# Examining the Effect of Tourists' Motivation and Satisfaction towards NAKHONCHAIBURIN Tourism Cluster

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## Abstract

This study investigates tourist motivation for travelling to archaeological tourism destinations in NAKHONCHAIBURIN (NCBR) cluster in Thailand. Through convenience sampling via onsite intercept method, 400 tourists have completed a self-administrated survey. Partial least squares structural equation modeling (PLS-SEM)technique was used to test the hypotheses. The results of the study revealed that travel motivation and perceived authentic value of destination could influence tourist satisfaction with archaeological tourism destinations in the NCBR tourism clusters. The results also show that perceived authentic value of destination could mediate the relationship between tourist motivation and satisfaction. The findings provide value to destination marketing organizations (DMOs), which can be useful for target market strategies.

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# การทดสอบแรงจูงใจและความพึงพอใจของนักท่องเที่ยวที่มีต่อการท่องเที่ยวนครชัยบุรินทร์

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## บทคัดย่อ

การศึกษาครั้งนี้มีวัตถุประสงค์เพื่อทดสอบแรงจูงใจของนักท่องเที่ยวที่มาเที่ยวในแหล่งท่องเที่ยวเชิง
โบราณคดีในนครชัยบุรินทร์ จากการเก็บข้อมูลจากการสัมภาษณ์นักท่องเที่ยวจำนวน 400 คนมาใช้ใน
การวิเคราะห์ข้อมูลคือสมการโครงสร้างกำลังสองน้อยที่สุดเชิงส่วน (PLS – SEM) ผลการศึกษาพบว่า
แรงจูงใจในการท่องเที่ยวและคุณค่าที่นักท่องเที่ยวรับรู้เป็นปัจจัยที่มีอิทธิพลต่อการสร้างความพึงพอใจ
ของนักท่องเที่ยวที่มาเที่ยวในนครชัยบุรินทร์ โดยคุณค่าที่นักท่องเที่ยวรับรู้ในการเที่ยวนครชัยบุรินทร์
เป็นตัวกำหนดความสัมพันธ์ระหว่างแรงจูงใจของนักท่องเที่ยวและความพึงพอใจของนักท่องเที่ยวผล
จากการศึกษาครั้งนี้จะเป็นประโยชน์ต่อหน่วยงานระดับท้องถิ่นที่จะทำหน้าที่เป็นหน่วยงานทางการ
ตลาดให้แหล่งท่องเที่ยวมีการพัฒนาคุณภาพแหล่งท่องเที่ยวให้สอดคล้องกับความต้องการของ
นักท่องเที่ยวจนนำไปสู่การพัฒนากลยุทธ์การตลาดได้อย่างมีประสิทธิภาพ

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## 1.  Introduction (บทนำ)

Tourism industry is one of the important sectors that governments in many countries employ in an attempt to solve macroeconomic problems, such as growth, unemployment, and monetary instabilities. The tourism industry delivers a number of opportunities to host nations, for instance encouraging construction, logistics, accommodations, and retailing providers that result in enhanced economic growth by offering value added (Tugcu, 2014). In this regards, both developed and developing counties are required to motivate and attract a large number of tourists to their host destination.

According to World Economic Forum (2017), the tourism industry contributes about US$7.6 trillion to the global economy, or around 10.2 percent of the global GDP. Focusing on Asia-Pacific, it is placed as second largest tourist market followed by the Americas, the Middle East, North Africa, and Sub-Saharan Africa. In order to benefit from the tourism industry, many countries should increase tourism destination attractiveness via establishing and developing tourism strategies in order to increase the volume of tourists and enhance economic development. The competitiveness of a tourism destination does not only generate tourism receipts, but also contributes to the tourism-related businesses. World Economic Forum (2017) indicated that an overall size of tourism industry value by countries. There are a few countries that are placed in a category of being highly reliant on tourism industries, including Mexico, Hong Kong, Thailand, Iceland, Malta, Croatia, Morocco, and Lebanon. With respects to Thailand, it is represented the unique cultural, social and traditional and is a festive kingdom, celebrating various national holidays, hosting numerous regional and global special events, and offering special event tourism through out of the year.

It is important to point out that Thailand is one of the tourist destinations for attracting a large number of tourists. Interestingly, Thailand has predominantly offered a variety of tourist attractions: a great diversity of landscape from the mountainous north to the tropical south with mountain scenery, fertile plainsand palm-fringed beaches (Tourism Authority of Thailand, 2011). In addition, Thailand has historically archaeological destinations, ancient cities and rural villages where traditions persist. The hill tribes of the north and their remote communities are a particular attraction as is the ancient Buddhist heritage (Henderson, 1999). Historically, Thailand shares certain cultural commonalities with Asian neighbors, such as Laos and Cambodia, particularlyin tradition, culture, and art and architecture emphasizing the importance of the group, and self-sacrifice, however, Thai society applies it critically to its own culture.

