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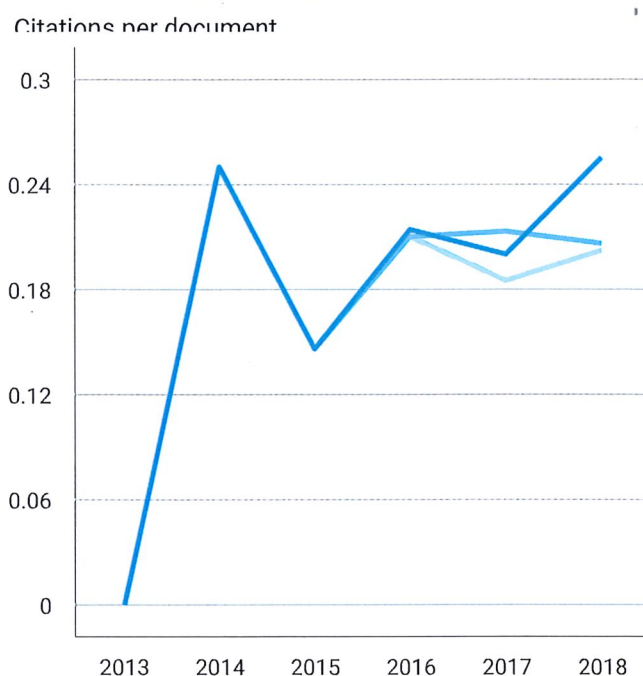
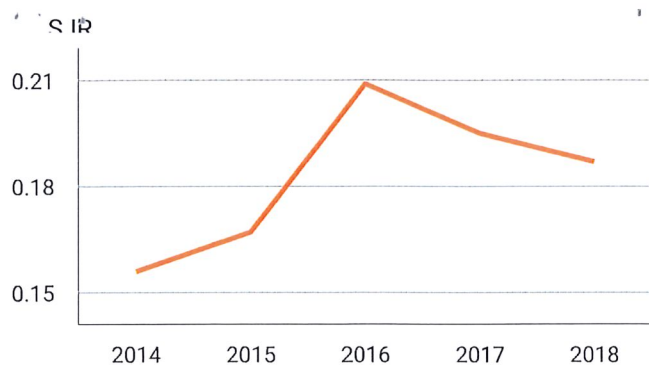
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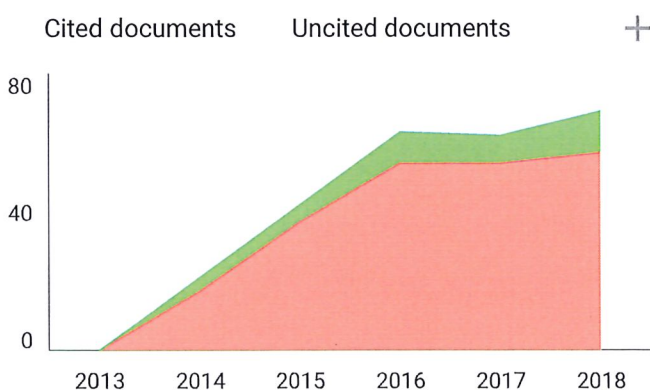
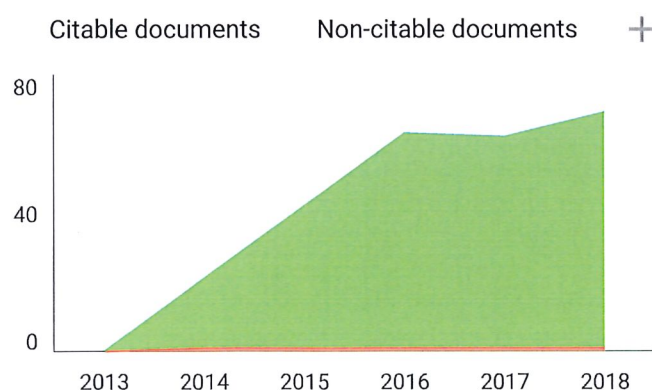
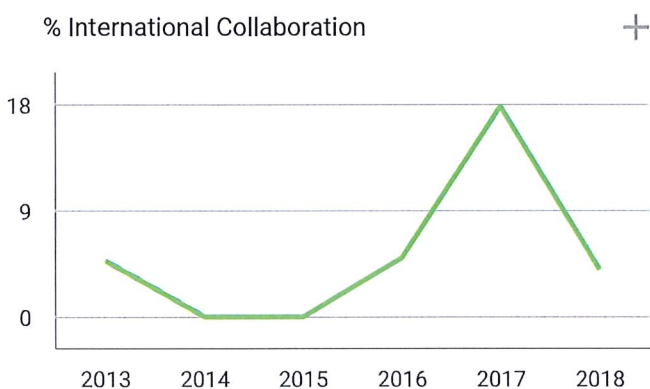
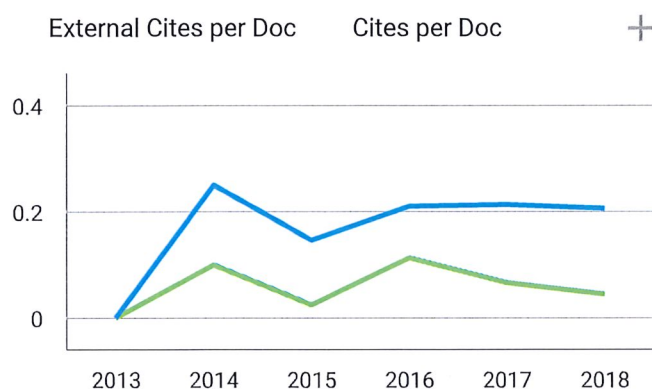
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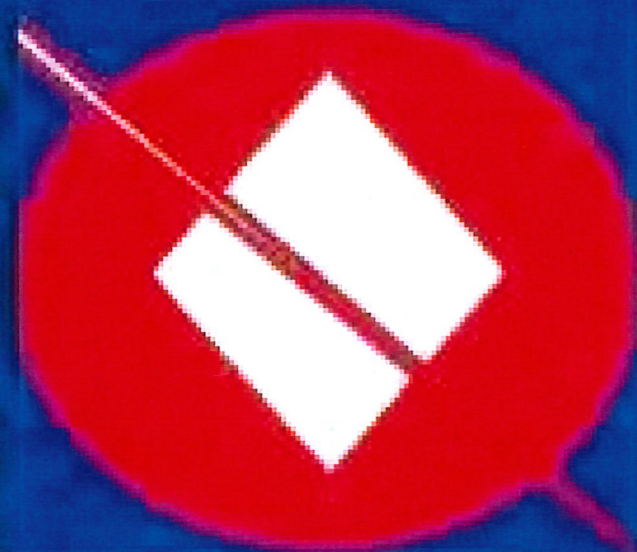
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Does Store Environment Impact Retail Loyalty Intention? A case of Indonesian Retail Outlets

