

# Creative Tourist Satisfaction Model In Creative Community-Based Tourist Attraction Along Nong Khai - Khon Kaen, Thailand Railway Route

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## Abstract

This research aims to analyze the structural equation model of Creative Tourist Satisfaction model which consists of 3 variables: 1) Creative Tourist Experience, 2) Creative Tourist Expectation, and 3) Creative Tourist Satisfaction. The questionnaire survey was developed to collect data from 1200 tourists in the creative community-based tourist attraction along Nong khai - Khon Kaen, Thailand Railway Route: Baan Nong krung, Baan Pai District, Khon Kaen Province, Baan Non-Kok, Muang District, Udonthani Province and Baan Pa Kho, Nong khai Province, Thailand. According to the results, Creative Tourist Experience directly influences Creative Tourist Expectation and indirectly influences Creative Tourist Satisfaction through Creative Tourist Expectation. There is a direct correlation between Creative Tourist Experience and Creative Tourist Satisfaction, and between Creative Tourist Expectation and Creative Tourist Satisfaction.

## Introduction

At present, Thailand is in the process of reforming to become a stable, prosperous, and sustainable country for creating jobs and distributing income to communities, as well as preparing the tourism industry for future growth (Tantipanichkul et al., 2021). Travel in developed countries has expanded the popularity of trails used for recreation as a result of the growth in the travel industry. With regards to parks and entertainment, Moore and Ross have proposed at least five types of trails. The following types of trails are included: (1) conventional backcountry trails, (2) recreational scenic routes, (3) trails of various uses, (4) water trails, and (5) rail trails.

This paper is centered around trails from the fifth class. In their next study, Moore and Shafer (2001) identified trails as settings for activities and experiences rather than simple routes.

The National Economic and Social Development Goals are aimed at upgrading and improving infrastructure factors to support the expansion of the industrial and service sectors (Lao-an, 2020). The development of the Khon Kaen-Nong Khai double-track railway is one of the National Economic and Social Development Plans. The Khon Kaen-Nong Khai double-track railway has an Economic Internal Rate of Return (EIRR) of 19% (Office of the National Economics and Social Development Council,

2020). The development of the railway line in the past has resulted in the continuous expansion of the community according to the development of the urban sector, with the construction of housing on both sides of the railroad, where most of the housing areas are not far from the railway line (Lao-an, 2020). As a result of these developments, government institutions and communities work together to develop and upgrade the community as a community tourist destination by emphasizing the uniqueness, arts and culture, and local wisdom as one of the tourism products, which is a type of tourism known as local tourism. (Chamnian et al., 2019)

As per the guidelines for community development, creative tourism focuses on sustainability in the community by organizing tourism activities related to the history, culture, and lifestyle of the community, allowing users to gain genuine experiences from real and existing things in the community (UNESCO, 2006). Creative tourism enriches the travel experience for tourists. Therefore, it can be said that creative tourism is a form of experience tourism (Smith, 2006). Richard (2010) identified six characteristics of creative tourism in the community: 1) It is a tourism model that helps tourists improve their skills. 2) It is a tourism model that has "skills and cultural experiences arising from participating in tourism activities" as a main product. 3) It is a tourism model that shifts from selling tangible to intangible tourism resources while retaining experience and skills. 4) It is a tourism model in which high-level cultural products give way to everyday cultural products. 5) It is a tourism model that allows tourists to participate in community tourism activities. 6) It is a tourism model that must be distinct in terms of tourism resources in order to create a distinct identity for tourist attractions.

