

# **BEHAVIORAL PATTERNS AND MOTIVATION IN CULTURAL TOURISM AT BAN TON TARN COMMUNITY, SAO HAI DISTRICT, SARABURI PROVINCE.**

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## **ABSTRACT**

The objectives of this research are 1). to study behavioral patterns in cultural tourism at Ban Ton Tarn community 2). to study motivation in cultural tourism at Ban Ton Tarn community, Sao Hai district, Saraburi province, the results showed that most of the respondents were female which resulting at 57.8 percent and most of them were 25-34 years old. Regarding their status, most respondents were single which accounting for 48.5 percent. The educational level aspects, most of them had a bachelor degree which accounting for 53.8 percent. For the occupation of the respondents, most of them were students which accounting for 32.8 percent. The average monthly income of respondents, most of respondents earn less than or equal to 10,000 baht per month. Most of the tourism behavior patterns, the research results shown that 1) 66.4 percent of the respondent travel with their family 2) There are group of 1-3 people traveling together, which representing at 44 percent 3) 55 percent of the respondents travel 1-2 times per month 4) A one-day trip was shown at 81.6 percent 5) Travelling at the end of the week (Saturday – Sunday) representing at 53 53 percent, 6) Tourism expenses was shown at 59.6 percent 7) Majority of the respondents got the information from friend's recommendation at 40.6% and 8) A favorite activity of respondents is watching the demonstration of local woven fabrics which accounting for 30.6 percent. Regarding tourism motivation, it was found that the overall opinion was at a high level (= 3.80, SD = 0.79). When considering each aspect, it was found that cultural motivation had the highest mean which is at the highest level at (= 4.22, S.D. = 0.78) followed by physical motivation was at a high level at (= 3.90, S.D. = 0.76), interpersonal motivation was at a high level at (= 3.70, S.D. = 0.74). status or reputation motivation had the least mean at a moderate level at (= 3.80, SD = 0.89) respectively.

**Keywords:** Behavioral patterns, Cultural tourism, Ban Ton Tarn community

## **INTRODUCTION**

Thailand has been praised by people around the world as one of the tourism destinations that people wants to come and visit which resulting in the overall tourism situation in Thailand that expand continuously. This can be seen from the income from Tourism sector in Thailand as of April 2018, has grew by 16.07 percent, compared to the same period last year. The income from foreign tourists has been increasing by 17.55 percent and the income of Thai tourists grew by 12.21 percent. So, this cannot be denied that the growing economy of Thailand, one of the most income, was derived from tourism sector. The government therefore, foresees the tourism income distribution to the villagers directly could be done because of the community tourism. Therefore, to generate money from tourism industry to the country's grassroots economic, it is in line with the government's policy that

requires the grassroots economics drives the country. (Economic Research Center, Business and Grassroots economics, Government Savings Bank, 2018) (1).

"National culture" is an enormous economic value. It is the cost that can generate income, providing social well-being, a stable society and security. Culture is a mechanism that can generate income into the country and distribute income to the community. Thailand has a policy to promote cultural tourism, community tourism which is a service industry that generates huge income for the country. The use of cultural tourism to upgrade community tourism creates value added in the form of cultural tourism by using resources in the community including natural, wisdom legacy, community history, handicrafts and traditions of the community as a starting point for arranging tourism forms under the concept of sustainable management could be able to generate income for the local community directly (Department of Cultural Promotion, 2019) [2] Cultural tourism is the study of knowledge in areas or important historical area and cultural features.

The story of social and human development is told through history as a result of culture, knowledge, and social value through valuable architecture or natural environments that can demonstrate the beauty and benefits that are derived from nature which can reflect life conditions, the well-being of people in each period, whether it is economic conditions, society or traditions (Krairaek Pinkaew, 2013) [3].

However, in the midst of the increased competition in the tourism market, the trend of cultural tourism development has received more attention due to the unique tourist attraction and the cultural heritage of Thailand which has been passed on for a long time.

Cultural tourism is unique because tourists will focus on education in that area or important historical and cultural area. Such a place would have stories of their social and human development which apprised through history that is inconsequence of culture, knowledge and value of society, which can reflect the living conditions of people in each era as well, whether economic conditions society or traditions (Kanchana Saenglimsuwan and Saranya Saenglimsuwan, 2012) [4].

Thai-Yuan is one of the ethnic groups in the North of Thailand and is the largest ethnic group in the region. They have been called a city person, centered in Chiang Saen (in the past). The distribution is both normal migration and relocating because of being driven away due to the war. Thais from Saraburi province migrated to Saraburi during the reign of King Rama 1, settled by the Pa Sak River, Sao Hai District, Saraburi Province, which is a fertile area that is suitable for agriculture (Krit Kosol, 2015) [5]. Thai Yuan community (Thai-Yuan), Ton Tarn Subdistrict, Sao Hai District, Saraburi Province, is a community that preserves its original traditions in terms of language, food, dress and way of life through their daily. There are groups for cultural activities such as the establishment of Thai Yuan Saraburi Club, The founding of the Folk Culture Hall and the establishment of Ban Ton Tarn Antique Market (Duangkamon Wechchawong, 2011) [6].