Thanaporn Sriyakul^a, Kittisak Jermisittiparsert^{b,c}, Watcharin Joemsittiprasert^d, Chayongkan Pamornmast^e, ^aFaculty of Business Administration, Mahanakorn University of Technology, Bangkok, Thailand, ^bDepartment for Management of Science and Technology Development, Ton Duc Thang University, Ho Chi Minh City, Vietnam, ^cFaculty of Social Sciences and Humanities, Ton Duc Thang University, Ho Chi Minh City, Vietnam, ^dDivision of Business Administration, ASA College, New York, USA, ^eFaculty of Business Administration, Mahanakorn University of Technology, Bangkok, Thailand,

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This study aims to investigate the effects of store environment on loyalty intention within the Indonesian retail sector. The current research contributes to the existing literature in regard to factors determining loyalty in retail store industries through brand image as a mediator with loyalty and customer trust as a moderator. The SEM-PLS is employed to achieve the research objectives of this study and was chosen for its robustness as an analysis technique. The SEM-PLS is a second-generation statistical analysis technique which can perform statistical modelling and estimate complex phenomena. For this reason, it is a popular technique among researchers while conducting quantitative studies. The findings of this study will be beneficial for policymakers, researchers and academics in understanding the issues related to loyalty intention in the Indonesian retail sector. Pages 1 to 20

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**Job Characteristics and Employee Retention
in Higher Education Institutes of Thailand:
The Mediating Role of Organisational
Commitment**

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The study aims to examine the impact of job characteristics on the retention of the employees in the higher education sector of Thailand. Following the literature, the study examines the mediating role of employee commitment towards the organisation as a mediator. The objective of this study is to examine the impact of different job designs, including enlargement, rotation and enrichment, on employee retention. The mediation of employee commitment is predicted to lead an organisation towards the retention of an employee. The study has employed the SEM-PLS to analyse data collected from employees of higher education institutes in Thailand. A structural equation model was adopted with the purpose of analysing the structural association between the observed and the latent variables, as well as to estimate the structural model. Estimating the appropriate sample size is one of the important aspects of SEM-PLS. The findings of the study support the proposed hypotheses, and can therefore assist policymakers, researchers and academics in understanding issues related to the retention of higher education employees in Thailand. Pages 21 to 39

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Consequences of the Recruitment and Selection Process on Employee Turnover & Absenteeism: Profitability in the Textile Sector of Indonesia

Sakapas Saengchai^a, Sutpratana

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This study aims to examine the impact of the recruitment and selection process on employee turnover and absenteeism. Recruitment and selection processes are examined on an organisation's performance with the mediating roles of employee absenteeism and turnover. The study has employed the SEM-PLS approach which is appropriate in cases of model complexity. Since there are four second order constructs and around 32 indicators involved in this study, the PLS-SEM is an appropriate technique to analyse the current data. In addition, the nature of the construct items is reflective and formative, which could not be appropriately handled by other software. Data has been collected from employees of textile sectors in Indonesia with a 76% response rate, which is sufficient and above the threshold level. Finally, the results of this study have provided support to the suggested hypotheses. The study is among the very first on this issue and will provide the basis of policy guidelines to future researchers, academics and policymakers.

Pages 40 to 57

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Explaining the CRM Strategy as a Determinant of Customer Loyalty, Positive Image and Repurchase Intention of Hotels in Thailand: A Strategic Marketing Perceptive

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This study is among the very few papers focused on issues related to customer relationship management, customer loyalty, positive word of mouth and repurchase intention. The study aims to examine the direct impact that CRM strategy, customer trust and perceived price have on the elements of customer quality, positive word of mouth and repurchase intentions of consumers. The mediating impact of customer loyalty in the relationship between these elements, including the implementation of CRM strategies, will also be investigated. Finally, analysis will be conducted into the sequential mediation of customer loyalty and positive word of mouth in the relationship between CRM strategy, customer trust, perceived price and repurchase intention. The study employs a survey-based methodology to achieve its objectives, with 199 questionnaires collected for analysis. The total valid response rate of these surveys was 54%, which is considered sufficient for the current study. The authors have used the smart PLS Structural Equation Modelling (also known as the second-generation approach), to check the relationship between constructs in the research. The findings of this study have provided support to the hypothesised results, which strengthens its validity for policymakers, researchers and marketing personnel in better understanding and conceptualising the issues related to CRM.

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The Influence of Destination Attributes on the MICE Tourism Industry in Bangkok, Thailand

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The image and reputation of a destination has a significant impact on tourists' travel decisions. Various approaches and strategies have been utilised by many countries to develop their destination image, however Thailand has placed less emphasis on developing this touristic image. Strategies for creating this image are somewhat vague and ineffective in the Thai tourism industry. This study therefore aims to investigate the roles of promotion tools and meetings, travel incentives, conferences and exhibitions (MICE) in devising a touristic image. Further, the perceptions of MICE participants will be identified surrounding the importance of these promotion tools, on MICE destination attributes and on overall destination image. A quantitative approach was employed in this study with a structured questionnaire administered to 1000 respondents selected through the cluster random sampling technique. Data was collected from participants of MICE tourism in Bangkok, Thailand. The findings of this study reveal that significant differences exist in respondents' perceptions on the importance of MICE destination attributes. Pages 76 to 98

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The Influence of Residents' Perceived Personal Benefit and Sense of Place on Tourism Developmental Support in Sangkhlaburi Village, Thailand

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The potential for tourism development is a wide-ranging analysis of a destination based on the development of tourism and location.

