

How to Cite:

Kanittinsutitong, N., Wang, A. B. A., Taihiam, N., Somwong, S., Nooring, W., & Inkaew, A. (2022). Guidelines for the development of tourism for tourists with different demographic characteristics in Sichon District, Nakhon Si Thammarat Province. *Linguistics and Culture Review*, 6(S5), 40-55. <https://doi.org/10.21744/lingcure.v6nS5.2058>

Guidelines for the Development of Tourism for Tourists with Different Demographic Characteristics in Sichon District, Nakhon Si Thammarat Province

Nutworadee Kanittinsutitong

Rajamangala University of Technology Srivijaya, Nakorn Si Thammarat Province, Thailand

Arunee Bi A Wang

Rajamangala University of Technology Srivijaya, Nakorn Si Thammarat Province, Thailand

Nutjaree Taihiam

Rajamangala University of Technology Srivijaya, Nakorn Si Thammarat Province, Thailand

Sunisa Somwong

Rajamangala University of Technology Srivijaya, Nakorn Si Thammarat Province, Thailand

Wipharat Nooring

Rajamangala University of Technology Srivijaya, Nakorn Si Thammarat Province, Thailand

Amondech Inkaew

Rajamangala University of Technology Srivijaya, Nakorn Si Thammarat Province, Thailand

Abstract--The purposes of this research were to compare demographic characteristics and motivations of tourists as a push factor and a pull factor, to assess the potential of the tourism components, and to propose guidelines for the development of tourism for tourists with different demographic characteristics in Sichon District, Nakhon Si Thammarat Province. It was collected information from four hundred Thai tourists who traveled to the tourist attraction in Sichon District, Nakhon Si Thammarat Province. Then it was analyzed using statistical, descriptive, mean, standard deviation, t-

Test One-Way ANOVA interpretation, and qualitative research by Non-participant observation of the five tourism components (5A). It found that the samples with different genders, ages, monthly incomes, and domiciles had different tourism behaviors, but the samples with different marital statuses do not have different tourism behaviors. The main reason for traveling to Sichon District, Nakhon Si Thammarat Province was the need for change and self-development, followed by the response to private needs. In terms of pull factors, it found that the samples focused on tourist attractions at a high level, followed by amenities, access, accommodations, and activities were at moderate to high.

Keywords---demographic characteristics, development tourism, guidelines, tourists.

Introduction

At present, tourism plays an important role in the Thai economy that can generate income for the country. Tourism business and hospitality business have expanded career opportunities in hospitality and service business to many Thais. Tourism is a key push factor of economic and social progress through job creation, entrepreneur establishment, generating income from outside, and development of the infrastructure. Therefore, it can be considered as a factor that causes continuous investment. In the overview of tourism around the world, its continued growth since 1995 has demonstrated the strength and adaptability of the global tourism sector very well (Bayih & Singh, 2020).

Nakhon Si Thammarat is one of fourteen provinces in the southern region. In terms of tourism, Nakhon Si Thammarat is considered to be the second city category because there are still fewer tourists. Even if it is a secondary city category but it has a high potential in terms of tourist resources that will develop into a destination in the southern part of the Gulf of Thailand. Nakhon Si Thammarat has various tourist resources of nature, forests, seashore, art, culture, famous handicrafts, as well as a land of delicious fruits and a hillside village with a very good climate in Thailand. There is also a flow of tourism at Chedi Temple (Ai Khai). When considering the numbers only in May 2018, it found that the number of tourists visiting the secondary cities category totaled 6.78 million, an increase of 4.24% compared to May 2017. The highest number of tourists is Nakhon Si Thammarat with 4.12 hundred thousand people, followed by Udon Thani and Ubon Ratchathani provinces. For the income from tourism in the secondary cities category, it was found that the income was up to 1,91 billion baht, an increase of 8.52%. Nakhon Si Thammarat province has the highest income of 2,121 million baht. Since the beginning of 2020, Thai tourism affected by COVID-19 strongly and severely, but Nakhon Si Thammarat province has a 9% increase in tourists compared to the normal situation in 2009 due to Ai Khai at Chedi Temple, Sichon District, causing people to travel with faith and spread to many places to many tourist attractions. Especially Tha Sala District is a district with great tourism potential, close to Muang District and it is the way to Sichon District and Khanom District. In addition, AGODA has studied the behavior and

revealed that in the situation of the COVID-19 epidemic, Thai people have behavior booking a luxury accommodation because there is a budget left because you can't go abroad and resulting in increased tourism in secondary cities category such as Koh Kood island, Chanthaburi, Nakhon Si Thammarat, etc.

Therefore, this research was conducted to compare demographic characteristics and motivation of tourists who visit Sichon District, Nakhon Si Thammarat Province. In the push factors that are driving tourists to travel and the pull factors that are attractive for tourists to travel to Sichon District, Nakhon Si Thammarat Province, and to study the potential of tourism components in Sichon District, Nakhon Si Thammarat Province. This will lead to guidelines for developing and upgrading tourist attractions in Sichon District, Nakhon Si Thammarat Province to have more tourism potential in all elements to support the increasing number of tourists with different demographic characteristics.

