

**THE CAUSAL MODEL DEVELOPMENT OF FACTORS  
AFFECTING LOCALISM MEDIATING TOWARD  
PUBLIC PARTICIPATION IN  
CULTURAL HERITAGE TOURISM  
AROUND SI-THEP ANCIENT, PHETCHABUN PROVINCE**



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**A Dissertation Submitted in Partial  
Fulfillment of the Requirements for the Degree of  
Doctor of Philosophy (Integrated Tourism and Hospitality  
Management)  
The Graduate School of Tourism Management  
National Institute of Development Administration  
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## ABSTRACT

<b>Title of Dissertation</b>	THE CAUSAL MODEL DEVELOPMENT OF FACTORS AFFECTING LOCALISM MEDIATING TOWARD PUBLIC PARTICIPATION IN CULTURAL HERITAGE TOURISM AROUND SI-THEP ANCIENT, PHETCHABUN PROVINCE
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<b>Degree</b>	Doctor of Philosophy (Integrated Tourism and Hospitality Management)
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Built on a review of relevant theories and literatures for the study employed a quantitative research method and the infinity to collect the field data in five communities are surrounding the Si- thep ancient including Ban Lak Muang community, Si-Thep Noi community, Bung Na Chan community, Natakudpattana community, and Sa Prue community. The sample size was determined by probability sample techniques of Quota sample and utilized questionnaire were distributed to 510 household by simple random sampling using lottery method conducted from of house numbers list. From 510 questionnaires has eight questionnaires removed due to incomplete information, resulting in 502 usable. The responses were then analyzed with descriptive and inferential methods including exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modeling (SEM).

The result of the analysis demonstrated that the local's perception on overall of the five focal constructs of the study was in a HIGH level, except only public participation in cultural heritage tourism was in a MODERATE level. In addition, a series of confirmatory factor analysis was performed to gauge the hypothesized model. The study results indicate that tourism knowledge, and local government policy have a direct effect on localism, while tourism impact awareness, and local government policy have a direct effect on public participation in cultural heritage tourism. However, when interacting with localism, tourism knowledge, and local government policy has much stronger indirect effects than direct effect on public participation in cultural heritage tourism. The structural model developed from the analysis was confirmed by good model fit indices:  $\chi^2/df= 1.521$ , P-value =0.000,

GFI=0.910, AGFI=0.894, CFI=0.952, RMSEA=0.039, RMR=0.060, HOELTER = 411 demonstrating that the model fits the data with a perception ability to explain 66% of variance in public participation in cultural heritage tourism.

In conclusion, the finding emphasizes the essential roles of Localism in generating favorable outcomes for the local community's public participation. So Localism in the form of sense of place and community attachment are found to be one of the most compelling antecedents; thus local government should consider Localism as a mandatory that improve local pride and awareness in the community cultural value such as way of live, tradition, dialect, clothes, and local food. Then, fulfillment in the local community' tourism skills, knowledge and ability, which in turn, boost the local community' positive on public participation in cultural heritage tourism. Further research is needed to re-examine factors affecting and might be having other factors' effect toward public participation in cultural tourism heritage in different communities.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background and Significant of the Study

Si-thep nomination list of cultural heritage will be approved and endorsed by committee and annually disseminated. The outstanding characteristics of Si-Thep are numerous including: advantageous settlement location and wise land use that enhance the steady growth of trade and culture, center of diverse cultures and religions, and creativity and continuity of unique artworks. Definitely, there is the number of local wisdom manifested in the list such as wicker, the folk plays, paying respect to Chao Por Si thep, herbal medicine, and etc. (Bangkok UNESCO, 2013). The ways of life of the community are mostly engaged in agriculture relying on labors from family members, using materials available in the local and depending on natural resources. Their communities are linked to others relating as a network and connected by cultures. Up to the present time, the number of tourism has been increasing rapidly in different destinations in the community. Meanwhile, the communities are in the most fragile tourism development.

Within the period of 2016-2018, tourism in Si-Thep district increased continuously in domestic market (Suriya Sudsawat, 2018). Furthermore, Si-thep historical park is a main destination with its tangible cultures such as the unique style of Dvaravati and Ancient Khmer architecture. It had relationships with other ancient cities including the ones located in the Central and Northeastern parts of Thailand. Khao Klang Nok was recognized as the largest colossal Buddhist in Dvaravati period. This stupa is approximately 2 kilometres away from the city of Si-Thep (Fine Arts Department, 2015). Moreover, there were 5 communities surrounded quite close with some intangible cultures. The ancient cultures of lives related to Si-Thep were passed of Hinduism, Mahayana and Hinayana Buddhism. Furthermore, a good understanding

of the local community in tradition and lifestyle still was largely and deeply in localism of Si-Thep community.

However, due to the wide growing trend of tourism in Phetchabun, including original natural attractions such as Khoakho, Phutuberk, and Namnao as well as the current trend of cultural tourism was a consequence of the push for Si-thep Ancient cultural heritage sites to be the UNESCO World Heritage nomination process in 2018. This results in Si-thep Ancient to be known and the number of tourists has increased significantly. The surrounding communities are alerted by the process of government and related stakeholders. Later in 2019, Si-thep Ancient was voted by the World Heritage Committee as a cultural heritage site on the Tentative List in accordance with the second criteria; expressing the importance of exchanging human values at certain times or in any cultural area of the world in architectural or technological development, arts, architecture, city plan design, or landscape design with international outstanding value of culture in the World Heritage Sites.

Figure 1.1 shows the significance of tourism growth in Phetchabun, in terms of percentage and number even the estimation growth of tourism was about 2-3 % (Phetchabun Provincial Office of Tourism and Sports, 2019).

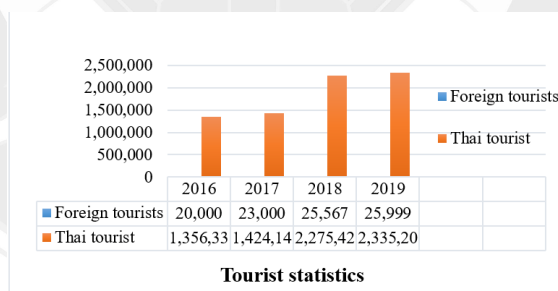


Figure 1.1 Phetchabun, Tourist Statistics in 2018-2019

Source: Phetchabun Provincial Office of Tourism and Sports (2019).

Altogether, Phetchabun province had a Phetchabun 4 year - development plan since 2018 to 2021 in order to develop tourism focusing on cultural diversity which is as a selling point for tourism ( Phetchabun provincial, 2018) . Following cultural

tourism promotion, policy is consistent with economic development under the policy of developing country 4.0 and 12<sup>th</sup> National Economic and Social Development Plan (2017-2021) set forth as focusing on the experience, atmosphere and local culture to promote tourism to achieve sustainability in the communities, as well as aiming to encourage local people to realize the value of identity and combine the heritage of wisdom hand on to the young generations (Office of the national economic and social development board, 2017). Therefore, raising awareness and creating the values of local community are the means to build pride of which they have values bounded with sustainable cultural tourism. Also the expansion of cultural tourism in the community appears physically to accommodate tourists such as road, dwelling, electricity post and etc. Sometimes the development may be conservation guidelines, also Si-thep looks similar to this (Chatchai Mahakeeta & Dhatree Mahantararat, 2015). Beyond that, the management plan should be and define conservation areas without conflict with the community growth. Furthermore, ICOMOS Thailand (2002) stated that the Cultural Heritage Sites Management plan needs to focus on all stakeholder participation, localism, value of the community, sharing knowledge and correct technical to preserve.

Thus, concept of sustainable tourism development and public participation which is widely required and accepted as being able to create a guideline for the sustainability of community tourist sites to make the most benefits and cause the least impacts will also be used as a guideline in planning the development of tourist attractions and communities at both the policy level and into action in decision making process such as the promoting sustainable tourism in both natural and cultural tourist attractions, promoting cultural learning between communities and tourism, supporting convenient facilities in tourist sites, developing the ability capability of the local to reduce community abandonment problems commercial, preserving culture and helping develop the local economy at the same time. Now, the globalization of tourism has engendered concerns over its effects on destination area, tourism impacts on local environments, cultures and social systems ( Chang, 1999) . Tourism development does not focus on the international level, but still needs to develop the community as well to provide residents a greater sense of belonging to their native peoples and holders (ICOMOS, 1998).

Certainly, being recognized and declared a World Heritage Site is a guarantee of a place of valuable culture and worthy to be preserved to future generations. It is also a public announcement about the value of architecture, archaeological site, antiquities that are important to promoting and attracting tourists at the same time. That would directly and indirectly affect the world heritage site itself and the surrounding communities. However, UNESCO stated that over 53 world heritage sites have deteriorated which the World Heritage Committee has decided to include on the List of World Heritage in danger in the world. Even though the study found that the UNESCO World Heritage Sites in Thailand are not in the List of World Heritage in danger, still they are encountering problems of urban expansion to conservation areas or overlapping of the old town area with the housing of the communities, the invasion and hawker stores that affect the landscape of the archaeological sites (Chatchai Mahakeeta & Dhatree Mahantararat, 2015; Supaporn Prasongthan & Warangkana Adisornprasert, 2016).

A significance of the heritage has shifted from the national importance to the local familiarity and architecture (Taweep Chaisomphob, Jaturong Sa-nguanmanasak, & Kanokporn Swangjang, 2004) and history to balance on sustainable cultural tourism by public participation. Many countries tried to show the possible role of the local community who can play in the plan and decision- making such as Portola Valley in U.S (Pearce, 2003), Vietnam (Lask & Herold, 2004), Hong Kong (Yung & Chan, 2011), Malaysia (Marzuki, Hay, & James, 2012), Turkey (Halu, Küçükkaya, & Sciences, 2016), and Thailand (Patrannit Supakitgosol, Kalong Klainchan, Wanthanee Sudsiri, Sara Mephonkij, & Buraporn Kumboon, 2011; Wanarat Konisranukul & Nuanwan Tuaycharoen, 2013; Zurcher, 2005). Sustainable cultural tourism has become an important policy tool for community and regional development that is especially used to help disadvantaged communities in rural areas (Saarinen, 2010). Tourism impressive traditional cultures are located in developing rural and increase the importance of tourism destinations. Increasingly, as a mean of tourism impact in the local community (Timothy, 2000), it is the most effective way to promote local resources for authentic experience and sustainable tourism for local people and tourists. (Lim, Lo, Mohamad, Chin, & Ramayah, 2017).



Therefore, in the past, the government authorities and the local government tried to really support tourism development programs to localism such as Training and human development program for cultural tourism by Social Development Office, activities of sharing knowledge about World Heritage Sites by Cultural and Natural Environment Management Bureau. In the other word, they were recognizing the importance of localism to participation in preserving and developing.

Consequently, tourism impact awareness was the most important to stimulate localism to contribute a conservation of its resources. Thus, awareness is viewed as a tourism challenge to a host while value and identity are still in community. Awareness is as a tool of the level of consciousness of the locals to love and attitude that values the community itself mind (Khanthong Jaidee & Ludech Girdwichai, 2016). Local community's awareness of the impact affects to sustainable cultural tourism because communities participate in tourism. Besides, they should have a basic knowledge and understanding of conceptual ideas of tourism (Poeti, n. d; Sucuoğlu & Menemenci Bahçelerli, 2017) that can also create the value of the community. Furthermore, the key issue concerning the values of local community is how the localism can be willing to support sustainable cultural tourism in their hometowns.

From a sustainable tourism approach, local communities directly interact with tourist such as hosts' receptions, accommodations, restaurants, tourist activities, and employment opportunities. With the support of local community, it can become a great experience for both hosts and tourists to community development (Ouyang, Gursoy, & Sharma, 2017). Thus, localism' attitude is a key factor in the tourism destination process (Hsieh, Tsai, & Chen, 2017) In addition, the participation and residents' supports are necessary for the destination in tourism industry (Stylidis, Biran, Sit, & Szivas, 2014). Their supports have been parts of most factors for achievement. In order to balance economy, society and environment are main elements to implement the concept in community-centered tourism development (Cheng, Wu, Wang, & Wu, 2017). Hence, the highlight requires a public participation of localism. Likewise, for localism to be involved, they can participate required tourism knowledge and understanding that means localism should have knowledge that is effective and sufficient to make a good decision about tourism development in

community, participate in the planning process and all decision of alternatives support from government (Cárdenas, Byrd, & Duffy, 2015; Niezgodna, 2011; Pearce, 2003).

Pursuant to besides of the importance of outstanding of localism, this key factors to success of cultural tourism that are willingness to support tourism development which has been shown empirically from tourism activities such as Si-Thep community tourism group, restoration of folk play and wicker wisdom, Si-Thep Ancient morning market, homestay, and story-telling of community. It was there that reflected the early community participation process. Afterward, the government are supporting. Hence, in the study of public participation in sustainable cultural tourism, it is a challenge of how to bring cultural and natural resources to balance economic development and conservation awareness in the sustainable development approach. One of the challenges for sustainable cultural tourism surrounding the heritage is impacts of awareness, tourism knowledge, and local government policy defined as affecting to public participation through localism regarding to build community in sustainable cultural tourism.

## **1.2 Problem Identification**

Si-thep ancient destination that represents locally has continuously been used since the late prehistoric period, approximately 1,700 – 1,500 years ago. For Phetchabun policy focuses on the continuity to Si-thep ancient World Heritage Nomination (Phetchabun Provincial Cultural Council, 2016) and defines tourism as economic, socio-cultural, and environment phenomenon and should be designed to involve common of all stakeholder (European Commission, 2018; Katchaphon Janpetch & Phitak Siriwong, 2017) many studies have shown the problem of what is worth of public participation toward sustainable cultural tourism such as lack of effectiveness and knowledge to integrate public participation mechanism heritage conservation, conflict of stakeholder, non-awareness of outcome of the planning and conservation, and limited of public participation process (Dian & Abdullah, 2013; Marzuki et al., 2012; Patrannit Supakitgosol et al., 2011; Wanarat Konisranukul & Nuanwan Tuaycharoen, 2013; Yung & Chan, 2011) and less study in public participation in sustainable cultural tourism through localism.

This study emphasizes the perspective of tourism impact awareness, tourism knowledge and understanding, local government policy, and localism toward public participation in sustainable cultural tourism. In tourism academic, the local community is generally have been believed to be a key factor of research involving tourism development ( Dabphet, Scott, & Ruhanen, 2012; Dorcheh & Mohamed, 2013). Likewise, the growth of tourism in Phetchabun province has a result of the fact that many communities are in varying stages of a socio-economic shifted from dependence on agriculture to dependence on tourism by aggressive strategy in provincial development which is willing to promote and develop natural tourism, history and culture for economic growth (Phetchabun provincial, 2018).

The role of nation government and local government policies is known as a valuable strategy for attracting visitors along with developing local cultures and local communities in tourism related development (Saarinen, 2010). While, the social trend, localism focuses on empowering the local and drawing participation, the problems of tourism development in most communities caused by local community are not able to receive tourism news and lack of understanding of tourism. This may lead to conflicts and non - support from government agencies (Tancharoen, 2017).

Resulting from local government policies combined with the traditional way of life as well as conservation and promotion of culture, the local communities are likely to be more alert and support tourism development. On the other hand, Suriya Sudsawat (2018) said while the main attractions as the Si-Thep Historical Park covers the entire of Si-Thep community and around communities earning the reputation to the province as one of the history parks in early stage of World Heritage Site Designation Process; they were occupied by capitalists who came to the area to make benefits. Therefore, the natives turn to be employees instead of entrepreneurs. According to Mitchell and Reid (2001), one of the most important destinations may affect to rural communities.

Hereinbefore, cultural tourism growth that government shows top-down policy that the government has major role to conduct policy while the local community are obedient and following up the problematic such as conflicts between localism in the community, cultural change, lack of uniqueness, capitalist and non-sustainability.

Thoroughly, some people are aware of community identity but the process of public participation in sustainable tourism management relies on community development. The culture of a community is a part of identity and essence of the community which inherits and shares to the visitors (Han, Shih, Rosson, & Carroll, 2014). Thus, the local community attempts to retain the cultures that its ancestors' settlement and to support tourist activities based on sustainable cultural tourism development. Localism is the key of the success and sustainability of any tourism development projects, the understanding of tourism impacts and individuality. Nonetheless, there are not any previous researches contributing sustainable cultural tourism practical to localism of surrounding communities on Si-Thep main attractions.

### **1.3 Justification of the Research**

Many areas in Phetchabun have rapid tourism development, resulting from the head of policy and provincial development plan, and willingness and readiness to integrate tourism community as well. Obviously, the consequences always have a great growth in the area; creating sources of income, local welfare and standards of life. However, development became to be live changing when tourists and investors' needs are led in areas.

In this study, Si-Thep Ancient is found as a main of growth destination which is enough to motivate many communities to make benefits, awareness in valuable and supporting development in their homes. The communities around Si Thep Ancient City were formed from agricultural village community gathering, leading to the development of society and culture in the community until it became an important commercial and religious center during the early history of Thailand ( Fine Arts Department, 2 0 1 5 ). Since five communities have distinctive features in the community linked to Si-Thep Historical Park, localism has wisdoms (i.e. pay respect to Chao Por Si Thep), history story of community and handicraft products ( i. e. dwarves reed mat, woven). Therefore, community ways that use traditional wisdom are indicating space readiness to build awareness and sense of local love. The local communities are parts of stakeholders of most critical determinants of success of tourism development ( Ouyang et al. , 2017) because residents' opinions and the

solicitation of such support are a great importance for local government, policy makers and businesses (Stylidis et al., 2014). Hence, community support plays a role in the service sector as an own and conscious of home and decision-making developing in long term.

Therefore, tourism industry must be considered more than sustainability. Sustainable cultural tourism has been an importance of tourism scholars. In fact, there are a great number of articles and studies showing how we can balance conservation and tourist destination in order to bring the benefits to localism. Furthermore, some indicators of sustainable tourism are essential such as a use of environment and natural resources appreciated with its values, cultural heritage preservation and the truth of local. A location based community takes an important role in contributing benefits to all stakeholders ( Dorcheh & Mohamed, 2013; Netherlands, 2004) and involvement in each aspect of decision process (Creighton, 2005; Yung & Chan, 2011). Moreover, the community network which is the cultural tourism promotes from all stakeholder, in order to promote cultural tourism in term of sustainable tourism and the organization's goals. In addition, a challenge of community cultural tourism is to deal with cultural exchange.

The focus on the local scale, increasing in localism participate in public participation in sustainable cultural tourism, and being a greater concern and awareness. Consequently, sustainable cultural tourism concept is an essential basic to mechanism practice (Chang, 1999; Lim et al., 2017). In this study, localism involve in sustainable cultural tourism was measured by the level of public participation which is initial public participation and toward active involvement assessing their community. Researcher grouped from the four steps of public participation to two steps based on case study Si-thep communities' current practicing which seems to be limited to the primary in the first stage of public participation. Therefore, this study has been divided into two steps of participation.

In consequence, the research “ The Causal Model Development of Factors Affecting Localism mediating toward Public Participation in Sustainable Cultural Tourism” should be conducted to investigate and develop the causal factor affecting to localism toward public participation in sustainable cultural tourism. This study can be helpful in understanding the factors that influence localism to their increase public

participation in sustainable cultural tourism. Moreover, the results will guide to applicability for tourism decision-makers planner to contribute policy, destination planning development, and strategy in other community involvement in sustainable tourism development in their communities. So, the study of factor of affecting to localism toward public participation would be an important step in introduction greater public participation into sustainability development step.

However, there are several limitations within this study. The first is a specification of using only quantitative research with five communities located nearby the main destination. Second, this study specifically focuses on sustainable cultural tourism areas; the findings are limited to a group. In term of sustainable cultural tourism, characteristics are also different from place to place. Therefore, sustainable cultural tourism development must be a development for place to place.

#### **1.4 Research Gap**

In the part of literature, literature on areas of sustainable tourism development research such as indicators of sustainable tourism, the result suggested will develop a set of sustainable indicators relying on communities' distinctive characteristics and stakeholder perception (Chiabai, Paskaleva, & Lombardi, 2013; Choi & Sirakaya, 2006; T. G. Ko, 2005; Lee & Hsieh, 2016; Lozano-Oyola, Blancas, González, & Caballero, 2012; Mihalic, 2016), affected tourism impacts and perceived benefit and cost between local community and tourist destination to ( Lee, 2013; Mathew & Sreejesh, 2017; Nicholas, Thapa, & Ko, 2009; Vargas-Hernández, 2012), perception and attitude toward tourism development ( Andereck, Valentine, Knopf, & Vogt, 2005; Andereck & Vogt, 2000; Carneiro, Eusébio, & Caldeira, 2018; Cheng et al., 2017; Eusébio, Vieira, & Lima, 2018; Jeonglyeol Lee, Li, & Kim, 2007; Kosmaczewska, Thomas, & Dias, 2016; Ouyang et al., 2017; Rasoolimanesh, Roldán, Jaafar, & Ramayah, 2017), the studies showed that the local community perceptions were directly positive on impact tourism toward sustainable tourism development. In term of community participation, the result confirmed sustainable cultural tourism requires the active participation from all stakeholder to implementation of tourism

product and service (Cheng et al., 2017; Dabphet et al., 2012; Vargas-Hernández, 2012; Waraporn Ngamsomsuke, Hwang, & Huang, 2011).

A few article studied about tourism awareness (de Camargo, 2007; Khanthong Jaidee & Ludech Girdwichai, 2016; Saarinen, 2010). While local awareness is largely capital of growth tourism awareness of UNESCO's World Heritage Sites in the past decades ( Pedersen, 2002; Wijesuriya, Thompson, & Young, 2013) , a lack of awareness in tourism filed are generally some issues of unawareness impacts (Nyaupane & Timothy, 2010). In more senses in Thailand, there are many cases of historical site and communities surrounding that have been lost of unawareness after the tourism development such as decadence and invasion in the area of Ayutthaya historical park ( Ongkhluap, 2012) and also Sukhothai- Sri Satchanalai, Kamphaengphet historical park still overlapped lands with the communities and cultivating areas ( Sopha et al. , 2011) . Thus, if the local communities lack of awareness and participation among stakeholders, it will be the cause of failures in tourism development (Choi & Sirakaya, 2006).

While, some authors have explained that the local will support sustainable tourism if they received benefits more than cost tourism (Gursoy, Jurowski, & Uysal, 2002; Harun, Chiciudean, Sirwan, Arion, & Muresan, 2018; Lee, 2013). Nevertheless, one of the big questions is - why tourism development in rural communities is not sustainable? In addition, there is an interesting answer by Timothy (1999) that local community considers development is as the government duty. Though the government authorities exert their control over the entire tourism development process, the local community has negligible involvement in development projects (Cevat Tosun, 1999; Ye Zhang, Cole, & Chancellor, 2013). According to Bennett and Dearden (2014), the local are negative sentiments of government policy. Furthermore, the points that the key of sustainable tourism succeeds are community participation (Khanthong Jaidee & Ludech Girdwichai, 2016; Kontogeorgopoulos, Churyen, & Duangsaeng, 2014), knowledge and understanding (Cárdenas et al., 2015; Nyaupane & Timothy, 2010) that it would be their awareness in tourism sustainable. The government is providing opportunities for them to become involved with sustainable cultural tourism; they would be more encouraged to participate at the highest level (Rasoolimanesh, Jaafar, Ahmad, & Barghi, 2017).

Many studies have used social exchange theory (SET) as the mediating between community benefits and costs and participation in sustainable cultural tourism. SET describes a process of exchange between the local community and tourism impacts, if they perceive tourism impacts more than cost, they are more inclined to support the tourism development. From literature in Thailand, most of public participation used in term of four steps of participation in operation plan or government projects which are: perceived information and planning access, operation on planning implementation, equal and fair benefits to all, and evaluation of plan. Therefore, the results are unclear in practice in of public participation to lead sustainability through participation in all process, not only following government policy. Due to these apparent the research gap, this study have applied the Four drive model to the motivation of factors predictive of public participation in sustainable cultural tourism of the communities around Si-Thep Ancient, Phetchabun Province.

In summary, however, while many factors affecting toward sustainable cultural tourism have been widely examined in the tourism literatures, only a few studies collect the variables affecting localism toward public participation. Hence, to compensate this research gap in this study, it will be reconsidering factors of development in term of tourism impact awareness, tourism knowledge and understanding, local government policy, and localism as the mediating toward public participation in cultural heritage tourism.

## **1.5 Conclusion**

This study depicts validation and development of the causal model development of factors affecting localism mediating toward public participation in sustainable cultural tourism. It can be helpful in understanding the factors that influence their support sustainable cultural tourism. Following International Cultural Tourism Charter by International Council on Monuments and Sites stating that the natural and cultural heritage belongs to all people, each person has a right and responsibility to understand, appreciate and conserve its universal values. Tourism should be beneficial to the local community and should be including opportunities and



also encouraged to understand and help resolve the at times conflicting issues (ICOMOS, 1999).

According to the current studies, Si-thep Ancient is intending to be considered of being nomination to a Tentative World heritage list. This was due to the fact that while an effective management of local's receives perception of tourism impacts and their support are imperative in the early stages of development, there is a lack of research on urban destinations. It is important in the early development stage (Stylidis et al. , 2014) . Hence, this study tries to fill gap through a factor tourism impact awareness, tourism knowledge, and local government policy affecting to localism (moderating) toward public participation in cultural heritage tourism. This study attempts to fill up this gap by these highlight dimensions that public participation is in cultural heritage tourism. Studies must consider not only the important attributes for localism, but also the diverse attribute values cherished factors in orders to facilitate public participation. The triple bottom line approach was adopted here through the highlights of considering a spectrum of tourism impacts awareness (i.e., economic, socio-cultural, and environmental). Moreover, an awareness emphasizes community identity on these impacts depending on various situational factors such as the destination's stage of development. Additionally, these are understanding of conditions and identity of local community which help start point for the local community participating in tourism cultural heritage. Thus, it would be useful to examine localism factor to improve public participation in tourism cultural heritage. However, studies about localism toward tourism may have different reasons behind that decision-making plans in other communities.

## **1.6 Research Objectives**

The purpose of this study is to examine the relationship factors affecting and its associated consequences which have the specific objectives as follows:

1.6.1 To examine tourism impact awareness, tourism knowledge, local government policy, and localism toward public participation in cultural heritage tourism.

1.6.2 To investigate constructs of tourism impact awareness, tourism knowledge, local government policy, and localism toward public participation in cultural heritage tourism by localism mediating.

1.6.3 To develop model of the causal factor affecting of tourism impact awareness, tourism knowledge, local government policy, and localism toward public participation in cultural heritage tourism mediated by localism.

## **1.7 Research Questions and Research Hypothesis**

Based on the research objectives, this study will address the focus on the following questions:

1.7.1 What are the level of tourism impact awareness, tourism knowledge, local government policy, localism, and public participation in cultural heritage tourism?

1.7.2 What are the causal factors affecting public participation in cultural heritage tourism?

1.7.3 What is the theoretical model developed based on causal factors and the factors that affect public participation in cultural heritage tourism under mediating localism?

According to the academic gap and research papers previously identified, the researcher can point out main factors that direct positively to affecting factors on public participation in cultural heritage tourism. The hypothesis has been inferential to test the accuracy of the research question and clarify this research project objectives.

Hypotheses 1 Tourism impacts awareness will positively affect on localism.

Hypotheses 2 The tourism impacts awareness will positively affect on public participation in cultural heritage tourism.

Hypotheses 3 Tourism knowledge will positively affect on localism.

Hypotheses 4 Tourism knowledge will positively affect on public participation in cultural heritage tourism.

Hypotheses 5 Local government policy will positively affect on localism.

Hypotheses 6 Local government policy will positively affect on public participation in cultural heritage tourism.

Hypotheses 7 Localism will positively affect on public participation in cultural heritage tourism

Hypotheses 8 Public participation in cultural heritage tourism will be positively affected by tourism impacts awareness through the mediator of localism.

Hypotheses 9 Public participation in cultural heritage tourism will be positively affected by tourism knowledge through the mediator of localism.

Hypotheses 10 Public participation in cultural heritage tourism will be positively affected by local government policy through the mediator of localism.

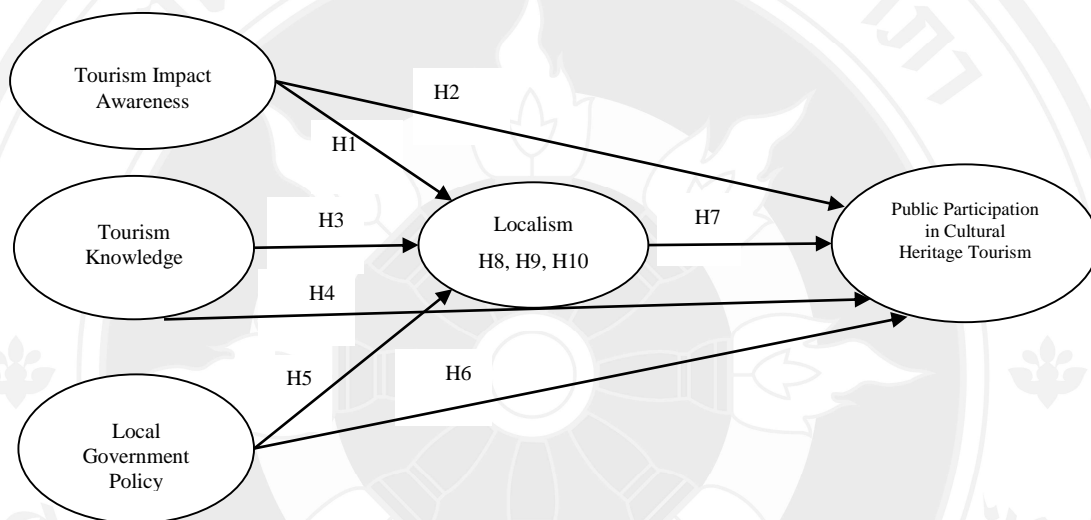


Figure 1.2 Theoretical Research Hypothesis Model

Source: Developed for this study

## 1.8 Scope of the Research

### 1.8.1 Scope of Content

This study focuses on five communities surrounding the Si-Thep history park. From the literature reviews, researcher focuses on factors: Tourism impact awareness, tourism knowledge and understanding, local government policy, and localism as a mediating affecting on public participation in sustainable cultural tourism. This research will employ quantitative method to evaluation and analyze data by structural equation modeling (SEM).

### 1.8.2 Scope of Area

The area of study is five communities around Si-Thep historical park, Phetchabun province. They are Si-Thep Noi community, Ban Lak Muang community, Bung Na Chan community, Natakudpattana community and Sa Prue community.

### 1.8.3 Scope of Demography

The populations of this study are five smaller communities, located closely to Si-Thep historical park. There are people live in community about 200- 1,200 people per community.

### 1.8.4 Scope of Time

The study was conducted from October, 2019 to December, 2020. The process of study includes literature review, research method, data collection, data analysis, and output report.

## 1.9 Definition of Key Terms

Public participation refers to localism participate at different level, divided into two aspects: initial public participation that is informed to localism, and active involvement participates' involvement that is localism involved in consultation level, collaboration level, and evaluation level (Eiter & Vik, 2015; International Association for Public Participation, 2018; Sirin Sangthong & Areeta Tirasattayapitak, 2019).

Sustainable cultural heritage tourism refers to integrated sustainable tourism management of cultural heritage and activities both of tangible and intangible cultural heritage to participate in different level toward sustainable cultural tourism (European Commission, 2018).

Tourism impact Awareness refers to localism received both direct and indirect effecting tourism impacts which are economic impact, environment impact and socio-cultural impact (Saarinen, 2010) that is development of awareness and become aware of community identity (Nyaupane & Timothy, 2010).

Tourism knowledge refers to localism which are received or have knowledge of tourism benefit and costs, tourism operation, participation process and their culture as well. In addition, they can also share knowledge via public participation in each

step of participate in sustainable cultural tourism development in their community (Martínez-Pérez, García-Villaverde, & Elche, 2016).

Local government policy refers to the policies or planning or project between authority local government and localism in the concept of sustainable cultural tourism such as supporting the capital budget, infrastructure, training program, promoting, tourism zoning, and tourism management based on the local cultural heritage (Laverack & Thangphet, 2007; Cevat Tosun, 2000).

Localism refers to local community in five smaller communities surrounding Si-thep ancient; Si-Thep Noi community, Ban Lak Muang community, Bung Na Chan community, Natakudpattana community and Sa Prue community. Localism is related with community for demographic characteristics (Harun et al., 2018), psychological characteristics ( S. Wang, Chen, & Xu, 2017) and community involvement (Rasoolimanesh, Jaafar, Ahmad, et al., 2017).

## **1.10 Contributions of the Research**

### **1.10.1 Academics Contributions**

The results of a developed theoretical model of the factors and the local community support sustainable cultural tourism that can use the model of this research as a source of reference to improve or create sustainable cultural tourism tools and to be applied for further research.

### **1.10.2 Public Contributions**

The findings of this research can support government sector that they may be able to utilize the findings of the research. They can use the finding of this study to create a policy, destination planning development, and strategy in other communities for the locals support sustainable tourism development in their communities. Especially those authority local governments are the main groups that can adjust the findings to stimulate and maintain the localism for participate in sustainable tourism.

### 1.11 Structure of the Research

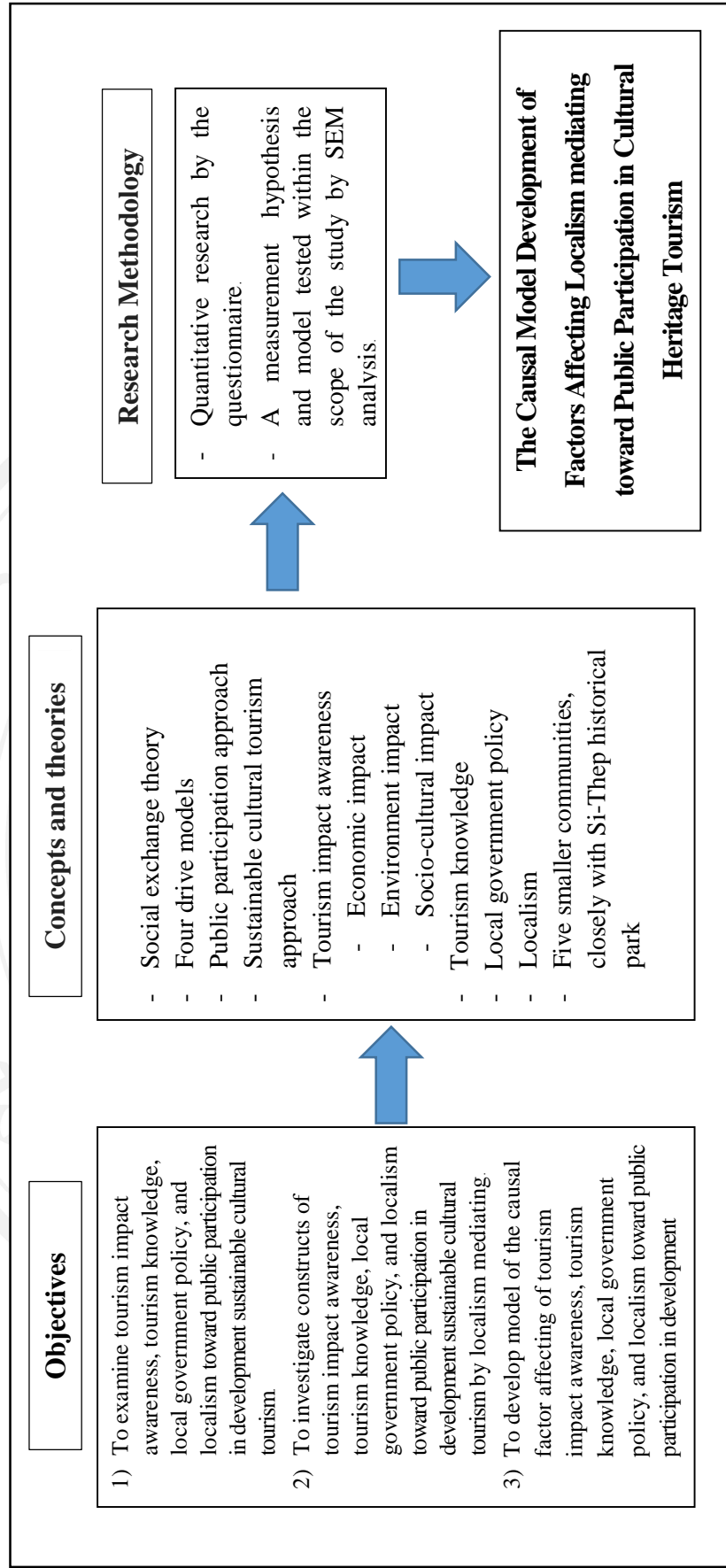


Figure 1.3 Conceptual Research Framework

## **CHAPTER 2**

### **LITERATURE REVIEW**

This chapter overviews the literature, concepts and theory related to a study: The Causal Model Development of Factors affecting Localism mediating toward Public Participation in Sustainable Cultural Tourism. It is structured into three sections. The first section is an introduction of the chapter, theoretical and overall given main topics of the chapter. The second section is a literature review, mainly focusing on the factors of the community public participation in sustainable cultural tourism. The third section is a literature review concluding and emphasizing on the causal relationship among the factors in this study.

A review and study of the related literature with this thesis are essential for three purposes: First, to examine tourism impact awareness, tourism knowledge and understanding, local government policy, and localism toward public participation in sustainable cultural tourism; second, to investigate constructs of tourism impact awareness, tourism knowledge and understanding, local government policy, and localism toward public participation in sustainable cultural tourism by localism mediating; third, to develop model of the causal factor affecting of tourism impact awareness, tourism knowledge and understanding, local government policy, and localism toward public participation in sustainable cultural tourism mediated by localism.

According to the study, theory and the factors must be studied are: community views on social exchange theory, four drive models, public participation concept, sustainable cultural tourism, tourism impact awareness, tourism knowledge and understanding, local government policy, and localism as a mediating. This chapter presents initial concept of community public participation in sustainable cultural tourism as presented is articulated in each section.

## 2.1 Social Exchange Theory in Tourism Context

Social exchange theory (SET) developed by G.C. Homan (Homans, 1958) explained about the basic concepts in understanding human behavior and interaction. The approach attempted to explain that the human social relationships included two interrelated levels of order: first order abstraction is an internal system of the interaction including activities, interaction, and derived sentiments; second order abstraction refers to status, roles and social institutions where the interaction is occurring. Furthermore, the study discussed factors about values, ideas and beliefs affecting powerful determinant of status and position upon the patterns of social relationships and power relationships in social exchange.

In addition, Özel and Kozak (2017) referred to G.C. Homan in 1961 that defined social exchange concept that it was based on exchange in term of activities, tangible (i.e goods, money) and intangible resource (i.e service, love, status, information) by rules and norms of human participants, personal behavior and benefits (positive consequences) and costs (negative consequences) (Cropanzano & Mitchell, 2005; Meeker, 1971). SET focuses on how individuals engage in exchange relationship they expect to receive with the minimizing to maximizing satisfaction. For example, if they perceives the benefits outweigh the costs, then the theory predicts that the person will choose to remain in the relationship. Social Exchange Theory (SET) attempts to explain in major of tourism. In order to identify the factors influencing resident's perception, how and why the local community perceives the positive and negative impacts in the way that they do (Sharpley, 2014). Besides, based on the existing understanding of SET, it is deeply understanding in the locals and destination that used in several study aspects of social relations in an aspect of the exchange that occurs within residents based on perceiving both positive and negative impact (Ap, 1992; Chen & Chen, 2010; Huttasin, 2008; Ward & Berno, 2011), as well as perception benefits and costs (Özel & Kozak, 2017; Yasong Wang & Pfister, 2008), trust and power (Khalid & Ali, 2017; Nunkoo, 2016) and attitude toward tourism (S. Wang et al., 2017; Ward & Berno, 2011). The finding confirmed that the locals who gain benefit from economic, environment and socio-cultural are more likely to support tourism development in their community. Even though most of



literature agreed that the most of benefit from economic is the strongest in the locals' attitude toward tourism, Chuang (2010) stated that in the small rural community where tourism initiates, the locals lives do not depend on tourism, instead they think tourism would be a good for prevention lifestyle and shared social benefits expressed distinctively. As attitude and perception (Gursoy et al., 2002; Harun et al., 2018; Hsieh et al., 2017; Nyaupane, Morais, & Dowler, 2006), perceived benefits (Gursoy et al., 2002; Uysal, Sirgy, Woo, & Kim, 2016) that they found positive attitude toward tourism development and hope for economic benefits in the future.

