

Factors influencing the decision to travel in the Old Town of Takua Pa, Takua Pa District, Phang Nga Province

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Abstract

The objectives of this study were to 1) study the motivation of tourists to travel in the Old Town of Takua Pa, Takua Pa District, Phang Nga Province 2) study the factors influencing tourism decisions in the Old Town of Takua Pa, Takua Pa District, Phang Nga Province. The population used in the study was tourists visiting the Old Town of Takua Pa 400 people using questionnaires as a tool to collect information. Analyze the data by finding percentages and averages.

The results showed that 1) the motivation of tourists to tour Takua Pa Old Town, Takua Pa District, Phang Nga Province; Push Factors There is a high level of influence ($\bar{X} = 3.68$). When separated by factors, it was found that the need factor to increase knowledge or study culture had a high degree of influence ($\bar{X} = 4.17$), followed by the need to fulfill one's needs. ($\bar{X} = 4.02$) The need to find novelty. ($\bar{X} = 3.66$) the urge for relaxation and the desire to flee. There is a high level of influence ($\bar{X} = 3.63$) and the need for travel, adventure, excitement, or entertainment. The influence was moderate ($\bar{X} = 2.91$) in each case. In terms of pull factors, there is a very high level of overall opinion ($\bar{X} = 3.73$). It shows that tourists pay attention to the descending tourism attraction factors in the following order: the cost of living or expenses ($\bar{X} = 4.22$) The person living in the locality or culture has a large level of influence ($\bar{X} = 3.92$) terrain or location ($\bar{X} = 3.88$) the facilities ($\bar{X} = 3.92$) tourism resources have a large level of opinion ($\bar{X} = 3.75$) there is a large level of influence, respectively, and the agencies, organizations, public and private policies of tourism in Thailand. Moderate reviews ($\bar{X} = 2.70$)

2) Factors influencing tourism decisions in Takua Pa Old Town, Takua Pa District, Phang Nga Province include: 7P's business marketing mix factors Because once separated into aspects, there is a high level of influence, with the price side of the product, the service ($\bar{X} = 4.16$), the service process ($\bar{X} = 4.12$), the service product ($\bar{X} = 4.11$), the physical environment ($\bar{X} = 4.09$), the staff ($\bar{X} = 3.93$), the distribution of services, ($\bar{X} = 3.81$) and the promotion of marketing ($\bar{X} = 3.61$), respectively.

Keywords: Tourist motivation, Factors influencing the decision to travel, Takua Pa Old Town.

INTRODUCTION

Tourism is an essential sector that may create a lot of cash for many nations, and it is a vital aspect of the country's growth in many areas, particularly economics. As a result, the global tourist business is becoming increasingly competitive. Therefore, Thailand must reorient its tourism promotion by increasing the country's uniqueness. To make a difference and be unique like any other country. For this reason, Thailand has promoted exemplary cultural tourism, as each locality has important cultural characteristics. To tell the story and the historical culture of the locality, which can reflect the living conditions of each era very well.

Phang Nga province is considered the 10th largest tourism city in the country and the number of visitors ranks thirteenth. It has a tourist character as a tourist city linked to Phuket. Furthermore, tourism is regarded as an important industry and a major source of revenue for the province, as Phang Nga province has a diverse range of tourism aspects, such as arts and culture,

traditions, community lifestyle, health, and marine tourism, all of which are major potential tourist destinations. (Phangnga Provincial Governor's Office,2018) Also, according to the analysis of the province's environment. It found that one of the strengths of Phang Nga province is its cultural diversity. It has a long-standing and valuable archaeological old town with a proactive development strategy to drive tourism and the creative economy to be competitive on a global scale. Diversify income to communities to reduce inequality. (Phangnga Provincial Governor's Office,2021) It is Old Town Takua Pa community as a port city along the Andaman coast, an area where many distinctive and attractive tourism resources. The allure of an ancient town that once prospered. Its architecture is similarly Sino-Portuguese. Baba clothing customs The community's heritage continues to draw a large number of visitors. (Takua Pa Old Town Local Community,2022) Covid 2019 has subsided following the coronavirus epidemic. One of the most important aspects of the Phang Nga tourism economy is the creation of value and added value for goods and services based on individuality. Local knowledge and identity. As a result, the researchers were intrigued by the factors influencing visitor travel decisions in Takua Pa's Old Town. That will benefit local stakeholders, including the government and private sectors.

