting to understan d their user journey to achieve the goals.

3. Synthesizing the data to identify key features and functions that shall deliver those values to the users. Ensuri ng that all elements of the user experience honeycomb are considered when performing the user experience design.

4. Beware that this is an initial design that based onl y on users' perspective, it is better to validate and verify wi th other stakeholder before start development and impleme nt the design.

Further, this research focused only on user experience t o ensure that the website will be desired by the target users as Prachinjourney.com is developed to promote cultural an d local wisdom tourism of Prachinburi. Prachinjourney.co m did not design to generate profit in operation, so it did no t study the business viable and technological feasible, whic h should be considered when develop a website for busines s purposes.

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