Effect of Cultural Motivation, Authenticity and Satisfaction toward Behavioral Loyalty of Cultural Tourism of the Elderly in the Upper Northern Region of Thailand

Seedaphromma Weerachai, Wingwon Boonthawan and Periyakul Montree

Abstract—The objectives of this research were (1) to study the views of cultural motivation authenticity, satisfaction, and behavioral loyalty of cultural tourism among the elderly, and (2) to explore cultural motivation, authenticity, and satisfaction affecting behavioral loyalty of cultural tourism of the elderly in the Upper North. The sample group consisted of 384 elderly Thai tourists traveling in cultural tourism sites in the upper northern region. The research instrument was a questionnaire using descriptive statistics to find percentage, mean, and standard deviation. Besides, the researcher used the inferred statistics to be analyzed by multiplying regression on how to import all variables.

The results of the research revealed that the elderly tourists in Thailand had high opinion of all factors in descending order were cultural motivation, followed by behavioral loyalty, authenticity, and the last order was satisfaction. The analysis of multiple regression showed that cultural motivation had the greatest effect on the behavioral loyalty of the elderly Thai tourists, with the regression coefficient of 0.380, followed by the authenticity primarily affected behavioral loyalty with the regression coefficient was 0.183 and the satisfaction had an effect on the behavioral loyalty with the regression coefficient of 0.167 by statistical significance at the level of 0.01.

Keywords—Tourism of the Elderly, Cultural Motivation, Authenticity, Satisfaction and Behavioral Loyalty

I. INTRODUCTION

Thailand has the advantage of having many tourism resources; especially, cultural traditions which is caused by the way of life and religion of the Thai people. However, most Thai people are Buddhists and have a way of life that is tied to Buddhism. Therefore, various buildings were built to perform religious activities, local traditions according to important Buddhist days as well as many fine arts. It is recognized for tourism in terms of human resources, nature, and culture, value

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for money, and attractiveness to travel [1] and more importantly, culture will be a major attraction for tourists to travel to countries around the world. At the same time, each country's culture will have movement to other countries through meetings or seminars, exhibition of food, music, movies, and various advertising media allowing tourists to travel to areas with different cultures from where they live to learn, experience, and appreciate the architecture, art, traditions, festivals, and ways of life of people in other areas which is in other words "Cultural tourism".

World tourism trends affecting tourism development in Thailand by today's large and very important market segment, namely Cultural Tourism, is in line with the report of the 12th National Tourism Development Plan [1] which concludes that tourists who have high potential and very important for Thailand are the elderly tourists with high purchasing power and have a longer travel time than other tourists. It is a valuable market segment and experienced in work or life. Besides, they often have leisure tourism behavior and for continuous learning [2].

The sustainable tourism policy supports community ideas that emphasize the involvement of everyone in the implementation of their local tourism management [3]-[5] Engaging community tourism management in operating because the original capital is in the area, it has been used to create added value. This makes cultural tourism be of great interest to tourists [6],[7] because cultural tourism can bring happiness along with learning, understand society, and culture of beliefs, thoughts of different things which will make it known to the inspiration. In building great architecture [7] can show off the beauty. It reflects the living conditions of people in each era as well whether it is economic, social or customary conditions.

Cultural Tourism in the Upper North, one of the things that is of interest to tourists is its authenticity of the culture; especially, the local culture of Chiang Mai, Lamphun, and Lampang, because it is linked to the cultural legend of Chao Mae Chamadevi, the first ruler of Hariphunchai City. She was a leader of Buddhism and art and culture to spread Myths or cultural stories which are the authenticity of cultural tourism resources that have been transformed. This is not published

much, only a specific group of friends who have an interest. The main reason is the cultural change in the world, such as the dress that is more like people in the city, building a stable dwelling using materials or using a common language instead of a dialect for communicating with outsiders even more. Nobody record events, a valuable story or legend in the past including collecting information, detailing the history of the arts, traditions, culture in the past for future generations to study[8]. These make tourists have different views on the authenticity of cultural tourism resources depending on experience and the background of each traveler [9],[10].