Therefore, this paper focuses upon the Thai archaeological tourism destination as a context for this research. Thailand's archaeological tourism is presented to be distinctive from its Asian neighbors, including Cambodia, due to the maturity and distinctiveness of its domestic heritage tourism market and the divergent cultural sensibilities relative to its neighbors. Importantly, the foundation of Theraveda Buddhism, the culture of Thailand peoples reflects the influences of India, China, Cambodia and the rest of Southeast Asia into a unique blend. The traditional architecture can be easily seen through its religious and administrative buildings (UNESCO World Heritage, 2018).

The Tourism Authority of Thailand (2011) has promoted tourism destinations where there are similar tourism resources labeling them as tourism cluster. Focusing on NAKHONCHAIBURIN (NCBR) Cluster, it consists of four provinces in the lower north-eastern of Thailand which includes Nakhonratchasima, Chaiyaphum, Buriram, and Surin provinces. The NCBR provides history, civilization, archaeological attractions, beautiful sightseeing and conservative tourist attractions. With respects to this cluster, the archaeological tourism destinations are based on the historical route stretching out Southeast into the Southern sub-region of the Nakhonratchasima Plateau leading to the pass across the Phnom Dongrak mountain range on the Thai-Cambodian border (UNESCO World Heritage, 2018). In the ancient time of the Khmer (Cambodia) Empire, travelers and pious pilgrims took this route, which connected Angkor (Cambodia) to Phimai (Nakhonratchasima). For this reason, the NCBR cluster tourism can bea tentative list for Thailand to be promoted to the World Heritage site that the Thai government should consider them for the nomination in the future (UNESCO World Heritage, 2018).

The archaeological Institute of America (2014) defined archaeological tourism as travel that focuses on visiting and experiencing ancient sites and historical places. The motivating forces behind archaeological tourism are a passion for the past and an interest in learning about the ancient or historical cultures that inhabited the area being visited. Archaeotourists are also attracted by the exotic (often hard to access) nature of the locations in which many archaeological sites are found and often desire unique experiences. Archaeological tourism may include visits to museums, places of historical significance, historically and archaeologically focused parks and even attendance at traditional dances, festivals, and other events.

Focusing on archaeological tourism in Thailand, the NCBR cluster is a form of sustainability tourist guide, covering history, civilization, archaeological attraction, beautiful sightseeing, conservative tourist attractions and the tradition and culture (Meeprom, 2014). NCBR is collaborated among four provinces in lower northeast region area, namely Nakhonratchasima, Chaiyaphum, Buriram and Surin. The NCBR is the land of civilization from the past and connects the mysterious story of the Chenla Kingdom to the creation of Khmer culture which later influences the way of life of the Mul River residences. Travel back to the time to see the great Khmer civilization through the Phimai Sanctuary, Phanomrung Sanctuary, Ta Muean Sanctuary, Phimai Sanctuary Muang Tam Sanctuary, Sikho-raphum Sanctuary and Prang Ku Sanctuary. Touch the beautiful and rich nature of KhaoYai National Park, Pa Hin Ngam National Park, Pa Dong Yai National Park, as they have attained popularity around the world.

This paper, therefore, aims to open up some interesting research questions regarding why tourists decide to visit an archaeological destination in Thailand in an attempt to fulfill their goals, which can be influenced by travel motivation, perceptions of authenticity and how these factors can influence tourists' satisfaction. Focusing on motivation, it has been examined as the main construct of tourism marketing studies (e.g., Lee, Lee & Wicks, 2004; Wong & Tang, 2016). Motivation and perceived value (i.e., perceived authenticity) are depicted as a driving force behind all behavior and directly affects overall evaluation, that is, satisfaction of a tourist vacation (Bradley & Sparks, 2012; Chen & Chen 2010; Prebensen et al., 2012; Yoon &Uysal, 2005). Therefore, it is of utmost value for the tourism industry specifically in heritage and archaeological destinations in Thailand to recognize tourists' motives and perceived authenticity in order to attract tourists,so they can obtain valuable experiences while visiting the destinations.