Having a good experience leads to satisfaction with the attraction (Tantipanichkul et al, 2021). The experience of tourists arises from travel, where factors influencing the creation of an experience arise from a number of factors, such as physical, social, tourism products and services, components, and so on. Moreover, the creation of a tourist experience can be built on several factors: type of activity, location, mood,

satisfaction, memory, learning, identity, and perception (Cutler & Carmichael, 2010). These elements can be creative tourist experiences through participation in activities that are unique (unique involvement), encourage self-learning, and escape from everyday life (escape) (Hung, Lee, & Huang, 2016). In addition, interesting activities and good service will create a good experience for tourists to have good memories. Characteristics of creative tourism activities include recognition and escapism, peace of mind and relaxation, involvement, and hedonics (Xu & Chan, 2010). This research aimed to study the five elements of a creative tourist experience: 1) escape and recognition; 2) peace of mind; 3) unique involvement; 4) interactivity; and 5) learning.

Expectations are the result of past experiences and are always changing. As the tourism industry has a wide range of service providers, the expectations of tourists directly affect their satisfaction with the services they receive (Bosque et al. 2006). Tribe and Snaith (1998) stated that expectations are what people expect from their experiences. Additionally, Nor et al. (2014) looked at the relationship and influence of tourist expectations on tourist satisfaction and found that tourist expectations were positively correlated with satisfaction ( $B = 0.168$ ,  $p = 0.001$ ), in line with the findings of Song et al. (2012), Lee et al. (2011) and Xia et al. (2009). Some scholars argue that the relationship between expectation and satisfaction may depend on the context of the attraction (Cronin & Taylor, 1992; Hellier, Geursen, Carr, & Rickard, 2003). Also, Aliyu et al. (2013) confirmed that tourist expectations had a positive direct effect on satisfaction.

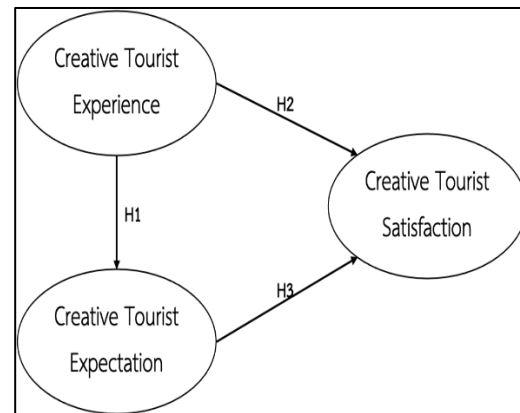
An analysis of Creative Tourist Experience, Creative Tourist Expectations, and Creative Tourist Satisfaction was conducted on the Nong Khai - Khon Kaen, Thailand Railway Route using the structural equation model. This will lead to the development of tourism of creative community attractions in the future.

## Methodology

Analyses of this study were conducted quantitatively. Data from both primary and secondary sources were analyzed in this study. Survey questionnaires were used to collect primary data. A literature review was conducted using secondary data gathered from academic journals and books. In this study, 1200 tourists visited the creative community-based tourist attractions in “Baan Nong Krung, Baan Pai District, Khon Kaen Province, Baan Non Kok, Muang District, Udonthani Province, and Baan Pa Kho, Nong Khai Province, Thailand.” Questionnaire surveys were filled out by participants. To analyze the relationship and effects of the variables in this study, the SPSS software (AMOS) was used for Confirmatory Factor Assessment (CFA) and Structural Equation Modeling (SEM). In this research, we hypothesize the following:

- H1: When it comes to creative community-based tourist attractions, the visitor experience plays an important role in influencing the visitor expectation.
- H2: There is a direct correlation between Creative Tourist Experience and Creative Tourist Satisfaction in creative community-based tourist attractions.
- H3: There is a direct correlation between Creative Tourist Expectations and Creative Tourist Satisfaction in creative community-based tourist attractions.

An overview of this study's research hypotheses is presented in Figure 1.