Research objectives

- To have a comparative study between the demographic characteristics and the motivation of tourists visiting Sichon District, Nakhon Si Thammarat Province,
- To study the potential of tourism elements in Sichon District, Nakhon Si Thammarat Province,
- To propose a guideline for the development of tourism for tourists with different demographic characteristics.

Literature review

Maslow's Motivation Level Theory is an important basis for psychologists. Many sociologists and thinkers have used it to describe attitudes, behaviors, and motivations for human travel. They can understand the process of travel decision-making with the thoughtful and travel behavior motivation of tourists that motivates individuals to seek satisfaction through behavior with a purpose in traveling to different places (Rodenburg, 1980).

Concepts and theories about tourism components (5A's)

There are five key components of tourism (5A's), each of which is essential for successful tourism (Dickman, 1997), as follows: 1. Value and attraction of a tourist attraction is the value and attraction of the tourist attraction that has on the feeling of tourists. 2 Accommodation is a place arranged for travelers or tourists to stay in the vicinity of tourist attractions. 3. Accessibility is to travel to the tourist attraction conveniently, the availability of public taxis, and having a road linking the tourism sources conveniently and safely. 4. Activities are unique, famous, and various that tourists can do during their visit or stay in that tourist area. 5. Amenities are the convenience of amenities that tourists receive while traveling, such as parking lots, restrooms, resting points, souvenir sales points, garbage dump points, restaurants, department stores, shopping malls, shops, banks, and hospitals, etc.

Demographic characteristics

Demographic characteristics consisted of age, gender, family size, family status, income, occupation, education, religion, ethnicity, nationality. Holloway (2004), commented that demographic data is accessible and effective in determining market, targets, and is easy to study the behavior of tourists than other variables. However, each person will have different demographic characteristics. This demographic difference will influence a person's behavior. The change of demographics shows the emergence of new markets and other markets that either disappear or lose their importance. Demographic characteristics are popularly used as criteria such as age because products and services can be able to meet the needs of different age groups of consumers, so marketers take advantage of age as a factor. Different demographics of the market, marketers try to search for the needs of a niche market, focusing on that age segment (Lehto et al., 2002). In addition, Irimias et al. (2016), studied the demographics that have influences on faith tourism and found that the motivation for faith tourism was related to age. The elderly have the incentives for learning and studying national identity tourism relevant to sacred sites more than young people.

Sex is a variable that is related to the change in another consumption behavior. A study by Collins & Tisdell (2002), found that the reasons why men travel are related to business. In addition, males were more likely to engage in adventurous tourism activities (Xie et al., 2008), while the motivations that make women travel are for shopping, relaxing, and visiting relatives and tend to travel is shorter distances (Moriarty & Honnery, 2005). Moreover, marital status is another important variable for the tourism industry. Family status is linked to attitudes towards travel (Husbands, 1989). Singles are motivated to travel in search of nature and new things than married people who have less time and freedom than singles (Fan et al., 2015).

Concepts and theories related to tourism motivation

Factors and tourism components are influenced to the decision of choosing a tourist attraction and understanding the decision-making process of tourist attraction is to find or understand the selection and use behavior for tourism products and services. Therefore, it is necessary to understand the features, needs, preferences, incentives of tourists, and factors influencing the selection of tourist attractions which such factors can be divided into both internal and external factors. Intrinsic or push factor refers to feelings, needs that arise within a person and motivate them to have a desire to travel. This push factor helps to explain reasons to travel and purchase decisions or use tourism products and services because it is an individual factor that affects purchasing behaviors such as necessities, needs and motivations, perceptions, learning, personality, lifestyle, self-concept, and attitude (Eilat & Einav, 2004). Maslow (1943), states on the push factor that "People will have different behaviors and expressions to satisfy their own needs." Therefore, the different needs of each tourist are an important factor that determines the behavior of tourists. Extrinsic or pull factor refers to factors that are outside the person who supplemented or attract people to travel to different places and help to explain reasons for choosing a tourist source including the factors of the relationship between people and culture of the whole

nation, which is inherited and upheld by each other such as culture and subculture, social caste, reference group, leader, opinion, and family (Goossens, 2000; Moutinho, 1987).