Many cultural attractions in northern Thailand lack conservation and are at risk of degradation. Overall, there is still a lack of continuous development because there is a limited maintenance budget. Moreover, the problem of demand-side tourism is the growth of elderly tourists. As a result of the changes in the population structure of Thailand, it is entering an aging society and on the supply side, customer loyalty has continued to decline. This affects the feeling of cultural tourism arising from the intention, focusing on experience, and emphasizing motive actions[1].The elderly tourists are a quality group, have high purchasing power, but some people start to have health problems. Therefore, to create interest or increase motivation is to include the need to develop the tourism system to be ready, to select tourism products to meet the needs, adding various facilities, and creating collateral Safety.

From the problems mentioned above it is therefore a study of cultural motivation, authenticity, and satisfaction that affect the behavioral loyalty of cultural tourism of the elderly in the upper north of Thailand in order to meet the needs of elderly tourists and to restore and stimulate the travel of elderly tourists, which will affect the economy of the country to expand in the future.

II. RESEARCH OBJECTIVE

1. To study the level of cultural motivation, authenticity, satisfaction, and behavioral loyalty of cultural tourism among elderly tourists in the upper north region.

2. To explore cultural motivation, authenticity, and satisfaction on the behavioral loyalty of cultural tourism among the elderly in the upper north.

III. RESEARCH SCOPE

This research covers four areas: (1) variables of cultural motivation, authenticity, satisfaction, and behavioral loyalty (2) population aspect, namely elderly Thai tourists traveling on cultural tourism in the upper north for 8 provinces, a sample group of 384 people (3) the area is cultural tourism sites in the upper north for 8 provinces [1] provided information (4) time, this research was 1 year 6 months from January 2019 - July 2020.

IV. LITERATURE REVIEW

Literature review. The researcher identified four related variables : 1) cultural motivation, (2) authenticity, (3) satisfaction, and (4) behavioral loyalty, as follows.

1. Cultural Motivation

Cultural motivation is an essential element on which tourists can base their travel decisions. It is caused by internal and external motives. Internal motivation assumes that it may arise from attitudes, opinions, interests, determination, appreciation, satisfaction, and needs which is what drives from within a person. The external motivation is the driving force that drives the behavior. It may arise from receiving an award, honor, reputation, compliment, and honored [11]. A tourist whose purpose is to study the culture of pride, tradition, and way of life. It characterizes the relationship of tourism incentives to tourism activities motivated by the novelty of a culture that is different from the culture in which it is their home. A form of motivation or impulse in tourism with cultural sightseeing of other countries and having a cultural experience is a cause for tourists to depart [12].

2. Authenticity

Cultural tourism has brought the way of life and traditions to be a selling point in order to differentiate it from other tourist destinations and attract the attention of Thai tourists to learn the culture, cultural heritage, and experience the way of life of the people in that tourist attraction; especially, pursuing the opportunity to experience people with ethnic and cultural backgrounds that are different from the tourists themselves [13]. One that is of interest of tourists is the authenticity of the culture which is an important issue affecting resource management. Cultural tourism of the community who owns the tourist attraction. Which, if the owner of the community having an understanding of a tourist's perspective on authenticity or truth will help community owners manage their tourism resources more efficiently and make the community owning a tourist attraction is different from other tourist destinations. Authenticity plays a key role that affects the authentic experiences of tourists and affects tourist destinations. This is because authenticity is the main motive of a trip to travel [14] reflects the authenticity of the merchandise, the products, including the cultural service, satisfaction, motivation, and the value which the tourists have with those tourist attractions [15] as well as enhancing the understanding of tourist behavior and experiences. This will affect the loyalty of tourists [16].

3. Satisfaction

Kotler [17] describes satisfaction as what a customer feels after a purchase, compared to what they expect and the quality of the product. If the result is lower than expected, it will cause dissatisfaction (Dissatisfied Customer) and if the results received meet expected, it will be satisfied (Satisfied Customer) and if the result is higher than expected, it will make an impression (Delighted Customer) as well. Kotler and Keller [17] describe satisfaction as the level of sensation when there is a comparison between the perceived service and the

expectation of the person. Customers can feel the level of satisfaction at 3 levels as follows: (1) if the perceived work is lower than expected, there will be a feeling of dissatisfaction (2) if the perceived result is equal to the expectation, there will be a feeling of satisfaction, and (3) if the work that can be perceived is higher than expected, there will be a feeling of much satisfaction. Whereas tourist behavioral loyalty is the cornerstone in developing the sustainable competitive advantage of cultural tourism.