Researchers' insights into sustainable tourism development, the perception of location, the impact of tourism, and tourism development assistance are encompassed in this study. This study aims to evaluate residential support for the development of sustainable tourism at Sangkhlaburi. A structural model was developed in order to study local residents perceived personal benefit, sense of place and support for future tourism development in Sangkhlaburi. In total, 551 completed questionnaires were collected in Sangkhlaburi, a historical and cultural place in Thailand. A Structural Equation Modeling (SEM) method was used to analyse the empirical data. The outcome demonstrated that there is a significant positive influence of sense of place and perceived personal benefits regarding sustainable tourism development. Some practical models of these results, with respect to tourism development and tourism planning, are specified as well. Based on the findings, it can be noted that improving the profitability of the local inhabitants, reducing their expenditure by encouraging tourism development, increasing their positive perceptions and assurance about tourism, as well as motivating their attachment to the community, are important for tourism development. Pages 99 to 120

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The Factors Influencing Tourists' Online Hotel Reservations in Thailand: An Empirical Study

Natnaporn Aeknarajindawat^a, ^aGraduate School, Suan Sunandha Rajabhat University, Thailand, Email: ^anatnaporn.ae@ssru.ac.th (mailto:natnaporn.ae@ssru.ac.th)

The travel agency plays an important role in travel industries which fulfill customers' requirements, such as booking hotel reservations, whenever needed. Travel agencies work as an intermediary between customers and travel agent. This intermediary has now developed as an online travel agency due to the involvement of the internet. The internet has had a huge impact upon this intermediary. Travellers can easily research information from the internet and make a clear decision about hotel bookings. The effect of internet development has had a huge impact on hotel distribution and the price of their products, as well as on services in the hotel industry. It has been shown that distribution in tourism has been switching automatically into the modern era, from the traditional era World Wide Web. In light of this, the hotel industry made an important decision in adopting online distribution, and the provision of opportunities for third party wholesalers like Expedia and Travelocity to dominate the industries. The objective of this study is to examine the key factors which impact hotel bookings for visitors through online travel agencies. Convenience sampling methods have been used with a non-probability approach. The survey involved 750 questionnaires, with 710 people responding. However, the researcher used 680 questionnaires, and the remaining questionnaires were discarded. Furthermore, the investigation expands the analysis through numerous relapse investigations by considering web-based booking reservations as a dependant variable. The result show that travellers are more likely to focus on three factors, which are rooms, food and customer reviews. Pages 121 to 136

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The Relationship between Hotel Guests' Satisfaction and Revisit Intentions in Bangkok, Thailand

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In a competitive market environment, the customer's role has practical implications for business as their positive publicity influences potential customers to revisit a hotel that offers a successful service. The present study investigates the significance of hotel characteristics in order to understand visitors' overall satisfaction levels in the hotel industry in Bangkok and assesses the likelihood of these visitors re-visiting the hotel in the future. Researchers distributed the questionnaire directly to visitors in the departure hall at Bangkok International Airport. A total of 402 out of 600 collected questionnaires were found to be usable, representing a 67% response rate. The questionnaire was designed using a seven-point Likert scale. SPSS 24 and PLS software was used to conduct the analysis. Using structural equation modelling, the relative importance of hotel attributes on the tourists' overall satisfaction levels, and their likelihood of re-visiting the same hotels, was investigated. Staff performance, room quality, amenities, value, IDD facilities, business service and security are key indicators which determine revisit intentions of hotel guests in Bangkok, Thailand. The practical and theoretical implications are discussed in detail, along with future research suggestions. Pages 137 to 155

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The Influence of Food Service Quality in Tourists' Overall Service Experiences: A Study in Bangkok, Thailand

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This study analyses the food service role and its importance in satisfying tourists between regional groups, as well as examining how food service quality influences tourists' overall service experiences during their visit to Thailand. Data was collected from 502 respondents who visited the capital city of Thailand. The study was conducted by Social Sciences (SPSS) and Structural Equation Modelling (PLS-SEM) for Statistical Packages. The empirical findings show significant differences between tourist groups' satisfaction perceptions on the number of dishes, value for money, speed of service, food quality and service, and the presentation of food in general. The structural equation modelling of the study showed that food service quality positively influences the overall service experience of tourists to Thailand. In general, quality food, numerous dishes, food presentation, and value for money was found to be the most important attributes. Thus, it can be concluded that among satisfied tourists, food service is an important contributor. Pages 156 to 173

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The Influence of Innovation and Self-Employment on Entrepreneurial Inclination: The Moderating Effect of the Role of Universities in Thailand

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Entrepreneurship has become one of the most important areas in business around the world for the establishment of graduates. It is important for any country to encourage entrepreneurship among graduates in terms of being competitive, innovative and competent. The purpose of the current study is to examine the entrepreneurial inclinations influenced by independent variables, including innovation and self-employment. The second prime objective of this study is to examine the moderating effect of the role of universities in developing entrepreneurial inclinations towards the establishment of graduates' own businesses. The data was collected from online registered entrepreneurs in Thailand, from the department of business development, using SMART-PLS. The findings of the study showed that innovation positively and significantly influences entrepreneurial inclinations, and that the influence of a desire for self-employment towards entrepreneurial inclination was significantly positive. The moderating effect of the role of the university was also examined on the basis of collected data and found that the role of the university moderated the relationship between innovation and entrepreneurial inclination, but the relationship between self-employment and entrepreneurial inclination was not moderated by the role of the university. Therefore, all direct hypotheses H1, H2 and H3 were accepted statistically, and the moderating effect was observed in hypothesis H4 and accepted statistically; on the other hand, the hypothesis H6 was observed as insignificant and rejected on statistical grounds. This study contributes towards the understanding of entrepreneurial inclination and the influence of important factors, including innovation and desire for self-employment with a moderating effect of the role of the university. Pages 174 to 197

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The Influence of Entrepreneurial Orientation, Entrepreneurial Education and University Support on the Entrepreneurial Intentions of Thai graduates, with the Moderating role of Culture

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This study seeks to determine the entrepreneurial intentions among business graduates of Thai universities, as influenced by various predictors. The present study aims to investigate the influence of entrepreneurial orientation, entrepreneurial education and university support towards the entrepreneurial intentions of young graduates to become self-employed and entrepreneurs. The study also contributes to the determination of the moderating role of culture between independent and dependent variables of the proposed framework, on the basis of collected data from Thai university graduates by using SMART-PLS. Results of the study found that entrepreneurial orientation, entrepreneurial education and environmental support from educational institutions influences the entrepreneurial intentions of university graduates. The findings of previous studies and contradictory findings were considered, in the context of determining the role of university support, and all direct hypotheses were accepted statistically. The moderating role between independent and dependent variables by culture was also examined, and the results demonstrated that culture moderated the relationship between entrepreneurial orientation and entrepreneurial education as independent variables and dependent variables on entrepreneurial intention significantly, but found that culture doesn't moderate the relationship between university support and intentions towards entrepreneurship. This study investigates this relationship for the first time in an attempt to determine the intention of individuals to become entrepreneurs, along with the moderating role of culture. Pages 198 to 220