## 2. Literature Review and Hypothesis Development (การทบทวนวรรณกรรมและการพัฒนาสมมุติฐาน)

In term of tourist satisfaction, it has predominantly been recognised as a fundamental determinant of long-term human behavior in marketing and tourism literature (Oliver, 1980; Yi, 1990). Satisfaction is a perceived discrepancy between prior expectation and perceived performance after consumption – when performance differs from expectation, dissatisfaction occurs (Oliver, 1980). It can be defined as the degree to which one believes that an experience evokes positive feelings (Rust & Oliver, 1994). In tourism context, satisfaction is primarily referred to as a function of pre-travel expectations and post-travel experiences. When

experiences compared to expectations result in feelings of gratification, the tourist is satisfied. However, when they result in feelings of displeasure, the tourist is dissatisfied (Reisinger& Turner, 2003). Previous research in tourism research has suggested that motivation, perception of tourism value influence satisfaction and satisfaction may furthermore impact behavioral intention such as revisit intention and positive word-of-mouth (Chen & Chen, 2010; Chen & Tsai, 2007; De Rojas & Camarero, 2008).

Tourist Motivation is, however, a crucial role in a decision making process. Fodness (1994) defines motivation as the driving force behind all behavior. Tourists' motivation models have been widely employed in tourism studies. A variety of motivation theories have been proposed to explain tourists' decision making process and behavior. As such, Crompton (1979) focused on analyzing the pull and push factors. Pull factors have been defined as motives aroused by the destination that do not come from tourists themselves while push factors are psychological in nature and appear to the inner needs of the individual traveler (Dann, 1988). Pull and push can distinguish in explaining how tourists are pushed by motivational drivers into making travel decisions and how destination attributes induce them to visit the destination. The extant review of the tourism literature, motivation remains a central concept in understanding tourist behavior. Sharing the same sentiment, Huang and Hsu (2009) argue the role of motivation in affecting behavioral patterns of tourist. However, the majority of studies investigating the relationship between motivation and post-consumption of destination such as satisfaction, attitude and loyalty or behavioral intentions have been conducted in a pre-purchase destination context (e.g., Huang & Hsu, 2009; Prayag& Ryan, 2011; Ramkissoon&Uysal, 2011).

Research investigating such a relationship in a post-purchase destination selection context is limited in the literature (Rittichainuwat, Qu& Leong, 2003). Lee and Hsu (2013) summarised that motivation is an antecedent of tourists' satisfaction. Smith, Costello &Muenchen (2010) in their study of food tourism equally found that motivation was an important determinant of tourist satisfaction and lead to behavioral intention (e.g., tourists' advocacy). These results conformed to the study by Lee et al., (2004), they confirmed that there was a direct relationship between festival motivations and satisfaction. McDowall (2011) found that motivations and performance evaluation had a direct impact on festival audience members' satisfaction, although there was a difference between resident and non-resident audience members attending the 10th Lunar Month Merit-Making Festival in Thailand. It is a key concept triggering future travel decisions (Prayag& Ryan, 2011). However, Yoon and Uysal (2005) report that push motivation

does not significantly influence satisfaction, whereas pull motivation directly and negatively affects satisfaction and indirectly and negatively affects destination loyalty. Thus, the empirical results remain unclear regarding whether tourist motivation can exert a significant and positive influence on satisfaction.

Tourist perception of authenticity is defined as a notion theme of cultural tourism studies (Chambers, 2009). In other words, Goulding (2000) states that there are three types of visitors based on their perception of authenticity including existential visitors, aesthetical visitors, and social visitors. Whilst Handler (1986) describes the search for the authentic cultural experience as "the unspoiled, pristine, genuine, untouched and traditional" (p.2). The modern traveler of today however has become more sophisticated in his ability and desire to experience the authentic and as pointed out by Spooner (1986) "this has to do not only with genuineness and reliability, but with the interpretation of genuineness and our desire for it" (p.200). Chambers (2009) further argued that this interpretation has started to move from a fascination with authenticity to an increased appreciation of the tourism object, which is vital to the latter's success. According to Chhabra, Healy& Sills (2003), people want to relive old ways of life through tourism, even if it is for a brief moment. The 'fake' thus, can act as a vehicle into the past to show representations of old traditions and ways of life. Donaldson (1986) argued that when people are witnessing events, they are actually witnessing a representation of a way of life. Hall(2007, p. 1140) emphasized that "replication is not intrinsically bad, what is important is the different experiential depth (i.e. historical depth, spatial depth, cultural depth, environmental depth, educational depth) between the original and the replication". Recently, Kolar and Zabkar (2010) investigate that the role of role that authenticity plays in cultural tourism and argued that it helps in understanding tourists' behavior.