Research conceptual framework

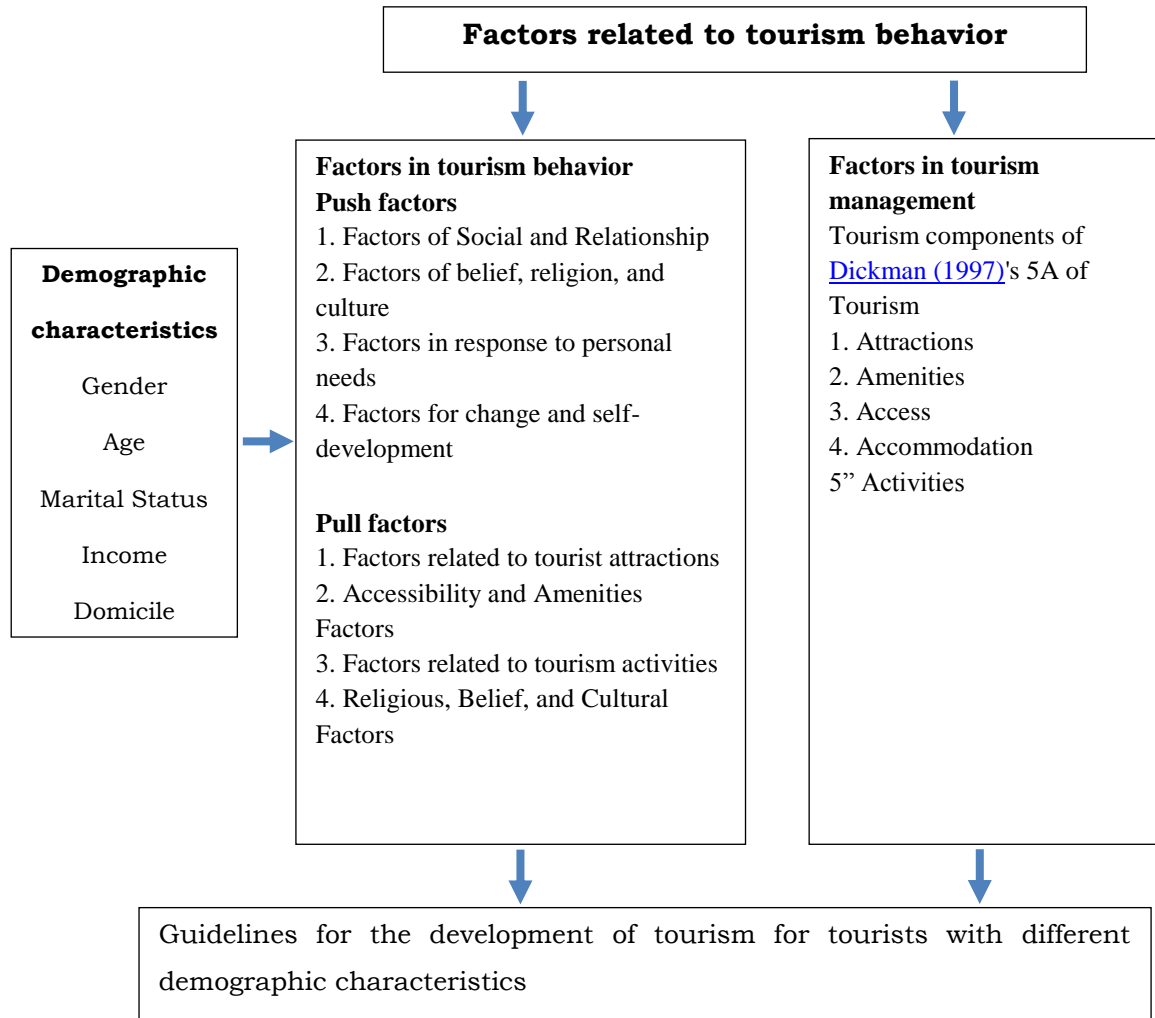


Figure 1. Research conceptual framework

Research methodology

This research focuses on specific content related to tourism motivations and the potential of the tourist source. The study areas were tourist attractions in Sichon District, Nakhon Si Thammarat Province, researching from November 2020 to April 2021, details are as follows:

Information and resources

- Primary Data: The researcher collects data in two ways as follows:
 - Qualitative Research: The researchers visited the study area and used non-participant observations to collect data on the potential of various tourist attractions in Sichon District, Nakhon Si Thammarat Province.
 - Quantitative Research: The researcher used the data collection by survey research using questionnaires to collect information on the motivations of tourists towards tourism in Sichon District, Nakhon Si Thammarat Province from tourists who have traveled to various tourist attractions in Sichon District, Nakhon Si Thammarat Province.
- Secondary Data: The researcher has studied concepts and theories, related researches, academic papers, thesis, tourism publications, public relations publications, and other documents related to tourism in Sichon District, Nakhon Si Thammarat Province as well as various electronic media.

Population and samples

- Population
The population group used in the research study to collect quantitative data was Thai tourists traveling to tourist attractions in various tourist attractions in Sichon District, Nakhon Si Thammarat Province which from the data of tourism of Thailand, found that in 2020, approximately 3,484,288 Thai tourists were traveling to Nakhon Si Thammarat Province.
- Samples
Thai tourists who have traveled to Nakhon Si Thammarat province were calculated the population proportion value using the Taro Yamane sample calculation formula with a size error of +5% from a total population of 3,484,288 people. A sample of 400 people was obtained with details of the sample size calculation using the Taro Yamane method, a 95% confidence level was established, an error of 5% was allowed. Therefore, a random sample of 400 people was required.

