

The Assessment Of Social Return On Investment Through The Perspective Of Behavioral Science: A Case Study Of Creative Tourism Activities Of The Esan-Lanna Community In Dok Kham Tai District, Phayao, Thailand

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ABSTRACT

The esan-lanna community located in phayao province in the upper northern region of thailand is a multi-cultural community that has received promotion and development from agencies in both the public and private sectors to become a community for tourism. This research study is one part of the promotion and development of the esan-lanna community with the objective to raise the level of the community from cultural tourism to creative tourism by the arrangement of creative tourism activities categorized into three types: 1) activities related to the faith and beliefs of the community, 2) activities related to music and art, and 3) activities related to food and beverages. The target group comprises stakeholders related to these activities divided into two groups: 1) the group of direct stakeholders that participated in the creative tourism activities and 2) the group of indirect stakeholders, which includes people that live within the community but did not participate in the creative tourism activities. After conducting the creative tourism activities, the researcher evaluated the social return on investment in order to measure the changes in three types of behavioral indicators: 1) perception of the economic value from creative tourism, 2) feasibility of the creative tourism activities and 3) entrepreneurial intentions.

The results indicate that 1) the group of direct stakeholders' perception of the economic value significantly increased after conducting the creative tourism activities, 2) the group of direct stakeholders have the opinion that all three types of creative tourism have been significantly feasible in the raising of the level of the community from cultural tourism to creative tourism, and 3) the group of direct stakeholders have significantly increased entrepreneurial intentions after conducting the creative tourism activities. Regarding the indirect stakeholder group, it was indicated that their perception of the economic value from creative tourism and intentions to become entrepreneurs did not change from their original opinions before the arranged activities. Thus, raising the level of the community from cultural tourism to creative tourism should provide opportunities for stakeholders to participate as much as possible in order to recognize the value and increase entrepreneurial intentions, which will affect the economic growth and development of the community.

Keywords: social return on investment, behavioral science, creative tourism.

INTRODUCTION

Currently, university operations worldwide are focused on the importance of University Social Responsibility or achievement of the goals leading to sustainable development based on the Three-Pillar Approach, namely the economic, social and environmental results (Vallaey, 2011). With the importance of these concepts, Phayao University has

therefore set the resolutions in the work of the organization based on Wisdom for Community Empowerment. Phayao University began strengthening the community and society through the One faculty, One Model project in order to function as a mechanism in driving the operations in order to respond to these resolutions. The One Faculty, One Model project included the operations of each faculty according to their mission and body of knowledge

that were appropriate to each science for the development of the target areas in Phayao province in collaboration with the stakeholders in the area. Afterwards, the One Faculty, One Model project was developed into the One Faculty, One Signature project in the year 2018, and the current development in 2022 includes the One Faculty, One Smart Community project in order to comply with the Sustainable Development Goals (SDGs). Moreover, there is also the objective of using the wisdom and knowledge of the university for the strengthening of the community as a priority.

The Faculty of Business Administration and Communication Arts is one faculty of Phayao University that joined the One Faculty, One Smart Community project in the year 2021 by conducting a research project in order to raise the level of the cultural tourism to creative tourism by selecting an Esan-Lanna Community as the target area within the community comprising members of two different ethnic groups, both the indigenous people of the Upper Northern region of Thailand (Lanna) and the migrants from the Northeast region of Thailand (Esan) comprising a second part of the community that has become a multi-cultural village with an identity resulting from the combination of cultures between Lanna and Esan that is perfectly unique. As stated, the Esan-Lanna Community therefore received promotion and development from agencies in both the public and private sectors to become a community for tourism. This research work includes one part of the promotion and development of the Esan-Lanna Community with the objective to raise the level of the community from cultural tourism to creative tourism by having creative tourism activities as the tool for raising the level of tourism. These creative tourism activities are divided into three types, namely 1) activities related to the faith and beliefs of the community, 2) activities related to music and art, and 3) activities related to food and beverages. Furthermore, the stakeholders related to the activities were categorized into two groups, which are the group of direct stakeholders that have participation in the creative tourism activities and the indirect stakeholder group that includes people who live within the community that do not participate in the creative tourism activities but recognize that the activities take place in the community.

This research work aimed to assess the changes with the method of studying the effects of social return on investment through the perspective of behavioral science. This is because the analysis in behavioral

science makes use of a conceptual basis that is both sociological and psychological combined, which is able to explain behavioral changes in order to build an understanding of the behavioral aspects of people and the psychological factors from participation in the activities. Moreover, with assessment based on behavioral science, it is possible to evaluate the changes immediately after completion of the project, whereas the analysis of the effects of social return in other perspectives, especially with regard to economics, require more time and resources than in behavioral science. Thus, due to the conditions of time and resources that are limitations in this research work, the researcher therefore chose to study the effects of social return through the perspective of behavioral science.