The concept of authenticity has been considered as an antecedent of tourist behavior by some researchers and as an important driver of satisfaction and loyalty (e.g., Gallarza& Gil Saura 2006; Yoon et al., 2010; Kim et al., 2013; Wu, 2013). Yet, it is still insufficiently explored how perceived authenticity influence tourist behavior. In this research, authenticity value will investigate on the object-based component of authenticity is referred to perceptions of architecture, impressions of buildings, and the existential component of authenticity is related to the perceptions, feelings and emotions of visitors (Chhabra et al., 2003). Consequently, this study proposes to further investigate the relationship between perceived authenticity and tourist satisfaction.

The review of tourism literature has examined the relationship among motivation, value, and satisfaction, as previously discussed in the literature review. However, few studies have simultaneously examined all variables, therefore, the relationships among them to uncover behavioral models of archaeological tourism, particularly inthe tourism cluster in Thailand. Thus, our study was undertaken with the following research hypotheses (also see Figure 1):

*H1: Tourist motivation positively affects perceived authentic value of destination.*

*H2: Perceived authentic value of destination positively affects tourist satisfaction.*

*H3: Tourist motivation positively affects tourist satisfaction.*

*H4: Perceived authentic value of destination mediates the relationship between tourist motivation and tourist satisfaction.*

*H5: Tourist motivation moderates the relationship between perceived authentic value of destination and tourist satisfaction.*

**Figure 1: Conceptual framework (กรอบแนวคิดการวิจัย)**
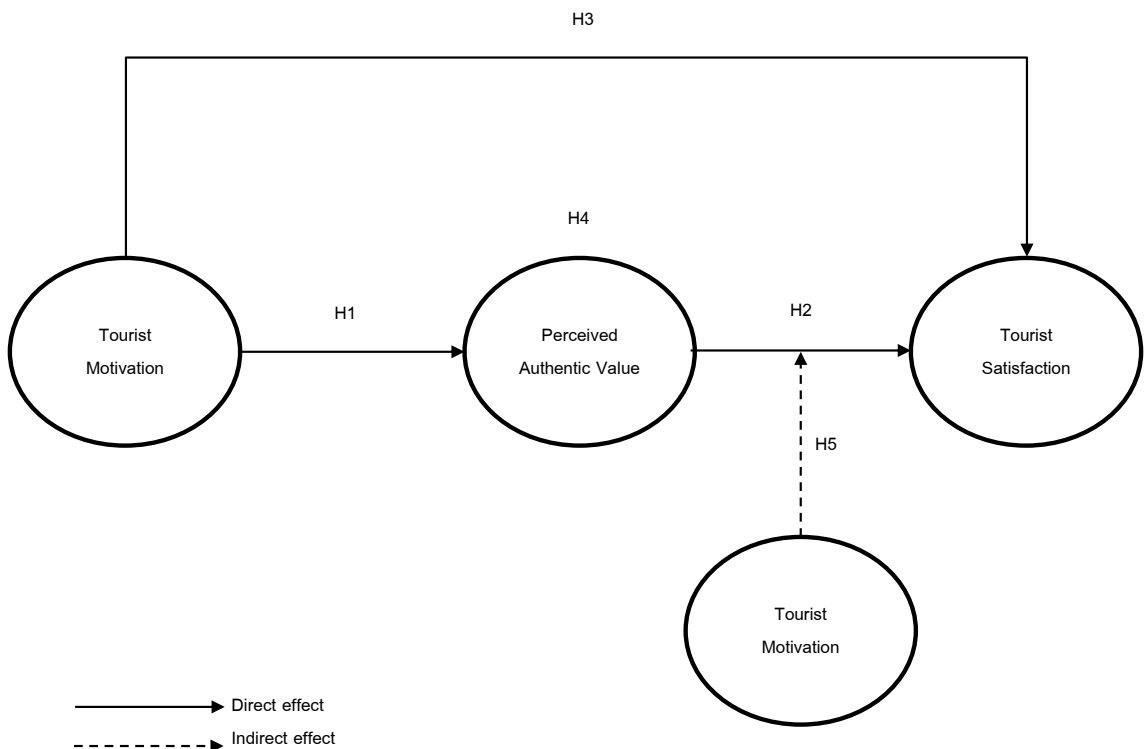
### 3. Research Methodology (ระเบียบวิธีวิจัย)

Data were collected from non-local tourists (those living outside of the tourism destinations) who had visited and experienced the archaeological tourism destinations in the NCBR Cluster. A self-administered survey was employed to undertake this study. The selected potential samplings were asked to participate with this study. A structured questionnaire which measured tourist motivation, tourist values perception of destinations, and tourist satisfaction, as well as demographic and geographic background variables was employed. The survey instrument was based on validated scales (provided in English in existing literature review) and translated into Thai. Following Papadimitriou, Apostolopoulou, and Kaplanidou (2018), a forward and back translation approach was deployed. With this method, the survey was in English, then translated into Thai by a professional translator and then back into English by another bilingual professional translator. These studies collected data from the NCBR area, random samplingsat the archaeological attractions of five visitor attractions at the different locations in North-eastern part of Thailand, over a period of two months from April to June in 2014 were asked to answer the questionnaire. 437 total surveys were obtained. After screening, 37 survey were eliminated, due to incompleteness or inaccuracy in responding to the questions. Therefore, 400 usable data were employed in this study. It is calculated to a 92 percent response rate.