Furthermore, tourism scholars have used several factors predicting the locals support tourism development in the social exchange theory based on tourism impacts approach. Cropanzano and Mitchell (2005) was revised form of SET from Meeker (1971) based on rules of exchange which are reciprocity rules explaining acts of between groups of people by transactional, folk belief, and moral norm. Another one is Negotiated Rules that allow individuals to be more trusting such as when team members negotiate tasks and responsibilities. Rasoolimanesh, Jaafar, Kock, and Ramayah (2015) and Rasoolimanesh, Jaafar, Kock, and Ahmad (2017) adopted a framework of SET emphasizing factor upon six rules. First, Reciprocity refers to rules of cooperation and interaction between groups of people. Next, Rationality is the logic of individual behavior by their values and belief. Altruism suggest to doing something for the benefit of personal may be involved. As community participation (Eshliki & Kaboudi, 2012; Rasoolimanesh, Jaafar, Ahmad, et al., 2017; Yates, Stein, & Wyman, 2010) stated that it may affect the locals community management; it still focuses extensively on involving community members with little focus on what these individuals have to work. Group gain refers to individual benefits directly, and also still influences their perception. Status consistency defined their community characteristic such as belonging, gender, age, length of stay. This effect on individual benefits and influences their perceptions. McGehee and Andereck (2004) and Jeonglyeol Lee et al. (2007) found that demographic such as age, place of birth, level of education are significant variables in negative effect of tourism. Another variable that has been investigated in study is status consistency, community attachment viewed as place and people bonding, emotional, wisdoms, lifestyle and length of stay. Results indicate that the local behaviors are most likely to be individual positively

attached to a place and cultural knowledge which can increase sense of place to protective behavior (Gu & Ryan, 2008; Ramkissoon, Weiler, & Smith, 2012; Raymond, Brown, & Robinson, 2011).

Hence, SET theory suggests that the local community evaluation and exchange are based on positive and negative benefits incurred as a result of that exchange. If the local community who perceives positive benefits from tourism seems to view it positively on localism and their public participation. However, there are some inconclusive studies (Látková & Vogt, 2012; Rasoolimanesh et al., 2015; Sharpley, 2014). Therefore, they may be improved to be useful to other frameworks for understanding the local community such as the Four drive theory. This theory includes behavior motivation such as for tourism development perception, the economic and social gain motivated by government and local attitude as described in the next section.

## **2.2 The Four Drive Model**

The Four Drive Model of motivation was presented by Lawrence and Nohria in 2001. The model is a holistic way of looking at employee motivation beyond the typical “exchange” model that is widespread nowadays. Lawrence and Nohria (2001) explained that the human nature is all influenced and guided by four drives which are acquiring, bonding, learning, and defending. It will bring a predictive set of mental equipment to work. Distinctly, the most basic matter every organization must provide is an opportunity to fulfill and to some reasonable degree by four drive.

Nelson (2014) and Leona (2016) agreed that the model started with four drives’ hierarchy. Firstly, the drive to “Acquire Achieve” was added to the Acquire drive to help clarify the fact that this drive does not just focus on “things.” The drive encompassed extrinsic elements that we’re both physical (i.e., money, things or resources) and also status (i.e., recognition, steady job, pride). For instance, recognizing outstanding performance by offering frequently generates as much motivation for enhancing career paths as financial rewards. In other words, achievement awards and renown can boost engagement significantly. Second, the drive to Bond is about more than just one-on-one relationships; it includes our drive to

belong to things such as a team, club or community. Thus the systems, processes, and rules are essential that opportunities for connecting, interacting and fit in with team members are available toward developing relationships inside the organization and perceive the corporate culture as well. Third, the drive to Comprehend: human had an inquisitiveness and drive to learn that they are driven to overcome challenges. Likewise, if added the Challenge component to their work, they are naturally driven to deal with challenges that are placed in front of them and find the shortest way to work. In other word, the motivation center about creating challenges for employees provides opportunities to learn and grow. Especially, engaged and learning on the job are the keys. Lastly, the drive to Defend: this is the hardest drive for people to understand and tap into. It is really a drive about purpose and passion that we are constantly driven to define what our beliefs are and what is the main purpose in our life. It means the company rethinking about difference motivation “what it does can all be significant factors in how motivated employees are”.

Meanwhile, based on various motivation theories, Shafi, Khemka, and Roy Choudhury (2016) proposed four types of drive model and significant in prediction which drive in a person. The proposed drives are: Sensual drive is focused on satisfying in different by oneself, even though same situation. Material drive is manifestation to gain benefit to both intangible and tangible. Emotional Drive is rooted in reason for engaging in variety of activities to ensure their emotional well-being, take care of their social or affiliation needs. Lastly, the deeper into human behavior is Spiritual drive that intervenes into three groups mentioned above. Additionally, certain one considers acts of charity, goodwill, and sacrifice. In other word, the acts may be endorsed by the society or beliefs whereas the three groups above may be led to an individual's personal benefits.

Hence, four drive model as a motivation is forcing the human behavior to prove a certain cause of actions. It may be driven by intrinsic and extrinsic factors. Using guidelines stated above, this study applied them from Lawrence and Nohria (2001) and Shafi et al. (2016). Intrinsic motivation factors are characterized by local personality variable. Extrinsic factors are opportunities to fulfill by four drive model that are acquiring drive referring to the local community receive both the tangible and intangible benefit from tourism development. Bonding drive refers to the local

community with strong need to form relationship with other stakeholders in working together such as the local government, the entrepreneur, other community, and tourist. Learning drive refers to opportunities to learn, gain a skills and responsible, maintain the valuable resource, and share the ideas and decision as well. Defending drive refers to certain the local community where tourism development is safe and non-threatening, clearly and fairly transparent, and supportive environment in community.

Nevertheless, this theory is still only popular in the business sector that stimulates the employee performance. With this in mind, the question is what process is for successfully implementing community participation in the context of cultural heritage of communities around Si-thep Ancient by using the Acquire, Bond, Comprehend, and Defend (Four Drive Model). Hence, in the context of this study, Four Drive model describes the motivation the local community toward goals and wants to be involved in decision-making process. According to International Association for Public Participation (2018), five levels of participation that define the basic public's role is to inform that the least one can do is telling people what is planned in order to lead to an understanding of various processes. Thus, drive to Acquire concerns the local's perception of their cultural community and perceives positive and negative impacts of tourism development that influence the lives of the local community (Wanarat Konisranukul & Nuanwan Tuaycharoen, 2013). Bond refers to awareness, sense of place, and community attachment that strength reflects the extent to which is helping community participation. Effectiveness of public participation is related to knowledge and skills of the local community and stake holders are adequate. To address this issue, (Chiang Mai World Heritage, 2019; Supaporn Prasongthan & Warangkana Adisornprasert, 2016; Tawee Chaisomphob et al., 2004) comprehend drive is suggested using by training, workshop, sharing knowledge, and creating communities network to monitor tourism development process in the communities. For drive to defend, the highest level of participation is active participation that the local community have the empowerment to decisions on their own heritage cultural tourism (Tippawan Lorsuwannarat, 2017).

Nonetheless, the Four Drive model lacks sufficient empirical support in case of communities in Thailand. In light of this gap in the literature, the study seeks to

examine the effects of motivation model on the four aforementioned levels of public participation in the context of cultural heritage tourism development.

## **2.3 Public Participation**

### **2.3.1 Definition of Public Participation**

The concept of Public Participation (PP) has been developed since 1940s. Public Participation is defined by World Bank (The world bank report, 1992) as a process which the notion of public participation is a concept of an integrative nature, being at the crossroads of human rights, development and environmental protection. It reveals the growing importance of individuals and local groups in decision-making processes at the local, national and international levels (de Chazournes, 1999).

The notion of public participation has several dimensions. Among the fundamental of Core Values for public participation is used in the development and implementation of tourism planning (International Association for Public Participation, 2018), policies (Marzuki et al., 2012) and tool of decision making (Lask & Herold, 2004). The purposes are to raise the public impact.

According to Cevat Tosun (1999), there was an attempt to describe the conceptual framework for participatory tourism development approach as following: Pseudo community participation is a top-down policy and does not require the participation of all stakeholders. The government has an important role to initiate tourism development and establish the institutional structure for it. Passive community participation in tourism development actually represents some forms of decisions- making in tourism development issues. Lastly, Spontaneous participation can be implication for tourism development such as direct community participation, active community participation (in tourist destinations decision making, implementation, sharing benefit, monitoring and evaluation of tourism development programs), authentic means of communities' awareness of their own capabilities and to make outcome of tourism development.

Public participation has been found to be critical to the success of development as it increases efficiency, promote democracy and transparency build trust and understanding at the local level that they can sharing knowledge, experience and

voice out dissatisfaction (Dian & Abdullah, 2013). According to Yung and Chan (2011) stated that the success of public participation, it was different stakeholder involved in heritage conservation, identify the deference between needs and perception and balancing the conflicts interests of stakeholder through resolution mechanism work together. Effective of public participation related to giving information, consulting, involving, collaborating, and empowering (Halu et al., 2016). According to Creighton (2005) stated that the communities' participation should be focus on decision-making and benefits sharing toward way of life, cultural and other resource in community, while affected to sustainable tourism. Besides, actively involving the local community need to increases the feeling among the community and taking care of their problem that the government are actually through local authorities is fundamental in public meeting. For sure, it takes a lot of time to effectively involve the local community (Santoro, Venturi, & Agnoletti, 2021).

However, Cevat Tosun (2000) and Omondi and Kamau (2010) pointed out limitations to community participation in the tourism development process which are limitations at the operational level such as lack of coordination and information, limitations to community participation in structure of tourism development process such as lack of expertise to train human resources and barrier of elite domination, and cultural limitations such as lack of awareness and limited capacity of poor people.

In Thailand, public participation has been used since 1997 to reduce conflicts between government and local community in the utilization of forest resources. There were two active strategies. Firstly, use on the policy level was able to public participation and community right. In other word, they coordinated of various grassroots, middle class and kept ongoing feedback of the government. Secondly, attention was on public issue in very place (i.e. multi-media, news, press, magazines). Their campaign was so successful in Chiang Mai and became interest issue to other communities and other sectors as well (Zurcher, 2005). In 2007, adherences to human are important of development which public participates to manage community resource, decision-making and distribute benefits thoroughly and fairly. Focuses on stakeholder are mechanism toward tourism management growth and sustainability and also distributing benefits fairly and equally. Therefore, the importance of public

participation is a part of sustainable tourism development (Office of the national economic and social development board, 2007).

### 2.3.2 Level of Public Participation

International Association for Public Participation (2018) designed to assist with the selection of the five levels of participation that defines the public's role in any public participation process as in figure 2.1. The first step, Inform that the least you can do is telling people what is planned in order to lead to an understanding of various processes (problem, alternatives, opportunities and/or solutions). The second step is Consult; this area focuses on feedback on acknowledging concerns and aspirations in influencing the decision. Next step, Involve is to provide opportunity to work throughout the process and interaction to ensure directly reflected in the alternative development. Collaborate is an advice into the decision including the development of alternatives and prefer solution. Ultimately Empower that final is decision making in the hands of the public.

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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Figure 2.1 The Five Levels of Participation Defining the Public's Role in any Public Participation Process

Source: International Association for Public Participation (2018)

Marzuki and Hay (2013) comparison typology of public participation and identify three stages of public participation involvement from passive non-

participation to active participation as in figure 2.2. Information stage focuses on dissemination of development information to all people before they begin their involvement. Consultation stage involves information exchange and gives feedback from the local community and other stakeholders to the government. This stage describes the local community participation increase through their discussion with the planner. Lastly, Empowerment stage is a difficult step that involves transfer of power from the government to all people. Hence right of the local community will provide in decision-making process of development plan before achieving a total control. Meanwhile, the government is gradually reducing the role to just who supported it.

7. Has control	7. Self-mobilisation	8. Citizen control	
6. Has delegated authority	6. Incentive participation	7. Delegated power	← EMPOWERMENT
		6. Partnership	
5. Plan jointly	5. Functional participation	5. Placation	
4. Advises	4. Participation for materials incentives	4. Consultation	← CONSULTATION
3. Is consulted	3. Participation by consultation	3. Informing	
2. Received information	2. Passive participation	2. Therapy	← INFORMATION
1. None	1. Manipulative participation	1. Manipulation	
<i>Brager's &amp; Specht's typology (1973)</i>	<i>Pretty's typology (1995)</i>	<i>Arnstein's typology (1969)</i>	

Keys: Corresponding categories in each typology.

Figure 2.2 A Comparison Typology of Public Participation.

Source: Marzuki and Hay (2013)

Lask and Herold (2004) designed participation in four steps which are combined indigenous knowledge with everyone is first step provided all people before launched properly. The next step is participation meeting to decide on the priority management. Decision-making process step must be held in public that representatives can present about totality of the project and everyone can debate. Finally, everyone should be following and reporting project to promote and protect World Heritage site.

Eiter and Vik (2015) implemented public participation from European Landscape Convention (ELC) in case of the Norwegian. The contribution practical method for public participation is in two levels which are spatial planning and



planning phases. In the spatial planning, it is classified to giving information, collecting information from the public, and discussion problem and solving with the cooperation. The planning levels as mentioned are mandatory for public involvement such as obligation for announcement and hearing in two way communities.

Most of study public participation in Thailand applied for developing sustainable tourism have 4 steps which are: participation in plan that consists of perceived information and planning accessed. Second, participation in operations focused on planning implementation. Third, participation in benefits focused on equal and fair benefits sharing to all participate. Lastly, participation focuses on evaluation of plan or activities which have been done. They will evaluate about obstacle and benefits for planning in the next phase and to create a sense of belonging in that activity which will lead to successful cooperation as well (Kamonwan Wanthanang, Sayun Khuntaniyom, & Supphalerk Phosree, 2019; Nipon Chuamuangphan, Nion Srisomyong, Thanathorn Vajirakajon, Jainuch Prayoonchat, & Chinakarn Samalapa, 2018; Santi Patphan, 2019). According to Sirin Sangthong and Areeta Tirasattayapitak (2019), they explained five steps of participation which are perception information, consultation, practice, receive and share benefits, and evaluation problems. Meanwhile, Rungnapa Inphuwa and Nantawan Nawalak (2019) applied the level of participation in five steps included planning, determine, practice, maintenance, and gaining benefits.

Furthermore, Patrannit Supakitgosol et al. (2011) showed participation in Ayutthaya World Heritage site model which can be used in the operation in three steps which are informing the knowledge and understanding for the local community, applying knowledge to operation step in daily life, tourism management and marketing, and the final step is to create awareness of public participation and lead to sustainability.

According to the literature review, this study focused on four levels of public participation about from International Association for Public Participation (2018), Eiter and Vik (2015) and Sirin Sangthong and Areeta Tirasattayapitak (2019). In general, each of public participation level describes the extent of stakeholders' participation in the decision-making process in development. Based on case study, Si-thep communities are currently practicing in what seems to be limited to the primary

in public participation. Therefore, this study has been divided into two stages of participation which are initial public participation and toward active involvement and describes in four levels which are shown in figure 2.3.

First stage, initial public participation: this stage aims to create understanding about public participation and development process. Thus, this focuses on the government keep informing the information to the local community. While the local received effective and thorough information, they must be understanding the problem, alternative, opportunities, and planning process. Certainly, many authors confirmed this state is very important (Buono, Padiaditi, & Carsjens, 2012; Idziak, Majewski, & Zmyslony, 2015; Ornpawee Buachoo & Kalyakorn Worakullattanee, 2019) that two-way communication and more media are exposure as more the attitude and supporting participation, they will be involved in next steps.

Second stage, active involvement aims to increase participation and describes the process where is participates' involvement. This study classified methods according to three levels: (1) Consultation level focuses on the government are kept informed and hearing a feedback and dissatisfaction of the local, (2) Collaboration level is where the local community and the government are workings together as a partner. The local community will directly receive benefits and impacts, while the government will advise solutions and decision to extent possible or alternatives, and (3) Evaluation level as a highest level of involvement that the final decision between government and the local community on the development process leads to cooperation in preservation and sustainability. According to the literature, many authors confirmed a process of active participation needs to be open to opportunities by government and stakeholders to make localism to participate in the process (Bryson, Quick, Slotterback, & Crosby, 2013; Marzuki & Hay, 2013; Tippawan Lorsuwannarat, 2017). According to Marzuki et al. (2012) and Zurcher (2005), they pointed out the decision-making in public participation process might be difficult to put it into practice because the local community was dented by government dominance if it was not for this group who supported the idea of local management. Meanwhile, in Thailand context, the collaboration level is the most level in the localism with participation of tourism activities and service, and preserve resources

(Kamonwan Wanthanang et al., 2019; Panasit Onya, 2020; Rungnapa Inphuwa & Nantawan Nawalak, 2019; Sirin Sangthong & Areeta Tirasattayapitak, 2019).

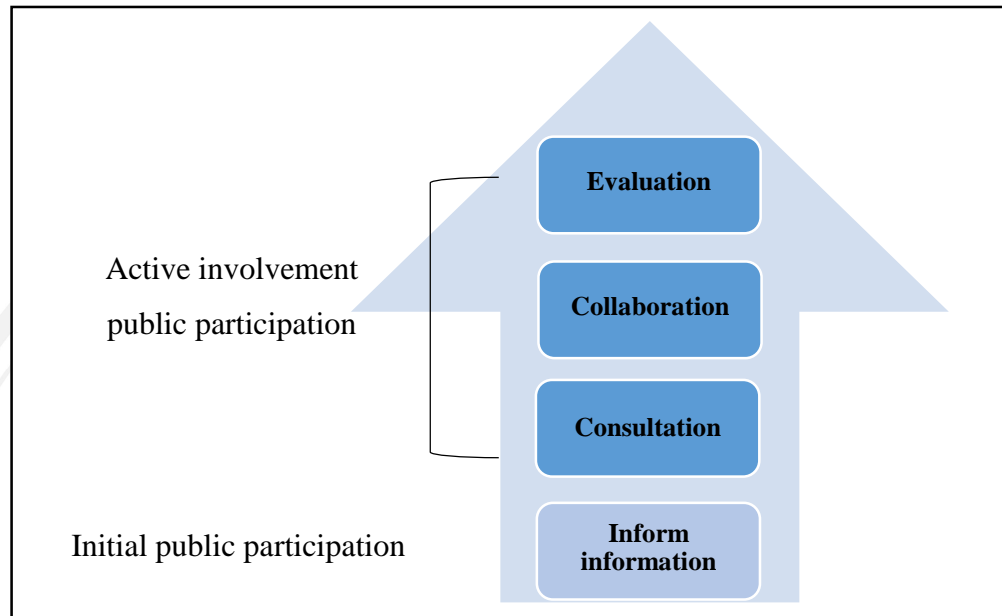


Figure 2.3 Four stage of public participation

Source: Adopted from Sirin Sangthong and Areeta Tirasattayapitak (2019), International Association for Public Participation (2018), and Eiter and Vik (2015)

Additionally, Conrad et al. (2011) indicated the existing material on public participation with five evaluation criteria on effective public participation which are scope, representativeness, timeliness, comfort and convenience, and influence. The first, scope of public involvement that limited to consultation, objective for project and principle also. Next, representativeness was taken into deliberation in the selection of general public consultation. Representativeness is over all target group and also measured by different tools (Eiter & Vik, 2015). Timeliness on the initiative seeks out public involvement to concluding stages. In accordance with Taweeep Chaisomphob et al. (2004), he stated that public participation in the beginning stage of planning helps enhance the trust and good relationship between the local community and local authority. Comfort and convenience of public in the process make facility and convenience such as submission written comment. That is largely

with the public. Hindmost, Influence should not be limited on professional opinion that will negatively influence the event of public.

The effective public participation process is related to empowerment, communication and responsibility. Empowerment engaged to discuss process that influences in decision making. Communication in public participation is providing the information to the local community understanding of process, value, and heritage conservation. Lastly, responsibility means to participate effectively. (Dian & Abdullah, 2013).

Nevertheless the most barrier of effective public participation is the local community lacks of understanding in public participation purpose of plan and also limitation in the existing process, daily life, government system and process, participation technique, and empowerment (Marzuki et al., 2012). However, it is difficult to discern of evaluation of effective public participation because of difference in histories, areas, readiness, and policy.

## **2.4 Sustainable Cultural Tourism**

### **2.4.1 Definition of Sustainable Cultural Tourism**

Cultural tourism has played a major role in the tourism of many cities. The concept of cultural tourism United Nations World Tourism Organization (UNWTO) defines cultural tourism to form of tourism activities with destination, product and service. The tourist's essential motivation is to learn, to discover and to experience (UNWTO, n.d.). The cultural tourism product and service are based on cultural and heritage tourism in term of both tangible (i.e. cultural sites, monuments, landscapes, archaeological, architecture, handicraft, historic building, architectural) and intangible (i.e. traditional, language, ritual, belief, lifestyle, values, local knowledge, cultural, language), then increasing awareness of cultural diversity by arts, festivals, heritage sites, folk, craft, etc. ( Keitumetse, 2011; Nyaupane & Timothy, 2010; Vargas-Hernández, 2012) . In orders to concern about local values of attractions in community, they were asked about the importance of resources for tourism connected to historical park (as a tourist attraction were in every importance for communities (A

Diedrich, 2007) which protects it for next generation and preserves in valuing heritage that refers to localism.

The United Nations World Tourism Organization (UNWTO, 2012) defines sustainable tourism as “Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”. Isaacs (2018) stated that sustainable development is one of increases both impact and builds their local assets in community. Sustainable tourism has balanced dimension of economy, environment and socio-cultural (Helmy & Cooper, 2002; Lozano-Oyola et al., 2012; Sutawa, 2012). From the standpoint, as economy’s tourism has an importance to contribute good lives and income. In term of economic impacts, economic is toward to local support and conservation the destination’s sustainability by providing job in tourism opportunities (Tsaor, Lin, & Lin, 2006). Environment impacts are resources of destination and climate in community. Meanwhile, sociocultural is given a preventive heritage cultural and stimulated into sense of belonging (UNEP, 2002). In addition, socio-cultural impacts effects of the socio-cultural which is the main concern is about protecting the local’s livelihood and adding values though community identity (Tsaor et al., 2006).

The definition of cultural tourism and sustainable tourism approach shows an importance of stakeholders and local communities involving in cultural tourism management. Thus, sustainable cultural tourism can be a conclusion to integrated tourism management of cultural heritage and activities both of tangible and intangible cultural heritage, to achieve balance social, environment and economic impacts with the local community and all stakeholders toward cultural heritage conservation and sustainable tourism development (European Commission, 2018). In addition, involvement of all stakeholder management is fundamental in economic development and conservation of cultural resources.

Furthermore, the topic of sustainable tourism mentioned a holistic approach, a study on tourism is effecting on the local and surrounding (Buckley, 2012) and the assessment factor affecting to tourism development that states to government policy and tourism knowledge and understanding are the keys of sustainable tourism development. Government authority is defined as one of stakeholders (Lee & Hsieh,

2016) to provide the policy planning and infrastructure ( Blancas, Lozano-Oyola, González, Guerrero, & Caballero, 2011) , sustainability promotion management at tourist destination (Lozano-Oyola et al., 2012) and the local involvement support in decision making and fair distribution of benefits (Choi & Sirakaya, 2006). For tourism knowledge and understanding, Choi and Sirakaya (2006) stated that education and training are also tool to increase visitors and stakeholder' s awareness on tourism impacting and deliver information of destination. Meanwhile, Isaacs (2018) found that the big barriers of local involvement are the knowledge (not know how to get tourism involved) and lack of understanding of what is required when being involved. Therefore, to overcome the barriers, the locals need to clearly understand tourism development process, guideline and responsibility of tourism involvement. Besides, sustainable tourism development integrates all stakeholders and emphasizes with the residents' quality of life (Yu, Cole, & Chancellor, 2018), communities gets impacts of Ftourism development and reflects to their action. Although, sustainable approach gives an importance to increase awareness and knowledge to behavior change, in the fact the local lack of tourism impact awareness that is related to feeling of empowerment and willingness. The result decreases tourism responsibility behavior (Miller, Rathouse, Scarles, Holmes, & Tribe, 2010) and also limits of sustainable tourism to be unable to grow depending on one of their drives, as local community necessarily has any intrinsic knowledge of impact (Saarinen, 2006).

Hence, cultural tourism creates opportunities for new facilities of locals. At the same time, it brings on the locals culture to become active of the local workforce (Ioan-Franc & Iştoc, 2007). Meanwhile sustainable cultural tourism may be tool to restoration, enhancement and conservation of tourism resources. It must focus on norms and practices of local community (Vargas-Hernández, 2012).

#### **2.4.2 Principle of Sustainable Cultural Tourism**

On the concept of Cultural heritage management, UNESCO tried to implement convention which has been practiced to principles of the world cultural and natural heritage conservation in the form of charter and cooperative guidelines (UNESCO, 1972). Moreover, UNESCO endeavored to integrate the cultural heritage

into various knowledge fields. In 2006 UNESCO had tendency to concern with tourism, cultural and sustainable development which cultural as the importance resource of tourism and the role of government to manage both tourism impacts, the development and cultural conservation (UNESCO, 2006).

UNESCO World Heritage and Sustainable Tourism attempted to create an international framework for stakeholder in order to preserve heritage and achieve sustainable development (Peter DeBrine & UNESCO, n.d). The key success in realizing the vision and mission is six elements which are: 1) implementation sustainable tourism embraced, 2) nation, regional, and local government having recognized policies in sustainable tourism, 3) stakeholder being aware in sustainable development, 4) the local community taking pride in community, having a sense of place and responsibility and empowerment toward sustainable management, 5) tourism sector being aware in world heritage values that activities are based on responsible and supportive social and economic development, and 6) tourist understanding of meaning of Outstanding Universal Value of World Heritage and responsible behaviors.

The participants at the World Summit on Sustainable Tourism (ST+20) in 2015 adopted and reiterated World Charter for Sustainable Tourism to continue actions from; 1) the government and international organization in policies and supporting tourism sustainable development, 2) local communities having cultural knowledge and empowerment, 3) the tourism sector creation, development and implement of sustainable tourist products, 4) tourist being aware of choosing more sustainable product and service options, 5) academics sector building new alliances for research, development and training skills, and 6) networks and NGOs as a partnerships for sustainable tourism (Sustainable Tourism Committees, 2015).

ICMOS has been Action Plan for 'Cultural Heritage and Localizing the SDGs' as a guiding roadmap to follow toward achieving implementation of the Sustainable Development Agenda at the national and particularly the sub-national (regional and urban) levels. The principles are forth in cultural heritage within sustainable development policy and practice focusing on building on the values of cultural and social diversity, collegiality, impartiality, exchanges information, solidarity,

transmission and youth involvement, and Free Access to Information (ICOMOS, 2017).

According to European Association of Historic Town and Region (European Association of Historic Towns and Regions, n.d.), it reported that there are 12 issues on the principle of sustainable cultural tourism based on sustainable and cultural tourism which following by ICMOS Action plan:

1) Local tourism should be considered as eco –friendly tourism concerning carbon and energy reduction, waste production, and resource conservation as well as emphasized on culture awareness such as rare and precious historic ruins, folklore and tradition.

2) Municipal governments should play an educative role to help communities and visitors understand and raise awareness of the importance of conservation of the local cultures and heritages.

3) Local tourism should sustain authenticity and uniqueness including respect rights and beliefs of local cultures.

4) Tourism is regarded as an economically important activities, cultural tourism should provide activities and campaign that support long term development.

5) Cultural tourism should contribute to culture conservation and value awareness.

6) Host communities should have a sense of belonging to local cultures and a willing to raise aspirations of visitors.

7) Cultural tourism should provide activities that local communities can gain benefit equitably.

8) The development of Cultural tourism should be involved by all local stakeholders including local government, communities, organizations and businesses.

9) Cultural tourism should aim to serve the needs of visitors and provide a high quality experience visits.

10) The impact or tourism must be reflected in prices to producers and consumers; prices that reflect the real cost to society and environment.



11) Cultural tourism should build sustainable transportation both to and within places.

12) Cultural tourism will evolve constantly and the management and development should response of changing.

For Thailand has similar following concept of UNESCO adopted to Thailand cultural heritage management, Thailand's cultural heritage is created on the bases of beliefs and faith in religions of various ethnic groups that consider in economic and society change (ICOMOS Thailand, 2002). To have Charter of Cultural Heritage Management is concerned in both of values intangible and tangible cultural heritage and emphasizes to all stakeholder in participation process, the government must have efficient planning and support cultural heritage management in order to achieve a sustainable cultural tourism and opportunities for local communities participation in conservation and management of cultural heritage. Important stakeholder of efficient participation is the management of knowledge and understanding in tourism and participation process based on respect in wisdoms and diversity of cultures.

Obviously, sustainable cultural tourism concept has similar step to UNESCO principle that is related to ethics and the values of heritage toward to balance the impacts of tourism. A sustainable cultural tourism approach is an implementation stakeholder which has to take into the awareness to develop communities and to preserve property and heritage for enhancing opportunities future for next generations to use and contribute the benefits to community (Vargas-Hernández, 2012). Afterward, local awareness takes an important role to support sustainable tourism and the locals is the factored effect on local action in process of tourism development as well (Aref, 2011b).

### **2.4.3 The Participation in Sustainable Cultural Tourism**

The concept of sustainable tourism is concerned over the dimension of local life and natural that generated research, literature and activities to input of many tourism policies and become a global trend toward local community and support sustainable tourism development. Community tourism development emphasizes on local needs, economics, competitive, skills and knowledge to improve lives. In

addition, sustainable tourism can contribute the initial community tourism, provide opportunities to balance in dimensions (economics, environment and socio-cultural) to conservation, make more benefits and promote wide use of resource by community participations. Moreover, the key success of rural development policy includes identity of local resources, local actions and institutional activities ( Sidali, Kastenholz, & Bianchi, 2015) . However, one of sustainable tourism development problems is the implement sustainable tourism principle into planning and action on the hand of stakeholder responsibility (Connell, Page, & Bentley, 2009).

ICOMOS ( 1998) reported that host community is a local belonging holders and native peoples tasked in management and supporting their own property. It is likely to be a current cultural statement, in the tourism context. Locals community is attached to their place on tradition and activities that specify the activities attached which are a compound feeling attached to the resident places in form of cultural capital (Lewicka, 2013). In consequence, tourism and community are connected to take place in 3 contexts: firstly, tourist purchase product and service from host; secondly, visit place, view and knowledge of host; lastly, tourism bring benefit to the host communities (Saarinen, 2010).

The practice of sustainable cultural tourism can be effective to plan and present visitor experiences and local benefits in different trips, motivations, activities and awareness ( Vargas-Hernández, 2012) . Meanwhile, local awareness of tourism impact is a critical factor. If the locals are raised awareness, they will be likely to support and conserve their cultural heritage (Nyaupane & Timothy, 2010) . In one study, Mihalic ( 2016) claimed that requirements of satisfaction to make tourism sustainable are three dimensions: a stakeholders' awareness of all of sustainability and ethic by education and information of tourism, the participants of stakeholders, and lastly, a high level of tourist satisfaction. On the other hand, if they do not have awareness, they will focus more on a commercialization than a heritage preservation which can lead to many problems such as decreasing of nature, cultural and social values. The local community is aware of tourism impact; however, they are appreciated to improve a quality of life by tourism development in community and also are willing to support the sustainability (Harun et al., 2018).

According to the sustainable tourism development index, the planner can be used as a tool in measuring community's awareness (Cárdenas et al., 2015) because tourism destination level has related to tourism sustainable activities in community such as using lower gas transportation and green accommodations (Dickinson, Robbins, Filimonau, Hares, & Mika, 2013). A community is characterized as a developed tourism destinations whose host communities are directly involved in tourism development process (Mitchell & Reid, 2001). Certainly, local community can support for additional tourism such as basis tourism service.

#### **2.4.4 Lesson from Case of Public Participation and Sustainable Cultural Tourism in Thailand**

While the trend of public participation is an alternative to help develop tourism rural in Thailand, it is becoming to the local government to increase public participation in planning process. This approach demonstrates that all partnership in Thailand is encouraged to promote participation of a wide variety of stakeholders, especially, co-management between states and communities in the identification. The community support sustainable cultural tourism as particular talking responsible to protect and preserve cultural heritage. Meanwhile Thailand likes challenges global change both of society and economic. Therefore, the attributes of each case are provided in table 2.2

A case of roles of public participation in conservation of cultural tourism, Rungnapa Inphuwa and Nantawan Nawalak (2019) found a high level in the conservation of cultural tourist and gaining benefits and a low level in decision-making of aspect of participation. The result showed the difference of role of stakeholder to conservation of cultural tourism which are: tourism management was joining a meeting, training, managing a souvenir shop, and safety and security. Planning was planning meeting to control a tabulation of tourism plan on the process of development. The practice was followed in plan such as persuade into greeting tourist, dressing a local dress, joining with tourist activities. Lastly the maintenance was included budget for all management.

A case of local involvement in sustainable tourism management: Sirin Sangthong and Areeta Tirasattayapitak (2019) found that the community participation of Phuket old town was stimulated from situation of tourism development by the government and then feedback to the local community. Thus, they are more likely to benefit of tourism development than participation in decision-making process. Additionally, the result showed the factor of motivation of community participation was attitude, sense of belonging and boarding, awareness in tourism impact, stimulating of community participation from stakeholder, and opportunities of well-being.

A case of key success factor of the process for people participation in community base tourism model: Supamas Wanwiset and Charoenchai Agmapisarn (2018) used four steps of participation which are finding the problems, planning, active participation, and evaluation. The result showed factors distinguished people participation by stakeholder's support, communication channels and leader. The government policy supporting can be made in two ways which are supported budget, skills, educations, and public relation and marketing. Next, role of leader is following the policy and plays important in early stage of development in community.

A case of community participation for community based tourism development: Nipon Chuamuangphan et al. (2018) stated that Nong Ya Plong community was participation level between passive and spontaneous community participation because the community stilled support from the government and aspect of the decision- making process. The result confirmed key success of public participation was participation from all stakeholder and government support to work a partner.

A case of Koh Mudsum plan: Wanarat Konisranukul and Nuanwan Tuaycharoen (2013) were in order to the specific plan of Koh Mudsum is created by providing the local community (as a mechanism) and all planning process that applies the public participation approach in three steps which are initial information, shared feedback together, and evaluating of the plan. That guarantees involvement of the local community, planner, federal government (i.e. Surat Thani Provincial Administrative, Surat Thani Municipality and Department of Civil Engineer and City plan, and local administrative), local government agencies, and others interested in the

project. The sustainable planning process for Koh Mudsum that starts from the planning process, potential and limitation analysis, plan design, and implement to action policies. Furthermore, the highlight of this study used 3D visualization as a tool that helps enhance the local community and all stakeholder the same understanding of public participation process, planning and development proposal and also successful resolution of conflicts among different participants.

A case of Public Participation in community forest policy: Zurcher (2005) found that success of public participation is collaborative from all people who were active at different level in Thai society. They studied national attention to the problems with forest management by using two active strategies. First, the policy level combined public intellectuals and community right to open political climate and combined with the involvement of professor, NGOs, state of agencies and the local communities. Second, increase knowledge on public participation used attention of the press and to frequently.

A case of Planning Power Plant Projects, Taweep Chaisomphob et al. (2004) studied a role of public participation project in Thailand. They showed that project development is more successful with four steps: Information provision in various tools (i.e. information center, exhibitions, website, newsletters, E-mail, and site visit), Information collection and feedback step by surveys and interviews, Consultation step as public hearing, group meeting, and Participation step as community committee, workshop and monitoring. Thus, the public participation should start in early stage that help enhance the trust and good relationship between the local community and local government.

A case of Kaeng Krachan Forest Complex has been identified as Tentative List by UNESCO since 2011. Nonetheless; it's referred to the 43th Convention concerning the protection of the world cultural and natural heritage in Baku, Republic of Azerbaijan, it was resolved and sent back to the State Party in three order to allow it; to revise the boundaries of the property based on agreement between the States Parties of Thailand and Myanmar; to prepare and submit a revised comparative analysis was demonstrated that the reduced area of the nominated property would be sufficient to meet criterion (x), including the related conditions of integrity, protection

and management; to demonstrate that all concerns have been completely resolved, in full consultation with the local communities (UNESCO, 2019a).

A case of Wat Phra Mahathat Woramahawihan, Nakhon Si Thammarat has been identified as Tentative List by UNESCO since 2012. Wat Phra Mahathat Woramahawihan follow the Operational Guidelines for the implementation of World Heritage Convention which 5C's are Credibility, Conservation, Capacity building, Communication, and Community. Thus, it is arrangement for the nomination of world heritage, the capacity building as a tool for tourism personals development. They are required to widen their knowledge, skills, the world heritage tourism management network, and attributes of protection and preserving forthcoming world heritage site in the sustainability way. (Supaporn Prasongthan & Warangkana Adisornprasert, 2016).

A case of Monuments, Sites and Cultural Landscape of Chiang Mai, Capital of Lanna, Chiang Mai have been identified as Tentative List by UNESCO since June 2015. Chiang Mai Provincial Administrative Organization has directed the development process for the Action Plan for Conservation and Development of Historical and Cultural Areas of Chiang Mai. They focused on the participation of stakeholder and all people to design a management plan, especially roles of BORWORN (home, temple, and school) in community development for meeting, brainstorming, and sharing knowledge of local wisdom, culture and tradition, architectures, and the old town changing such as temple planning as an Architecture learning center, Chiang Mai University as a knowledge center, and various Communities Network in Chiang Mai. They said Chiang Mai cannot be a World Heritage if temples and communities do not participation. Also World Heritage is therefore one of the processes that will help create a learning and identity of Chiang Mai together. Along with the driving process in which everyone is involved in order to strengthen and prepare to jointly develop Chiang Mai city to be truly livable and sustainable in the future (Chiang Mai World Heritage, 2019).

A case of Songkhla toward World Heritage site, Songkhla has gold to the World Heritage site (Bunnaroth Buaklee, 2019). They started on creating the Songkhla Heritage trust in 2009 that includes the local community, enterprise and

professors to have a vision to conservation the old town and local wisdoms (Songkhla Heritage Trust, 2009). Later, the government are supporting.

According to Ratchaneekorn Sae-Wang (2017), she studied the six case-study cultural heritage management into two aspects which are tangible and intangible cultural heritage. There are Mahakan Fortress at Bangkok, Hellfire Pass Memorial at Kanchanaburi, Inthakin Linn site Mesuem at Bangkok, Stone-Polished Bronze-ware at Bangkok, Surin Textile and Natural Process at Surin, and Mon recipe and costume at Lamphun. The result found that all case study attempted to preserve the local wisdoms, way of life, and architecture or ancient community, by the elder transmitting the knowledge to next generations and effort to encourage the local community to participate in tourism activities. While the authority of local government can be supporting the local community in different contexts and area, practically, those are case show top-down policy that the government has major role to conduct policy while the local community are obedient.

From a case study, it can be concluded that community support is important to participation process. Created knowledge and understanding based on cultural heritage is the first step into participation process, and bring to reduce conflict of process, and to world heritage registration success. The participation needs all stakeholder to participate in different role. Additionally, an awareness, pride of place, transmission knowledge are key elements to create communities participation for sustainable way. Hence, the local community is necessary to receive effective information, understand in public participation process, establish and give feedback, and also participate all process.

Table 2.1 The Attributes of Lesson from Case of Public Participation and Sustainable Cultural Tourism in Thailand

Public participation levels	Attributes	Authors/year
Inform information	<ul style="list-style-type: none"> <li>- Effective communication tools as an important element of public participation with a potential to increase collaborative process and help enhance understanding of planning and development in different stakeholder</li> </ul>	Wanarat Konisranukul and Nuanwan Tuaycharoen (2013)
Consultation	<ul style="list-style-type: none"> <li>- Government should be supportive and set up public process to design project, exploring alternative, identifying potential impact, monitoring and implementation to management.</li> </ul>	Nipon Chuamuangphan et al. (2018) Zurcher (2005) Taweep Chaisomphob et al. (2004)
Collaboration	<ul style="list-style-type: none"> <li>- Key success of participation is the stakeholder's support in active at different level.</li> <li>- All stakeholder should be a partner to decision and practice in plan.</li> <li>- Equality and fairness of sharing benefits.</li> </ul>	Rungnapa Inphuwa and Nantawan Nawalak (2019) Supamas Wanwiset and Charoenchai Agmapisarn (2018) Nipon Chuamuangphan et al. (2018)



<b>Public participation levels</b>	<b>Attributes</b>	<b>Authors/year</b>
Evaluation	<p>- Although evaluation plays an important role in sustainable tourism development, the local community still needs less participation in the assessment participation in collaborate. Certainly, this level can be shown the success of participation of tourism development process.</p>	<p>Sirin Sangthong and Areeta Tirasattayapitak (2019)  Rungnapa Inphuwa and Nantawan Nawalak (2019)</p>

## 2.5 Tourism impact awareness

At worldwide scale, tourism significantly takes an important role in country development and it is used as a tool to develop communities. While studies in tourism state of a multi-impacts on the destinations, a significant literature on the impacts of tourism is focusing on local communities ( Gu & Ryan, 2008; Lim et al. , 2017; Styliadis et al., 2014). Recently, the tourism impact was conducted in various studies which confirm of tri-dimensional impacts of tourism. It also shows that tourism impact has been increasing local community positive and negative impacts of tourism that can be divided into 3 categories: economic impacts, socio-cultural impacts, and environment impacts.