RESEARCH OBJECTIVES

1. To evaluate the perception of the economic value from creative tourism of the stakeholders after conducting the creative tourism activities.
2. To evaluate the feasibility of creative tourism activities in the view of the stakeholders after conducting the creative tourism activities.
3. To evaluate the entrepreneurial intentions of the stakeholders after conducting the creative tourism activities.

LITERATURE REVIEW

Social Return on Investment through the Perspective of Behavioral Science

The concept of the effects of social return was adapted from the concept of analysing the effects of the economic return related to social accounting and cost-benefit analysis using Social Return on Investment as the assessment of social values in the creation of social impacts or Social Value Creation by acquisition of the effects on the return in which money is of secondary importance. This is in accordance with the concept of Skillern et al. (2007), who mentioned that social entrepreneurs should be interested in the creation of social value and not overly concerned with profits. However, Social Return on Investment also has several limitations according to the concept of Banke-Thomas et al. (2017), which includes difficulties in determining what will happen if there are no operating activities or other activities, and it is not possible to compare the ratio of Social Return on Investment with the operating activities immediately because obtaining the accurate results usually requires the use of time and resources in the future. Moreover, analysis of Social

Return on Investment may not be able to quantify the value with a perspective of quality (Unquantifiable Social Value) or not be able to express the results in economic figures. With these limitations of the method of assessment of social impacts that have both advantages and disadvantages, this research work therefore assesses the effects of the social return in order to analyze the changes of society through the perspective of behavioral science according to the objectives of the project and activities in order to show the important changes in three areas based on the concept of the Social Cognitive Theory of Bandura (1985), namely people, environment, and behavior.

The analysis of the effects of social return on investment in this perspective of behavioral science has defined the theory of change along with the indicators of the results in terms of behavioral science. This research work has applied the results of behavioral science as the results of Social Return on Investment by using the Social Cognitive Learning Theory to analyze the social return on investment. The Social Cognitive Learning Theory of Bandura (1977) comprises the relationship between three components, which are Person, Environment and Behavior. The behavioral social indicators according to the concept of the theory of social learning comprise three indicators based on the components of the Social Cognitive Learning Theory (Srakawee, 2021), which are 1) the cognitive indicators and the factors of 'Person' considered from the results that cause changes within people from participation in the project, namely knowledge, understanding, skills, ability in the inheritance and well-being of people, etc., 2) the factors of 'Environment' considered from the context and the environmental conditions of the projects that are conducive to the creation of behavior of target groups, such as social networks, the context of community innovations, changes of community, etc., and 3) the factors of 'Behavior' considered from the behavior that is aimed at the target groups, such as joining and participating in community activities, the beneficial relations, unity of the people in the community, etc.

Social Return on Creative Tourism Activities

Creative tourism was developed from cultural tourism by creative tourism giving more importance to the integration of new ideas that are innovations for supplementing the strength and increasing the roles of tourists in learning for the creation of direct experience along with the local people to whom the culture belongs. Moreover, creative tourism

activities also focus on creating social value and economic value added for the community. In addition, when considering the effects of social return according to analysis through the perspective of behavioral science, this research work divided the analysis of the effects of social return into three issues according to the conceptual relationship of Bandura (1977), namely 1) the perception of the economic value from creative tourism activities, 2) the feasibility of creative tourism activities, and 3) the intention to become an entrepreneur, with each issue having the details as follows.

Perception of the Economic Value from Creative Tourism Activities

Perception of economic value is a process of management or interpretation of the stakeholders from experience. The attitude, values and self-learning from creative tourism activities involve the perception of changes in economic welfare that people receive from creative tourism activities. According to the concept of determining behavior of Wofford (1989), perception is the cause of expression of behavior; thus, it is expected that when a person has the perception of economic value, inevitably there is economic behavior and the effects on the value and economic development of the community by having four economic activities driving the creative tourism activities, namely 1) production of goods and services based on the social and cultural capital of the community, 2) exchange of goods and services that can be produced by networks both within and outside the community in order to provide an increase in the value of goods and services related to creative tourism activities, 3) distribution of goods and services in direct accordance with the target group of the creative tourism activities of the community, and 4) consumption, which is the creation of satisfaction, both physically and mentally, of the consumers related to creative tourism activities that have various groups that are the principal targets of creative tourism activities.