The three key constructs of this study are tourist motivation, perception of authenticity, and tourist satisfaction. Multi-item scales were adapted from those used by previous empirically studies. Tourist motivation (TM) was assessed using a 7-item scale based on the work of Huang & Hsu (2009);Moscardo et al. (2000) and Ngamsom and Beck (2000). The scale used to assess tourist values perception of destination was adapted from Ramkissoon and Uysal (2011), while tourist satisfaction was assessed using a 4-item scale adapted from Lee et al. (2011) and Wu and Liang (2009). All items were measured on five-point Likert-type scales ranging from 1 "not at all" to 5 "very much".

The data analysis for testing the hypotheses in this study adapted a partial least squares structural equation modelling (PLS-SEM) process which empirically examined the structural relationships among the proposed constructs of interest including tourist motivation, perceived authentic value of destination, and satisfaction. The three hypotheses were tested using a PLS Graph Version 3.00. The use of PLS is an appropriate approach to test the hypotheses in several reasons. First, PLS is appropriate when measures are not well establish. Therefore, PLS is suitable in this study as various items were refined and deployed in a new context such

as archaeological and heritage in Thailand. Second, the deployment of PLS is appropriate for the examining of relationships in a predictive manner, rather than a confirmation fashion. Hence, PLS is suitable in this study as contributing the prediction ofrespective variables was a priority. Third, PLS is appropriate in dealing with a sample size (less than 500). Therefore, PLS is suitable in this study as the sample of this study was 400 usable participants. Fourth, as an estimation method for model evaluation and procedures, outer (measurement properties) relationships and inner (structural model) relationships were utilized (Hair et al., 2014). PLS-SEM is designed to evaluate how well a proposed model. Thus, PLS-SEM is utilized in this study. Finally, PLS is posited to be more easily facilitating the application of formative fashion compared with covariance-based SEM (Wynstra, VonCorswant, & Wetzels, 2010).PLS is suitable in thisstudy as the all constructs were measured as a formative indicators. Furthermore, SEM using the PLS process is consistent with prior marketing and tourism research examining consumer behavior (for example, Assaker&Hallak, 2012; Battour, Battor, & Ismail, 2010; Loureir, 2010). Therefore, the use of PLS-SEM procedure is an appropriate method for testing the hypotheses on the structural relationships among tourist motivation, perceived authentic value of destination, and satisfaction in this study.

The results shows the majority of respondents in this study were female, representing about 70 percent of the total sample, followed by male at around 32.5 percent of all sample. Most of respondents were 80 percent from the North-eastern of Thailand, followed by Central Thailand and other regions at around 11 percent. About 48 percent of the sample has bachelor degree. 36.30 were employed the government while 24 percent were student. The remainder has high school or vocational college and diplomas. Focusing on income of respondents, they earned around 7,001-15,000 Baht per month or about 29.5 percent of total sample, followed by 15,001-23,000 Baht per month at around 27.30 percent of all sample.

For the period of traveling, it shows that the respondents have traveled 2-3 times per month, representing about 29.30 percent of total sample, followed by traveling 4-5 times per month around 22 percent of all sample. Most of respondents travel during the holiday or about 31.3 percent of total sample, followed by the public holiday around 25 percent of all sample. With a travel companion, the highest number of travel companions are family members and relatives, representing around 56.80 percent of total sample, followed by friends and colleagues at about 28.20 percent of all sample. With regards to a vehicle, most 71.10 percent used a private car. The remainder of 12.30 percent traveled by tour bus.