4. Behavior Loyalty

The behavior of tourists with the intention of returning to travel again expresses the loyalty of tourists [18] and occurs when the client receives the service from the same operator more than once. The satisfaction will increase with the frequency of such services. When a customer is satisfied, it will affect the loyalty of the customer in the future. Therefore, behavioral loyalty is an obligation In-depth customer support to or re-purchase of products and services that are consistently satisfactory [19]. It creates duplicate purchases in the same brands or groups of existing brands and is a continuing relationship in the future with the service provider when satisfaction is the assessment of the customer service after receiving the service which encompasses thought and emotional elements. Such satisfaction will give rise to the loyalty of the behavior. This becomes the obligation and willingness of the customer to purchase duplicate products and services from the same service provider. By knowing the factors that have the power to predict the intended behavior of any tourist group, it is possible to know the behavior that is likely to occur in the future according to that behavior [20] and the repeat visit is due to the fact that tourists are happy, enjoying their visit, and are willing to return for another trip in the future [21] or a group of friends or acquaintances is also recommended to visit. Therefore, from the literature review, the researcher can summarize the concept as follows: Cultural motivation affects the behavioral loyalty of elderly tourists. Authenticity affects the behavioral loyalty of elderly travelers and satisfaction has an effect on the behavioral loyalty of elderly tourists as Fig.1 Conceptual Framework.
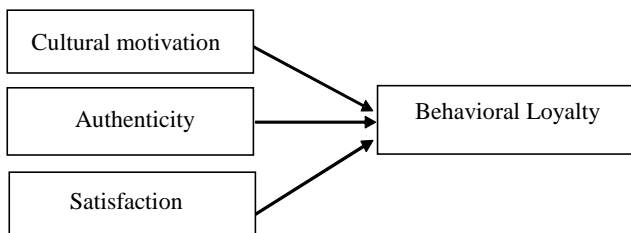

Fig. 1 Conceptual Framework

Study hypothesis

H1: Cultural motivation affects the behavioral loyalty of elderly tourists.

H2: Authenticity affects the behavioral loyalty of elderly tourists.

H3: Satisfaction affects the behavioral loyalty of elderly tourists.

V. THE METHODOLOGY

The population is the elderly Thai tourists traveling to cultural tourist attractions in the upper northern region of 356 places in 8 provinces [1]. The sampling is 56 tourist sites by using criteria or population estimates because the population is large and the number is unknown. Therefore, the sample size can be calculated from the cochran sample size formula [22]. The confidence level was 95% and the tolerance level was 5%. The number of samples was obtained. The number of tourists was 384 people using Purposive Sampling selected only elderly tourists who had traveled or met in cultural tourist attractions within 2 years, with the screening only for elderly tourists who are willing and happy to provide information from the questionnaire during the trip to the said cultural attractions.

VI. RESEARCH INSTRUMENTS

The researcher used a questionnaire as a research tool, divided into 3 parts as follows: Part 1: General information about gender, age, educational status, average monthly income, number of children, region of residence, what you want to visit, purpose of visit, how you know about the attraction or information, and the number of visits for 11 items. Part 2 factors affecting the behavioral loyalty for 4 aspects are (1) cultural motivation was developed from the Yolal and Negrusa scale [23], Yoon and Uysal [24] for five questions. (2) Authenticity was evolved from the scale of Salim [25], Meeprom and Charoenrat [26] for 6 questions. (3) Satisfaction was developed from the Kotler scale [17], 6 questions and (4) behavioral loyalty was developed on Salim's scale [25]; Yoon and Uysal [24] for 6 questions and Part 3 suggestions about cultural tourism. The five-level rating scale was applied in accordance with the Likert method [27], which defined five levels of opinion, with the highest being equal to 5 and the lowest being equal to 1.

The researcher tested the questionnaire on a sample group who had the same characteristics but they were not the sample group in the analysis study. They were Thai elderly tourists traveling to cultural attractions in Phitsanulok Province. Before 50 sets of actual data were collected to measure the alpha coefficient (α-coefficient) following the Cronbach method. In summary, the overall confidence value was 0.89 and the consistency was determined between the question and the objective (IOC: Index of Item-Objective Congruence), with 5 experts having the overall average of 0.89. Reliability of the whole document is equal to 0.88. Data were collected from elderly Thai tourists from July to September 2019 and returned 384 questionnaires according to the target sample appointed. Data analysis, descriptive statistics were used to analyze percentage, mean, standard deviation, and inferential statistics analyzed by Multiple Regression Analysis with importing all variables (Enter Selection) then presents the data in the form of relational independent variables affecting the dependent variable, namely behavioral loyalty.

