

แบบฟอร์มการขอเสนอวาระเข้าที่ประชุม
คณะกรรมการประจำคณะการบริการและการท่องเที่ยว
เรื่อง ขอเสนอผลงานเพื่อรับการพิจารณาขอกำหนดตำแหน่งทางวิชาการ
ราย ดร.ปฐวี อินทร์สุวรรณโณ

ความเป็นมา

ด้วย ดร.ปฐวี อินทร์สุวรรณโณ พนักงานมหาวิทยาลัย ตำแหน่งอาจารย์ ตำแหน่งเลขที่ 0478 มีความประสงค์ขอเสนอผลงานเพื่อขอกำหนดตำแหน่งผู้ช่วยศาสตราจารย์ สาขาวิชาบริหารธุรกิจ (6802) วิธีที่ 1 ตาม ประกาศ ก.พ.อ. เรื่อง หลักเกณฑ์และวิธีการพิจารณาแต่งตั้งบุคคลให้ดำรงตำแหน่ง ผู้ช่วยศาสตราจารย์ รองศาสตราจารย์ ศาสตราจารย์ พ.ศ. 2564

ขั้นตอนที่ได้ดำเนินการไปแล้ว

คณะกรรมการบริการและการท่องเที่ยว ได้แต่งตั้งคณะกรรมการประเมินผลการสอนและดำเนินการประเมินผลการสอนเรียบร้อยแล้ว

ข้อมูลประกอบการพิจารณา

1. เอกสารประกอบการขอกำหนดตำแหน่งผู้ช่วยศาสตราจารย์
2. ประกาศ ก.พ.อ. เรื่อง หลักเกณฑ์และวิธีการพิจารณาแต่งตั้งบุคคลให้ดำรงตำแหน่ง ผู้ช่วยศาสตราจารย์ รองศาสตราจารย์ ศาสตราจารย์ พ.ศ. 2564
3. รายชื่อผู้ทรงคุณวุฒิ

ประเด็นพิจารณา

1. พิจารณารับรองจริยธรรมและจรรยาบรรณทางวิชาการ
2. พิจารณาแต่งตั้งผู้ทรงคุณวุฒิเพื่อประเมินผลงานทางวิชาการและจริยธรรมและจรรยาบรรณทางวิชาการ จำนวน 6 คน สรรอง 2 คน

1. แบบคำขอรับการพิจารณากำหนดตำแหน่งทางวิชาการ

ส่วนที่ 1 : แบบประวัติส่วนตัวและผลงานทางวิชาการ

แบบประวัติส่วนตัวและผลงานทางวิชาการ

เพื่อขอดำรงตำแหน่ง ผู้ช่วยศาสตราจารย์

โดยวิธีที่ 1

ในสาขาวิชา บริหารธุรกิจ (Business Administration) หรือ พาณิชยศาสตร์ (Commerce) (รหัส6802)

ของ นายปฐวี อินทร์สุวรรณโน

สังกัด สาขาวิชาการจัดการการบริการ

คณะกรรมการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์

1 ประวัติส่วนตัว

1.1 วัน เดือน ปีเกิด 27 มิถุนายน 2531

1.2 อายุ 36 ปี

1.3 การศึกษาระดับอุดมศึกษา (โปรดระบุชื่อเต็ม และเรียงจากวุฒิสูงสุดตามลำดับ)

<u>คุณวุฒิ</u>	<u>ปี พ.ศ. ที่จบ</u>	<u>ชื่อสถานศึกษา</u>
1.3.1 Ph.D. (Hotel and Tourism Management)	พ.ศ. 2567	The Hong kong Polytechnic University
1.3.2 M.A. (International Management)	พ.ศ. 2557	
1.3.3 B.B.A. (Hospitality and Tourism Management (International Program))	พ.ศ. 2553	มหาวิทยาลัยสงขลานครินทร์

หมายเหตุ : 1. วิทยานิพนธ์ระดับปริญญาเอก : Five senses as sources of escapism, immersion, and health perception in wellness spa experience

2. ประวัติการรับราชการ

2.1 ปัจจุบันดำรงตำแหน่ง อาจารย์ รับเงินเดือน 32,960 บาท

2.2 ได้รับแต่งตั้งให้ดำรงตำแหน่งอาจารย์ เมื่อวันที่ 01 พฤศจิกายน 2561

2.3 ตำแหน่งอื่นๆ

2.3.1 รองคณบดีฝ่ายพัฒนานักศึกษาและฝึกปฏิบัติงาน คณะการบริการและการท่องเที่ยวเมื่อวันที่ 03 เมษายน 2566

3. ภาระงานย้อนหลัง 3 ปี (เป็นการะงานที่ทำโดยความเห็นชอบจากเจ้าสังกัด)

3.1 งานสอน (โปรดระบุระดับว่าปริญญาตรี หรือบัณฑิตศึกษา)

ระดับ	รายวิชาที่สอน	ชั่วโมง/สัปดาห์	ภาค/ปีการศึกษา
ปริญญาตรี	818-451 : สหกิจศึกษา* (Section 01)	36	3/2567
ปริญญาตรี	818-450 : การฝึกปฏิบัติงาน 2* (Section 01)	36	3/2567
ปริญญาตรี	819-450 : การฝึกปฏิบัติงาน 2* (Section 01)	36	3/2567
บัณฑิตศึกษา	816-541 : วิทยานิพนธ์* (Section 13)	54	2/2567
ปริญญาตรี	819-250 : การฝึกปฏิบัติงาน 1* (Section 01)	36	2/2567
ปริญญาตรี	818-250 : การฝึกปฏิบัติงาน 1* (Section 01)	36	2/2567
ปริญญาตรี	818-451 : สหกิจศึกษา* (Section 01)	36	2/2567
ปริญญาตรี	818-601 : สหกิจศึกษา* (Section 01)	36	2/2567
บัณฑิตศึกษา	816-531 : สารนิพนธ์* (Section 13)	18	2/2567
ปริญญาตรี	802-107 : การดำเนินงานและการจัดการส่วนหน้า* (Section 01)	3	2/2567
บัณฑิตศึกษา	816-514 : ชุดวิชาการจัดการบริการและการท่องเที่ยวระหว่าง* ประเทศอย่างยั่งยืน* (Section 01)	4	2/2567
บัณฑิตศึกษา	816-515 : ประเด็นปัญหาร่วมสมัยและแนวโน้มของอุตสาหกรรม* การกบริการและการท่องเที่ยว* (Section 01)	2	2/2567
ปริญญาตรี	819-451 : สหกิจศึกษา* (Section 01)	36	2/2567
ปริญญาตรี	802-203 : การดำเนินงานและการจัดการงานแม่บ้าน* (Section 01)	2	1/2567
ปริญญาตรี	819-451 : สหกิจศึกษา* (Section 01)	36	1/2567
ปริญญาตรี	818-451 : สหกิจศึกษา* (Section 01)	36	1/2567
ปริญญาตรี	818-601 : สหกิจศึกษา* (Section 01)	36	1/2567
ปริญญาตรี	819-450 : การฝึกปฏิบัติงาน 2* (Section 01)	36	3/2566
ปริญญาตรี	818-502 : การฝึกปฏิบัติงาน 2* (Section 01)	36	3/2566
ปริญญาตรี	818-450 : การฝึกปฏิบัติงาน 2* (Section 01)	36	3/2566
ปริญญาตรี	802-107 : การดำเนินงานและการจัดการส่วนหน้า* (Section 01)	3	2/2566
ปริญญาตรี	818-250 : การฝึกปฏิบัติงาน 1* (Section 01)	36	2/2566
ปริญญาตรี	818-451 : สหกิจศึกษา* (Section 01)	36	2/2566
ปริญญาตรี	818-502 : การฝึกปฏิบัติงาน 2* (Section 01)	36	2/2566
ปริญญาตรี	819-250 : การฝึกปฏิบัติงาน 1* (Section 01)	36	2/2566
ปริญญาตรี	819-451 : สหกิจศึกษา* (Section 01)	36	2/2566
ปริญญาตรี	819-601 : สหกิจศึกษา* (Section 01)	36	2/2566
ปริญญาตรี	819-502 : การฝึกปฏิบัติงาน 2* (Section 01)	36	2/2566
ปริญญาตรี	802-203 : การดำเนินงานและการจัดการงานแม่บ้าน* (Section 01)	2	1/2566

ปริญญาตรี	801-601 : สหกิจศึกษา* (Section 01)	36	1/2566
ปริญญาตรี	801-501 : การฝึกปฏิบัติงาน* (Section 01)	36	1/2566
ปริญญาตรี	819-601 : สหกิจศึกษา* (Section 01)	36	1/2566
ปริญญาตรี	819-501 : การฝึกปฏิบัติงาน 1* (Section 01)	36	1/2566
ปริญญาตรี	818-601 : สหกิจศึกษา* (Section 01)	36	1/2566
ปริญญาตรี	818-502 : การฝึกปฏิบัติงาน 2* (Section 01)	36	1/2566
ปริญญาตรี	801-103 : อุตสาหกรรมบริการและการท่องเที่ยวเบื้องต้น* (Section 02)	1	1/2566
ปริญญาตรี	801-103 : อุตสาหกรรมบริการและการท่องเที่ยวเบื้องต้น* (Section 03)	1	1/2566
ปริญญาตรี	801-103 : อุตสาหกรรมบริการและการท่องเที่ยวเบื้องต้น* (Section 01)	1	1/2566
ปริญญาตรี	818-203 : การดำเนินงานและการจัดการ* งานแม่บ้าน* (Section 01)	2	3/2565
ปริญญาตรี	818-201 : การดำเนินงานและการจัดการ* ส่วนหน้า* (Section 01)	2	3/2565
ปริญญาตรี	819-502 : การฝึกปฏิบัติงาน 2* (Section 01)	36	3/2565
ปริญญาตรี	819-501 : การฝึกปฏิบัติงาน 1* (Section 01)	36	3/2565
ปริญญาตรี	818-502 : การฝึกปฏิบัติงาน 2* (Section 01)	36	3/2565
ปริญญาตรี	818-501 : การฝึกปฏิบัติงาน 1* (Section 01)	36	3/2565
ปริญญาตรี	819-250 : การฝึกปฏิบัติงาน 1* (Section 01)	36	2/2565
ปริญญาตรี	818-250 : การฝึกปฏิบัติงาน 1* (Section 01)	36	2/2565
ปริญญาตรี	802-107 : การดำเนินงานและการจัดการส่วนหน้า* (Section 01)	3	2/2565
ปริญญาตรี	802-103 : อุตสาหกรรมบริการและ* การท่องเที่ยวเบื้องต้น* (Section 01)	3	2/2565
ปริญญาตรี	819-501 : การฝึกปฏิบัติงาน 1* (Section 01)	36	2/2565
ปริญญาตรี	819-601 : สหกิจศึกษา* (Section 01)	36	2/2565
ปริญญาตรี	818-601 : สหกิจศึกษา* (Section 01)	36	2/2565
ปริญญาตรี	818-601 : สหกิจศึกษา* (Section 01)	36	1/2565
ปริญญาตรี	802-203 : การดำเนินงานและการจัดการงานแม่บ้าน* (Section 01)	2	1/2565
ปริญญาตรี	801-103 : อุตสาหกรรมบริการและการท่องเที่ยวเบื้องต้น* (Section 01)	1	1/2565
ปริญญาตรี	801-103 :	1	1/2565

อุตสาหกรรมบริการและการท่องเที่ยวเบื้องต้น*
(Section 02)

ปริญญาตรี	801-501 : การฝึกปฏิบัติงาน* (Section 01)	36	1/2565
ปริญญาตรี	801-601 : สหกิจศึกษา* (Section 01)	36	1/2565
ปริญญาตรี	819-601 : สหกิจศึกษา* (Section 01)	36	1/2565

3.2 งานวิจัย (โปรตรอบุเรื่องที่ทำกรวิจัย และระยะเวลาที่ใช้ในแต่ละโครงการ)

1. Emergence of Cannabis Commercialization: Tourists' Perceptions Toward Destinations and Future Revisit Intention (บทความวิจัยที่ตีพิมพ์ในวารสารวิชาการ (Publications)) เมื่อปีพ.ศ. 2568

3.3 งานบริการทางวิชาการ (โปรตรอบุประเภทของกิจกรรม)

3.4 งานบริหาร (โปรตรอบุงานบริหารที่มีส่วนรับผิดชอบโดยตรง)

1. รองคณบดีฝ่ายพัฒนานักศึกษาและฝึกปฏิบัติงาน คณะการบริการและการท่องเที่ยว เมื่อวันที่ 24 ธันวาคม 2565
2. รองคณบดีฝ่ายพัฒนานักศึกษาและฝึกปฏิบัติงาน คณะการบริการและการท่องเที่ยว เมื่อวันที่ 24 ธันวาคม 2561

3.5 งานอื่น ๆ ที่เกี่ยวข้อง (โปรตรอบุประเภทของงาน)

4. ผลงานทางวิชาการ

4.1 ผลงานทางวิชาการที่เสนอเพื่อประกอบการพิจารณาตำแหน่งผู้ช่วยศาสตราจารย์

4.1.1 ผลงานวิจัย

ไม่มี

4.1.2 ผลงานแต่งหรือเรียบเรียง ตำรา หนังสือ หรือบทความทางวิชาการ

4.1.2.1 Insuwanno, Patthawee. "Emergence of Cannabis Commercialization: Tourists' Perceptions Toward Destinations and Future Revisit Intention." *Tourism Review International* 29.1 (2025): 51-69.