Research tools

The tools used in qualitative research are observation forms, which the researcher created to study the potential of various tourist attractions in Sichon District, Nakhon Si Thammarat Province. The observation form created by the researcher was based on the 5A's (Dickman, 1997), which consists of (1) the value and attraction component, (2) the accommodation component, (3) accessibility component, (4) components of tourism activities, and (5) amenities components. In the observation forms, there are three levels of tourism potential as follows:

- High potential level: They are fully prepared to accommodate tourists and have high competitiveness.
- Moderate potential level: They are ready to accommodate tourists, but they do not have competitive potential.
- Low potential level: They are not ready to accommodate tourists and they still must improve competitive potential.

The tools used in quantitative research were questionnaires, which the researcher created to study the motivations of tourists towards tourism in Sichon District, Nakhon Si Thammarat Province, asking about the personal data of Thai tourists and inquire about the tourism motivations of tourists at traveling to Sichon District, Nakhon Si Thammarat Province. It is a Likert Scale with five levels to measure the level of tourist motivations of tourists, namely, highest, high, moderate, less, and least.

Data analysis method

Personal Data were analyzed by distributing frequency, percentage, and analyzing data on travel motivations of tourists visiting Sichon District, Nakhon Si Thammarat Province to find the mean and standard deviation, using statistics: t-test Independent to classify males and females, and using statistical analysis of variance (ANOVA) to compare mean differences between two or more samples in a hypothesis test on variables of age, marital status, monthly income, and domicile.

Summary of research results

Amount and percentage according to demographic characteristics of tourists visiting Sichon District, Nakhon Si Thammarat Province as shown in Table 1.

Table 1
classified by demographic factors

Demographic Characteristics		Amount	Percent
Gender	Male	115	28.7
	Female	285	71.3
Age	Lower than 20 years old	41	10.3
	20 - 30 years old	192	48
	31-40 years old	96	24
	41-50 years old	61	15.2
	51-60 years old	0	0
	More than 60 years old	10	2.5
Marital Status	Single	264	66
	Married/ Cohabiting	123	30.7
	Divorced/ Separated	13	3.3
Monthly Income	Lower than 10,000 baht	163	40.8
	10,001-20,000 baht	103	25.7
	20,001-30,000 baht	82	20.5
	30,001-40,000 baht	41	10.3
	40,001-50,000 baht	11	2.7
	50,001 baht and above	0	0
Domicile	North	14	3.5
	Central	34	8.5
	Northeast	24	6
	South	283	70.7
	West	19	4.8
	Bangkok	26	6.5

From Table 1, it found that most of the samples were 285 females, representing 71.3 percent, most were aged 20-30 years, 192 people, representing 48.0 percent, most of them were single, 264 people, representing 66.0 percent. Most of them had 10,000 baht, 163 people, representing 40.8 percent. Most of them were domiciled in the south, 283 people, representing 70.7 percent.

The results of the analysis of the motivation of tourists visiting Sichon District, Nakhon Si Thammarat Province as shown in table 2.

Table 2
Factors related to tourism behavior

Factors related to tourism behavior	Motivation level		
	X	S.D.	Meaning
1. Social and relationships are the push factor.	4.17	0.965	high
2. Beliefs, religions, and cultures are the push factor.	4.26	0.974	highest
3. Responding to personal needs is the push factor.	4.41	0.714	highest
4. Change and self-development is the push factor.	4.43	0.814	highest
Total of push factors	4.33	0.732	highest
5. Tourist sources are attractive.	4.63	0.6	highest
6. Accessibility and amenities are attractive.	4.46	0.931	highest
7. Tourism activities are attractive.	4.45	0.752	highest
8. Religion, beliefs, and culture are attractive.	4.45	0.828	highest
Total of pull factors	4.51	0.637	highest

From Table 2, the results of the analysis of the motivation of tourists visiting Sichon District, Nakhon Si Thammarat Province, can be summarized as follows:

Push factors

The first factor: Social and relationship factors are the push factor. The mean was 4.17, which consisted of the following questions: To want to travel to socialize and stay with friends, family, lovers; To want to travel to create social acceptance according to social trends; To want to travel to know and meet new people. This is interpreted as having a high level of push factor. The second factor: Belief, religion, and cultural factors are the push factor. The mean was 4.26, which consisted of the following questions: To want to travel for a pilgrimage and go to practice religion and beliefs; To want to travel to learn the interesting culture of various localities; To want to travel to enhance luck and prestige; To want to travel to ask for blessings, to ask for fortunes, to ask for blessings from the sacred things. This is interpreted as having the highest level of push factor (Suryasa, 2019; Sumadi, 2016; Filladsen & Jordenzen, 2020).

