The Confirmatory Factor Analysis of the Community Tourism Holistic Experience of Thais Tourist

Thitiphat Limsumlitnipa

Mahasarakham University, THAILAND.
Email: thitiphat.l@msu.ac.th

Abstract

The primary objective of this research is 1) To analyse the confirmatory factor analysis of the community tourism holistic experience of Thais tourist, and 2) To study the community tourism holistic experience of Thais tourist. Prerequisite data were collected by online survey using convenient sampling techniques from 637 tourists. Descriptive statistics were used to summarize the demographic profile and travel behavior. A confirmatory factor analysis was employed to analyze the destination experience's community tourism. The results of confirmatory factor analysis on destination brand sense indicated four principal factor dimensions are: 1) Interactive Participation, 2) Local lifestyle Base Activity, 3) Authenticity and 4) The Community Ecosystem. After a model adjustment with modified modification indices, the results were chi-square probability level = 0.095, relative chi-square = 1.358, goodness-of-fit-index = 0.988, and root mean square error of approximation = 0.024. (IRB number E.C. 2-001/2021).

Keywords: Community Tourism, Brand Experience, Confirmatory factor analysis.

I. INTRODUCTION

In line with data from the World Tourism Organization (UNWTO) published on June 30, 2021, it's expected that direct and indirect impacts from the world pandemic of COVID-19 will affect international tourism. Countries make GDP. the planet economy dropped quite $4 trillion between 2020 and 2021, with a decline of $2.4 trillion and $1.7 trillion in 2020 and 2021, respectively [1]. Many countries rely heavily on tourism revenue and are therefore tormented by the aforementioned crisis [2]. However, every problem always has a chance. that's to mention, the temporary suspension of tourism may be a good opportunity for tour operators to review and adjust strategies in tourism management. a very important strategy after the coronavirus outbreak has eased and ended is to encourage tourists to come back back to travel again with strategies to form an honest travel experience. due to the impression Having good memories will make tourists remember the sights they need visited within the past. On the opposite hand, if tourists have a nasty experience with tourism, Therefore, it's important to style activities to form a decent travel experience. because the tourism industry spreads the territory of economic operations closer to the community's way of life [3], it plays a bigger role in global society and even more so in local communities. While the tourism industry is expanding during a healthy way, some visitors are focusing their travels on experiencing the authenticity of various regions [4]. More tourism isn't centered in destination's major cities. Many communities have opened their doors to visitors, recognizing tourism as a

way of economic development and improved quality of life [5]. At the identical time, the governance has prioritized community tourism, as seen by the declaration of Thai-style tourism as a national priority [6]. A strategic plan is in situ to expand community-based tourism in an exceedingly sustainable manner. within the economy of country, the tourism is that this activity that makes the foremost cash for the country and is directly associated with the country's economic development and therefore the people's well-being within the country has improved [7]. Moreover, the expansion of the tourism industry encompasses a positive economic impact which incorporates a higher employment rate. there's an influx of investment and income into the country. However, it's a control on the ecology and way of life therein location. The concept of sustainable tourist development was established so as to attain a balance between conservation and development [8]. A spread of other tourism options has emerged, one in all which is "community tourism." one in all the foremost important factors in attracting tourists to community tourism is that the activities are distinct from those of other forms of tourism that improve the standard of life [9]. By pursuing the event of community-based tourism, which is an alternate reasonably tourism that may cause sustainable tourism through community tourism development tools, yet as protect the identity of the natural culture and therefore the environment of the area people, in order that are a valuable tool in achieving community tourism objectives like the merchandise impresses, satisfies, and encourages tourists to return to travel within the future [10]. Administrators of community tourism must create experiences that appeal to all or any five senses: sight, smell, hearing, touch, and taste. Five senses are perceived and absorbed into the nervous systems of the human brain and body. Most marketers have applied the principles of sensory experience to consumers so as to realize

recognition [11] [12]. The impression of the merchandise and also the brand lasts longer. Therefore, this research is that the source of this research to search out the corroborating elements of community tourism experience creation. Which is new knowledge for the event of tourism experience design through all senses. Therefore, so as to form a brand new of information, both in practice, as a suggestion for designing a sustainable community tourism experience and a knowledge within the theory of integration of selling communication, tourism and branding by developing confirmatory factor analysis.