ผลงานนี้เคยใช้สำหรับการพิจารณาขอกำหนดตำแหน่งผู้ช่วยศาสตราจารย์มาแล้วหรือไม่

☒ ไม่เคยใช้

☐ เคยใช้ (เมื่อปี พ.ศ.....และผลการพิจารณาคุณภาพอยู่ในระดับ.....ตามเกณฑ์ที่ ก.พ.อ.กำหนด)

4.1.2.2 Insuwanno, Patthawee. "Thai-ness in Food Presentation: A study of International Tourists' Perspectives." *Journal of International Studies, Prince of Songkla University* 14.2 (2024): 26-43.

ผลงานนี้เคยใช้สำหรับการพิจารณาขอกำหนดตำแหน่งผู้ช่วยศาสตราจารย์มาแล้วหรือไม่

☒ ไม่เคยใช้

☐ เคยใช้ (เมื่อปี พ.ศ.....และผลการพิจารณาคุณภาพอยู่ในระดับ.....ตามเกณฑ์ที่ ก.พ.อ.กำหนด)

4.1.2.3 Insuwanno, Patthawee, and Kullada Phetvaroon. "An investigation of senior tourist's expectations and satisfaction: a case study of Andaman Provinces, Thailand." *Journal of International Studies, Prince of Songkla University* 12.2 (2022): 28-61.

ผลงานนี้เคยใช้สำหรับการพิจารณาขอกำหนดตำแหน่งผู้ช่วยศาสตราจารย์มาแล้วหรือไม่

☒ ไม่เคยใช้

☐ เคยใช้ (เมื่อปี พ.ศ.....และผลการพิจารณาคุณภาพอยู่ในระดับ.....ตามเกณฑ์ที่ ก.พ.อ.กำหนด)

4.1.3 ผลงานทางวิชาการในลักษณะอื่น

ไม่มี

4.1.4 ผลงานวิชาการรับใช้สังคม

ไม่มี

ขอรับรองว่าข้อความดังกล่าวข้างต้นเป็นความจริงทุกประการ

ลงชื่อ.....เจ้าของประวัติ

(นายปฐวี อินทร์สุวรรณโณ)

ตำแหน่ง อาจารย์

วันที่ 19 มิถุนายน 2568

ส่วนที่ 2 : แบบประเมินคุณสมบัติโดยผู้บังคับบัญชา

แบบประเมินแต่งตั้งให้ดำรงตำแหน่ง ผู้ช่วยศาสตราจารย์

ในสาขาวิชา บริหารธุรกิจ (Business Administration) หรือ พาณิชยศาสตร์ (Commerce) (รหัส6802)

โดยวิธีที่ 1

ของ นายปฐวี อินทร์สุวรรณโณ

สังกัด สาขาวิชาการจัดการการบริการ

คณะกรรมการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์

ได้ตรวจสอบคุณสมบัติเฉพาะสำหรับตำแหน่ง ผู้ช่วยศาสตราจารย์ แล้วเห็นว่า นายปฐวี อินทร์สุวรรณโณ เป็นผู้ที่มีคุณสมบัติ ตามเกณฑ์ ตามหลักเกณฑ์ที่ ก.พ.อ. กำหนด

ลงชื่อ.....

ดร.ดร.ตติยาพร สรณศิริวัณ

ตำแหน่ง...หัวหน้าสาขาวิชาบริหารการบริการ

วันที่ 19 มิ.ย. 68

ความเห็นผู้บังคับบัญชาระดับคณบดีหรือเทียบเท่า

ได้พิจารณาแล้วเห็นว่า นายปฐวี อินทร์สุวรรณโณ เป็นผู้ที่มีคุณสมบัติ เข้าใจ ที่จะได้รับการแต่งตั้งให้ดำรงตำแหน่ง ผู้ช่วยศาสตราจารย์

ลงชื่อ.....

ดร.ดร.พรพิมล พรหมศิริผล

ตำแหน่ง...คณบดีคณะบริหารการบริการ

วันที่ 19 มิ.ย. 68

ส่วนที่ 3 แบบประเมินผลการสอน

คณะอนุกรรมการเพื่อประเมินผลการสอน ในการประชุมครั้งที่ 1/2568 เมื่อวันที่ 22
เมษายน 2568 ซึ่งได้รับมอบอำนาจจากคณะกรรมการพิจารณาตำแหน่งทางวิชาการมหาวิทยาลัยสงขลา-
นรินทร์ ได้ประเมินผลการสอน รหัสวิชา 802-107 รายวิชา Front Office Operations and Management
ของ นายปฐวิ อินทร์สุวรรณโน แล้วเห็นว่าบุคคลดังกล่าวเป็นผู้มีความชำนาญ ในการสอน มีคุณภาพ อยู่ใน
หลักเกณฑ์และวิธีการตามที่สภามหาวิทยาลัยกำหนด

ลงชื่อ.....

(รองศาสตราจารย์ ดร.พรพิษณุ พรหมสีวะพัลลภ)

ตำแหน่ง ประธานคณะอนุกรรมการเพื่อประเมินผลการสอน

วันที่...22....เดือน...เมษายน.....พ.ศ...2568.....

หนังสือแจ้งความประสงค์
เรื่อง การรับรู้ข้อมูลเกี่ยวกับการกำหนดตำแหน่งทางวิชาการ
มหาวิทยาลัยสงขลานครินทร์

เรียน ประธานคณะกรรมการพิจารณาแต่งตั้งตำแหน่งทางวิชาการประจำคณะ/มหาวิทยาลัย

ข้าพเจ้า.....นายปฐวี อินทร์สุวรรณโน
สาขาวิชา.....การจัดการการท่องเที่ยว.....คณะ.....การบริการและการท่องเที่ยว
ได้เสนอขอกำหนดตำแหน่ง.....ผู้ช่วยศาสตราจารย์.....รองศาสตราจารย์.....ศาสตราจารย์
ในสาขาวิชา.....บริหารธุรกิจ (6802)
ขอแจ้งความประสงค์เรื่องการรับรู้ข้อมูลเกี่ยวกับการกำหนดตำแหน่งทางวิชาการ ดังนี้

- ☐ ประสงค์จะทราบชื่อกรรมการผู้ประเมินผลงานทางวิชาการของข้าพเจ้า
☒ ไม่ประสงค์จะทราบชื่อกรรมการผู้ประเมินผลงานทางวิชาการของข้าพเจ้า
ไม่ว่ากรณีใด ๆ

จึงเรียนมาเพื่อโปรดทราบ

ลงชื่อ.....
(.....นายปฐวี อินทร์สุวรรณโน.....)
15 / มิถุนายน / 2568

Emergence of Cannabis Commercialization: Tourists' Perceptions Toward Destinations and Future Revisit Intention

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Given the rise of cannabis commercialization, understanding its impact on tourists' revisit intentions is crucial. This study, grounded in the Theory of Planned Behavior and incorporating variables like perceived attractiveness and risk, focuses on Phuket, Thailand. Analyzing data from 385 respondents using R (*Lavaan*) and Structural Equation Modeling, the results indicate that perceived attractiveness ($\beta = 0.225$) and subjective norms ($\beta = -0.191$) significantly influence revisit intentions. These findings provide insights for destination managers, emphasizing the need to address perceptions and implement effective marketing strategies to leverage cannabis tourism sustainably. To enhance cannabis tourism appeal, managers should offer educational tours about cultivation, wellness retreats with cannabis-infused treatments, and events celebrating cannabis culture. Furthermore, it is vital to communicate functional values, such as health benefits, through various channels, including traditional media like television and online platforms such as YouTube, to accurately inform and educate tourists about the benefits and proper usage of cannabis products.

Key words: Cannabis tourism; Perceived attractiveness; Risk perception;
Theory of Planned Behavior; Cannabis legalization

Introduction

The removal of cannabis from Thailand's Category 5 narcotics list in June 2022 marked a historic moment, making the country the first in Asia to legalize cannabis. The decriminalization allows cannabis cultivation for medical use and the production of cannabis products, such as oils and tinctures, to be used by authorized medical practitioners and patients (Charoenwisedsil et al., 2023).

This transformation has opened new entrepreneurial opportunities within the tourism industry, echoing trends seen in Canada. Furthermore, research suggests that the decriminalization of cannabis holds promise as a potential remedy for challenges facing the tourism sector, as highlighted by Bonny-Noach and Horsky (2023).

Thailand also implemented a significant policy change aimed at facilitating medical access to cannabis while attracting tourists through the

promotion of cannabis-infused products and wellness treatments within legal frameworks. However, recreational use of cannabis remains illegal. Cannabis commercialization generally refers to the legal framework that allows the production, sale, and distribution of cannabis products (Shi & Liang, 2020). However, the new policy and regulations remain ambiguous, leading to various interpretations and causing confusion among both tourists and locals. As a result of this unclear policy, many cannabis-related businesses have emerged, some of which comply with the legal framework while others do not fully adhere to it. Nevertheless, the Tourism Authority of Thailand (TAT) has issued clear guidelines for international tourists, advising against the recreational consumption of cannabis (TAT Newsroom, 2022). Despite this guidance, the decriminalization policy has led to a surge in cannabis-related businesses, making cannabis widely accessible to tourists throughout Thailand, especially in popular tourist destinations like Phuket (Bonny-Noach & Horsky, 2023). Given the rapid pace of this transition, tourists' perceptions and behavioral intentions remain unknown, presenting an opportunity for the current study.

Phuket, renowned as a leading tourist destination, has witnessed a rapid rise in cannabis commercialization, with over 380 cannabis-related establishments identified within nine months of cannabis decriminalization, as of March 2023 (Phucharoen et al., 2023). The destination has long solidified its reputation, attracting both domestic and international tourists. Phuket's appeal extends beyond its tourism amenities; it is marketed for its diverse cultural heritage, historical significance, recreational activities, stunning beaches, Indigenous cuisine, and plentiful natural attractions (TAT, 2020). As a result, cannabis activities and businesses are also publicly promoted. Consequently, Phuket serves as an ideal case study for evaluating the impact of cannabis commercialization on tourism.

Literature on cannabis has largely concentrated on its medicinal properties and health benefits (Russo et al., 2007). For instance, Jugl et al. (2021) reviewed 198 studies on cannabis' medical applications, highlighting its therapeutic benefits. Recent years have seen a broader legalization of cannabis for both recreational and medical use (Dupej & Nepal, 2021; Keul & Eisenhauer, 2019). Studies

have examined the impacts of cannabis legalization on residents' attitudes toward cannabis tourism (Kang, 2019; Kang & Lee, 2018), tourist motivations (Taylor, 2019; Wen et al., 2018), and destination effects (Kang et al., 2016; Newman et al., 2021), as well as risk perceptions among consumers (Uriely & Belhassen, 2006). However, there remains a gap in understanding how cannabis legalization influences tourists' perceptions and behavioral intentions toward destinations integrating cannabis experiences. This study addresses a significant gap in the literature regarding cannabis tourism, particularly in the unique context of Thailand. While research has been conducted in countries like Canada and the US, the Thai environment presents distinct cultural, legal, and economic factors that influence tourists' perceptions and behaviors. For instance, Thailand's recent legalization of cannabis marks a departure from traditional norms, creating a unique landscape for exploration.

Moreover, previous studies on cannabis have primarily focused on European countries (e.g., Austria, Britain, Spain) and North America (e.g., US, Canada) (Wen et al., 2023), often overlooking how local customs and regulatory frameworks shape tourist experiences and intentions in Southeast Asia. Thus, this research aims to provide new insights into how tourists perceive cannabis commercialization in Thailand and how these perceptions influence their intentions to revisit. By examining these dynamics, the study contributes to a deeper understanding of cannabis tourism in non-Western contexts and informs destination management strategies tailored to the unique Thai market. The findings provide valuable insights for tourism authorities, destination management organizations (DMOs), and stakeholders in cannabis-related ventures. By leveraging these insights, stakeholders can refine strategies, optimize resources, and develop policies to enhance the appeal of cannabis tourism while effectively managing potential challenges.

Literature Review

Cannabis Decriminalization in Thailand

In 2022, the Thai government implemented a significant policy shift by removing cannabis from Thailand's Category 5 narcotics list. This historic

move made Thailand the first country in Asia to decriminalize cannabis. The primary objective of this policy change was to capitalize on the medicinal and health benefits of cannabis (Charoenwisedsil et al., 2023). However, the unregulated recreational use of cannabis in Thailand has resulted in increased consumption and its associated impacts (Sommano et al., 2022; Zinboonyahgoon et al., 2021). Although cannabis cultivation and trade are permitted by law, smoking cannabis in public places, such as schools and shopping malls, remains prohibited. There is confusion surrounding the official tourist guidelines for cannabis consumption, with some suggesting restrictions on recreational use without specifying the context, while others highlight legal penalties for public recreational smoking (Medical Cannabis Institute, 2023; TAT Newsroom, 2022). This lack of clarity regarding consumption locations, along with the widespread commercialization and availability of cannabis across the country (Bonny-Noach & Horsky, 2023), has led to confusion among both locals and tourists.

Specifically in Phuket, the study by Phucharoen et al. (2023) revealed a notable increase in cannabis entrepreneurs. They found that there were more than 389 cannabis-related establishments including stores, souvenir shops, restaurants, and nightclubs. Furthermore, the study found that these cannabis establishments were predominantly located near attractions and hotels, as evident in Figure 1. This aligns with Veilleux's (2024) study, which highlighted the rapid expansion of cannabis tourism,

particularly in tourism-heavy areas, despite legal constraints and government efforts to discourage recreational cannabis use. Market-driven actors have capitalized on this emerging economic opportunity, tailoring their offerings to meet consumer demand, enabling cannabis tourism to grow independently.

The emergence of commercial cannabis extends beyond its physical proximity to tourist areas, as online platforms like Google Maps enable tourists to easily locate cannabis-related businesses and indirectly promote their services. This accessibility appears to facilitate tourists' access to these establishments and influence their reasons for consuming cannabis. Additionally, Wen et al. (2018) highlighted that the ease of access to commercial cannabis plays a significant role in shaping cannabis-oriented tourists' decisions to revisit destinations associated with cannabis tourism.