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The Influence of Residents' Perceived Personal Benefit and Sense of Place on Tourism Developmental Support in Sangkhlaburi Village, Thailand

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The potential for tourism development is a wide-ranging analysis of a destination based on the development of tourism and location. Researchers' insights into sustainable tourism development, the perception of location, the impact of tourism, and tourism development assistance are encompassed in this study. This study aims to evaluate residential support for the development of sustainable tourism at Sangkhlaburi. A structural model was developed in order to study local residents perceived personal benefit, sense of place and support for future tourism development in Sangkhlaburi. In total, 551 completed questionnaires were collected in Sangkhlaburi, a historical and cultural place in Thailand. A Structural Equation Modeling (SEM) method was used to analyse the empirical data. The outcome demonstrated that there is a significant positive influence of sense of place and perceived personal benefits regarding sustainable tourism development. Some practical models of these results, with respect to tourism development and tourism planning, are specified as well. Based on the findings, it can be noted that improving the profitability of the local inhabitants, reducing their expenditure by encouraging tourism development, increasing their positive perceptions and assurance about tourism, as well as motivating their attachment to the community, are important for tourism development.

Key words: *Tourism Development Support, Sense of Place, Tourism in Thailand.*



Introduction

In the last decade, with the collapse of other industries, an important role has been played by the tourism industry in Thailand's economy (Jermstittiparsert & Chankoson, 2019). Heritage listed places are historical and cultural place whose heritage is considered an important tourist destination with unique cultural attractions. In most historical and cultural places, many historical remnants (such as relics and antiques) and cultural heritage monuments (i.e. folklore and crafts) are valuable and not renewable (Din, 2018; Cavico, et al. 2018). As the numbers of tourists increase, due to the many historic and cultural attractions in Thailand, the management and sustainability of these remnants draws more attention from entrepreneurs and scholars (Saengchai & Jermstittiparsert, 2019). Thus, supervision of these places is a way of balancing local economic improvement with the preservation of the landscape. But like other places, historical and cultural sites should support their residents when promoting a sustainable tourism industry.

Table 1: Popular Tourist Destinations in Thailand

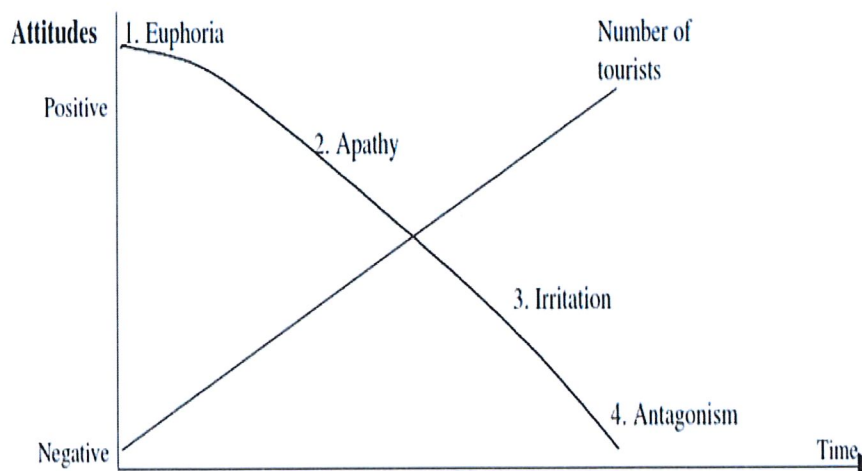
Ranking	Region	Number of Visitors
1	Bangkok	18,580,855
2	Phuket	8,395,921
3	Chonburi	7,216,105
4	Surat Thani	2,708,110
5	Chiang Mai	2,341,905
6	Songkhla	2,212,408
7	Krabi	1,995,991
8	Phra Nakhon Si Ayutth	1,656,639
9	Phang Nga	1,324,772
10	Prachuap Khiri Khan	916,526

Table 1 lists popular tourist destinations in Thailand. Most tourists visit Bangkok (18,580,855), followed by Phuket (8,395,921), Chonburi (7,216,105), Surat Thani (2,708,110), Chiang Mai (2,341,905), Songkhla (2,212,408), Krabi (1,995,991), Phra Nakhon Si Ayutth (1,656,639), Phang Nga (1,324,772) and Kanchannaburi (364,094). Thailand's tourism authorities must look into tourist arrivals in order to develop the tourism sector based on the region. Understanding residents' attitudes to the development of local tourism for entrepreneurs and

governments is important, since the development of tourism's success and sustainability depends on the active participation of residents (Zamfir & Corbos, 2015). Over the past three decades, much literature has been dedicated to the study of the attitudes of residents towards tourist attractions and factors that affect the industry (Muresan et al., 2016).

Doxey (1975) proposed a model of irritation (Figure 1) which has directly contributed to the assessment of the impacts of tourism from a social point of view. The author also thought that when tourist arrivals are starting to increase, and the tourism industry is booming in a certain tourist destination, that can result in irritation among residents. The proposed model specifies the fluctuations in residents' attitudes toward tourism, and its impacts. There are four stages involved in this model: "euphoria", "apathy", "annoyance", and "antagonism". During the initial phases of tourism advancement, inhabitants feel agreeable and welcome tourists (euphoria). At a certain point, they begin losing enthusiasm for tourism (apathy). In the next phase, when tourist numbers begin to rapidly increase, the negative effects of tourism are expanded and inhabitants feel irritated (annoyance). In the final stage of the model, residents' reactions against tourism development and growth are described.

Figure 1. Doxey's Irritation Index



Doxey's model is considered to offer an advantageous approach while specifying and describing four stages of tourism evaluation.

Perceived impact (Mihalic, 2016), economic dependency and attachment factors to local communities (Wall, 2016) are important aspects that affect residents' support for the development of tourism. However, very little research has been directed toward individual effects - e.g. perceived individual benefits or values, attitudes towards sustainable tourism, psychopathology, family relationships, and quality of life, in which most of the research has



focused regarding the impact on the local community. Furthermore, the recognition of a placeholder also affects perceived influence and support for the development of local tourism (Coccossis, 2017). There are more dynamics, such as: factors related to resident's understanding and development of tourism in historical places concerning the notion of the possibility for sustainable development of tourism, which may influence community views on the development of tourism in a specific place, although most studies foreground the opinion of scholars on the possibility of tourism development. In the centre, some studies do not consider the opinions of residents regarding the opportunities for the development of tourism in their locations. In previous studies, the only common concept was habitat. Thus, considerations regarding the perceived impact of tourism upon residents, and the study of these factors in the development of tourism, requires additional research (Patwary & Rashid, 2016). Additional efforts regarding tourism development will assist residents by generating new employment and potential for earning, with respect to tourist spending at the destination.