Research objectives

1. To Study the motivation of tourists to travel in Takua Pa Old Town, Takua Pa District, Phang Nga Province.
2. To Study the factors influencing tourism decisions in the Old Town of Takua Pa, Takua Pa District, Phang Nga Province

Literature Review

Motivation According to Thanawat Kongprasert (2013), visitor motivation may be split into two categories: (Push Factors), grouped into five categories: 1) need to discover something new. 2) need for relaxation and the desire to flee. 3) need for adventure, excitement, or amusement. 4) need to broaden one's knowledge or study culture. 5) requirement is fulfilled .The summary of pull factors is separated into six categories: 1) tourism resources 2) geography or location 3) facilities 4) a person living in a local or cultural area. 5) cost of living or expenses and 6) Thailand's tourism agencies, organizations, and public and private policies

Marketing Mix Kotler (2016) discusses the 7Ps marketing mix factors: 1) product 2) price 3) place 4) promotion 5) People 6) Process 7) Physical Environment

In relevant research, Thara Sukkiri (2016) who studied the motivation and attitude of Thai tourists towards environmental features and tourism management in Phimai Historical Park. According to the study, cultural motivation influences environmental attitudes and management the most.

Sirintip Kavanobe (2011) research on the motivations and behaviors of Thai tourists. A case study in Muang District, Nan Province, found that tourists are most motivated by attractions in terms of attraction, which consists of religious attractions, the history of ancient sites, antiquities, and interest in cultural identity and traditions.

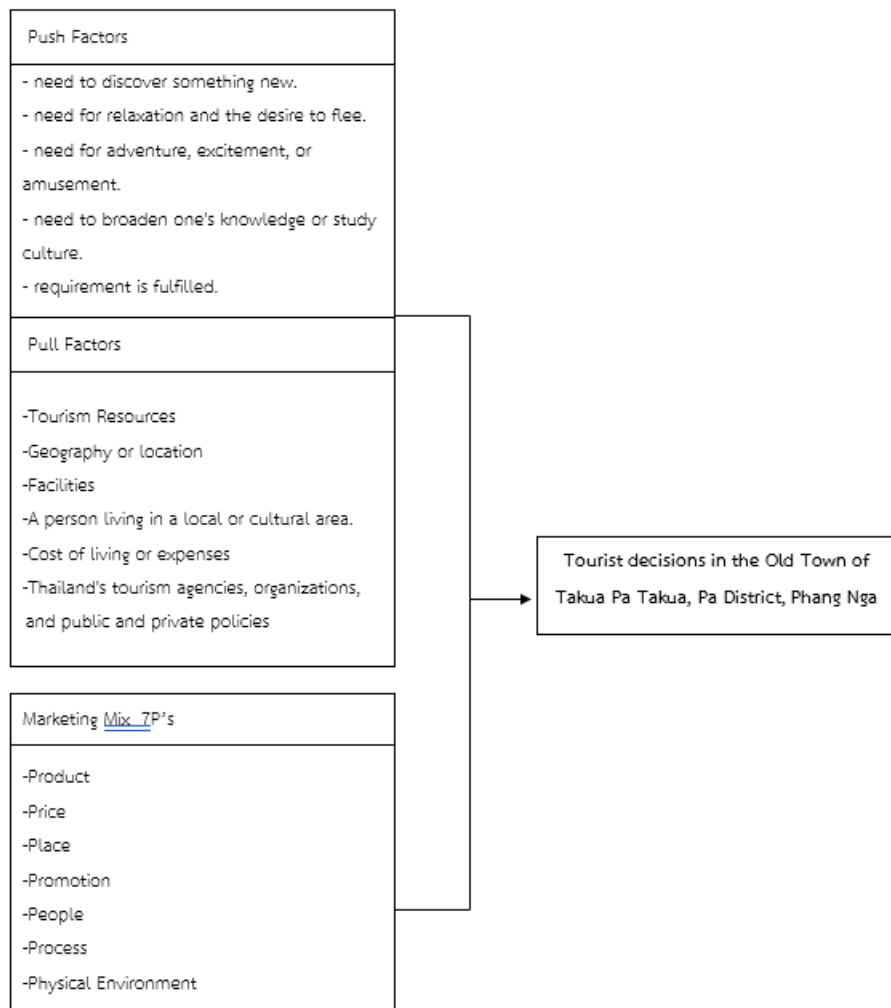
Chuennapa Nilsanthi and Suwari Namwong (2018) who studied Wellness tourism on spiritual retreat : motivation that influencing tourist satisfaction and intention to revisit case study Chiang Mai Province. It has been found that the driving factors of wellness tourism that influence the satisfaction of spiritual travelers are indulgence, which is a journey to fulfill one's own needs. Without crowding the body, mind, and brain. It's about looking to improve yourself.