It is important to clarify that the perceptions explored in this research refer to the perceptions of general tourists, rather than cannabis-oriented tourists specifically. Despite the widespread availability of these establishments, particularly in tourist destinations like Phuket, they could potentially influence tourists' perceptions of the destination. However, there is limited understanding of how this transition is perceived by general tourists, which could impact their future behavioral intentions. Hence, it is crucial to examine the perceptions of general tourists who may not actively seek out cannabis-related experiences and assess how these perceptions influence their future revisit intentions.

Cannabis Tourism

Previously, the concept of cannabis tourism was situated within the broader context of drug tourism, where the consumption and use of cannabis products were regarded as illegal, illegitimate, and socially condemned (Uriely & Belhassen, 2005). Steinmetz (2017) noted that at least 1,200 terms are used to describe cannabis, including marijuana, hashish, weed, pot, and others.

Several scholars have defined the term "cannabis tourism." For instance, Taylor (2019) defined it as "a particular emerging type of tourism whereby visitors purchase with the intent to consume cannabis products while temporarily traveling away from one's normal place of work or residence"

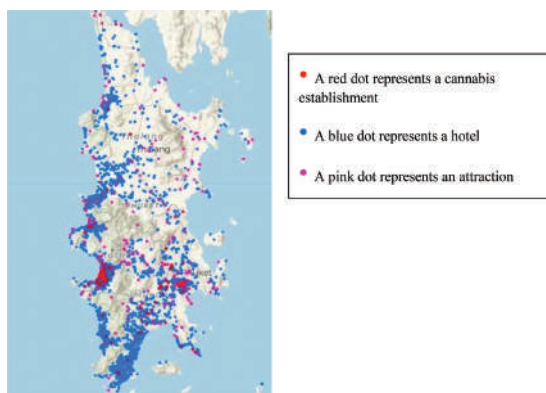


Figure 1. Distribution of cannabis establishments in Phuket (adopted from Phucharoen et al., 2023).

(p. 443). Cannabis consumption among tourists is driven by various motivations (Wen et al., 2018) and influenced by the broader normalization of cannabis use in societies (Belhassen et al., 2007). Typically, medicinal cannabis is prescribed to alleviate medical symptoms, while recreational cannabis is used for its psychoactive effects (Alcohol and Drug Foundation, 2024). Recreational cannabis users may consume it in various forms for pleasure, including experiencing an altered state of mind, happiness, and improved social interactions. Despite traditional perceptions of recreational cannabis use as deviant behavior in many societies (Uriely & Belhassen, 2005), cannabis tourism has experienced rapid growth due to the legalization of cannabis in numerous jurisdictions worldwide.

In the US, the cannabis consumption market has grown to approximately US\$25 billion annually (Charlebois et al., 2020). This trend is also observed in countries such as Canada, South Africa, and Georgia (Rasera et al., 2021). However, the expansion of cannabis tourism is significantly influenced by the legal framework of each destination. Some countries, like Australia, are implementing measures to tighten regulations to prevent cannabis from becoming a prominent tourist attraction (Y. Liu & Stronczak, 2022). In the Asian context, the normalization of cannabis consumption is less common compared to Western destinations, primarily due to differing legal regulations. Although several locations have legalized cannabis consumption, its acceptance in tourism remains limited.

As the policies on legalizing and regulating cannabis gain momentum on a global scale, the general public's views and overall awareness of this subject matter are transforming as well. There is a rapid worldwide shift from demonizing cannabis to understanding, accepting, and using the plant for medical, industrial, and recreational purposes. This societal transformation has created numerous business opportunities as well as legal and operational challenges for the hospitality and tourism industry (Kang et al., 2016). In this context, the characteristics of the emerging cannabis tourism market represent another significant area of study (Kang et al., 2019). Previous studies have highlighted that the motivations and perspectives of cannabis tourists are central themes in cannabis tourism literature (Kang & Lee, 2021; Taylor, 2019; Wen et al., 2018).

For instance, Wen et al. (2018) explored the factors motivating Chinese outbound tourists to Amsterdam to engage in cannabis use. They identified three key factors: enthusiasm, recreation, and curiosity.

Through this extensive literature review, key themes in cannabis tourism research were identified, including: (a) residents' attitudes toward the development of cannabis tourism (e.g., Kang & McGrady, 2020; McGrady & Kang, 2022), (b) tourists' motivations (e.g., Kang et al., 2016), (c) preferences of cannabis-oriented tourists (e.g., Kang et al., 2019; Meeprom et al., 2023), and (d) the economic and social impacts of cannabis legalization (e.g., Newman et al., 2021; Phucharoen et al., 2023). This review highlights the need for further investigation into how general tourists, not just specific cannabis-oriented tourists, perceive the emergence of cannabis commercialization in destinations and its impact on their future behavioral intentions.

Tourists' Perceptions of Destinations

A considerable body of literature explores tourists' perceptions of destinations, examining various attributes that impact their experiences and future intentions (e.g., Dedeoglu et al., 2018; Vittersø et al., 2017). These attributes, often referred to as environmental characteristics, are primarily perceived by tourists during their travels and can significantly influence their behaviors and future intentions (Kamenidou et al., 2009). Several studies emphasize that these characteristics play a crucial role in shaping tourists' perceptions, contributing to the development of the destination's image and influencing travelers' decision-making, destination choices, and future behavior (Dai et al., 2022; Machado Carvalho, 2022). For example, Jebbouri et al. (2022) highlighted that an individual's beliefs and perceptions about a particular environment or setting affect the development of the destination image.

Additionally, Qu et al. (2011) noted that a destination's overall image plays a crucial role as a mediator between brand associations and future visitor behavior. This view is supported by Coban (2012), who emphasized that a positive destination image fosters trust and enhances tourists' satisfaction. Understanding how tourists perceive and interact with their environment is essential, as it profoundly impacts their overall experience and

satisfaction with the destination. Therefore, examining these factors can help researchers and practitioners better anticipate tourists' behaviors and future intentions, leading to more effective destination management and marketing strategies.

In Phuket, the focus of this study, cannabis commercialization was unprecedented until its legalization. As a result, little is known about how the emergence of such businesses impacts tourists' perceptions of the destination and their intentions to revisit. A prior study by Liang et al. (2023), which focused on cannabis-oriented tourists, found that motivations such as the perceived attractiveness of cannabis commercialization and perceived risk contribute to the formation of a pretravel destination image and influence tourists' intention to visit for cannabis tourism in Canada. While this study provides insights into the motivations of cannabis-oriented tourists, it primarily addresses pretravel perceptions and does not explore how these perceptions, influenced by actual experiences, impact revisit intention. This gap is crucial, as revisit intention is a key factor for sustainable tourism. Therefore, this study extends Liang et al.'s work by examining how two aspects of perception—attractiveness and perceived risk—in cannabis-commercialized destinations like Phuket influence general tourists' intention to revisit.

Attractiveness

Mayo and Jarvis (1981) defined destination attractiveness as “the comparative significance of individual benefits and the perceived capability of the destination to fulfill these individual benefits” (p. 201). Formica and Uysal (2006) further emphasized that a destination's attractiveness is shaped by the interplay between the availability of its attractions and the perceived importance of these attractions. Numerous studies have delved into the attributes that tourists deem important when assessing destination attractiveness. For instance, Middleton (1989) explored three specific attributes related to destination attractiveness: facilities, venue prices, and transportation networks. However, the findings revealed that these attributes accounted for only a small proportion of overall destination attractiveness. Subsequent studies have consistently examined various factors contributing

to destination attractiveness, including historical and cultural sites, nightlife, dining options, outdoor activities, and the natural environment (Gartner, 1994). Other factors such as scenery, cultural attractions, cleanliness, peacefulness of the environment, quality of accommodation and facilities, family-friendly amenities, safety, entertainment offerings, and recreational opportunities have also been identified as significant contributors to destination attractiveness (H. Kim, 1998).

In the context of this study, the emergence of cannabis-related businesses in the destination is presumed to enhance perceptions of its attractiveness. For example, Meeprom et al. (2023) highlighted that the recent legalization of cannabis-infused products provides tourists with an opportunity to experience something novel and different. Therefore, it can be argued that the rise of cannabis commercialization in Phuket influences tourists' perceptions of the destination's attractiveness. However, this specific aspect of destination attractiveness remains underexplored, presenting an opportunity for further investigation. Recognizing and comprehending the key attributes that contribute to tourists' perceptions of the destination's ability to deliver individual benefits, particularly in terms of attractiveness, is crucial. Such insights can be valuable for decision-making in planning, marketing, and devising appropriate resource allocation strategies.

Perceived Risk

In a broader context, risk perceptions entail individuals' subjective assessments of the likelihood of encountering unfavorable outcomes (Neuburger & Egger, 2021). Risk factors have the potential to impact various aspects, including financial, social, environmental, health, and safety considerations across different levels of strategic, organizational, and project domains (M. J. Kim et al., 2020). In the context of tourism, perceived risk involves the uncertainty tourists associate with potential negative outcomes of their travels (Tseng & Wang, 2016). Tourists gauge the uncertainty surrounding tourism activities and their outcomes, forming judgments about potential risks and uncertainties during their trips (J. Liu & Gao, 2008). Perceived risks tend to increase in tandem with the level of uncertainty, with international travel presenting

numerous uncertainties, such as concerns related to hygiene, transportation, cultural differences, safety, and language barriers. Tourists typically develop perceptions of risk based on these uncertainties before embarking on their trips. Existing literature suggests that when tourists perceive risks associated with a particular destination, it can negatively impact their travel decisions and intentions to revisit (Hasan et al., 2017; Tavitiyaman & Qu, 2013).

According to Cui et al. (2016), risk perception in tourism experiences can be categorized into three distinct perspectives:

1. Tourists' subjective feelings regarding the potential negative consequences or impacts that may occur during travel. These subjective factors influencing tourism risk perception can be further categorized into two main groups: demographic variables (e.g., age, gender, and education level) and individual cognitive abilities (e.g., personality traits, emotional states, and outlooks on travel experiences).
2. Tourists' objective evaluations of the potential negative consequences or impacts that may occur during travel, encompassing various dimensions, including physical risk, economic risk, equipment risk, social risk, psychological risk, time risk, and opportunity loss.
3. Tourists' cognitive assessment of exceeding the threshold level of negative consequences or impacts that may occur during travel.

This study primarily focuses on objective factors influencing tourism safety perceptions, which encompass the social and natural environment of tourist destinations and the security status of various elements such as food, accommodation, transportation, shopping, and entertainment during the travel process (Yueksel & Yueksel, 2007). Yordam Dağıstan et al. (2023) highlighted that perceived risk significantly affects both perceptions of safety and travel intentions.

In the realm of cannabis tourism, several studies highlight traditional perceptions of cannabis, which are frequently linked to risks and social challenges (Wen et al., 2023). For example, Charlebois et al. (2020) conducted a study assessing consumer perceptions regarding legalization, food safety, and the perceived risks of cannabis products. Their findings

indicate that consumers generally express concerns about the potential social impacts and inherent risks associated with cannabis consumption.

This apprehension is particularly relevant for tourists, who may perceive heightened risks associated with cannabis commercialization. Factors such as potential psychological effects and the deviant behavior of recreational users can exacerbate these concerns, leading to hesitancy in engaging with cannabis-related activities. As a result, tourists may be more cautious about their interactions with cannabis products and the environments in which they are consumed, potentially influencing their intentions to revisit destinations where cannabis is prevalent (Alcohol and Drug Foundation, 2024). Therefore, understanding these perceptions of risk is crucial for effectively managing and marketing cannabis tourism.

Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) is a psychological theory that elucidates the psychological phenomena underlying human behavioral intentions (Ajzen, 1991). The TPB model has been widely used in the literature to explain consumer behavior in various contexts, such as the adoption of smartcards or artificial intelligence to make financial investments (Belanche et al., 2019), the adoption of self-service technologies (Lien et al., 2021), and mobile payments (Flavian et al., 2020).

TPB asserts that individuals' attitudes toward a behavior, subjective norms, and perceived behavioral control are significantly influenced by their beliefs about the behavior, social norms, and their ability to perform the behavior, respectively (Radic et al., 2022). Unlike other theories, such as the Theory of Reasoned Action, TPB incorporates both volitional (behavioral belief–attitude toward the behavior and normative belief–subjective norm) and nonvolitional (control belief–perceived behavioral control) dimensions (Ajzen, 1991; Lam & Hsu, 2004). Integrating this nonvolitional dimension is believed to significantly enhance the theory's predictive power for intention and behavior, particularly in situations where individuals have limited control over their intentions and behaviors (Han & Kim, 2010). In the TPB, Ajzen (1991) described that attitude toward a behavior reflects

an individual's evaluation of performing a specific behavior. Subjective norm refers to the perception of the opinions of significant others, such as friends, parents, relatives, and colleagues, regarding the behavior. Perceived behavioral control relates to an individual's confidence in their ability to carry out a specific behavior.

In the context of tourism, researchers have applied the TPB to examine various aspects of tourist behavior. For example, Meng and Cui (2020) conducted a study to investigate tourists' intentions to revisit home-based accommodations by augmenting the TPB model with additional constructs. They empirically demonstrated that the extended TPB model outperformed the original TPB model in terms of predictive power. Their findings indicated that experiencescape, perceived value, and memorability positively influence the intention to revisit home-based accommodations. Additionally, Yamada and Fu (2012) utilized the TPB to investigate factors influencing museum visits. They found that beliefs about positive outcomes, such as learning and socialization, significantly influence individuals' decisions to visit museums.