To establish stability between security and development, this study has focused on the influence of the residents' sense of place and perceived personal benefits, with support for tourism development, in order to develop sustainable tourism and its relation to the historical and cultural places of Thailand. Practical participation is offered based on feedback received from questions and answers, and further studies are also discussed.

Literature Review

Perceived Impact of Residents

It is recognised globally that tourism can have both desirable and undesirable consequences for local residents (Zhu, Liu, Wei, Li, & Wang, 2017), therefore, this research has studied the perceived positive impact and adverse effects upon residents (Setyaningsih, Iswati, Nuryanti, Prayitno, & Sarwadi, 2015). Most researchers have explored the perceived impact of cultural benefits, social benefits, economic and environmental benefit or expenditures (Mtapuri & Giampiccoli, 2016).

In addition to local economic development, new investment and employment incentives, and additional tax returns (Coccossis, 2016), negative factors such as tax tightening, foreign exchange inflation, effects and increases the debt of local governments. Social effects include positive factors, such as the restoration of traditional customs and increased leisure for the inhabitants, and negative characteristics for the local population, such as rising crime (especially in violent theft, vandalism and intimidation), increased local infrastructure friction and pressure, produced by social services (Teye, Sirakaya, & Sönmez, 2002), and encounters between residents and tourists, as well as changes in the lifestyle of indigenous people (Budeanu, Miller, Moscardo, & Ooi, 2016). Environmental impacts, such as contamination of the area, traffic jams, noise and parking issues, wildlife destruction and debris are negative



(Sardianou et al., 2016), however, improvements to the exterior, infrastructure and appearance of the tourist zones also strengthens local nature and cultural protection (Kumar et al., 2017). From a cultural point of view, the tourism industry can produce several positive changes for the society, creating the prospect of cultural exchange; however, the tourism industry can also destroy local culture in many ways (Sardianou et al., 2016).

Sense of Place

“Sense of place” is the basic idea of human perception, initially proposed in the 1970s. The sense of space is the interaction of man and nature (Fong & Lo, 2015), personal feelings, and connection to place (Dolezal & Trupp, 2015), and unique personal experiences (Pookaiyaudom, 2015). The classification of a sense of place is vigorous, but in some places, there is a constant positive correlation between people and specific or significant objects, such as parents, home, work and pets (Boley, McGehee, & Hammett, 2017).

Masud et al. (2017) showed that site perception includes attachment to a location, location recognition, a picture of a location, and commitment to an organisation (which means that in some studies it is also known as community attachment and community identity). However, most tourism researchers measure place as a sense of place in two ways: a sensitive connection, known as place identification (Önder, Wöber, & Zekan, 2017; Mathew & Sreejesh, 2017). For example, Bramwell et al., (2017) show that the location of, and help from residents has a direct and significant impact on local tourism development, and they have noted that helping local inhabitants in the development of tourism will have negative consequences. But many researchers did not find significant and direct links between understanding the place and supporting tourism (Amir et al., 2015).

Moreover, some scholars prefer to focus on the perceived impacts as mediating variables when assessing the influence of providing support for tourism development. Sinclair-Maragh, Gursoy, and Vieregge (2015) have developed a research framework of host attitudes towards tourism development and its influence on tourism development assistance (Poudel, Nyaupane, & Budruk, 2016). Nevertheless, there is no clear correlation between the effects of a person's position and the effects of tourism (Cárdenas, Byrd, & Duffy, 2015). Therefore, these relationships are under discussion and can be examined and confirmed in this research. Thus, a hypothesis is suggested as follows:

Tourism Development Support

According to cognitive theory, different people behave differently in different situations and have different views. For residents, their perception of the potential for developing tourism in their specific location is critical to their attitudes and behaviours. The basis for tourism



development, and as an assessment of tourism development forecasts, is described by the Tourism Development Potential (TDP). The prospective of developing the tourism sector has a few aspects in common with the image or reputation of a place; it is the perception of the individuals in relation to the specific characteristics of a particular place (Rasoolimanesh & Jaafar, 2017). These factors are prejudiced by environment, geography, psychology, location marketing and product marketing (Carter, Thok, O'Rourke, & Pearce, 2015). Estimates of residents were examined in terms of their ability to develop tourism, their impact on the effects of tourism, and the perception of residents regarding tourism support.

Previous studies have paid more attention to experts or scientists regarding the development of tourism and have looked for several "indicators" of tourism development that might continuously and successfully influence tourism development. Polnyotee and Thadaniti (2015) specifically focused on sites of attraction and natural resources. Tourism companies will include some natural resources (e.g. mountains, beaches, and the landscape), cultural resources (such as traditions, museums, and festivals) and skilled personnel (Patwary, Roy, Hoque, & Khandakar, 2019).

Muangasame & McKercher (2015) has offered ten crucial keys for the successful development of tourism, including support and participation from local authorities, good community leadership, a complete travel package, strategic planning, adequate funding for tourism development, and so on. (González-Ramiro, et al., 2016). Farmaki, et al. (2015) define and measure the heritage of a tourist centre on the basis of its culture, infrastructure, communications, environmental protection, social competitiveness, standards of tourism, openness and education. Sangchumngong (2018) provides empirical evidence that the image of the locality has a direct positive effect on the perceived impact on tourism and an indirectly positive impact on tourism support. Amir et al. (2015) show that the positive images taken by local people in the tourism destination directly and indirectly supports the development of tourism. The creation of tourism support is considered as the final dependent variable, aimed at a deep theoretical and practical understanding of residents' perceptions of the potential for sustainable tourism development in the formation of their support (Prayag, Hosany, Nunkoo, & Alders, 2013).

Research Methodology

Study Area

Sangkhlaburi is a well-known place, located in the western part of Thailand. It is one of the most famous regional historical and cultural cities, situated in Kanchanaburi province. The total area of Sangkhlaburi district is 3,349 square km, and the number of inhabitants was 40,162 in 2005. Sangkhlaburi has a rich culture and heritage and is renowned for its ancient cultural values. In recent years, the local government has actively adopted heritage abandonment



strategies, developed a sustainable tourism development plan and organised several cultural events for the development of tourism opportunities. Sangkhlaburi is a strategic location for tourism which attracts both entrepreneurs and travellers. Therefore, priority should be given to understanding the tourism support of the local host and to the adoption of sustainable development strategies.