II. LITERATURE REVIEW

Community tourism Approach

For more than three decades, community-based tourism has been pushed as a form of development in which local communities' social, environmental, and economic needs are satisfied through the provision of a tourism product. However, while many initiatives in underdeveloped nations have been funded, their performance has not been properly assessed, leaving the actual benefits to local communities generally unquantifiable. Ecotourism and CBT are so appealing as alternatives to mainstream tourism that they are rarely subjected to serious examination. There is little research on the real contribution of ecotourism or community-based tourism to conservation or community livelihood. Despite the lack of evidence, the notions remain appealing, owing to the fact that little effort has been made to record, measure, or publish the benefits to conservation or local populations [13]. Community-based tourism is gaining popularity around the world as an alternative to mass tourism. This new style of tourism encourages interaction with the local population as well as the exploration of various sensations [14]. Furthermore, plentiful natural resources, diverse terrains, stunning landscapes, and unique flora and fauna species raise citizens' environmental consciousness, resulting

in increased environmental conservation in the pursuit of high-quality recreation experiences [15]. The concepts of the participation ladder, power redistribution, cooperation processes, and social capital were developed as a means of assessing a community's current state in terms of community engagement. Internal and vertical involvement levels within the community are the focus of the participation ladder, power redistribution, and bonding and linking of social capital. The external and horizontal ties with other stakeholders are explained by the collaboration theory in CBT and bridging social capital. Importantly, the level of internal engagement has an impact on exterior relationships and vice versa: if one aspect receives too much attention, the other element fades into insignificance.

Communication Marketing Experience

The sense marketing appeals to the senses with the goal of manufacturing sensory experiences through sight, hearing, touch, taste, and smell [11] [12] (Figure 1). Sense marketing may be wont to distinguish businesses and products, still on stimulate customers and provides value to things (e.g., through aesthetics or excitement). "Cognitive consistency/sensory diversity" is one in all SENSE's core concepts, which suggests that the perfect SENSE approach has an underlying concept that's easily identifiable but always appears fresh and new. Customers' favorable emotional responses within the store are influenced by store characteristics, like product assortment, facilities, and retail atmosphere, consistent with Yoo et al. [16], in step with De Ruyter and Bloemer [17], features of a service provider's behavior, like an employee's grin or the service environment, might influence emotion. Attractive situations or items have a high appeal to their clients, which ends up in a positive emotion. Through Experiential Learning, Marketing Communication is an IMC technique that's supported principles of awareness [18] [19]. It's

crucial to grasp who your target customers are. to make forms and tactics for communicating marketing through diverse activities, with the assumption that the direct experience that focus on customers have with products or services, additionally as participating in various marketing activities, will affect all brands [20]. The utilization of the target customer's senses as a pilot considers generating an experience for the target customer is understood as experiential marketing communication through touch. it's said to be a creative way because it allows people to work out shapes, smell, touch, hear sounds, and taste [12]. As a result, touch-based experiential marketing communication which the goal is to stimulate, incite, provoke, and excite the target clients with the goal of satisfying and impressing them after they've had the chance to undertake out the merchandise or service. Guideline of the experiential Marketing Communications are as follow; 1) Conduct experiential marketing communications through feelings. This strategy could be a type of marketing communication that focuses on impacting the mood and feelings of the audience. the result of success depends on a transparent and precise understanding of the activities that produce emotions and feelings that are strong enough to be deeply embedded and form a relationship with the audience. 2) Think-marketing Communication, form of experiential marketing communication aims to change the mood and feelings of the target customers from the past in their thoughts and attitudes towards a brand or service [21] [22]. 3) Act-marketing Communication is form of experiential marketing communication strategy is intended to form an instantaneous experience for the target customers. The goal is to form behaviors and lifestyles that conform to the wants of marketers. The success factor depends on the attractiveness of the forms and activities created, and 4) Communication that's associated with marketing This strategy attempts to foster a positive relationship between target customers and other customers who are able to like the

products and services. This strategy encompasses a significant impact on the brand loyalty [23] because it aids within the connection of ideas. feelings and actions of all target customers who have used the merchandise or service, also as efficiently creating their trust within the brand. From the concept of sensory experiences [11] [12] was developed for this study, demonstrated in figure 1.
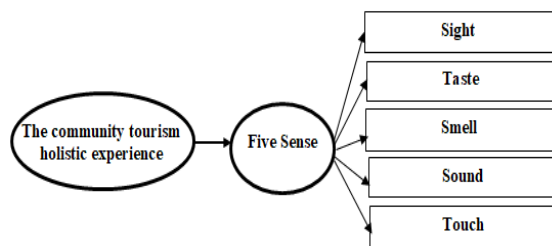

Figure 1: *Model of Five Sense for the Community Tourism Holistic Experience*

III.RESEARCH OBJECTIVES

The objectives of this research were 1) To analyse the confirmatory factor analysis of the community tourism holistic experience of Thais tourist, and 2) To study the community tourism holistic experience of Thais tourist.