**Fig. 1. Research model**

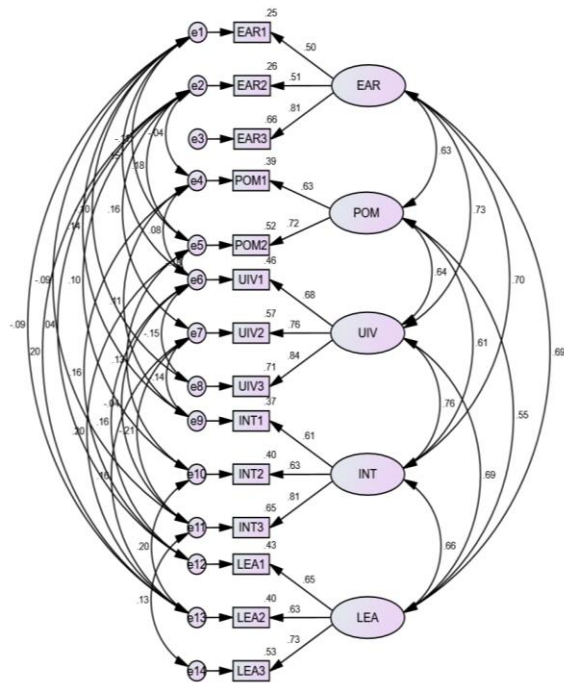
### Results of Confirmatory Factor Analysis (CFA)

It involves measuring the statistical results and making sure the variables fit the model as perfectly as possible (Model Fit) through Confirmatory Factor Analysis (CFA) (Hair et al., 2010). This study is based on three variables based on a CFA analysis - Creative Tourist Experience, Creative Tourist Expectation and Creative Tourist Satisfaction.

#### 1.) Confirmatory Factor Analysis of Creative Tourist Experience

Creative Tourist Experience is analyzed using a Confirmatory Factor Analysis (CFA). The variables in this study are classified into five groups: 1.) Escape and Recognition, 2.) Peace of Mind, 3.) Unique Involvement, 4.) Interactivity, and 5.) Learning. Evidence-based data are consistent with the proposed model. The Chi – Square results showed 48.329, df value was 41, Sig. value was found to be 0.201 > 0.05, and CMIN/df value was found to be 1.179 < 2.0. The consistency of statistical values with the Comparative Fit Index showed CFI = 0.999 > 0.90. Goodness of Fit Index (GFI) of 0.995 > 0.90 was obtained as a result of this study. Adjusted Goodness of Fit Index (AGFI) value was 0.986 > 0.90. The Root Mean Square Error of Approximation: (RMSEA) was 0.012 < 0.05. Root Mean Square Residual (RMR) was 0.004 < 0.05. The Normed fit index (NFI) was 0.992 > 0.90, and Incremental fit index (IFI) of 0.999 > 0.90 was achieved. It can be concluded from the

analysis that these indices meet the established criteria, indicating that the model is valid as shown in figure 2.



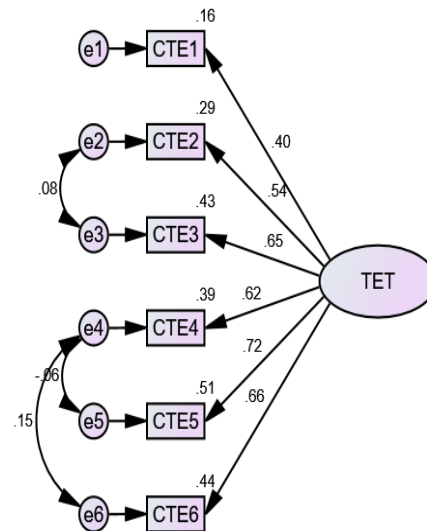
Chi-square=48.329,df=41,P-value=.201, CMIN/df=1.179,  
GFI=.995, AGFI=.986, CFI=.999, NFI=.992, IFI=.999,  
RMR=.004, RMSEA=.012