Questionnaire Design and Data Collection

The questionnaire was developed to measure the resident's sense of place, perceived personal benefit and support for tourism development in Sangkhlaburi. Basic information concerning the respondents was also included. To measure the variable, perceived personal benefit, four items were expressed, which are "My family will gain economic benefits", "My family members will get good jobs", "Widen my view of the field and knowledge" and "the quality of my life will be improved".

Five items were used to measure sense of place, which are: "I am familiar with community affairs", "I always participate in community affairs", "I feel a strong sense of belonging to this community", "I have frequent contact and communication with community residents" and "I do not want to relocate to another place". Four items were used to measure support for tourism development, which are: "I support tourism development in Sangkhlaburi", "I would like Sangkhlaburi to attract more tourists", "I participate in tourism-related plans and development" and "I cooperate with tourism planning and development initiatives". The measurements of this study were adapted from Rasoolimanesh and Jaafar (2017). A total of 573 usable sets of data were collected back from the residents of Sangkhlaburi for further data analysis.

Data Analysis and Findings

Table 2: Descriptive Statistics and Mean Differences of Perceived Personal Benefit

Perceived Personal Benefit	Gender	N	Mean	Std. Deviation	Std. Error Mean
My family will gain economic benefits	Male	299	5.2843	1.22178	.07066
	Female	274	5.1606	1.22689	.07412
My family members will get good jobs	Male	299	5.4181	.97750	.05653
	Female	274	5.2409	1.04145	.06292
Widen my view of the field and knowledge	Male	299	5.6355	1.04474	.06042
	Female	274	5.5182	1.01709	.06144
The quality of my life will be improved	Male	299	5.6321	1.02245	.05913
	Female	274	5.5803	1.08052	.06528

From the above table, it is evident that the mean values for Perceived Personal Benefit fall in the range of 5.1606 to 5.6355 which concludes that, most of the respondents were in agreement with the statements in the variable.

Table 3: Independent t-test for Gender and Perceived Personal Benefit

Perceived Personal Benefit	Levene's Test		Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
"My family will gain economic benefits"	.023	.880	1.208	571	.227	.12370	.10238
			1.208	566.242	.228	.12370	.10240
"My family members will get good jobs"	.019	.890	2.101	571	.036	.17718	.08435
			2.095	558.345	.037	.17718	.08458
"Widen my view of the field and knowledge"	.414	.520	1.358	571	.175	.11720	.08627
			1.360	568.906	.174	.11720	.08617
"The quality of my life will be improved"	.152	.696	.590	571	.556	.05182	.08786
			.588	559.637	.557	.05182	.08808

A summary of the t-test of differences is tabulated in Table 3. Based on gender, there were no significant differences in the mean scores (0.227, 0.175, 0.556 respectively) of perceived personal benefit between male and female. However, "My family members will get good jobs" had a significantly different response among males and females with a value of 0.036.

Table 4: Descriptive Statistics and Mean Differences of Sense of Place

Sense of Place	Gender	N	Mean	Std. Deviation	Std. Error Mean
"I am familiar with community affairs"	Male	299	5.5117	.94604	.05471
	Female	274	5.2409	1.04846	.06334
"I always participate in community affairs"	Male	299	5.3813	1.02737	.05941
	Female	274	5.2190	1.04629	.06321
"I feel a strong sense of belonging to this community"	Male	299	5.5084	3.10268	.17943
	Female	274	5.1241	1.42682	.08620
"I have frequent contact and communication with community residents"	Male	299	5.6154	1.09110	.06310
	Female	273	5.3956	1.15885	.07014
"I do not want to relocate to another place"	Male	299	5.1672	1.23652	.07151
	Female	274	5.2044	1.24999	.07551

Table 4 shows that the mean values for Sense of Place has a range of 5.1241 to 5.6154 which concludes that, most of the respondents were in agreement with the statements in the variable.

Table 5: Independent t-test for Gender and Sense of Place

Sense of Place		Levene's Test		Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
“I am familiar with community affairs”	Equal variance assumed	.173	.677	3.250	571	.001	.27083	.08332	.10717	.43449
	Equal variance not assumed			3.236	551.231	.001	.27083	.08370	.10642	.43523
“I always participate in community affairs”	Equal variance assumed	.519	.472	1.872	571	.062	.16229	.08668	-.000796	.33254
	Equal variance not assumed			1.871	564.689	.062	.16229	.08675	-.000810	.33268
“I feel a strong sense of belonging to this community”	Equal variance assumed	.355	.551	1.876	571	.061	.38427	.20481	-.01800	.78654
	Equal variance not assumed			1.930	426.612	.054	.38427	.19906	-.000699	.77554



“I have frequent contact and communication with community residents”	Equal variance s assumed	1.085	.298	2.336	570	.020	.21978	.09409	.03498	.40458
	Equal variance s not assumed			2.330	557.276	.020	.21978	.09434	.03447	.40509
“I do not want to relocate to another place”	Equal variance s assumed	.196	.658	-.357	571	.721	-.03716	.10395	-.24133	.16702
	Equal variance s not assumed			-.357	565.534	.721	-.03716	.10400	-.24143	.16712

A summary of the t-test of differences is tabulated in Table 5. Based on gender, there was a mixed response among males and females on Sense of Place: items such as “I am familiar with community affairs” and “I have frequent contact and communication with community residents” showed significant differences in the mean scores (0.001, 0.020 respectively). However, items such as “I always participate in community affairs”, “I feel a strong sense of belonging to this community” and “I do not want to relocate to another place” had a significantly different response among males and females, with values of 0.062, 0.061 and 0.721 respectively.

Table 6: Descriptive Statistics and Mean Differences of Tourism Development Support

Table 6 shows that the mean values for Tourism Development Support has a range of 2.5786 to 3.0401 which concludes that most of the respondents were not in agreement with the statements in the variable, as residents were not interested in supporting tourism development in their locales.

