



## Guidelines for Enhancing the Cultural Tourism Marketing in Singburi Province

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### Abstract

This quantitative research aims to study behavior of Thai tourists in Singburi Province, examine the level of tourist's satisfaction and expectation toward cultural tourism marketing in Singburi Province, and give guidelines on enhancing cultural tourism marketing in Singburi Province. Four hundred and two Thai tourists who visited Singburi were selected as the samples of this research. The study was conducted through the questionnaire survey which was used as a tool to collect data. The data was analyzed by looking at the frequency, percentage, mean and Standard Deviation. The inferential statistical was Independent Samples t-test method, F-test (One-Way ANOVA) and Least Significant Difference method (LSD). The level of statistical significance of this study was 0.05 by using IPA method.

The results showed that the majority of the respondents were female (64.7%), age between 31–40 years old (41.5%), married (55.5%), received Bachelor's Degree (51.2%), self-employed (29.1%), average monthly income of 15,001–20,000 baht (33.8%), travel from Bangkok and vicinity (35.6%). The behavior of Thai tourists who visited Singburi, mostly never traveled to Singburi, came with family by personal car. The majority did not stay overnight. The expenditures for each visit were between 2,001–3,000 baht. They gained cultural tourism information from Internet. The majority of the respondents were satisfied with the overall marketing factors which included products of tourism, price, places, promotion, personnel, service process, and physical environment at moderate level ( $\bar{X} = 2.75$ ) which the overall expectation is at high level ( $\bar{X} = 4.13$ ). The Tourists' satisfaction and expectation were in Quadrant I in personnel and service process, Quadrant II in promotion or marketing communication, Quadrant III in tourism products, and Quadrant IV in price, places or channel of distribution and physical environment. The improvement approach of enhancing for cultural tourism marketing in Singburi Province revealed that the provincial administrators should promote the public relations to persuade and to convince the tourists; improve the tourist attraction presentation in various approaches; create the tourism officers to narrate the tourist attraction in an interesting manner.

**Keywords:** Tourist Satisfaction, Tourist Expectation, IPA Analysis, Cultural Tourism Marketing, Singburi Province

### Introduction

Singburi Province is one of the provinces that owns outstanding cultures. It possesses lots of cultural capitals which is able to be developed into having cultural attractions appealed to the tourists and generated the Economic Value-Added (EVA) to the province. The history of Singburi dated back more than 4,000 years. (Department of Mineral Resources (DMR), 2004). Singburi Province consists of many ethnic groups living together. Each ethnic group has maintained its outstanding heritage of important historical evidence. In addition, the area of Singburi province is proved not only an important historical site of the Ayutthaya Period but is also a multicultural province. (Singburi Provincial Office, 2011).

Singburi Province could obviously get the benefits from its cultural varieties. However, when comparing to other provinces in the Central Provincial Cluster which had the similar cultural capitals, it was found that Singburi had the fewest number of tourists and the tourism receipts from the Thai and the International tourist arrivals in Singburi Province which clearly reflected the problems of Singburi marketing development for tourism. This was shown in Table 1.



**Table 1** Number of Thai and International Tourist Arrivals and the Tourism Receipts of the Provinces in the Central Provincial Cluster, 2017

Province	No. of Thai Tourist Arrivals	Tourism Receipts	No. of International Tourists Arrivals	Tourism Receipts
Ayutthaya	5,682,569	11,423	1,947,988	5,478
Angthong	744,057	888	31,310	32
Lopburi	3,335,355	5,264	20,264	39
**Singburi	530,101	784	2,884	4
Chainat	821,231	1,229	4,365	7

Source: Department of Tourism, Ministry of Tourism and Sports, 2018

The table revealed that in terms of tourism, Singburi Province had a strong cultural resource base that had the fewest number of Thai and International Arrivals and the least tourism receipts. Therefore, it was necessary to develop its cultural resource base to be efficient cultural tourism. This research aimed at enhancing the cultural tourism marketing in Singburi Province to bring forth the sustainable cultural tourism from invaluable cultures and created long range economic value-added (EVA).