**Fig. 2. Confirmatory Factor Analysis of Creative Tourist Experience**

**2.) Confirmatory Factor Analysis of Creative Tourist Expectation**

The variable of Creative Tourist Expectation is confirmed using the Confirmatory Factor Analysis (CFA). As shown in the tables below, Chi-Square, df, and Sig. have a good consistency with evidence-based data, with Chi-Square, df, and Sig. being found to be 8.855, 6.0, and 0.182 > 0.05, respectively. A CMIN/df. of 1.476 < 2.0 was found and the Comparison Fit Index of 0.998 > 0.90 indicated consistency between statistical values and Comparative Fit Index. Goodness of Fit Index (GFI) of 0.998 > 0.90 was achieved in this study. Adjusted Goodness of Fit Index (AGFI) of 0.992 > 0.90 was achieved as a result of this study. Root Mean Square Error of Approximation: (RMSEA), Root Mean Square Residual, Normed fit index (NFI), and

Incremental fit index (IFI) was found to be 0.019 < 0.05, 0.004 < 0.05, 0.995 > 0.90, and 0.998 > 0.90 respectively. It can be concluded from the analysis that these indices fit the set criteria, confirming the validity of the model, as illustrated in Figure 3.



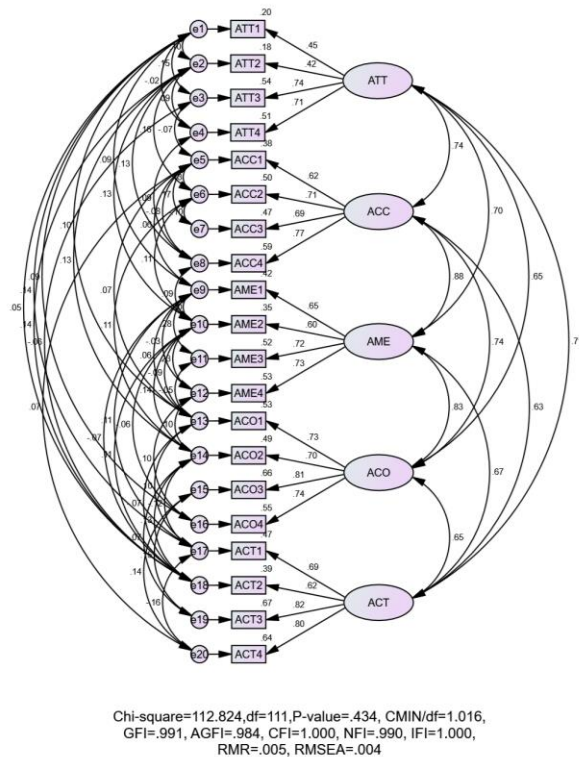
Chi-square=8.855,df=6,P-value=.182, CMIN/df=1.476,  
GFI=.998, AGFI=.992, CFI=.998, NFI=.995, IFI=.998,  
RMR=.004, RMSEA=.019

**Fig. 3. Confirmatory Factor Analysis of Creative Tourist Expectation**

**3.) Confirmatory Factor Analysis of Creative Tourist Satisfaction**

We used a Confirmatory Factor Analysis (CFA) for Creative Tourist Satisfaction to examine the variables which were categorized into five categories: Attractions, Accessibility, Amenities, Accommodation, and Activities. Chi-Square, df, and Sig. have a good consistency with evidence-based data, with Chi-Square, df, and Sig. being found to be 112.824, 111.0, and 0.434 > 0.05, respectively. A CMIN/df. of 1.016 < 2.0 was found and the Comparison Fit Index of 0.991 > 0.90 indicated consistency between statistical values and Comparative Fit Index. Goodness of Fit Index (GFI) of 0.991 > 0.90 was achieved in this study. Adjusted Goodness of Fit Index (AGFI) of 0.984 > 0.90 was achieved as a result

of this study. Root Mean Square Error of Approximation: (RMSEA), Root Mean Square Residual, Normed fit index (NFI), and Incremental fit index (IFI) was found to be  $0.004 < 0.05$ ,  $0.990 > 0.90$ ,  $0.995 > 0.90$ , and  $1.000 > 0.90$  respectively. Figure 4 illustrates how the model's validity has been demonstrated by these indices meeting the set criteria.