For examples, positive aspects of economic impacts are to provide more opportunities in jobs and tourism service investment and to improve resident's income and better living. Environment impacts effect to positive shifts toward conservation of tourism destinations. Socio-Cultural impacts improve quality of life, infrastructures and facilities of tourism destinations, understanding of different cultures and identity of communities and tourists (Andereck et al., 2005; Harun et al., 2018; Jimura, 2011; Sharpley, 2014) . Meanwhile tourism impacts effect directly and indirectly communities such as employments, incomes, tradition conservation, knowledge, infrastructure and public utility.

On the other hand, an un-planned tourism can lead to negative impacts such as changes in tradition as well as air, water and noise pollution (Andereck & Vogt, 2000; Dickinson et al., 2013), or direct contact of tourists, tumbledown of heritage, cultural assimilation, and cost of living (Saarinen, 2010) from over-development. Thus, the well-planned tourism should be a result in social, economic, and environmental benefits to local communities (A Diedrich, 2007). Before tourists had arrived in Si-Thep attractions, for instance, many communities mainly depended on agriculture for survival. From observing and interviewing the head of Si-Thep historical park noted that majority of these communities are in stages of a socio-economic shift from dependence on agriculture to dependence on tourism (Suriya Sudsawat, 2018).

For ongoing community development, awareness is a part of tourism planning process; it means to view community's awareness of their places, cultural heritages, experiences, environments, and livings. According to Nyaupane and Timothy (2010), they mentioned that awareness is formed from receiving and perceiving in community tourism impacts.

Awareness is defined into individual social emotions, interpersonal relationships, knowledge, place and environment surrounding local's awareness of their communities (Nyaupane & Timothy, 2010). Therefore, raising awareness is important for local understanding of a community (S. Wilson, Fesenmaier, Fesenmaier, & Van Es, 2001). Mitchell and Reid (2001) pointed out that community awareness refers to tourism opportunities and building ability focusing on education and self-awareness because understanding and knowledge of community can help local communities who concern and are willing to protect the sites where involve to their own past. In addition, van Niekerk and Saayman (2013) stated that the tourism program can be considered as a tools to stimulate young students influenced in tourism industry career and to increase in tourism awareness.

Thus, awareness creating the local feeling of love in their home should be a valuable attitude toward traditional, the way of life, the knowledge and wisdom of the community. Moreover, it will encourage community to participate in development by creating local arts, craft, storytelling and tourists' direct experiences, and others. Afterward, the local communities will be understanding in values and willing to support cultural tourism development. Tourism destinations and surrounding area protection must be designed as a vehicle for conservation: supporting building; raising awareness of the many important values of protected areas including ecological, cultural, spiritual, aesthetic, recreational, and economic values. Generally, conservation should be working for biodiversity protection, ecosystem integrity, and cultural heritage (Chape, Blyth, Fish, Fox, & Spalding, 2003). However, the lack of knowledge and impact awareness is a part of issue problems for sustainable tourism achievement (Dodds, 2010).

According to the literature review, this study focused on three important domains: socio-cultural, economic and environment of the tourism impacts. Generally, the local community directly perceived tourism impacts. Moreover,

tourism impact awareness involves a spatial domain whereby means of physical and mind; there can be balance community with social change. Awareness may build the establish framework in tourism development or improve their identity.

In the rural communities where are not willing and/or not ready to participate in tourism industry, the various tourism impact awareness is imperative in changing the opinion local community significantly. Yu et al. (2018) suggested that the measure of resident support for tourism could be a measure by resident attitude. Applying the social exchange theory study, the local who gain and perceive the benefits from tourism tend to have positive perception of tourism and support tourism development later on. The result suggests that economic and socio-cultural benefits positively influence the locals support tourism. Meanwhile negative environment benefits reduce their support. The impacts of tourism on local support heritage sites conservation efforts while the tourism is increasing local awareness (Nyaupane et al., 2006).

Possibly, measures of the local community participation in tourism have frequently been associated with local benefits accruing from tourism but perceptions of costs will outweigh benefits, they would decrease conservation awareness and supporting. A Diedrich (2007) stated the communities have an ability to support tourism development in their area. However, not many local communities always support in doing this S. Wilson et al. (2001) because it may be considered as their lives disruption, disagreement of values and benefits and even it can bring changes to local heritage. According to Sinha (2019), it is identified that local awareness and perceived benefit are positively correlated in sustainable cultural tourism participation. In fact, the local community lack of cultural knowledge of community and participation of stakeholder which are the key effect in sustainable tourism process success.

## **2.6 Tourism Knowledge**

The knowledge of tourism that means to tourism geography, visitors, tourism operation, tourism benefit and costs and their culture become as important as the community participation conditions for a sustainable tourism, as a component of tourism development. Knowledge is being strongly influenced by media, socialization

processes, level of education and experience (Nyaupane & Timothy, 2010). Likewise, Timothy (2000) stated that educating community members about tourism to understand and be aware of tourism, which is primarily being done for the purpose of increasing more cultural pride, improving image and service in their mind. According to Cárdenas et al. (2015), knowledge is a tool to make a good decision about tourism development in community's future and tourism planning process as well. Erick T Byrd (2007) pointed out tourism stakeholder should have the same level of knowledge and understanding of tourism development topic, resulting in the tourism development process possibly being made that utilizes the collective wisdom of all the stakeholders.

Response to understanding of tourism is considered as a prerequisite for awareness and following behavior changes. Previous research exploring awareness and understanding of climate change, Dickinson et al. (2013) mentioned that local residents and visitors are both degree of understanding which is relatively poor both in general and impact caused by tourism. An understanding is leading to less sustainable tourism significant by individual action, group action and political action. According to Antimova, Nawijn, and Peeters (2012), the study found that social norms of community affecting to personal copy behavior from other member community and support own behavior toward sustainable tourism. Cheng and Wu (2015) concurred that richness of tourism knowledge is more likely to concern an environment sensitivity.

Pearce (2003) pointed out that education and information are an essence for the local community to participate in the planning process. Even though tourism knowledge and understanding are the key for tourism community development, most local communities do not have knowledge, skills and capability for tourism management (Laverack & Thangphet, 2007).

To develop sustainable tourism, stakeholders need to have knowledge and understanding about tourism impacts and tourism evolving in a community that can make decision and distribution benefits (Dabphet et al., 2012). According to Yan and Morrison (2008) they found that the particular concern for stakeholder related to tourist' visit purposes based on knowledge and activities was interesting. The local

community will support and participate in success of sustainable tourism development (Lee, 2013; S. Wilson et al., 2001).

More than the degree of concerns regarding the locals' knowledge and skills, sharing knowledge is necessary for participation and tourism products involving though of stakeholders and then generalizing into policy and action (Niezgoda, 2011). Martínez-Pérez, García-Villaverde, and Elche (2015) and Martínez-Pérez et al. (2016) stated that explorative knowledge has a direct effect on cultural tourism that if the locals have higher of bridging capital, they tend to share knowledge via innovation. The finding suggests a way to develop knowledge that the locals should find complement with better external partner because it will develop new skills and acquire of how to learn new things.

## **2.7 Local Government Policy**

The hierarchy for tourism development planning in Thailand is the top-down planning. The first Nation on Thailand 20-Year National Strategy (2018-2037) is a national development plan, setting out frameworks and directions for the all public sectors to follow and to according as the slogan of “Stability, Prosperity, Sustainability” (The Secretariat of the Prime Minister, 2018). The 12<sup>th</sup> National Economic and Social Development Plan (2017-2021) was based on Thailand 20-Year National Strategy set out in the structure plan. Focusing on experience, atmosphere and the local culture promote tourism to achieve sustainability in the communities, as well as aiming to encourage local people to realize the value of identity and combine the heritage of wisdom hand on to the young generations (Office of the national economic and social development board, 2017). Following the second national development plan for tourism (2017-2021), there are use for guidelines to the planning act of local government plan and applies to local level (Office of the board of directors of the national tourism policy, 2017).

Nowadays, the concept of sustainable tourism development is a broad policy. Concerning about the policy, the government has a high power in introducing the tourism planning and policies to rule tourism as a tool for rural development. Thus, policies and planning are as the preparation of alternative for tourism development

process. Certainly, in Thailand, public participation is accepted as included in development project between government and the local community through the local government policy or various projects. Public participation can be implemented in sustainable cultural tourism that the inclusion the local community participates in the plans, puts into action by workshop, meeting and public hearing as well. It has increased the level of participation in conservation as well (Díaz-Andreu, 2016). The importance to note that only if the host communities are involved in tourism, it is will be successful (K. Kim, Uysal, & Sirgy, 2013). Hence, the local government may be an essential activities for the local community involved for tourism development.

For the local government, Laverack and Thangphet (2007) mentioned that government policy is important to thrive tourism in community. The government can introduce policy supporting the capital budget, infrastructure, training program and marketing communications and tourism zoning and management (S. Wilson et al., 2001; Yu et al., 2018). Zhou, Chan, and Song (2017) suggested that the local government was involved in tourism in different levels since their responsibilities are direct for the local and government attempted to support working networks and funding to start-up stage. Moreover, government must create proactive awareness among people in conservation and management heritage (Nyaupane & Timothy, 2010). The concern local sensation for their community to more support a tourism development plans is highly concerned about environment, economic well-being, recreation, and cultures. This suggests that government and entrepreneur need to focus on these previous critical factors (Abankina, 2013; Gursoy et al., 2002). However, Cevat Tosun (2000) mentioned that an important limitation to tourism development is planning constraints, power and cultural factors that means low competency and affected to barrier in community participation and also related to lack of tourism knowledge which leads to limited access to tourism benefits.

Therefore, from a literature, it shows that it is a real need to build awareness and localism in community to contribute and support cultural tourism sustainable. Si-thep communities need support from both government and non-government organizations to introduce the policy development and also knowledge and training to the locals in cultural tourism. There has been a collected history of community, practice to storytelling, homestays and tourism activities for experience in local

culture community. However, sustainable policy should match in reality and true nation of specific area as well.

The local government authority must be a partnership in each aspect of the decision. According to Supaporn Prasongthan and Warangkana Adisornprasert (2016), not only the government plays a key role in tourism development but also other partnerships referring to the local community, authority, entrepreneur, NGOs and tourist (Dabphet et al., 2012; Sihabutr, 2015). As one of sustainable tourism development problems is implement sustainable tourism development principle into planning and action on the hand of stakeholder responsibility (Connell et al., 2009), community networks are an important mechanism for driving sustainable tourism development by knowledge collecting, exchanging and disseminating knowledge of the community and in order to inherit these wisdoms. Dabphet et al. (2012) stated that the networks were also the key in sustainable tourism development concept. That were discussed in two terms as follows: first, referring to status and position work on the tourism industry; and the other one, referring to space in network that the geographic of communities is linked between community and community. Moreover, networks are referred to friends, neighbors, education institution, local authorities and tourism agents. They will help the community evaluate and monitor government policy and planning as well (Khanthong Jaidee & Ludech Girdwichai, 2016).

Soeswoyo (2016) mentioned that to be a sustainable cultural tourism, people are not concerned only about management and development on destinations but also tourism impact control and integrated support among community networks. They will support the locals to solve and share common knowledge goals, human and budget between networks to communicate, exchange information and continue activities together (Supaporn Prasongthan & Warangkana Adisornprasert, 2016).

For Si-Thep Subdistrict Administrative Organization has district development plan in 2018-2022 (Si-Thep Subdistrict Administrative Organization, 2018). The plans focus on Physical and Social tourism development in the district which is infrastructure development plan such as transport route and break dredging. The knowledge and education level development plan and restore cultural development plan aspects by conserving and carrying on and connecting to tourism activities such as tourism souvenir (OTOP product), Youth conserve arts and culture local wisdom



competition project. Furthermore, Si-Thep Subdistrict Administrative Organization has a driving good citizenship activity project that promotes public participation by providing opportunity and hearing the local community to make a development plan.

## **2.8 Localism**

Localism can be used in many terms such as a policy of government (Hildreth, 2011), a regional industrial, localization strategy and meaning to local varies widely from one place to another or the geographical scope (Hess, 2008). However, most ways should serve the interests of communities. The importance is variable in localism as a starting point to connect between the localism and tourism development impacts (Hess, 2008) because they increase involvement and empowerment of community for tourism development (Blank, 2006; Sutawa, 2012). Some tourism literatures showed that local demographic characteristic was predicting the local's perception of tourism impacts. The local who supported community more involved the followings: age, place of birth, length of stay, education level, place-based identity (Chuang, 2010; Jeonglyeol Lee et al., 2007; S. Wang et al., 2017; Yasong Wang & Pfister, 2008).

According to the literatures in Thailand, authors have pointed out that localism is the definition of host or residents that are living in community. They have roots of wisdom and history. Also, they develop and associate in economic, environment, politic, society and culture (Pratum, 2008; Rungnapa Yanyongkasemsuk, 2016; Weingchai, 2017), people are aware of community or hometown (Anuchit Singsuwan, 2014; Khanthong Jaidee & Ludech Girdwichai, 2016; Pramote Pakdeenarong, 2013) and increase sense of belonging, together with value identification. Thus, localism, which is community members, will be responsible for their local and share common ideas.

Therefore, localism is being used as a tool to raise awareness and to help support the development of the tourism in community based on cultural resources (Rungnapa Yanyongkasemsuk, 2016). Communities are not only synonyms for geographical locations, but also emotional and psychological relations as well as Interpersonal interactions and mutual benefits among residents and the primary

interested parties in the development of tourism. Besides, there is a considerable relationship between residents' support for tourist events and tourism development attitudes (Cheng et al., 2017). Those are distinct personality such as different families, enthusiasm, no competition with other communities, friendly hosts, integration, connections and solidarity (Aref, 2011a, 2011b) and traditional culture conservation (Anuchit Singsuwan, 2014) which protect their community from outsider (Beaumont & Brown, 2016). Hence, ICOMOS, Article three perceived the conservation of historic towns and urban areas concerns their residents first of all (ICOMOS, 1987). World Heritage values which included community value are sense of place, belonging and well-being (Díaz-Andreu, 2016).

The challenge for cities that are destinations for cultural tourism is finding a balance between “niche qualities”—the identification of the unique points of the cultural supply, and their sophisticated communication to the public (Russo & Van Der Borg, 2002). Hence, localism that means personality refers to the combination of the local's characteristics that their uniqueness, background, willingness and readiness, and the opportunities and supportive of the government. It is used in this regard to be the guidelines of this study in that are:

#### Community Attachment and Sense of Place

The concepts of place attachment and sense of place are referred to feelings and emotions. There are many terms of affecting links between people and places, viewed as a people and place bonding, emotions, wisdoms and lifestyles (Herliana, Hanan, & Kusuma, 2019; Ramkissoon et al., 2012). In addition, the relationship in family is the primary experiences among youths to represent themselves and others of home (Aref, 2011b). Thus, the local community who has greater community attachment will be more likely to support sustainable tourism. In contrast, Rasoolimanesh et al. (2015) mentioned that although community attachment was used to measure feeling of the locals, they found that those born in community or somewhere else non- significant effect on the locals perception. It may be the poor indicator of community attachment.

Moreover, Lee (2013) and Gu and Ryan (2008) stated that local community is strong in senses of place, community attachment and living around heritage directly response to support sustainable tourism significantly. Suthamma Nitikasetsoontorn

(2015) found that sense of belonging is a positive significant factor of success of community tourism but collective responsibility, sharing resource and benefits, and leadership and management factors are affected increasing local participation in community tourism.

#### Community Involvement and Community Participation

Many studies have examined the involvement of community participation in the tourism development process (Dabphet et al., 2012; Khanthong Jaidee & Ludech Girdwichai, 2016; Rasoolimanesh, Jaafar, Ahmad, et al., 2017; Sinha, 2019; Cevat Tosun, 2000). The concept of community participation is relevant to all stakeholders who are linked to tourism in community planning. There are local community, local government, government organization, professional planner (Dabphet, 2012; Idziak et al., 2015). One of significant roles of sustainable tourism development, community is involved because they obviously increase the values of community effecting to tourism impacts. (Lee, 2013). Hence, in case of community involvement in tourism context, it is considered various factors as a local attitude referring to local level of involved in tourism and perceived benefits of tourism.

#### A Good Knowledge and Understanding of the Community

The local cultural knowledge is an intangible essence toward benefit with local development. Meanwhile, traditional knowledge development is included attitudes and behaviors (Mohan & Stokke, 2000). According to Sutawa (2012), kinds of local knowledge and wisdoms are important resources of tourism management and able to optimize asset usage and conservation of heritage culture. Culminate, increase public and public awareness are important for planning and conservation of communities tourism resources (Choi & Sirakaya, 2006). Choi and Sirakaya (2006) agreed that local knowledge or traditional knowledge warrants study in both developed countries and rural communities. Therefore, localism has become an important issue for study. Cárdenas et al. (2015) have indicated that cultural awareness can stimulate local communities where need to learn more local history and cultural. However, most communities still lack of support in educating people of how to preserve tradition well enough (Bennett & Dearden, 2014).

Therefore, the localism is considered as relevance to member of community, feelings, involvement and also effect on local's lives. In conclusion, this line draws

ideas from literature review relevant to localism factors. It is found that local communities are complex issues such as identity, attitude, and sense of belonging, cultural knowledge and participation. Those are including different factions and basic of components in localism. In this study, localism is used to describe local community based on demographic characteristics (i.e age, status, gender, education, hometown, length of stay) (McGehee & Andereck, 2004; Rasoolimanesh et al., 2015; Vareiro, Remoaldo, & Cadima Ribeiro, 2013) showed gender, level of education and hometown affecting the locals support tourism in community. Psychological characteristics explained that feelings and emotions between people and places (Ramkissoon et al., 2012) have many concepts (i.e community attachment, sense of place, sense of belonging) (Aref, 2011b; Gu & Ryan, 2008; Lewicka, 2013; Özkan, Özkan, & Akyol, 2019).

Besides this localism, there also are studies in community involvement characteristics that referred to participation of local community in tourism development process (Lee, 2013; Mitchell & Reid, 2001; Nyaupane et al., 2006). Indeed, community involvement can be defined as an ability in tourism development process and working with all partnerships (Saito & Ruhanen, 2017). Thus, community empowerment attempted to present community act, engage in planning and evaluate in tourism (Beaumont & Brown, 2016; Hildreth, 2011; Sutawa, 2012; Tabner, 2018). It is found that the government plays an important role to create opportunities for community empowerment.

## **2.9 The Context of the Study Communities**

### **2.9.1 A current situation Si-thep Ancient World Heritage Nomination**

World Heritage sites are defined as places that are important and indicative the value of both nature, such as forests, mountains, lakes, and deserts and man-made material, such as monuments, buildings, and historic sites, which should be preserved and educated. UNESCO has registered 1,121 world heritage sites in 167 countries, divided into 869 cultural world heritage sites, 213 natural world heritage sites and 39 others. Both are blended natural and cultural sites (UNESCO, n.d.) (data updated on February, 18<sup>th</sup> 2020)

World Heritage site in Thailand (Bangkok UNESCO, 2013) is the most prominent culture convention under implementation, with widespread recognition at the national, provincial and local levels. The country currently has three cultural World Heritage properties and two natural properties: ordered by name; the Historic City of Ayutthaya (1991), the Historic Town of Sukhothai and Associated Historic Towns (1991), the Thungyai-Huai Kha Khaeng Wildlife Sanctuaries (1991), the Ban Chiang Archaeological Site (1992) and the Dong Phrayayen-Khao Yai Forest Complex (2005). There are three cultural sites and one natural site on the Tentative List with seven sites inventory of those properties which each State Party intends to consider for nomination: namely order, Phuphrabat Historical Park (2004), Kaeng Krachan Forest Complex (2011), Wat Phra Mahathat Woramahawihan, Nakhon Si Thammarat (2012) Monuments, Sites and Cultural Landscape of Chiang Mai, Capital of Lanna (2015), Phra That Phanom, its related historic buildings and associated landscape (2017), Ensemble of Phanom Rung, Muang Tam and Plai Bat Sanctuaries (2019) and The Ancient Town of Si-Thep (2019) (UNESCO, 2019b) (data updated on November, 4<sup>th</sup> 2019). An emerging trend is local and provincial efforts in mobilizing for World Heritage inscription, which reflect a growing level of awareness and interest at all levels.

The concept of “ Outstanding Universal value” underpinning the World heritage Convention means cultural and/ or natural properties are places that are important to, and belong to, everyone in the world. It is the value agreed by World Heritage committee. In the World Heritage inscription process, these responsibilities cover three key steps: first step, preparation of Tentative Lists that the state party has to decide which properties should be included on its Tentative List; second, properties are nominated the document for inscription on the World Heritage List; lastly, after an evaluation of the property by IUCN and / or ICOMOS, the properties inscribed are managed and monitored to protect their Outstanding Universal Value on the World Heritage List. According to the requirements of the World Heritage Convention, government and parties are responsible for the continuing protection and effective management of the belonging (Pedersen, 2002; Tim et al., 2011).

While focusing on nomination step, the properties must be on potential value which is a part of cultural and natural richness. The local community are big parts to

identify and convey this value (Tim et al., 2011). The locals' support is the key of sustainable tourism development. In this sense, core indicators of sustainable cultural tourism local communities should support their communities' activities (EAHTR,2009) and also participate in cultural tourism development and understand in their cultures (Lee & Hsieh, 2016).

This paragraph will point out how community awareness in tourism is important to handle and support sustainable tourism development in communities. Sustainable tourism requires both an awareness of cultural value and a lower tourism impact. The consequences of the World Heritage inscription process implies that local people's awareness seems to take an important role in maintaining values where they are present based on tourism resource. Therefore, management of activities in community is one of the ways leading awareness raising which can turn to be a concrete perspective and also restoring local culture for the next generations. Many literatures suggest that local community should be supported in developing because they know their histories, lives in community and earn various benefits from their community. That is an understanding of how to adapt resources in area to be a part of tourism service (Nyaupane et al., 2006; Saufi, O'Brien, & Wilkins, 2014) and also conservation awareness (Rasoolimanesh, Jaafar, Kock, et al., 2017).

Example for the local community is participation in sustainable cultural tourism. Local business services have economic activities indicators for overall architectural and community surrounding cultural heritage sites (Laverack & Thangphet, 2007; Waraporn Ngamsomsuke et al., 2011). Tourism service can be selected to manage by community in different forms ( e. g. tourism activities, accommodations, transportation, restaurants, souvenirs) ., Gursoy et al. (2002) has defined cultural tourism service which is natural and cultural recreation based on tourism resources in communities (e.g. folk dances, gastronomy, and painting) and may have created economic impacts such as incomes, employment and standard of living (Vargas-Hernández, 2012) and sociocultural impacts such as a formulation of policy planning, preserved inherit to descendent and sense of community. Furthermore, Cárdenas et al. (2015) mentioned that recreation or tourism activities can indicate the understanding of sustainable tourism development. Hence, cultural

tourism services offered by the local community are considered to improve economic development and quality of life.

Sustainable Cultural Tourism growth is a conservation of tangible and intangible resource to prevent it from disappear ( Keitumetse, 2011). Conservation awareness is a confident perspective of tourism impact influenced on local support's conservation. Conservation awareness can be provided in form of tourism products and services (i.e. walkways, museums, souvenirs), training program, public message (i.e. leaflet, boards, online information) and interpreter (Niezgoda, 2011) that must have negative impact as least as possible (Rasoolimanesh, Jaafar, Kock, et al., 2017).

While the locals are focusing on economics gains that the local offer the business service or tourism activities as an asset to economic development and improving quality of life, conservation awareness is important to increase cultural value and preserve for next generations. Thus, the locals attempt to manage cultural tourism resources while linking them to the development and economic growth. In a long term, the local community is collective shares decision-making and planning to reach the goals and participating to ( Saito & Ruhanen, 2017) support tourist destinations. Hence, the local's involvement in tourism development can be first stated for further tourism development in the initial stages of the destination life cycle (Stylidis et al., 2014).

### **2.9.2 A Context of Communities**

In this study, Si-Thep historical park under the jurisdiction of the Fine Arts Department is a government department of Thailand, under the Ministry of Culture. Si-Thep historical park covers a total area of 2,889 acres. In the inner-city area, there are 3 main destinations; Prang sit hep, Prang song phi nong and Khao klang nai. Apart from the three, there are many ancient remains around the area which are now open for visitors such as museum showing the sculptures in the category of old deity figures, Late Prehistoric burials of font (ca. 2,000 years BP.) and Prang rue si. For the outer- city area, there are Khao klang nok and Khao Thamorratt cave. It is an important sites linking with the Si-Thep ancient. Moreover, Si-Thep was a center of trade so there was a number of travelers move there and establish small settlements approximately in late 13<sup>th</sup> or early 14<sup>th</sup> century C.E. These people had developed a

bond between themselves and the city. Following the spirits of people from past generations, still people believe in supernatural power and the protector god of the city which can be seen in tradition of paying respect to “Chao Por Si thep” or ceremony to worship Lord Si-Thep (Fine Arts Department, 2015). It is related very deeply to belief and lifestyle. Figure 1 shows the time line of Si-Thep Ancient City Civilization according to the results of the scientific aged 800 years ago compared to the various civilizations of the world.

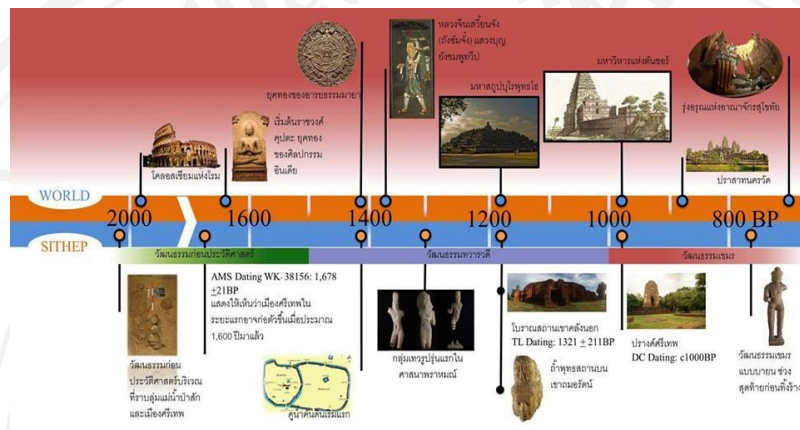


Figure 2.4 The Time Line of Si-Thep Ancient City Civilization

Source: Kositanont (2018)

In the past, this area had been also very important for people to come for settlement since prehistoric times, with regards to economics and socio-cultural further into an urban community. Hence, the cultural development and city growth by tourism which communication, convenient arrival, travel routes and basis service for travelling had gained tourism growth. On the other hand, from a survey and interviews Suriya Sudsawat, head of Si-thep historical park (personal communication, March 20<sup>th</sup>, 2018) (Suriya Sudsawat, 2018), it has been found that community may be decadent or reduce cultural values in tourism such as selling native land to investors, some industries being built around the ancient city. Hence, there are main roles for conservation and management cultural resource which are to give a cultural heritage knowledge and to support tourism and recreations (Fine Arts Department, 2015). In addition, since the park are situated close to communities, that may bring impacts on local community effects.



In this study, “localism” scopes in the geography refers to five communities who are living adjacent to the Si-Thep historical park; Si-Thep Noi community, Ban Lak Muang community, Bung Na Chan community, Natakudpattana community and Sa Prue community. According to the literature review, the study refers to some characteristics of the community who take into the local role in tourism that affects to the impacts of tourism within the community. All communities, which focus on supporting cultural conservation, basis tourism service and local communities are playing role and involved in their communities on tourism development. Despite five smaller communities, they are culturally rich in appearances as follows: First, Si-Thep Noi community, its location next to Si-Thep historical park. There are native people who settled in this area before development. This village is grouped for tourism, cultural especially with ceremony to Chao Por Si-Thep and adapted local car (E-kong) for sightseeing in the historical park. Second, Ban Lak Muang community, a small village, had an overlapping territorial claims area with Si-Thep historical park. There are tourism activities such as homestay, cycling service, woven reed mats and local cooking class. Third, Bung Na Chan community is an outstanding village in the sufficiency economy which is linked to tourism. Forth, Natakudpattana community has a stone inscription II mentioned the discovering Si-Thep city. Moreover, in the past this area was an important port for thoroughfare. The last village is Sa Prue community is located in Khao Klang Nok ( the outer sites of historical park) , an approximately 2 kilometers away. Figure 2.2 shows the location of participants’ community which is indicated by community area surrounding Si-thep ancient.

The communities are diversity of identity and story which link to the park. The local in communities are farmers, craft sellers, daily employees (both in and out the park). They can be seen trying to increase tourism service sector. During 2017 – 2019, it was very strongly agreed that the communities was awakened to the value of tourism in area. As the center government and municipal government remains heavily involved in support and planning in tourism development, the government concerns with conservation heritage, improves the image of tourism and less the negative impacts on the host lives. In addition, together with external agencies that provide assistance, such as working age, community and childhood activities and youth came to learn from folk philosopher volunteers. The effects might be on communities that

agreed from tourism, so some local communities may be changing their lifestyles. Nevertheless, some communities do not have any visitors while the parks are growing and tourists are increasing. Though, tourism was limited benefits to the local because of knowledge, some criteria and outside of entrepreneur (Bennett & Dearden, 2014).



Figure 2.5 Location of the Community Area Surrounding Si-thep Ancient  
Source: Lepetit (2015)

## 2.10 The Conceptual Framework

Considering the previous research findings, the social exchange theory, Four Drive Model, and discussion in this chapter were formulated to ten hypothesis and to frame the research conceptual framework as depicted in Figure 2.4 for its empirical validation. Therefore, the following ten hypotheses have been developed for this study to examine affecting on each factors toward public participation:

2.10.1 Tourism Impacts Awareness (TIA) will positively affect on Localism (LOC)

Similar to previous studies, localism components of studied the state of impact awareness may become subsequent of localization. Awareness shown to local concern about tourism includes to prepare themselves, accessibility and basic service,

knowledge and self-pride. Many studies suggest factor of tourism impacts awareness as one of stimulate localisms.

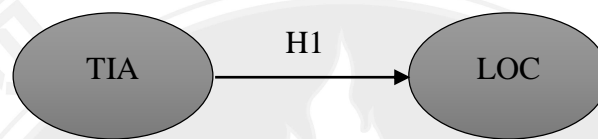
As mentioned, the Social Exchange Theory (SET) as one of grounded theory in sociological, concerned with understanding the exchange process between people and tourism destination. The rationality rule of SET refers to the local community that is aware in community value that they perceive the tourism development as an opportunity to preserve their culture. Over the past, study in literature used the SET in term of locals' perceived positive impacts and negative impacts. Their findings confirm that local community perceive tourism impact with benefit and cost including three dimensions: economic, environment, and socio-cultural. The person benefiting was positively related to support tourism development and had direct effect to locals' toward tourism (Andereck & Vogt, 2000; Gursoy et al., 2002; Hsieh et al., 2017; D.-W. Ko & Stewart, 2002; Styliadis et al., 2014; Ward & Berno, 2011). On the other hand, Amy Diedrich and García-Buades (2009) stated that in the early stage of tourism development the local will have perceptions to perceive more benefits than costs but gradually decrease to recession stage. In fact, local community is more hesitating about tourism impact both positively and negatively.

Understanding tourism impact awareness has been related and affected to various factors as following: tri-dimensional impact of tourism (Jimura, 2011; Kiper, Özdemir, & Saglam, 2011; Lim et al., 2017; McGehee & Andereck, 2004) included economic (Platania & Santisi, 2016; Saarinen, 2010; Vargas-Sánchez, Porrás-Bueno, & de los Ángeles Plaza-Mejía, 2011), environment (A Diedrich, 2007; Dodds, 2010; Hess, 2008; Walker & Moscardo, 2014) and socio-cultural (Okech, 2010). The finding is having a positive effect on perceived benefit than cost of tourism impact that will make local community involved tourism development. According to Saufi et al. (2014), the local who support tourism development that it will bring the community identity though knowledge and understanding in culture's community, pride and conservation as well.

Nonetheless, Rasoolimanesh, Jaafar, Kock, et al. (2017) stated that community attachment had a non- significant effect on positive locals perceptions. In other words, the locals who are more community attached are also worried about negative impact of tourism. According to Jimura (2011), tourism has brought economic and local

pride; it was declining feel and spirit of the locals at the same time and also led to split between heritage and community surrounding.

However, the studies are unable to find clear tourism impacts awareness and localism related. Based on previous research, this study proposed the following hypothesis for Tourism impacts awareness ( TIA) and Localism ( LOC) with relationship among constructs of hypothesis 1 Tourism impacts awareness will positively affect on localism.



2.10.2 Tourism Impacts Awareness (TIA) will positively affect on Public Participation in Cultural Heritage Tourism (PPSC)

Base on the study of tourism impact awareness, there are three variables: socio – cultural, economic and environment are contributory sustainable tourism. According to the altruism and group gains, rule of SET refers to the local community who increases benefits from tourism development that their perceptions toward support tourism development. Mihalic (2016) have suggested that sustainability is starting from awareness through to the actions because they are understanding of sustainable process and will play driver of a sustainable tourism success. In accordance with Mathew and Sreejesh (2017), the local community recognized in community engagement, employment opportunities, development skill programs and public awareness that reflect to responsible tourism and will move forward to sustainable tourism.

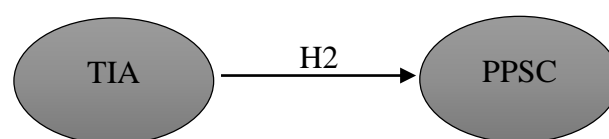
Many studies confirm factor of tourism impact awareness as one of the growing support tourisms in communities. However, it is not enough for sustainable tourism development to require an important element: local consciousness and responsibility, tourism basic knowledge and knowledge on local wisdom and participation in tourism ( Tancharoen, 2017) . Furthermore, economic variables are related to influence the perceived tourism impacts (Saarinen, 2010) and also strongest effect on the locals support tourism development (Rasoolimanesh et al., 2015).

However, Keogh (1990) explained that tourism impacts are not only economics positive to tourism development but related to socio-culture and environment too. The results showed the local community must have all knowledge about tourism impact and need with respect to tourism development projects if it is to participate in a meaningful way in the early stages of the planning process. Afterward, there will be interest internal issue and knowledge gaps, which an effect distributes benefits. According to Amy Diedrich and García-Buades (2009), involvement stage of tourism development, a stage is characterized by a low level of tourism impact, as positive local tourism view, and a few of specific tourism services. On the next step, they will provide service to serve for tourists (Cole, 2012).

Understanding tourism impact has an stimulus on the local community support tourism (Dickinson et al., 2013). Tourism awareness could help localism involved in mechanisms to balance community costs and benefits of tourism development (Cárdenas et al., 2015). Thus, if the locals understanding of sustainable tourism development will turn or lead to development tourism product, service and tourist experience for all involvement.

A common similar study of sustainable tourism attempted to provide a local perceived tourism impacts in destination and found that three dimensions are thrust to quality of life and save the environment (Mathew & Sreejesh, 2017; Tsaur et al., 2006). Sustainable tourism development is responsibility of all sectors. In one study, Mihalic (2016) claimed that a model of responsible tourism (sustainable-responsible tourism) should be a triple A; awareness of tourism impact, agenda or policy and action of stakeholder's participation.

Based on previous research, this study proposed the following hypothesis for Tourism impacts awareness (TIA) and Public Participation in Cultural heritage tourism (PPSC) which relationship among constructs of hypothesis 2 Tourism impacts awareness will positively affect on public participation in Tourism Cultural Heritage



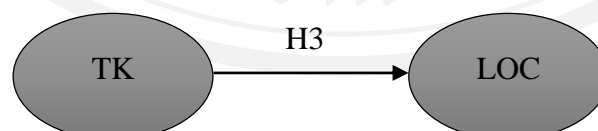
### 2.10.3 Tourism Knowledge (TK) will positively affect on Localism (LOC)

Tourism knowledge is closely linked to the local community involvement in tourism development because the locals' knowledge and skills are related to adapt or create the local resource to plant up the price of product and service in tourism community. According to bond drive of Four drive theory, the local community may express an interest to do something for the individual by motivated systems, processes, fit in with team members are available toward developing (Nelson, 2014).

Timothy (2000) suggested the knowledge is the primary tourism development by the education programs which increase public tourism awareness, local participation and local pride as well. When the resident and tourist had an understanding of tourism impact, they will change behavior such as awareness in pollution (Dickinson et al., 2013), concern and preservation historical and tradition (Jackson et al., 2014; Nyaupane & Timothy, 2010). Nevertheless, Yasong Wang and Pfister (2008) found that it is not significantly difference perception of benefit on age, educational levels and length of residence.

According to Supaporn Prasongthan and Warangkana Adisornprasert (2016), creating an understanding of tourism management and knowledge about World Heritage Sites are important to inscribe the World Heritage process. More than that, sharing knowledge is also a tool to help increase capacity of community to tourism development such as service skills, creating tourism products and conservation programs.

Therefore, the following hypotheses for Tourism knowledge (TK) and Localism ( LOC) with relationship among constructs of hypothesis 3 Tourism knowledge will positively affect on localism.



#### 2.10.4 Tourism Knowledge (TK) will positively affect on Public Participation in Cultural Heritage Tourism (PPSC)

In the concept of public participation process is related to correlations stakeholders to all while the concept of sustainable cultural tourism is related to level of knowledge and understanding and concern about tourism impacts as well. The knowledge of proceeded participate planning is the importance to concern for public participation process. The local community is willing to be involved in the process. However, they will receive in enough education, knowledge, training and information about public participation process (Marzuki & Hay, 2013) by the projects, education program, exhibition and etc. (Halu et al., 2016). A significant knowledge can raise awareness of public participation.

Moreover, collaboration between the locals and partnership is responsibility on tourism resources and ethics idea of sustainability. (Saarinen, 2006). The local's tourism knowledge and understanding influenced their interest in tourism development and community involved (Dabphet et al., 2012; Yan & Morrison, 2008). According to Saufi et al. (2014), the locals will be interested in tourism if they have an experience with tourist and expertise in community to share the knowledge. Developing the local's understanding of cultural tourism is stimulation to local nature conservation and brings the resources into support to start the tourism enterprises as well.

Even though tourism knowledge and understanding are the key for tourism community development but most local community have not the knowledge skills and capability for tourism management (Laverack & Thangphet, 2007). According to Dabphet et al. (2012), knowledge and local participation are the keys in sustainable tourism confirmed by Choi and Sirakaya (2006) suggesting that local community lack of common understanding of sustainable that leads to implementation and monitoring for sustainable tourism development. In addition, sharing knowledge is necessary to participation and tourism products involvement though stakeholder then translating into policy and action (Niezgoda, 2011) if the locals have higher tourism knowledge and bridging capital that tend to share knowledge by tourism innovation (Martínez-Pérez et al., 2016).

The obstacle of public participation in Thailand is lack of knowledge, problem and low level in activity participation, and potential solutions (Wanarat Konisranukul & Nuanwan Tuaycharoen, 2013). However, Conrad et al. (2011) stated that in the public participation process are weaknesses in implement, limit to consultation, carrying out without participation in initiatives, few effort to ensure representativeness, and limited influence on outputs.

Based on previous research, this study proposed the following hypothesis for Tourism knowledge (TK) and Public Participation in Cultural heritage tourism(PPSC) which relationship among constructs of hypothesis 4 Tourism knowledge and understanding will positively affect on public participation in Tourism Cultural Heritage



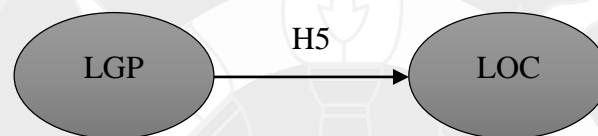
#### 2.10.5 Local Government Policy (LGP) will positively affect on Localism (LOC)

The drive to comprehend are naturally driven to deal with challenges that the local community provides opportunities to learn and participate while the effect of local government policy on localism has been explored extensively in the literature. According to Connell et al. (2009), the policies will be forwarded to local authorities and then reflected on the communities to increase awareness and understanding the role of local community. Hence, local government and the local community should be working together in tourism project to balance the need of the locals, tourist, and tourism impacts. Moreover, government is still enabling legislation to protect native people and heritage as well (Laverack & Thangphet, 2007). Nevertheless sometimes, in reality, government and entrepreneurs are rarely interested in local character, pride and belonging of community (Saufi et al., 2014). In other words, the government must create awareness for the local community in conservation, management heritage and community values by the government projects or meeting or public hearing and various ways.