The third factor: Responding to personal needs is the push factor. The mean was 4.41, which consisted of the following questions: To want to travel to escape society and obligations; to want to travel for fun, entertainment, enjoyment; to want to travel for pride, reward yourself and fulfill the dream of life; To want to travel for recreation and close to nature. This is interpreted as having the highest level of push factor. The fourth factor: Change and self-development is the push factor. The mean was 4.43, which consisted of the following questions: to want to

travel because of excitement and challenge; To want to travel to study and research new things; To want to travel for new experiences; To want to travel to inspire and develop yourself. This is interpreted as having the highest level of push factor.

Pull factors

The first major factor: Tourist sources are attractive. The mean was 4.63, which consisted of the following questions: Tourist attractions have beautiful landscapes. Tourist attractions have a good climate. Famous tourist attractions and good image. Historical attractions, ancient sites, interesting artifacts. Exotic attractions, and unique tourist attractions. This is interpreted as having the highest level of pull factor. The second factor: Accessibility and amenities are attractive. The mean was 4.46, which consisted of the following questions: convenient transportation, fast, easy access, beautiful and clear signposts, beautiful and convenient accommodation, restaurants, souvenir shops, shops selling local products are attractive, tourist attractions are clean and tidy. This is interpreted as having the highest level of pull factor. The third factor: Tourism activities are attractive. The mean was 4.45, which consisted of the following questions: various tourism activities; outstanding and interesting tourism activities; activities to experience the way of life of the community and participate with the community; and activities of worship, blessings, pilgrimages. This is interpreted as having the highest level of pull factor. The fourth factor: Religion, beliefs, and culture are attractive. The mean was 4.45, which consisted of questions: culture, tradition, religious belief, narration, faith, architecture, beautiful painting, and idol and sacred objects. This is interpreted as having the highest level of pull factor (Nesterchuk et al., 2021; Kan et al., 2021).

The results of comparison between the demographic characteristics and tourist motivations visiting Sichon District, Nakhon Si Thammarat Province as shown in Table 3.

Table 3
Summarizes the results of the comparison between the demographic characteristics and the tourist motivations visiting Sichon District, Nakhon Si Thammarat Province.

Factors related to tourism behavior	Demographic Characteristics				
	Gender	Age	Marital status	Monthly Income	Domicile
1. Social and relationships are the push factor.	-	0.012*	-	0.000*	0.000*
2. Beliefs, religions, and cultures are the push factor.	0.009*	0.010*	-	0.003*	0.000*
3. Responding to personal needs is the push factor.	0.048*	-	-	0.004*	0.000*
4. Change and self-development is the push factor.	-	-	-	0.007*	0.000*
5. Tourist sources are attractive.	-	-	-	-	0.003*

6. Accessibility and amenities are attractive.	-	-	-	0.015*	0.000*
7. Tourism activities are attractive.	0.002*	-	-	0.007*	0.000*
8. Religion, beliefs, and culture are attractive.	0.017*	0.027*	-	0.002*	0.000*

* means a statistically significant difference at the 0.05 level, - means no statistically significant difference.

Table 3 shows the results of a comparative analysis of motivation for traveling to Sichon District, Nakhon Si Thammarat province.

In terms of gender, it was found that tourists with different genders have the motivation for traveling to Sichon District, Nakhon Si Thammarat Province was significantly different at the 0.05 level. When considering the mean level of motivation divided by tourism components of tourists in Sichon Nakhon Si Thammarat Province compared by gender, it was found that the sample group had average levels of belief, religion, and cultural motivation that were the push factor, the responding to personal needs which were the push factor, attraction tourism activities and religion, belief and cultural attraction which were the pull factor, with a significant difference of less than 0.05.

In terms of age, tourists of different ages have motivations for traveling to Sichon District, Nakhon Si Thammarat Province. There was a statistically significant difference at the 0.05 level on the level of social and relationships that is the push factor. Beliefs, religion, and cultures are the push factor and the pull factor. In terms of marital status, it was found that there were motivations for traveling to Sichon District, Nakhon Si Thammarat Province, no statistically significant difference at the 0.05 level. In terms of average monthly income, it was found that the sample group had an average level of motivation on responding to personal needs that were the push factor. The aspect of change and self-development was the push factor, and the aspect of religion, belief, and culture was the pull factor, with a significant difference of less than 0.05.

In terms of domicile, the sample group had average levels of social and relationships that were the push factor, and belief, religion, and cultures were the push factor. Responding to personal needs was the push factor, and the change and developing oneself was the push factor. The tourist sources were the pull factor, the accessibility and amenities were the pull factor, the tourism activities were the pull factor, and religion, belief, and cultural attractions were the pull factor, with a significant difference of less than 0.05.

Summary of potential analysis of tourism management in Sichon District, Nakhon Si Thammarat Province

Table 4
The results of a potential analysis of important tourist attractions in Sichon District, Nakhon Si Thammarat Province

Tourism Components	Potential Assessment Level
Attraction	Much
Accommodation	Medium to most
Accessibility	Medium to most
Activities	Medium to most
Amenities	Medium to most

From the tourist attraction survey results, the researcher can summarize the results of the potential analysis of tourism management in Sichon District, Nakhon Si Thammarat Province according to the 5A's components as follows: Attraction with much potential; Accommodation; Accessibility; Activities; and Amenities have medium to the most potential.