IV. RESEARCH METHOD

The examination of the community tourism holistic experience relies on the survey research method that using a web questionnaire to extract the sensory experience of Thai tourists with community tourism in Thailand.

The research population and sample are comprised of two groups as follows. Key informant group was collected through purposive, non-random sampling. In-depth interviews were conducted with 9 representatives of three groups; 1) the pinnacle of community tourism 2) The officer of Tourism Authority of Thailand and 3) The academician of tourism and Survey population and sampling is that the Thai local tourists. the entire numbers of which were infinite population by Comrey and Lee [24] has recommended for the sample size suitability for EFA factor extraction ≥ 500

as superb. Therefore, this study needed over 500 respondents to stock up a web questionnaire posted on the Facebook, web-based media, email, and Line application from August to September 2021. The convenience sampling comprised of 637 respondents. The sample was collecting by questionnaire. Content was validity (IOC) by 5 expertise within the tourism subject which was calculated at 0.80-1.00, the reliability of measures for the survey questionnaire was test returned high Cronbach Alpha of 0.86 supported 40 items. Descriptive statistics data were analyzed using the SPSS program while a multivariate statistical analysis was done using the AMOS program. The four-evaluating metrics of data-model fit of Arbuckle were 1) Chi-square probability level greater than 0.05; 2) Relative chi-square value but 2; 3) Goodness-of-fit-index of quite 0.90; and 4) Root mean square error of approximation not up to 0.08 [25].

The Ethic Review Board of Boromarajjonani College of Nursing at Saraburi, Thailand reviewed the research proposal and issued IRB number E.C. 2-001/2021 to approve this research. The respondents consented to participate within the data collection.

V. RESEARCH RESULTS

The result of Exploratory Factor of 40 observe variable (The community tourism holistic Experience)

Using Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

Table 1: *KMO and Bartlett's Test*

KMO and Bartlett's Test		0.966
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	Approx. Chi-square	17006.372
	df	780
	Sig.	0.000

Table 2: *Rotated Component Matrix*

N=637 tourists

	Component			
	1	2	3	4
ExP21	.816			
ExP22	.788			
ExP23	.729			
ExP19	.720			
ExP20	.715			
ExP16	.668			
ExP9	.639			
ExP11	.635			
ExP25	.565			
ExP24	.555			
ExP36	.535			
ExP17	.521			
ExP15	.508			
ExP31		.728		
ExP29		.714		
ExP33		.703		
ExP28		.682		
ExP30		.617		
ExP27		.607		
ExP39		.584		
ExP37		.570		
ExP40		.553		
ExP4			.694	
ExP5			.651	
ExP6			.583	
ExP1			.572	
ExP7			.569	
ExP3			.566	
ExP2			.555	
ExP8			.541	
ExP12				.753
ExP13				.747
ExP10				.533
ExP32				.532
ExP34				.521

*ExP = Traveling Experience

The Overview of the confirmatory factor analysis of the community tourism holistic experience.

Figure 2 shows results of the data-model fit of the confirmatory factor analysis of the community tourism holistic experience. After a model adjustment with modification indices, the results were chi-square probability level = 0.095, relative chi-square = 1.358, goodness-of-fit-index = 0.988, and root mean square error of approximation = 0.024. It could be concluded that the four statistical results approved the evaluation; therefore, the model of the adjusted confirmatory factor analysis of the community tourism holistic experience using guidelines in the community tourism sector to experience created success matched the empirical data.