Additionally, the integrated support among community networks is important to sustainable cultural tourism development that they will all share such as knowledge, information, and human budget and help them solve the problem as well. Moreover, community network can be strongly helping the local community society (Khanthong Jaidee & Ludech Girdwichai, 2016; Soeswoyo, 2016; Supaporn Prasongthan & Warangkana Adisornprasert, 2016).

Based on previous research, this study proposed the following hypothesis for Local Government policy (LGP) and Localism (LOC) which relationship among constructs of hypothesis 5 Local government policy will positively affect on Localism.



#### 2.10.6 Local Government Policy (LGP) will positively affect on Public Participation in Cultural Heritage Tourism (PPSC)

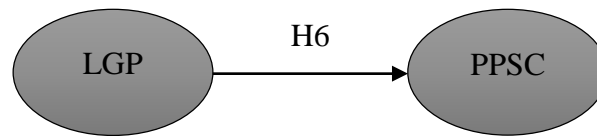
In the content of sustainable tourism development policy should be concern related to responsibility, ethics, values of community, and environment which are sufficient to the locals as well. (Choi & Sirakaya, 2006). Nunkoo (2016) proposed that the government should be intervening in tourism development because politicians who have high power in tourism policy and planning that the local are effected in tourism. Rasoolimanesh, Jaafar, Ahmad, et al. (2017) stated that government had policies to support stakeholder act in tourism development in term of action plan, funding, knowledge and the community needs which encouraged them to participate at the highest level. S. Wilson et al. (2001), Yi Wang and Bramwell (2012), Brendehaug, Aall, and Dodds (2017) stated that political perspective must be an integration plan for tourism development success in the rural community and Vargas-Hernández (2012) mentioned the government should be creating cultural tourism program, preserving ,and enhancing the community culture at the same time. Kiper et al. (2011) stated that practices, policies and investment are taking the local community into making awareness of protective and supporting sustainable active by

awareness raise program in order to preserve culture and environment. Connell et al. (2009) suggested that national policies reflect directly through local authorities within increasing awareness about tourism and understanding the role of local service advocates and tourism costs and benefits. The local planning initiatives that are related to strength in policy domains, histories policy, and leading role (Conrad et al., 2011), and workforce and budget indirectly resulted in the effectiveness to public participation as well (Marzuki et al., 2012).

In addition, the local government should be more proactive in initiating public participation in heritage conservation than leaving to the other organization. Thus, the policies can be public for the planning development, providing objective projects, empowerment of the public, and strengthening education of heritage conservation (Yung & Chan, 2011). Supamas Wanwiset and Charoenchai Agmapisarn (2018) agreed that the political person or leader was influential to participation process. Thus, the government is responsible for planning policies and planning guidelines for managing the sustainable tourism. There were concerns about heritage protection and economic development. While Idilfitri, Rodzi, Mohamad, and Sulaiman (2015) showed the effectiveness of public participation techniques which each process, the excellent techniques for informing information stage, receiving information, interaction with public, giving assurance and broad cross section of opinions were workshops and focus groups, contact with key person in community, and advisory committee. This is because press is good to alert the local community to participation.

On the other hand, Marzuki et al. (2012) stated that only public hearing session as a participation techniques failed effectively to increase participation, and awareness of public participation. Also in Thailand, the policies progression and participation between government and communities were lacking support for cultural development (Bennett & Dearden, 2014).

Based on previous research, this study proposed the following hypothesis for Local Government policy (LGP) and Public Participation in Cultural heritage tourism (PPSC) which relationship among constructs of hypothesis 6 Local government policy will positively affect on public participation in Cultural heritage tourism



2.10.7 Localism (LOC) will positively affect on Public Participation in Cultural Heritage Tourism (PPSC)

While numerous studies examined the community attachment and sense of place supporting the sustainable cultural tourism. The status consistency rules of SET explains that the local community feeling of pride, sense of place, value, and identity (Cropanzano & Mitchell, 2005).

According to Lee (2013), Nicholas et al. (2009) and Suthamma Nitikasetsoontorn (2015), senses of place and community attachment are strong; it is significantly direct response to support sustainable tourism and successful of community tourism development. Sense of place is affected from history of place, cultural value and social norms (Herliana et al., 2019). A sense of place, community proud and social and religious obligations are factors of stimulating the local community participation in different participation of sustainable tourism (Kamonwan Wanthanang et al., 2019; Sirin Sangthong & Areeta Tirasattayapitak, 2019).

The local community's way of life also showed the different level of public participation and should be flexible depending on feeling or attitude, community conditions, and social and political situation as well (Marzuki et al., 2012; Taweeep Chaisomphob et al., 2004). While public participation plays an integral part of decision-making process and improves sense of responsibility as well (Dian & Abdullah, 2013), Pearce (2003) found a significant sense of responsibility that established relationship, community value, and community involvement.

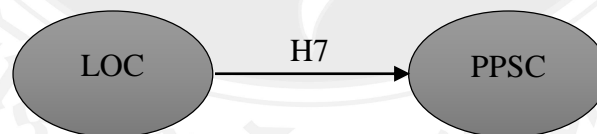
However, Gursoy et al. (2002) and Nunkoo, Gursoy, and Juwaheer (2010) showed conflicting results that community attachment was not significant relationship with the local community support tourism development. In accordance with Khanthong Jaidee and Ludech Girdwichai (2016), localism is not direct influence on sustainable tourism development.

In recent times, community participation is important in tourism development in rural area. It is significantly and positively affecting the locals support tourism

development by community involvement and participation (Lee, 2013; Sinha, 2019; Sutawa, 2012). The support of local community is a factor for tourism community development and moving to sustainability. Jeonglyeol Lee et al. (2007) exposed the local's involvement depending on the personal characteristic such as educations, income, older age, and being born and living in closest the destination. Choi and Sirakaya (2006) found that both of community attachment and community involvement are positively effect on the locals perceptions that strongly influence support sustainable cultural tourism development.

In addition, Hanrahan, Maguire, and Boyd (2017) mentioned that although the community plays an important role in tourism development, the locals community are involved in the low level which may be the result of many factors. G. Wilson and Baldassare (1996) found that the satisfaction of localism and community participation were significant predictors sense of place. Furthermore, S. Wilson et al. (2001) pointed that if tourism disruption to the locals life may be not supporting in tourism development. The local community is participation in tourism if it is aware of tourism impact. Moreover, Khanthong Jaidee and Ludech Girdwichai (2016) found that localism did not contribute to the sustainable development directly, it significantly did influence in an indirect way.

Based on previous research, this study proposed the following hypothesis for Localism (LOC) and Public Participation in Cultural heritage tourism (PPSC) which relationship among constructs of hypothesis 7 Localism will positively affect on public participation in Cultural Heritage Tourism.



2.10.8 Public participation in Cultural heritage tourism (PPSC) will be positively affected by Tourism Impacts Awareness (TIA) through the mediator of Localism (LOC)

As many authors reports have demonstrated everyone should move toward more sustainable tourism forms in cultural destinations (Dodds, 2010). In tourism academic, discussions on the importance of local communities are important policy

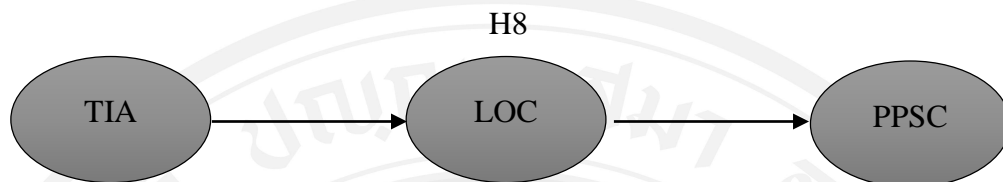
mechanism and a key of tourism development for success of sustainable tourism. The result confirms that the local community who are perceived in positive impact than negative impact in tourism, it tends to support and toward tourism development. (Dorcheh & Mohamed, 2013; Eusébio et al., 2018; Jimura, 2011; Lee, 2013; D.-B. Park, Nunkoo, & Yoon, 2015; S. Wilson et al., 2001).

The tourism impacts awareness has been defined as most of impact which respect the local community concerned to development tourism in this area and can place local community in a better position to direct tourism development in its own communities. Meanwhile, development reinforces economic growth but it reflect to socio-cultural change (S. Wilson et al., 2001). On the other hand, the locals of Baan Tawai did not think that tourism community has decreased its cultural values or lifestyle (Huttasin, 2008).

In that sense, tourism community development regarding tourism is not willing and ready to community participation in the tourism. Local community who gets direct and indirect tourism impacts has decided their action or supported tourism development (Sutawa, 2012). By the focusing on tourism impacts, awareness is imperative in changing the opinion local community. Yu et al. (2018) suggested the measure of resident support for tourism could be a measure by resident attitude. The locals perceived tourism impact may be different on stage of tourism development. Certainly, economic impact benefit tends locally support while environment and socio cultural impact negative reduce their support as well. Numerous studies confirm the result that economic and socio-cultural benefits positively influence the locals support tourism and participation in sustainable cultural tourism (Huttasin, 2008; Nyaupane et al., 2006; Özel & Kozak, 2017; Sinha, 2019). Yuling Zhang, Zhang, Zhang, and Cheng (2014) suggested local's responsibility had direct positive effect on personal norms and toward to environmental behaviors. They added awareness of disaster's consequences must induce an ascription of responsibility to engage in the pro-environmental behaviors that in turn activate personal norms to perform the pro-environmental behaviors. Hence, the person norm is the strongest mediating variable to predicting pro- environmental behaviors.

Based on previous research, this study proposed the following hypothesis for Tourism impacts awareness (TIA), Localism (LOC) and Public Participation in

Cultural heritage tourism(PPSC) which relationship among constructs of hypothesis 8 Public participation in Cultural heritage tourism will be positively affected by tourism impacts awareness through the mediator of localism.

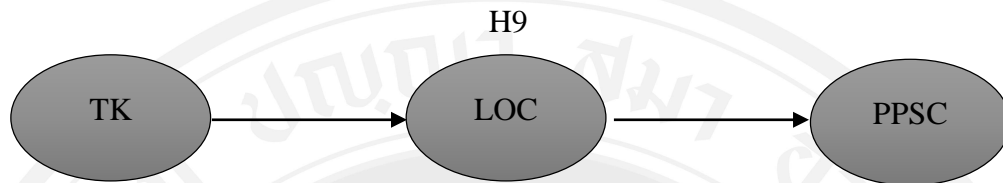


2.10.9 Public Participation in Cultural heritage tourism (PPSC) will be positively affected by Tourism Knowledge (TK) through the mediator of Localism (LOC)

While numerous studies examined tourism related learning has focused on edification of people in the destination area on knowledge about own culture and community, it can use measure awareness (Nyaupane & Timothy, 2010). The education is related to conservation of the cultural in destination (A Diedrich, 2007). A significance providing the local community with education and opportunities to share and give feedback to participate are importantly beginning (Pearce, 2003; Wanarat Konisranukul & Nuanwan Tuaycharoen, 2013).

Therefore, the need to educate community members about tourism to understanding and awareness of tourism is primarily being done for the purpose of increasing more cultural pride, improved image and hospitality (Timothy, 2000). Likewise, storytelling of community history is an effective way to increase civic engagement and participation in preserving and developing community heritage (Han et al., 2014). (Vargas-Hernández, 2012), Angelevska-Najdeska and Rakicevik (2012) and Saufi et al. (2014) confirmed that training and sharing knowledge can be improving the locals and partnership to develop activities, marketing, and conservation cultural heritage. Chance to the local community participations can be based on local knowledge, educations and giving an opportunity to opine as well. It is certain if local having limited knowledge was barrier to support tourism and sustainability as well.

Based on previous research, this study proposed the following hypothesis for Tourism knowledge (TK), Localism (LOC) and Public Participation in Cultural heritage tourism (PPSC) which relationship among constructs of hypothesis 9 Public participation in Cultural heritage tourism will be positively affected by tourism knowledge through the mediator of localism.



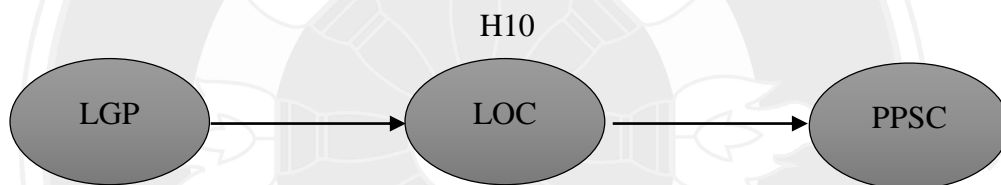
2.10.10 Public Participation in Cultural Heritage Tourism (PPSC) will be positively affected by Local Government Policy (LGP) through the Mediator of Localism (LOC)

Tourism policy is important to promote the locals to public awareness and participation in tourism development. The successful policies should be an integrated sustainable tourism approach with destination and local participation to all level (Yi Wang & Bramwell, 2012) but sometimes sustainable tourism development has been stimulated by the locals and active to municipal toward to national institution (Brendehaug et al., 2017). Government should obviously play a role in policy and planning in heritage conservation and action to pass on among local community and visitors attitude (Nyaupane & Timothy, 2010). Mohan and Stokke (2000) concluded that local development about social capital began to soften and concede; a more optimistic role, local awareness and cultural supporting, local organization and network are key task in arrange local resources. A case of Kaiping Diaolou and villages in China showed the success of cultural world heritage site management by community participation through knowledge support and the history of the community to community pride (Sirilucksm Tantayakul, 2016).

Yuling Zhang et al. (2014) exposed to achieve sustainable cultural tourism development, authorities should be integrating cultural and environment resource management by nurturing and enhancing communities' sense of place and community identity. It is important to strengthen opportunities for community participation in sustainable tourism development process. Moreover, Rasoolimanesh, Jaafar, Ahmad,

et al. (2017) suggested that the level of community participation in tourism development depends on local authorities or government to give opportunity or provide channels for their participation. According to Taweep Chaisomphob et al. (2004), Zurcher (2005) and Nipon Chuamuangphan et al. (2018), the local government should be supportive and set up public process to design project, explore alternative, identify potential impact, monitor and implement to management for the local community.

Based on previous research, this study proposed the following hypothesis for Local Government policy (LGP), Localism (LOC) and Public Participation in Cultural heritage tourism (PPSC) which relationship among constructs of hypothesis 10 Public participation in Cultural heritage tourism will be positively affected by local government policy through the mediator of localism.



Summarized, the conceptual framework is developed to provide relevant factors contributed from research questions and the proposed study to test hypotheses relationships among five latent constructs as figure 2.4

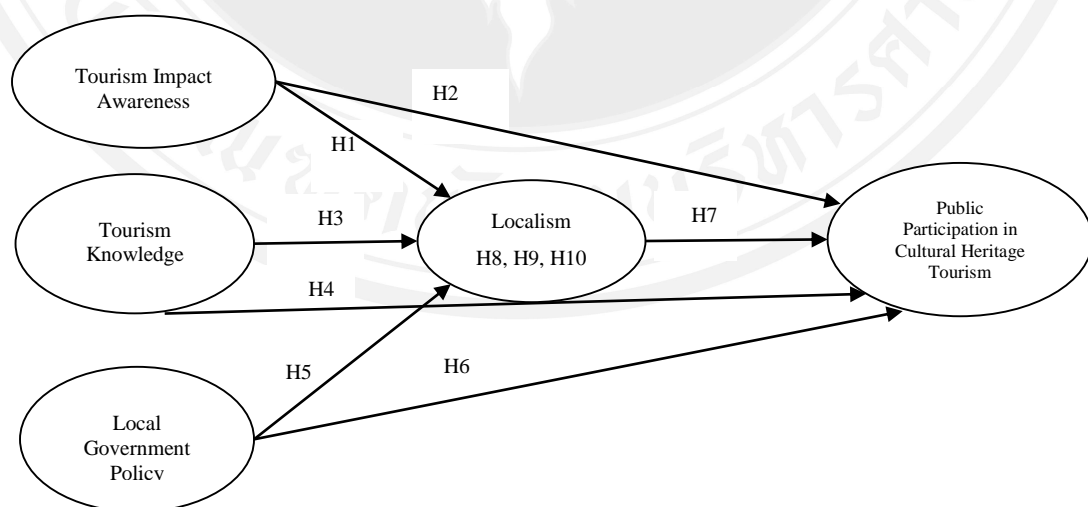


Figure 2.6 The Conceptual Framework



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter provides an explanation of the research methodology used in this study. A study highlights the importance of factors and localism as a mediating toward public participation in sustainable tourism development and adaptation. (Cárdenas et al., 2015; D.-W. Ko & Stewart, 2002; Rasoolimanesh, Jaafar, Kock, et al., 2017). There are three main purposes: first, to examine tourism impact awareness, tourism knowledge, local government policy, and localism toward public participation in cultural heritage tourism; second, to investigate constructs of tourism impact awareness, tourism knowledge, local government policy, and localism toward public participation in cultural heritage tourism by localism mediating; third, to develop model of the causal factor affecting of tourism impact awareness, tourism knowledge, local government policy, and localism toward public participation in cultural heritage tourism mediated by localism. Hence, a detailed explanation of the methodology used in the study is presented including population and sampling, sample size and sampling techniques, data collections, data analysis as well as ethical research considerations.

### **3.1 Population and Sampling**

#### **3.1.1 Population**

Type of population specified finite population of this study is the local in five communities living in around the Si-thep ancient. Table 3.1 shows the number of local in five communities.

The researcher chooses to study on their communities because the development plan of the Si-thep ancient has shown included the communities. Meanwhile their communities are receiving direct and indirect impact of development

plan and also referring to European Commission (2018) definition of sustainable cultural tourism that the local are key success of the process.

### 3.1.2 Sampling

As mentioned, the household of the local communities in December 2019 as a total population (N). There was 1,301 households as shown in table 3.1.

Table 3.1 The Households of Locals in Five Communities

Communities	Population (N)
Ban Lak Muang community	382
Si-Thep Noi community	317
Bung Na Chan community	272
Natakudpattana community	203
Sa Prue community	127
Total	1,301

Source: Kittipong Akarakort, 2020

A major part of this study is the quantitative methodology. The study applies non-probability and proportional sampling.

In the first stage, it was due to the infinity to collect the field data in five communities are surrounding the Si- thep ancient.

In the second stage, the sample size was determined by probability sample techniques of Quota sample; the sample survey applied of 510 households. In this sense, this study will employ the quota sampling because the five communities are different population who show different characteristics. Therefore, in order to prevent bias in this study, the sampling certainly represents the population study of the entire population. From the literature review, most researchers suggested that the figure attained in 400-500 respondents such as (Chen & Chen, 2010; Eusébio et al., 2018; Gu & Ryan, 2008; Su, Huang, & Huang, 2018; Vargas-Sánchez et al., 2011),

sampling in 600-800 respondents (Lee, 2013; Raymond et al., 2011; Styliadis et al., 2014) and 1,000 up respondents (Gursoy et al., 2002; Hsieh et al., 2017; Svets, 2015); it is different on data selected by email or face to face. However, Wolf, Harrington, Clark, and Miller (2013) suggested that sample size of 200 causes the minimum for structural equation modeling. Rouquette and Falissard (2011) required that sample size of 300 is generally for Exploratory Factor Analysis (EFA), but will have to increase of number according to the condition of the number of factors within the scale is large, or chosen as the method for factor extraction, or when the number of items is small. Furthermore, Bujang, Ab Ghani, Soelar, and Zulkifli (2012) described different measurement scales affect to sample size for EFA. For sample size ratio of 1:5 until 1:20, all types of measurement can be applied. Therefore, the sample size is 510 based on sample size ten times of formative indicators used to measure one construct (Hair Jr, Sarstedt, Hopkins, & Kuppelwieser, 2014). In this study, there are 51 observed variables, so a suitable and sufficient sample size should be available at least 10 times which is equal to 510 respondents. Hence, the higher sample is, the better in terms of representative.

In the third stage, from the proportional quota sampling, the samples of each community were calculated from the proportion of each total local community as shown on table 3.2.

Table 3.2 The Household of Samples of Five Communities

<b>Communities</b>	<b>Population (N)</b>	<b>Total in %</b>	<b>n = 510</b>
Ban Lak Muang community	382	30	153
Si-Thep Noi community	317	23	117
Bung Na Chan community	272	22	112
Natakudpattana community	203	14	72
Sa Prue community	127	11	56
Total	1,301	100	510

In the fourth stage, the sample size was determined by probability sample techniques to collect the questionnaire by simple random sampling using lottery

method employed in respondents. Because each of the population has an equal chance of being chosen for the study, the sample of all households was lottery conducted from of house numbers list of houses in residential area provided by Si-Thep sub - district Administrative Organization (Lee, 2013; Marzuki & Hay, 2013). The questionnaires were administered using a direct face-to-face survey methodology because of the strength of this method in achieving high response rates. The particular research techniques studied are shown on Figure 3.1.

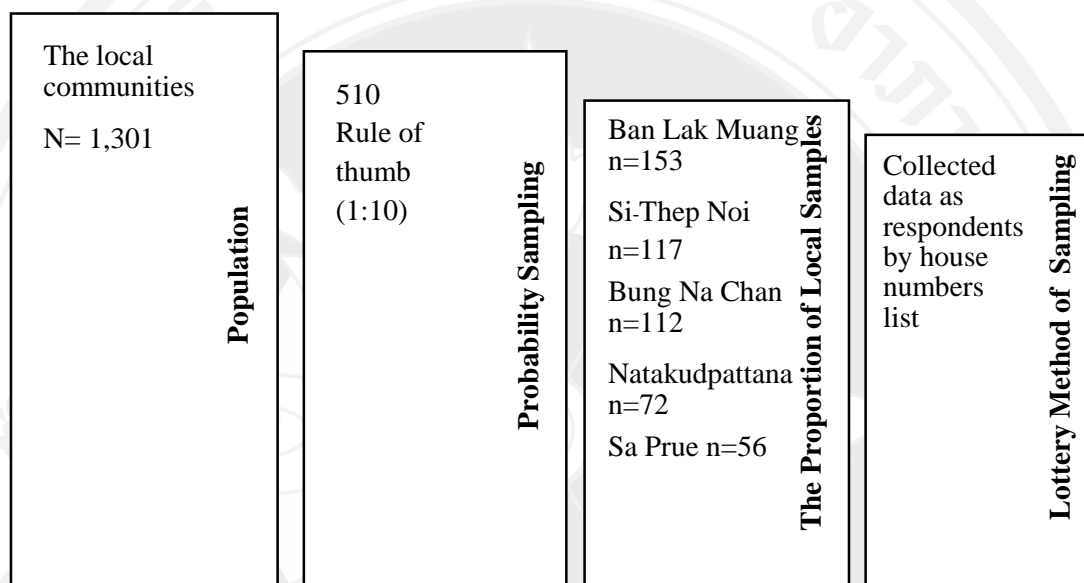


Figure 3.1 Sample Techniques

## 3.2 Research Tools and Measurement

### 3.2.1 Research Instruments

The research tool finds the objectives by questionnaires based on previous study finding and research instrument exploring tourism impact (Chen & Chen, 2010; K. Park, Lee, & Lee, 2017), tourism knowledge and understanding (Kosmaczewska et al., 2016), local government policy (Rasoolimanesh, Jaafar, Ahmad, et al., 2017), localism (Gursoy et al., 2002; Lee, 2013; S. Wang et al., 2017), and public participation (Kamonwan Wanthanang et al., 2019; Sirin Sangthong & Areeta

Tirasattayapitak, 2019). A questionnaire was developed to public participation in sustainable cultural tourism.

A quantitative methodology is applied to study the site in a structural equation modeling (SEM) with a questionnaire being used as an instrument to measure the data collected from the local communities in site study. All the measurement used the 5-point Likert scale (Khalid & Ali, 2017; D.-B. Park et al., 2015; K. Park et al., 2017; Rasoolimanesh, Jaafar, Ahmad, et al., 2017; S. Wang et al., 2017; Yasong Wang & Pfister, 2008; Yuling Zhang et al., 2014). Local communities were asked to answer each question using a five-point scale ranging from one to five that their perception weighting as the following;

- 1 equals to Strongly disagree
- 2 equals to Disagree
- 3 equals to Neutral
- 4 equals to Agree
- 5 equals to Strongly agree

### **3.2.2 Research Tool Development**

As described previously, the questionnaire design was informed by the literature review. In this study, the selection of appropriate measurement items of the five focal construct of the study was separated as shown in table 3.3 which were transformed into the structured questionnaire consisting of six parts included questions on demographic, tourism impact awareness, tourism knowledge, local government policy, localism, and public participation in cultural heritage tourism as shown in table 3.4

Table 3.3 Five Focal Constructs of the Study

<b>Independent Variable</b>	<b>Mediating Variable</b>	<b>Dependent Variable</b>
- Tourism Impact Awareness (T_IMP_A)	Localism (LOC)	Public Participation in Cultural Heritage Tourism (PP_TCH)
- Tourism Knowledge (T_KNOW)		
- Local Government Policy (L_GOV_P)		

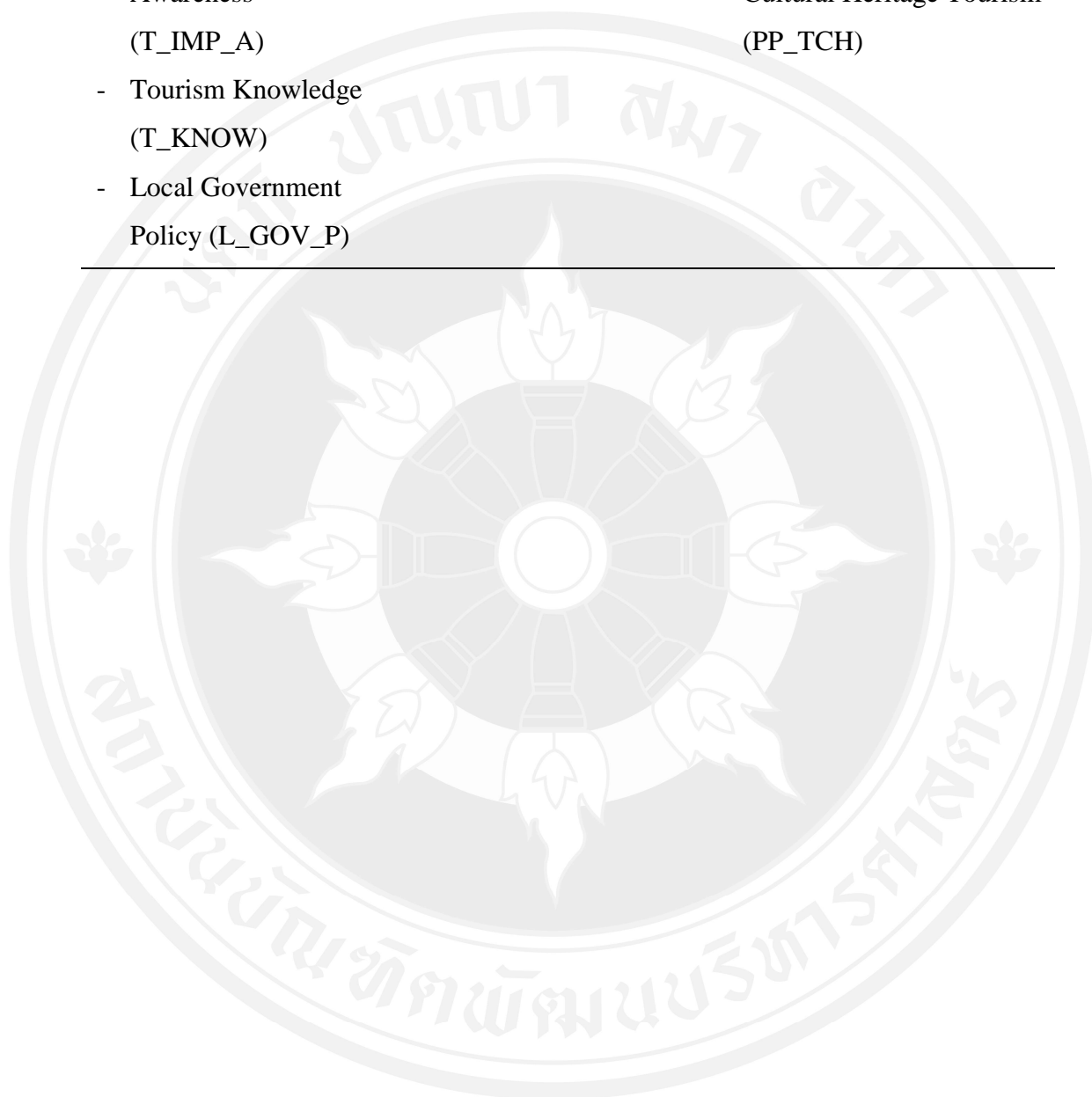


Table 3.4 The Questionnaire Section Items

Part	Construction	Question Items	References
Part 1 General Information	Demographic	- Age	Harun et al. (2018)
	characteristic	- Gender	Nyaupane et al. (2006)
		- Level of education	Lewicka (2013)
		- Length of stay	S. Wang et al. (2017)
		- I and my family are involved in tourism of community	
Part 2 Tourism impacts awareness	Tourism	- Tourism increases of income in your community	K. Park et al. (2017)
	impacts awareness	- Tourism increases of opportunity for good job and distributes incomes in your community	Chen and Chen (2010)
		- Tourism increases of investment for small local business	Pérez, Guerrero,
		- Tourism increases cost and prices of goods and service	González, Pérez, and
		- Tourism increases external ownership of business in general that the community lacks of opportunity to own a business	Caballero (2013)
		- Tourism results in an income benefit in certain groups.	

<b>Part</b>	<b>Construction</b>	<b>Question Items</b>	<b>References</b>
		<ul style="list-style-type: none"> <li>- Tourism increases better of infrastructure in community (i.e road, public service, signpost, internet)</li> <li>- Tourism increases awareness of restoration local cultural and local wisdom and passes to the next generation.</li> <li>- Tourism increases of relationship and cultural exchange between the locals and outsider.</li> <li>- Tourism increases cultural changes of local community such as local live, local language's, career, and home.</li> <li>- Tourism increases in benefiting family members for trade and business.</li> <li>- Tourism increases insecurity or crime in their life and assets.</li> <li>- Tourism increases in awareness of preserve the environment in the community.</li> <li>- Tourism increases the local community in awareness of carefulness and learn to take advantage from the nature.</li> <li>- Tourism increases participation in the community, and regulations or guidelines for the long-term restoration of</li> </ul>	



Part	Construction	Question Items	References
		<p>natural.</p> <ul style="list-style-type: none"> <li>- Tourism increases the pollutions in community (i.e waste, traffic, noise, air).</li> <li>- Tourism rapidly destroys the natural resources in the community.</li> <li>- Tourism increases the facilities that hide or partially destroy nature.</li> </ul>	
Part 3 Tourism knowledge	Tourism knowledge	<ul style="list-style-type: none"> <li>- You know about the benefits that the community will receive from tourism economically, socio-culturally and environmentally.</li> <li>- You know about tourism culture in community that everyone has duty to care, development, planning, decision-making, and budget support.</li> <li>- You know about tourism impact and tourism participation that resulted in love and value highly in cultural.</li> <li>- Sustainable cultural tourism resulted in knowledge-stewarding communities to develop into tourism</li> </ul>	<p>Rasoolimanes, Jaafar, Ahmad, et al. (2017)</p> <p>Kosmaczewska et al. (2016)</p> <p>Khanthong Jaidee and Ludech Girdwichai (2016)</p> <p>Supaporn Prasongthan and Warangkana Adisornprasert (2016)</p>

Part	Construction	Question Items	References
		<ul style="list-style-type: none"> <li>- Sustainable cultural tourism is a part of sharing knowledge between the local community and outsider.</li> <li>- Sustainable cultural tourism management requires the participation of the community.</li> </ul>	
Part 4	Local	<ul style="list-style-type: none"> <li>- The local government contributes to conservation and restores the culture and local pride.</li> </ul>	Rasoolimanes, Jaafar,
government policies	Government support for tourism	<ul style="list-style-type: none"> <li>- The local government contributes to community network to foster youth love in local culture.</li> <li>- The local government contributes to tourism training program continuously regularly.</li> </ul>	Ahmad, et al. (2017) Choi and Sirakaya (2006)
		<ul style="list-style-type: none"> <li>- The local government contributes to provide opportunities for the local community to express its opinions on the cultural tourism.</li> </ul>	Supaporn Prasongthan and Warangkana
		<ul style="list-style-type: none"> <li>- The local government contributes to provide opportunities for the local community to planning and decision-making for tourism cultural development.</li> </ul>	Adisornprasert (2016)
		<ul style="list-style-type: none"> <li>- The local community participates in the monitoring and</li> </ul>	

Part	Construction	Question Items	References
		<p>evaluation of the cultural tourism development of the local government.</p>	
Part 5	Localism	<ul style="list-style-type: none"> <li>- I love, value highly, and have pride in the local community.</li> <li>- I am aware in cultural value and sense of place such as way of live, tradition, dialect, clothes, and local food.</li> <li>- I think my community is very distinctive and unique.</li> <li>- I feel that love and want to share about community story and culture to the other.</li> <li>- I am very attached to this community (people, tradition, and place)</li> <li>- I am proud to be a part of inherited culture in this community.</li> <li>- I am continuously following cultural tourism development information of the community.</li> <li>- I feel bad, when the local community or tourist behaving inappropriately in the community such as impolite attire, climbing on ancient sites, making noise, or invading the</li> </ul>	<p>S. Wang et al. (2017)</p> <p>Rasoolimanes, Jaafar, Ahmad, et al. (2017)</p> <p>Lee (2013)</p> <p>Gursoy et al. (2002)</p>

Part	Construction	Question Items	References
Part 6 Public Participation in Cultural Heritage Tourism	Public participation in cultural heritage tourism	<p>privacy.</p> <ul style="list-style-type: none"> <li>- You have received information on sustainable cultural tourism and various activities of the community regularly.</li> <li>- You have received information on sustainable cultural tourism and various activities of the community on a regular basis from various public relations media such as brochures, meeting, and online.</li> <li>- You have involved in the meeting for sustainable cultural tourism management in community.</li> <li>- You have involved in suggestion and shared idea for guideline of sustainable cultural tourism management in community.</li> <li>- You have involved showing problems or worrying in sustainable cultural tourism management in community.</li> <li>- You have involved in providing community information to agencies involvement such as general information, background, and wisdoms.</li> </ul>	Kamonwan Wanthanang et al. (2019)

<b>Part</b>	<b>Construction</b>	<b>Question Items</b>	<b>References</b>
		<ul style="list-style-type: none"> <li>- You have participated with university or agencies for research to sustainable cultural tourism management in community.</li> <li>- You have participated in sustainable cultural tourism activities development.</li> <li>- You have participated providing information or tourism services for tourists such as tourism destination, activities, guide, accommodation, restaurant, and souvenir shop.</li> <li>- You have participated in the monitoring and impact assessment or tourism problems from sustainable tourism cultural development.</li> <li>- You have participated in decision making to conservation cultural heritage, tourism promote, problem handle, and service development for sustainable tourism cultural development.</li> <li>- You have empowered in decision making to conservation cultural and sustainable tourism cultural management.</li> </ul>	

<b>Part</b>	<b>Construction</b>	<b>Question Items</b>	<b>References</b>
		<p>- In general, you think participation at all levels contributes to sustainable cultural tourism.</p>	



### 3.2.3 Instrument Quality Validation

After the initial questionnaire was created and approved by the supervisor. Then, before the collection of data was executed, the quality of the questionnaire was examined before data collection to ensure the accuracy and consistency of a survey in two aspects which are the content validity and the reliability test as discussed below.

#### 3.2.3.1 The Content Validity

For the content validation, copies of the questionnaire were submitted to three experts in the field for inspection in order to ascertain the appropriateness of the questionnaire. The acceptable validity is determined by index of item-objective congruence (IOC) equal to 0.5 or above (Khanthong Jaidee & Ludech Girdwichai, 2016; Sivanun Sivapitak, 2014). The first expert is a university lecturer in the tourism program. The second one is expert in the cultural tourism and architecture. The last one is a university lecturer and researcher who has experience working in research in the area.

The score of evaluation form IOC assessment ranges from -1 to +1 on the criterion as the following;

+1 = agree, if the item was clearly measuring and/ or could be applied to reality.

0 = uncertain, if the item was unclearly measuring and/or could not be applied to reality.

-1 = disagree, if the item was not clearly measuring and/ or cannot be applied to reality

The qualified items must have IOC value mean at not less or greater than 0.5 to conformity with identified objectives and relevance to reality. The items whose average score lower than 0.5 must be revised accordingly as suggested by the experts. Meanwhile the ones with the score equal to or higher than 0.5 were retained in the questionnaire. As for this study, the expert judgments found that the questions from 51 items in the questionnaires; there was only 1 item receiving the mean score lower than 0.5 requiring changes in the question as suggested by the three experts and the mean score at least 0.50 with few changes in wording by them.

### 3.2.3.2 The Reliability Test

The reliability of the research instrument was examined by a pilot test conducted with 30 cases households to measure the degree of internal consistency of the measurement scale and to make sure that overall questionnaire has enough internal consistency to yield the same results over repeated investigation. The reliability of the instrument is acceptable when Cronbach's Alpha value equal to or greater than 0.7 (Hair, Black, Babin, & Anderson, 2014; Tavakol & Dennick, 2011; S. Wang et al., 2017). As for this study, Cronbach's alpha coefficients of all measurement constructs as statistical analysis by SPSS software entire measurement scale is 0.788. Hence, no items were eliminated from the questionnaire.

Table 3.5 similarly, the coefficient Cronbach's alpha in each individual construct was found ranging from 0.761-0.847 demonstrating that the measurement scale had highly acceptable internal consistency.

Table 3.5 Measurement Scale Reliability

No.	Construct	Number of Items	Cronbach's Alfa
1	Tourism Impact Awareness	18	.765
2	Tourism Knowledge	6	.761
3	Local government policy	6	.784
4	Localism	8	.782
5	Public participation in cultural heritage tourism	13	.847
	Overall Measurement Scale	51	.788



### **3.3 Data Collections**

The data collection was conducted by utilizing a self-administered survey distributing and collecting from to October to December 2020. Then, the researcher initially planned the schedule of data collection in each community. After that, the researcher directly approached Sub-district headman and Village headman to explain the objectives and the criteria of the household of the study and consult with the headman in each community to advise households in community plan from the household list of lottery of sampling that they were actually the target samples according to the criterion determined to follow the sampling technique.

Before the date of data collections, Sub-district headman or Village headman will inform community members of the researcher's coming. Certainly, the researcher went to each house personally introduce herself and explain the aims of study before the questionnaire was distributed to each person.

In regarding to Covid-19 situation and harvest season barrier that might occur, there is a delay in the data collection. A total of 510 survey questionnaires was self-administered survey in five communities to distribute to the local community. Of the 510 questionnaires, 8 questionnaires were removed due to incomplete information, resulting in 502 usable questionnaires meeting the minimum requirement of 300 cases for SEM analysis, representing a high-level response rate of 98.43%.

### **3.4 Data Analysis**

Quantitative data analysis was analyzed by SPSS software; there was undertaken with descriptive statistical method and inferential statistical method as well as AMOS software carried out of Path Analysis of structural model and overall goodness of fit in each individual measurement model.

#### **3.4.1 The Descriptive Statistical Method**

The descriptive statistical method was employed to generate information (Demographic characteristic) of the samples and examine the level of each focal construct and variable, such as frequency, percentage, mean, and standard deviation

(S.D.). Additionally, skewness and kurtosis were performed to assess the data normality. As each measurement scale was analyzed using five-Linker scales from Strongly disagree (1) to Strongly agree (5), the mean scores could be interpreted by calculating the class interval to create the criteria as follows:

$$\begin{aligned}\text{Class interval} &= (\text{Maximum} - \text{Minimum})/\text{Class number} \\ &= (5-1)/5 \\ &= 0.80\end{aligned}$$

Hence, the localism of agreement level on each individual items was based on the mean scores that were interpreted on the following criterion:

- 1.00 – 1.80 = Very low (Strongly disagree)
- 1.81 – 2.60 = Low (Disagree)
- 2.61 – 3.40 = Moderate (Not sure)
- 3.41 – 4.20 = High (Agree)
- 4.21 – 5.00 = Very high (Strongly disagree)

### **3.4.2 The Inferential Statistical Method.**

The inferential statistical method was concerned with factor analysis of Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA) and path analysis of structural model.