Based on this comprehensive literature review, the present study is grounded in the TPB, which captures the unique dynamics of this emerging market. While the application of TPB in tourism research is well-documented, extending it to cannabis tourism is essential due to the distinct cultural, legal, and social dimensions surrounding cannabis use. Therefore, this study utilizes the original TPB model and extends it by incorporating additional variables that represent tourist perceptions.

In this context, the study hypothesizes that attitudes toward cannabis commercialization influence tourists' intentions to revisit destinations. Specifically, perceptions of cannabis culture and its integration into the local tourism experience are expected to impact tourists' future revisit intentions. Furthermore, subjective norms, or the influence of social circles' views on cannabis use, are likely to affect tourists' likelihood of returning to destinations where cannabis-related activities are available. Additionally, perceived behavioral control, referring to tourists' perceptions of their ability to engage with cannabis-related activities, is hypothesized to impact revisit intentions. Thus, the study proposes that attitudes, subjective norms, and

perceived behavioral control interact to shape tourists' decisions and influence their future intention to revisit cannabis-commercialized destinations.

Additionally, the relationship between perceived attractiveness and perceived risk must be clearly articulated within the TPB framework. Perceived attractiveness, such as the appeal of unique cannabis experiences, is expected to positively influence revisit intentions, while perceived risk—related to safety, legality, and social acceptance—is anticipated to negatively impact tourists' confidence and reduce their likelihood of returning.

Therefore, it is imperative to explore how perceived risk and perceived attractiveness interact with the core TPB constructs (Abbasi et al., 2021). This integration can enhance the accuracy and explanatory power of the TPB in predicting tourists' intentions and behaviors (Zhao & Liu, 2023). Understanding these dynamics will provide deeper insights into tourist behavior in cannabis tourism and contribute to more effective destination marketing strategies that address both the opportunities and challenges posed by cannabis commercialization.

Methodology

Data Collection

Participants were selected using purposive sampling to ensure diverse representation in terms of gender and nationality. The selection focused specifically on tourists who had encountered cannabis-related elements during their visit. An on-site questionnaire survey was administered at key tourist attractions, such as Patong and Phuket Old Town, where cannabis-related shops, businesses, and activities are prevalent. Participants were chosen based on whether they had directly interacted with cannabis-related activities, such as visiting cannabis shops or engaging in cannabis-related services, or if they had simply observed cannabis-related activities or businesses. To identify these participants, a targeted approach was used, focusing on those who had encountered cannabis-related shops or activities in popular areas known for cannabis commercialization. This approach ensured that only individuals with meaningful exposure to cannabis commercialization were included in the survey.

To confirm their exposure, participants responded to a series of self-reported screening questions in the survey regarding their encounters with cannabis shops and participation in cannabis-related activities (e.g., “Were you aware of cannabis commercialization during your visit to Phuket?” and “Have you encountered any cannabis shops during your visit to Phuket?”). By collecting data in areas with high visibility of cannabis-related businesses, the study aimed to enhance the validity of participants’ responses, ensuring that their experiences accurately reflected the influence of cannabis commercialization on their perceptions and intentions.

Initially, 402 questionnaires were collected; however, after meticulous data screening, 17 were excluded due to respondents failing attention checks or leaving the survey incomplete. Further data cleaning procedures, including the removal of outliers, were conducted to enhance data quality. Consequently, the final dataset included 385 respondents ($N = 385$) who met the criteria and were deemed suitable for comprehensive analysis.

Data Analysis

The study utilized the statistical software R (*Lavaan*) to analyze data from validated questionnaires and explore relationships. Structural Equation Modeling (SEM) followed Anderson and Gerbing’s (1988) two-step approach. Initially, Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were employed to validate measurement scales and assess the representation of underlying dimensions and items. Subsequently, a structural model was developed to evaluate a conceptual framework encompassing two main constructs. The first construct includes tourists’ perceptions, which comprise attractiveness and risk perception. The second construct focuses on influential factors in planned travel, including subjective norms, perceived behavioral control, and attitude toward cannabis consumption. Both constructs were examined in relation to their impact on future revisit intentions. Model adequacy was assessed using goodness-of-fit tests, including normed chi-square (χ^2/df), root mean square error of approximation (RMSEA), comparative fit index (CFI), and Tucker–Lewis index (TLI).

The tourists’ perceived attractiveness toward cannabis offers on the destination was evaluated with

six items adapted from Blomstervik and Olsen (2022). Risk perception was measured using three items adapted from Majeed and Ramkissoon (2020). Influential factors in planned travel comprised three components: three items assessing subjective norms, two items evaluating perceived behavioral control, and four items assessing attitude toward cannabis consumption adapted from Ajzen (1991). Future revisit intention was rated with three items adapted from Blomstervik and Olsen (2022). The specific measurement items are presented below in Tables 3 and 4. Participants rated each measure on a 7-point Likert scale (1 = *strongly disagree* to 7 = *strongly agree*). Additionally, attitude toward cannabis was measured using 7-point bipolar scales. Demographic information was collected at the end of the survey. Three tourism scholars reviewed the measurement items to ensure their suitability and relevance to the study objectives. Following this, a pilot test involving 30 international tourists was conducted to assess the questionnaire’s reliability, validity, and usability. Some measurement items were refined slightly to improve the clarity of the questions.

Findings

The demographic profiles of the respondents (Table 1) show a balanced gender ratio, with 53.30% male, 44.98% female, and 1.82% choosing not to specify. The majority (61.10%) were aged 20–30 years old, followed by 21.32% in the 31–40 age group. In terms of educational levels, the majority indicated themselves holding a bachelor’s degree with 50.70%. The sample included a diverse range of nationalities, with Europeans comprising the largest group (54.08%), followed by Asians (28.86%), North Americans (6.50%), and Oceanians (5.46%). Smaller proportions were from Africa, South America, and the Middle East.

Regarding visiting patterns, a significant portion of respondents (48.88%) visited Phuket with friends, while a considerable number also visited with their spouse or partner (22.62%), with their family (13.78%), or alone (13.78%). Additionally, 67.86% visited Phuket for the first time. Leisure emerged as the primary reason for their travel among respondents, with a substantial majority (79.56%).

Investigating the factors influencing respondents’ choices of travel to Phuket, three key factors

Table 1
Respondents' Profile, Visiting Pattern, and Motivation

Profile Category and Visiting Patterns	Frequency (%) (N = 385)
Gender	
Female	173 (44.98%)
Male	205 (53.30%)
Prefer not to specify	7 (1.82%)
Age	
Less than 20 years old	24 (6.24%)
20–30 years old	235 (61.10%)
31–40 years old	82 (21.32%)
41–50 years old	18 (4.68%)
51–60 years old	21 (5.46%)
61 years old and above	5 (1.30%)
Nationality	
European	208 (54.08%)
Asian	111 (28.86%)
North American	25 (6.50%)
Oceania	21 (5.46%)
African	8 (2.08%)
South American	5 (1.30%)
Middle Eastern	7 (1.82%)
Education	
High school or equivalent	73 (18.98%)
Associate degree	51 (13.26%)
Bachelor's degree	195 (50.70%)
Master's degree or higher	66 (17.16%)
Employment	
Business owner	78 (20.28%)
Administrative officer	55 (14.30%)
Student	69 (17.94%)
Freelance	69 (17.94%)
Government officer	22 (5.72%)
Unemployed	14 (3.64%)
Others	78 (20.28%)
Monthly income (US\$)	
1,000 or less	62 (16.12%)
1,001–2,000	86 (22.36%)
2,001–3,000	77 (20.02%)
3,001–4,000	39 (10.14%)
4,001–5,000	39 (10.14%)
5,001 or higher	2 (1.32%)
Accompanying	
Alone	53 (13.78%)
With friends	188 (48.88%)
With spouse/partner	87 (22.62%)
With family/relatives	53 (13.78%)
With an organized tour/group	4 (1.04%)
Prior visiting experience	
No	261 (76.86%)
Yes	124 (32.24%)
Purpose of visiting	
Leisure	306 (79.56%)
Business	16 (4.16%)
Visiting relatives/friends	51 (13.26%)
Others	12 (3.12%)

(continued)

Table 1 (Continued)

Profile Category and Visiting Patterns	Frequency (%) (N = 385)
Influential factors	
Ease of accessibility	135 (35.10%)
A variety of accommodations	108 (28.08%)
A variety of activities	201 (52.26%)
Value for money	167 (43.42%)
Local friendliness	155 (40.30%)
Safety and security	102 (26.52%)
Cannabis legalization	49 (12.74%)
Beaches/natural attractions	313 (81.38%)
Cultural attractions	169 (43.94%)
Others	19 (4.94%)

emerged prominently from the data analysis. The majority (81.38%) identified beaches and natural attractions as the primary influence in their destination selection. Additionally, a substantial proportion (52.26%) highlighted the importance of having a diverse array of activities available at the destination, which plays a crucial role in attracting travelers. Cultural attractions also emerged as a significant factor, with 43.94% selecting Phuket for its richness in cultural experiences and historical significance. In the context of cannabis-related factors, 12.74% of respondents stated that cannabis tourism was a reason for their visit.

Regarding cannabis consumption experiences among respondents, as presented in Table 2, 43.94% reported having consumed cannabis, while 56.16% had never used it. Among those who reported cannabis consumption, the frequency varied significantly: 28.67% consumed cannabis once a year, 17.86% consumed it two–three times annually, 10.81% consumed it four–five times a year, and 44.18% reported consuming it more than five times annually. The primary motivations for consumption were recreational use (69.09%), curiosity (18.33%), medical reasons (6.58%), and social prestige (6.11%).

When assessing normality, skewness values ranged from -1.432 to 0.834 , and kurtosis values ranged from -1.361 to 2.012 , all falling within acceptable ranges [skewness between -3 and 3 , as suggested by Brown (2015), and kurtosis below 10 , as suggested by Kline (2011)], indicating a normal distribution of the data. Furthermore, various procedural measures were implemented during the design and administration of the questionnaire to

Table 2
Cannabis Consumption Experience

	Frequency (%) (<i>N</i> = 385)
Cannabis consumption experience	
No, I have never consumed	169 (43.94%)
Yes, I have consumed	216 (56.16%)
Frequency of cannabis consumption a year	
Once a year	61 (28.67%)
2–3 times	38 (1.86%)
4–5 times	23 (10.81%)
More than 5 times	94 (44.18%)
Primary reason for consumption	
Medical	14 (6.58%)
Recreational	147 (69.09%)
Curious	3 (18.33%)
Social prestige	13 (6.11%)
Others	3 (1.41%)

prevent common method bias (CMB) from influencing the results. This included using both procedural (ex-ante) and statistical (ex-post) controls to mitigate potential distortions. Procedurally, the study provided clear instructions for respondents, maintained anonymity, and incorporated both positively and negatively worded items to reduce response biases (Pace, 2010). On the statistical side, Harman's single factor test was performed, showing that a single factor explained 34.08% of the total variance. This indicates that method bias is not a significant issue, as the variance is below the recommended threshold of 50%, as suggested by Eichhorn (2014).

To evaluate the goodness-of-fit of the measurement model encompassing all constructs, confirmatory factor analysis (CFA) was conducted. As detailed in Tables 3 and 4, the overall model exhibited satisfactory fit indices [$\chi^2(104) = 180.05$, $\chi^2/df = 1.73$, RMSEA = 0.044, CFI = 0.986, TLI = 0.980]. Standardized factor loadings and average variance extracted (AVE) values for each construct were examined to assess convergent validity, all exceeding the recommended threshold of 0.50 (Hair et al., 2010). Furthermore, all AVE values surpassed the squared correlation coefficients between respective interconstructs, indicating discriminant reliability (Fornell & Larcker, 1981). Composite reliability (CR) and Cronbach's alpha values for all constructs ranged from 0.82 to

0.95, surpassing the minimum criterion of 0.70, ensuring strong internal consistency across the constructs.

The structural model demonstrated a satisfactory fit, with the following values: $\chi^2(156) = 252.07$, $\chi^2/df = 1.62$, RMSEA = 0.040, CFI = 0.986, TLI = 0.982. The findings elucidated how future revisit intention (FI) is influenced within the emerging cannabis commercialization landscape. Perceived Attractiveness (PA) exhibited a significant positive relationship with FI ($\beta = 0.225$, $p = 0.009$), indicating that increased perceptions of attractiveness regarding cannabis-related offerings corresponded to a heightened intention among individuals to revisit destinations involved in cannabis tourism. Conversely, subjective norms (SN) ($\beta = -0.191$, $p = 0.008$) displayed a negative relationship with FI, suggesting that stronger perceived social norms associated with cannabis consumption could diminish the inclination to revisit such destinations.

However, perceived risk (PR) ($\beta = 0.145$, $p = 0.051$), perceived behavioral control (BC) ($\beta = -0.125$, $p = 0.088$), and attitude towards cannabis (AT) ($\beta = -0.011$, $p = 0.895$) did not exhibit significant relationships with FI, as their p values exceeded the significance threshold ($p < 0.05$). This indicates that these factors may not strongly influence individuals' future revisit intentions in destinations where cannabis commercialization is present (see Fig. 2).

Furthermore, considering cultural influences, particularly the distinctions between Asian and non-Asian perspectives, is crucial for understanding the dynamics of cannabis tourism. The findings, derived from SEM, demonstrate a satisfactory fit for the structural models which representing both Asian [$\chi^2(174) = 258.14$, $\chi^2/df = 1.49$, RMSEA = 0.066, CFI = 0.961, TLI = 0.953] and non-Asian [$\chi^2(174) = 382.79$, $\chi^2/df = 2.20$, RMSEA = 0.066, CFI = 0.957, TLI = 0.948] perspectives. As presented in Figure 3, the results from the perspectives of Asian tourists notably indicate that attitudes toward cannabis commercialization (AT) have a positive and statistically significant effect ($\beta = 0.340$, $p = 0.032$). This suggests that a favorable attitude toward cannabis commercialization significantly increases the likelihood of revisiting the destination.