The confirmatory factor analysis of the community tourism holistic experience

consisted of four latent variables are: 1) Interactive Participation, 2) Local lifestyle Base Activity, 3) Authenticity, and 4) The Community Ecosystem.
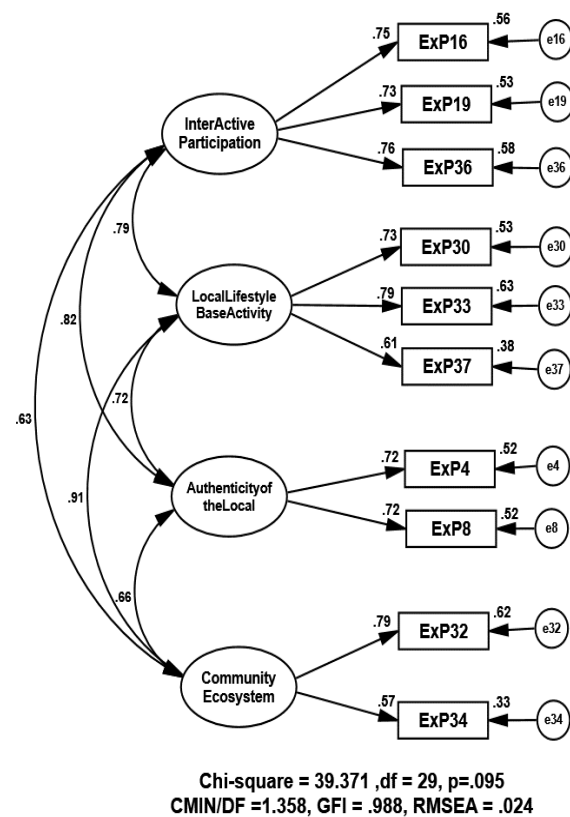

Chi-square = 39.371 ,df = 29, p=.095
CMIN/DF =1.358, GFI = .988, RMSEA = .024

Figure 2: *The Confirmatory Factor Analysis of the Community Tourism Holistic Experience of Thais Tourist (Standardized Esitimate Mode)*

The results of the confirmatory factor analysis of the community tourism holistic experience.

Figure 2 shows the results of the confirmatory factor analysis of the community tourism holistic experience of the four factors as follows:

The three observed variables of Interactive Participation component sorted by weight score prioritization from highest to lowest were 1) People in the community are invited to practice speaking and pronouncing words in the local language and giving them the correct meaning (ExP36), 2) Prepare raw materials Ingredients to cook dinner with the community (ExP16), and 3) Watch a series of folk-art performances wearing local costumes such as Sukhothai Dance, Korat Dance, etc. (Exp19).

The three observed variables of Local Lifestyle Base Activity component sorted by weight score prioritization from highest to lowest were 1) The food that has been eaten has a menu name referring to the name of the community, such as the ancient custard of Nan, etc. (ExP33), 2) Walking or cycling to see the way of life and buildings along the trail. Community Cultural Path (ExP30), and 3) Accommodation and community attractions do not smell from sewage or manure (ExP37).

The two observed variables of Authenticity Component sorted by weight score prioritization from highest to lowest were 1) Listen to community information and community tourism services (ExP4) which equal to 2) Listen to the stories telling and legends about the history of the community, beliefs, myths of the community from elders, philosophers, villagers or local interpreters (ExP8).

The two observed variables of Community Ecosystem component sorted by weight score prioritization from highest to lowest were 1) The community has check-in locations where you can take photos and post them on social media (ExP34) and 2) Sight and seeing a morning atmosphere to appreciate the nature around the accommodation (ExP32).

Table 3 : Mean and Standard Deviation of the Community Tourism Holistic Experience of Thais Tourist

N=637 tourists

The community tourism holistic experience.		$\bar{x}$	S.D.
The overview of the community tourism holistic experience		4.17	0.65
1) Interactive Participation		**3.87**	**0.94**
ExP16	Prepare raw materials Ingredients to cook dinner with the community.	3.74	1.24
ExP19	Watch a series of folk-art performances wearing local costumes such as Sukhothai Dance, Korat Dance, etc.	3.95	1.03
ExP36	People in the community are invited to practice speaking and pronouncing words in the local language and giving them the correct meaning.	3.93	1.08
2) Local lifestyle Base Activity		**4.26**	**0.90**
ExP30	Walking or cycling to see the way of life and buildings along the trail. Community Cultural Path	4.25	0.90
ExP33	The food that has been eaten has a menu name referring to the name of the community, such as the ancient custard of Nan, etc.	4.26	0.91
ExP37	Accommodation and community attractions do not smell from sewage or manure	4.27	0.90
3) Authenticity		**4.16**	**0.90**
ExP4	Listen to community information and community tourism services	4.22	0.84
ExP8	Listen to the stories telling and legends about the history of the community, beliefs, myths of the community from elders, philosophers, villagers or local interpreters	4.10	0.97
4) The Community Ecosystem		**4.38**	**0.85**
ExP32	Sight and seeing a morning atmosphere to appreciate the nature around the accommodation	4.43	0.83
ExP34	The community has check-in locations where you can take photos and post them on social media.	4.34	0.87

From Table 1. The overview of the importance analysis results of the community tourism holistic experience, the high level was found with a mean of 4.17. When the importance level was considered by component, all components were found in the high level: The Community Ecosystem with a mean of 4.38, Local lifestyle Base Activity with a mean of 4.26, Authenticity with a mean of 4.16, and Interactive Participation with a mean of 3.87 sorted in the order of importance from the most to the least.