Feasibility of Creative Tourism Activities

This aspect involves an assessment of the stakeholders related to the three types of creative tourism activities, namely activities concerned with faith and beliefs, activities involving music and art, and activities related to food and beverages for the sustainability of the activities on the basis of the social capital and cultural capital of the community. Assessment of sustainability is conducted based on the concept of creative tourism development of the

Designated Areas for Sustainable Tourism Administration (Public Organization) of Thailand (2018), which are 1) tourists and local residents have bonding between each other, 2) there is cross-cultural learning exchange between tourists and local residents, 3) tourists and local residents have a deep understanding of the culture of the areas that are tourist attractions, 4) tourists and local residents gain experience from participation, 5) tourists and local residents exchange information with each other and share experiences, 6) tourists are participants in activities rather than spectators, 7) tourists have opportunities to develop their own creative potential and to share in the creation of experience with local residents, 8) the activities have authenticity and are genuine both in the production process and the products/actual experience, 9) the activities are memorable, impressive and comprehensible, and 10) it is a specific type of tourism for tourists.

Entrepreneurial Intentions

This is an important factor that predicts the behavior to become entrepreneur in the future (Linan & Rodriguez-Cohard, 2015; Ogundipe et al., 2012). If people related to creative tourism activities see business opportunities and have a positive attitude toward becoming an entrepreneur, they will have more intentions to become an entrepreneur than the the people who do not haveo invlovmnt in the creative tourism activities. This is an impulse (inspiration by motivation) in order to achieve a drive (inspiration by dynamic). Gaining experience from activities will provide people with the attitude and perspective to become an entrepreneur in conducting business. If people in the community have motivation from creative tourism activities, it is likely that they will have the intention to become an entrepreneur, and it is expected that in the future, more people in the community will be entrepreneurs, which will subsequently result in higher economic value for the community in the future.

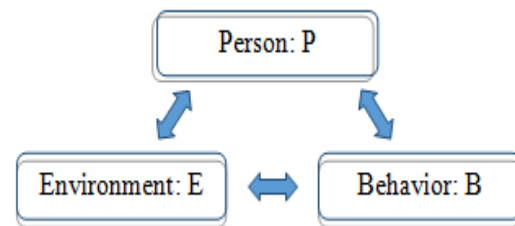
Conceptual Framework of the Research

This research work applied the assessment of the effects of social return in the field of behavior

Table 1: Indicators of the results of social behavioral science according to the concept of social cognitive learning on the basis of the objectives of creative tourism activities

Creative tourism activities	Changes in conditions	Indicators of social behavioral science according to objectives of creative tourism activities		
		Person	Factors Environment	Behavior
1) Faith and beliefs	If people in the community participate in creative tourism	1) People in the community has perception of	1) Feasibility of raising the level of the community	1) People in the community have

according to the Social Cognitive Learning Theory of Bandura (1985), which states that the process in people is something that can be measured and managed. The creation of behavior will have relevance reciprocal to the determining factors as an action combining the causal factors and have an influence that is reciprocal to all three factors (Triadic Reciprocal Causation), namely Person, Environment and Behavior, in which all three factors have relationships and affect each other as an action comprising these causal factors (Bandura, 1985), as seen in Figure 1.



Source: Bandura (1985)

Figure 1 Behavioral model according to the Social Cognitive Learning Theory

The researcher has defined the factors applied to creative tourism activities into three activities, namely activities involving faith and beliefs, activities including music and art, and activities related to food and beverages. Furthermore, the output as indicators of social return in behavioral science have been determined in three areas, which are 1) people involved with the perception of the economic value from creative tourism, 2) the environmental factors involved with the feasibility of creative tourism activities, and 3) the behavior involved with the entrepreneurial intentions of people in the community. From the creative tourism activities, the relationships of the activities and the changes in conditions are summarized along with the indicators of social outcomes in behavioral science in Table 1.

2) Music and art 3) Food and beverages	activities, it will result in the perception of economic value from creative tourism, and they will have more entrepreneurial intentions.	economic value from creative tourism.	from culture cultural tourism to creative tourism.	entrepreneurial intentions.
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METHODOLOGY

Population and Sample Group

The population includes the group of stakeholders within the community totalling 370 people divided into two groups, which are 1) the group of direct stakeholders that have participation in creative tourism activities, totalling 120 people, and 2) the group of indirect stakeholders that have no participation in the creative tourism activities but who live within the community, totalling 250 people. As this research work is exploratory research, the researcher therefore used the method of Yamane (1973) to calculate the sample group size and set the margin of error equal to 5%. Therefore, the calculation of the sample group is equal to 192 people, and when divided proportionally, the sample group was divided into the group of direct stakeholders totalling 62 people and the group of indirect stakeholders totalling 130 people.