Table 7: Independent t-test for Gender and Tourism Development Support

Tourism Development Support	Gender	N	Mean	Std. Deviation	Std. Error
I support tourism development in Sangkhlaburi	Male	299	2.7826	1.42234	.08226
	Female	274	2.8175	1.43845	.08690
I would like Sangkhlaburi to attract more tourists	Male	299	2.6455	1.68134	.09723
	Female	274	2.6752	1.62860	.09839
I participate in tourism-related plans and development	Male	299	2.5786	1.52925	.08844
	Female	274	2.6350	1.60071	.09670
I cooperate with tourism planning and development initiatives	Male	299	3.0401	1.84056	.10644
	Female	274	2.8212	1.76477	.10661

Tourism Development Support		Levene's Test		Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I support tourism	Equal variances assumed	.085	.771	-.292	571	.770	-.03491	.11960	-.26981	.20000

development in Sangkhlaburi	Equal variances not assumed			-.292	565.486	.771	-.03491	.11966	-.26993	.20012
I would like Sangkhlaburi to attract more tourists	Equal variances assumed	.351	.554	-.214	571	.830	-.02970	.13852	-.30177	.24238
	Equal variances not assumed			-.215	569.239	.830	-.02970	.13833	-.30139	.24200
I participate in tourism-related plans and development	Equal variances assumed	2.019	.156	-.432	571	.666	-.05644	.13078	-.31332	.20044
	Equal variances not assumed			-.431	561.074	.667	-.05644	.13105	-.31384	.20096
I cooperate with tourism planning and development initiatives	Equal variances assumed	1.468	.226	1.451	571	.147	.21897	.15093	-.07748	.51541
	Equal variances not assumed			1.453	569.824	.147	.21897	.15065	-.07694	.51487

A summary of the t-test of differences is tabulated in Table 7. Based on gender, there were no significant differences in responses among males and females regarding Tourism Development Support.

Assessment of Measurement Model

In the measurement model of the study, the outer loadings are good enough to fit into the construct (Figure 2). Outer loadings of the study for Sense of Place are 0.784, 0.817, 0.838, 0.503 and 0.850 respectively. For Perceived Personal Benefit they are 0.724, 0.786, 0.867 and 0.849 respectively. On the other hand, outer loadings for Tourism Development Support are 0.877, 0.878, 0.819 and 0.791 respectively.

Figure 2. Measurement Model of the Study

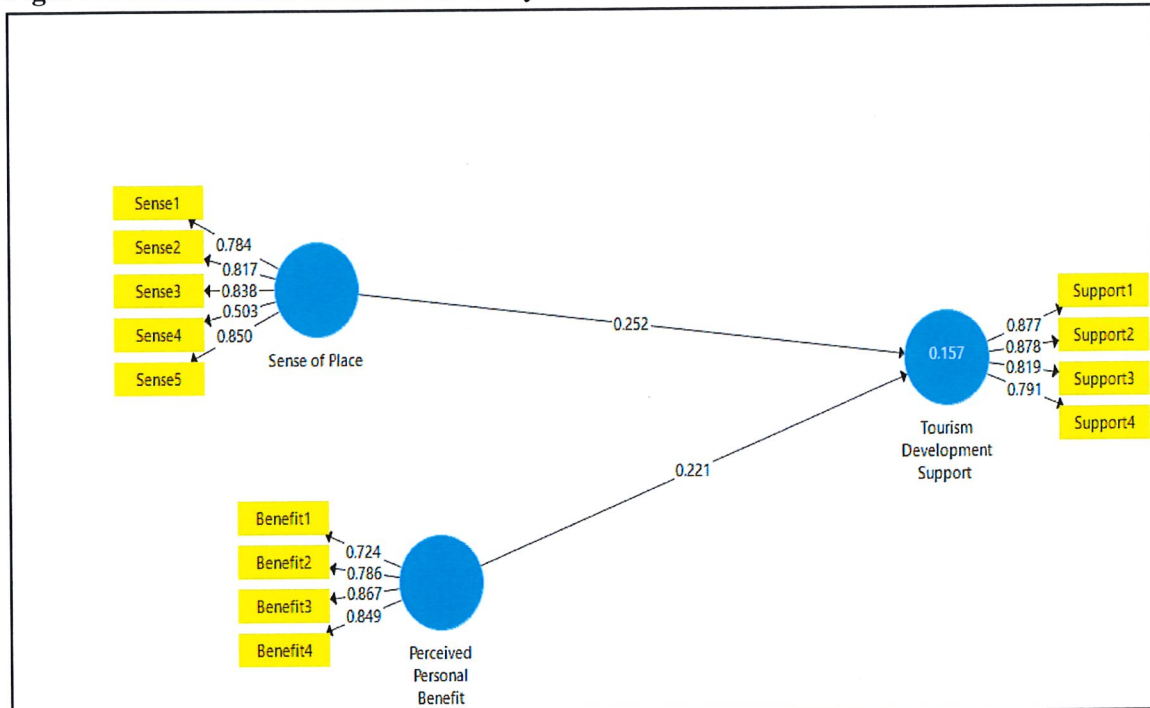


Table 8: Result of Measurement Model of the Study

Construct	Items	Loadings/Weight	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Sense of Place	Sense1	0.784	0.822	0.873	0.876	0.592
	Sense2	0.817				
	Sense3	0.838				
	Sense4	0.503				
	Sense5	0.850				
Perceived Personal Benefit	Benefit1	0.724	0.823	0.839	0.883	0.654
	Benefit2	0.786				
	Benefit3	0.867				
	Benefit4	0.849				
Tourism Development Support	Support1	0.877	0.862	0.866	0.907	0.709
	Support2	0.878				
	Support3	0.819				
	Support4	0.791				

Assessment of Structural Model

The diagram in figure 3 is shown in order to demonstrate the structural model of the study. T-values of the model are showing high efficiency in the construct. The influence of independent variable to dependent variable is positively significant.