The top three of the highest score as follows; Sight and seeing a morning atmosphere to appreciate the nature around the accommodation (4.43), The community has check-in locations where you can take photos and post them on social media (4.34),

Accommodation and community attractions do not smell from sewage or manure (4.27). And the least is Prepare raw materials Ingredients to cook dinner with the community (3.74).

VI. CONCLUSION & DISCUSSION

As a results of the confirmatory correlational analysis of the community tourism holistic experience consisted of 4 latent variables are: 1) Interactive Participation, 2) Local lifestyle Base Activity, 3) Authenticity, and 4) The Community Ecosystem. this can be a study supported the experience marketing framework of Schmitt [11] and Lindstrom [12], that is, the holistic experience of community tourism arises from the subsequent component: the primary, interactive participation creates a tactile experience by designing tourists to participate in community tourism, like harvesting vegetables. Fruit grown within the community, etc. The importance of interactive tourism will help tourists have a really hands-on experience, so tourists are going to be ready to remember what they need in hot water an extended time. 2) Local lifestyle Base Activity, creating experiences like cooking with local natural ingredients, trekking with native herbs, farming, and learning and dealing on community handicrafts by designing community tourism activities that take under consideration the lives of the community. Furthermore, tourists have an interest in learning about the community's resources that are directly tied to the people's way of life. Whether it's for a living or employment, employing resources could be a must. this permits tourists to use community resources to their daily lives once they need returned from their vacation. 3) Authenticity are a few things that local people produce in accordance with society's way of life. The senses will perceive beauty, the charm of art, and also the emotional sensation that arises from admiration as a result of a behavioral plan and expressions within which feelings and thoughts in various situations are characterized by local characteristics supported natural

environmental factors and therefore the social environment. pleased with the community's authenticity tale, which incorporates the community's history and key personalities, among other things. The last, the community ecosystem, to make a community tourism experience by designing tourism activities for tourists to own ecotourism within the community, especially with natural features and community characteristics like meteor showers, the rising and falling of the sun, etc. consist with the Namibian tourism destination, with world-renowned resources like Etosha parkland, the Himba culture, Epupa Falls, the desert-adapted elephant and therefore the rhino [27]. Also, the traveling to find new things could be a thanks to be inspired. enhance life experiences for tourists in some ways, particularly travel with many alternative attractions in various areas, like waterfalls, mountains, seas, temples, and important places. These factors are the natural resources capital available within the local people. which can impress tourists, but those resources without community tourism design and development cannot create new experiences from community tourism because traveling will allow tourists to be told various things, including the environment, art, culture, way of life, and lots of more architectural structures that surround the community. The spatial identity of the community could be a welcome addition to the experience of each traveler by means of community tourism that incorporates a different identity from other styles of tourism. Therefore, creating a community tourism experience must apply the principles of human perception and psychology consist with conceptual of selling and repair principles and marketing communications to form experiences [21], then consist with research finding of Eom and Han [26] is that the attitude and subjective norm had a major impact on travel intention of community tourism. it's part and a very important tool in travel brand management to produce information, motivate and help motivate. and to remind all stakeholders about

the brand [11] [18], and also the community tourism and community tourism are going to be integrated if community tourism brand communication is successful. It will be argued that community tourism brands can enter the minds of tourists and become brand loyalists (Brand Loyalty) [23]. Therefore, your brand should continually communicate the community tourism brand with new knowledge to make a holistic community tourism experience in step with the results of this study.

VII. LIMITATIONS

This study was during the COVID-19 outbreak. Therefore, the data collected from the questionnaire were the answers under the opinions of the respondents during the period.

VIII. RECOMMENDATIONS

1. instead of specializing in quantity, the stress is on displaying the nation's identity and exchanging information with quality tourists. By that specialize in creating and adding value to tourism products and services on never-ending basis,

2. it's managed to strike a balance between the requirements of tourists and also the interests of attraction owners. keep on with the economic, cultural, and environmental balance principles to avoid causing income inequality, blocking foreign capital groups from benefiting, and leaving environmental concerns that degrade tourist attractions.

3. New activities are developed to entice people to go to during the off-season by requiring them to be novel. It's both intriguing and complementary.