### 4. Results (สรุปผลการวิจัย)

To assess the psychometric properties of the multiple item scales, the data were estimated the measurement model by calculating individual indicator reliabilities, composite reliability (CR), convergent validity and discriminant validity (see Hair et al, 2014). To do so, the data were computed the PLS algorithm (path weighting scheme). Item loadings, composite reliabilities (CR), and average variance extracted (AVE) were considered to assess the reflective constructs. All were above the recommended thresholds, thus confirming reliability coefficient (Cronbach's alpha), convergent validity, average variance explained (AVE) are as follow: travel motivation ($\alpha$ = 0.90, CR= 0.93, AVE = 0.64), perceived authentic value of destination ($\alpha$ = 0.88, CR = 0.92, AVE = 0.75), and satisfaction ($\alpha$ = 0.88, CR = 0.92, AVE = 0.74). As recommended by Nunnally (1978), the reliability scores were scrutinized to ensure that they met the desired criterion value of .70 as reliable indicators of the construct. To assess the constructs for convergent validity, the average variance explained (AVE) presented above. Fornell and Larcker (1981) argue that convergent validity is achieved if the AVE in items by their respective constructs is greater than the variance unexplained (i.e., AVE > .50), therefore, meeting the recommended criterion for convergent validity (see Table 1).

To assess discriminant validity, the method outlined by Gaski and Nevin (1985) was adopted, whereby the correlation between two composite constructs should not be higher than their respective reliabilities. Applying this technique to the data, the construct correlations were compared to the reliabilities calculated through Cronbach alphas. The results indicate that correlations ranged from 0.68 - .0.78, with the Cronbach alphas ranging from 0.88 to 0.90. With no correlations being higher than their respective reliabilities, this provides evidence for discriminant validity (see Table 1).

**Table 1: Results for Evidence of Discriminant Validity for the Constructs. (ผลลัพธ์เชิงประจักษ์ของความตรงเชิงจำแนกเพื่อการสร้างตัวแบบ)**

| Constructs | CR | AVE | 1 | 2 | 3 |
|---|---|---|---|---|---|
| 1. Motivation | 0.93 | 0.64 | (0.80) | | |
| 2.Perceived authentic value | 0.92 | 0.75 | 0.71 | (0.86) | |
| 3. Satisfaction | 0.92 | 0.74 | 0.78 | 0.68 | (0.86) |

CR is composite reliability,

Diagonal entries are the square root of AVE; others are correlation coefficients.

**Figure 2: Results of the Proposed Model (ผลลัพธ์ของตัวแบบสมมุติฐานทางทฤษฎี)**
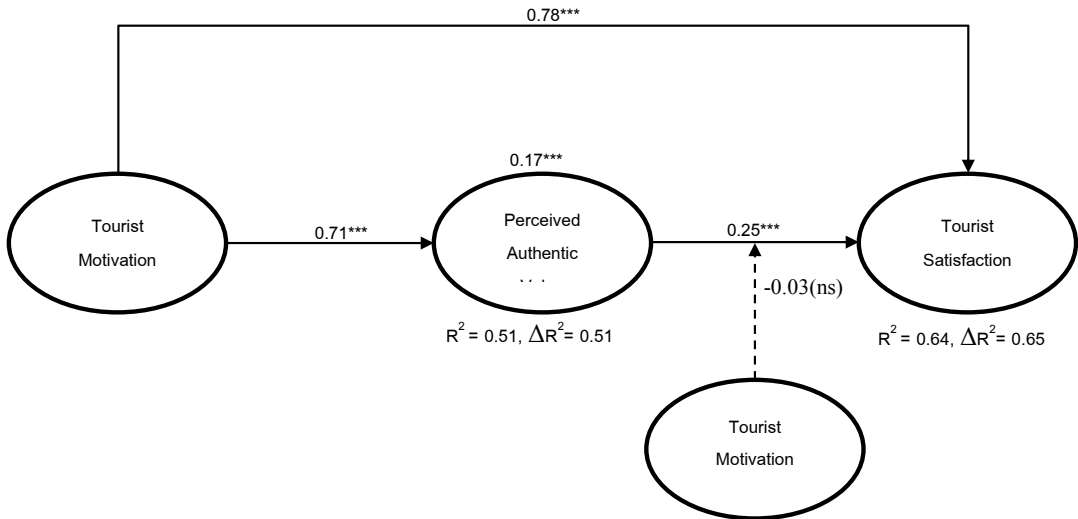


**Notes:** H1, H2, and H3 present direct effects; H4 shows indirect effect; H5 shows moderating effect; ***p< .001, **p<.01, *p<.05
Direct effect
Indirect effect

The results present a standardized beta of 0.71 from tourist motivation to perceived authentic value of destination, 0.25 from perceived authentic value of destination to satisfaction and 0.78 from tourist motivation to satisfaction. Thus, we found support for H1, H2 and H3 (see figure 2).