Thanya Brahmaburom and Narumon Kimpakorn (2015) who studied factors affecting tourist experience of eco culture and wellness tourism in The Upper Northern Provincial Cluster 1 of Thailand: Chiang Mai Lamphun Lampang Mae Hong Son Studies have shown that the factor that affects the good experience of tourists is the value of money. In addition, individuals living in a local or cultural area. Tourists value locals with good-naturedness and interpersonal skill first.

Woraphan Sangadsri (2015) who studied tourist motivations affecting decision-making in cultural tourism in Ban Nong Khao community, Kanchanaburi Province. It was found that the external motivation for the quality of services provided in tourist attractions affects the motivation of tourists who want to be welcomed by the locals.

Kanittha Kerdrat (2017) who studied marketing mix factors Influencing tourists on walking street tour in Phuket found that the price side is a factor that tourists pay a lot of attention to, and when considering it as an issue, tourists pay attention to the quality of products that are most suitable for the price and have a clear price tag and tourists pay a lot of attention when considering it as an issue, tourists value having the most convenient channels for tourists to search for information and promote promotions (discount, redeem, give away, and taste).

Conceptual Framework



Research Methodology

This research is a quantitative Research: the instrument used for data collection was a questionnaire through an accidental sampling method

The sample consisted of 400 visitors that visited the Old Town Takua Pa District in Phang Nga Province while on their travels.

Tools for study

1. Tool development steps documents, textbooks, and studies on consumer behavior should be studied. Marketing theory is used to influence the development of conceptual frameworks and surveys, which are subsequently presented to experts to ensure fidelity. In terms of substance, we collect comments and modify the questionnaire as needed.

2. The questionnaires have three parts as follows:

Part 1: The general information of the respondents consisted of gender, age, status, level of education, and occupation. The data were analyzed by frequency distribution and calculated as percentages.

Part 2: The motivation of tourists to travel in Takua Pa Old Town, Takua Pa District, Phang Nga Province by using push and pull factors.

Part 3: The factors influencing tourism decisions in Takua Pa Old Town, Takua Pa District, Phang Nga Province. It is made up of the 7P's marketing mix: Product, Price, Place, Promotion, People, Process, and Physical Environment

Parts 2 and 3 are rating scale questionnaires with five estimation levels: Most Much Medium Little Least, with scoring criteria defined for each level. Each question has a 5-level response, which is an interval scale.

Data analysis

1. Statistics used to determine reliability using Cronbach's Alpha Coefficient method To determine the confidence of the questionnaire.
2. Descriptive Statistic to explain data about personal information by use percentage from part1 of the questionnaire.
3. Descriptive Statistic to explain data about motivation of tourists to travel and factors influencing tourism decisions by use mean from part 2 and 3 of the questionnaire

Conclusion

- 1) The motivation of tourists to travel in the Old Town of Takua Pa, Takua Pa District, Phang Nga Province.

Table 1: The motivation of tourists to travel in the Old Town of Takua Pa, Takua Pa District, Phang Nga Province

Details	Mean (\bar{X})	Level of influence
Push Factors		
need to discover something new.	3.66	Much
need for relaxation and the desire to flee.	3.63	Much
need for adventure, excitement, or amusement.	2.91	Medium
need to broaden one's knowledge or study culture.	4.17	Much
requirement is fulfilled.	4.02	Much
Total	3.68	Much
Pull Factors		
Tourism Resources	3.75	Much
Geography or location	3.88	Much
Facilities	3.92	Much
A person living in a local or cultural area.	3.92	Much
Cost of living or expenses	4.22	Much
Thailand's tourism agencies, organizations, and public and private policies	2.70	Medium
Total	3.73	Much

2) The factors influencing tourism decisions in the Old Town of Takua Pa, Takua Pa District, Phang Nga Province

Table 2: The factors influencing tourism decisions in the Old Town of Takua Pa, Takua Pa District, Phang Nga Province

Details	Mean (\bar{X})	Level of influence
Product	4.11	Much
Price	4.16	Much
Place	3.81	Much
Promotion	3.61	Much
People	3.93	Much
Process	4.12	Much
Physical Environment	4.09	Much
Total	4.01	Much

Table 3: Presents the details of The factors influencing tourism decisions in the Old Town of Takua Pa, Takua Pa District, Phang Nga Province