For Exploratory Factor Analysis (EFA) was performed to verify the validity of the questionnaire and Cronbach's alpha used to test for internal consistency, showed a value between 0.70 to 0.90 (Hair et al., 2014; K. Park et al., 2017). In other words, it will be used for reduction of the number of variable which is not determined before analysis. Then, the relationship between structures of variables in each factor was confirmed (in case of the factor items in each variables have a reconstruct) (Yu, Chancellor, & Cole, 2011). The value of KMO was not less than 0.50, which was sufficient for analysis (Sivanun Sivapitak, 2014). The EFA will be performed on all of the measurement items, which include tourism impacts awareness, tourism knowledge and understanding, local government policy, localism, and public participation in sustainable cultural tourism.

In order to analyze, the statistic of skewness +3 and -3 and kurtosis +10 and -10, exploratory factor analysis, and confirmation factor analysis (CFA) are revealed.

Confirmatory Factor Analysis (CFA) used AMOS software to calculate the latent variables, the composite reliability, variance extracted estimate, and validity of factors (Nonglak Wiratchai, 2012). Researcher must specify the number of factors that exists in a set of variables, as well as the factors that each variable was loaded higher than 0.3 before calculating the results. Then, CFA was to perform confirmation the measurement scale properties and a separate confirmatory factor analysis on each dimension of the five constructs to check the reliability and validity of the indicators. The reliability of the variables is defined as the square of the correlation between a latent factor and the indicators. Maximum likelihood confirmatory factor analysis requires complete data for every subject in order to preserve the integrity of the data set (K. Kim et al., 2013).

For Path analysis, researcher employed AMOS software to help testing the hypotheses 1-10 respectively and analyze the data and structural model. SEM is recognized as a tool for a multivariate data analysis that assesses the complex model with the multiple endogenous (or dependent variables) and exogenous variables (or independent variables) (Hair et al., 2014). Besides, the structural model is applied to explain the relationships between latent variables and the model consisting of observed and latent variables.

After the Path analysis was performed, a Goodness of Fit measures examined the model's overall consistency and empirical data. In other words, it is to evaluate of goodness-of-fit indices for proposing structural equation modeling (SEM). In this study used six indices including relative chi-square ( $\chi^2/df$ ), goodness-of-fit statistic (GFI), adjusted goodness of fit index (AGFI), comparative fit index (CFI), root mean square error of approximation (RMSEA), standardized root mean square residual (SRMR), and Hoelter's Critical N are to examine the model fit following the criteria in Table 3.6 (Hair et al., 2014; Rex B Kline, 2015; Kula, 2011). Normally, a significant chi-square ( $p < 0.05$ ) is usually used to assess the model fit, but this study will not use it to justify the model fit due to its sensitivity to the sample size, particularly over 200, which may result in a poor model fit (Schumacker & Lomax, 2010). Hence, chi-square will only be reported in this study to calculate  $\chi^2/df$ .

In case the result shows that the model is not accepted, the researcher will adjust the model accordingly to the instructions of the M.I (Modification Indices), then re-analyze the AMOS program until the analysis results are accepted (Hair et al., 2014).

In terms of interpreted statistical analysis results obtaining from summary of the research results, it is according to the statistic to answer the research objectives and hypothesis.

Table 3.6 The Particular Research Model Fit Indices

No	Name	Point for good fit	Remark
1	Relative Chi-Square ( $\chi^2/df$ )	$\leq 3^{**}$	<i>Less than 3, The model is consistent with the empirical data.</i>
2	Goodness-of-fit Statistic (GFI)	$> 0.90^*$	<i>A value between 0-1. The higher value is, the more consistent the model is.</i>
3	The Adjusted Goodness Fit Index (AGFI)	$> 0.90^*$	<i>A value between 0-1. The higher value is, the more consistent the model is.</i>
4	comparative fit index (CFI)	$> 0.90^*$	<i>A value between 0-1. The higher value is, the more consistent the model is.</i>
5	Root Mean Squared Error of Approximation (RMSEA)	$\leq 0.05^{**}$	<i>The model is consistent. A value is less than 0.03; good consistency.</i>
6	Standardized Root Mean Square Residual (SRMR)	$\leq 0.05^{**}$	<i>A value even closer to 0 is the more consistent the model. But not more than 0.08.</i>

No	Name	Point for good fit	Remark
7	Hoelter's Critical N	$\geq 200^{***}$	<i>Sample size of the proposed model equal or greater than 200 is evaluate model fit.</i>

Source: \* Hair et al. (2014);

\*\* Kula (2011);

\*\*\* Rex B Kline (2015)

### 3.5 Ethical Research Considerations.

Ethical considerations can be specified as one of the most important parts of the research. Dissertations may even be doomed to failure if this part is missing. Researcher followed ethical considerations the standard for this study:

1) Permission from the Center of the Ethics Committee in Human Research, National Institute of Development Administration would initially be obtained before the field survey.

2) After received Certificate of Approval, researcher would contact the Sub-district Headman and Village headman with clear objectives of the study, process to complete the survey, time period to collect the data from the sample group.

3) When conducting the field survey in the sample group, the researcher would distribute the hard-copy of questionnaires with clear objectives of the study, instruction, explained the questions answered. Certainly, the participants have had all questions answered by satisfaction and voluntarily agree to participate and express consent to participate in the form as well.

4) Considering the protection of the participants' anonymity, the sample group will not have any record of the participants or the responses received from each participant. Additionally, the anonymity of participants was preserved throughout the research. In addition, no personal identifying information will be gathered for participants.

- 5) All data collected from the sample group would be kept confidential and stored in a secure place.



## CHAPTER 4

### DATA ANALYSIS AND RESULTS

This chapter presents the results of the current study based on the quantitative research aiming to examine, to investigate constructs, and to develop model of the causal factor affecting tourism impact awareness, tourism knowledge, local government policy, and localism toward public participation in cultural heritage tourism mediated by localism. The sample group of this study is the local in five communities around the Si-thep ancient. This chapter consists of six sections which are lists of Symbols and acronyms, descriptive statistic of respondent personal data, localism upon variables in causal model, factor analysis of measurement model, structural model testing result, and hypothesis testing.

#### 4.1 Lists of Abbreviation and Symbols Used in the Research Report

##### 4.1.1 Lists of Exogenous Latent Variables

T_IMPACT	instead of	Tourism Impact Awareness
NEG_TI	instead of	Tourism Negative Impact Awareness
POS_SC	instead of	Tourism Positive Socio-cultural and Environment Impact Awareness
POS_EC	instead of	Tourism Positive Economic Impact Awareness
T_KNOW	instead of	Tourism Knowledge
L_GOV_P	instead of	Local Government Policy

##### 4.1.2 Lists of Endogenous Latent Variables

LOC	instead of	Localism
PP_TCH	instead of	Public Participation in Cultural Heritage Tourism
INFORM	instead of	Getting information in Public Participation in

## Cultural Heritage Tourism

INVOLVE instead of Involvement in Public Participation in Cultural Heritage Tourism

## 4.1.3 Lists of Symbols

$\bar{X}$	instead of	Mean
SD	instead of	Standard deviation
SKEW	instead of	Skewness
KUR	instead of	Kurtosis
r	instead of	Pearson's product moment correlation coefficient
$R^2$	instead of	Squared multiple correlation
$\beta$	instead of	Standard solution
SE	instead of	Standard error
*	instead of	$p < 0.01$
**	instead of	$p < 0.05$
***	instead of	$p < 0.001$

## 4.2 Descriptive Statistic of Respondent Personal Data

The questionnaires explored current status of respondents in six issues: gender, age, level of education, length of stay, and I and my family are involved in tourism of community. Table 4.1 presenting the statistical analysis with frequency and percentage finds that out of 502 respondents' demographic characteristics, 372 (74.10%) were female respondents and 130 (25.90%) were male respondents. Most of the respondents with a total number of 135 persons (26.89%) were in the age range of 58 to 67 years; with 307 persons (61.16%) having no high school degree; and 247 persons (49.20%) have lived in the community for more than 40 years. Regarding to this, 440 respondents (87.65%) were not directly involved in the organization of tourism services in the community.



Table 4.1 Demographic Characteristics of the Sample (n = 502)

Demographic Characteristics	frequency (n = 502)	Percent (%)
<b>Gender</b>		
Male	130	25.90
Female	372	74.10
Total	502	100.00
<b>Age</b>		
18 – 27 years	32	6.37
28 – 37 years	20	3.99
38 – 47 years	128	25.50
48 – 57 years	123	24.50
58 – 67 years	135	26.89
More than 68 years	64	12.75
Total	502	100.00
<b>Level of education</b>		
No high school degree	307	61.16
Vocational Certificate or Vocational Diploma	50	9.95
Undergraduate degree	143	28.49
Postgraduate	2	0.40
Total	502	100.00
<b>Length of stay</b>		
1 – 10 years	69	13.75
11 – 20 years	74	14.74
21 – 30 years	53	10.56
31 – 40 years	59	11.75
More than 40 years	247	49.20
Total	502	100.00

Demographic Characteristics	frequency (n = 502)	Percent (%)
You and your family are involved in tourism of community.		
Direct	62	12.35
Indirect	440	87.65
Total	502	100.00

### 4.3 Descriptive Analysis of Localism upon Variables in Causal Model and Assessment of Normality

This section presented the basic statistical analysis of localism upon concerned variables of all factors in causal model, consisting of mean score ( $\bar{X}$ ) and standard deviation (S.D.), and interpreted level of the perception. Additional screening preliminary data to assess the normal distribution against skewness (Skew.) and kurtosis (Kur.) values (the distribution scores) as part of data examination before confirmatory factor analysis (CFA) are discussed in section 4.4. Thus, this study has examined the normality of all variables against the acceptable values between skewness +3 and -3, and kurtosis +10 and -10 (Rex B. Kline, 2011). The values were suggested threshold satisfying the normality assumption. The analytical results are proposed as follows:

#### 4.2.1 Tourism Impact Awareness (TIA)

Table 4.2 presented descriptive statistical analysis of localism's perceive upon tourism impact awareness and their interpreted level of perceive ranked from highest to lowest scores. In this part, three dimensions included economic impact awareness, socio-cultural impact awareness, and environment impact awareness with the total of 18 questions.

The overall of the local's perception upon tourism impact awareness was at a high level ( $\bar{X} = 3.53$ ) indicating that the local from the sample highly perceived high tourism impact awareness. Regarding the three dimensions, the means of all dimensions were high and similar, in which environment impact awareness obtained

the highest means ( $\bar{X}$ , 3.60, SD, 1.16) followed by socio-cultural impact ( $\bar{X}$ , 3.51, SD, 1.1.3) and economic impact ( $\bar{X}$ , 3.49, SD, 1.1.7) respectively.

As for individual indicators, most of the means scores were high, except for TIASOC11, TIASOC12, and TIAENV18 with a moderate level  $\bar{X}$ , 2.98, 2.97 and 2.97, SD, 1.25 respectively.

For skewness and kurtosis of each measurement item, the values of all items were suggested threshold, between -0.03 to -0.93 and -0.99 to 0.12, respectively according to the normality assumption.

Table 4.2 Mean, Standard Deviations, Skewness, and Kurtosis of Tourism Impact Awareness (TIA)

Code	Variables/Indicators	$\bar{X}$	SD	Skew.	Kur.	Level
TIAECO1	Tourism increases of income in your community	3.45	1.23	-0.51	-0.66	High
TIAECO2	Tourism increases of opportunity for good job and distributes incomes in your community	3.43	1.20	-0.49	-0.63	High
TIAECO3	Tourism increases of investment for small local business	3.61	1.20	-0.61	-0.48	High
TIAECO4	Tourism increases cost and prices of goods and service	3.64	1.12	-0.53	-0.37	High
TIAECO5	Tourism increases external ownership of business in general that the community lacks of opportunity to own a business.	3.32	1.16	-0.33	-0.58	High
TIAECO6	Tourism results in an income benefit in certain	3.51	1.10	-0.32	-0.54	High

Code	Variables/Indicators	$\bar{X}$	SD	Skew.	Kur.	Level
	groups					
TIASOC7	Tourism increases better of infrastructure in community (i.e road, public service, signpost, internet)	3.94	1.03	-0.71	-0.26	High
TIASOC8	Tourism increases awareness of restoration local cultural and local wisdom and passes to the next generation	3.97	1.10	-0.92	0.12	High
TIASOC9	Tourism increases of relationship and cultural exchange between the locals and outsider	3.73	1.10	-0.64	-0.32	High
TIASOC10	Tourism increases cultural changes of local community such as local live, local language's, career, and home.	3.48	1.15	-0.31	-0.74	High
TIASOC11	Tourism increases in benefiting family members for trade and business.	2.97	1.21	-0.03	-0.90	Moderate
TIASOC12	Tourism increases insecurity or crime in their life and assets.	2.97	1.20	-0.03	-0.83	Moderate
TIAEVN13	Tourism increases in awareness of preserve the environment in the community.	3.94	1.12	-0.93	0.10	High

Code	Variables/Indicators	$\bar{X}$	SD	Skew.	Kur.	Level
TIAEVN14	Tourism increases the local community in awareness of carefulness and learning to take advantage from the nature.	3.78	1.09	-0.67	-0.17	High
TIAEVN15	Tourism increases participation in the community, and regulations or guidelines for the long-term restoration of natural.	3.88	1.14	-0.90	0.04	High
TIAEVN16	Tourism increases the pollutions in community (i.e waste, traffic, noise, air).	3.52	1.21	-0.50	-0.62	High
TIAEVN17	Tourism is rapidly destroying the natural resources in the community.	3.49	1.14	-0.36	-0.57	High
TIAEVN18	Tourism increases the facilities that hide or partially destroy nature	2.98	1.25	-0.10	-0.99	Moderate
<b>Overall Perceived Level</b>		<b>3.53</b>	<b>1.15</b>	<b>-0.49</b>	<b>-.047</b>	<b>High</b>

#### 4.2.2 Tourism Knowledge (TK)

Table 4.3 presented descriptive statistical analysis of localism's perceive upon tourism knowledge and their interpreted level of perceive ranked from highest to lowest scores with the total of 6 questions.

The overall of the local's perception upon tourism knowledge was at a high level ( $\bar{X} = 3.61$ ) indicating that TKU6 were highest means ( $\bar{X}$ , 3.98, SD, 1.11)

followed by TKU5 ( $\bar{X}$ , 3.73, SD, 1.07), and TKU4 ( $\bar{X}$ , 3.47, SD, 1.08) respectively, except for TKU2 which was rated as moderate.

For skewness and kurtosis of each measurement item, the values of all items were suggested threshold, between -0.29 to 0.83 and -0.18 to -0.69, respectively, according to the normality assumption.

Table 4.3 Mean, Standard Deviations, Skewness, and Kurtosis of Tourism Knowledge (TK)

Code	Variables/Indicators	$\bar{X}$	SD	Skew.	Kur.	Level
TKU1	You know about the benefits that the community will receive from tourism, economically, socio-culturally and environmentally.	3.45	1.17	-0.34	-0.69	High
TKU2	You know about tourism culture in community that everyone has duty to have caring, developing, planning, decision-making, and budget support.	3.35	1.07	-0.32	-0.35	Moderate
TKU3	You know about tourism impact and tourism participation that resulted in love and value in cultural highly.	3.47	1.13	-0.29	-0.67	High

Code	Variables/Indicators	$\bar{X}$	SD	Skew.	Kur.	Level
TKU4	Sustainable cultural tourism resulted in knowledge-stewarding communities to develop into tourism activities.	3.66	1.08	-0.45	-0.52	High
TKU5	Sustainable cultural tourism is a part of sharing knowledge between the local community and outsider.	3.73	1.07	-0.58	-0.37	High
TKU6	Sustainable cultural tourism management requires the participation of the community.	3.98	1.11	-0.83	-0.18	High
Overall Perceived Level		3.61	1.10	-0.47	-0.46	High

#### 4.2.3 Local Government Policy (LGP)

Table 4.4 presented descriptive statistical analysis of the local's perceive upon local government policy and their interpreted level of perceive ranked from highest to lowest scores with the total of 6 questions.

The overall of the local's perception upon local government policy was at a high level ( $\bar{X}$ , 3.46, SD, 1.08) indicating that LGP1 were highest means ( $\bar{X}$ , 3.73, SD, 0.97) followed by LGP ( $\bar{X}$ , 3.63, SD, 1.05), and LGP5 ( $\bar{X}$ , 3.42, SD, 1.07) respectively, except for LGP3, LGP4 and LGP6 which were rated as moderate.

For skewness and kurtosis of each measurement item, the values of all items were suggested threshold, between -0.46 to -0.26 and -0.79 to -0.33, respectively, according to the normality assumption.

Table 4.4 Mean, Standard Deviations, Skewness, and Kurtosis of Local Government Policy (LGP)

Code	Variables/Indicators	$\bar{X}$	SD	Skew.	Kur.	Level
LGP1	The local government contributes to conservation, and restores the culture and local pride.	3.73	0.97	-0.37	-0.37	High
LGP2	The local government contributes to community network to foster youth love in local culture.	3.63	1.05	-0.46	-0.33	High
LGP3	The local government contributes to tourism training program continuously regularly.	3.36	1.09	-0.26	-0.57	Moderate
LGP4	The local government contributes to provide opportunities for the local community to express its opinions on the cultural tourism.	3.37	1.09	-0.37	-0.42	Moderate
LGP5	The local government contributes to provide opportunities for the local community to planning and decision-making for tourism cultural development.	3.42	1.07	-0.28	-0.49	High
LGP6	The local community participates in the	3.25	1.23	-0.27	-0.79	Moderate



Code	Variables/Indicators	$\bar{X}$	SD	Skew.	Kur.	Level
	monitoring and evaluation of the cultural tourism development of the local government.					
	Overall Perceived Level	3.46	1.08	-0.34	-0.50	High

#### 4.2.4 Localism (LOC)

Table 4.5 presented descriptive statistical analysis of the local community perceive upon localism and their interpreted level of perception ranked from highest to lowest scores with the total of 8 questions.

The overall of the local community perception upon localism was at a high level ( $\bar{X}$ , 4.04, SD, 0.94). There are four indicators as very high namely LOC1 were highest means ( $\bar{X}$ , 4.40, SD, 0.81) followed by LOC5 ( $\bar{X}$ , 4.25, SD, 0.86), LOC6 ( $\bar{X}$ , 4.24, SD, 0.85), and LOC2 ( $\bar{X}$ , 4.21, SD, 0.88) respectively. The indicators as high dealt with LOC4, LOC3, LOC7, and LOC8 respectively.

For skewness and kurtosis of each measurement item, the values of all items were suggested threshold, between -1.14 to -0.53 and -0.47 to 0.37, respectively according to the normality assumption.

Table 4.5 Mean, Standard Deviations, Skewness, and Kurtosis of Localism (LOC)

Code	Variables/Indicators	$\bar{X}$	SD	Skew.	Kur.	Level
LOC1	I love, value highly, and have pride in the local community.	4.40	0.81	-1.14	0.37	Very high
LOC2	I am aware in cultural value and sense of place such as way of live, tradition, dialect, clothes, and local food.	4.21	0.88	-0.83	-0.24	Very high

Code	Variables/Indicators	$\bar{X}$	SD	Skew.	Kur.	Level
LOC3	I think my community is very distinctive and unique.	3.76	1.13	-0.61	-0.47	High
LOC4	I love and want to share about community story and culture to the other.	4.13	0.87	-0.72	-0.30	High
LOC5	I am very attached to this community (people, tradition, and place)	4.25	0.86	-0.89	-0.15	Very high
LOC6	I am proud to a part of inherited culture in this community.	4.24	0.85	-0.89	0.00	Very high
LOC7	I am continuously following cultural tourism development information of the community.	3.72	0.99	-0.55	-0.11	High
LOC8	I feel bad, when the local community or tourist behaving inappropriately in the community such as impolite attire, climbing on ancient sites, making noise, or invading the privacy.	3.64	1.12	-0.53	-0.37	High
Overall Perceived Level		4.04	0.94	-0.77	-0.16	High

#### 4.2.5 Public Participation in Cultural Heritage Tourism (PPSC)

Table 4.6 presented descriptive statistical analysis of the local's perception upon public participation in Cultural heritage tourism and their interpreted level of perception ranked from highest to lowest scores with the total of 13 questions.

The overall of local's perception upon public participation in sustainable cultural tourism was at a moderate level ( $\bar{X}$ , 3.36, SD, 1.10). There are five indicators as very high namely PPCT7 were highest means ( $\bar{X}$ , 3.74, SD, 1.07) followed by

PPCT1 ( $\bar{X}$ , 3.71, SD, 0.92), PPCT13 ( $\bar{X}$ , 3.61, SD, 1.05), PPCT3 ( $\bar{X}$ , 3.49, SD, 1.21), and PPCT6 ( $\bar{X}$ , 3.48, SD, 1.07) respectively.

For skewness and kurtosis of each measurement item, the values of all items were suggested threshold, between -0.55 to -0.10 and -0.95 to -0.19, respectively according to the normality assumption.

Table 4.6 Mean, Standard Deviations, Skewness, and Kurtosis of Public Participation in Cultural Heritage Tourism (PPSC)

Code	Variables/Indicators	$\bar{X}$	SD	Skew.	Kur.	Level
PPCT1	You have received information on sustainable cultural tourism and various activities of the community on a regular.	3.71	0.92	-0.37	-0.19	High
PPCT2	You have received information on sustainable cultural tourism and various activities of the community on a regular basis from various public relation medias such as brochures, meeting, and online.	3.15	1.07	-0.13	-0.69	Moderate
PPCT3	You have participated in the meeting for sustainable cultural tourism management in community.	3.49	1.21	-0.51	-0.57	High
PPCT4	You have participated in suggestion and shared idea	3.12	1.14	-0.12	-0.76	Moderate

Code	Variables/Indicators	$\bar{X}$	SD	Skew.	Kur.	Level
	for guideline of sustainable cultural tourism management in community.					
PPCT5	You have participated showing problems or worrying in sustainable cultural tourism management in community.	3.16	1.15	-0.13	-0.86	Moderate
PPCT6	You have participated in providing community information to agencies involvement such as general information, background, and wisdoms.	3.48	1.07	-0.20	-0.61	High
PPCT7	You have participated with university or agencies for research to sustainable cultural tourism management in community.	3.74	1.07	-0.55	-0.39	High
PPCT8	You have participated in sustainable cultural tourism activity development.	3.26	1.10	-0.17	-0.76	Moderate
PPCT9	You have participated providing information or tourism services for tourists such as tourism destination, activities,	3.16	1.18	-0.12	-0.89	Moderate

Code	Variables/Indicators	$\bar{X}$	SD	Skew.	Kur.	Level
	guide, accommodation, restaurant, and souvenir shop.					
PPCT10	You have participated in the monitoring and impact assessment or tourism problems from sustainable tourism cultural development.	3.25	1.04	-0.10	-0.54	Moderate
PPCT11	You have participated in decision making to conserve cultural heritage, tourism, promote problem handle, and service development for sustainable tourism cultural development.	3.32	1.12	-0.27	-0.56	Moderate
PPCT12	You have empowered in decision making to conserve cultural and sustainable tourism cultural management.	3.24	1.22	-0.15	-0.95	Moderate
PPCT13	In general, you think participation at all levels contributes to sustainable cultural tourism.	3.61	1.05	-0.38	-0.50	High
Overall Perceived Level		3.36	1.10	-0.25	-0.64	Moderate

#### 4.2.6 Summary Results of Descriptive Statistics of Five Constructs

Table 4.7 presented descriptive statistical analysis of the overall results of the five focal constructs of the study. The dimensions were most likely to localism ( $\bar{X}$ , 4.04, SD, 0.63) followed by tourism knowledge and understanding ( $\bar{X}$ , 3.61, SD, 0.79), tourism impact awareness ( $\bar{X}$ , 3.53, SD, 0.67), local government policy ( $\bar{X}$ , 3.46, SD, 0.80) and tend to public participation toward cultural heritage tourism respectively.

Lastly, for the skewness and kurtosis values of all constructs, they showed the normality assumption for further analysis, between -0.42 to 0.99 and -0.91 to 0.22.

Table 4.7 Presents the Overall Results of the Five Focal Constructs of the Study

Code	Constructs/Variables	$\bar{X}$	SD	Skew.	Kur.	Level
TIA	Tourism impact awareness	3.53	0.67	-0.57	0.32	High
TKU	Tourism knowledge	3.61	0.79	-0.40	-0.13	High
LGP	Local government policy	3.46	0.80	-0.33	-0.28	High
LOC	Localism	4.04	0.63	-0.91	0.99	High
PPCT	Public participation in cultural heritage tourism	3.36	0.71	-0.22	-0.42	Moderate
	Overall	3.60	0.72	-0.49	0.10	High

Lastly, all variables show that the skewness and kurtosis values of all constructs met the normality assumption of Structural Equation Modeling. Hence, all data are appropriate for factor analysis discussed in the next section.

#### 4.4 Factor Analysis of Measurement Model

The factor analysis was conducted with all proposed constructs. Exploratory factor analysis (EFA) was employed to dimension data specifically for Tourism impact awareness, Tourism knowledge and understanding, Local government policy, Localism, and Public participation in sustainable cultural tourism. EFA was based on the criteria: KMO (Kiser-Meyer-Olkin) of 0.7 and above were considered, Bartlett's sphericity test significant at  $p < 0.05$ , Eigenvalue of 1 or more, and factor loading value greater than 0.30 for the sample size equal to or more than 350 that was eliminated from the construct (Hoque & Awang, 2016). Thus the variable was deleted from analysis.

Meanwhile, Confirmatory factor analysis (CFA) was performed with all constructs to test whether observed variables were acceptable for the proposed hypothesis model. The factor structure testing of all variables in this study was based on the previous theoretical findings. However, the CFA was carried out constructively to scrutinize the factor structure of the measurement model to confirm a group of variable in this study. Hair et al. (2014) suggested the excellent value for fit index of 0.95 is the magic number indicating good-fit in models, as its value of 0.90 became standard practices. Under CFA, each construct was evaluated for demonstrated acceptable model fit of the six indices; chi-square/df ( $\chi^2/df$ )  $\leq 3.00$ , goodness of fit statistics (GFI)  $\geq 0.90$ , adjusted goodness of fit statistics (AGFI)  $\geq 0.90$ , comparative fit index (CFI)  $\geq 0.90$ , root mean square error of approximation (RMSEA)  $< 0.07$ , standardized root mean square residual (RMR)  $< 0.07$  (Kanlaya Vanichbuncha, 2013; Nonglak Wiratchai, 2012; Schumacker & Lomax, 2010). If any measurement model did not fit the data well, a model modification would be considered by eliminating the indicators with factor loadings below 0.5 (Hair et al., 2014) or with high correlation measurement errors through the review of modification indices (MI) to improve or achieve the model fit.

Furthermore, reliability and convergent validity were substantially examined. Convergent validity is one of the methods used to assess the construct validity and refers to "the degree to which two measures of the same concept are correlated" (Schumacker & Lomax, 2010). Composite reliability (CR) and average variance

extracted (AVE) were used to assess the convergent validity with the suggested cut-off values of 0.7 and 0.5 or above (Hair et al., 2014) respectively.

#### 4.4.1 Tourism Impact Awareness (TIA)

EFA was performed with 18 indicators of Tourism impact awareness. Table 4.8 presented codes of every indicator and the result of analysis was shown in Table 4.9

Table 4.8 Codes of Tourism Impact Awareness Indicators

No.	Code	Indicator
1	TIAECO1	Tourism increases of income in your community.
2	TIAECO2	Tourism increases of opportunity for good job and distributes incomes in your community.
3	TIAECO3	Tourism increases of investment for small local business.
4	TIAECO4	Tourism increases cost and prices of goods and service.
5	TIAECO5	Tourism increases external ownership of business in general that the community lacks of opportunity to own a business.
6	TIAECO6	Tourism results in an income benefit in certain groups.
7	TIASOC7	Tourism increases better of infrastructure in community (i.e road, public service, signpost, and the internet).
8	TIASOC8	Tourism increases awareness of restoration local cultural and local wisdom and passes to the next generation.
9	TIASOC9	Tourism increases of relationship and cultural exchange between the locals and outsider.



No.	Code	Indicator
10	TIASOC10	Tourism increases cultural changes of local community such as local lives, local languages, career, and home.
11	TIASOC11	Tourism increases in benefiting family members for trade and business.
12	TIASOC12	Tourism increases insecurity or crime in their life and assets.
13	TIAENV13	Tourism increases in awareness to preserve the environment in the community.
14	TIAENV14	Tourism increases the local community in awareness of carefulness and learns to take advantage from the nature.
15	TIAENV15	Tourism increases participation in the community, and regulations or guidelines for the long-term restoration of natural.
16	TIAENV16	Tourism increases the pollutions in community (i.e. waste, traffic, noise, air).
17	TIAENV17	Tourism is rapidly destroying the natural resources in the community.
18	TIAENV18	Tourism increases the facilities that hide or partially destroys nature.

The first round of the EFA found three variables in which TIAECO6, TIASOC09 and TIASOC12 having cross loading less than 0.30. Hence, these variables were cut-off from analysis. After that, the EFA was run again. The output showed that every item had factor loadings above 0.30 and no cross loading. Thus, the EFA obtained three TIA construction parts as they exceed the suggested Eigenvalue is greater than 1 which component 1 (TIA\_1) had six variables, component 2 (TIA\_2) had four variables, and component 3 (TIA\_3) had five variables as show in Table 4.9

In addition, the construct validity by KMO value of 0.71 demonstrated acceptable sampling sufficiency. Bartlett's test's significance value is 0.00 that the correlation matrix was not an identity matrix and concerned variables were correlated as shown in Table 4.10

Table 4.9 Rotated Component Matrix of Tourism Impact Awareness

Variables	Component		
	1	2	3
TIAENV16	.702		
TIASOC10	.613		
TIAENV18	.612		
TIAECO5	.594		
TIAENV17	.585		
TIAECO4	.478		
TIASOC11	.410		
TIASOC7		.809	
TIAENV13		.734	
TIASOC8		.704	
TIAENV14		.517	
TIAECO1			.795
TIAECO2			.691
TIAECO3			.626
TIAENV15			.577

Table 4.10 KMO and Bartlett's Test for the Items of TIA Construct

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.713
Bartlett's Test of Sphericity	Approx. Chi-Square	527.940
	df	105
	Sig.	.000

For CFA process, initially, all indicators contained in each group were combined together into each observed variable and rename to present the dimensionality of the variables as shown more details in Table 4.11

Table 4.11 Construct and Observed Variables of Tourism Impact Awareness

<b>Construct</b>	<b>Observed Variables</b>	<b>Abbreviation</b>	<b>Combined indicators</b>
Tourism Impact Awareness		T_IMP_A	
	Tourism Negative Impact Awareness	NEG_TI	TIAECO4 TIAECO5 TIASCO10 TIASCO11 TIAEVN16 TIAEVN17 TIAEVN18
	Tourism Positive Socio-cultural and Environment Impact Awareness	POS_SC	TIASCO7 TIASCO8 TIAEVN13 TIAEVN14
	Tourism Positive Economic and Environment Impact Awareness	POS_EC	TIAECO1 TIAECO2 TIAECO3 TIAEVN15

For assessment of Measurement Model Fit for T\_IMP\_A, it was utilized to test the goodness of fit and construct reliability for T\_IMP\_A measurement model. Second-order CFA was conducted to evaluate T\_IMP\_A, a higher-order factor, consisting of 3 first-order factors: Tourism Negative Impact Awareness (NEG\_TI), Tourism Positive Socio-cultural and Environment Impact Awareness (POS\_SC), and Tourism Positive Economic and Environment Impact Awareness (POS\_EC).

Initial CFA for T\_IMP\_A showed the result unacceptable model fit and suggested the need of further modification. The CFA found three variables in which TIAENV16 and TIAENV17 having cross loading less than 0.50. Hence, these variables were cut-off from analysis. After that, the CFA was run again. The output showed that modification indices indicated high error correlation in TIAECO4, TIAENV18, TIAENV13, and TIAECO3. After the modification model, the results of CFA demonstrated acceptable model fit indices:  $\chi^2/df=2.835$ , P-value = 0.000, GFI=0.930, AGFI=0.899, CFI=0.941, RMSEA=0.072, RMR=0.069 as shown in Figure 4.1.

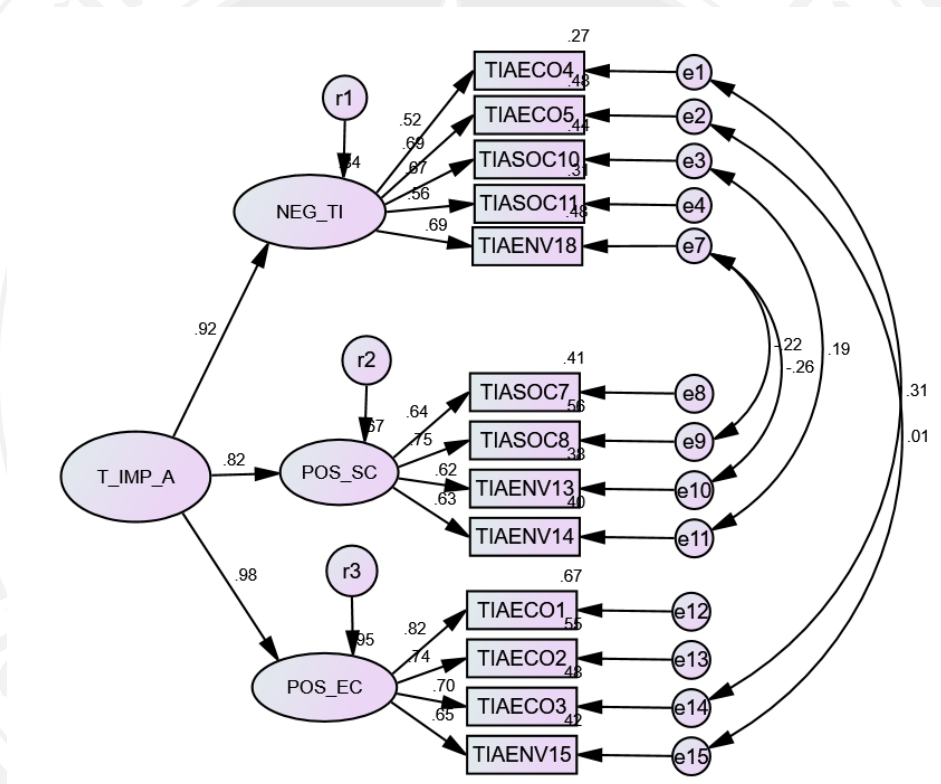


Figure 4.1 Modified Measurement Model of Tourism Impact Awareness Construct

Table 4.12 presented statistics values of CFA for the construct including standardized estimate, standard error (S.E.), critical ratio (C.R.), and probability value (P-value). In addition, Table 4.13 presented the overall of CFA Goodness-of-Fit Indices and construct reliability (CR) found at 0.756 that was greater than criteria significance of 0.70. Furthermore, the average variance extracted (AVE) was 0.830 that T\_IMP\_A measurement model was appropriate for the convergent validity of this

construct. Hence, all twelve indicators with the best model fit sufficiently and reliably represent the T\_IMP\_A construct for further analysis.

Table 4.12 CFA Statistics Values of Tourism Impact Awareness (T\_IMP\_A)

Indicator		Factor	Estimate	S.E.	C.R.	P
POS_SC	<---	T_IMP_A	.818	.129	7.442	***
POS_EC	<---	T_IMP_A	.977	.221	8.498	***
NEG_TI	<---	T_IMP_A	.915			
TIASOC7	<---	POS_SC	.639			
TIASOC8	<---	POS_SC	.751	.119	10.755	***
TIAENV13	<---	POS_SC	.618	.114	9.387	***
TIAENV14	<---	POS_SC	.635	.110	9.691	***
TIAECO1	<---	POS_EC	.817			
TIAECO2	<---	POS_EC	.739	.057	14.611	***
TIAECO3	<---	POS_EC	.696	.058	13.611	***
TIAENV15	<---	POS_EC	.647	.054	12.418	***
TIAECO4	<---	NEG_TI	.518			
TIAECO5	<---	NEG_TI	.692	.162	8.731	***
TIASOC10	<---	NEG_TI	.667	.148	8.573	***
TIASOC11	<---	NEG_TI	.558	.152	7.716	***
TIAENV18	<---	NEG_TI	.690	.153	8.696	***

Note: \*significance<0.001, the path of NEG\_TI, TIASOC7, TIAECO1, and TIAECO4 were fixed to 1 (not estimated).

Table 4.13 CFA Goodness-of-Fit Indices and Reliability and Convergent Validity for Tourism Impact Awareness (T\_IMP\_A)

	$\chi^2/df$	GFI	AGFI	CFI	RMSEA	RMR	CR	AVE
Criteria	$\leq 3.00$	$\geq 0.90$	$\geq 0.90$	$\geq 0.90$	$\leq 0.07$	$\leq 0.07$	$> 0.7$	$> 0.5$
Initial model	3.424	0.920	0.877	0.922	0.083	0.080	-	-
Final model	2.835	0.930	0.899	0.941	0.072	0.069	0.756	0.830

Note: CR= Construct reliability or composite reliability, AVE= Average variance extracted

#### 4.4.2 Tourism Knowledge (T\_KNOW)

EFA was performed with six indicators of Tourism knowledge. Table 4.14 presented codes of every indicator and the result of analysis was shown in Table 4.15

Table 4.14 Codes of Tourism Knowledge Indicators

No.	Code	Indicator
1	TKU1	You know about the benefits that the community will receive from tourism economically, socio-culturally and environmentally.
2	TKU2	You know about tourism culture in community that everyone has duty have caring, developing, planning, decision-making, and budget support.
3	TKU3	You know about tourism impact and tourism participation that resulted in love and high value in culture.
4	TKU4	Sustainable cultural tourism resulted in knowledge-stewarding communities to develop into tourism

No.	Code	Indicator
		activities.
5	TKU5	Sustainable cultural tourism is a part of sharing knowledge between the local community and outsider.
6	TKU6	Sustainable cultural tourism management requires the participation of the community.

The EFA of Tourism knowledge (T\_KNOW) exposed only one component that the EFA was employed based on principal component extraction method, Eigenvalue is greater than 1. The output showed that every item had factor loadings above 0.30 and no cross loading also as shown in Table 4.15

In addition, the construct validity by KMO value of 0.728 demonstrated acceptable sampling sufficiency. Bartlett's test's significance value is 0.00 that the correlation matrix was not an identity matrix and concerned variables were correlated as shown more details in Table 4.16

Table 4.15 Rotated Component Matrix of Tourism Knowledge and Understanding (TKU)

Variables	Component
	1
TKU2	.763
TKU1	.757
TKU4	.753
TKU3	.711
TKU6	.566
TKU5	.488

Table 4.16 KMO and Bartlett's Test for the Items of TKU Construct

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.728
Bartlett's Test of Sphericity	Approx. Chi-Square	236.100
	df	15
	Sig.	.000

For First-Order CFA process, initially, all indicators contained in each group were combined together into each observed variable and rename to present the dimensionality of the variables as shown more details in Table 4.17

Table 4.17 Construct and Observed Variables of Tourism knowledge (TKU)

Construct	Observed Variables	Combined indicators
Tourism Knowledge	T_KNOW	TKU1 TKU2 TKU3 TKU4 TKU5 TKU6

The CFA for Tourism Knowledge (T\_KNOW) was utilized to test the goodness of fit and construct reliability for measurement model.

The first CFA for T\_KNOW showed the result was unacceptable model fit and suggesting the need of further modification. Modification indices indicated high error correlation in overall. After the modification model, the results of CFA demonstrated acceptable model fit indices:  $\chi^2/df=3.664$ , P-value = .003, GFI=0.983, AGFI=0.929, CFI=0.982, RMSEA=0.087, RMR=0.038 as shown in Figure 4.2.

Table 4.18 presented statistics values of CFA for the construct including standardized estimate, standard error (S.E.), critical ratio (C.R.), and probability value (P-value). In addition, Table 4.19 presented the overall of CFA Goodness-of-Fit



Indices and construct reliability (CR) were 0.783 that was greater than criteria significance of 0.70. Further, the average variance extracted (AVE) was from 0.899 that T\_KNOW measurement model was appropriated the convergent validity of this construct. Hence, all six indicators with the best model fit sufficiently and reliably represent the T\_KNOW construct for further analysis.

