



Analysis Factors of Group Tourists for Cultural Tourism in U Thong District Suphanburi Province

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Abstract: *U thong district Suphanburi province has many outstanding potentials for tourism. But there are many factors responsible for its low popularity among the tourists. The purpose of this research had analyzed the affecting the decision of group tourists visiting U Thong District. This research used quantitative research, and the research tool was questionnaires. Collected data from 400 Thai tourists. Used data selection method by Purposive sampling. Analysis of Data by factor analysis. Results indicated that there are six factors that affect the decision-making of group tourists. 1) Identity of tourist attraction (I) 2) Service of staff (S) 3) Location of tourist attractions (Lo) 4) Physical of tourist attraction (P) 5) Prices for souvenirs and accommodation (P) and 6) Public relations for tourist attractions (Pr). It can be summarized as an abbreviation: IS Lo 3P. Suggestions of this study 1) local governments should formulate cultural tourism strategies for local communities. 2) tourism management communities should improve service quality to impress tourists; and 3) continually promote marketing strategies.*

Index Terms: *Decision factors, Cultural tourism, U thong district*

I. INTRODUCTION

From Data of [1] found number of tourists traveling to Suphanburi Province during the year 2015-2016. There was a tendency to increase from 900,490 people to 945,223 people, or 4.97%. The average expenditure per personal of tourists in 2016 was at 1,470.78 baht. From the above data, it was found that the average per capita expenditure of tourists in 2016 was as high as 1,390 million baht, making it a very high value. If able to stimulate tourism for more tourists to travel within Suphanburi Province It can create a huge amount of money that will be returned to the people of Suphan buri province.

U Thong District, Suphanburi Province It is an area with ethnic diversity such as Thai Song Dam, Thai Phuan, Thai Chinese, Lao Wiang, Lao Khrang, etc. that are scattered in many sub-districts in U Thong District. Each ethnic group has a different cultural identity. Within the hidden identity of each ethnic group is an important cost that can be brought out to generate income for the community, such as woven fabrics, local food, traditions, and culture, etc. Each ethnic group in U Thong district may organize tourist attractions and create community lifestyle activities. to attract both Thai and foreign tourists to travel within the community especially cultural capital and

social capital, the strength of various communities that depend on the potential of each community by ethnicity, although U Thong District Suphanburi Province There will be various highlights mentioned above. but with a location close to Bangkok This leaves tourists visiting without an overnight stay or a city pass. Most tourists tend to look at U Thong District just the old city. or just come to visit the U Thong National Museum without caring about ethnic tourism in any way as well as currently in the midst of globalization that flows rapidly Causing the new generation of youth in the community to not be interested in their own culture, resulting in various good cultures that will be used as products that can be sold are lost. In accordance with [2] said that the lifestyle, traditions and culture of the Song Dam people should be studied. In order to be passed on for future generations to gain understanding and access Because the next generation still lacks interest and does not attach importance to their own traditions and culture.

From the reasons mentioned above, it is known that within U Thong District there is a strong community identity that can be used to generate income for the community. If the community has information on factors that correlate with the

decision-making of individual tourists. can be formatted to suit each type of customer travel

II. RESEARCH OBJECTIVES

Analyzed the affecting the decision of group tourists visiting U Thong District.

III. RESEARCH METHODS

A. Research Design

Quantitative research used research tool was questionnaires. Collected data from 400 Thai tourists. Used data selection method by Purposive sampling. Analysis of Data by factor analysis. The process of implementation consisted of 1) Analyze concept 2) Create a questionnaire 3) Sold to expert for checked validity 4) Try out for reliability 5) Collection data and 6) Research finding

B. Research Process

Research process of this research had 6 steps consisted of to analyze concept, create a questionnaire, sold to expert for checked validity, try out for reliability, Collection data and Research finding. Steps were shown in Figure 1.