RESEARCH TOOLS

The researcher followed the steps in the creation of the measurement tools for the variables by starting from studying the concepts and theories including the research related with the variables that needed to be measured in order to use them as guidelines in the determination of the theoretical and practical definitions for the creation of the measures of the variables, which are adapted in order to be suitable and in line with the sample group and the context of the research.

The questionnaire has a total of four sections, including Section 1 – the general data of the respondents to the questionnaire, and Sections 2 to 4 – the measures of variables with the measurement scale evaluated at five levels, from the highest (5 points) to the lowest (1 point). The details of the measure of each variable are as follows.

1. The measure of the variable of the perception of economic value from creative tourism was self-developed by the researcher and had a Cronbach's alpha coefficient equal to .67.

2. The measure of the variable of the feasibility of creative tourism activities was self-developed by the researcher and had a Cronbach's alpha coefficient equal to .69.

3. For the measure of the variable of entrepreneurial intentions, the researcher applied the measure of Chuayounan et al. (2022), which had a Cronbach's alpha coefficient equal to .76.

DATA ANALYSIS

Analysis of the fundamental data of the sample group used descriptive statistics, namely frequency, percentage, mean and standard deviation. Analysis was conducted to compare the mean scores before and after the arranged activities. With regard to the statistics for the perception of the economic value from creative tourism and the entrepreneurial intentions of the groups of stakeholders, the paired samples t-test was used. Regarding the comparison of the mean of the results of the feasibility assessment of the creative tourism activities of the groups of stakeholders, both direct and indirect, for the statistics, the independent samples t-test was used with the significance level set at .05.

RESEARCH RESULTS

1. General Information of the Respondents to the Questionnaire

The majority of the respondents to the questionnaire were female, totalling 104 people and calculated as 54.17%, whereas males totalled 88 people, calculated as 45.83%. When divided according to the groups of stakeholders with creative tourism activities, the sample was divided into direct stakeholders (29.73%) and indirect stakeholders (62.27%). Moreover, all 192 respondents are residents who have been living in community for more than 10 years.

2. Perception of the Economic Value from Creative Tourism

The results indicate that the group of direct stakeholders have a significantly increased perception of the economic value after conducting the creative tourism activities. Regarding the group

of indirect stakeholders, their perception of the economic value from creative tourism did not change

from the view that they held before the arranged activities. The details can be seen in Table 2.

Table 2: Perception of the economic value from creative tourism of the stakeholder groups

Perception of economic value from creative tourism	Sample size	Mean	S.D.	T	df	Mean Difference	p-value
Direct stakeholder group							
Before activities	62	3.21	.654	-65.536	61	1.35	.000
After activities	62	4.56	.855				
Indirect stakeholder group							
Before activities	130	3.24	.845	-.431	129	0.03	.667
After activities	130	3.27	.896				

3. Feasibility Assessment of Creative Tourism Activities

The results indicate that the direct stakeholder group has the opinion that activities involving faith and beliefs, those with music and art, and those related to

food and beverages have feasibility that will lead to raising the level of the community from cultural tourism to creative tourism. Their opinion is significantly higher than that of the indirect stakeholder group. The details are shown in Table 3.

Table 3: Feasibility assessment of the creative tourism activities of the groups of stakeholders

Feasibility of creative tourism activities	Sample	Mean	S.D.	t	Df	Mean Difference	p-value
Activities with faith and beliefs							
Direct stakeholder group	62	4.55	.874	38.89	72.757	0.54	.000
Indirect stakeholder group	130	4.01	.887				
Activities with music and art							
Direct stakeholder group	62	3.63	.785	32.693	180.167	0.41	.000
Indirect stakeholder group	130	3.22	.895				
Activities with food and beverages							
Direct stakeholder group	62	3.75	.776	24.470	94.135	0.60	.000
Indirect stakeholder group	130	3.15	.766				

4. Entrepreneurial Intentions

The results indicate that the group of direct stakeholders have entrepreneurial intentions that significantly increased after conducting creative

tourism activities. With regard to the group of indirect stakeholders, their entrepreneurial intentions did not change from those that they had before the production of the creative tourism activities. The details are shown in Table 4.