Discussion

The pull factors in tourism

From the research results, it was found that the push factors (reasons for traveling) on the issue of needing change and self-development, mean = 4.43 (the highest level), followed by the responding to personal needs, mean = 4.41 (the highest level), which is close to the research of [Wattanachai Chumak \(2001\)](#), found that Thai tourists traveled abroad to see something new, followed by traveling abroad for recreation, and as a reward for life. It is consistent with a study by [Khadaroo & Seetanah \(2007\)](#), found that most tourists have the main motivation for tourism that is to relax with friends or relatives. The reason why the current research is consistent with past research may be that most of the samples were of working age; therefore, travel is needed to reduce stressful conditions and also find new things to meet the needs. This is according to the theory of motivation states that intrinsic motivation is an intrinsic motivation that motivates a person to perform a certain behavior, such as curiosity, expectations, attitudes, satisfaction, vision, and value.

The pull factors (factors that attract tourists) found that the samples focused on the issue tourism attractions, mean = 4.63 (the highest level), followed by access and amenities, mean = 4.46 (the most level), consistent with the concept of [Wendri et al. \(2019\)](#), states that Thailand has various factors in attracting tourists such as having a good image of Thailand. There are various tourism resources such as natural tourism resources, tourism resources in arts and culture, way of life, customs, and traditions, various recreational activities. Because the samples want to experience nature which cannot be seen often in the current state and the Nakhon Si Thammarat is known for its natural beauty and tranquility. It is suitable for coming to relax and relieve stress from work as well. The results of motivations of the samples towards tourism in Sichon District, Nakhon Si

Thammarat Province in four aspects, namely, attraction, accessibility and amenities, tourism activities, religion, belief, and cultures. It was found that the samples were motivated by attraction. The most level in tourist attractions, probably because of the Sichon District, Nakhon Si Thammarat Province. There is still fertility in tourism resources both the natural environment and cultural environment. In addition, it is a tranquil city and suitable for leisure travel. This is consistent with a study by [Leclerc & Martin \(2004\)](#), says that there should be given importance to safety in life and property of tourists because tourists have a perception level of tourism responsibility in tourist attractions is at a high level. According to [Morse's \(1953\)](#), theory motivation is something that satisfies the basic needs of human beings to reduce physical and mental stress or the state of feeling of a happy person and can create a positive attitude towards one thing which will change according to satisfaction with that thing.

The tourism components

- **Attraction**
From the non-participation observation, it was found that most of the tourist attractions in Sichon District, Nakhon Si Thammarat Province have high potentials in terms of value and attractiveness of tourist attractions, especially natural tourist attractions such as Sichon Beach, which is beautiful, good atmosphere, quiet, and tourist attractions according to beliefs and religions such as Chedi Temple (Ai Khai), which has gained the faith, worship and respect of people across the country. This is consistent with the concept of [Lordkipanidze et al. \(2005\)](#), that attraction is the most important component of travel. The attraction may be outstanding natural places or historical attractions such as Phanom Rung Castle or it is rural tourism to learn local wisdom. It is also consistent with the concept of [Boonlert Tangjitwattana & Phensiri Srikhampha \(2014\)](#), that tourism brings culture as a selling point, it is all attracting tourists.
- **Accommodation**
Most accommodations still have the potential to accommodate tourists at a moderate to the highest because there are various important tourist attractions in Sichon District. What can be improved is entrepreneurs may form groups or associations to create standardized services to tourists such as swimming pools, fitness centers, installation of water heaters, cleaning, kitchen preparation, and standardized dining rooms. In addition, entrepreneurs should be certified and assessed the readiness of safety standards (Amazing Thailand Safety & Health Administration: SHA). It is a joint project between the Tourism Authority of Thailand (TAT) and the Ministry of Public Health to reassure tourists during the epidemic of COVID-19, which is something that should be done. This is because Thai tourists have a high level of quality perception of hotels and accommodations which corresponds to a study by [Niramansakul \(2011\)](#).
- **Accessibility**
Most tourist attractions in Sichon District, Nakhon Si Thammarat Province have the potential for access at a moderate to a high level, which [Zhao et al. \(2020\)](#), said that having an appropriate infrastructure system such as transportation systems, airports, and transportation industries such as waterways, land, and air can help tourists to reach all tourist attractions

next to the road that can be reached by private car and public transport vehicles. Some sources can be accessed by private cars and taxis only. Although some places can be reached by bus, such as motorcycle taxis that pick passengers up from main roads, they are still considered unsafe. What should be improved is the arrangement of a passenger car or bus as an alternative to travel to the place. It is consistent with the research of [Westin et al. \(2018\)](#), that it should focus on the development of safety management in the life and property of tourists because tourists have a level of perception towards responsible tourism in tourist attractions is at a high level.