Research process Research Method

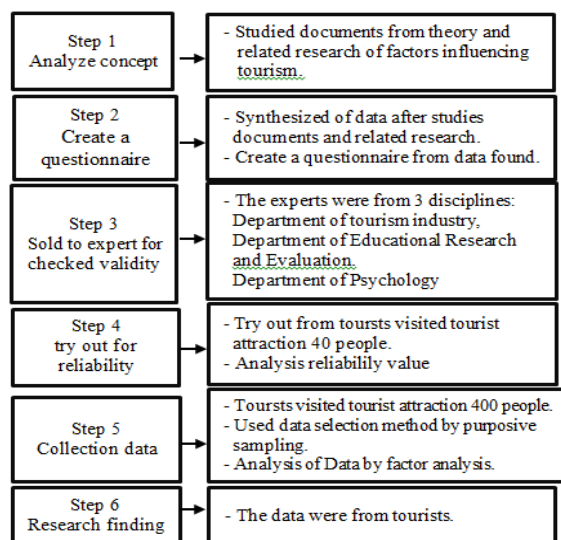


Figure 1. Research process for analysis factors of group tourists for cultural tourism in U Thong district Suphanburi Province

C. Operational Definitions

Group Tourists were people who travel together in a car. may not be familiar with before the trip.

Cultural tourism was a type of tourism that aims to experience the way of life, rituals and traditions in order to create knowledge and feel relaxed.

KMO [3] said KMO is indicates the degree to which each variable in a set is predicted without error by the other variables.

Bartlett's Test of Sphericity [4] said Bartlett's Test of Sphericity is test of sphericity tests whether a matrix (of correlations) is significantly different from an identity matrix. The test provides probability that the correlation matrix has significant correlations among at least some of the variables in a dataset, a prerequisite for factor analysis to work. In other words, before starting with factor analysis, one needs to check whether Bartlett's test of sphericity is significant.

Eigenvalue [5] said Eigenvalues are most commonly reported in factor analyses. They are calculated and used in deciding how many factors to extract in the overall factor analysis. To adequately explain the use of eigenvalues within the context of factor analysis

D. Score Setting Criteria

1 **KMO**: This research used criteria of [3] was

KMO measure	Interpretation
0.00 to 0.49	unacceptable.
0.50 to 0.59	miserable.
0.60 to 0.69	mediocre
0.70 to 0.79	middling.
0.80 to 0.89	meritorious.
0.90 to 1.00	marvelous.

2 **Bartlett's Test of Sphericity**: This research used criteria of [4] was a significant statistical test (usually less than 0.05)

3 **Eigenvalue**: This research used criteria of [5] was selecting factors with eigenvalues of 1.00 or higher.

4 **Level of relationship**: This research used criteria of [6]

Score Interval (Mean)	Evaluation Criteria
4.51 - 5.00	Very high
3.51 - 4.50	High

2.51 - 3.50	Medium
1.51 - 2.50	Low
1.00 - 1.50	Very low

V. RESULTS

Analysis Factors of Group Tourists for Cultural Tourism in U Thong District Suphanburi Province had 3 steps.

1) Basic data check for check the relationship of variables by the Kaiser-Meyer-Olkin (KMO) and Bartlett's test of Sphericity before exploratory factor analysis. Can be displayed as the TABLE 1

TABLE1: The Kaiser-Meyer-Olkin (KMO) stats and Bartlett's test of Sphericity stats

KMO	Bartlett's Test of Sphericity		
	Approx. Chi-Square (χ^2)	df	Sig
0.87	8,301.07	561	0.00

The KMO value is 0.87, which should be more than 0.80, indicating that All data and variables have a very good relationship can be used to analyze the components according to research objectives And from the statistical value of Bartlett's Test of Sphericity, it was found that the χ^2 value used in the test was 8,301.07, which was statistically significant at the 0.05 level, indicating that correlation matrix of variables correlated Therefore, the correlation matrix therefore, it is suitable for further exploratory component analysis.