Table 4: Entrepreneurial intentions of the stakeholder groups

Entrepreneurial intentions	Sample size	Mean	S.D.	T	Df	Mean Difference	p-value
Direct stakeholder group							
Before activities	62	3.58	.785	108.40	61	0.67	.000
After activities	62	4.25	.854				
Indirect stakeholder group							
Before activities	130	3.01	.911	-.659	129	0.07	.511

After activities	130	3.08	.737			
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DISCUSSION OF THE RESULTS

1. Perception of the Economic Value from Creative Tourism

The results indicate that the perception of the direct stakeholder group regarding the economic value significantly increased after conducting the creative tourism activities. Furthermore, because the group of direct stakeholders realize the benefits for themselves and the community, learning from actual experience during participation in creative tourism activities makes them perceive and see opportunities to create economic value from creative tourism activities, to create value and economic benefits for themselves and the community by figuring out the method of production of goods and services on the basis of the social capital and cultural capital, and to meet the needs of the target group of tourists in order to result in the highest utility. This result is in accordance with the model of behavior of Wofford (1989), which stated that perception is one cause of the creation of behavior. If those who are involved in the Esan-Lanna Community recognize the economic value resulting from creative tourism activities, then it is probable that they will engage in economic behavior and have a positive effect on the value and economic development of the community in the future.

2. Feasibility Assessment of Creative Tourism Activities

The results indicate that the direct stakeholder group have the opinion that the activities involving faith and beliefs, music and art, and food and beverages have feasibility that will lead to raising the level of the community's cultural tourism to creative tourism that is significantly higher than the opinion of the group of indirect stakeholders. Nevertheless, because the design of the creative tourism activities in all three aspects are based on the analysis of the strengths and opportunities and community capital and culture of the Esan-Lanna Community, all three activities are involved with their traditional way of life and are applied for use in the design of the activities in order to be used as the development guidelines for the creative tourism of the Esan-Lanna Community. This in line with the development guidelines for creative tourism of the Designated Areas for Sustainable Tourism Administration

(Public Organization) of Thailand (2018), which mentioned that communities must have a deep understanding in terms of the culture of the area and have activities that are authentic and genuine and related to the community and cultural capital. With these guidelines as stated, the stakeholders will evaluate these activities as actions that are able to create economic potential for the community, and the community will gain income from repeat tourism visits and word-of-mouth about the activities. Furthermore, the communities will also be able to maintain the income from traditional economic activities along with the new income channels from creative tourism.

The results of this study are in line with the research work of Dias et al. (2021), who conducted research on Developing Poor Communities through Creative Tourism. From the results of the research, the interesting findings were that developing entrepreneurial initiatives with a direct impact on further investment in tourism and tourism activities provide benefits from increased entrepreneurial activity. In addition, it is in agreement with the research work of Pimenta, Ribeiro, and Remoaldo (2021), who conducted research on the Relationship between Creative Tourism and Local Development: A bibliometric approach for the period 2009-2019, in which one part of the findings identified the relationship between the creative tourism approach and the benefits that it can bring to local communities.

3. Entrepreneurial Intentions

The results indicate that the group of direct stakeholders experienced a significant increase in entrepreneurial intentions after conducting creative tourism activities as all three creative tourism activities were an inspiration with the motivation for the participants in the activities to recognize business opportunities and have higher levels of intention to become an entrepreneur for the earning of income from producing goods and services in order to respond to the needs of tourists that visit the community. Regarding entrepreneurial intentions, the Homestay style of accommodation is one type of entrepreneurship that people in the community have an interest in. Furthermore, because the community is able to use the resources that are available, they can provide opportunities for tourists to cooperatively learn and try their hand at practicing

the ways of life of the Esan-Lanna Community related to occupations and livelihoods in the areas of food, dwellings, and clothing. These various direct stakeholders see the opportunities for income from the existing capital and therefore have higher levels of intention to become entrepreneurs. These results are in accordance with the concept of Entrepreneurial Opportunities Recognition of Baron (2014), who stated that experience is an element that makes people recognize entrepreneurial opportunities because people that participate in activities are able to see the possibilities for the creation of opportunities in operating a business.

CONCLUSIONS AND RECOMMENDATIONS

Regarding the assessment of the effects of social return through the perspective of behavioral science in the research project to raise the level of community cultural tourism to that of creative tourism in the Esan-Lanna Community by using creative tourism activities as the tool, the results of the assessment of the effects of social return on investment indicate that the direct stakeholders have increased awareness of the economic value from creative tourism and that creative tourism activities are able to raise the level of the community from cultural tourism to creative tourism and make the direct stakeholders feel that their entrepreneurial intentions have increased from that which they had before the arranged activities. In contrast, the perception of the group of indirect stakeholders of economic value and their level of entrepreneurial intentions did not change from their original perceptions before the arranged activities. Thus, the activities for raising the level of the community from cultural tourism to creative tourism should be focused on the creation of the participation of the people in the community as much as possible for driving the economic and social development of the community.

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