(mean = 3.54 / SD = 0.48), respectively.

VII. Results

The researcher presented an overview and summarized the study results as follows.

General information of the 384 elderly tourists who responded the questionnaires were found that most of them were female than male. They were aged 60-64 years at the most, followed by age in the range of 65-69 years and 70-74 years, respectively, and the least was 75 years of age and over. Their marital status was married the most followed by single status, stay apart, and the least is the status of divorce or widow. Their education, most of the studies hold a bachelor's degree, followed by those who graduated with a lower degree, graduated with a master's degree or higher respectively. Most tourists have children / grandchildren, traveled with family the most, and followed by traveling with friends / working members, travel with kin, and travel with the elderly club, respectively. Their average monthly income was 10,000 - 30,000 baht, followed by the average monthly income of 5,001 -10,000 baht, lastly, the average monthly income of 50,000 baht or more. They have the highest domicile / residence in the North, followed by the Central and Northeast, respectively. The most number of tourists visited the second time, followed by 3 trips, 4 trips, and traveled more than 4 trips was the least time, correspondingly.

Elderly tourists want to visit art, culture, and tradition the most. The second largest number wants to visit ancient sites, want to visit the way of life of the community, and want to eat local food, congruently. They want to visit the building with modern architecture the least. Their purpose of travelling is to rest the most, followed by to change the atmosphere and to strengthen family ties, respectively; to meet their own needs as little as possible by knowing the information from word of mouth the most, followed by radio / television programs and the Internet, and online media respectively and the least was perceived by community leaders.

TABLE I
ANALYSIS RESULTS OF MEAN, STANDARD DEVIATION, OPINION LEVEL OF CULTURAL MOTIVATION, AUTHENTICITY, SATISFACTION, AND BEHAVIORAL LOYALTY AMONG THAI ELDERLY TOURISTS (N = 384)

Factor	Mean	S.D.	Overall rating
1. Cultural Motivation	3.64	0.49	The most
2. Authenticity	3.60	0.47	The most
3. Satisfaction	3.54	0.48	The most
4. Behavioral Loyalty	3.63	0.49	The most
Total average	3.61	0.38	The most

From Table 1, it was found that the level of opinion of Thai elderly tourists visiting cultural attractions in the upper North region. All factors were considered at a high level (mean = 3.61 / SD = 0.38). The highest mean was cultural motivation (mean = 3.64 / SD = 0.49), followed by behavioral loyalty (mean = 3.63 / SD = 0.49), authenticity (mean = 3.60 / SD = 0.47), and the aspect with the lowest mean was satisfaction

TABLE II
ANALYSIS RESULTS OF MULTIPLE REGRESSION WITH THE METHOD OF IMPORTING ALL VARIABLES (ENTER SELECTION).

Variable	Behavioral loyalty		t	p-value	Collinearity Statistics	
	Regression coefficient	Standard tolerances			Tolerance	VIF
Constant		0.186	4.903	0.000		
Cultural Motivation	0.380	0.053	7.340	0.000***	0.614	1.629
Authenticity	0.183	0.051	3.785	0.000***	0.706	1.416
Satisfaction	0.167	0.053	3.241	0.001***	0.621	1.612

F = 75.893, p-value = 0.000^b, R=0.612^a, R^2 = 0.375, Adjust R^2 = 0.370

*** Statistically significant at the level 0.01

From Table 2, it was found that the test results of the relationship among three independent variables were cultural motivation, authenticity, and satisfaction affecting behavioral loyalty of elderly cultural tourism in the Upper North was statistically significant at the level 0.01. In addition, the VIF values of each variable were 1.629, 1.416 and 1.612, respectively, which was less than 10, demonstrating that the independent variables were independent among one another.

The results of the multiple regression analysis by the Enter Selection method found that the overall predictable behavioral loyalty of cultural tourism could be predicted of the elderly in the upper north by 37.5 %, with cultural incentives influencing the behavioral loyalty of cultural tourism among the elderly in the upper north was the most. The regression coefficient was 0.380 had a standard error of 0.053, followed by the authenticity. The regression coefficient was 0.183, the standard error was 0.051 and the last order was the satisfaction, with the regression coefficient of 0.167 and the standard error was 0.053.