Details	Mean (\bar{X})	Level of influence
Product		
The attraction has a strong reputation and is well-known.	4.22	Much
The attraction is unique.	4.32	Much
Variety of local food	3.98	Much
A variety of souvenir	3.94	Much
Price		
The price display is clear.	4.16	Much
Reasonable price with quality.	4.14	Much
Prices are varied.	4.18	Much
Place		
There are search channels via the Internet. Website or online media	4.13	Much
A travel distribution agency makes contact.	3.50	Medium
Promotion		
Public relations through online or print media.	3.68	Much
Promotions, Discounts	3.54	Much
People		
Tourism personnel can offer advice and clear information.	3.70	Much
Tourism personnel can communicate well in foreign languages.	3.67	Much
Tourism personnel are attentive to tourists.	4.07	Much
Tourism personnel have good human relations.	4.28	Much
Process		
The service system is a step.	4.09	Much
The service is accurate and fast.	4.12	Much
Quality service and meet customer's needs.	4.14	Much
Physical Environment		
Safety in tourist attractions.	4.29	Much
Cleanliness in tourist attractions.	4.47	Much
Tourist facilities such as bathrooms, Parking, Signs, etc.	3.59	Much
The signage clearly communicates the attraction's meaning.	4.02	Much

Conclusion

1) The motivation of tourists to travel in the Old Town of Takua Pa, Takua Pa District, Phang Nga Province.

Visitors appreciate the need to expand their knowledge or study culture, which is extremely influential, with the need to visit historical or cultural sites first, as they wish to explore Takua Forest's distinctive and intriguing old town. This complies with Thara Sukkiri (2016) who studied the motivation and attitude of Thai tourists towards environmental features and tourism management in Phimai Historical Park. According to the study, cultural motivation influences environmental attitudes and management the most. This complies with Sirintip Kavanobe's (2011) research on the motivations and behaviors of Thai tourists. A case study in Muang District, Nan province, found that tourists are most motivated by attractions in terms of attraction, which consists of religious attractions, the history of ancient sites, antiquities, and interest in cultural identity and traditions. In addition, Tourists want to fulfill their needs, which are very influential and want to improve themselves mentally. This complies with Chuennapa Nilsanthi and Suwari Namwong (2018) who studied Wellness tourism on spiritual retreat : motivation that influencing tourist satisfaction and intention to revisit case study Chiang Mai Province. It has been found that the driving factors of wellness tourism that influence the satisfaction of spiritual travelers are indulgence, which is a journey to fulfill one's own needs. Without crowding the body, mind, and brain. It's about looking to improve yourself.

The pull factors that influence the tourist decisions of tourists in the Old Town of Takua Pa. Phang Nga province found that the cost of living or expenses has a large influence. The cost of food and beverages is reasonable and quality is a priority for tourists, as food and drinks are relatively cheap and suitable for the quality received, in line with the research of Thanya Brahmaburoom and Narumon Kimpakorn (2015). Factors Affecting Tourist Experience of Eco Culture and Wellness Tourism in The Upper Northern Provincial Cluster 1 of Thailand: Chiang Mai Lamphun Lampang Mae Hong Son Studies have shown that the factor that affects the good experience of tourists is the value of money. In addition, individuals living in a local or cultural area. Tourists value locals with good-naturedness and interpersonal skills first, as locals are friendly and friendly, smiling and have good interpersonal skills in line with Woraphan Sangadsri (2015) who study tourist motivations affecting decision-making in cultural tourism in Ban Nong Khao community, Kanchanaburi Province. It was found that the external motivation for the quality of services provided in tourist attractions affects the motivation of tourists who want to be welcomed by the locals.

2) The factors influencing tourism decisions in the Old Town of Takua Pa, Takua Pa District, Phang Nga Province.

Price is an influential factor in tourists' travel decisions, namely, souvenirs are priced at a reasonable price with quality, followed by a clear price display with a high level of influence, which is in line with Kanittha Kerdrat (2017) who study marketing mix factors Influencing tourists on walking street tour in Phuket found that the price side is a factor that tourists pay a lot of attention to, and when considering it as an issue, tourists pay attention to the quality of products that are most suitable for the price and have a clear price tag.

Promotion It was found that the factors influencing tourist decisions of tourists are publicity through online media, and print media, followed by promotions. Discounts have a large level of influence, which is in line with with Kanittha Kerdrat (2017) who study marketing mix factors Influencing tourists on walking street tour in Phuket found that tourists pay a lot of attention, and when considering it as an issue, tourists value having the most convenient channels for tourists to search for information and promote promotions (discount, redeem, give away, and taste).

Suggestion

Recommendation from this Study

There should be care and improvement of tourism resources in Takua Pa Old Town, Takua Pa District, Phang Nga Province achieve a good image. In addition, transportation services from the city to the old town Takua Pa District, Phang Nga Province

Recommendation for Future Research

Guidelines for promoting tourism in the Old Town of Takua Pa, Takua Pa District, Phang Nga Province

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