We also analyzed the mediating effect of perceived authentic value of destination between tourist motivation and satisfaction. In this regard, we applied Iacobucci and Dunhachek's (2003) simultaneous assessment of mediation effect, which ensures superior results to other existing methods (Helm et al., 2010). Before analysis, we adequately met up the criteria for mediation analysis as follows, first, the predictor (tourist motivation) has significant influence on the mediator (perceived authentic value) (H1). Second, the mediator (perceived authentic value) has significant influence on the criterion variable (satisfaction) (H2). Third, the predictor (tourist motivation) has significant influence on the criterion variable in the absence of the mediators' influence (H3). In doing so, to establish the mediating effect, the indirect effect of $a \times b$ has to be significant. Respectively, we employed the z statistic (Sobel, 1982) which is significant at $p < 0.05$. If the z-value exceeds 1.96 ($p < 0.05$), we can accept H4, that is, there

is an indirect effect of tourist motivation through perceived authentic value of destination on satisfaction(see Table 2).

The findings shown that there is a significant impact of tourist motivation on perceived authentic value of destination (0.71, p < 0.01) as well as perceived authentic value of destination on satisfaction (0.25, p < 0.01). Since there is also a significant, direct impact of tourist motivation on satisfaction (0.78, p < 0.01), perceived authentic value of destination is established as a partial mediator. The result supports the mediating effects of perceived authentic value of destination (H4), which implies that it has an indirect influence on satisfaction. To estimate the size of the indirect effect, we used the VAF (Variance Accounted For) value which represents the ratio of the indirect effect to the total effect. The VAF value indicates that 17.5 Percent of the total effect of tourist motivation on satisfaction is explained by indirect effect (perceived authentic value of destination).

We also present the moderation analysis applying PLS product-indicator approach (Chin et al., 2003) to detect the moderating effect of tourist motivation on the relationship between perceived authentic value of destination and satisfaction. To test the possibility of such effect, perceived authentic value of destination (predictor) and tourist motivation (moderator) were multiplied to create an interaction construct (perceived authentic value of destination × tourist motivation) to predict satisfaction (Chin et al., 2003; Henseler&Fassott, 2010). To test the moderating effect, we have estimated the influence of predictor on criterion variable (b), the direct impact of the moderating variable on the criterion variable (c) and the influence of interaction variable on criterion variable (d) (see Fig. 3). The significance of a moderator can be confirmed if the interaction effect (path d) is meaningful, independently of the size of the path coefficients b and c (Henseler&Fassott, 2010). In this case, we have estimated a standardized path coefficient of -0.024 for the interaction construct (path d), which is not significant at p < 0.05 (t= 1.16). In estimating the significance of the interaction effect, we used two tailed test because there is a paucity of theoretical support whether tourist motivation enhances or diminishes the association between perceived authentic value of destination and satisfaction (Helm et al., 2010). The results show that the size of the moderating effect is small (f2 = 0.02) (Cohen 1988) as well as the resulting beta changes are insignificant ($\beta$ = -0.024, t = 1.16). Consequently, we confirm that trustworthiness does not moderate the relationship between perceived authentic value of destination and satisfaction, and we reject H5 (see Table 2).

**Table 2: Hypothesis Testing Results (ผลของการทดสอบสมมุติฐาน)**

| Hypothesized path | Beta | t-value | P-Value | Hypothesis supported |
|---|---|---|---|---|
| **Direct effect** | | | | |
| H1 Motivation> perceived authentic value | 0.71 | 21.98 | <.001 | Supported |
| H2 Perceived authentic value > satisfaction | 0.25 | 27.37 | <.001 | Supported |
| H3 Motivation> satisfaction | 0.78 | 4.56 | <.001 | supported |
| **Mediating effect** | | | | |
| H4 Motivation> Perceived authentic value >satisfaction | 0.17 | 4.261 | <.001 | Supported |
| **Moderating effect** | | | | |
| H5  Motivation x Perceived authentic value | -0.024 | 1.42 | >0.05 | Not Supported |

Note: indicates the coefficients are statistically significant level at p < 0.001

## 5.  Conclusion (สรุปผลการวิจัย)

This paper aims to expand on existing theories on tourists' perception of archaeological destinations in Thailand (Assaker, Vinzi& O'Connor, 2011; García et al., 2012). A theoretically obtained a structural model is developed that investigates the relationships among travel motivation, the perception of authentic value, and tourist satisfaction. The need to examine tourist satisfaction with tourist destination is highlighted and addresses a significant gap in the tourism literature, specifically in archaeological and heritage destination context. The findings of this research demonstrated that the relationships among these constructs of interest are complex and mediated by the perceived authentic value. In addition, we examined the moderating role of psychological characteristics of travelers (travel motivation). Importantly, perceived authentic value have a significant, mediating effect on the relationships among motivation and satisfaction. The complexity of the relationships may explain the uncertain, and contradictory, results found in previous studies.