From the above, it can be seen that tourism is based on local cultural values or community culture which create community value until becoming a cultural tourist attraction that is popular among tourists. This is including distributing income into the community that could be able to create a prominent community, resulting in the identity of the community which is an important factor in driving the success of tourism. Therefore, the researcher recognizes the importance of the cultural tourism and interested in studying the behavioral patterns and motivation in cultural tourism at Ban Ton Tarn community, Sao Hai district, Saraburi province.

## **OBJECTIVE**

1. To study behavioral patterns in cultural tourism at Ban Ton Tarn community, Sao Hai district, Saraburi province
2. To study motivation in cultural tourism at Ban Ton Tarn community, Sao Hai district, Saraburi province

## **METHODOLOGY**

The tools used in this research; the researcher used the questionnaire to collect data from the population. The researcher created the questionnaire created based on the data from relevant research, textbooks, by dividing the questionnaire into 3 parts as follows

Part 1: is a question about the status of respondents, including gender, age, status, educational level, occupation, income. The question is a check list. (Check List).

Part 2: is a question about behavior in cultural tourism at Ban Ton Tarn community, Sao Hai District, Saraburi Province. The question is a check list in which the respondents can choose only one answer.

Part 3: is a question about the motivation in cultural tourism at Ban Ton Tarn community, Sao Hai District, Saraburi Province. The question is a rating scale (Rating Scale) with 5 levels, which are The Highest level, High level, Moderate level, Low level, The lowest level, respectively.

The samples were tourists who travel for cultural tourism in Ban Ton Tarn community, Sao Hai district. The sample consisted of 400 people, the researcher using Taro Yamane technique to obtain the correct samples and the samples were obtained by simple random sampling. The data used in this questionnaire were quantitative data (Quantitative Approach) using descriptive statistics to describe the status of respondents, such as gender, age, status, education, occupation, income, and the analysis of tourism behavior patterns. The researcher analyzed physical motivation, cultural motivation, Interpersonal motivation, Status or reputation motivation accordingly.

## **RESEARCH RESULTS**

From the analysis of the respondent demographic data, the researcher found that most of the respondents are female 57.8 percent and males are 42.2 percent, respectively. Regarding to respondent age, the researcher found that most of them are 25 - 34 years, which accounting for 28 percent, followed by 35–44 years, which accounting for 26.5 percent, 15-24 years, which accounting for 21.5 percent, aged 45–54 years is accounting for 14 percent and over 55 years of age is accounting for 10 percent respectively. In terms of their status, most respondents were single which accounting for 48.5 percent. followed by marital status and having children at 32 percent, followed by married but have no children which accounting for 14.8 percent and divorce status accounting for 4.8 percent, respectively.

In terms of educational level, most of respondents have a bachelor's degree at 53.8 percent, followed by secondary education at 35.8 percent, elementary level at 7.2 percent and master's degree at 3.2 percent, respectively. In terms of respondents careers the researcher found that most of them are students at 32.8 percent, followed by a private employee at 24.8 percent, government service / state enterprise employees, accounting for 18.5 percent, private business accounting for 18.5 percent and others accounting for 5.5 percent respectively.

In terms of an average monthly income, the researcher found that most respondents earn less than or equal to 10,000 baht, representing 27.5 percent, followed by an income between 10,001-20,000 baht, accounting for 25.2 percent, income between 20,001-30,000

Baht, representing 18 percent, Income between 30,001–40,000 baht, representing 17.0 percent and income at 40,001 baht or more, accounting for 12.2 percent respectively.

From Table 1, in terms of tourism behavior patterns, it is found that 1). The respondents travel with family, which accounting for 66.4 percent 2). There are 1-3 people traveling together at 44 percent 3). Traveling 1-2 times per month which accounting for 55 percent 4) Duration of travel for a one-day trip represented at 81.6 percent 5). Travel during weekend (Saturday-Sunday) represented at 53 percent 6). Tourism expense during travel represented at 59.6 percent 7). The tourism sources of information derived from recommendation which was accounted for 40.6 percent and 8). 30.6 percent represented the favorite activities which is watching the local woven fabric demonstration respectively.