2) Data collected were statistically analyzed by an exploratory factor analysis including the process of factor extraction and factor rotation by means of Varimax method. Can be displayed as the TABLE 2

TABLE2: Factors, Eigenvalues, % of variance and % total of variance

Factors	Eigen values	% of variance	% total of variance
1 Identity of tourist attraction	13.77	40.51	40.51
2 Service of staff	4.33	12.73	53.23
3 Location of tourist attractions	3.09	9.07	62.31
4 Physical of tourist attraction	2.33	6.85	69.15
5 Prices for souvenirs and accommodation	1.78	5.24	74.39
6 Public relations for tourist attractions	1.26	3.71	78.10

The Analysis data by an exploratory factor analysis including the process of factor extraction and factor rotation by means of Varimax method, found 6 factors which had range between 1.26-13.77 and % total of variance was equal to 78.10

3) Factors related to decision making of group tourists for cultural tourism in U Thong District Suphanburi Province. Can be displayed as the TABLE 3

TABLE 3: Factor loading and Evaluation Criteria of Factors Affecting Travel Decisions making of group tourists

Factor	Factor loading	Mean	S.D.	Evaluation Criteria
1 Identity of tourist attraction	Eigenvalue = 13.77 Variance = 40.51 \bar{x} = 4.34 S.D. = 0.67			
1.1 There are a variety of tourist attractions.	0.85	4.40	0.63	High
1.2 A tourist attraction is a famous place.	0.84	4.39	0.66	High
1.3 The attractions are unique.	0.81	4.39	0.63	High
1.4 Tourist attractions have a history.	0.81	4.39	0.63	High
1.5 The uniqueness of souvenirs from tourist attractions	0.72	4.24	0.73	High
1.6 The connection of tourist attractions with nearby attractions.	0.51	4.30	0.69	High
2 Service of staff	Eigenvalue = 4.33 Variance = 12.73 \bar{x} = 4.23 S.D. = 0.66			
2.1 Getting help from staff when there is a problem.	0.90	4.24	0.66	High
2.2 When tourists forget things in tourist attractions, Employees, staff will keep it.	0.87	4.22	0.66	High
2.3 The staff has information for tourist services.	0.78	4.24	0.67	High
2.4 having enough parking spaces	0.69	4.23	0.68	High
2.5 The speed of contacting the service	0.66	4.21	0.67	High

Factor	Factor loading	Mean	S.D.	Evaluation Criteria
3 Location of tourist attractions	Eigenvalue = 3.09 Variance = 9.08 $\bar{x} = 4.27$ S.D. = 0.62			
3.1 Easy of driving to tourist attractions	0.84	4.29	0.60	High
3.2 availability of tourist attractions	0.83	4.23	0.61	High
3.3 cleanliness of the tourist attractions	0.80	4.26	0.59	High
3.4 Easy of travel to tourist attractions	0.79	4.31	0.61	High
3.5 Availability of restaurants in tourist attractions	0.74	4.31	0.61	High
3.6 availability of souvenir shops in tourist attractions	0.57	4.24	0.70	High
4 Physical of tourist attraction	Eigenvalue = 2.33 Variance = 6.55 $\bar{x} = 4.20$ S.D. = 0.63			
4.1 Tourist attractions are systematically zoned	0.89	4.31	0.65	High
4.2 The orderliness of tourist attractions	0.88	4.33	0.65	High
4.3 Tourist attractions have a shady atmosphere	0.86	4.39	0.64	High
4.4 Availability of tourist attractions	0.83	4.25	0.65	High
4.5 Preserving the traditional culture of tourist attractions	0.74	4.38	0.63	High
5 Prices for souvenirs and accommodation	Eigenvalue = 1.78 Variance = 5.24 $\bar{x} = 4.33$ S.D. = 0.65			
5.1 Clarity of the price of souvenirs	0.83	4.32	0.71	High
5.2 Price suitability of souvenirs	0.80	4.32	0.68	High
5.3 Price suitability of accommodation	0.78	4.37	0.67	High
5.4 Clarity of the price of accommodation	0.68	4.38	0.62	High
5.5 The worth of a travel	0.67	4.39	0.62	High