Based on the data collected from 400 tourists at the NCBR archaeological destinations, the results found that the direct effect between motivation and perceived authentic value have positive and significant relationship. The findings are consistently with the study of Bryce et al. (2015). It can be argued that the higher the tourist motivations are, the higher the perceived authentic value will be.This must be a starting point for raising the value of tourism by promoting archaeological and heritage tourism in the NCBR destinations. The combination of well-known tourism brands inside and outside the country improves the response of

the international tourists, enhancing their motivations and interest in Thailand especially NCBR tourism sites. According to the research findings, the relationship between perceived authentic value and satisfaction have positively and significant effects. The higher the perceived authentic value is, the higher the tourist satisfaction will be. This relationship consistent with the items in the authentic values to certain extent. This result addresses one of the calls for more refined and contextually informed measures of heritage authenticity called for by Bryce et al. (2015) and Kolar and Zabkar (2010). Tourist motivation was shown to be affected on tourist satisfaction. The positive relationship between tourist motivation and satisfaction suggests tourists have a higher motivation to visit archaeological attractions in NCBR destinations, resulting in higher tourist satisfaction (Chen & Chen 2010; Devesa, Laguna & Palacios (2010).

Nonetheless, an indirect effect of motivation on tourist satisfaction mediated by perceived authentic value is evident. To sum up, the relationship motivation and satisfaction via perceived authentic value can be established. In light of motivation in heritage tourism, the results provide evident the use of perceived authentic value as the mediating effects can improve tourist satisfaction. These results imply that the importance of motivation on satisfaction is recognized via the mediating effects of perceived authentic value and satisfaction in heritage tourism contexts. With regard to the insignificant relationship between perceived authentic value and satisfaction moderated by motivation, it is commonly held that motivation presents as the main factor that drives tourists to visit archaeological and heritage destination in NCBR tourism cluster rather than act as moderating effect. The following paragraphs highlight the theoretical and managerial implications of this research.

In term of theoretical implementation, this study extends recent models emerging in the literature (e.g., Zhou et al., 2013) dealing with notions of tourists' perceptions of "authenticity". The researchers examined three overarching dimensions drawn from the hypothesis testing: tourist motivation; perceived authentic value and satisfaction. This leads to the finding that the interrelationship among motivation, the perception of austenitic value had an influence on tourist satisfaction (also supported by Chen and Chen, 2010; Prebensen et al., 2013; Yoon andUysal, 2005) in the sense that there was little evidence that domestic tourists expect, seek or even value the presentation of the perception of the heritage sites in question, yet some specifics of Thai culture may indicate tourist positive evaluation of a destination based on the psychological factor. Reflecting upon this, the findings demonstrate that motivation has a very strong, positive influence on tourist satisfaction. The preceding leads us to posit that attentiveness

to the specific nature of consumers' own cultural grounding means that motivation has a positive influence on tourist existential authenticity. Moreover, motivation has an effect on perceived authenticity which is consistent with Kolar and Zabkar (2010) and Chhabra et al.'s (2003.

In term of managerial implication, the findings of testing of the proposed model have implications for the success of destination marketing organizations (DMOs). To enhance satisfaction with destination experiences, DOMs have to consider the motivations, which are associated destination attributes. The appropriate destination elements and activities should be allocated and offered to tourists to improve destination competitiveness. Also, DOMs should investigate the notion of motivations and their positive relationship to satisfaction. This can lead to destination loyalty of tourist such as revisiting destinations and recommending them to others. Thus, destination managers should focus more on tourists' emotional feelings to enhance tourist satisfaction. Finally, it can be intuitively assumed that if tourists are satisfied with their travel experiences, they are willing to revisit destinations and recommend them to other people. This study provides empirical evidence supporting this statement, in that there is a highly significant relationship between the two constructs. In this study, we focused on the context of archaeological and heritage destination in the NCBR tourism destination site, perceived authentic value is found to directly affect tourist satisfaction in a positive direction. Also, perceived authentic value is determined to be a mediating construct between motivation and satisfaction. Consequently, DMOs should establish a higher tourist satisfaction level to create positive post-purchase tourist behavior, in order to improve and sustain destination competitiveness. This study is also connectable with the Thai government policy in order to improve local community learning, creativity and innovation. In addition, in order to develop local areas, the government should engage with local organisation to establish the NCBR tourism destination to be a sustainable tourism site. The constitutive grid of forces depicted in this archaeology of tourism policy knowledge illustrates that the relationship is iterative and interdependent, and research activism and praxis is urgent to ensure that the knowledge domain within tourism studies is fair and just, and that it correlates with the realities of tourism policy making and planning practice outside the (still) ivory towers of academic research.

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