Figure 3. Structural Model of the Study

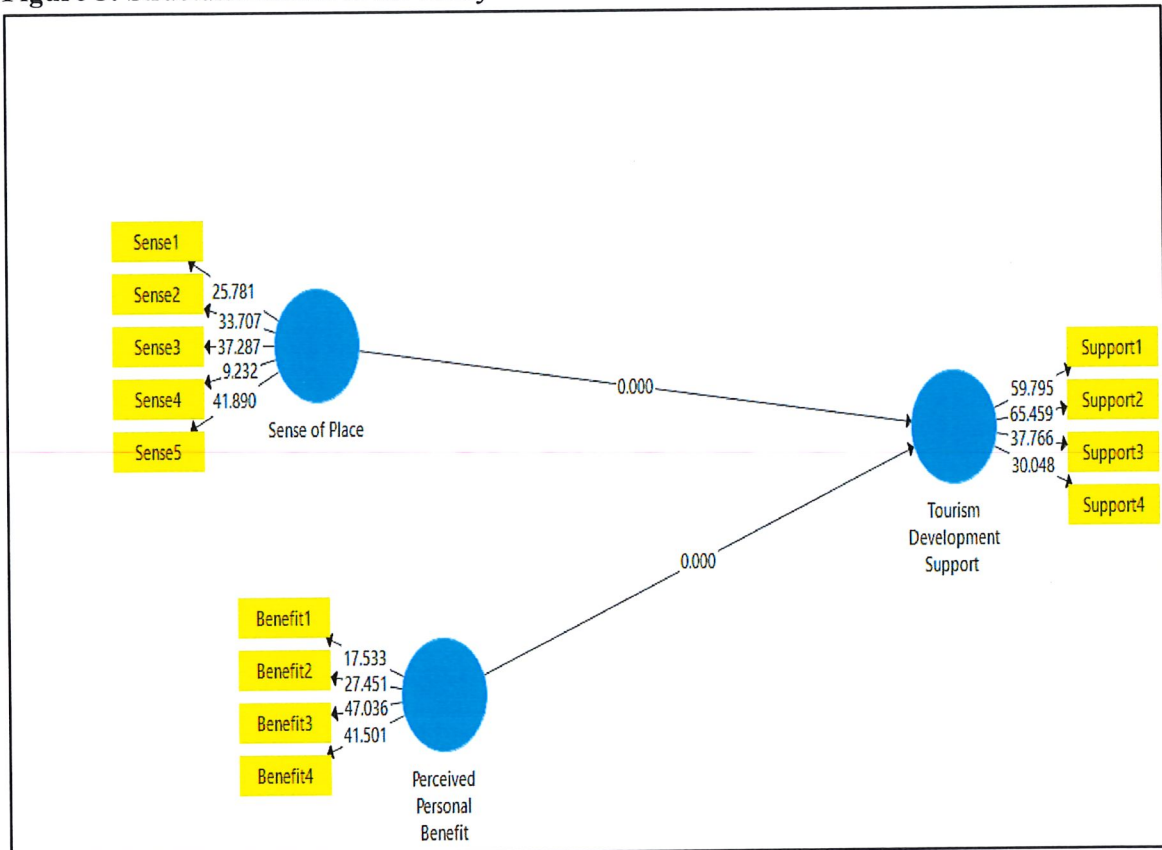


Table 9: Results of Structural model of the study

Relationships	Direct/indirect Effect	t-value	p value	Effect Size (f^2)	Supported
Sense of Place → Tourism Development Support	0.252	5.078	0.000	1.063	Yes
Perceived Personal Benefit → Tourism Development Support	0.221	4.348	0.000	1.049	Yes

As shown in Table 9, the effect size among independent and dependent variables is higher (f^2 = Sense of Place 1.063 and Perceived Personal Benefit 1.049), which demonstrates the good fitness of the model. The p value (0.000 and 0.000 respectively) shows a higher significant level with value. While considering direct/indirect effects of the model, the path coefficient of the direct relationship is Sense of Place 0.252 and Perceived Personal Benefit 0.221, which shows a positive relationship among the constructs.

Discussion and Conclusions

Historical and cultural sites are a challenging aspect of the international tourism market. The main focus of this research is to cultivate a model of residents' attitudes toward helping in the development of sustainable tourism, bearing in mind the development of tourism, the sense of place and the expected effects. In this paper, the perceived benefits and expenditures were divided collectively and individually and, the residents' perceptions about the potential for tourism development were taken into account.

This study was conducted using empirical data based on a survey of people in Thailand, historical and cultural sites in Sangkhlaburi, and based on the structural relationships among all variables. Descriptive data showed that Sangkhlaburi residents assisted a lot in the development of tourism. The residents of Sangkhlaburi believe that tourism will bring more benefits to the community and the individual than the expense, and the positive impact on the community is more important than the individual impact on individuals.

Reliability, validity tests, load factors and model compliance indicators demonstrate that the structural model of the measurements was suitable and a good fit. Despite the triviality of the results, the proposed paths and trends of previous studies were similar. As projected, the inhabitants of the tourism location are more likely to engage in activities if they believe they will benefit from SET-based spending (Boley et al., 2014).



Sense of place had both personal and collective/community benefits and had a significant positive impact, as well as a negative impact on individual spending, which is consistent with the outcomes of previous literature (Huttasin, Mommaas, & Knippenberg, 2015). In addition, consistent with the research of others, sense of place had a direct positive impact on residents' support for the development of the tourism industry (Benur & Bramwell, 2015). Also, sense of place directly influences the development of tourism. This leads to the idea that inhabitants who are loyal to their community feel that tourism will be more profitable, and they therefore support tourism development.

It can be noted that improving the profitability of the local inhabitants, reducing their expenditure by tourism development, increasing their positive perceptions and assurance about tourism, as well as motivating their attachment to the community, are important for tourism development. They can then be passionate about developing local policies and tourism and maintaining the stability of local wealth. Furthermore, with regard to ways to participate in travel, more and more people may want to use restaurants, hotels or shops, possibly because it is an opportune way to use their homes. Most of the community expects that tourism development should be managed by the government and tourism authorities.

From a management point of view, these findings have practical importance for planning and policy, and the development of tourism. It is anticipated that, in order to encourage support for residents for tourism development, plans must aim to take into account the resident's attitude and use different approaches to enhance their perceptions of tourism potential (e.g. initiating the promotion of local structures and physical presence). Given the importance of a community sense of place, it would be useful to invest in more community events, and encourage residents to participate in community affairs and livelihood projects. In addition, in order to increase support, developers can participate in the reduction of tourism development costs and focus on increasing profits for residents. Developers can take several steps to encourage residents to participate in the development of tourism in order to increase their earning sources from tourism. Policies such as government subsidies for local people who engage in tourism, tax incentives for the tourism business and the creation of conditions for proper development can also be adopted. In addition, since the target state can constantly change, the perception and support of residents for further expansion should be monitored and controlled.

This study was an early experience of planners and tourism managers to comprehend what factors influence the local position of the hosts regarding the development of tourism, and the influence of these factors. Furthermore, in this study, an attempt was made to explain the perception of tourists and their support/disagreement with the development of tourism using a useful research model. However, the locals' point of view on tourism depends on various aspects, which are economic dependency, social characteristics of the residents, and the stage



of destination development. These aspects must be given more attention in further research. After summarising the outcome of this research, similar studies can be reproduced in other experimental sections. Thus, it is necessary to study other areas and conduct further surveys.

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