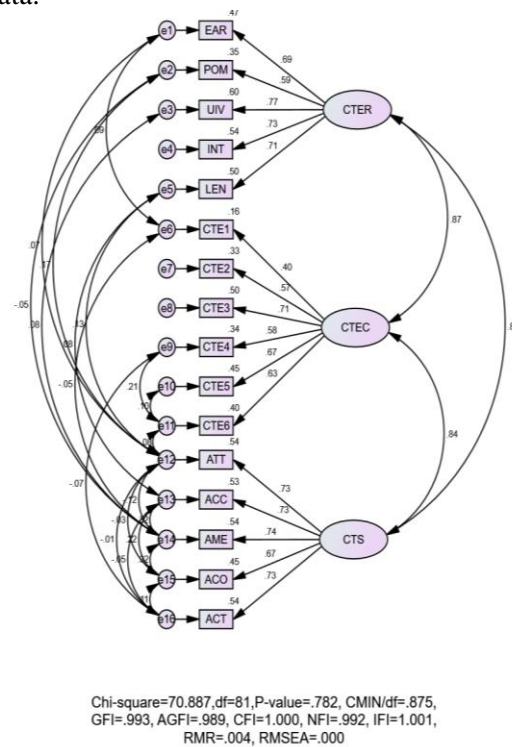


**Fig. 4. Confirmatory Factor Analysis of Creative Tourist Satisfaction**

**5.) The Confirmatory Factor Analysis of the Creative Tourist Satisfaction Model in Creative Community-Based Tourist Attraction along Nong khai - Khon Kaen, Thailand Railway Route**

Three variables have been identified as part of the Confirmatory Factor Analysis of the Creative Tourist Satisfaction Model used in the Creative Community-Based Tourist Attractions along the Nong Khai - Khon Kaen Railway Route in Thailand. The variables include Creative Tourist Experience, Creative Tourist Expectation, and Creative Tourist Satisfaction.

Using the model as an example, it is revealed that it is consistent with actual data to an acceptable degree. The value of Chi – Square, df, Sig. and CMIN/df. was found to be 70.887, 81.0, 0.782 > 0.05, and 0.875 < 2.0, respectively. The Comparative Fit Index (CFI), Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Root Mean Square Error of Approximation: (RMSEA) was  $1.000 > 0.90$ ,  $0.993 > 0.90$ ,  $0.989 > 0.80$ , and  $0.000 < 0.05$ , respectively. In the present study, Root Mean Square Residual and Normed fit index (NFI) was found to be  $0.004 < 0.05$ , and  $0.992 > 0.90$  respectively. Analyzing these indices shows that they satisfy all 7 configurable criteria, indicating that the model is consistent with the empirical data.



**Fig. 5. Overall picture of the second confirmatory model of the Creative Tourist Satisfaction Model in Creative Community-Based Tourist Attraction along Nong khai - Khon Kaen, Thailand Railway Route**

**Structural Equation Model**

The objective of this study is to assess the fit and validity of the estimated model and to modify the

variables to improve statistical fit of the model along Nong Khai - Khon Kaen, Thailand Railway Route. Structural Equation Model fits and validity are evaluated based on variable weights and R2 values to determine the covariance. As shown in figure 6 as well as tables 1 and 2, the structural equation model analysis reveals the following results.