**Table 1**  
**Travelling behavior**

No.	Travelling behavior	Number	Percentage
1	<b>Travelling Patterns</b>		
	Single traveler	61	15.3
	Travelling with family	266	66.4
	Travelling With friends	73	18.3
2	<b>Number of travelling accompanies</b>		
	None (Travelling alone)	75	18.8
	1-3 persons	176	44
	3 persons or more	149	37.2
3	<b>Frequency of travelling per month</b>		
	1-2 times per month	220	55
	More than 2 times per month	180	45
4	<b>Travelling duration</b>		
	1 day	326	81.6
	2 days	65	16.3
	3 days or more	9	2.1
5	<b>Travelling period</b>		
	Weekdays (Monday-Friday)	63	15.75
	Weekends (Saturday-Sunday)	212	53
	Holiday or Festive season	125	31.25
6	<b>Travelling expenses per times</b>		
	Less than or equal to 1,000 Baht	239	59.6
	1,001 – 2,000 Baht	125	31.3
	2001 Baht and above	36	9.1
7	<b>Tourism Sources of Information</b>		
	Recommendation	162	40.6
	Media	144	35.8
	Direct experience	94	23.6
8	<b>Favorite activity / Reasons to visit</b>		
	Cruising	52	12.7
	Ancient floating market	90	22.6
	Companionship of people in the community	81	20.3
	Souvenirs	55	13.8
	Local woven fabric demonstration	122	30.6

From Table 2, in terms of tourism motivation, the researcher found that the opinions in general are at a high level (= 3.80, S.D. = 0.79) When considering each aspect, it was found that cultural motivation had the highest mean and was at the highest level (= 4.22, S.D. = 0.78), followed by physical motivation which was at a high level (= 3.90, S.D. = 0.76), interpersonal motivation was at a high level (= 3.70, S.D. = 0.74). Status or reputation motivation has the least mean at a moderate level (= 3.38, SD = 0.89).

**Table 2**  
**Tourism Motivation**

No.	Motivation	Mean	S.D.	Results
1	Physical motivation	3.90	0.76	High
2	Cultural motivation	4.22	0.78	The highest
3	Interpersonal Motivation	3.70	0.74	High
4	Status or reputation motivation	3.38	0.89	Moderate
<b>Summary of motivation for tourism</b>		<b>3.80</b>	<b>0.79</b>	<b>High</b>

## CONCLUSION AND FUTURE WORK

From the study of behavior patterns and motivation in cultural tourism at Ban Ton Tarn community, Sao Hai district, Saraburi province, the researcher found that tourists visiting Ban Ton Tarn community, Sao Hai district, Saraburi province has their tourism patterns in accordance with the theory of Perreault and Dorden (1979), quoted in Naphasphon Chongrak (2017) [7], as following:

1. Budget Travelers (Budget Travelers) which are middle-income tourists but seeking a low-cost vacation or tourism. The tourists who come to Ban Ton Tarn community, Sao Hai district, Saraburi province for cultural tourism, most of their incomes are less than or equal to 10,000 baht per month. Their spending on tourism is in an amount of less than or equal to 1,000 baht.

2. Vacationers Travelers, (Vacationers Travelers), most of activities in Ban Ton Tarn communities organized on holidays and this is in accordance with the findings of Thanatchaporn Piemruethaipinit and Nachawal Tomtaphimthong [8] that has studied the behavior of Thai tourists towards tourism at Na Kha market, Na Kha Subdistrict, Mueang District, Udon-Thani Province, which said that the travelling period is at the end of the week (Saturday - Sunday) and found that the form of tourism is in line with Cohen's theory (1979) [7], as following:

1. Recreational tourists (Recreational Tourists) are tourists who emphasize the importance of activities that relating to recreation or physical relaxation. The tourists who travel as a cultural tourism in Ban Ton Tan community, Sao Hai district, Saraburi province wants to relax with various activities that the community has to offer whether it is a cruising, visiting the ancient floating market, experiencing the companionship of people in the community, buying souvenirs or watching the demonstration of local woven fabric.

2. The Experimental Tourists, (The Experimental Tourists) are tourist who likes to talk to the local people to learn and understand local people's life, the adaptation to the environment of the local people. Tourists who come to Ban Ton Tarn community, Sao Hai district, Saraburi province for cultural tourism get to know - talk and have activities together between tourists and local people. This is in accordance with (Swarbrookand Horner, 1999, claimed in Saranya Srithong (2018) [9] including tourists who travelling with family (Family-orientated).

The research result shown that tourists have a form of travelling with family, which is in line with the results of Kankanit Kunlacharteretam (2016) [10], Behavioral in Cultural Tourism a case study of Wat Pa Phu Kon, Udon Thani Province, said that the pattern of tourism behavior, The tourism usually travel with their family or together in a group of 2-5 on weekend. From the reported information, they spend at least 1,000 bath on average on each trip.

The recommendations for the next research, motivation study should be conducted in terms of status or reputation motivation as it is not yet well-known. It should be done through various media channels to reach more targeted teenagers because teenagers are young and are curious to know new things and like the culture that is not commonly seen. Moreover, should support other activities in the community to be more exciting and interesting, since most tourists visit more at the ancient floating market.

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