| | |
|---|---|
| Dissertation Title | The Role of Experience Values in Promoting Intentions to Recommend and Revisit in Community-Based Tourism Businesses in Thailand |
| Keyword | Experience Values / Community-Based Tourism |
| Student | Naphat Auksondee |
| Advisor | Associate Professor Dr.Chonlatis Darawong |
| Level of Study | Doctor of Business Administration |
| Faculty | Graduate College of Management, Sripatum University at Chonburi |
| Year | 2024 |


## ABSTRACT


This research explores the perceived value of community-based tourism (CBT) and its influence on tourists' behavioral intentions, such as the intention to revisit and recommend. The study utilizes a mixed-method approach, combining qualitative and quantitative research phases. Qualitative data were gathered through in-depth interviews with nine experts in CBT, focusing on the physical, emotional, social, economic, and involvement value dimensions. Quantitative data were collected via surveys administered to 340 tourists, analyzing their perceived value of CBT experiences across the exact dimensions.

The findings indicate that tourists assign high importance to physical value, with environmental management and safety standards being particularly notable. Emotional, social, and economic values also play significant roles in tourists' satisfaction and overall experience. Moreover, involvement in community activities, such as cultural performances and local handicrafts, strengthens the connection between tourists and local communities.

Statistical analysis using Structural Equation Modeling (SEM) reveals that all five dimensions physical, emotional, social, economic, and involvement value positively affect tourists' intention to revisit and recommend CBT destinations. Among these, social, involvement, and physical value strongly impact the recommendation intention. The results emphasize the


SPU CHONBURI

importance of enhancing infrastructure, promoting cultural involvement, and ensuring fair economic value to foster tourist loyalty.

This research contributes to the existing literature by highlighting the multidimensionality of experience value in CBT settings, particularly in a post-pandemic context. It provides practical recommendations for local governments and CBT operators to improve tourist satisfaction, increase revisitation rates, and encourage positive word-of-mouth.

SPU CHONBURI