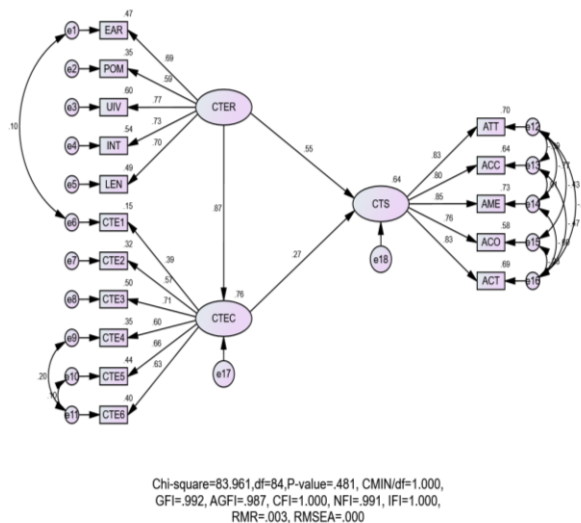


Fig. 6. Standardized output of SEM

Table 1

| Index    | Criteria | Value | Result | References  |
|----------|----------|-------|--------|---|
| <b>a</b> |          |       |        |   |
|          |          |       |        | Chi –Square = 83.961 df. = 84.0                           |
| Sig.     | > 0.05   | 0.481 | Fit    | Hair et al. (2010), Bollen (1989) and Sorbon (1996)       |
| CMIN/df. | < 2.0    | 1.000 | Fit    | Bollen (1989), Diamantopoulos, Siguaw (2000)              |
| GFI      | > 0.90   | 0.992 | Fit    | Hair et al. (2006), Browne and Cudeck (1993)              |
| AGFI     | > 0.90   | 0.987 | Fit    | Durande-Moreau and Usunier (1999), Harrison walker (2001) |
| NFI      | > 0.90   | 0.991 | Fit    | Hair et al. (2010), Mueller (1996)                        |
| IFI      | > 0.90   | 1.000 | Fit    | Hair et al. (2010), Mueller (1996)                        |
| CFI      | > 0.90   | 1.000 | Fit    | Hair et al. (2010), Mueller (1996)                        |
| RMR      | < 0.05   | 0.003 | Fit    | Diamantopoulos, Siguaw (2000)                             |
| RMSEA    | < 0.05   | 0.000 | Fit    | Hair et al. (2010), Browne and Cudeck (1993)              |

According to the analysis, all seven indices are consistent with empirical evidence. In this study, the Structural Equation Model for Creative Tourist Satisfaction in Nong khai-Khon Kaen, Thailand Railway Route is found to be consistent with those empirical data conditions indicating a statistically acceptable level of

satisfaction. A number of variables, such as Creative Tourist Experience, Creative Tourist Expectations, and Creative Tourist Satisfaction, are consistent with the configurable criteria. In summary, the estimated model appears to have validity (OK Fit Confirmation). As shown in table 2, the SEM results are summarized.

Table 2. The results of SEM of Creative Tourist Satisfaction Model in Creative Community-Based Tourist Attraction along Nong khai - Khon Kaen, Thailand Railway Route

| Variable (path)   | $\lambda$ | SE.  | t-value | Sig.    | R <sup>2</sup> |
|---|-----------|------|---------|---------|----------------|
| Creative Tourist Expectation <-- Creative Tourist Experience  | 0.76      | 0.04 | 13.538  | 0.000 * | 58.0 %         |
| Creative Tourist Satisfaction <-- Creative Tourist Experience | 0.83      | 0.04 | 18.774  | 0.000 * | 70.0 %         |



|                               |     |                              |          |          |       |            |           |
|-------------------------------|-----|------------------------------|----------|----------|-------|------------|-----------|
| Creative Tourist Satisfaction | <-- | Creative Tourist Expectation | 0.5<br>9 | 0.0<br>7 | 8.479 | 0.000<br>* | 89.0<br>% |
|-------------------------------|-----|------------------------------|----------|----------|-------|------------|-----------|

\*p < 0.05

The model of the Creative Tourist Satisfaction Model in Creative Community-Based Tourist Attraction along Nong Khai - Khon Kaen, Thailand Railway Route, includes variables of Creative Tourist Experience, Creative Tourist Expectation, and Creative Tourist Satisfaction. Based on the regression coefficients of the standard scores of the independent variables, the Structural Equation Model provides results. A description of the coefficients indicating the influence of the variables is given below.