Table 3
Factor Loadings of Measurement Scales

Scale Items	Factor Loadings	Mean (SD)
Perceived attractiveness (AVE: 0.70, CR: 0.93, α: 0.93)		
I find Phuket's transition towards cannabis commercialization creates a sense of excitement and curiosity for me as a tourist.	0.84	4.53 (1.84)
I perceive cannabis-related activities and businesses in Phuket as contributing to my overall novelty experience.	0.86	4.51 (1.80)
I perceive the presence of cannabis-related offerings enhances the overall appeal of Phuket.	0.84	4.57 (1.80)
I find Phuket more attractive due to the emergence of cannabis commercialization.	0.85	4.10 (1.84)
I find cannabis commercialization enhances the desirability of Phuket for me.	0.81	4.09 (1.81)
I perceive Phuket as more appealing because of the cannabis-related activities and businesses.	0.83	4.00 (1.77)
Risk perception (AVE: 0.75, CR: 0.90, α: 0.87)		
I worry about the potential negative effects of cannabis commercialization on my overall experience in Phuket.	0.89	3.74 (2.08)
I perceive having cannabis-related activities and businesses in Phuket increases my perception of risk.	0.83	3.76 (1.87)
Cannabis commercialization in Phuket raises my concerns about personal safety and security.	0.88	3.67 (1.98)
Subjective norms (AVE: 0.85, CR: 0.94, α: 0.88)		
Most people who are important to me think I should not involve with any cannabis products or activities when traveling.	0.92	4.65 (2.01)
Most people who are important to me would want me not to involve with any cannabis products or activities when traveling.	0.93	4.61 (2.06)
People whose opinions I value would not prefer that I involve with any cannabis products or activities when traveling.	0.91	4.65 (1.97)
Perceived behavioral control (AVE: 0.70, CR: 0.82, α: 0.82)		
I am confident that if I want, I can involve with any cannabis products or activities when traveling.	0.78	4.85 (1.97)
I have resources, time, and opportunities to involve with any cannabis products or activities when traveling.	0.89	4.45 (1.97)
Attitude toward a behavior (AVE: 0.81, CR: 0.95, α: 0.90)		
For me, involving with any cannabis products or activities when traveling is Bad (1)–Good (7).	0.96	3.42 (1.99)
For me, involving with any cannabis products or activities when traveling is Foolish (1)–Wise (7).	0.84	3.20 (1.77)
For me, involving with any cannabis products or activities is Unpleasant (1)–Pleasant (7).	0.95	3.51 (2.03)
For me, involving with any cannabis products or activities is Harmful (1)–Beneficial (7).	0.85	3.38 (1.87)
Future behavioral intention (AVE: 0.58, CR: 0.81, α: 0.88)		
I will return Phuket as soon as possible.	0.81	4.83 (1.77)
I am likely to prioritize revisiting Phuket over others in the future.	0.78	4.58 (1.74)
I feel a strong inclination to revisit Phuket to explore more of what it has to offer.	0.70	5.03 (1.58)

Note. All paths are significant. AVE = average variance extracted, CR = composite reliability, α = Cronbach's alpha.

Table 4
Reliability of Measurement Scales

Discriminant Validity	PA	PR	SN	AT	BC	FI
Perceived attractiveness (PA)	1					
Perceived risk (PR)	0.53(0.28)	1				
Subjective norms (SN)	0.59(0.35)	0.70(0.49)	1			
Attitude toward cannabis consumption (AT)	0.79(0.62)	0.64(0.41)	0.70(0.49)	1		
Perceived behavioral control (BC)	0.52(0.27)	0.55(0.30)	0.40(0.16)	0.57(0.32)	1	
Future revisit intention (FI)	0.23(0.05)	0.04(0.01)	0.21(0.04)	0.18(0.03)	0.13(0.01)	1
AVE	0.70	0.75	0.85	0.81	0.70	0.58

Note. The squared correlation coefficients are shown in italic- along the diagonal; all correlations are presented in the lower left triangle. All correlations are significant.

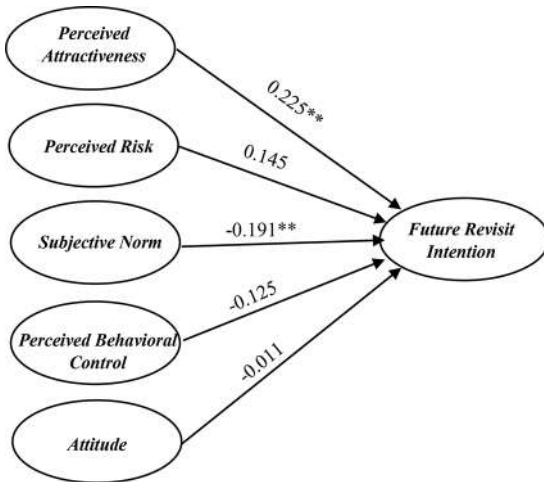


Figure 2. Estimation of structural model. ** $p < 0.01$.

In contrast, the results provide insights into the factors influencing future revisit intentions (FI) for non-Asian tourists regarding destinations that incorporate cannabis commercialization. Perceived attractiveness (PA) has a positive and statistically significant effect on revisit intention ($\beta = 0.257$, $p = 0.015$), indicating that the more attractive a destination is perceived to be, the higher the likelihood of revisiting. Conversely, subjective norms (SN) exhibited a strong negative and significant impact on revisit intention ($\beta = -0.282$, $p < 0.001$), suggesting that social pressures or expectations against

cannabis consumption may diminish the likelihood of returning.

Discussion

This study aims to provide a comprehensive understanding of the aspects of cannabis commercialization that influence tourists' intentions to revisit destinations. This research is particularly pertinent in Thailand, where cannabis has recently been legalized, raising questions about whether this legalization will be beneficial for the destination.

Grounded in the TPB, this study extends its scope by incorporating additional variables, such as perceived attractiveness and perceived risk, related to cannabis commercialization in Phuket, Thailand. The research findings indicate that perceived attractiveness and subjective norms regarding cannabis commercialization significantly influence future revisit intentions for destinations integrated with cannabis landscapes, surpassing other constructs examined in the study.

The findings of this study provide valuable insights into the implications of cannabis commercialization, particularly amid ongoing global discussions and debates surrounding the legalization of cannabis in various countries. Within the tourism landscape, the study underscores that cannabis-related activities and offerings positively influence tourists' perceived attractiveness of destinations,

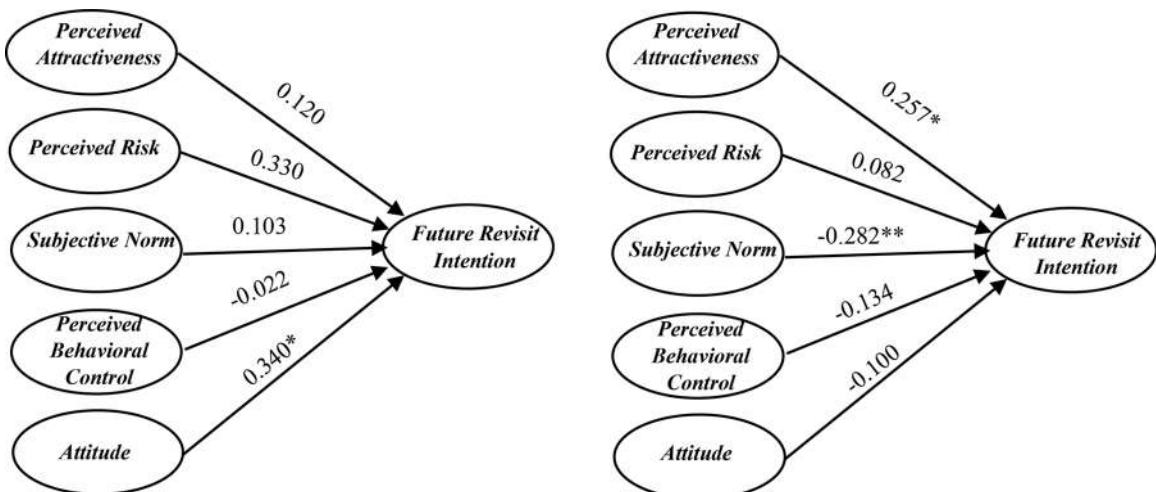


Figure 3. Estimation of structural models for Asian and non-Asian perspectives. * $p < 0.05$, ** $p < 0.01$.

thereby potentially increasing future revisit intentions. However, subjective norms regarding cannabis have a contrasting effect, exerting a negative influence on future revisit intentions. This suggests that individuals are less inclined to revisit destinations where significant others in their lives discourage visiting places where cannabis products are available. Furthermore, the study emphasizes the substantial influence of cultural factors in shaping tourist behaviors and perceptions. For Asian tourists, their attitudes toward cannabis consumption and commercialization are critical determinants of their intentions to revisit these destinations.

Therefore, this study carries significant implications for destination managers and policymakers involved in tourism and cannabis regulation. It underscores the potential benefits of integrating cannabis-related activities to enhance tourist attraction and revisit intentions. However, it also highlights the importance of addressing societal norms and perceptions surrounding cannabis, as these can impact visitor behavior and destination choices. By understanding and managing these factors effectively, destinations can better capitalize on emerging trends in cannabis tourism while navigating potential social and regulatory challenges.

Theoretical Implications

This study offers significant theoretical insights into how tourists perceive commercially available cannabis in destinations where cannabis tourism is not traditionally established. The results of the present study significantly enrich the existing literature on cannabis tourism, affirming the notion that cannabis tourism has the potential to enhance destination attractiveness. The findings indicate that perceived attractiveness from cannabis commercialization has a significant impact on the revisit intention of international tourists to Phuket ($\beta = 0.225$). It was identified as the most robust predictor influencing tourists' intentions to revisit. Previous research underscores the significance of the perceived attractiveness of a destination or its specific attributes as a crucial factor in attracting visitors (Krešić & Prebežac, 2011). Such perceptions not only motivate visitors and encourage them to revisit or extend their stay but also enhance the competitive advantage of the tourism destination

(Ji & Yang, 2022). For example, prior research (e.g., Charlebois et al., 2020; Meeprom et al., 2023) has shown that young adults often pursue prestige, recognition, and social interaction through the consumption of innovative and novel products, including cannabis-infused food items. In the context of cannabis tourism, the study by Olarn and Chen (2022) emphasized that the legalization of cannabis products is viewed as a potential economic stimulus for the Thai economy, despite the ongoing prohibition of recreational use. This alignment with previous research underscores the broader economic and social implications of cannabis tourism, highlighting its role in driving destination appeal and economic growth.

Contrary to conventional perceptions of cannabis consumption, which are often associated with risks and social issues (Wen et al., 2023), its use has been linked to significant physical, psychological, and social consequences due to the substances' potentially addictive chemical properties (Caiata-Zufferey, 2012; Uriely & Belhassen, 2006). However, the findings of this study illustrate that destinations integrating cannabis tourism can provide unique contexts. Previous studies have found that commercially available cannabis can serve as an attraction, drawing people to specific locations due to the accessibility of legal or illegal products and related services (Vladez & Sifaneck, 1997). This aligns with research conducted by Wen and Qi (2020), who interviewed Chinese tourists engaged in cannabis tourism. Their study emphasized that individuals were motivated by curiosity and a desire for a unique life experience. In the study, they pointed out that while most interviewees felt guilt about consuming cannabis, this guilt did not deter them from considering cannabis tourism. Instead, it appeared to motivate them to participate despite their conflicted feelings. Perceived attractiveness may entice many tourists from countries (e.g., China) where cannabis consumption is strictly prohibited. Additionally, several studies have highlighted that using cannabis while on holiday can offer a sense of freedom and liberation unique to the destination, distinct from one's home environment (Wen et al., 2018; Ying et al., 2019). Furthermore, Uriely and Belhassen (2005) found that tourists often perceive cannabis consumption or activities as incidental to their travel experience,

and they may only become aware of the accessibility of cannabis after arriving at a particular destination. In this regard, cannabis commercialization can be seen as another type of tourist activity that enhances the variety of experiences available at the destination, potentially increasing tourists' inclination to revisit and explore more of what the destination has to offer.

This study also provides empirical evidence identifying subjective norms as a significant barrier to engagement in cannabis tourism, thereby enhancing understanding of the social factors influencing travel intentions. Previous studies (e.g., Ajzen & Fishbein, 1970; Hasan et al., 2020; Quintal et al., 2015) have underscored the significance of subjective norms in shaping behavioral intentions, particularly in marketing and tourism context. These studies suggest that tourists' destination choices are influenced by social pressures from significant others who may either support or discourage their decisions to visit specific places. In addition, the negative relationship observed in this study ($\beta = -0.191$) between subjective norms and future revisit intention suggests that there is a prevailing negative perception toward cannabis products or offerings. This perception can lead tourists to perceive social pressure against visiting destinations where cannabis-related activities are available, thereby reducing their likelihood of choosing such destinations for future visits. This underscores the importance of social influences in shaping travel behaviors related to cannabis tourism. The findings in this study align with research conducted by Smith (2022), which concluded that social factors can influence individuals' decisions to use or abstain from drugs. Based on these results, it is implicitly suggested that subjective norms or social pressures can also impact tourists' destination choices. In the context of destinations where cannabis is commercially available, negative subjective norms toward cannabis may directly influence tourists' decisions not to revisit those destinations.

Additionally, the study offers new insights into the relationship between risk perception, and attitude toward cannabis consumption by revealing that these factors do not significantly influence future revisit intention where cannabis commercialization is present. This finding suggests that engagement in cannabis-related activities is largely viewed as

a matter of individual choice, thereby reducing the influence of perceived risks and personal attitudes on the decision to revisit. While traditional tourism studies suggest that perceived risks typically lead to decreased revisit intentions (e.g., Allameh et al., 2015; Hasan et al., 2017), this study's results challenge these conventional assumptions. It underscores the critical role of individual preferences and autonomy in engaging with cannabis commercialization, rather than being deterred by perceived risk. Furthermore, even if tourists opt not to participate in cannabis-related activities, they can still enjoy other attractions at the destination.