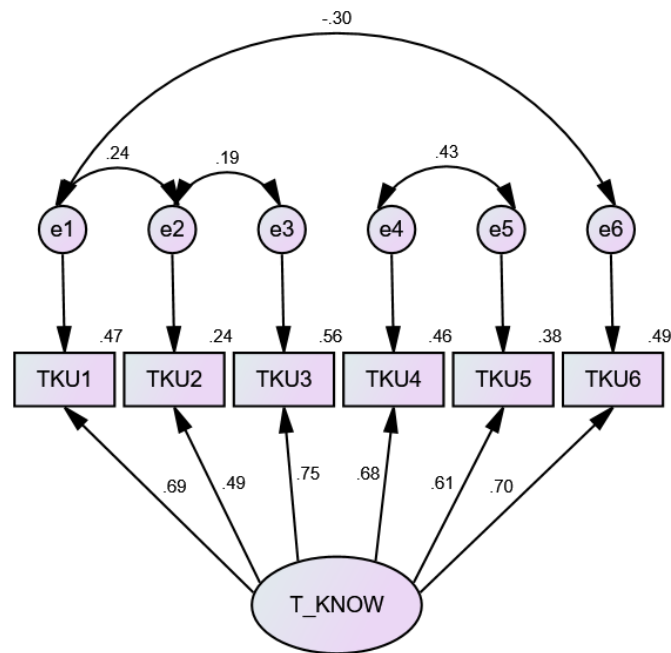


Figure 4.2 Modified Measurement Model of Tourism Knowledge Construct

Table 4.18 CFA Statistics Values of Tourism Knowledge (T\_KNOW)

Indicator	Factor	Estimate	S.E.	C.R.	P*
TKU1	<--- T_KNOW	.688			
TKU2	<--- T_KNOW	.493	.085	8.064	***
TKU3	<--- T_KNOW	.745	.104	10.271	***
TKU4	<--- T_KNOW	.676	.100	9.729	***
TKU5	<--- T_KNOW	.613	.095	9.031	***
TKU6	<--- T_KNOW	.697	.113	9.310	***

Note: \*significance<0.001, the path of TKU1 was fixed to 1 (not estimated).

Table 4.19 CFA Goodness-of-Fit Indices and Reliability and Convergent Validity for Tourism Knowledge (TKU)

	$\chi^2/df$	GFI	AGFI	CFI	RMSEA	RMR	CR	AVE
Criteria	$\leq 3.00$	$\geq 0.90$	$\geq 0.90$	$\geq 0.90$	$\leq 0.07$	$\leq 0.07$	$> 0.7$	$> 0.5$
Initial model	11.636	0.894	0.752	0.871	0.174	0.81	-	-
Final model	3.664	0.983	0.929	0.982	0.087	0.038	0.783	0.899

Note: CR= Construct reliability or composite reliability, AVE= Average variance extracted

#### 4.4.3 Local Government Policy (L\_GOV\_P)

EFA was performed with six indicators of Local government policy. Table 4.20 presented codes of every indicator.

Table 4.20 Codes of Local Government Policy Indicators

No.	Code	Indicator
1	LGP1	The local government contributes to conservation, and restores the culture and local pride.
2	LGP2	The local government contributes to community network to foster youth love in local culture.
3	LGP3	The local government contributes to tourism training program continuously regularly.
4	LGP4	The local government contributes to provide opportunities for the local community to express its opinions on the cultural tourism.
5	LGP5	The local government contributes to provide opportunities for the local community to planning and

No.	Code	Indicator
6	LGP6	decision-making for tourism cultural development. The local community participates in the monitoring and evaluation of the cultural tourism development of the local government.

Table 4.21 presented the result of EFA exposed only one component that the EFA was employed based on principal component extraction method, Eigenvalue is greater than 1. In addition, the construct validity by KMO value of 0.77 demonstrated acceptable sampling sufficiency and significance value of Bartlett's test at 0.00 that the correlation matrix was not an identity matrix and concerned variables were correlated as shown more details in Table 4.22

Table 4.21 Component Matrix of Local Government Policy

Variables	Component 1
LGP6	.784
LGP4	.749
LGP1	.725
LGP3	.696
LGP5	.612
LGP2	.587

Table 4.22 KMO and Bartlett's Test for the Items of L\_GOV\_P Construct

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.77
Bartlett's Test of Sphericity	Approx. Chi-Square	240.10
	df	15
	Sig.	.000

In conducting CFA, abbreviation of both construct and indicators were given as shown more details in Table 4.23

Table 4.23 Construct and Observed Variables of Local Government Policy (L\_GOV\_P)

Construct	Observed Variables	Abbreviation
Local Government Policy	L_GOV_P	LGP1
		LGP2
		LGP3
		LGP4
		LGP5
		LGP6

In performing First-order CFA for Local Government Policy (L\_GOV\_P), the result showed a poor fit to the data and suggesting the need of further modification. To achieve a better fit model, modification indices (MI) were examined. Based on the MI suggestion, the measurement errors of LPG1, LPG2, LPG3, and LPG5 were finally correlated to improve the model fit. Hence, the fit indices of the modified model of L\_GOV\_P constructs demonstrated the excellent fit level as follows:  $\chi^2/df=2.693$ , P-value = .013, GFI=0.985, AGFI=0.947, CFI=0.987, RMSEA=0.069, RMR=0.028 as shown in Figure 4.3.

Table 4.24 presented statistics values of CFA for the construct including standardized estimate, standard error (S.E.), critical ratio (C.R.), and probability value (P-value). In addition, Table 4.25 presented CFA for LGP measurement model Goodness-of-Fit Indices and construct reliability (CR) were 0.833 that greater than criteria significance of 0.70. Furthermore, the average variance extracted (AVE) was from 0.655, which findings established the existence of the convergent validity with a good model fit specifying that the measurement scales were reliable and valid representing the LGP construct well for further analysis.

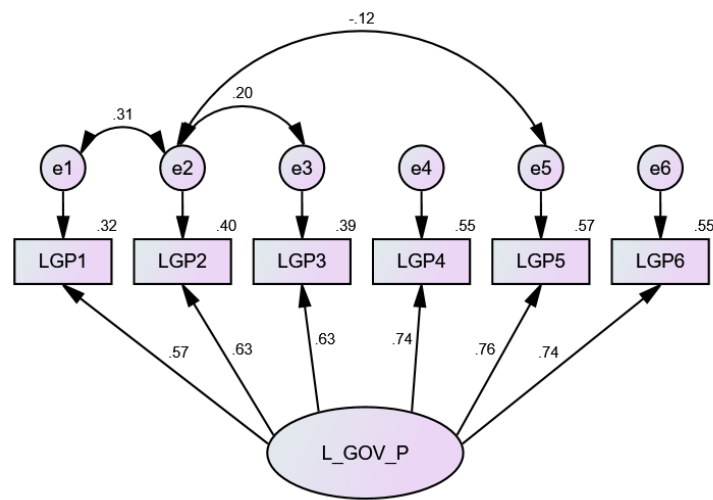


Figure 4.3 Modified Measurement Model of Local Government Policy Construct

Table 4.24 CFA Statistics Values of Local Government Policy (L\_GOV\_P)

Indicator	Factor	Estimate	S.E.	C.R.	P*
LGP1	<--- L_GOV_P	.569			
LGP2	<--- L_GOV_P	.633	.119	10.289	***
LGP3	<--- L_GOV_P	.628	.140	8.757	***
LGP4	<--- L_GOV_P	.742	.150	9.698	***
LGP5	<--- L_GOV_P	.758	.157	9.771	***
LGP6	<--- L_GOV_P	.740	.161	9.683	***

Note: \*significance<0.001, the path of LGP1 was fixed to 1 (not estimated).

Table 4.25 CFA Goodness-of-Fit Indices and Reliability and Convergent Validity for Local Government Policy (L\_GOV\_P)

	$\chi^2/df$	GFI	AGFI	CFI	RMSEA	RMR	CR	AVE
Criteria	$\leq 3.00$	$\geq 0.90$	$\geq 0.90$	$\geq 0.90$	$\leq 0.07$	$\leq 0.07$	$> 0.7$	$> 0.5$
Initial model	7.168	0.943	0.866	0.928	0.133	0.058	-	-
Final model	2.693	0.985	0.947	0.987	0.069	0.028	0.833	0.655

Note: CR= Construct reliability or composite reliability, AVE= Average variance extracted

#### 4.4.4 Localism

EFA was performed with eight indicators of Localism. Table 4.26 presented codes of every indicator.

Table 4.26 Codes of Localism Indicators

No.	Code	Indicator
1	LOC1	I love, value highly, and local pride in the community.
2	LOC2	I am aware in cultural value and sense of place such as way of live, tradition, dialect, clothes, and local food.
3	LOC3	I think my community is very distinctive and unique.
4	LOC4	I love and want to share about community story and culture to the other.
5	LOC5	I am very attached to this community (people, tradition, and place).
6	LOC6	I am proud to a part of inherited culture in this community.
7	LOC7	I am continuously following cultural tourism development information of the community.

No.	Code	Indicator
8	LOC8	I feel bad, when the local community or tourist behaving inappropriately in the community such as impolite attire, climbing on ancient sites, making noise, and invading the privacy.

The first round of EFA generated in two grouping for the factor structure in which one variable (LOC7) was found of having cross loading greater than 0.30, so it was deleted. Then it was run again, it has one variable (LOC5) found of having cross loading and LOC8 with factor loading lower than 0.30. Thus, these variables were eliminated from further analysis. After that, the result exposed only one component based on Eigenvalues greater than 1, and with factor loading shown between 0.74-0.84 as presented in Table 4.27

Overall, the construct validity by KMO excellent value of 0.83 demonstrated acceptable sampling sufficiency as it reached recommendation of 0.7 (Hoque & Awang, 2016) and significant local value of Bartlett's test at 0.00. Therefore, the KMO value near 1.0 and Barretlett's test significance that data is adequate and suitable to continue the reduction process as shown more details in Table 4.28

Table 4.27 Rotated Component Matrix of Localism

Variables	Component
	1
LOC2	.840
LOC3	.802
LOC1	.788
LOC6	.751
LOC4	.741

Table 4.28 KMO and Bartlett's Test for the Items of LOC Construct

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.83
Bartlett's Test of Sphericity	Approx. Chi-Square	289.52
	df	10
	Sig.	.000

In conducting First-order CFA, abbreviation of both construct and indicators were given as shown in Table 4.29.

Table 4.29 Construct and Observed Variables of Localism

Construct	Observed Variables	Abbreviation
Localism	Localism	LOC1
		LOC2
		LOC3
		LOC4
		LOC5
		LOC6

Regarding the CFA for Localism construct, the result shown indicated that the model was saturated with perfect fit indices:  $\chi^2/df=2.512$ , P-value = 0.028, GFI=0.987, AGFI=0.960, CFI=0.986, RMSEA=0.066, RMR=0.026 as shown in Figure 4.4.

Table 4.30 presented statistics values of CFA for the construct including standardized estimate, standard error (S.E.), critical ratio (C.R.), and probability value (P-value). In addition, Table 4.31 presented CFA for Localism measurement model Goodness-of-Fit Indices and construct reliability (CR) were 0.816 that greater than criteria significance of 0.70. Furthermore, the average variance extracted (AVE) was from 0.751, which findings established the existence of the convergent validity with a good model fit specifying that the measurement scales were reliable and valid representing the Localism construct well for further analysis.



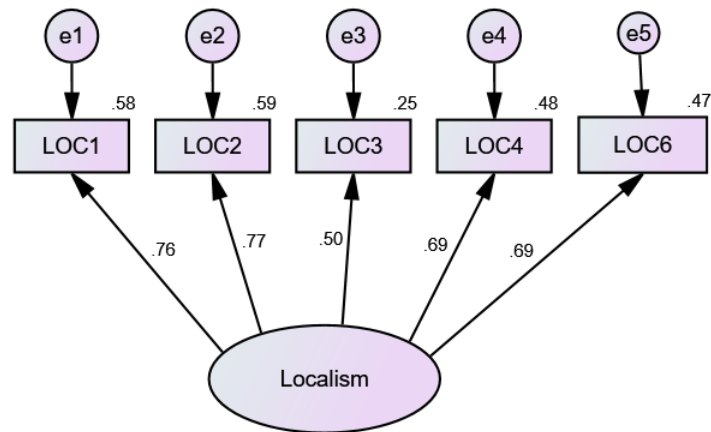


Figure 4.4 Modified Measurement Model of Localism

Table 4.30 CFA Statistics Values of Localism Construct

Indicator	Factor	Estimate	S.E.	C.R.	P*
LOC1	<--- Localism	.764			
LOC2	<--- Localism	.767	.079	13.024	***
LOC6	<--- Localism	.686	.080	11.837	***
LOC3	<--- Localism	.497	.104	8.572	***
LOC4	<--- Localism	.695	.080	11.976	***

Note: \*significance<0.001, the path of LOC1 was fixed to 1 (not estimated).

Table 4.31 CFA Goodness-of-Fit Indices and Reliability and Convergent Validity for Localism (LOC) Construct

	$\chi^2/df$	GFI	AGFI	CFI	RMSEA	RMR	CR	AVE
Criteria	$\leq 3.00$	$\geq 0.90$	$\geq 0.90$	$\geq 0.90$	$\leq 0.07$	$\leq 0.07$	$> 0.7$	$> 0.5$
Final model	2.512	0.987	0.960	0.986	0.066	0.026	0.816	0.751

Note: CR = construct reliability or composite reliability, AVE = average variance extracted

#### 4.4.5 Public Participation in Cultural heritage tourism (PP\_TCH)

EFA was performed with 13 indicators of public participation in cultural heritage tourism. Table 4.28 presented codes of every indicator.

Table 4.32 Codes of Public Participation in Cultural Heritage Tourism Indicators

No.	Code	Indicator
1	PPCT1	You have received information on sustainable cultural tourism and various activities of the community regularly.
2	PPCT2	You have received information on sustainable cultural tourism and various activities of the community on a regular basis from various public relations media such as brochures, meeting, and online.
3	PPCT3	You have participated in the meeting for sustainable cultural tourism management in community.
4	PPCT4	You have participated in suggestion and shared idea for guideline of sustainable cultural tourism management in community.
5	PPCT5	You have participated showing problems or worried

No.	Code	Indicator
		in sustainable cultural tourism management in community.
6	PPCT6	You have participated in providing community information to agencies involvement such as general information, background, and wisdoms.
7	PPCT7	You have participated with university or agencies for research to sustainable cultural tourism management in community.
8	PPCT8	You have participated in sustainable cultural tourism activities development.
9	PPCT9	You have participated providing information or tourism services for tourists such as tourism destination, activities, guide, accommodation, restaurant, and souvenir shop.
10	PPCT10	You have participated in the monitoring and impact assessment or tourism problems from sustainable tourism cultural development.
11	PPCT11	You have participated in decision making to conserve cultural heritage, tourism promote, problem handle, and service development for sustainable tourism cultural development.
12	PPCT12	You have empowered in decision making to conserve cultural and sustainable tourism cultural management.
13	PPCT13	In general, you think participation at all levels contributes to sustainable cultural tourism.

The first round of the EFA uncovered of four components in public participation in cultural heritage tourism and found four variables in which PPCT8, PPCT5, PPCT13 and PPCT11 having cross loading less than 0.30. Thus, these variables were cut-off from analysis. Then, the EFA was run again. The output

showed that of three components but found one more variable (PPCT12) having cross loading, so it was deleted. After that, the result reduced a total of two components, every item had factor loading and no cross loading greater than 0.30. Thus, the EFA obtained two components of PP\_TCH construction parts as they exceed the suggested Eigenvalue which is greater than 1 which component 1 (INFORM) had four variables, and component 2 (INVOLVE) had three variables as shown in Table 4.33

In addition, the construct validity by KMO value of 0.75 demonstrated acceptable sampling sufficiency. Bartlett's test's significance value is 0.00 that the correlation matrix was not an identity matrix and concerned variables were correlated as shown in Table 4.34

Table 4.33 Component Matrix of Public Participation in Cultural Heritage Tourism

Variables	Component	
	1	2
PPCT1	.752	
PPCT4	.692	
PPCT2	.683	
PPCT3	.673	
PPCT10	.571	
PPCT9		.767
PPCT7		.687
PPCT6		.643

Table 4.34 KMO and Bartlett's Test for the Items of Public Participation Cultural Heritage Tourism Construct

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.751
Bartlett's Test of Sphericity	Approx. Chi-Square	235.73
	df	28
	Sig.	.000

For Second-Order CFA process, initially, all indicators contained in each group were combined together into each observed variable and renamed to present the dimensionality of the variables as shown more details in Table 4.35

Table 4.35 Construct and Observed Variables of Public Participation in Cultural heritage tourism (PP\_TCH)

Construct	Observed Variables	Abbreviation	Combined indicators
Public Participation in Cultural Heritage Tourism		PP_TCH	
	Getting tourism information	INFORM	PPCT1
			PPCT4
			PPCT2
			PPCT3
			PPCT10
	Tourism involvement	INVOLVE	PPCT9
			PPCT7
			PPCT6

The CFA for Public Participation in Cultural heritage tourism (PP\_TCH) was examined goodness-of-fit of the proposed measurement model and assessment of reliability and convergent validity. The result showed a poor fit to the data and suggested the need of further modification. To achieve a better fit model, modification indices (MI) were examined the model re-specification based on the MI suggesting the measurement errors of PPCT1, PPCT2, PPCT6, PPCT7, and PPCT9 were finally correlated to improve the model fit. Hence, the fit indices of the modified model of

PP\_SUS constructs demonstrated the excellent fit level as follows:  $\chi^2/df=2.630$ , P-value = .000, GFI=0.973, AGFI=0.935, CFI=0.971, RMSEA=0.068, RMR=0.043 as shown in Figure 4.5

Table 4.36 presented statistics values of CFA for the construct including standardized estimate, standard error (S.E.), critical ratio (C.R.), and probability value (P-value). In addition, Table 4.37 presented CFA for PP\_TCH measurement model Goodness-of-Fit Indices and construct reliability (CR) were 0.70 that equal criteria significance of 0.70. Further, the average variance extracted (AVE) was from 0.701, which findings established the existence of the convergent validity with a good model fit specifying that the measurement scales were reliable and valid representing the PP\_TCH construct well for further analysis.

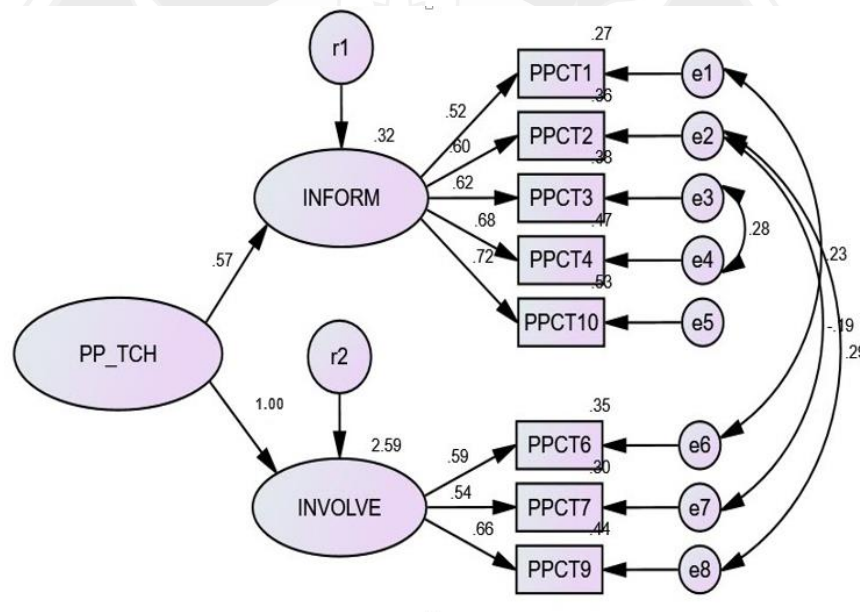


Figure 4.5 Modified Measurement Model of Public Participation in Cultural heritage tourism Construct

Table 4.36 CFA Statistics Values of Public Participation in Cultural heritage tourism construct

Indicator		Factor	Estimate	S.E.	C.R.	P*
INFORM	<---	PP_TCH	.567			
INVOLVE	<---	PP_TCH	1.00	.043	5.316	***
PPCT1	<---	INFORM	.520			
PPCT2	<---	INFORM	.601	.173	7.608	***
PPCT3	<---	INFORM	.616	.202	7.722	***
PPCT4	<---	INFORM	.685	.181	8.202	***
PPCT10	<---	INFORM	.725	.182	8.472	***
PPCT6	<---	INVOLVE	.589			
PPCT7	<---	INVOLVE	.545	.127	7.546	***
PPCT9	<---	INVOLVE	.660	.149	8.542	***

Note: \*significance<0.001, the path of INVOLVE, PPCT1, and PPCT6 were fixed to 1 (not estimated).

Table 4.37 CFA Goodness-of-Fit Indices and Reliability and Convergent Validity for Public Participation in Cultural heritage tourism(PP\_TCH)

	$\chi^2/df$	GFI	AGFI	CFI	RMSEA	RMR	CR	AVE
Criteria	$\leq 3.00$	$\geq 0.90$	$\geq 0.90$	$\geq 0.90$	$\leq 0.07$	$\leq 0.07$	$> 0.7$	$> 0.5$
Initial model	5.879	0.927	0.826	0.888	0.118	0.71	-	-
Final model	2.630	0.973	0.935	0.971	0.068	0.043	0.70	0.701

Note: CR = construct reliability or composite reliability, AVE = average variance extracted

#### 4.5 Overall Measurement Model

Assessment for Goodness-of-Fit of the Overall Measurement Model, the measurement model for SEM analysis included the five focal constructs of the study, Tourism Impact Awareness (T\_IMP\_A), Tourism Knowledge and Understanding (T\_KNOW), Local Government Policy (L\_GOV\_P), Localism, and Public Participation in Cultural Heritage Tourism (PP\_TCH). After the measurement model of each research construct achieved the acceptable goodness-of-fit, the remaining 38 indicators along with first-order factors and second-order factors were loaded on their respective constructs and performed by CFA to estimate the fit indices for the overall measurement model as illustrated in Figure 4.6.





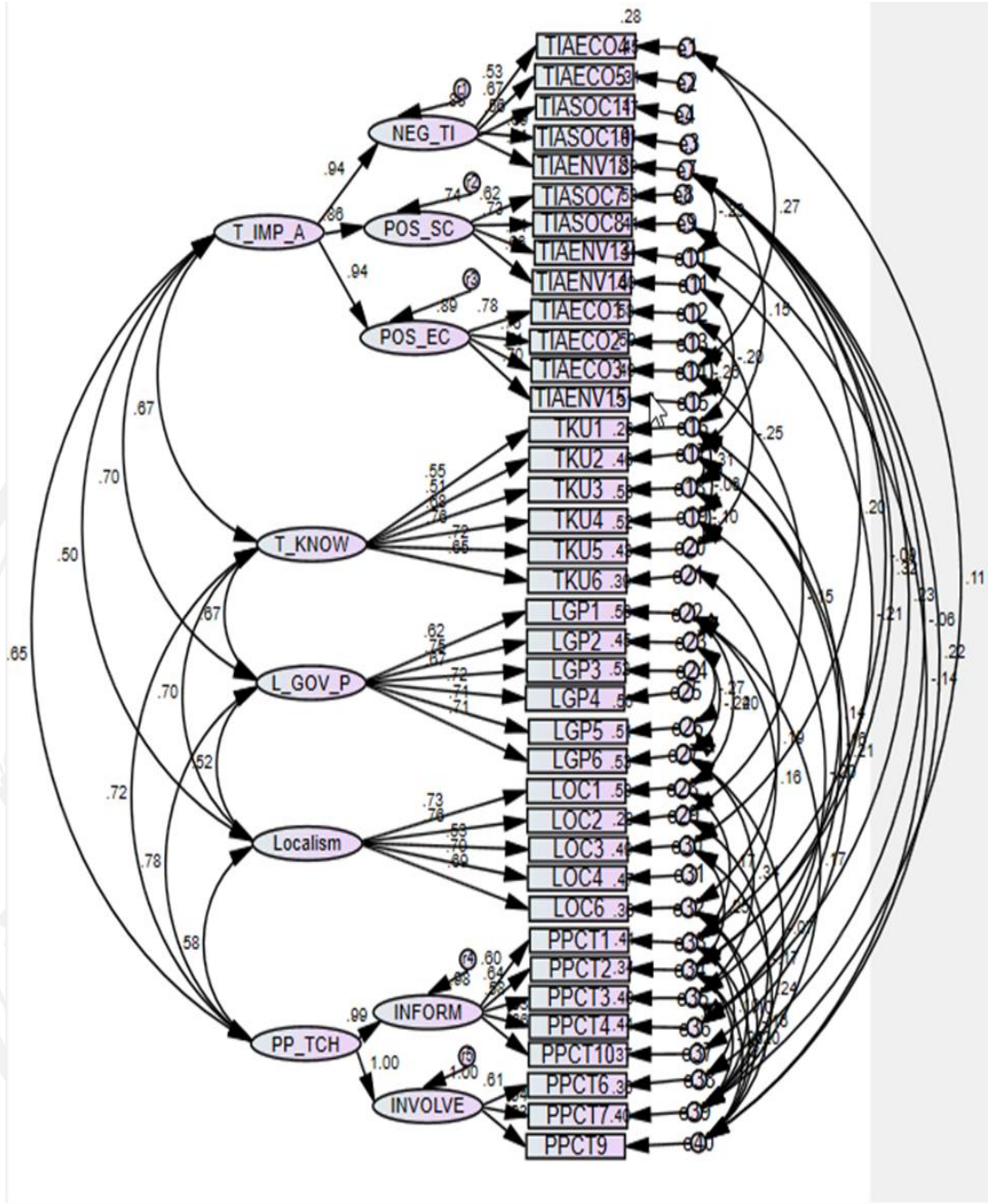


Figure 4.6 Overall measurement model for research constructs

The result demonstrated that the full measurement model fit was satisfactory with  $\chi^2/df= 2.032$ , P-value =0.000, GFI=0.913, AGFI=0.900, CFI=0.902, RMSEA=0.054, RMR=0.07, HOELTER(0.01) =251, as presented in Table 4.38, surpassed the recommended values (Hair et al., 2014; Schumacker & Lomax, 2010). Furthermore, Kula (2011) suggested Hoelter's Critical N Sample size of the proposed model equal or greater than 200 is evaluating model fit.

In addition, Table 4.38 presented statistics values of CFA for Overall measurement model the construct including standardized estimate, standard error (S.E.), critical ratio (C.R.), probability value (P-value), and construct reliability (CR) were 0.77 that greater than criteria significance of 0.70. Furthermore, the average variance extracted (AVE) was from 0.767, which findings established the existence of the convergent validity with a good model fit specifying that the measurement scales were reliable and valid representing the PP\_TCH construct well for further analysis.

Table 4.38 CFA Goodness-of-Fit Indices and Reliability and Convergent Validity for Overall measurement model for research constructs

	$\chi^2/df$	GFI	AGFI	CFI	RMSEA	RMR	HOELTER (0.01)	CR	AVE
Criteria	$\leq 3.00$	$\geq 0.900$	$\geq 0.900$	$\geq 0.900$	$\leq 0.07$	$\leq 0.07$	$\geq 200$	$> 0.7$	$> 0.5$
Initial model	2.873	0.751	0.716	0.803	0.073	0.86	220	-	-
Final model	2.032	0.913	0.900	0.902	0.054	0.07	251	0.777	0.767

Note: CR = construct reliability or composite reliability, AVE = average variance extracted

As summarized in Table 4.39, standardized factor loading for all variables was higher than the recommended value of 0.50. The Cronbach's alpha coefficient of all measurement scales was between 0.761 – 0.847 exceeding suggested thresholds

(>0.70). The convergent validity of all measurement scales was confirmed, as the composite reliability (CR) and average extracted variance (AVE) of all measurement scales were higher than the suggested value of 0.70 and 0.50, respectively (Hair et al., 2014).

Table 4.39 Results of Reliability and Convergent Validity of Measurement Model

Construct	Indicators	Standardized Factor Loading ( $\beta$ )	t-value	CR	AVE
T_IMP_A	Tourism Impact Awareness ( $\alpha = 0.765$ )			0.756	0.830
	Tourism Negative Impact Awareness (NEG_TI)	0.935	-	0.690	0.800
	TIAECO4	0.537	-		
	TIAECO5	0.691	9.060		
	TIASOC10	0.680	8.973		
	TIASOC11	0.559	7.953		
	TIAENV18	0.665	8.865		
	Tourism Positive Socio-cultural and Environment Impact Awareness (POS_SC)	0.818	7.710	0.761	0.792
	TIASOC7	0.634	-		
	TIASOC8	0.739	10.614		
	TIAENV13	0.636	9.556		
	TIAENV14	0.665	9.876		
	Tourism Positive Economic and Environment Impact Awareness (POS_EC)	0.954	9.097	0.818	0.899
	TIAECO1	0.793	-		
	TIAECO2	0.747	14.462		
	TIAECO3	0.725	13.952		

Construct	Indicators	Standardized Factor Loading ( $\beta$ )	t-value	CR	AVE
T_KNOW	TIAENV15	0.654	12.398	0.783	0.899
	Tourism Knowledge ( $\alpha = 0.761$ )				
	TKU1	0.607	-		
	TKU2	0.536	8.443		
	TKU3	0.710	10.449		
	TKU4	0.769	11.021		
	TKU5	0.733	10.683		
L_GOV_P	Local government policy ( $\alpha = 0.784$ )			0.833	0.655
	LGP1	0.648	-		
	LGP2	0.703	11.141		
	LGP3	0.667	10.682		
	LGP4	0.716	11.306		
	LGP5	0.696	11.058		
	LGP6	0.717	11.320		
Localism	Localism ( $\alpha = 0.782$ )			0.816	0.751
	LOC1	0.750	-		
	LOC2	0.759	13.191		
	LOC3	0.503	8.763		
	LOC4	0.703	12.281		
	LOC6	0.700	12.229		
	PP_TCH	Public participation in cultural heritage tourism ( $\alpha = 0.847$ )			
Getting tourism information (INFORM)					
PPCT1		0.553	-		
PPCT2		0.645	8.903		
	PPCT3	0.671	9.119		

Construct	Indicators	Standardized Factor Loading ( $\beta$ )	t-value	CR	AVE
	PPCT4	0.705	9.393		
	PPCT10	0.673	9.136		
Tourism (INVOLVE)	involvement	0.973	8.027	0.628	0.594
	PPCT6	0.611	-		
	PPCT7	0.513	7.951		
	PPCT9	0.661	9.648		

Hence, discriminant validity and correlation matrix among five constructs of the study should not be highly inter-correlated, correlation coefficient below 0.90, to confirm that each construct explains its indicators instead of other constructs in the model (Rex B Kline, 2015). As reported in Figure 4.6 and Table 4.40, the relationship between five constructs existed with the positive correlation coefficients from 0.534 to 0.653 that were greater than the estimated correlation coefficients (off-diagonal figures) among the constructs. Overall, the discriminant validity for this measurement model and the five constructs was supported.

Table 4.40 Discriminant Validity and Correlation Matrix among the Research Constructs

	T_IMP_A	T_KNOW	L_GOV_P	Localism	PP_TCH
T_IMP_A	1				
T_KNOW	0.627	1			
L_GOV_P	0.708	0.653	1		
Localism	0.472	0.674	0.534	1	
PP_TCH	0.664	0.691	0.820	0.549	1

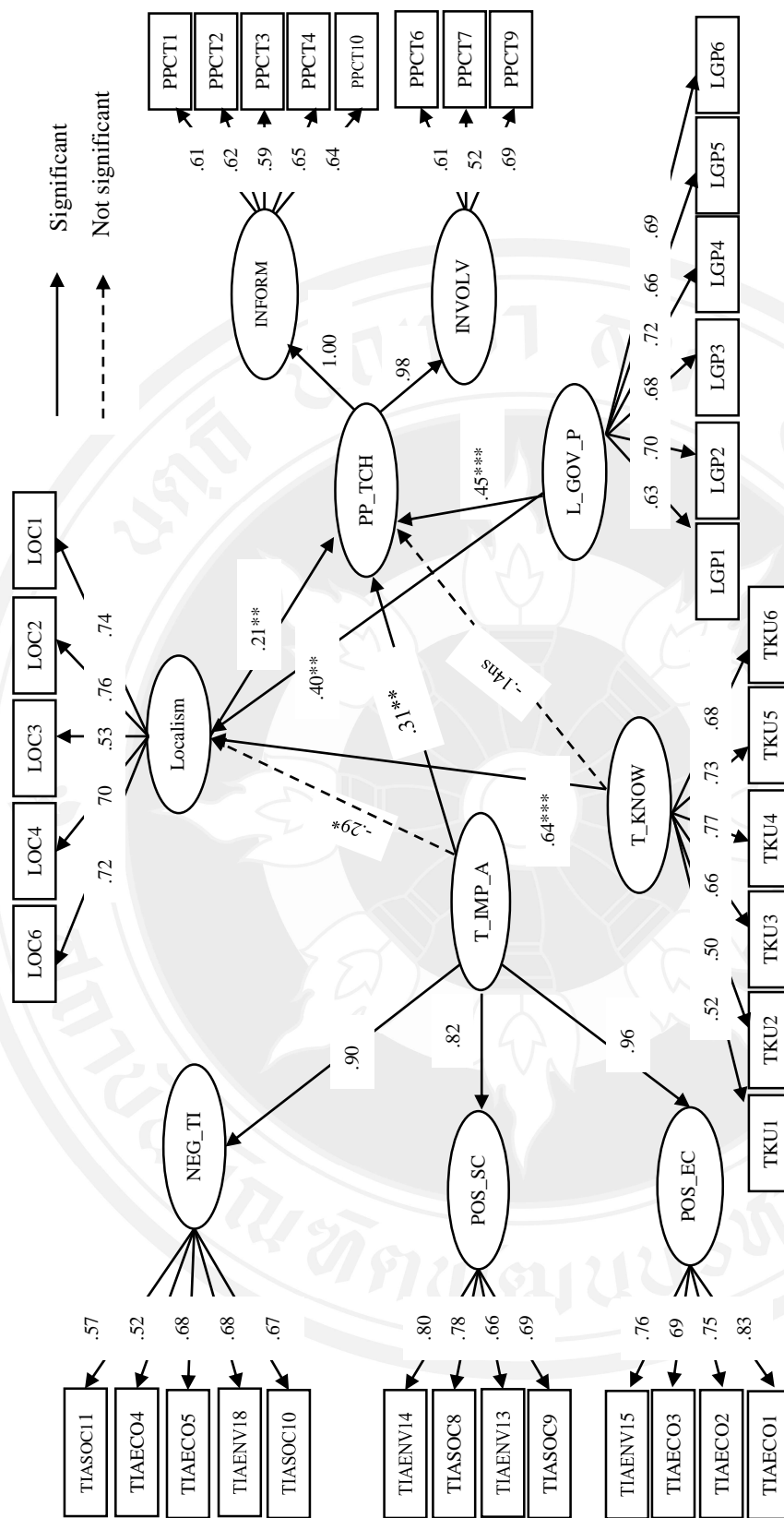
#### 4.6 Structural Model Testing Result

Lastly for CFA, the measurement model for SEM analysis included the five constructs of the study; Tourism Impact Awareness (T\_IMP\_A), Tourism Knowledge and Understanding (T\_KNOW), Local Government Policy (L\_GOV\_P), Localism, and Public Participation in Sustainable Cultural Tourism (PP\_TCH). After that, the measurement model of each construct acceptable goodness of fit, as presented in Figure 4.6 and Table 4.38

In this stage, the path among these five constructs was established as presented in Figure 4.7 for this structural equation model which is regarded as the hypotheses model of this study. The hypotheses model yielded a good fit to the data with  $\chi^2/df=1.521$ , P-value =0.000, GFI=0.910, AGFI=0.894, CFI=0.952, RMSEA=0.039, RMR=0.060, HOELTER = 411 which criteria that is greater than to 200, as presented in Table 4.41. All fit indices were within the acceptable range (Hair et al., 2014; Rex B Kline, 2015). These findings established the existence of the convergent validity with a good model fit specifying that the structural model testing scales were reliable and valid representing the overall model.

Table 4.41 Goodness-of-Fit Indices for the Structural Model Testing

	$\chi^2/df$	GFI	AGFI	CFI	RMSEA	RMR	HOELTER (0.01)
Criteria	$\leq 3.00$	$\geq 0.90$	$\geq 0.90$	$\geq 0.90$	$\leq 0.07$	$\leq 0.07$	$\geq 200$
Initial model	3.343	0.732	0.696	0.753	0.082	0.246	209
Final model	1.521	0.910	0.894	0.952	0.039	0.060	411



Note: \*p < 0.05, \*\*p < 0.01, \*\*\*p < 0.001, ns = Not significant  
 $\chi^2/df = 1.521$ , p, value = .000 GFI = .915, AGFI = .890, CFI = .987, MRM = .054, RMSEA = .021, HOELTER = 441

Figure 4.7 Tested Structural Model of Causal for Research Constructs

Table 4.42 as summarized the causal effect exerted by concerned variables which can be explained as follows.

Firstly, Tourism impact awareness (T\_IMP\_A) has a direct influence upon Localism (DE = -0.289), and Public participation in cultural heritage tourism (PP\_TCH) (DE = 0.309). Meanwhile, it exerts an indirect influence upon PP\_TCH (IE = -0.061). This total affect (TE) was -0.248.

Next the causal variable, Tourism knowledge has a direct influence upon Localism, with large effect size of 0.634, and meanwhile it has non-significance influence upon Public participation in cultural heritage tourism (PP\_TCH) of -0.143ns, it exerts an indirect influence upon PP\_SUS (IE = 0.134) also. The total effect (TE) was -0.009

Next, Local government policy (L\_GOV\_P) has a direct influence upon Localism (DE = 0.399). While, L\_GOV\_P has a total large effect size (TE) of 0.535 upon Public participation in cultural heritage tourism (PP\_TCH) which of direct influence (DE = 0.451) and indirect influence (IE = 0.084).

Meanwhile, Localism variable has only direct influence upon Public participation in cultural heritage tourism (PP\_TCH) of 0.211.

Hence, if considered in influence receiving perspective, it is demonstrated that Public participation in cultural heritage tourism is influenced most strongly by Local government policy (TE=0.535), Localism (TE = 0.211), Tourism knowledge (TE = -0.009), and Tourism impact awareness (TE = -0.289) respectively. Whereas Localism obtains highest influence from Tourism knowledge (TE = 0.634) followed by Local government policy (TE = 0.399), and Tourism impact awareness (TE = -0.289)

The results of square multiple correlations in Table 4.42 also showed that the variance of Localism ( $R^2$ ) were 0.421 having been described by the variable influence of Tourism impact awareness, tourism knowledge and understanding, and local government policy at 42.1 percent. While public participation in sustainable cultural tourism, it has been described by the variable influence ( $R^2$ ) were 0.657 (65.7%).



Table 4.42 Standardized Direct Effect, Indirect Effect, and Total Effect of Causal Variables

Causal Variable	Effect Variable					
	Localism			PP_TCH		
	DE	IE	TE	DE	IE	TE
T_IMP_A	-.289*	-	-.289	.309**	-.061	-.248
T_KNOW	.634***	-	.634	-.143ns	.134	-.009
L_GOV_P	.399**	-	.399	.451**	.084	.535
Localism	-	-	-	.211**	-	.211
	R <sup>2</sup>		.421			.657

#### 4.7 Hypothesis Testing

The following Figure 4.7 as presented the third objective of this study is to develop model of the causal factor affecting of tourism impact awareness, tourism knowledge, local government policy, and localism toward public participation in cultural heritage tourism mediated by localism. Therefore, SEM with the maximum likelihood method was performed to estimate for the parameters of the ten paths with only five latent constructs of the proposed hypothesized structural model as shown in Figure 4.8

Thus, Table 4.43 as summarized the result of hypothesis testing is derived from SEM path analysis for all hypotheses were eight proved to be supported by data. Meanwhile, another two hypotheses were not supported. Thus they were rejected.