Factor	Factor loading	Mean	S.D.	Evaluation Criteria
Public relations for tourist attractions	Eigenvalue = 1.26 Variance = 3.71 $\bar{x} = 4.31$ S.D. = 0.63			
1 Public relations from online media of tourist attractions	0.89	4.32	0.64	High
2 Public relations from travel journals	0.88	4.29	0.64	High
3 Public relations from the Tourism Authority of Thailand	0.75	4.26	0.63	High

Exploratory Component Analysis of Factors Affecting Decision Making of Groups of Tourists for Cultural Tourism in U Thong District Suphanburi Province had a KMO value greater than 0.80, indicating that All data and variables have a very good relationship Considered from the KMO value, it is greater than 0.80-1.00, consistent with [3] said that the variable to be analyzed has a correlation of 0.80 or higher, it is suitable for exploratory component analysis.

Bartlett's Test of Sphericity had a statistical chi-square of 8301.07 and a statistical significance level of 0.05, indicating that the correlation matrix of the variables are related in accordance, consistent with [4] said that Bartlett's statistic was significant, indicating that the variables were related and could be analyzed for the composition.

Data collected were statistically analyzed by an exploratory factor analysis including the process of factor extraction and factor rotation by means of Varimax method had 6 factors. can discussions as follow:

1 Identity of tourist attraction because of the tourists' travel, they wanted to see the identity of the attraction which was different from other tourist attractions, consistent with [7] and [8] were found that tourist attractions are interesting, beautiful, and have distinctive identity. Tourists are the first priority and the identity of the souvenir hidden by the culture of the community.

2 Service of staff because providing a good service for tourists could make a good impression on tourists and the service staff was not impressed with tourists can create a negative image, consistent with [9] and [10] were found that service for tourists is a factor that affects a good traveler's experience.

3 Location of tourist attraction because accessibility to tourist attractions was convenient, availability of tourist attractions, cleanliness of the attractions. Maked tourists feel impressed when they traveled to that place, consistent with [11] and [12] were found that traveling to tourist attractions is convenient, fast and safe. It affects the choice of travel of tourists.

4 Physical of tourist attraction because the tourist attraction had good physical characteristics, had a complete space structure, when traveling to travel and are ready to welcome tourists. It was another element that maked tourists interested in traveling to that attraction, consistent with [10] and [13] were found

VI. DISCUSSIONS

Physical factors are one of the factors that influence the decision making of tourists.

5 Prices for souvenirs and accommodation Naturally, when tourists were spending money, they wanted a response that was worth the money, whether it was a matter of accommodation prices, souvenirs, consistent with [14] and [15] were found the value of travel in tourism is something that most tourists take into account. Although the return on tourism can not be measured in concrete how much. But it can be measured by the satisfaction of tourists.

6 Public relations for tourist attractions because public relations were a factor that allows foreign tourists to be informed of information and news of various attractions, consistent with [10] and [16] were found public relations is an extremely important factor that will result in tourism. Public relations are a factor that allows outside tourists to be informed of information and news of various tourist attractions. If there is a lack of public relations or there is a public relation but not continuous would have a negative effect on tourism management.

VIII. RECOMMENDATIONS

A. Recommendations for Practices

1. Local government can use the research results to be used as data to create a strategy for the development of cultural tourism by the community.

2. Community that organizes cultural tourism in U Thong District Suphanburi Province. There should be continuous development of marketing strategies with improvements to make them stand out. Can fully meet the needs of tourists and meet the needs of tourists.

B. Recommendations for Further Research

1. should study the pattern of development of cultural tourist attractions by communities of ethnic groups that are conducive to the needs of tourists

VII. CONCLUSION

U Thong District, Suphanburi Province. It is a place of many ethnicities. Each ethnicity has its own identity causing many tourist attractions but there are not many tourists traveling in U Thong District. After the researcher studied Analysis Factors of Group Tourists for Cultural Tourism in U Thong District Suphanburi Province can be summarized into 6 factors: 1) Identity of tourist attraction (I) 2) Service

of staff (S) 3) Location of tourist attraction (Lo) 4) Physical of tourist attraction (P) 5) Prices for souvenirs and accommodation (P) and 6) Public relations for tourist attractions (Pr). It can be summarized as an abbreviation: IS Lo 3P.

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