Practical Implications

The study offers significant practical implications for destinations seeking to gain a competitive advantage from commercially available cannabis. First, emphasizing the perceived attractiveness of cannabis commercialization can effectively enhance tourists' intentions to revisit these destinations. By strategically integrating cannabis-related activities with other key attractions, destinations can create a diversified tourism offering that appeals to a broader range of visitors. This approach includes promoting educational tours that inform tourists about cannabis cultivation and production processes, providing them with a deeper understanding of the product and its cultural significance. Additionally, wellness retreats featuring cannabis-infused treatments can attract health-conscious tourists looking for unique and holistic experiences. Organizing events or festivals that celebrate cannabis culture—such as food and music festivals or art exhibitions—can further engage visitors and create a vibrant atmosphere that showcases local talent and creativity.

By highlighting these diverse offerings, destinations can not only encourage repeat tourism but also attract new visitors, thereby boosting local economies and fostering community engagement. Ultimately, the strategic promotion of cannabis-related activities can help destinations position themselves as innovative and appealing choices in the competitive tourism market.

Second, the study underscores the critical role of subjective norms in shaping tourists' destination choices. Negative perceptions surrounding cannabis consumption can significantly deter

tourists from revisiting destinations where cannabis is integrated into the tourism experience. To counteract these perceptions, it is recommended that destinations craft targeted marketing messages emphasize the positive aspects of cannabis, such as its medicinal and recreational benefits. For instance, destination managers should focus on conveying functional values, such as health benefits. Additionally, effective communication is crucial; destination managers and government bodies should convey these potential benefits to the public through various channels, including traditional media like television and online platforms such as YouTube. This approach not only disseminates reliable information but also provides opportunities to educate tourists about the potential health benefits and proper usage of cannabis products. By launching educational campaigns and creating engaging promotional materials, destinations can effectively reshape public attitudes and build a more favorable view of cannabis tourism. This proactive approach can help mitigate negative biases and attract more visitors to cannabis-integrated destinations.

Furthermore, destination management organizations (DMOs) and policymakers should proactively implement regulations to promote the responsible and well-supervised use of cannabis. By establishing certification programs for cannabis establishments and enforcing robust regulatory frameworks, destinations can enhance credibility and reassure tourists about the safety and legality of cannabis-related activities. Issuing official certificates and maintaining high standards will address potential concerns and build trust among visitors and their influencers (Wang et al., 2020). These strategic measures will not only attract new visitors but also ensure the long-term sustainability and positive reputation of cannabis-related tourism initiatives, creating a compelling and responsible tourism offering that resonates with diverse audiences.

Conclusion

In recent years, the prevalence and legalization of cannabis commercialization across many countries have sparked ongoing debates about its potential impact on tourism. Scholars argue that integrating cannabis into tourism offerings can yield substantial economic benefits (Olarn & Chen,

2022). However, contrasting viewpoints highlight concerns about addiction and adverse psychological effects associated with cannabis consumption (Alcohol and Drug Foundation, 2024; Caiata-Zufferey, 2012; Uriely & Belhassen, 2006; Wen et al., 2023). While previous research on cannabis tourism has predominantly focused on Western and European contexts, such as Colorado, Canada, and Amsterdam (Bonny-Noach & Horsky, 2022; Kang et al., 2016; Wen et al., 2018), there remains a significant gap in understanding its implications within an Asian context.

In response, this study is set in Phuket, Thailand, marking the region as a pioneering example in Asia where cannabis legalization has been embraced. It aims to explore how factors from the TPB (subjective norms, perceived behavioral control, and attitude toward cannabis consumption), along with perceived attractiveness and risk perception, influence tourists' intentions to revisit destinations that integrate cannabis tourism alongside traditional attractions.

The findings underscore that tourists' decisions to revisit destinations with cannabis offerings are significantly influenced by perceived attractiveness and subjective norms, whereas factors such as perceived behavioral control, attitude toward cannabis consumption, and risk perception show no significant impact. These results are crucial for stakeholders, highlighting the potential of cannabis to shape future travel intentions.

Therefore, strategic marketing that emphasizes the benefits of cannabis alongside traditional attractions can diversify destination activities and foster a greater desire for exploration. Implementing mechanisms such as certification programs for cannabis establishments can enhance trust and reassure visitors of responsible oversight, thereby positioning destinations to leverage cannabis tourism for sustainable economic growth.

Limitations and Future Research Suggestions

This study acknowledges several limitations that warrant consideration. First, its focus on a single setting, Phuket, Thailand, limits the generalizability of findings to other cultural and geographical contexts where cannabis tourism may operate differently. Second, the use of a cross-sectional research design

restricts the ability to establish causal relationships between variables. Moving forward, longitudinal studies are essential to observe how perceptions and intentions evolve over time in response to cannabis commercialization in tourism contexts.

For future research directions, it is recommended to conduct comparative studies across various settings beyond Phuket to explore how cultural nuances and regulatory frameworks influence tourists' perceptions and revisit intentions regarding cannabis tourism. Longitudinal research would provide insights into the sustainability and long-term impacts of cannabis tourism on destination attractiveness and visitor behavior. Additionally, qualitative exploration could complement quantitative findings by capturing tourists' subjective experiences and motivations related to cannabis tourism. Investigating the socioeconomic impacts on local communities and assessing different regulatory approaches are also crucial for understanding how cannabis tourism can be managed effectively while maximizing benefits and minimizing potential drawbacks for destinations and their residents.

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เอกสารแนบท้ายประกาศ ก.พ.อ.

เรื่องหลักเกณฑ์และวิธีการพิจารณาแต่งตั้งบุคคลให้ดำรงตำแหน่งผู้ช่วยศาสตราจารย์

รองศาสตราจารย์ และศาสตราจารย์ พ.ศ. ๒๕๖๔

๔. แบบแสดงหลักฐานการมีส่วนร่วมในผลงานทางวิชาการทั่วไป

ก. ชื่อผลงาน .. Emergence of Cannabis Commercialization: Tourists' Perceptions Toward Destinations and Future Revisit Intention....

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ค. ประเภทของผลงาน

กลุ่มที่ ๑ ☐ งานวิจัย

กลุ่มที่ ๒ ผลงานทางวิชาการในลักษณะอื่น

☐ ผลงานวิชาการเพื่ออุตสาหกรรม

☐ กรณีศึกษา (Case Study)

☐ ผลงานวิชาการเพื่อพัฒนาการเรียนการสอนและการเรียนรู้

☐ งานแปล

☐ ผลงานวิชาการเพื่อพัฒนานโยบายสาธารณะ

☐ สิทธิบัตร

☐ ผลงานสร้างสรรค์ด้านวิทยาศาสตร์และเทคโนโลยี

☐ ซอฟต์แวร์

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☐ ผลงานนวัตกรรม

☐ ผลงานสร้างสรรค์ด้านสุนทรียะ ศิลปะ

☐ ผลงานรับใช้ท้องถิ่นและสังคม

กลุ่มที่ ๓ ☐ ตำรา

☐ หนังสือ

/ บทความทางวิชาการ

ส่วนที่ ๑ รายละเอียดของการมีส่วนร่วม

ผู้ขอกำหนดตำแหน่งต้องกรอรายละเอียดให้ครบถ้วน (เนื่องจากไม่มีการแบ่งส่วนร่วมในผลงานทางวิชาการ ดังนั้นบทบาทหน้าที่ความรับผิดชอบตามที่ผู้ขอระบุจะมีผลต่อการพิจารณาผลงานทางวิชาการ)

รายละเอียดการมีส่วนร่วม	บทบาทและหน้าที่ความรับผิดชอบ
ก. ความคิดริเริ่ม (Idea) และ สมมุติฐาน	นายปฐวี อินทร์สุวรรณโน เป็นผู้เสนอแนวคิดหลักของงานวิจัยนี้ โดยหยิบยกประเด็นเกี่ยวกับผลกระทบของการค้าและการเปิดเสรีกัญชาต่อการรับรู้ภาพลักษณ์แหล่งท่องเที่ยว และพฤติกรรมความตั้งใจกลับมาเยือนซ้ำ พร้อมกำหนดสมมุติฐานเชิงพฤติกรรมบนพื้นฐานของทฤษฎีการวางแผนพฤติกรรม (TPB)
ข. การปฏิบัติการวิจัย การมีส่วนร่วมในการออกแบบ การทดลอง การทดสอบ เครื่องมือวัด วิธีการเก็บข้อมูล และ Criteria	มีบทบาทโดยตรงในการออกแบบการวิจัยเชิงปริมาณ พัฒนาแบบสอบถามโดยอิงจากทฤษฎีและงานวิจัยที่ผ่านมา ดำเนินการเลือกตัวอย่างแบบเจาะจง (purposive sampling) และกำหนดเครื่องมือวัดความเชื่อ ทศนคติ และพฤติกรรม รวมถึงกำหนดค่าดัชนีวัดคุณภาพโมเดล
ค. การจัดเก็บข้อมูล การวิเคราะห์ข้อมูล การแปลผล	ดำเนินการเก็บข้อมูลภาคสนามในจังหวัดภูเก็ตจำนวน 385 ชุด เป็นผู้ดำเนินการวิเคราะห์ข้อมูลด้วยโปรแกรม R (lavaan package) สำหรับโมเดลสมการโครงสร้าง (SEM) และแปลผลลัพธ์ตามโครงสร้างโมเดล
ง. การวิพากษ์วิจารณ์ผล การแสดงการเปรียบเทียบกับข้อสรุปหรือองค์ความรู้หรือทฤษฎีเดิม	นายปฐวี อินทร์สุวรรณโน วิเคราะห์ผลการวิจัยโดยเทียบกับงานวิจัยในบริบทต่างประเทศและภายในประเทศ รวมถึงขยายองค์ความรู้ด้านพฤติกรรมท่องเที่ยวภายใต้สภาพแวดล้อมใหม่ (กฎหมายกัญชา) และนำเสนอช่องว่างทางวิชาการเพื่อการวิจัยในอนาคต
จ. การมีส่วนร่วมในการเขียน manuscript ผลงานสร้างสรรค์ นวัตกรรม สิ่งประดิษฐ์ เป็นต้น	นายปฐวี อินทร์สุวรรณโน เป็นผู้รับผิดชอบในการเขียนต้นฉบับทั้งหมด ตั้งแต่บทนำจนถึงบทสรุป รวมถึงการ

	จัดรูปแบบตามเกณฑ์ของวารสารและการตอบกลับ คำแนะนำจากผู้ทรงคุณวุฒิในกระบวนการ peer review
ฉ. การให้การสนับสนุน specimens, study cohort, โลจิสติกส์ ทุนวิจัย (โปรดระบุแหล่งทุน เงินทุน และปีที่ ได้รับ) เครื่องมือ ห้องปฏิบัติการ ครุภัณฑ์	ได้รับทุนสนับสนุนจากคณะกรรมการบริการและการ ท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ ภายใต้ โครงการเก็บข้อมูลวิจัยแบบเร่งด่วน
ช. อื่นๆ	ดำเนินการขอรับรองจริยธรรมการวิจัยในมนุษย์จาก คณะกรรมการจริยธรรมการวิจัยในคน มหาวิทยาลัยสงขลานครินทร์ เพื่อให้เป็นไปตามหลัก จริยธรรมทางวิชาการ

ส่วนที่ ๒ รายละเอียดของการนำผลงานไปแสดง การถ่ายทอดเทคโนโลยี หรือการถ่ายทอดองค์ความรู้ ต้องแนบเอกสาร
หลักฐานเพื่อประกอบการพิจารณา

ก. ตีพิมพ์ในวารสาร Journal Impact factor จำนวนครั้งของการอ้างอิง (ฐานข้อมูล)

ตีพิมพ์ในวารสาร ... Tourism Review International.....

ฐานข้อมูลScopus (Tourism, Leisure and Hospitality Management (Q3)).....

มี Impact Factor ปี....2025.... เท่ากับ ..1.... Citation = ...4311.. Quartile ปี ..2025..... = ...Q3..

Category = ... Tourism, Leisure and Hospitality Management.... SJR ranking = ...3../...4.. SJR = ...0.366...

ข. สิทธิบัตร ประเภท ปีที่ได้รับการจด จดแบบ ครอบคลุมประเทศ

ค. ถ้าเป็น Technical report หรือ รายงานวิจัย ผู้ใช้งานคือใคร

ง. การเผยแพร่งานวิจัยได้รับการนำเสนอแบบโปสเตอร์ หรือ Oral Presentation (โปสเตอร์ session เช่น Plenary, Symposium หรือ oral session) หรือสื่อบันทึกในการประชุม หรือการจัดแสดง หรือจัดนิทรรศการ (ชื่อ สถานที่จัดประชุม หรือจัดแสดง หรือจัดนิทรรศการ และประเทศ) หรือ ในกรณีที่เป็นหนังสือ (โปสเตอร์ ชื่อสำนักพิมพ์ ปีที่ตีพิมพ์)

จ. ประวัติการได้รับทุนวิจัยโครงการที่เกี่ยวข้องกับผลงานชิ้นนี้

ฉ. หากงานวิจัย ได้รับการถ่ายทอดเทคโนโลยี ผู้วิจัยได้รับค่าธรรมเนียมใบอนุญาต (Licensing Fees) รวมเท่าใด (โปรดแสดงหลักฐานสัญญา)

หมายเหตุ การลงนามรับรองการมีส่วนร่วมในผลงานแต่ละเรื่องของผู้ประพันธ์อันดับแรก (First author) และผู้ประพันธ์บรรณกิจ (Corresponding author) เพื่อรับรองบทบาทหน้าที่ การปฏิบัติงาน และความรับผิดชอบในการสร้างสรรค์ผลงานของผู้ร่วมงานทุกคนว่าทำในส่วนไหนอย่างไร

เมื่อได้ลงนามรับรองแล้วจะเปลี่ยนแปลงไม่ได้ หากตรวจสอบพบภายหลังว่าผู้ขอกำหนดตำแหน่งระบุการมีส่วนร่วมไม่ตรงกับความเป็นจริงจะถือว่าการกระทำของผู้นั้นเข้าข่ายผิดจริยธรรมไม่เหมาะสมที่จะได้รับการพิจารณาแต่งตั้งให้ดำรงตำแหน่งทางวิชาการ โดยทางคณะฯจะสอบหาข้อเท็จจริงและดำเนินการทางวินัยต่อไป

ลงชื่อ 

(...นายปฐวี อินทร์สุวรรณโน....)