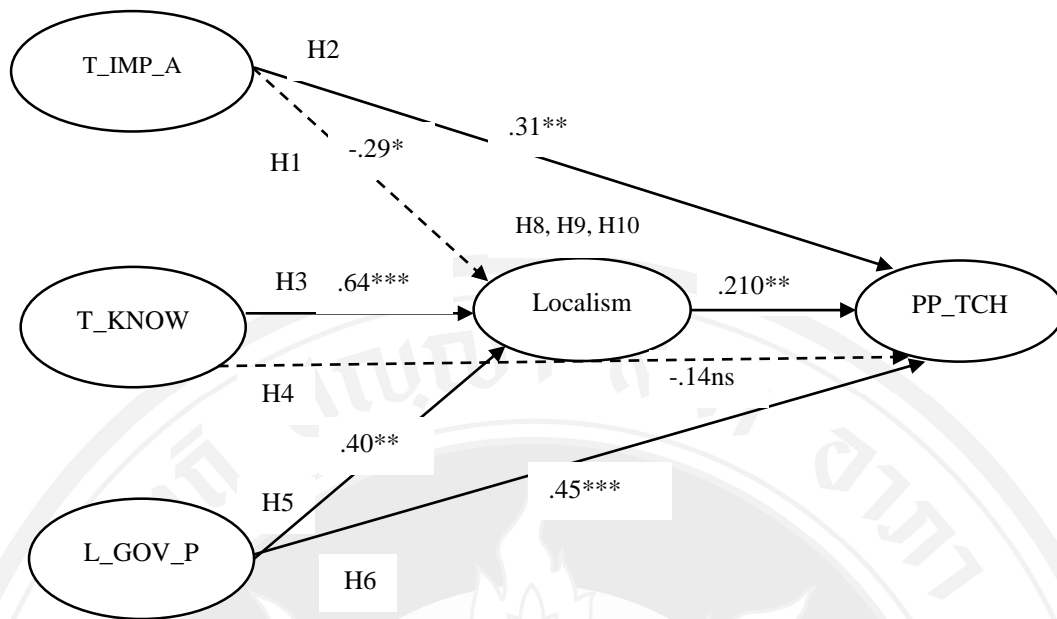


Figure 4.8 Hypothesis Testing Results

Note: —————> Significant    - - - - -> Not significant

\* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $P < 0.001$

$\chi^2/df = 1.521$ ,  $p, \text{value} = 0.000$  GFI = 0.915, AGFI = 0.890, CFI = 0.987, MRM = 0.054, RMSEA = 0.021, HOELTER=441

This section was used as a simple model with only five latent constructs as shown in Figure 4.7 for the interpretation of the hypothesis testing as following:

H1: Tourism impacts awareness will positively affect on localism.

Hypotheses 1 predicted that Tourism impact awareness (T\_IMP\_A) significantly affect on Localism. The structural model as presented in Figure 4.7 showed the path coefficient of the independent variable T\_IMP\_A on Localism, the mediating variable. In this study, T\_IMP\_A was in the form of high-tourism impact awareness perceived by negative tourism impact, positive socio-cultural and economic tourism impact, and positive economic tourism and environment impact, while Localism represents Localism toward senses of place of the local community. Hypothesis 1 was rejected by the empirical data because the finding showed tourism impact awareness inversely affect on localism ( $\beta = -0.29$ ,  $t = -2.29$ ,  $p < 0.05$ ). Besides,

the result showed T\_IMP\_A perceived by Localism significantly influence. This signifies that perceived tourism impact awareness can influence both direction on Localism

H2: Tourism impacts awareness will positively affect on public participation in cultural heritage tourism

Hypotheses 2 Tourism impacts awareness (T\_IMP\_A) was proposed to be positively affecting on public participation in cultural heritage tourism (PP\_TCH). The model presented the path estimates of T\_IMP\_A on PP\_TCH, demonstrated that T\_IMP\_A perceived by negative and positive tourism impact awareness is positively and significantly related to PP\_TCH, supporting Hypothesis 2 ( $\beta = 0.31$ ,  $t = 3.13$ ,  $p < 0.01$ ). The result signifies that the higher tourism impact awareness affects on public participation in tourism cultural heritage, is likely to display higher.

H3: Tourism knowledge will positively affect on localism.

Hypotheses 3 Tourism knowledge (T\_KNOW) was proposed to be positively affecting on Localism. The model presented the path estimates of T\_KNOW on Localism. The result revealed that T\_KNOW is positively and significantly related to Localism, supporting Hypothesis 3 ( $\beta = 0.64$ ,  $t = 5.37$ ,  $p < 0.001$ ). The result signifies that the higher tourism knowledge and understanding affects on localism; thus, once tourism knowledge and understanding is high, the local are likely exhibit higher also.

H4: Tourism knowledge and understanding will positively affect on public participation in tourism cultural heritage.

Hypotheses 4 Tourism knowledge and understanding (T\_KNOW) was proposed to be positively affecting on public participation in cultural heritage tourism (PP\_TCH). The model presented the path estimates of T\_KNOW on PP\_TCH, demonstrated that T\_KNOW is not significant ( $\beta = -0.14$ ,  $t = 0.15$ , ns). Hypothesis 4 was rejected by the empirical data because tourism knowledge exposed an insignificant effect on public participation in tourism cultural heritage.

H5: Local government policy will positively affect on localism.

Hypotheses 5 postulated that local government policy (L\_GOV\_P) is positively affecting on localism. The model presented the path estimates of L\_GOV\_P on Localism. Results showed local government policy is positively and significantly affecting on localism, supporting Hypothesis 5 ( $\beta = 0.40$ ,  $t = 2.70$ ,  $p < 0.01$ ), signifying that the more support from local government is available, the more the local will likely be having better sense of place.

H6: Local government policy will positively affect on public participation in tourism cultural heritage.

Hypotheses 6 postulated that local government policy (L\_GOV\_P) is positively affecting on public participation in cultural heritage tourism (PP\_TCH). The model presented the path estimates of L\_GOV\_P on PP\_TCH. Results showed local government policy is positively and significantly affecting on public participation in tourism cultural heritage, supporting Hypothesis 6 ( $\beta = 0.45$ ,  $t = 4.15$ ,  $p < 0.001$ ), confirming that the more support of local government policy exhibits, the better public participation in cultural heritage tourism will likely be achieved.

H7: Localism will positively affect on public participation in cultural heritage tourism

Hypotheses 7 localism was proposed to be positively affecting on public participation in cultural heritage tourism(PP\_TCH). The path estimates of the mediating variable (Localism) on the dependent variable (PP\_TCH) was conducted. Hypothesis 7 was significant ( $\beta = 0.21$ ,  $t = 2.74$ ,  $p < 0.01$ ), confirming that Localism is a positively and significantly affecting on PP\_TCH. This means that sense of place of the local community will increase public participation in cultural heritage tourism to be achieved.

H8: Public participation in cultural heritage tourism will be positively affected by tourism impacts awareness through the mediator of localism.

As for Hypothesis 8, Localism was proposed to mediate the relationship between Tourism impact awareness (T\_IMP\_A) and Public participation in cultural heritage tourism (PP\_TCH). The results showed Localism the mediating effect between T\_IMP\_A and PP\_TCH was not supporting with standardized DE = 0.309, IE = -0.061, TE = -0.248. Consequently, Hypothesis 8 was rejected because tourism impact awareness was direct effect to public participation in cultural heritage tourism stronger than indirect effect.

H9: Public participation in cultural heritage tourism will be positively affected by tourism knowledge through the mediator of localism.

Hypotheses 9 propose that the local will mediate the relationship between tourism knowledge (T\_KNOW) and public participation in cultural heritage tourism (PP\_TCH). The results showed Localism the mediating effect between T\_KNOW and PP\_TCH was supporting Hypothesis 9 with standardized DE = -0.143, IE = 0.134, TE = -0.009. This hypothesis was confirmed.

H10: Public participation in cultural heritage tourism will be positively affected by local government policy through the mediator of localism

Hypotheses 10 propose that the local will mediate the relationship between local government policy (L\_GOV\_P) and public participation in cultural heritage tourism (PP\_TCH) will be positive. The results demonstrated that the mediating affect of L\_GOV\_P between PP\_TCH was accepted Hypothesis 10, standardized DE = 0.451, IE = 0.084, TE = 0.535.

Hence, overall results as presented in Table 4.43 for the hypothesized structural model testing show that the empirical data supports seven out of ten proposed hypotheses, except for Hypothesis 1, Hypothesis 4, and Hypothesis 8.

Table 4.43 Hypothesis Testing Results

No.	Hypothesis	Result
H1	Tourism impacts awareness will positively affect on localism.	Rejected
H2	Tourism impacts awareness will positively affect on public participation in cultural heritage.	Accepted
H3	Tourism knowledge will positively affect on localism.	Accepted
H4	Tourism knowledge will positively affect on public participation in tourism cultural heritage.	Rejected
H5	Local government policy will positively affect on localism.	Accepted
H6	Local government policy will positively affect on public participation in tourism cultural heritage.	Accepted
H7	Localism will positively affect on public participation in tourism cultural heritage.	Accepted
H8	Public participation in cultural heritage tourism will be positively affected by tourism impacts awareness through the mediator of localism.	Rejected
H9	Public participation in cultural heritage tourism will be positively affected by tourism knowledge through the mediator of localism.	Accepted
H10	Public participation in cultural heritage tourism will be positively affected by local government policy through the mediator of localism	Accepted

## 4.8 Summary

This chapter presents the empirical results both in descriptive statistics and inferential statistics. The data (n=502) were initially assessed for the normality. Then, the factor analysis was conducted with all proposed constructs. Exploratory factor analysis (EFA) revealed five constructs and a series of confirmatory factor analysis (CFA), both second-order CFA, including Tourism Impact Awareness (T\_IMP\_A) construct and Public Participation in Cultural heritage tourism (PP\_TCH) construct, and first-order CFA, including Tourism Knowledge (T\_KNOW), Local Government Policy (L\_GOV\_P), and Localism construct. The CFA was performed for each construct as well as the overall measurement model and modified to achieve the model fit. The construct validity for all measurement scales was supported. Then, structural equation modelling (SEM) was performed and demonstrated that the structural model achieved the model fit with the results of hypotheses testing. Seven out of ten hypotheses were confirmed, except the direct relationship between tourism impact awareness and localism; tourism knowledge and public participation in tourism cultural heritage; indirect relationship between tourism impact awareness and public participation in cultural heritage tourism under mediating localism.

Hence, the effects on PP\_TCH as shown in Figure 4.8, L\_GOV\_P have the strongest effect among the three independent variables, followed by T\_IMP\_A and T\_KNOW confirmed by the value of standardized indirect effect.

Regarding the observed variables of L\_GOV\_P strongly effect on Localism and PP\_TCH, including the local government contributes to community network to foster youth love in local culture; provide opportunities for the local community to express its opinions on the cultural tourism; the local community participates in the monitoring and evaluation of the cultural tourism development of the local government. The results indicate of T\_IMP\_A on Localism and PP\_TCH that the most influential impact is tourism positive economic and environment impact awareness, followed by tourism negative impact awareness, and tourism positive socio-cultural and environment impact awareness. Finally, they indicate' T\_KNOW strongest effects on Localism, and indirect effect on PP\_TCH, including the local community requiring to participate in cultural tourism; sharing knowledge between

the local community and outsider; knowledge-stewarding communities to develop into tourism activities.





## CHAPTER 5

### CONCLUSION, DISCUSSION AND RECOMMENDATION

This chapter presents (1) overview of the study, (2) summary of study finding, (3) discussion of research findings, (4) research implication, (5) research contributions, and (6) recommendation for future research.

#### 5.1 Overview of the Study

This study relies mainly on the quantitative investigation, aiming to achieve the following research objectives:

- 1) To examine tourism impact awareness, tourism knowledge, local government policy, and localism toward public participation in cultural heritage tourism.
- 2) To investigate constructs of tourism impact awareness, tourism knowledge, local government policy, and localism toward public participation in cultural heritage tourism by localism mediating.
- 3) To develop model of the causal factor affecting of tourism impact awareness, tourism knowledge, local government policy, and localism toward public participation in cultural heritage tourism mediated by localism.

To serve these objectives, questionnaire was chosen as the survey instrument. The survey was carried out on the methods of quota and purposive sampling with a total amount of 510 subjects exceeding the recommended rule of 10:1 ratio of cases to variables that are the appropriate sample size for SEM analysis (Hair et al., 2014).

- 4) The questionnaire had seven parts in total: Part 1 demographic characteristic, Part 2 tourism impact awareness, Part 3 Tourism knowledge, Part 4 government policy, Part 5 localism, Part 6 Public participation in tourism cultural heritage, and Part 7 Suggestion. The questionnaire was designed in five-point Likert

scale ranging from strongly agree to strongly disagree. Before the data collection was performed, the questionnaire quality was assured by index of Item- Objective Congruence (IOC) checked by three experts, accompanied by a try out test administered with 30 samples to test on whether the questionnaire was adequately valid and reliable.

After the collection of data was completed, 510 questionnaires has eight questionnaires removed due to incomplete information, resulting in 502 usable. The statistical analysis was then performed with descriptive and inferential methods. The descriptive statistical method was used to give overall details about demographic data of the samples, along with the respondent's degree of perception in each individual section whereas the inferential statistical method was used to do factor analysis and test hypotheses. Prior to structural equation modeling, factor analysis was conducted in all measurement models. The EFA was performed particularly with tourism knowledge and understanding, local government policy, and localism constructs as the dimensionality in these three factors were still unclear, while tourism impact awareness and public participation were implemented to test the relationship between variables and regroup. The EFA was performed by using SPSS software with 150 samples based on principal component analysis method together with varimax rotation.

Then, the CFA process was employed thereafter with 352 samples, all five constructs by using AMOS software to test overall goodness of fit in each individual measurement model. The results of CFA in all five constructs demonstrated acceptable model fit indices with statistically significant standardized estimates.

In the last steps, for structural model process, the results demonstrated that the full structural model fit was good fit indices with  $\chi^2/df=1.150$ , P-value = .007, GFI=0.915, AGFI=0.890, CFI=0.987, RMSEA=0.021, RMR=0.054, HOELTER=441.

## 5.2 Summary of Study Finding

This section presented demographic characteristics of samples and summarized research question answers.

### 5.2.1 Demographic Characteristics of Samples

Data were collected from 502 respondents who have been living in communities around the Si-thep ancient, including Ban Lak Muang community (153 persons), Si-Thep Noi community (116 persons), Bung Na Chan community (112 persons), Natakudpattana community (71 persons) , and Sa Prue community (50 persons) based on lottery sampling technique.

Female was most of respondents, 74.10% with a total number of 372 persons; and 26.89% were aged between 58 to 67 years. In terms of educational background, more than half of respondents, 61.16% with 307 persons had no high school degree, very small proportion was shared by the respondents with postgraduate level and above at only 0.40%.

Considering lived in the community, it found that more than 40 years with a proportion of 49.20% or 247 persons nearly half of respondents, following by 11-20 years with a proportion of 14.74% or 74 persons. Meanwhile, 440 respondents (87.65%) were not directly involved in the organization of tourism services in the community.

### 5.2.2 Research Question Answers

Research question 1: What are the levels of tourism impact awareness, tourism knowledge, local government policy, localism, and public participation in tourism cultural heritage?

The finding study demonstrated a High level of perception to an overall of five variables ( $\bar{X}$  =3.60). Considering in individual aspect, Localism ( $\bar{X}$ =4.04) showed that Very high level of perception can be found in four attributes: LOC1, LOC2, LOC5, and LOC6 ( $\bar{X}$  range from 4.21 to 4.40), while High level of perception can be found in LOC3, LOC4, LOC7, and LOC8 ( $\bar{X}$  range from 3.64 to 4.13).

Following by Tourism knowledge, it showed High level of perception ( $\bar{X}$ =3.61). Besides, it was also clear that every single aspect (TKU1, TKU3, TKU4, TKU5, TKU6) was perceived in a High level ( $\bar{X}$  range from 3.45 to 3.98) with only TKU2 was a moderated level.

In part of Tourism impact awareness ( $\bar{X}$ =3.53) with all three aspects Economic tourism impact awareness, Socio-cultural tourism impact awareness, and Environment tourism impact awareness falling in the range of High level of  $\bar{X}$ =3.49, 3.51, and 3.60 respectively.

Likewise to Local government policy ( $\bar{X}$ =3.46), the study result showed High level of perception to overall perceived support of local government policy with half of aspects were falling in High ( $\bar{X}$  range from 3.42 to 3.73) and Moderated level ( $\bar{X}$  range from 3.25 to 3.37).

In addition, Public participation in cultural heritage tourism was moderated level of perception to overall public participation in cultural heritage tourism ( $\bar{X}$ =3.36), it is shows that high level of public participation can be found in five attributes: PPCT1, 3, 6, 7, 13 ( $\bar{X}$  range from 3.49 to 3.74), while Moderated level can be found in PPCT2, 4, 5, 10-12 ( $\bar{X}$  range from 3.12 to 3.32).

Research question 2: What are the causal factors affecting public participation in cultural heritage tourism?

The analysis result of EFA revealed five constructs namely; Tourism impact awareness including negative tourism impact, positive socio-cultural and environment impact, and positive economic and environment impact; Tourism knowledge; Local government policy; Localism; Public participation in cultural heritage tourism including in getting tourism information, and tourism involvement.

Next, the results of CFA in all five constructs demonstrated acceptable model fit indices with statistically significant standardized estimates as follows:

- Tourism impact awareness:  $\chi^2/df=2.835$ , P-value = 0.000, GFI=0.930, AGFI=0.899, CFI=0.941, RMSEA=0.072, RMR=0.069;
- Tourism knowledge:  $\chi^2/df =3.664$ , P-value=.003, GFI=0.983, AGFI=0.929, CFI=0.982, RMSEA=0.087, RMR=0.038;

- Local government policy:  $\chi^2/df=2.693$ , P-value=.013, GFI=0.985, AGFI=0.947, CFI=0.987, RMSEA=0.069, RMR=0.028;
  - Localism:  $\chi^2/df=2.512$ , P-value=0.028, GFI=0.987, AGFI=0.960, CFI=0.986, RMSEA=0.066, RMR=0.026;
  - Public participation in sustainable cultural tourism:  $\chi^2/df=2.630$ , P-value = .000, GFI=0.973, AGFI=0.935, CFI=0.971, RMSEA=0.068, RMR=0.043;
- and overall measurement model fit was satisfactory with  $\chi^2/df= 2.032$ , P-value =0.000, GFI=0.913, AGFI=0.900, CFI=0.902, RMSEA=0.054, RMR=0.07. HOELTER=441.

Referring to the hypothesis testing through path analysis, it was discovered that eight out of ten hypotheses are supported by the empirical data as evidenced in the table 4.40. Based on the testing results, the causal-effect relationship between variables can be summarized as follows:

Firstly, Tourism impact awareness has direct negative effects upon localism, while tourism impact awareness has direct positive effects public participation in cultural heritage tourism.

Secondly, Tourism knowledge has positive direct effects upon localism. However, it fails to effect directly on public participation in cultural heritage tourism.

Next, Local government policy has positive direct effects upon localism and public participation in cultural heritage tourism.

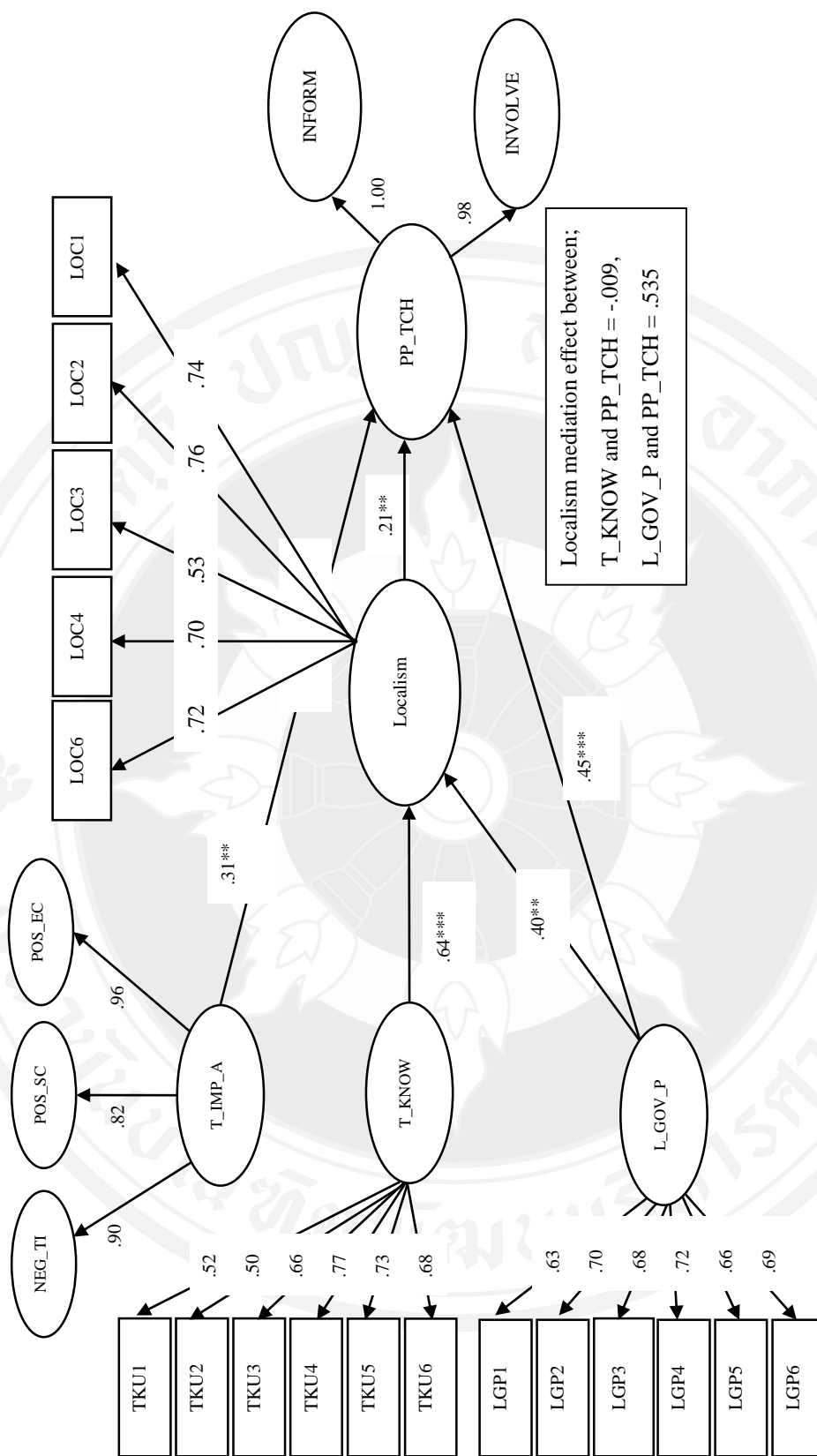
Lastly, Localism has positive direct effects upon public participation in cultural heritage tourism.

In terms of mediation effects, it was evidenced that the mediating role of localism is significant to the relationship between constructs, including (1) tourism knowledge and public participation in cultural heritage tourism, and (2) local government policy and public participation in tourism cultural heritage, the hypotheses number 9 and 10 supported by data. However, localism's mediations do not occur in the relationship between tourism impact awareness and public participation in tourism cultural heritage. Thus, the hypotheses number 8 are not supported by data.

Research question 3: What is the theoretical model development based on causal factors and the factors that affect public participation in cultural heritage tourism under mediating localism?

Good model fit indices confirmed the theoretical model:  $\chi^2/df= 1.521$ , P-value =0.000, GFI=0.910, AGFI=0.894, CFI=0.952, RMSEA=0.039, RMR=0.060, HOELTER=441 after modifications with error correlation were made, demonstrating that the hypothesized model fits the data as illustrated in the following figure.





$\chi^2/df= 1.521$ , P-value =0.000, GFI=0.910, AGFI=0.894, CFI=0.952, RMSEA=0.039, RMR=0.060, HOELTER=441

Figure 5.1 Developed a Theoretical Model of the Causal Factors toward Public Participation in Cultural Heritage Tourism

According to the above model, Tourism knowledge (T\_KNOW) and Local government policy (L\_GOV\_P) have a significant direct effect on Localism with direct effect size of 0.64 and 0.40 respectively. Meanwhile Tourism impact awareness (T\_IMP\_A) has a negative effect with -0.29. Therefore, the local community perceives in high tourism impact awareness may commit to have less itself more than the local who perceive in low tourism impact awareness. That may be the result of concern for negative tourism impact consequences.

In term of Public participation in Cultural Heritage Tourism, Local government policy (L\_GOV\_P), Tourism impact awareness (T\_IMP\_A), and Localism have a significant direct effect on Public participation in cultural heritage tourism (PP\_TCH) with direct effect size of 0.45, 0.31, and 0.21 respectively. That showed the local government policy is the highest influence to public participation in cultural heritage tourism especially providing tourism development information to the community.

The mediating effects of Localism indirectly effects over Public participation in cultural heritage tourism, Tourism knowledge (T\_KNOW) and Local government policy (L\_GOV\_P) have casts a size of indirect effect over Public participation in cultural heritage tourism (PP\_TCH) (TE= -0.009 and 0.54 respectively). The study model showed localism as good as the mediation on local government policy to cause of PP\_TCH. Whereas, if it is to promote only tourism knowledge, it will not be able to cause PP\_TCH significantly. Therefore, promoting knowledge to be the significant cause public participation to have to first create localism. Furthermore, Tourism impact awareness (T\_IMP\_A) shows that direct effects are better than the indirect effect on PP\_TCH with total effect size of -.248. It could be interpreted as significantly promote public participation in cultural heritage tourism; it could be promoting the perception of tourism impact awareness directly.

Discussing in more detail for each predictor, positive economic and environment tourism impact (POS\_EC) were 0.96 presenting the highest degree of tourism impact awareness, followed by negative tourism impact (NEG\_TI) at 0.960, and positive socio-cultural and economic tourism impact (POS\_SC) at 0.82. Whereas, considering to tourism knowledge construct results that TKU4 has the highest degree, followed by TKU6, and TKU5 respectively. Local government policy construct



results that LPG4 has the highest degree, followed by LGP2 and LGP6 respectively. Concerning localism, which exerts the direct effect toward public participation in tourism cultural heritage, LOC1 was proven to be the most significant predicting aspect, followed by LOC2 and LOC4 respectively. When considering public participation in tourism cultural heritage, it is found that getting tourism information (INFORM) has the most potent explaining ability in the factor, accompanied by tourism involvement (INVOLVE).

### **5.3 Discussion of Research Findings**

This section discusses relevant issues of research findings before applying to theoretical implications and research contributions.

#### **5.3.1 Tourism Impact Awareness**

The study indicates the perception of tourism impact awareness, as evidenced by overall scores falling in the **HIGH** level. The result of the investigation reflects a good situation. The finding is similar to Nyaupane and Timothy (2010) who identified that tourism impact awareness can be formed from receiving and perceiving community impact.

The study a particularity was encountered within these cases, because it is generally special of economic benefit (Hanafiah, Jamaluddin, & Zulkifly, 2013; S. Kim, Park, & Phandanouvong, 2014). These communities perceived the environment impacts favorably, followed by the socio-cultural ones, and the economic impacts lastly. When considering each aspect, environment tourism impact awareness was that the local were aware of preservation, regulations or guidelines for the long-term restoration of natural, and also learned to take advantage from the environment in the community. Based on closeness between the community and environment, Mihalic (2016) has confirmed that local community's awareness is growing concern about tourism and its effects on the social, cultural and natural environment has benefited the tourism development. This is important to environment protection and preservation related to the community value to ensure that the benefits to

stakeholders are greater than loss of environmental costs context as Lee and Hsieh (2016) and Lim et al. (2017).

In term of economic tourism impact awareness, there are still some certain attributes to be aware of good job, distributes incomes, and increases of opportunity investment for small local business. As environment tourism impact awareness is included in the community being aware in preserved natural, and learning to use the natural resource. Certainly, there must be a long-term measure for the conservation of natural resources. While considering socio-cultural tourism impact awareness: tourism increase awareness of restoration local cultural and local wisdom and pass to the next generation; preferring infrastructure such as road, public service, signpost, and internet; cultural exchange between the locals and outsider are supported by the result of Jimura (2011) and Sharpley (2014) stating that socio-cultural tourism impact can be improving quality of life, destination's facilities and infrastructures. Moreover, developing of basic infrastructure such as road, hospital, education, banking can be increasing satisfaction of the local community (Sharpley, 2014).

Besides, the results do not show only one side of tourism impacts. It also shows that concurrent positive economic and environment tourism impact has been assessed in terms of localism willingness to public participation in sustainable cultural tourism. Andersson and Lundberg (2013) studied sustainability of tourism event and they found the environment impact is alarmingly very low, when compared with the economic impact and the socio-cultural impact. Therefore, they suggested the impact assessment should be concerning the overall impact at the same time. Even though the environment is difficult to analyze in value utilization. Likewise, the results show both positive socio-cultural and environment tourism impact that contribute to the localism willingness to participation as well. According to Yu et al. (2018), it showed that both socio-cultural and environment impacts conduce the community living experience and influence to the community support for tourism development.

Furthermore, the study found that the perceptions of both positive and negative tourism impacts were similarly high supported by the results of Vareiro et al. (2013) and Harun et al. (2018). The most of the local community were significant level of the positive impact agree that money spent by tourists means higher income and subject well-being; tourism agrees with the conservation and restoration of both

tangible and intangible culture. Meanwhile, what is noteworthy is the community recognizes the negative impacts of tourism. This results in cost and price of goods and services and benefits in some groups. The context is supported by many scholars investigating that the local community pays more attention to economic impact (Chi, Cai, & Li, 2017; Mitchell & Reid, 2001; Nicholas et al., 2009; Vargas-Hernández, 2012; Yu et al., 2018). Also they worry regarding the negative ones which constitute destroyed natural areas, local cultural change, and competition from outside investors increased as well. (Ahmad, 2013; Dickinson et al., 2013). These factors can lead to the local community participation in tourism.

Thus, both positive and negative tourism impacts are the essential factors for tourism development, and toward sustainable cultural tourism. It is needed to find the appropriate model which can be applied in practice, and which can reduce negative tourism impact in their localism.

### **5.3.2 Tourism Knowledge**

Tourism knowledge is the key for tourism community development (Laverack & Thangphet, 2007), while education and information is while education and information is essential for the local community to participate in the planning process (Pearce, 2003). The study indicates the tourism knowledge perception of localism as evidenced by overall scores falling in HIGH level. The result of study definitely reflects tourism knowledge's great potential in the local community as well as participation in cultural heritage tourism based on tourism knowledge perception. The aspect of sustainable cultural tourism management requires the participation of the community to be successful, it needs all of localism participation was perceived the highest value of tourism knowledge that claim was supported Saarinen (2010) pointed out the level of understanding of tourism development being basically successful of community participation. In addition, sustainable cultural tourism is a part of sharing knowledge between the local community and outsider as similar to the research of Erick T Byrd (2007) indicated that educating and informing required the local community to strengthen the sustainable tourism development. It will also allow for a stronger understanding of the tourism impacts that the community perceives and the actual impacts that result from tourism, thus resulting in the made decisions can

utilize the shared wisdom of all the stakeholders. Moreover, these knowledge were suggested by Martínez-Pérez et al. (2015) in which innovation antecedents in cultural tourism, the study found that before knowledge can be driving the bridging capital and eco-innovations, they need to have a higher wisdoms knowledge.

### **5.3.3 Local Government Policy**

Local government policy is the important factor that influences the local community to participate in tourism development process (Dabphet, 2012), and support tourism facilities and marketing as well (Laverack & Thangphet, 2007; Yu et al., 2018). The study indicates the local government policy perception of localism as evidenced by overall scores falling in HIGH level. Furthermore, on the government support in development aspect, this study found this local government policy plays an important role in contribute to conservation, restores the culture and local pride. These were consistent with Abankina (2013) and Nyaupane and Timothy (2010) claimed that the government must concern the local identity and sensation along with building a community network and encouraging youth to love the local culture.

Meanwhile, some authors were suggesting greater communication, spreading, guiding and providing assistance between localism and government about knowledge and tourism action opportunity (Erick T Byrd, Bosley, & Dronberger, 2009; Vargas-Hernández, 2012). Nevertheless, this study found there were further required improvement since they were evaluated merely as Moderate level; those are related to the opportunity and provided localism a guideline in participation tourism development. Additionally, it is consistent with Mathew and Sreejesh (2017) stated that local government is very vital to ensure offered capacity building program and institutional members to improve their perception on tourism and its sustainability in community.

Besides, considering for participation in monitor and evaluation of tourism development, it still has the lowest scores that should be urgent improved to public participation in sustainable tourism.

#### **5.3.4 Causal Links between Tourism Impact Awareness, Tourism Knowledge, and Local Government Policy toward Public Participation in Cultural heritage tourism under Localism Mediator**

In summary, the study results indicate that (a) three sub-categories can be extracted from tourism impact awareness: negative tourism impact awareness, positive socio-cultural and economic tourism awareness, and positive economic and environment tourism awareness (b) tourism impact awareness, tourism knowledge, and local government policy have a positive effect on localism (c) tourism impact awareness, tourism knowledge, and local government policy have a positive effect on public participation in cultural heritage tourism (d) localism is the mediator between tourism impact awareness, tourism knowledge, and local government policy and public participation in tourism cultural heritage.

Thus, for determining the relationship between variables, the researcher discusses the following by the hypothesis that was in chapter two.

H1: Tourism impacts awareness will positively affect on localism. (Rejected)

Hypothesis 1 was a rejected which the result that is significant for a direct effect, but the influence inverses of the tourism impact awareness to localism that is accordant with the study of Rasoolimanesh, Jaafar, Kock, et al. (2017) and McGehee and Andereck (2004). They found that the local who are more community attached or have more length of stay that they are worried about negative tourism impact as well. Besides, Su et al. (2018) studied stakeholders in the destination should have responsibility for all tourism impact and found that stakeholder who perceived negative impacts was not significant on resident quality of life and support for tourism development. On the other hand, tourism impact awareness should also have a positive tourism impact which many scholars investigated the significant relationship between these two factors (D.-W. Ko & Stewart, 2002; Látková & Vogt, 2012; Lim et al., 2017; Saarinen, 2010). Thus, according to Jimura (2011), it was found that tourism has brought economic and local pride; it was declining feeling and spirit of the locals at the same time and also led to split between heritage and surrounding community.

H2: Tourism impacts awareness will positively affect on public participation in cultural heritage tourism. (Accepted)

According to the study result, it showed that tourism impacts awareness will positively affect on public participation in tourism cultural heritage. There is evidence of a positive relationship between tourism impacts awareness and public participation in sustainable cultural tourism as previous findings (Harun et al., 2018; Látková & Vogt, 2012; Oviedo-Garcia, Castellanos-Verdugo, & Martin-Ruiz, 2008; Sinha, 2019). This finding found that who employed higher tourism impact benefits; it has more involvement in tourism development process. Especially, positive economic impact is significantly predicting the rural support future tourism (Buckley, 2012; Okech, 2010).

To be given to sustainable cultural tourism, Choi and Sirakaya (2006) suggested implementation of indicators assisting destination managers to the goal of sustainable cultural tourism that the local community should be alert to social changes and negative tourism impact on natural and cultural resources.

H3: Tourism knowledge will positively affect on localism. (Accepted)

This research found that tourism knowledge has a significant direct effect on localism with the strongest effect size. This finding of understanding supported and localism supported by a prior study (Jackson et al., 2014; Nyaupane & Timothy, 2010; Timothy, 2000). They found that knowledge of tourism impact is the basic knowledge for the local community to improve local awareness, local participation, and preservation of their local culture. Besides, it can be implied that a high community capacity in service skills and tourism activities for tourism development based on community background (Supaporn Prasongthan & Warangkana Adisornprasert, 2016).

H4: Tourism knowledge will positively affect on public participation in cultural heritage tourism. (Rejected)

Surprisingly, it resulted that the proposed model did not corroborate a direct

effect of the tourism knowledge on public participation in tourism cultural heritage, which contradicted the claims made by many scholars who investigated the significant relationship between these two factors (Cárdenas et al., 2015; Dabphet et al., 2012; Pearce, 2003; Yan & Morrison, 2008). They confirmed that the local's tourism knowledge and understanding influenced on community participation in tourism cultural heritage. While, the study found that tourism knowledge is non-significant for direct influence toward public participation in tourism cultural heritage, it seems to be a part of result of the local still lacking adequate knowledge and maybe also the low education level. Thus, it resulted in relatively less participation. Being consistent with Choi and Sirakaya (2006) studied in "Sustainability indicators for managing community tourism", the survey found that a top priority failures in implementing indicators at the local level have been a lack of education and also resulted in participation in all stakeholder and led to limited access to plan constraints and power as well (Cevat Tosun, 2000).

H5: Local government policy will positively affect on localism. (Accepted)

According to the study result, it showed that local government policy has a positive effect on localism with direct effect at 0.40. This finding is similar to many study's results (Connell et al., 2009; Khanthong Jaidee & Ludech Girdwichai, 2016; Laverack & Thangphet, 2007; Saufi et al., 2014; S. Wilson et al., 2001; Yu et al., 2018; Zhou et al., 2017). They found that the local government can be thrive tourism in community by the policy support, budget, infrastructure, education program and others. The local government highly needs local community to be concerned about tourism development impact. In addition, these supports are still collecting, exchanging and disseminating knowledge of the community in order to inherit these wisdoms (Connell et al., 2009).

H6: Local government policy will positively affect on public participation in cultural heritage tourism. (Accepted)

According to the study result, it showed significance for a direct effect of local government policy and public participation in tourism cultural heritage. It has the

strongest positive effect. The finding is consistent with the recent work of Rasoolimanesh, Jaafar, Ahmad, et al. (2017) who found that the local government needs to have policies to encourage the local to participate in the all level of tourism development by plan, funding, knowledge, and network. As suggested by numerous studies, the government must also have integrated tourism development plan through helping localism aware, preserve, and enhance the community culture, and consequently leading to create cultural tourism program (Brendehaug et al., 2017; Kiper et al., 2011; Vargas-Hernández, 2012; Yi Wang & Bramwell, 2012). Furthermore, Idilfitri Idilfitri et al. (2015) added that the public participates success, the government will inform in all states, interaction, concern in feedback, advice, and implement decision. Thus, not only the local willingness participates in sustainable tourism, it is still highly reliant on local government rather than individual's localism.

H7: Localism will positively affect on public participation in cultural heritage tourism. (Accepted)

This research found that localism has a significant direct effect on public participation in tourism cultural heritage. The finding is consonant with Lee (2013), Nicholas et al. (2009) and Suthamma Nitikasetsoontorn (2015), they found that sense of place and community attachment have a positive impact on public participation in tourism cultural heritage, for example, love and local pride, awareness in cultural value and a sense of belonging in way of life and tradition, and desire to share the community story. These results were significant to localism support sustainable tourism and success of community tourism development. Besides, it can be implied that a high degree of sense of place increased participation in sustainable cultural tourism (Marzuki et al., 2012; Pearce, 2003; Tawee Chaisomphob et al., 2004). On the other hand, some author claimed that community attachment was not significant with the local community support tourism development (Nunkoo et al., 2010) and significantly indirect effect in social network, knowledge management and sufficiency economy principles mediation (Khanthong Jaidee & Ludech Girdwichai, 2016).



H8: Public participation in cultural heritage tourism will be positively affected by tourism impacts awareness through the mediator of localism. (Rejected)

To be given to localism, the important factor can describe the level of one's feelings or attitudes in positive place or cultural value or social norms. The study's result found that it is rejected for a direct effect of tourism impact awareness to public participation in tourism cultural heritage; it is influenced direct effect better than indirect effect. The result of situation as stated that tourism impact awareness has both positive and negative impact in this study. It may be assumed to negative effect on localism; however, they are not literature guaranteed.

Meanwhile, development reinforces economic growth but it reflect to socio-cultural change (S. Wilson et al., 2001). The local of Baan Tawai did not think that tourism development has decreased their cultural values or lifestyle that they perceive tourism as positive tourism has developed, while negative society seem not to influence them. This community is strong in local participation and community pride; there is tendency to success of sustainable tourism (Huttasin, 2008). Nonetheless, the study of Yuling Zhang et al. (2014) suggested that personal norms are play mediating factor between local's awareness in disaster and pro- environmental behaviors. It can be obviously seen that the local awareness of disaster's consequences, it need to have induce an imputing of responsibility to engage in the pro-imputing behaviors that in turn activate personal norms to perform the behaviors.

H9: Public participation in cultural heritage tourism will be positively affected by tourism knowledge through the mediator of localism. (Accepted)

Although this research resulted that it is non-significant for a direct effect of tourism knowledge to public participation in tourism cultural heritage, tourism knowledge has an indirect impact over public participation in sustainable cultural tourism. Many works support (Angelevska-Najdeska & Rakicevik, 2012; Han et al., 2014; Saufi et al., 2014; Timothy, 2000; Vargas-Hernández, 2012) that the local community needs to educate about tourism to understanding and having awareness of tourism primarily increasing cultural pride, then training and sharing knowledge to develop activities, engagement and participation in preserving and developed

community heritage. Hence, that means to give an opportunity and self-confidence to opinion feedback with all stakeholder

Therefore, this study also confirms that localism plays a mediating role between tourism knowledge and public participation in tourism cultural heritage. However, the highlight point was found that they know about community participation being essential to the management of sustainable cultural tourism, whereas little do they know how to get participation and responsibilities for caring, developing, planning, making decisions, and supporting budgets in sustainable cultural tourism. Likewise Laverack and Thangphet (2007) mentioned that if the local with limited knowledge were barrier to participation in sustainability tourism as well.