### Research Methods

This research was a descriptive research focused on the findings of the relationship between concerning variables, using the primary and secondary data. The primary data collected from the questionnaire of the Thai tourist arrivals in Singburi Province. The secondary data collected from the documents on the concerning concepts, theories, and researches. The documents on the concerning concepts and theories consist of cultural tourism approach, marketing tourism approach and expectation, and satisfaction Theory

The population for this study were Thai tourists who visited Singburi in B.E. 2560 (2017). The quantitative samples were selected by using random sampling of probability. The sample size calculated from 530,101 of Thai tourists who visited Singburi in B.E. 2560 (2017) (Department of Tourism, Ministry of Tourism and Sports, 2018). The samples were 400 Thai tourists using Taro Yamane’s method with the reliability of 95%, and error of  $\pm 5\%$ . The research instrument was the questionnaire distributed by stratified random sampling. In terms of the areas that the data were collected, the six purposive areas of the tourist attractions selected by the local intellectuals and the historical researchers of Singburi province consisted of six Districts were selected, these were: Mueang District; Khai Ban Rachan District; Tha Chang District; Ban Rachan District; Phrom Buri District; and In Buri District. Sixty-seven samples were drawn from each District into 402 samples in total.

The research tool was a questionnaire concerning the expectation and the satisfaction of Thai tourist arrivals toward the market for the cultural tourism of Singburi Province based on local identity. The questionnaire consisted of four parts. **Part 1:** the close-end items about behavior of Thai tourists in Singburi Province. **Part 2:** the close-end items about the demographic information of the respondents, these were gender, age, marital status, educational level, occupation, average monthly income, and domicile. **Part 3:** the close-end items about information on the expectation and satisfaction of Thai tourist arrivals toward the cultural tourism in Singburi Province based on local identity. **Part 4:** the open-end items about other suggestions for the respondents to express their opinion on the marketing for the cultural tourism of Singburi province based on local identity.



The data received were analyzed using SPSS for Factor Analysis to reduce a large number of variables into fewer number of factors. The descriptive statistics used in data analysis was based on the percentage, hypothesis testing was conducted using the t-test to find out the difference between the expectations and the satisfaction toward the marketing for the cultural tourism of Singburi Province based on local identity as follows:

1) The analysis of the demographic information of the respondents in terms of frequency distribution and percentage.

2) The analysis of the behavior information of the respondents in terms of frequency distribution and percentage.

3) The analysis of the elements of the expectation and the satisfaction of the respondents in terms of mean, standard deviation. The researcher used seven elements of the marketing-mix factors,

In terms of product, it included 1) the tourist attraction had its identity, 2) the historical background of the tourist attractions, 3) the unknown historical information 4) the traces or remains of the existing local history, 5) the identity of the activity shown in the tourist attractions, and 6) the participating opportunity for the cultural identity activities.

In terms of price, it included the reasonable price-setting for 1) oblation and sacred objects, 2) meal price, and 3) souvenir, and 4) the worthiness of the overall expenditure of travelling to Singburi.

In terms of place or channel of distribution, it was consisted of 1) the convenience of travelling to the tourist attractions, 2) the clarity of the guideposts, and 3) the interconnection of the tourist attractions that enabled the tourists to visit many attractions conveniently.

In terms of promotion or marketing communication, it included 1) the tourist attraction information through media affected the tourists decision-making, 2) the information about festivals and traditions through media affected the tourists decision-making, and 3) the tourist attraction information perceived from the former service recipients affected the respondents decision-making.

In terms of the personnel, it included 1) the adequacy of the facilitated officers, 2) the adequacy of the local tourist guides, 3) the knowledgeable people and the expertise of the local tourist guides, 4) the attractiveness of the information transmission by the officers/ local tourist guides, and 5) the complete and clear responses received from the officers/ tourist guides.

In terms of the service process, it included 1) steps in visiting the tourist attractions, 2) the appropriateness of time allocation to visit the tourist attraction, 3) the appropriateness of time allocation for providing information about the tourist attractions by officers/tourist guides, and 4) the availability of the guideposts/ document about the information of the tourist attraction.

In terms of the physical environment, it included 1) the orderliness of the landscape management of the tourist attraction, 2) the cleanliness around the tourist attraction, 3) the public utility sanitary. 4) the facility available in the tourist attraction, and 5) the availability of the parking lots in the tourist attraction

The measurement pattern of each element was the close-end questions with choice to measure attitude using Likert's scale of five points.