- **Activities**
Most tourist attractions in Sichon District, Nakhon Si Thammarat Province have potential in tourism activities at a moderate to a high level, especially activities of worshipping sacred things in religious attractions. This includes water sports activities such as surfing, jet-skiing, kayaking, and land sports such as trekking, bird watching, and nighttime wildlife viewing. However, apart from worshipping sacred things, other activities are still not popular among many tourists. What can be further developed is amenities and to make tourists believe in safety standards, including public relations about such activities because current tourists don't just want to visit natural places or ancient sites but they still want to have the opportunity to do activities. The activities cause to remember and also help distribute income.
- **Amenities**
Most tourist attractions in Sichon District, Nakhon Si Thammarat Province have the potential for facilities at a moderate to a high level. Most tourist attractions have basic facilities such as parking, restrooms, restaurants. Many of them provide more facilities for tourists such as airport shuttles, gardens, photo spots, etc. What should be improved is the provision of public toilets near marine attractions and to be maintained cleanliness and safety at all times. It is consistent with the research of [Beerli & Martin \(2004\)](#), that it should be given importance with the development of safety management in the life and property of tourists because tourists have the level of awareness towards responsible tourism in tourist attractions is at a high level.

Guidelines for the development of tourism for tourists with different demographic characteristics

- ready Transport entrepreneurs apply to operate a bus or minibus between tourist attractions to encourage low-income tourists to have access to tourist attractions more conveniently and make female tourists feel safer when traveling.
- To increase the publicity of activities in natural attractions for tourists to know more because most of the tourists are single and they want to do outdoor activities.
- Accommodation and hotel entrepreneurs should establish groups or associations to establish standardized services to tourists because tourists from other regions who have never been there may have high expectations for the quality of accommodation and services. Entrepreneurs should also seek approval for the Amazing Thailand Safety & Health Administration:

SHA certification to reassure travelers that disease control standards are done during the COVID-19 pandemic.

- To increase various facilities such as ATMs, banks, post offices, visitor centers, police stations, parking areas, etc., and provide public restrooms near marine attractions and be maintained cleanliness and safety at all times including the installation of CCTV cameras thoroughly to increase the ensuring the safety of life and property for tourists.

Limitations of research and future studies

This research focuses on factors related to the tourism behavior of Thai tourists in Sichon District, Nakhon Si Thammarat Province, which has the context of tourist attractions and local tourists. Therefore, the research results are the specific results of Sichon District, Nakhon Si Thammarat Province but the concept research methodology and research perspectives can be applied to research in tourism in general. The next research should focus on the Importance - Performance Analysis (IPA) of the tourism components to be able to develop tourism resources in a marketing context to meet the growing demand of tourists. In addition, the study focused on asking for opinions only from Thai tourists, but the tourist attraction is Wat Chedi (Ai Khai) in Sichon District, Nakhon Si Thammarat Province, which is gaining more attention from foreign tourists who want to worship talismans. Especially Chinese tourists are from these countries: China, Taiwan, Hong Kong, Singapore, and Malaysia. Therefore, it is interesting to study the motivations and needs of these tourists to be a guideline for managing tourist attractions in Sichon District, Nakhon Si Thammarat Province to support the needs and provide maximum satisfaction for tourists.

References

- Bayih, B. E., & Singh, A. (2020). Modeling domestic tourism: motivations, satisfaction and tourist behavioral intentions. *Heliyon*, 6(9), e04839. <https://doi.org/10.1016/j.heliyon.2020.e04839>
- Beerli, A., & Martín, J. D. (2004). Tourists' characteristics and the perceived image of tourist destinations: a quantitative analysis—a case study of Lanzarote, Spain. *Tourism management*, 25(5), 623-636. <https://doi.org/10.1016/j.tourman.2003.06.004>
- Boonlert Jittangwattana & Pensiri Srikhampha. (2014). Sustainable Tourism Development. 2nd Edition. Bangkok: Thammasarn.
- Collins, D., & Tisdell, C. (2002). Gender and differences in travel life cycles. *Journal of Travel Research*, 41(2), 133-143.
- Dickman, S. (1997). *Tourism: An introductory text*. Hodder Headline.
- Eilat, Y., & Einav*, L. (2004). Determinants of international tourism: a three-dimensional panel data analysis. *Applied Economics*, 36(12), 1315-1327.
- Fan, D. X., Qiu, H., Hsu, C. H., & Liu, Z. G. (2015). Comparing motivations and intentions of potential cruise passengers from different demographic groups: the case of China. *Journal of China Tourism Research*, 11(4), 461-480.
- Filladsen, J., & Jordanzen, P. (2020). Translation based on cultural aspect: a study regarding how translating text different traditional in two countries. *Applied Translation*, 14(1), 16-22. Retrieved from <https://appliedtranslation.nyc/index.php/journal/article/view/1064>