4. emphasizes the importance of integrating efforts between the tourism industry and other entities so as to push tourism development. by the community to any or all go down the identical path. Aim towards long-term tourism development objectives.

5. A debate materialized between the community, the people, and people curious about tourism so as to collaboratively solve difficulties and develop an answer that might be acceptable to any or all parties.

FINANCIAL SUPPORT

REFERENCES

1. The Office of SMEs Promotion. (2021). MSME situation analysis of tourism sector. Bangkok, Thailand.

2. Ministry of Tourism and Sports. (2021). [online]. Domestic Tourism Statistics (Classify by region and province 2021). https://www.mots.go.th/more_news_new.php?cid=630.

3. Hall, D. R., & Richards, G. (Eds.). (2000). Tourism and sustainable community development (p. 1). London: Routledge.

4. Lin, P. M., Ren, L., & Chen, C. (2017). Customers' perception of the authenticity of a Cantonese restaurant. Journal of China Tourism Research, 13(2), 211-230.

5. Weaver, D. B., & Lawton, L. J. (2001). Resident perceptions in the urban–rural fringe. Annals of tourism research, 28(2), 439-458.

6. Special Area Development Administration Organization for Sustainable Tourism (Public Organization). (2021). [online]. https://www.tatreviewmagazine.com/article/community-based-tourism/.

7. Zaei, M. E., & Zaei, M. E. (2013). The impacts of tourism industry on host community. European journal of tourism hospitality and research, 1(2), 12-21.

8. Tomislav, K. (2018). The concept of sustainable development: From its beginning to the contemporary issues.

Zagreb International Review of Economics & Business, 21(1), 67-94.

9. Ali, M. B., Quaddus, M., Rabbanee, F. K., & Shanka, T. (2020). Community Participation and Quality of Life in Nature-Based Tourism: Exploring The Antecedents and Moderators. Journal of Hospitality & Tourism Research, 1096348020980094.

10. Movono, A., Dahles, H., & Becken, S. (2018). Fijian culture and the environment: A focus on the ecological and social interconnectedness of tourism development. Journal of Sustainable Tourism, 26(3), 451-469.

11. Schmitt, B. (1999). Experiential marketing. Journal of marketing management, 15(1-3), 53-67.

12. Lindstrom, M. (2005). BRAND sense: Sensory secrets behind the stuff we buy. Free Press.

13. Goodwin, H., & Santilli, R. (2009). Community-based tourism: A success. ICRT Occasional paper, 11(1), 37.

14. López-Guzmán, T., Sánchez-Cañizares, S., & Pavón, V. (2011). Community-based tourism in developing countries: A case study. Tourismos, 6(1), 69-84.

15. Lee, T. H., & Jan, F. H. (2019). Can community-based tourism contribute to sustainable development? Evidence from residents' perceptions of the sustainability. Tourism Management, 70, 368-380.

16. Yoo, C., Park, J., & MacInnis, D. J. (1998). Effects of store characteristics and in-store emotional experiences on store attitude. Journal of Business Research, 42(3), 253-263.

17. De Ruyter, K., & Bloemer, J. (1999). Customer loyalty in extended service settings: The interaction between satisfaction, value attainment and positive mood. International journal of service industry management.

18. Belch, G. E., & Belch, M. A. (2020). Advertising and promotion: An integrated marketing communications perspective.

19. Smith, P. R., Smith, P. R., & Zook, Z. (2016). Marketing communications: Offline and online integration, engagement and analytics.

20. Hartley, B., & Pickton, D. (1999). Integrated marketing communications requires a new way of thinking. Journal of marketing Communications, 5(2), 97-106.

21. Kotler, P., & Keller, K. L. (2016). A framework for marketing management (p. 352). Boston, MA: Pearson.

22. Marshall, G. W., & Johnston, M. W. (2018). Marketing management. McGraw-Hill.

23. Aaker, D. A. (2012). Building strong brands. Simon and Schuster.

24. Comrey, A. L., & Lee, H. B. (2013). A first course in factor analysis. Psychology press.

25. Arbuckle, J. L. (2011). IBM SPSS Amos 20 user's guide. Amos Development Corporation, SPSS Inc, 226-229.

26. Eom, T., & Han, H. (2019). Community-based tourism (TourDure) experience program: A theoretical approach. Journal of Travel & Tourism Marketing, 36(8), 956-968.

27. Novelli, M., & Gebhardt, K. (2007). Community based tourism in Namibia:'Reality show'or 'window dressing'?. Current Issues in Tourism, 10(5), 443-479.