4) After calculating the numerical value of each influence factor, the factor of importance is taken as the x axis, the factor of satisfaction is taken as the y axis, to build two-dimensional axis, forming four quadrants, named IPA quadrant diagram. The IPA proposed by Martilla and James (1977) is one approach that using simple graphical quadrants to compare the mean score for 'importance-performance' of various attribute or feature using

a two-dimensional grid. This grid classifies mean scores into four categories to aid in data interpretation and assessing management important priorities: *keep up the good work*, *concentrate here*, *low priority* and *possible overkill*, allowing tourism manager to identify the areas of highest concern. Specifically, as shown in Figure 1, attributes located in Quadrant I have both high performance and high importance and are viewed as the opportunities to achieve or maintain competitiveness for organizations. Quadrant II has high importance but low performance, which indicates that the resources committed to these attributes are the major weaknesses for the tourism. Quadrant III has the characteristics of both low performance and low importance, and these attributes do not require additional efforts. Finally, attributes in Quadrant IV with low importance but high performance are considered as excessive and should be deployed elsewhere (Wu, Tang, & Shyu, 2010)

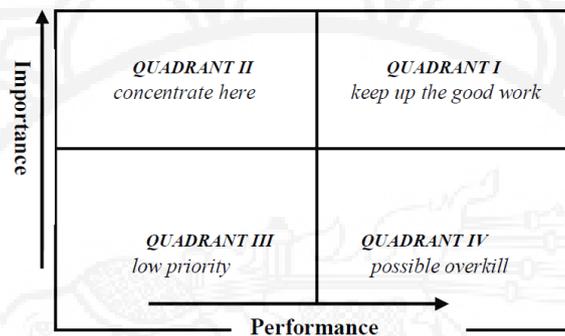


Figure 1 IPA Matrix (Martilla & James, 1977)

## Results

### 1. The Results of the Analysis of the Demographic Information of the respondents

The result was that the majority of the respondents were female (64.7%), age between 31–40 years old (41.5%), married (55.5%), received Bachelor's Degree (51.2%), self-employed (29.1%), average monthly income of 15,001–20,000 baht (33.8%), travel from Bangkok and vicinity (35.6%).

### 2. The Results of the Analysis of the behavior information of the respondents

The behavior of Thai tourists who visited Singburi, mostly never trip to Singburi (65.4%), came with family (64.2%), came by personal car (97.8%). The majority did not stay overnight (88.6%), The expenditures for each visit were between 2,001–3,000 baht (37.8%). They gained cultural tourism information from Internet (58.7%).

3. The result of the expectation and satisfaction of the respondents toward the factors of the marketing for the cultural tourism of Singburi Province based on the local identity.

The result was that the respondents were satisfied with the overall marketing-mix factors which included products of tourism, price, place or channel of distribution, promotion or marketing information, personnel, service process, and physical environment at moderate level ( $\bar{x} = 2.75$ ), and the overall expectation at high level ( $\bar{x} = 4.13$ ). This was shown in Table 2.

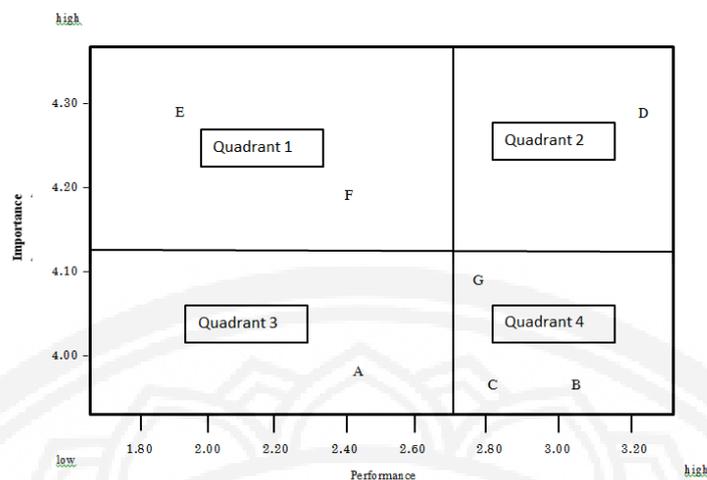


**Table 2** The Significance of the Difference between the Expectation and the Satisfaction of the Respondents toward the Marketing for the Cultural Tourism of Singburi Province

Factors	Satisfaction		Expectation		t	Sig.
	$\bar{X}$	Level	$\bar{X}$	Level		
Products of Tourism	2.61	Moderate	3.99	High	- 27.328	.000
Price	3.08	Moderate	4.00	High	- 19.761	.000
Place	2.93	Moderate	4.00	High	- 18.847	.000
Promotion	3.24	Moderate	4.30	Extremely High	- 18.777	.000
Personnel	1.93	Some What Dissatisfied	4.32	Extremely High	- 40.347	.000
Service Process	2.52	Some What Dissatisfied	4.19	High	- 29.604	.000
Physical Environment	2.92	Moderate	4.13	High	- 25.285	.000
<b>Total</b>	<b>2.75</b>	<b>Moderate</b>	<b>4.13</b>	<b>high</b>	<b>- 33.043</b>	<b>.000</b>

4. The result of the IPA analysis of tourists' expectation and satisfaction toward the factors of the marketing for the cultural tourism of Singburi Province based on the local identity.