- Goossens, C. (2000). Tourism information and pleasure motivation. *Annals of tourism research*, 27(2), 301-321. [https://doi.org/10.1016/S0160-7383\(99\)00067-5](https://doi.org/10.1016/S0160-7383(99)00067-5)
- Holloway, J. C. (2004). *Marketing for tourism*. Pearson education.
- Husbands, W. (1989). Social status and perception of tourism in Zambia. *Annals of tourism research*, 16(2), 237-253. [https://doi.org/10.1016/0160-7383\(89\)90070-4](https://doi.org/10.1016/0160-7383(89)90070-4)
- Irimias, A., Mitev, A., & Michalko, G. (2016). Demographic characteristics influencing religious tourism behaviour: evidence from a central-Eastern-European country. *International Journal of Religious Tourism and Pilgrimage*, 4(4), 19-32.
- Kan, D. S., Vasylychuk, V. M. ., Chuprii, L. V., Datskiv, I. B., & Kravets, K. P. (2021). Globalisation processes and tourism industry development in North-East Asia (Korea, China, Japan). *Linguistics and Culture Review*, 5(S4), 927-941. <https://doi.org/10.21744/lingcure.v5nS4.1737>
- Khadaroo, J., & Seetanah, B. (2007). Transport infrastructure and tourism development. *Annals of tourism research*, 34(4), 1021-1032. <https://doi.org/10.1016/j.annals.2007.05.010>
- Leclerc, D., & Martin, J. N. (2004). Tour guide communication competence: French, German and American tourists' perceptions. *International Journal of Intercultural Relations*, 28(3-4), 181-200. <https://doi.org/10.1016/j.ijintrel.2004.06.006>
- Lehto, X. Y., O'leary, J. T., & Lee, G. (2002). Mature international travelers: An examination of gender and benefits. *Journal of Hospitality & Leisure Marketing*, 9(1-2), 53-72.
- Lordkipanidze, M., Brezet, H., & Backman, M. (2005). The entrepreneurship factor in sustainable tourism development. *Journal of cleaner production*, 13(8), 787-798. <https://doi.org/10.1016/j.jclepro.2004.02.043>
- Maslow, A. H. (1943). A theory of human motivation. *Psychological review*, 50(4), 370.
- Moriarty, P., & Honnery, D. (2005, September). Determinants of urban travel in Australia. In *28th Australasian Transport Research Forum (ATRF)* (Vol. 28).
- Morse, N. C. (1953). Satisfactions in the white-collar job.
- Moutinho, L. (1987). Consumer behaviour in tourism. *European journal of marketing*.
- Nesterchuk, I., Balabanyts, A., Pivnova, L., Matsuka, V., Skarha, O., & Kondratenko, I. (2021). Gastronomic tourism: Features and development tools. *Linguistics and Culture Review*, 5(S4), 1871-1885. <https://doi.org/10.21744/lingcure.v5nS4.1877>
- Niramansakul, P. (2011). Thailand's Tourism Destination's Traveling Behavior, Information Exposure, Brand Image Perception, and Brand.
- Rodenburg, E. E. (1980). The effects of scale in economic development: Tourism in Bali. *Annals of tourism research*, 7(2), 177-196. [https://doi.org/10.1016/0160-7383\(80\)90003-1](https://doi.org/10.1016/0160-7383(80)90003-1)
- Sumadi, K. (2016). Tourism development basis in traditional village of Kuta. *International Journal of Linguistics, Literature and Culture*, 2(3), 124-132. Retrieved from <https://sloap.org/journals/index.php/ijllc/article/view/124>
- Suryasa, W. (2019). Historical Religion Dynamics: Phenomenon in Bali Island. *Journal of Advanced Research in Dynamical and Control Systems*, 11(6), 1679-1685.

- Wattanachai Chumark. (2001). Motivation for traveling abroad of Thai tourists: a case study of Rotary Club members, Muang District, Chiang Mai Province / Wattanachai Chumark. Chiang Mai: Chiang Mai University.
- Wendri, I. G. M., Bakta, I. M., Suprapti, N. W. S., & Ardika, I. W. (2019). Various factors contributive toward tourist intention in enjoying wellness tourism. *International Journal of Linguistics, Literature and Culture*, 5(3), 61-70. <https://doi.org/10.21744/ijllc.v5n3.646>
- Westin, K., Jansson, J., & Nordlund, A. (2018). The importance of socio-demographic characteristics, geographic setting, and attitudes for adoption of electric vehicles in Sweden. *Travel Behaviour and Society*, 13, 118-127. <https://doi.org/10.1016/j.tbs.2018.07.004>
- Xie, H., Costa, C. A., & Morais, D. B. (2008). Gender differences in rural tourists' motivation and activity participation. *Journal of Hospitality & Leisure Marketing*, 16(4), 368-384.
- Zhao, Y., Chau, K. Y., Shen, H., Duan, X., & Huang, S. (2020). The influence of tourists' perceived value and demographic characteristics on the homestay industry: A study based on social stratification theory. *Journal of Hospitality and Tourism Management*, 45, 479-485. <https://doi.org/10.1016/j.jhtm.2020.10.012>