ผู้ขอกำหนดตำแหน่ง

ลงชื่อ 

(.....นายปฐวี อินทร์สุวรรณโน....)

ผู้ประพันธ์อันดับแรก (First author)

ลงชื่อ 

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ผู้ประพันธ์บรรณกิจ (Corresponding author)

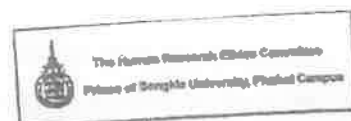


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Thai-ness in Food Presentation: A study of International Tourists' Perspectives

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Keywords:

Thai-ness; Food presentation, Perceived quality, Perceived value-added; Willingness to Pay Premium price

บทคัดย่อ

การศึกษานี้เป็นการสำรวจความสัมพันธ์ระหว่างอาหารและวัฒนธรรม ซึ่งอาหารเป็นสิ่งที่สะท้อนวัฒนธรรม และในขณะเดียวกันวัฒนธรรมก็มีอิทธิพลในการผลิตอาหาร รวมไปถึงการนำเสนออาหาร ดังนั้น การศึกษานี้มุ่งเน้นที่มุมมองของนักท่องเที่ยวชาวต่างชาติต่อองค์ประกอบความเป็นไทยในการนำเสนออาหาร ผ่านการสำรวจลักษณะสำคัญต่าง ๆ ได้แก่ คุณภาพที่รับรู้ได้ (ความสดของอาหาร รสชาติของอาหาร ความสะอาดของอาหารที่ผู้บริโภครับรู้ได้) ความแท้จริง คุณค่าเพิ่มที่รับรู้ได้ ความสวยงาม การยินดีจ่ายในราคาพิเศษ และความพึงพอใจในภาพรวม โดยใช้วิธีการประเมินความสัมพันธ์ระหว่างคู่ที่เป็นวิธีการทดสอบเปรียบเทียบคู่เพื่อระบุตัวอย่างอาหารผ่านการรับรู้ที่สูงกว่าในคุณสมบัติต่าง ๆ ที่ได้รับรู้ โดยประเมินอาหารไทยที่มีความแตกต่างในการนำเสนอในสองรูปแบบ คือ อาหารไทยที่มีองค์ประกอบของความเป็นไทย และอาหารไทยที่ไม่มีองค์ประกอบของความเป็นไทยในการตกแต่งอาหาร ทั้งนี้ผลการศึกษาพบว่าการผสมผสานองค์ประกอบของความเป็นไทยในการนำเสนออาหารไทยมีส่วนสำคัญในการสร้างความรู้สึที่ดีในทุกคุณสมบัติที่ทดสอบได้อย่างมีนัยสำคัญ อีกทั้งยังเปิดเผยว่านักท่องเที่ยวต่างชาติยินดีจ่ายในราคาที่สูงขึ้นสำหรับอาหารที่ผสมผสานองค์ประกอบทางวัฒนธรรม อย่างไรก็ตาม การศึกษานี้ได้สะท้อนความสัมพันธ์ระหว่างอาหารและวัฒนธรรมอย่างชัดเจน เพื่อแสดงให้เห็นถึงผลกระทบเชิงบวกของอิทธิพลทางวัฒนธรรม เช่น ความเป็นไทยต่อการรับรู้เกี่ยวกับอาหารและพฤติกรรมของนักท่องเที่ยวต่างชาติ ซึ่งในท้ายบทความวิจัยฉบับนี้มีการกล่าวถึงประโยชน์ที่ได้รับและข้อจำกัดของการวิจัยนี้

Abstract

The study explored the intricate relationship between food and culture, where food serves as a reflection of culture while culture shapes food production and presentation. This investigation focused on the perceptions of international tourists on Thai-ness elements on food presentation, examining key attributes: perceived quality (encompassing freshness, taste, and hygiene), perceived authenticity, perceived value-added, perceived food aesthetics, willingness to pay a premium, and overall satisfaction. To conduct this examination, a sensory evaluation method, the paired comparison test, was employed to determine which of two food samples exhibited superior sensory attributes. The study employed Thai cuisine, featuring two distinct presentations— one imbued with Thai cultural elements (Thai-ness), and the other without such influence (non-Thai-ness). The findings revealed that the incorporation of Thai cultural elements significantly enhanced perceptions of all tested attributes. Moreover, it unveiled that international tourists have greater willingness to pay a premium for culturally enriched food presentations. In conclusion, this study sheds light on the symbiotic relationship between food and culture, demonstrating the positive impact of cultural elements, such as Thai-ness, on food perception and international tourist's behavior. The paper concludes with a discussion of the study's implications and limitations, offering insights into the broader significance of this research.

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1. Introduction

In recent years, the uniqueness of Asian-ness identity has gained global recognition across numerous dimensions, especially in the hospitality sector (Baldwin, 2017). Asian-ness characteristics have been observed to permeate in various aspects of Asian society, encompassing behaviour, way of life, attitude, mindset, social constructions, and business operations, or even extending to other contexts (Fakfare et al., 2019). Within the Asian hospitality sector, the Asian-ness approach has been integrated throughout organisations, influencing decoration, staff uniforms, service design, food, and the cultivation of employees' attitudes (Wan & Chon, 2010).

Food is widely recognised as one of the most profound and influential ways to immerse people in a culture, as it has always been integral part of every culture and addresses a basic human need (Risteski & Korunovski, 2016). Several pieces of research have emphasised that food plays an essential role in tourism, and there is a growing interest in the development of gastronomic tourism or related touristic products (Boonpienpon & Wongwiwattana, 2017). In this regard, food can be a highly desirable component of the tourism supply and can contribute to diverse tourism offerings in specific locations. Tourists often seek to experience the local culture of their destination, and one effective way to achieve this is by sampling local or traditional cuisine.

Thai cuisine serves as a captivating cultural attraction for tourists exploring the country, and its widespread popularity transcends borders for various compelling reasons, including its health benefits, exquisite flavors, and visually appealing presentation. Thai culinary traditions mirror the country's rich and diverse culture, meticulously crafted to cater to a wide range of palates by harmonizing a symphony of flavors, textures, colors, and aesthetics. This culinary prowess has propelled Thai cuisine to global acclaim, earning it a well-deserved spot among the world's most popular foods. In 2021, CNNGo's ranking of the "World's 50 best foods" featured numerous Thai dishes, with Mussaman curry taking the top spot. Tom Yum Koong secured the eighth position, while Som Tam, or Papaya salad, claimed the forty-sixth spot (CNNGo staff, 2021).

As aforementioned, the reputation of Thai cuisine extends beyond just its taste and health benefits; it also encompasses its appearances and presentations, which are heavily influenced by Thai culture or Thai-ness. However, the roles and significance of culture, particularly Thai-ness, in food presentation remain relatively unexplored, particularly from the perspective of international tourists. Previous research has predominantly focused on the importance of food in tourism (Horng & Tsai, 2010), the influence of culture on food production (Ignatov & Smith, 2006), and tourists' perceptions of traditional foods (Prapasawasdi et al., 2018). Consequently, there is limited understanding of the specific impact of Thai cultural elements on food presentation, particularly as perceived by international tourists.

Therefore, the primary objective of this study is to investigate and shed light on the significance of integrating Thai-ness elements, a subculture within the context of Asian-ness, into food presentation. Furthermore, it aims to understand how food presentation influences the perception and judgment of food, particularly from the perspective of international tourists. This research places particular emphasis on international tourists' perceptions of various aspects, including food quality (freshness, taste, hygiene), authenticity, aesthetics, value-added, willingness to pay a premium price, and overall satisfaction. These assessments are made in the context of incorporating Thai-ness elements into food presentation. In this study, Thai cuisine is employed as a case study, featuring two distinct presentations. The research methodology utilises the paired comparison test to comprehensively explore these dimensions.

2. Literature Review

2.1 Asian-ness and Thai-ness

Chon (2019) defined the term "Asian-ness" or "Asia-ness" in his book named "Hospitality in Asia, A New Paradigm" as unique, distinctive, or specific characteristics peculiar to Asia and Asian people and society. These unique characteristics have been dominantly associated with socio-culture values and history. Furthermore, Chin et al. (2016)

depicted Asian-ness traits as the following attributes: sincerity, love, forgiveness, balance, keen attention to detail, and kindness. From a global perspective, the unique characteristics of Asian-ness have been found in board aspects intrinsically and extrinsically underlying Asians' manner, behaviour, mindset, and way of life. These characteristics would differentiate Asian from others. With the review of previous studies, numerous scholars described the Asian-ness characteristics as the following traits: respectful expression and detail orientation, a strong sense of kindness and giving (Sucher et al. (2013), a smiling face, humility and genuine and polite behaviour in verbal and non-verbal cues (Wan & Chon, 2010), kindness, tolerance, and attention to details (Wattanacharoensil et al., 2014), and courtesy and humble (Mohsin, 2016).

In Thailand, the term "Thai-ness" is prevalently displayed in Thai people and society through various domains. It is recognised as the national identity (Kongpolphrom, 2018). However, it is found to hardly explain "Thai-ness" or in the Thai language called "Kwam Pen Thai". Numerous articles and studies described the characteristics of Thai-ness in the different aspects as follows:

Characteristics of Thai people: confrontation avoidance, expressing oneself quietly and communicating indirectly, attentive and considerate, kind and helpful, tolerant-restrained, polite and humble, equanimity and cautious, social relation, collectivism (Facts and Details, 2014).

Religion and belief: Buddhism is the state religion, and approximately 95% of Thailand abides by Buddhist principles. Thais' beliefs mainly include the concept of Karma (the consequence of one's deeds), merit and sin, an afterlife, heaven and hell. This influences Thais' way of life and people's characteristics, especially in giving, sharing, calmness and kindness (Podhisita, 1998).

Arts: It is mainly characterised and recognised by the subtlety of design and forms. Thai arts are found in various forms: paintings, sculpture, music, performance, costume, handcraft, carving, weaving, etc. (Lim, n.d.). They are handmade products and are created to be utilised in Thais' daily life to solve problems in livelihood. They can be considered as a reflection of the Thai people's way of life (Royalthaiart.com, 2019)

Way of life: Thai people's lives have been mainly tied with their religion, Buddhism, from birth to death. Buddhism and its principles are bonded into their lives. Thai people continually participate in making-merit activities such as offering food to the monks and going to the temple during religious-related public holidays (Tiranasar, 2002).

All these elements are interconnected and finally shape the characteristics of Thai-ness. Therefore, it could be aggregated that the attributes of Thai-ness are underlying blended from its culture, belief, traditions, and religion and influences their lives significantly. These elements are hidden and reflected through everything they do and behave (Livingasean, 2018). In addition, Thai-ness is found to be dominant in paying attention to small details and having hand-making skills (Sucher et al., 2013). It can be observed in little things in their lives, such as the flower garlands or folded lotus used for paying worship of the Buddha, magnificent paintings of the lord Buddha's story on the walls of monasteries, or beautifully carved vegetables served with dishes. All of these aspects would make the country stand out and yearn for the tourists to explore the unique experience.

2.2 Transference of Asian-ness and Thai-ness to Food

According to Carlsson-Kanyama and Lindén (2001), food is one of the most critical criteria for defining cultural identity. It is consistent with Civitello (2011), who stressed that identity and religion are deeply permeated into food. In this regard, food can be used as an indicator to differentiate people from different groups, religions, or cultures through its taste, ingredients, presentations, and characteristics (Sibal, 2018). Food not only satisfies the basic human need as fuel to survive, but it can also be one of the tourism components to attract people to visit places. In addition, culture influences food in various dimensions, such as cooking culture, eating habits, food presentation, etc. (Sibal, 2018).

Furthermore, food and culture were found to have a close relationship in representing each other; food reflects culture while culture influences food production (Watanasin, 2012; Reddy & van Dam, 2020). Numerous scholars previously revealed that the demonstration of local cultural elements on food and the physical environment around where food is served would promote the sense of authenticity of that place (Ellis et al., 2018; Zhang et al., 2019). Moreover, a study conducted by Balogh et al. (2016) revealed that consumers were willing to pay a premium price for traditional food, perceiving it as having added value.

A comprehensive review of the existing studies revealed that the concept of Asian-ness has been incorporated into diverse dimensions of society. Food is no exception. Asian-ness in food has been found in various aspects, starting from its flavour and ingredients. For instance, the spicy flavours of Sichuan cuisine, the delicate but balanced sour and bitter flavours of Japanese food, and the bold and intensely use of spices in Indian food, until presentations representing each national identity of the Asian countries (Baldwin, 2017).

In Thailand, food is well representing the uniqueness of the culture or the true spirit of Thailand (TAT, 2019). Thai food is found to have the perfect combination of flavours, textures, colours, and presentation. It might be derived from Thai-ness characteristics: keenness on small details, balance, and exquisite. Moreover, Thai food is well known for its flavours and ingredients, mainly herbs, spices, and fresh ingredients (Watanasin, 2012). Thai dishes are not only well-known in their taste and nutritional values but also a sight to behold from their decoration of graceful fruit and carved vegetable. It could be concluded that besides its savour, food presentation reflects Thai-ness's characteristics.