1.) Creative Tourist Experience consists of 5 observable variables: 1.) Escape and Recognition (EAR), 2.) Peace of Mind (POM), 3.) Unique Involvement (UIV), 4.) Interactivity (INT), and 5.) Learning (LEA). It is estimated that the squared multiple correlation (R<sup>2</sup>) accounts for 35.2% - 59.9% of the regression coefficient weight. Detailed below are the results of a structural equation test on Creative Tourist Experience that identified two direct influences and one indirect influence.

1.1) There is a direct relationship between the Creative Tourist Experience and Creative Tourist Expectations. It has a regression coefficient of 0.87, an error variance of 0.05, a t-value of 12.759, and a significance value of 0.000 < 0.05. A statistical significance of 0.05 has been found when the influence on changing accounts for 75.6%.

1.2) There is a direct correlation between Creative Tourist Satisfaction and Creative Tourist Experience. There is a correlation coefficient of 0.55, a variance of 0.08, a t-value of 8.450, and a significance coefficient of 0.001 if the error variance is 0.08. A statistically significant 0.01 indicates the influence of changes on 63.5%.

1.3) A mediator in the Creative Tourist Experience is Creative Tourist Expectation, which indirectly influences Creative Tourist Satisfaction. Based on this equation, the regression coefficient will be 0.24 (0.87 x 0.27).

2.) Creative Tourist Expectation consists of 6 observable variables (CET1- CET6): Skill

Enhancement, Skills and Experiences, Intangible Product, Relations with Community, Participation, and Uniqueness. There is a correlation coefficient weight of 0.39 - 0.71, and the squared multiple correlation (R<sup>2</sup>) accounts for 15.4% - 49.9% of the variation. Below are details of a direct influence path determined by the Creative Tourist Expectation structural equation test.

2.1) There is a direct relationship between Creative Tourist Expectation and Creative Tourist Satisfaction. In this study, the regression coefficient is 0.27, the error variance is 0.11, t is 4.170, and Sig. = 0.000 < 0.01. There is a significant impact of 63.5% on changing, resulting in a 0.01 significance level.

3.) In the study Creative Tourist Satisfaction in Creative Community-Based Tourist Attractions on Nong Khai - Khon Kaen, Thailand Railway Route, Creative Tourist Satisfaction is one of the results variables. There are 5 observable variables: 1.) Attractions, 2.) Accessibility, 3.) Amenities, 4.) Accommodation, and 5.) Activities. In the regression coefficient, the weight ranges from 0.76 to 0.85, and the squared multiple correlation (R<sup>2</sup>) accounts for 58.0% to 72.9% of the effect.

### Results from Hypotheses Testing

This article summarizes the results of hypotheses testing using the Structural Equation Model of Creative Tourist Satisfaction along Nong Khai - Khon Kaen, Thailand Railway Route:

- Using the H1 or Creative Tourist Experience weight of 0.87, results confirm that Creative Tourist Expectation is directly influenced by H1 or Creative Tourist Experience. There is a statistically significant contribution of 75.6% to changing, which is 0.01 at the level of significance.
- Based on the results, H2 has a direct positive impact on Creative Tourist Satisfaction in a creative community-based tourist attraction, as indicated by

its weight of 0.55. There is a significant impact of 63.5% on changing, resulting in a 0.01 significance level.

- The results show that H3 or Creative Tourist Expectation, with a weight of 0.27, has an impact on Creative Tourist Satisfaction. There is a significant impact of 63.5% on changing, resulting in a 0.01 significance level.

## CONCLUSION

In this study, the variables were analyzed for their influence on the research results, and the results were summarized as follows. Creative Tourist Experience directly influences Creative Tourist Expectations, and Creative Tourist Expectations indirectly influences Creative Tourist Satisfaction as a mediator. A positive Creative Tourist Experience leads to a positive Creative Tourist Expectation, while a positive Creative Tourist Experience leads to a positive Creative Tourist Satisfaction.

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