The IPA analysis identify that seven elements of the marketing-mix factors concern with the tourists' satisfaction and expectation. Based on Figure 2, the IPA matrix reveals that personnel and service process in the Quadrant I which represents high importance and high performance. These are the tourist is mostly interested in the area of personnel and service process but the tourist has not received enough responses in those area. The result is tourist's satisfaction is in low level. With the reason above the person who may concern about cultural tourism in Singburi is necessary to pay most attention to personnel and service process. Those will make valuable culture and created sustainable economic value added to Singburi Province. Promotion or marketing communication falling in Quadrant II representing high importance and low performance, it mean that tourist expected mostly in Promotion or marketing communication which tourist received most response in this area. This make high level of satisfaction for tourist. Tourism products falling in Quadrant III which depicts low importance and low satisfaction, it mean that tourist received least response in this area. This make low level of satisfaction for tourist. Lastly, price, place or channel of distribution and physical environment falling in Quadrant IV which represents low importance, high satisfaction, it mean that the people who concerns with cultural tourism in Singburi can maintain the quality of price, place or channel of distribution and physical environment, which is the most satisfaction to the tourist who came to Singburi Province.



**Figure 2** Importance-Performance Analysis of Tourists' Expectation and Satisfaction

A = Product                      B = Price                      C = Place or Channel of Distribution  
D = Promotion or Marketing Communication      E = Personnel  
F = Service Process                      G = Physical Environment

### Expected Results

1. The public and the private agencies can make use of the research results for planning and adjusting the strategies to increase local resource efficiency and to add value to the overall local society and community.
2. Singburi Province Administrators can make use of the results as the guideline to develop the marketing for the cultural tourism in accordance with the sustainable apprehension of cultural values and the tourist demand.
3. The research results can be used in order to motivate the people in the community to be loyal to their homeland and to become aware of their local culture which leads them to the participation in the local culture preservation.
4. The research results can be used to develop the cultural tourism identity which will be beneficial to the local economy and the tourism revenue of Singburi Province in the long run.
5. The research results can be applied to other research concerning the efficiency of the marketing promotion for the cultural tourism based on the local identity of other provinces.

### Discussion

The marketing-mix factor influenced the overall decision-making in the travelling of the tourists was at high level. It also directly and indirectly influenced the tourist loyalty through the expectation and the satisfaction influencing the tourist loyalty through the expectation and the satisfaction. These were in accordance with the study of Meng & Uysal (2008) that the satisfaction directly had positive influence toward the tourist loyalty. Besides, it was in accordance with the study of Bowen & Chen (2001) and Lee, Yang, & Lo (2008) that when the satisfaction was at the confidence level, the loyalty was increased, the tourists wanted to revisit. Hughes & Allen (2005) analyzed the cultural tourism in Central and East Europe concerning the qualitative image occurred from the in-depth interview of the professionals in four countries, these were: Hungary, Croatia, Bulgaria, and Poland. These countries used to be under the Communist government. However, the pattern of



cultural tourism was used as the image to promote tourism in terms of growing markets much more than used it for political reason in building the country image. The qualitative cultural tourism of the countries in the sample groups was different in terms of the access to the tourist attraction; the sufficient and well-connected transportation network; the limit of over-crowding buildings, including the balance between community way of life and community cultures that deserved preservation. Thus, the person who was responsible for the marketing for the cultural tourism of Singburi Province had to set the strategy for marketing factors in promoting the satisfaction, especially the improvement and development of the marketing factors that yield high expectation but less satisfaction to attract the tourist returns.

### Conclusion and Suggestion

The improvement approach of enhancing for cultural tourism marketing in Singburi Province revealed that the provincial administrators should promote the public relations to persuade and to convince the tourists; improve the tourist attraction presentation in various approaches; create the tourism officers to narrate the tourist attraction in an interesting manner, and improve the tourist's service center to create the highest satisfaction to the tourists, in accordance with the study of Dillimono & Dickinson (2015). According to Dillimono & Dickinson's study, the tourists would be more satisfied when there were much more public regulations through all media channels consecutively, including hand-outs, guidebooks and well-rounded officers who could give information and services.

The recommendations were as follows:

- 1) To promote, develop and restore the cultural tourism for outstanding identity
- 2) To increase the tourism officer capabilities about knowledge and history of the tourist attraction to better relate to the tourists correctly
- 3) To improve the landscape of the tourist attraction to be clean, orderly and conform to the local identity
- 4) To impose the Information Service point at the main tourist attraction
- 5) To promote local tourism activities consecutively, for example, through on-line media

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