From Table 3, it is found that the results of hypothesis testing in cultural motivation, authenticity, and satisfaction of elderly Thai tourists are as follows:

Hypothesis 1: Cultural motivation affects behavioral loyalty of elderly Thai tourists. The regression coefficient was 0.380 and the p-value was 0.000. It supported the hypothesis statistically significant at the level of 0.01.

Hypothesis 2: Authenticity affects the behavioral loyalty of elderly Thai tourists. The regression coefficient was 0.183 and the p-value was 0.000. It supported the hypothesis statistically significant at the level of 0.01.

Hypothesis 3: Satisfaction affects the behavioral loyalty of elderly Thai tourists. The regression coefficient was 0.167 and p-value was 0.001. It supported the hypothesis statistically significant at the level of 0.01.

TABLE III
RESULTS OF RESEARCH HYPOTHESIS TEST

Research hypothesis	Coefficient Regression	t	p-value	Conclusion
H1: Cultural motivation affects the behavioral loyalty of elderly Thai tourists.	0.380	7.340	0.000***	Support
H2: Authenticity affects the behavioral loyalty of elderly Thai tourists.	0.183	3.785	0.000***	Support
H3: Satisfaction affects the behavioral loyalty of elderly Thai tourists	0.167	3.241	0.001***	Support

*** Statistically significant at the level 0.01

VIII. CONCLUSIONS

The results of the research were as follows: Elderly Thai tourists visiting cultural attractions in the upper north have more female than male. They were in the range of 60-64 years and the marital status was married. Their education was a bachelor's degree, having children / grandchildren, and traveling with family. Their average monthly income was 10,000 -30,000 baht, domiciled / residing in the North. Most of them travelled for the second time, visited the art culture and tradition with the purpose of coming to rest, and getting information on tourist attractions through word of mouth.

A. Objective 1

Opinion of cultural motivation, authenticity, satisfaction, and behavioral loyalty in 4 variables of cultural tourism among elderly Thai tourists in the upper North. The descending result is as follows:

1. In terms of cultural motivation, there was a high level of opinion the first because cultural incentives are what motivates elderly tourists to participate in tourism activities as well as stimulating the need for personal travel in cultural tourism sites, creating an interest in cultural learning centers, history and the legend. There is an interesting local way of life, unique arts and culture, allowing to absorb the culture of each area. This is an enhancement of knowledge, able to experience the calm atmosphere, makes them relax their mind. This relates to the research by Yolal and Negrusa [23] who concluded that motivation to learn about cultures, traditions, customs, lifestyles, art, acting arts, and religion to relax and increase one's knowledge which will lead to local tourism promotion. It

also provides opportunities for communities to develop and share cultures which creates to attract tourists back again.

2. Behavioral loyalty had a high level of opinion because of loyalty behavioral occurring among elderly tourists in returning to cultural tourist attractions and repeating one more time. They will recommend a friend or a close person to visit including willing to pay extra for the next visit to the impressive tourist attraction. It is a result of behavior, attitude, and knowledge expressed in the tourists' engagement with the service provider. This is related to the research by Loureiro and Gonzalez [20] who concluded that the behavior of tourists with the intention of returning tourism. It expresses the loyalty of tourists.

3. Authenticity had a high level of opinion because the elderly tourists have come to see or experience the authenticity of the travel attractions by themselves from tourist sites that reflect the past. Whether it is architecture, traditional buildings, traditional interior, blend scenery, traditional history of the community, there are unique local souvenirs such as woven textiles, handicrafts, and local handicrafts. It has an atmosphere like the past. It gives an appreciation of emotions, a feeling that is absorbed, and a desire to travel in cultural tourism sites. This is consistent with Timothy and Boyd [28], which concludes that being able to see or experience people's lifestyles, dress, products, and on-site activities can be a very good idea. As well as buying cultural products from the production sites, make tourists happy or feel mentally that is relative to a place or object. It is a valuable experience that tourists get after they go home.