H10: Public participation in cultural heritage tourism will be positively affected by local government policy through the mediator of localism. (Accepted)

Results also show that localism is a full mediator between local government policy and public participation in tourism cultural heritage; it is influenced by indirect effect. As suggested by numerous studies, when the local community perceives government support as policy and gets a chance, the local are confident in participating and feeling strong community participation in sustainable tourism development process. Thus, they tend to display their willingness through helping others with their skills, designed project, getting information, monitoring, and implementation to management for the local community (Taweep Chaisomphob et al., 2004; Yi Wang & Bramwell, 2012; Zurcher, 2005). For example of a case of Kaiping Diaolou and villages in China, the government supports community participation through knowledge and the history of the community that build community pride. Additionally, they become more participating in success of cultural world heritage site management (Sirilucksm Tantayakul, 2016).

## 5.4 Research implication

Based on its old and rich heritage, with roots that go back until 5,000 BC, Si-thep ancient potential to attract tourism is significantly. Furthermore, the heritage has been kept in five communities areas; it is better preserved against external influences, where tourists need to possibility to feel back in time. In 2019, The Ancient Town of Si-Thep was inscribed as nomination on UNESCO's world heritage list (UNESCO, 2019b). As following the Operational Guidelines for the Implementation of the World Heritage Convention demonstrates that all stakeholders are responsible to nomination co-management and protection of World Heritage properties (Tim et al., 2011). This international conservation framework addresses considers public participation as crucial part especially in the designation and implementation of preservation plans as since they are often best able to identify important landmarks, nodes, boundaries and other elements that define the existing characters of a place and its heritage attributes more clearly (Dian & Abdullah, 2013). Meanwhile, tourism is perceived being an important sustainable cultural tourism opportunity by public participation of the local communities.

Hence, the study resulting as briefly addressed above can focus on following points of research implication that can be used as a guideline for the development and management of public participation in tourism cultural heritage.

### 5.4.1 Public Participation in cultural heritage tourism through Localism

In orders to concern about local values of attractions in community, they were asked about the importance of resources for tourism connected to historical park which protects it for next generation and preserves in valuing heritage that refers to localism. Therefore, public participation in cultural heritage can be a tools to integrated participation with the local community and all stakeholders to achieve goals of sustainable cultural tourism that cultural heritage conservation and balance to all impacts of tourism. That also public participation in the highest level was defining their making decision on tourism development. Even though Rasoolimanesh, Jaafar, Ahmad, et al. (2017) demonstrated sometimes the community did not seem to want to participate in decision making level, it wanted only to be involved tourism

development and gain the benefits from tourism development. Therefore, to achieve the goals of sustainable tourism development, calls for the actions of the local community are important key. The local should be encouraged to show the identity of the community and decrease the negative impact from tourism development such as the local migration, coconsciousness, and no community attachment.

As the result, the study has found the level of participation in the commenting or a part of the work, and the ongoing decision-making level. Similarly, the study of community participation in Thailand (Bennett & Dearden, 2014; Rungnapa Inphuwa & Nantawan Nawalak, 2019) concluded that the local participations are generally weak in Thailand, especially a low level in decision-making of aspect of participation. In accordance with Cevat Tosun (2000), it demonstrated a common problem of many developing countries which are the low level of awareness in local communities, and highly centralized public administration system exist as one of the main limitations to a participatory tourism development approach.

In terms of causal effect relationship, this study showed that localism had a positive effect on public participation that was a similar result with many of previous studies (Jeonglyeol Lee et al., 2007; Lee, 2013; Nicholas et al., 2009; Suthamma Nitikasetsoontorn, 2015) that sense of place and community attachment are strongly positive on community participation in sustainable cultural tourism. It can be inferred that the local who perceived sense of place or more community attachment are more likely to publicly participate with the higher level in sustainable cultural tourism development process, while the localism is low, public participation is low.

Based on localism as the mediating proposed in the study, contributors like community attachment and sense of community of local produces are to be taken into the forefront of the sustainable cultural tourism development. It suggests that localism must have the sense to help their community in order to ensure they can perceive positive impact as well as support community development. As suggested from Hanafiah et al. (2013) and Santoro Santoro et al. (2021) et al. (2021), the local community should be working closely with government to drive it about development process and planner or local government must be well equipped with local culture knowledge and sharing cultural communication skills so that they increase civic

engagement and participation in preserving and developing community heritage (Han et al., 2014).

Furthermore, considering local government policy as the most persuasive motivating factor for localism, it refers that the result are shown to the government action greater devotion on identity of the community to preserving the cultural and natural resources in the community, meanwhile making necessity for the local community and tourist as well such as infrastructure, local network, tourism training program, and chance opportunities to community participate in tourism development process, which supported by prior works (Brendehaug et al., 2017; Yuling Zhang et al., 2014). Therefore, policy maker ensuring that the local community concerning in quality of life for sustenance is very important and should be providing them a guideline for active public participation in community development. This is also important to create favorable tourism impact perceptions, concerning tourism skills, and tourism plan. They should make more efforts toward encouraging promoting the positive effect of sustainable cultural tourism development beyond the obvious economic impact ones. Focusing on intangible of local cultural heritage values and creation of self-employment opportunities, it can bring positive change to the local community leading to community participation.

Moreover, localism participation concerning the sustainability can be developing them of tourism skill, management skill, and decision making skill. This should be done by the local government.

#### **5.4.2 Theoretical Implications**

In respect of Social Exchange and Four drive theoretical implication, it is worth mentioning that the major contribution of this research is on the ground that it generates a more comprehensive model. It was one of the very first studies that explored the effect of these three factors in intervening the influence of public participation in sustainable cultural tourism and localism mediator.

For the model significantly predicted perceptions of tourism impact awareness, tourism knowledge, and local government policy are variables on public participation in tourism cultural heritage; however, social exchange theory (SET) was found to be strong predictors of local's participation for tourism impact awareness.

However, some authors suggested SET is not found guaranteed of local community perceiving tourism benefits toward tourism development. It should be enhanced with contingent variables or mixed other theatricals (Nunkoo & Ramkissoon, 2012; Vargas-Sánchez et al., 2011).

Therefore, finding localism mediating the effect of tourism impact awareness, tourism knowledge and understanding, and local government policy demonstrated a worthwhile contribution to cumulative knowledge in motivation factor toward public participation in sustainable cultural tourism. Four Drive theory implication of this study to discover four factors drivers of success identifies that contributing to the implementation of sustainable tourism development underlying. First, drive to acquire refers to tourism benefits under three main pillars of sustainable development (economic, environment, socio-cultural). These are used as indicators of both local and global spatial correlations which are characteristics that may affect tourism dynamics. According to Romão (2018), it revealed that positive tourism impact of one region could contribute to tourism dynamic of its neighbors. Similarly, the negative effect seems to be obstacle to tourism development too. Next, drive to bond encourages development of bonding and integrity on localism as strong relationship form with individual and community. It is through the youth generation to participate in tourism development in the community (Jaafar, Noor, & Rasoolimanesh, 2015). They should have a crucial role to play in the sustainability of any future tourism development process and improve youth' awareness regarding the cultural heritage. There is no sustainability for tourism without next generations. Although tourism knowledge and understanding are determined in the literature to be the foundation of stakeholder power and the implementation of sustainable practices (Moscardo, 2011), barriers to the communities participation in the planning of sustainable tourism is still knowledge that is not enough (Hatipoglu, Alvarez, & Ertuna, 2016). Therefore, it is drive to comprehend that strength of drive to learn, explore new opportunities and understand about this tourism. A model fosters cultural knowledge management, and sharing and learning between various the community groups. It might facilitate gradual incorporation of non-participating groups into sustainable development. Lastly, in the sustainable development process, local government is the key mechanism to drive defining that ensures the local getting support into their own the

decision to solution with the partner. They should be making the local community feel connected to the states that they are working for the same goals, and putting the fairness and ethical that go along with it. Hence, the combination of these variables allows to identify different process and some policy to managerial sustainable tourism development in the area. Together, it empirically reveals the association of the dimensions with outcomes signified by public participation in cultural heritage tourism along with identifies the varying extent of importance of such dimensions influence.

#### **5.4.3 Enhancing the local community's public participation in sustainable cultural tourism**

For the sustainable tourism development principles related to community participation, these principles entail the participation of communities as they empower creation of gained benefits (economic, socio-cultural, and environment) while public participation constitutes an important tool to achieve sustainable cultural tourism. The study findings as briefly addressed above contribute to main points of policy and planning implications capable of being adopted as guidelines for development and management of cultural heritage tourism in Phetchabun Province.

Various countries have realized the importance of empowerment as an effective tool that allows the local community to make decision, manage, and solve problems as well as cultural heritage tourism development in their community. First, the public participation approach is found to be one of the most compelling antecedent approaches to sustainable cultural tourism; thus the policy and planner should consider public participation approach as tools on sustainable cultural tourism. Initially, the tourism information development, the local community' skills, knowledge, and ability are to be gained. Moreover, clear practices guidelines, the local community opportunity in participation in all process have appeared to be the most vital indicator of success of sustainable cultural tourism (European Commission, 2018). Second, according to Motivation Theory, the Four Drive model suggests that the human nature is all influenced and guided by four drive step which are acquiring, bonding, learning, and defending (Lawrence & Nohria, 2001; Shafi et al., 2016).

Considering these three important policies practices, recommendations for planner of tourism development department are as following.

a) Tourism benefits and recognizing good citizens

Tourism impact awareness perception is often considered on sustainable cultural tourism research (Cárdenas et al., 2015; Dickinson et al., 2013; Mihalic, 2016). Cultural heritage destinations are an economic driver that could earn huge income in the country. In particular, the most critical need is positive economic impact. Likewise, tourism negative impact in tourism development is also being considered (Rasoolimanesh et al., 2015). Hence, it could imply that tourism development should continue focusing on tourism positive impact attributes that now can represent the excellent performance in managing, especially the local community well-being, value for cultural heritage, cultural environment and tourism activities. On the other hand, reduction the tourism negative impact is the challenge of all stakeholder.

On this account, positive economic and environment impact is an imperative element that the policy and planner should attach importance. It is found that the readiness of local's perception upon tourism knowledge was perceived in a high level, suggesting that this aspect of attributes can be practically integrated into local government policy to support more knowledge of the community that will receive from tourism economically, socio-culturally and environmentally.

Generally, the local community which mainly do agriculture and daily labor, understand that their jobs are relatively low paid and there is no time for joining the local government for tourism development. Thus, the local government planner should have clear strategies and policies that create understanding of tourism benefits and clear fair rewards to motivate the local community with high participation. The local community who receive tourism benefits tend to provide exemplary services to tourists and spend the time dealing with participation in cultural heritage tourism which obtains shared idea and shows worried in cultural heritage tourism management (Mathew & Sreejesh, 2017). Those represent a life well-being from tourism benefits.



b) Tourism knowledge fulfillment in the local community

For the purpose of tourism capacity improvement, the local community need to be strengthened on the basis of government-private collaboration and stakeholder participation which might cover various knowledge such as the local development skills, standardization of service, safety and security cultural heritage protection, and role of participation from different channels. As a result, meeting and training courses on relevant issues are highly required for the community; online cultural heritage information is considered the most effective and easily accessible channel for youth generation (Wanarat Konisranukul & Nuanwan Tuaycharoen, 2013); roles of leader are also important in the local community to intermediary of communication works between the local government and the community in early stage of development (Supamas Wanwiset & Charoenchai Agmapisarn, 2018). Certainly, tourism knowledge brings to reduce conflict of process and increases participation needing all stakeholder to participate in different roles.

Besides, awareness and readiness of local community are believed to be a significant public participation which can achieve in sustainable cultural tourism. The local school and local government authority should educate children and local people with knowledge on cultural heritage values together with tourism skills, in order that they can treat and interact to active participation with cultural heritage tourism development with enthusiasm. Therefore, sense of place and local attachment is therefore a necessary attribute for promoting the local community to be participating in cultural heritage tourism.

c) Localism drive to success of public participation

As localism improvement is positively related to the public participation in cultural heritage tourism via the local community love, awareness, pride in cultural value, and wants to share about community story and culture to the other. More creating sense of place and local attachment is therefore considered as the key success factor for any cultural heritage tourism development process in communities. As discussed by several researchers (Jaafar et al., 2015; Kamonwan Wanthanang et al., 2019; Sirin Sangthong & Areea Tirasattayapitak, 2019), they pointed out that the sense of place and local attachment was thought to be extremely important factors of

stimulating the local community participation in different participation of sustainable tourism.

The study offers some valuable insight to the destination policy and planner regarding dominant role of sense of place and local attachment in fostering the effect on public participation in cultural heritage tourism. The support of local government in tourism knowledge is a fundamental need for the local community. It may be argued that effectiveness of knowledge of tourism and local government policy should be formulated to build localism. Therefore, in Phetchabun province context equipped with great potential to implement tourism knowledge and local wisdoms strategies on these issues toward cultural heritage tourism in communities, involved stakeholders should be concern about this issue and find out the way to contribute to conservation and restore the culture and create community network to foster youth love in local culture apply to the community. The policy and planner should manage not only tourism activities and destinations for their tourist but also contribute to tourism training program continuously and regularly and provide opportunities for the local community to planning and decision-making for cultural heritage tourism development. In addition, they reduce negative tourism impact, especially social and cultural change of the local community to make them more willing in tourism development process in the community.

Being a part of success is another challenge concerned with public participation management. As being well known, Thailand has a weak decision-making of aspect of participation (Ratchaneekorn Sae-Wang, 2017; Rungnapa Inphuwa & Nantawan Nawalak, 2019). Even though Phetchabun province promoting the city as a natural and cultural destination might not be an easy task, it must rely on a vigorous strategy and implementation of ongoing campaigns closely collaborated between the government and all stakeholders. This study revealed the local community perception on public participation in cultural heritage tourism from local government policy, tourism knowledge, and also awareness of being a community of the local community. Therefore, building active participation of local communities should promote public participation policies that provide opportunities for opinions, monitoring, benefit and evaluation with self-confidence (Dian & Abdullah, 2013). They should work together to develop an effective tourism policy. As result in

cultural heritage tourism destinations being able to protect value cultural to next generations, well-being, as the same time, can create a quality experience for tourists. The policy foundation should manage for participation in tourism while tourism development in areas (Halu et al., 2016).

## **5.5 Research Contribution**

### **5.5.1 In Terms of the Government and Local Government Policy, Thailand**

Gaining localism is important for the success of public participation in tourism cultural heritage. Results of the study suggest that tourism knowledge, and localism can have important implications for tourism policy and tourism planner. Therefore, the local community trusts in government playing an important determinacy of their level of support for tourism. Planner can use the finding to make tourism more public participation in the area. The finding suggests that the local community perception of tourism benefits is positive to support cultural heritage tourism and will lead to sustainable cultural tourism. While they are aware of such negative impacts that it seems to be local cultural change. Meanwhile government can conduct awareness of the local community, tourism knowledge, training programs, and provide opportunities for the community to participate in decisions making step to consequences of public participation.

In addition, the planner can transfer factors into real strategies and action plan for management plan of the UNESCO site to support the certification of World Heritage status in the future.

### **5.5.2 In Terms of Contributing to the Academic Field**

The study is worth mentioned that it created a more comprehensive model tourism impact awareness, tourism knowledge, and local government policy are related to the influence of public participation in tourism cultural heritage. It was one of the early studies that included effect of these four factors in investigating the impact of public participation in cultural heritage tourism by the Social Exchange

Theory and Four Drive Theory to implementation. Hence, that could be the evidence of new contribution for involved sectors.

## **5.6 Limitations and Recommendation for Future Research**

1) The major limitation of this study is the specific spatial characteristics. Thus, it is difficult to use the model in other contexts.

2) However, it should be noted that the relative strength of the relationships between localism and each of the variables perception may vary depending on the context. Therefore, the community context plays an important role such as occupation living from hand to mouth, factory worker, and education level. These are also resulting in barrier of public participation in sustainable cultural tourism.

3) This research resulted that tourism impact awareness has inverse value effect on localism (mediating) which may result from tourism impact awareness latent having both positive and negative impacts. Thus, this is suggesting that the next research should study separated impact from both sides. Likewise, tourism knowledge is not significant; it might be having other factors that could be affected more to public participation in cultural heritage tourism such as education level, insufficient training, information, and etc. Thus, it is suggesting that the next research should study more about other moderator variables.

4) This study is exploratory research. It contributes to a new theoretical model in public participation in sustainable cultural tourism context. For the developing model, the next research may use this model to adapt to other tourism destination contexts. It might be a similar or different result.

5) The next research should be investigating more other causal effect factors in this context.

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**APPENDIX**



ลำดับ.....  
 ชุมชน.....  
 เกี่ยวข้อง.....

## แบบสอบถาม

แบบสอบถามนี้จัดทำขึ้นเพื่อเป็นส่วนหนึ่งของคู่มือเรื่อง “การพัฒนาโมเดลความสัมพันธ์เชิงสาเหตุของปัจจัยที่ส่งผลต่อความตระหนักในชุมชนท้องถิ่น ต่อการมีส่วนร่วมในการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืน” โดยคำตอบของท่านจะถูกเก็บเป็นความลับและมีการนำไปใช้ในการวิเคราะห์ข้อมูลเพื่อการวิจัยเท่านั้น ผู้วิจัยจึงขอความกรุณาจากท่านโปรดให้ข้อมูลตามความเป็นจริงและโปรดตอบแบบสอบถามตามความคิดเห็นของท่านอย่างรอบคอบให้ครบทุกข้อ

### คำชี้แจง

1. แบบสอบถามฉบับนี้สอบถามประชากรที่อาศัยอยู่ในชุมชนบ้านหลักเมือง ชุมชนบ้านศรีเทพน้อย ชุมชนบ้านนาตะกวดพัฒนา ชุมชนบ้านบึงนาจาน และชุมชนบ้านสระปรือ
2. กรุณาทำเครื่องหมาย ✓ ลงในช่องว่าง ตรงคำตอบที่ท่านต้องการ
3. แบบสอบถามแบ่งเป็น 7 ตอน ดังนี้

- ตอนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม
- ตอนที่ 2 ความตระหนักในผลกระทบด้านการท่องเที่ยว
- ตอนที่ 3 ความรู้และความเข้าใจด้านการท่องเที่ยว
- ตอนที่ 4 การสนับสนุนด้านการท่องเที่ยวจากภาครัฐ
- ตอนที่ 5 ความตระหนักในชุมชนท้องถิ่น
- ตอนที่ 6 การมีส่วนร่วมของชุมชนเพื่อการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืน
- ตอนที่ 7 ข้อเสนอแนะ

ทิวาวรรณ ศิริเจริญ กัณฑ์

นักศึกษาดุสิตบัณฑิต สาขาวิชาการจัดการการท่องเที่ยวและบริการแบบบูรณาการ คณะการจัดการการท่องเที่ยว สถาบันบัณฑิตพัฒนบริหารศาสตร์ ติดต่อ โทร 084-344-9044 อีเมลล์ [kratayrabbit@gmail.com](mailto:kratayrabbit@gmail.com)

### ตอนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

1. เพศ  ชาย  หญิง
2. อายุ  18 – 27 ปี  28 – 37 ปี  38 – 47 ปี  
 48 – 57 ปี  58 – 67 ปี  ตั้งแต่ 68 ปีขึ้นไป
3. ระดับการศึกษา  ต่ำกว่ามัธยมศึกษาตอนปลาย  ม.6 หรือ ปวช. / ปวส.  
 ปริญญาตรี  สูงกว่าปริญญาตรี
4. ท่านอยู่อาศัยในชุมชนนี้มานานเท่าใด  1 – 10 ปี  11 – 20 ปี  
 21 – 30 ปี  31 – 40 ปี  มากกว่า 40 ปี



5. ท่านหรือคนในครอบครัว มีส่วนเกี่ยวข้องโดยตรงกับการจัดบริการด้านการท่องเที่ยวในชุมชน เช่น เป็นผู้ให้บริการนำเที่ยว ที่พัก ร้านอาหาร ของที่ระลึก ปรากฏชาวบ้าน เป็นต้น หรือไม่

มีส่วนเกี่ยวข้องโดยตรง ด้าน.....  ไม่มีส่วนเกี่ยวข้องโดยตรง

## ตอนที่ 2 ความตระหนักในผลกระทบด้านการท่องเที่ยว

**คำชี้แจง** โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด ตามระดับดังนี้

ระดับ	5	หมายถึง	การท่องเที่ยวส่งผลกระทบในระดับมากที่สุด
ระดับ	4	หมายถึง	การท่องเที่ยวส่งผลกระทบในระดับมาก
ระดับ	3	หมายถึง	การท่องเที่ยวส่งผลกระทบในระดับปานกลาง
ระดับ	2	หมายถึง	การท่องเที่ยวส่งผลกระทบในระดับน้อย
ระดับ	1	หมายถึง	การท่องเที่ยวส่งผลกระทบในระดับน้อยที่สุด

ข้อ	ความตระหนักในผลกระทบด้านการท่องเที่ยว	ระดับความคิดเห็น				
		5	4	3	2	1
<b>ข้อ</b>	<b>ความตระหนักในผลกระทบด้านเศรษฐกิจ</b>					
1	การท่องเที่ยวส่งผลให้คนในชุมชนมีรายได้เพิ่มสูงขึ้น					
2	การท่องเที่ยวส่งผลให้เกิดการจ้างงาน และกระจายรายได้สู่คนในชุมชน					
3	การท่องเที่ยวส่งผลให้เกิดการลงทุนประกอบธุรกิจของคนในชุมชน					
4	การท่องเที่ยวส่งผลให้มีค่าครองชีพและค่าใช้จ่ายต่อสินค้าและบริการเพิ่มขึ้น					
5	การท่องเที่ยวส่งผลให้มีการแข่งขันจากนักลงทุนภายนอกเพิ่มขึ้น ทำให้ชุมชนขาดโอกาสในการเป็นเจ้าของธุรกิจภายในชุมชนเอง					
6	การท่องเที่ยวส่งผลให้คนในชุมชนเฉพาะบางกลุ่ม ได้รับประโยชน์ด้านรายได้ เช่น กลุ่มผู้นำชุมชนหรือผู้มีอิทธิพล กลุ่มผู้ประกอบการนำเที่ยว ที่พัก เป็นต้น					
<b>ข้อ</b>	<b>ความตระหนักในผลกระทบด้านสังคมและวัฒนธรรม</b>					
7	การท่องเที่ยวส่งผลให้เกิดการพัฒนาโครงสร้างพื้นฐานสาธารณูปโภคที่ดีขึ้น เช่น ถนน ป้ายบอกทาง สัญญาณอินเตอร์เน็ต เป็นต้น					
8	การท่องเที่ยวส่งผลให้เกิดการฟื้นฟู อนุรักษ์วัฒนธรรมและภูมิปัญญาท้องถิ่น และสืบทอดต่อคนรุ่นหลัง					
9	การท่องเที่ยวส่งผลให้เกิดความสัมพันธ์และการแลกเปลี่ยนเรียนรู้ระหว่างคนในชุมชนด้วยกันเอง และชุมชนกับบุคคลภายนอก					
10	การท่องเที่ยวส่งผลให้เกิดการเปลี่ยนแปลงทางวัฒนธรรมของชุมชนท้องถิ่น เช่น วิถีชีวิต การใช้ภาษาถิ่น อาชีพ ที่อยู่อาศัย เป็นต้น					
11	การท่องเที่ยวก่อให้เกิดความไม่เข้าใจและความขัดแย้งระหว่างคนในท้องถิ่นด้วยกันเอง					

ข้อ	ความตระหนักในผลกระทบด้านการท่องเที่ยว	ระดับความคิดเห็น				
		5	4	3	2	1
12	การท่องเที่ยวส่งผลให้เกิดอาชญากรรม การลักขโมย และความมั่นคงปลอดภัยในชีวิตและทรัพย์สินของคนในชุมชน					
ข้อ	ความตระหนักในผลกระทบด้านสิ่งแวดล้อม					
13	การท่องเที่ยวส่งผลให้ชุมชนตระหนักถึงการอนุรักษ์ทรัพยากรธรรมชาติ					
14	การท่องเที่ยวส่งผลให้ชุมชนใส่ใจ และเรียนรู้การใช้ประโยชน์จากทรัพยากรธรรมชาติที่มีอยู่					
15	การท่องเที่ยวส่งผลให้เกิดการมีส่วนร่วมในการรวมกลุ่ม ออกมาตรวจระเบียบ หรือแนวทางการฟื้นฟูเพื่อการอนุรักษ์ทรัพยากรธรรมชาติในระยะยาว					
16	การท่องเที่ยวส่งผลให้มีปริมาณขยะและของเสียในชุมชนเพิ่มมากขึ้น					
17	การท่องเที่ยวส่งผลให้แหล่งทรัพยากรธรรมชาติในชุมชนเสื่อมโทรม และถูกทำลายอย่างรวดเร็ว เช่น มลพิษทางอากาศจากเครื่องยนต์ มลพิษทางเสียง เป็นต้น					
18	การท่องเที่ยวส่งผลให้มีการก่อสร้างสิ่งอำนวยความสะดวก ที่คับบังทัศนียภาพ หรือต้องทำลายพื้นที่ธรรมชาติบางส่วน					

### ตอนที่ 3 ความคิดเห็นเกี่ยวกับความรู้และความเข้าใจด้านการท่องเที่ยว

**คำชี้แจง** โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความรู้ความเข้าใจของท่านมากที่สุด ตามระดับดังนี้

- ระดับ 5 หมายถึง ท่านมีความคิดเห็นเกี่ยวกับความรู้ด้านการท่องเที่ยวอยู่ในระดับมากที่สุด
- ระดับ 4 หมายถึง ท่านมีความคิดเห็นเกี่ยวกับความรู้ด้านการท่องเที่ยวอยู่ในระดับมาก
- ระดับ 3 หมายถึง ท่านมีความคิดเห็นเกี่ยวกับความรู้ด้านการท่องเที่ยวอยู่ในระดับปานกลาง
- ระดับ 2 หมายถึง ท่านมีความคิดเห็นเกี่ยวกับความรู้ด้านการท่องเที่ยวอยู่ในระดับน้อย
- ระดับ 1 หมายถึง ท่านมีความคิดเห็นเกี่ยวกับความรู้ด้านการท่องเที่ยวอยู่ในระดับน้อยที่สุด

ข้อ	ความรู้และความเข้าใจด้านการท่องเที่ยว	ระดับความคิดเห็น				
		5	4	3	2	1
1	ท่านรู้และเข้าใจเกี่ยวกับประโยชน์ที่ชุมชนจะได้รับจากการท่องเที่ยวเชิงวัฒนธรรมทั้งในเชิงเศรษฐกิจ สังคม-วัฒนธรรม และสิ่งแวดล้อม					
2	ท่านรู้และเข้าใจเกี่ยวกับการท่องเที่ยวเชิงวัฒนธรรมในชุมชนเป็นหน้าที่ของทุกคนในการดูแล พัฒนา วางแผน ตัดสินใจ และสนับสนุนด้านงบประมาณ					
3	ท่านรู้และเข้าใจเกี่ยวกับผลกระทบจากการท่องเที่ยว และการมีส่วนร่วมด้านการท่องเที่ยว ซึ่งส่งผลให้ชุมชนรักและหวงแหนในวัฒนธรรมท้องถิ่นของตน					

ข้อ	ความรู้และความเข้าใจด้านการท่องเที่ยว	ระดับความคิดเห็น				
		5	4	3	2	1
4	การท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืนทำให้เกิดการรวบรวมองค์ความรู้ต่างๆ ในชุมชน เพื่อพัฒนาเป็นกิจกรรมทางการท่องเที่ยว					
5	การท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืนมีส่วนสนับสนุนให้เกิดการแบ่งปัน ความรู้ระหว่างคนในชุมชนด้วยกันเอง และภายนอกชุมชนด้วย					
6	การจัดการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืน จำเป็นต้องอาศัยการมีส่วนร่วมของชุมชน					

#### ตอนที่ 4 การสนับสนุนการท่องเที่ยวจากภาครัฐ

**คำชี้แจง** โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด ตามระดับดังนี้

ระดับ 5	หมายถึง	รัฐมีส่วนสนับสนุนการท่องเที่ยวในระดับมากที่สุด
ระดับ 4	หมายถึง	รัฐมีส่วนสนับสนุนการท่องเที่ยวในระดับมาก
ระดับ 3	หมายถึง	รัฐมีส่วนสนับสนุนการท่องเที่ยวในระดับปานกลาง
ระดับ 2	หมายถึง	รัฐมีส่วนสนับสนุนการท่องเที่ยวในระดับน้อย
ระดับ 1	หมายถึง	รัฐมีส่วนสนับสนุนการท่องเที่ยวในระดับน้อยที่สุด

ข้อ	การสนับสนุนการท่องเที่ยวจากภาครัฐ	ระดับความคิดเห็น				
		5	4	3	2	1
1	หน่วยงานภาครัฐมีส่วนสนับสนุนให้เกิดการอนุรักษ์ ฟื้นฟูวัฒนธรรม และสร้างภาคภูมิใจในท้องถิ่น					
2	หน่วยงานภาครัฐมีส่วนสนับสนุนการสร้างเครือข่ายชุมชนเพื่อปลูกฝังให้คนในชุมชนรู้จัก รัก และร่วมเผยแพร่วัฒนธรรมท้องถิ่น					
3	หน่วยงานภาครัฐในพื้นที่จัดให้มีโครงการอบรมให้ความรู้ด้านการท่องเที่ยวอย่างสม่ำเสมอ					
4	หน่วยงานภาครัฐในพื้นที่เปิดโอกาสให้คนในชุมชนได้แสดงความคิดเห็นในการพัฒนาการท่องเที่ยวเชิงวัฒนธรรมของชุมชน					
5	หน่วยงานภาครัฐในพื้นที่เปิดโอกาสให้คนในชุมชนมีส่วนร่วมในการวางแผนและตัดสินใจในการพัฒนาการท่องเที่ยวเชิงวัฒนธรรมของชุมชน					
6	คนในชุมชนมีส่วนร่วมในการติดตามและประเมินผลการพัฒนาการท่องเที่ยวเชิงวัฒนธรรมของหน่วยงานภาครัฐในพื้นที่					

### ตอนที่ 5 ความตระหนักในชุมชนท้องถิ่น

**คำชี้แจง** โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด ตามระดับดังนี้

ระดับ 5	หมายถึง	ท่านตระหนักถึงความเป็นคนในท้องถิ่นในระดับมากที่สุด
ระดับ 4	หมายถึง	ท่านตระหนักถึงความเป็นคนในท้องถิ่นในระดับมาก
ระดับ 3	หมายถึง	ท่านตระหนักถึงความเป็นคนในท้องถิ่นในระดับปานกลาง
ระดับ 2	หมายถึง	ท่านตระหนักถึงความเป็นคนในท้องถิ่นในระดับน้อย
ระดับ 1	หมายถึง	ท่านตระหนักถึงความเป็นคนในท้องถิ่นในระดับน้อยที่สุด

ข้อ	ความตระหนักในชุมชนท้องถิ่น	ระดับความคิดเห็น				
		5	4	3	2	1
1	ท่านรู้สึกรัก ห่วงเห่น และภาคภูมิใจในชุมชนท้องถิ่นของตนเอง					
2	ท่านเห็นคุณค่า และรู้สึกถึงความเป็นเจ้าของในทรัพยากรท้องถิ่น เช่น วิถีชีวิต ประเพณี ภาษา เครื่องแต่งกาย อาหาร					
3	ท่านรู้สึกว่าชุมชนของท่านมีอัตลักษณ์ชุมชนที่แตกต่างจากชุมชนอื่นๆ					
4	ท่านมีความรักและอยากจะทำอะไรเกี่ยวกับชุมชน และ วัฒนธรรมท้องถิ่นของตนเองให้กับบุคคลอื่นได้ทราบ					
5	ท่านมีความรักและผูกพันกับคน ประเพณี และสถานที่ต่างๆ ในชุมชนเป็นอย่างดี					
6	ท่านรู้สึกภาคภูมิใจที่มีส่วนร่วมในการสืบสานสืบทอดในวัฒนธรรมท้องถิ่นต่อไป					
7	ท่านสนใจติดตามข่าวสารข้อมูลเกี่ยวกับการพัฒนาด้านการท่องเที่ยวเชิงวัฒนธรรมของชุมชนมาอย่างต่อเนื่อง					
8	ท่านจะรู้สึกไม่สบายใจ เมื่อมีคนในชุมชนและนักท่องเที่ยวประพฤติตนไม่เหมาะสมในชุมชน เช่น ส่งเสียงดัง ลูกไล่ความเป็นส่วนตัวของคนในชุมชน ค่านิยมเลียนแบบนักท่องเที่ยว เป็นต้น					

### ตอนที่ 6 การมีส่วนร่วมในการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืน

**คำชี้แจง** โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับระดับการมีส่วนร่วมของท่านมากที่สุด ตามระดับดังนี้

ระดับ 5	หมายถึง	ท่านมีส่วนร่วมด้านการท่องเที่ยวในระดับมากที่สุด
ระดับ 4	หมายถึง	ท่านมีส่วนร่วมด้านการท่องเที่ยวในระดับมาก
ระดับ 3	หมายถึง	ท่านมีส่วนร่วมด้านการท่องเที่ยวในระดับปานกลาง
ระดับ 2	หมายถึง	ท่านมีส่วนร่วมด้านการท่องเที่ยวในระดับน้อย
ระดับ 1	หมายถึง	ท่านมีส่วนร่วมด้านการท่องเที่ยวในระดับน้อยที่สุด

ข้อ	การมีส่วนร่วมในการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืน	ระดับการมีส่วนร่วม				
		5	4	3	2	1
1	ท่านได้รับข้อมูลการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืน และกิจกรรมต่างๆของชุมชนอย่างสม่ำเสมอ					
2	ท่านได้รับข้อมูลข่าวสารเกี่ยวกับการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืน และกิจกรรมต่างๆของชุมชนจากสื่อต่างๆ เช่น แผ่นพับ การจัดประชุม สื่อออนไลน์ เป็นต้น					
3	ท่านได้เข้าร่วมรับฟังการประชุมเพื่อการจัดการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืนของชุมชน					
4	ท่านมีส่วนร่วมในการเสนอและแลกเปลี่ยนความคิดเห็นแนวทางในการจัดการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืนของชุมชน					
5	ท่านมีส่วนร่วมในการนำเสนอปัญหาหรือข้อกังวลใจ ในการจัดการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืนของชุมชน					
6	ท่านมีส่วนร่วมในการให้ข้อมูลชุมชนแก่หน่วยงานที่เกี่ยวข้อง เพื่อการจัดการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืน เช่น ข้อมูลทั่วไป ความเป็นมา ภูมิปัญญา					
7	ท่านมีส่วนร่วมกับสถาบันการศึกษา หรือหน่วยงานต่างๆ เพื่อการศึกษาวิจัย รวบรวมข้อมูลเพื่อการจัดการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืนในชุมชน					
8	ท่านมีส่วนร่วมในการพัฒนากิจกรรมการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืนของชุมชน เช่น พื้นที่เพื่อใช้ในสาธารณะประโยชน์ เงินทอง วัตถุหรือสิ่งของอันมีค่าอื่นใด					
9	ท่านมีส่วนร่วมในการให้ข้อมูลหรือจัดบริการด้านการท่องเที่ยวแก่นักท่องเที่ยว เช่น แนะนำแหล่งท่องเที่ยวหรือกิจกรรมท่องเที่ยวของชุมชน ไกด์นำเที่ยว ที่พัก ร้านอาหาร ร้านขายของที่ระลึก เป็นต้น					
10	ท่านมีส่วนร่วมในการติดตามและประเมินผลกระทบ หรือปัญหาที่เกิดขึ้นจากการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืนของชุมชน					
11	ท่านมีส่วนร่วมในการตัดสินใจเพื่อการอนุรักษ์มรดกทางวัฒนธรรม การส่งเสริมการท่องเที่ยว การแก้ไขปัญหา และการพัฒนาบริการเพื่อการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืนของชุมชน					
12	ท่านมีอำนาจการตัดสินใจเพื่อการอนุรักษ์มรดกทางวัฒนธรรม และจัดการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืนของชุมชนด้วยตัวเอง					

ข้อ	การมีส่วนร่วมในการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืน	ระดับการมีส่วนร่วม				
		5	4	3	2	1
13	ในภาพรวมท่านคิดว่า การมีส่วนร่วมในทุกระดับส่งผลให้เกิดการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืน					

ตอนที่ 7 ข้อเสนอแนะเพื่อมีส่วนร่วมในการท่องเที่ยวเชิงวัฒนธรรมอย่างยั่งยืน

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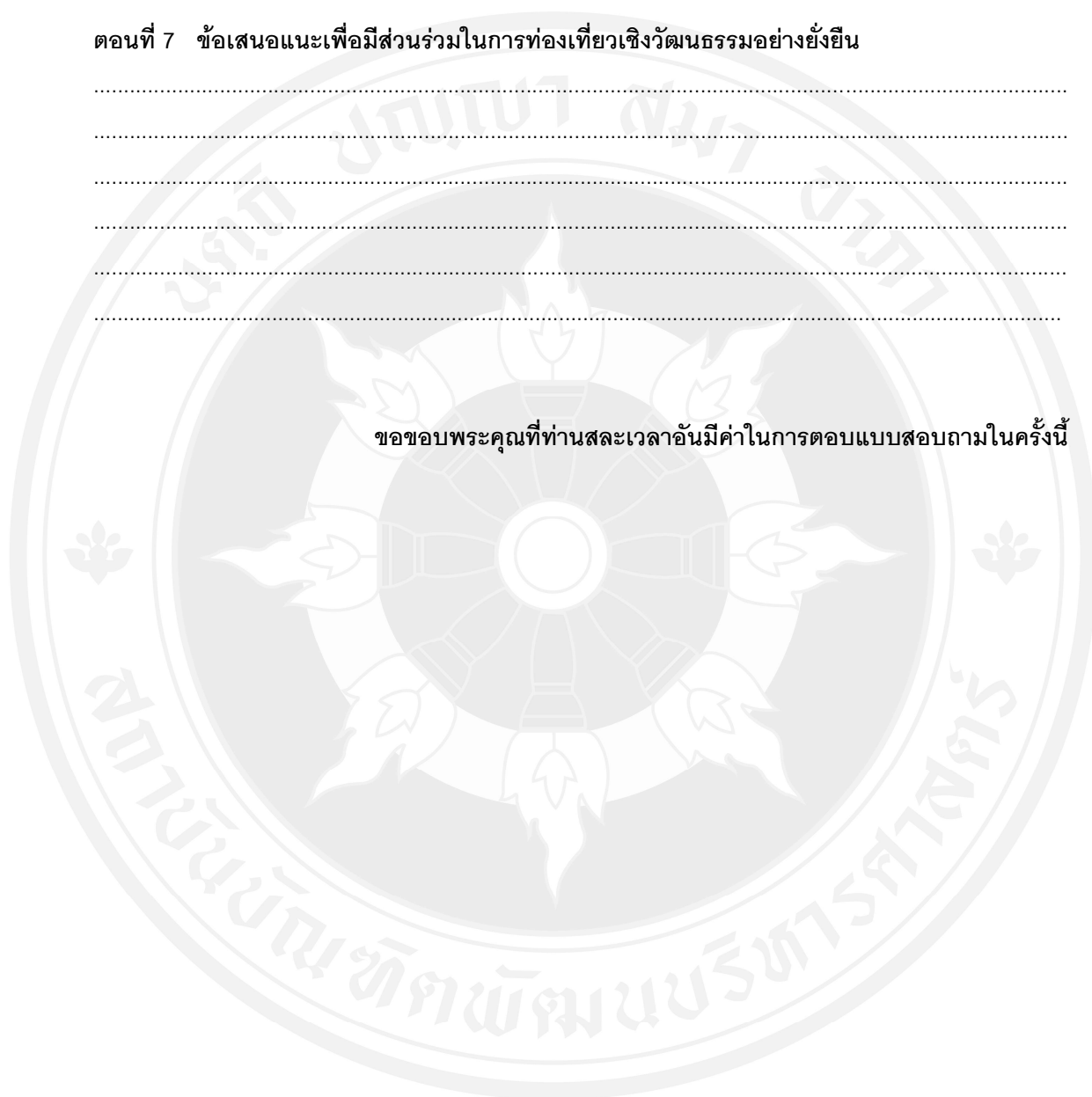
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ขอขอบพระคุณที่ท่านสละเวลาอันมีค่าในการตอบแบบสอบถามในครั้งนี้



## BIOGRAPHY

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