4. The satisfaction aspect had a high level of opinion, which was positive feelings of elderly tourists, preferences, comfort and happiness in various environments in the field of attractions, tourist facilities, access to tourist sites, and assistance services or it is a satisfying feeling of what causes it to like. It is a feeling of achieving various needs, and good feeling of tourists towards cultural tourism sites. It is consistent with information from Yoon and Uysal [24] and Kozak & Decrop [19] who conclude that tourists decide to travel. Most of the time, they have expectations for what will be gained from tourism, able to meet the needs of the occurrence of tourism. If the gain from the tourism meets expectations or is better, then it is satisfactory and travel impressions. And then as a result of a repeat visit or notice to others.

B. Objective 2

Study cultural motivation, authenticity, and satisfaction affecting the behavioral loyalty of cultural tourism among the elderly in the upper North.

It can be analyzed that cultural motivation has an effect on the behavioral loyalty of elderly tourists in Thailand, supporting the hypotheses because when tourists are culturally incentives, it will motivate them to travel to meet their own needs, for education, and experience what interests them, such as customs, traditions, culture, music, art, acting arts, and religion, or experience tourism about places, livelihoods, and

local ways of life. It was a push for tourism to achieve the goals that were set. This is consistent with the research by Romaro, Neuts and Nijkamp [29] who concluded that tourist motivation arising from the attraction culturally, either tangible or intangible from travel, tourism, and business, has a clear meaning to the behavioral loyalty it produces. Besides, it affects the satisfaction of tourism management, causing the return trip in the future and increasing loyalty. In addition, it relates to the research of Yolal and Negrusa [23] who concluded that the motivation of cultural tourism arises from the personal motives that drive travel and define unique behaviors towards cultural resources as a special interest for knowing and experiencing cultural sites and events. It could be concluded that the combination of driving factors such as want to learn about the culture and increase one's knowledge resulting in behavioral loyalty and attracting return for one more time to travel.

Authenticity affects behavioral loyalty of Thai elderly tourists. It supported according to the hypothesis because tourists get to know and experience ancient sites, temples, movies, television dramas, novels, music, performing arts, folk games, food, hotels, houses, objects exhibitions, exhibits in the museum which is unique in culture. This will affect the impression and experiences that meet the needs of tourists allowing tourists to experience pictures or the atmosphere relive to the past and traditional way of life and culture can meet the longing for the past of the tourists. This correlates with Salim's research [25] that concludes that real perception traditionally influences tourist loyalty by attracting tourists to decide to start their journey and to anticipate what they will gain. This will make it more likely to come back to travel again in the future and will recommend others to travel as well by telling him to acknowledge his own experiences. All involved parties should find ways to promote a means of referring tourists to participation, resulting in increased incentives and loyalty. This is consistent with the research by Ramkissoon and Uysalb [30] who concluded that traditional perceptions of authenticity influence tourists behavioral loyalty. In terms of its unique culture, it has resulted in having more and more tourists.

Satisfaction affects the behavioral loyalty of the elderly Thai tourists because the satisfaction of the elderly tourists was born out of comfort, happiness in various environments, in the field of attractions, convenient facilities, access to tourist attractions and services, help or being satisfied with the things that make tourists like, feelings of achieving various needs, feeling good and pleasing of the tourists, as well as the tourism management of the cultural attractions. This is related to the idea of David and Lawton [31] who concluded that when tourists are satisfied and the impression of traveling in a beautiful place and the tourism management to be fully equipped in various fields, whether it is a complete necessary facilities and good service. fIt will make tourists loyal to tourist attractions and it relates to the research by Devaraj, Matta and Conlon [32] which concludes that when tourists are satisfied, word-of-mouth occurs and more importantly, makes the service recipient loyal to that place.

IX. SUGGESTION

A. Suggestions to apply

Findings from research, the elderly are a large group of tourists and a new and expanding group, and they have high purchasing power. To retain and attract tourists to these quality groups the public sector should focus on raising the level elderly tourism. It also helps to develop the local economy for the better.

B. Suggestions for research

The research team would like to suggest issues for the next research as follows.

1. The result of the research shows that elderly tourists place cultural motivation as their top priority. The highest average is 3.64. Therefore, there should be an extension of cultural motivations affecting the behavior of service decision-making to repeat the service by word-of-mouth (WOM) to gain market share of the elderly Thai tourists in cultural tourism.

2. Tourist attractions staff should arrange activities suitable for tourists of different ages; especially, elderly tourists to be able to participate in activities and during the Coronavirus 2019 (COVID-19) epidemic. Particularly, tourist destinations should increase prevention, campaigning and public relations measures to build confidence and support the tourism industry to come back again.

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