2.3 Culture in Food Aesthetics and Presentations

Prior research relevant to food aesthetics narrated the importance of aesthetics of food influencing the customers' satisfaction and experiential value in the dining experience (Bekar & Sürücü, 2017). According to Lindstrom (2005), aesthetics are described as objects that appeal to the senses of taste, smell, touch, hearing, and sight. In addition, various scholars have highlighted that aesthetic value is primarily associated with the beauty that can be felt by the senses (Townsend, 1997). Previous studies measuring aesthetic value often utilised multiple statements and domains, primarily related to decoration and product appearance, as measurement items to assess product aesthetics (Bekar & Sürücü, 2017).

In the food and beverage provision sector, the aesthetics of food are widely employed as a business strategy to differentiate food offerings from others that provide similar or comparable dishes. Enhancing the aesthetic appeal of food and service design can attract greater attention from customers (Murdoch & Miele, 2018). Numerous studies have emphasised the significance of food presentation in attracting consumers to a particular restaurant. These food presentations encompass tableware, plates, and side dishes adorned with vegetables or fruits. The specific elements of food presentation can vary across cultures. Many studies have demonstrated that aesthetically presented food enhances the dining experience, contributing to diners' health and overall multisensory eating experience (Spence et al., 2014; Zhang et al., 2022).

Thai food has been recognised worldwide because of its palatable taste and healthy benefits. In addition, the values of Thai food are found in three critical angles, and it has been reflected in nutrition, culture, and medicine. These aspects become the DNA of Thai food based on global perception, including the aesthetics of its presentations (TAT, 2019). Therefore, Thai food's aesthetic attributes, apart from the food itself, can be visibly developed by including Thai-ness elements in its presentation, such as tableware, carved fruits and vegetables, local Thai wisdom, etc. Table 1 presents examples of Thai-ness features included in Thai cuisine promoting the aesthetics.

Table 1*Examples of Thai-ness Elements in Food Presentations.*

Item	Tableware	Local Thai Wisdom (Wicker)	Craved fruits and vegetables
Examples			
	Source: Royalthaiart.com, 2019	Source: Pinterest.com, 2022	Source: Supancity.com, 2021

2.4 Food quality

Food quality has become one of the essential components of the consumers' dining experience and is a crucial requirement to meet all consumers' expectations and needs (Sulek & Hensley, 2004). Soderlund and Rosengren (2008) found that food quality and fresh ingredients are among the most significant factors underlying the preference for food choice. Different scholars employ diverse and different attributes to indicate food quality. In this regard, Murdoch and Miele (2013) stressed that the quality attributes of the food were found in both intrinsic and extrinsic aspects. Intrinsic qualities are rooted in the food's material composition, edibility, taste, and appearance, while extrinsic qualities are shaped by the judgments and evaluations imposed by human actors. In practice, the quality of a food product arises from the interplay between these two dimensions. This interaction can lead to significant variations in quality, as different individuals and food cultures offer diverse evaluations and judgments.

The review of prior studies reveals that scholars have defined food quality characteristics, which are presented in the table below:

Table 2*Food Quality Attributes*

Author(s)	Attributes of food quality
Adongo et al. (2015)	Food presentation, Serving size, and Menu design
Tsai & Wang (2017)	Texture, Food safety, Portion size, Taste, Presentation, Color, Temperature, and Dietary acceptability
Gnanapala (2015).	Taste, Food freshness, Temperature, Nutritional value, and Menu Variety

In food and beverage provision outlets, food quality has been considered as the most critical determinant of customer satisfaction (Suhartanto et al., 2019). It could consequently develop the satisfaction of the consumers and influence their future behavioural intentions (Rozekhi et al., 2016; Yuksel, 2001). The consumers, who were satisfied, would show their high intention to revisit the restaurant in the future (Sulek & Hensley, 2004). Thus, it can be said that food quality is one of the underlying factors determining customer satisfaction and behavioural intention (Altintzoglou et al., 2016).

Based on the prior research, five dimensions indicating the food quality were included; food nutrition, food variety, the smell of food, deliciousness, and food freshness (Rozekhi et al., 2016; Sulek & Hensley, 2004; Yuksel, 2001).

Moreover, Michel et al. (2014) further revealed that food presentation is one of the culinary techniques incorporated into food service to appeal to the consumers' attention and advocate the perception of the food quality.

Therefore, in the context of this study, the roles of Thai-ness in food presentation were assessed through the international tourists' perceptions. This assessment includes perceived food quality (perceived freshness, food taste, perceived hygiene), perceived authenticity, perceived value-added, perceived food aesthetics, willingness to pay a premium price, and overall satisfaction. Therefore, the hypotheses were proposed as follows:

H1: There is a significant difference between food presentation with non-Thai-ness elements and food presentation with Thai-ness elements in the international tourists' perceptions of perceived quality (perceived freshness, food taste, perceived hygiene).

H2: There is a significant difference between food presentation with non-Thai-ness elements and food presentation with Thai-ness elements in the international tourists' perceptions of perceived authenticity.

H3: There is a significant difference between food presentation with non-Thai-ness elements and food presentation with Thai-ness elements in the international tourists' perceptions of perceived value-added.

H4: There is a significant difference between food presentation with non-Thai-ness elements and food presentation with Thai-ness elements in the international tourists' perceptions of perceived food aesthetics.

H5: There is a significant difference between food presentation with non-Thai-ness elements and food presentation with Thai-ness elements in the international tourists' perceptions of willingness to pay a premium price.

H6: There is a significant difference between food presentation with non-Thai-ness elements and food presentation with Thai-ness elements in the international tourists' perceptions of overall satisfaction.

3. Methodology

The study approaches quantitative research by implementing an experimental and quantitative technique. The sensory evaluation method is employed to measure the perception of the participants to stimuli. Mihafu et al. (2020) stressed that sensory evaluation methods provide the answers to questions about product quality which is normally used in product development and production. The outcomes derived from conducting the sensory evaluation are significant in determining the consumers' acceptability and perceptions towards the products. It is a very useful tool for making effective decision in product development. Sensory evaluation methods consist of various types, such as discriminative tests, paired comparison tests, triangular tests, descriptive tests, preference ranking, hedonic rating scale, and consumer acceptance tests, among others (Mihafu et al., 2020). In this study, paired comparison test is used to identify which sample from two different samples is perceived higher in the specified sensory attributes (Yang & Ng, 2017). This approach is widely recognised as one of the most commonly used tests for assessing attribute differences and is easily comprehensible to research participants (McBride et al., 1984). Thus, a food tasting session was conducted with 100 participants who were international travellers travelling in Phuket. Moreover, the participants, who were recruited in this study, were required to meet the following criteria:

1. The participants must have stayed in Phuket for at least two nights.
2. The participants must be 18 years old and above.
3. The participants must have had Thai food consumption experience during their stay in Phuket.

It is to ensure that all the participants have some knowledge or experience on the topic of study.

Two samples of food in two different presentations (see Table 3) were presented to participants, allowing them to make observations and subsequently taste them. A questionnaire was used as a research instrument to assess the participants' perceptions. Ten attributes, derived from the literature review, were included in the questionnaire. Respondents were asked to indicate their perception of these attributes, including perceived quality (freshness, taste,

hygiene), authenticity, value-added, food aesthetics, willingness to pay a premium, and overall satisfaction, using a 7-point Likert Scale [1: *Being not at all* – 7: *Being extremely*].

Food Samples

The food samples were utilised to assess the international tourists' perceptions. Four samples were used in this study (two types of Thai food are multiplied with two different presentations: Thai-ness and non-Thai-ness elements included).

Table 3

Food Samples in this study

Sample No.	Non-Thai-ness elements included	Thai-ness elements included (tableware, craved fruits and vegetables, and Thai wisdom)
Sample 1		
Sample 2		

4. Data Analysis

The IBM SPSS program was employed to analyse the data in this study. The objectives of the study were achieved through data analysis. Therefore, to illustrate the roles of incorporating Thai-ness into food presentation, a Paired Samples t-test was employed to determine whether there is any significant difference in the international tourists' perceptions between the food with non-Thai-ness elements included and the food with Thai-ness elements included. Moreover, to identify the difference between Asians' and non-Asians' perceptions, this study adopted a T-test.

5. Results

Table 4

Participants' Profile

	Frequency (N=100)	Percentage
Gender		
Female	39	39%
Male	61	61%
Age		

Frequency (N=100)		Percentage
20 and below	13	13%
21-30	74	74%
31-40	8	8%
41-50	4	4%
51-60	1	1%
Nationality		
Mainland Chinese	20	20%
Japanese	10	10%
German	21	21%
British	14	14%
Austrian	20	20%
Russian	8	8%
Other European	7	7%
Education		
Undergraduate	47	47%
Bachelor	44	44%
Master or higher	9	9%
Occupation		
Student	43	43%
Lecturer	10	10%
Officer	32	32%
Self-employed	8	8%
Others	7	7%
Monthly income (USD)		
1,000 USD or Less	59	59%
1,001-2,000 USD	23	23%
2,001-3,000 USD	12	12%
3,001-4,000 USD	2	2%
Higher 4,001 USD	4	4%

The demographic characteristics of the participants in this study were analysed and are presented in Table 4. Among the participants, 61% were male, and 39% were female. The majority of participants fell into the age group of 21-30 years (74%), followed by those aged 20 years old and below (13%), 31-40 years old (8%), 41-50 years old (4%), and 51-60 years old (1%).

In terms of nationality, the largest proportion of participants were German (21%), followed closely by Mainland Chinese (20%) and Austrian (20%). Other nationalities included British (14%), Japanese (10%), Russian (8%), and individuals from other European nationalities (7%).

Regarding educational qualifications, 47% of participants were undergraduate students, 44% held a bachelor's degree, and 9% had a master's degree or higher. Occupationally, 43% were students, 10% were university lecturers, 32% were employed in various officer roles, 8% were self-employed, and 7% were engaged in other occupations.

In terms of monthly income, the majority of participants (59%) reported earning \$1,000 or less per month, followed by 23% who earned between \$1,001 and \$2,000 per month, 12% earning between \$2,001 and \$3,000 per month, 2% earning between \$3,001 and \$4,000 per month, and 4% earning more than \$4,001 per month.

Table 5

Results of Pair t-test to identify mean differences in perceptions of food from non-Thai-ness elements and Thai-ness elements included in its presentation.

Item	Non-Thai-ness elements	Thai-ness elements	Difference	Paired t-value	p-value
Perceived Quality	4.50	6.30	-1.80	-19.31	.000*
Perceived Authenticity	5.15	6.40	-1.25	-11.07	.000*
Perceived Value-added	4.50	6.00	-1.50	-14.57	.000*
Perceived food Aesthetic	4.75	6.60	-1.85	-22.79	.000*
Willingness to pay a premium price	3.75	5.75	-2.00	-21.58	.000*
Overall satisfaction	4.75	6.10	-1.35	-16.63	.000*

Note: * $p < .001$

Table 5 shows the results of conducting paired t-tests to identify mean differences in perceptions of food between non-Thai-ness elements and Thai-ness elements included in its presentation. Regarding the international tourists' perceptions of food between non-Thai-ness elements and Thai-ness element included, significance at the 0.001 level was found in all measurement aspects, including perceived quality (perceived freshness, food taste, perceived hygiene), perceived authenticity, perceived value-added, perceived food aesthetic, willingness to pay a premium price, and overall satisfaction. By incorporating the Thai-ness elements into the food presentation, the international tourists' perceptions showed higher mean scores in all measurement aspects compared to food without incorporating Thai-ness elements. Therefore, all hypothesise H1-H6 in this study are supported.

Table 6

Results of the t-test to identify differences in perceptions of food presentation included Thai-ness elements from Asians' and Non-Asians' perspectives.

Item	Asian (N=30)	Non-Asian (N=70)	t-value	p-value
Perceived Quality	6.67	6.14	4.32	.000**
Perceived Authenticity	6.17	6.50	-2.34	.021*
Perceived Value-added	6.17	5.93	1.36	0.18
Perceived Food Aesthetic	6.17	6.79	-9.99	.000**
Willingness to pay a premium price	6.17	5.57	3.68	.000**
Overall satisfaction	6.00	6.14	-1.76	.082

Note: * $p < .05$, ** $p < .001$

Asian includes Mainland Chinese and Japanese.

Non-Asian includes German, British, Austrian, Russian, and other European.

Table 6 illustrates that there was no significant difference at the 0.05 level in perceived value-added and overall satisfaction. However, significant differences were found at the 0.05 and 0.001 significant levels in perceived quality, perceived authenticity, perceived food aesthetic, and willingness to pay a premium price, respectively. Concerning the perception of food quality, value-added, and willing to pay a premium price, Asians showed a higher mean score than non-Asians, but for the perceived authenticity and food aesthetic, non-Asians showed a greater mean score than Asians.

Table 7

Comparison of Tourist Perceptions Across Nationalities for Food with and without Thai-ness Elements

Nationality Item	Mainland Chinese (N=30)			Japanese (N=10)			German (N=21)			British (N=14)			Austrian (N=20)			Russian (N=8)			Other European (N=7)		
	Mean 1	Mean 2	Mean df.	Mean 1	Mean 2	Mean df.	Mean 1	Mean 2	Mean df.	Mean 1	Mean 2	Mean df.	Mean 1	Mean 2	Mean df.	Mean 1	Mean 2	Mean df.	Mean 1	Mean 2	Mean df.
Perceived Quality	5.0	6.5	1.5	3.5	7.0	3.5	4.29	5.81	1.52	4.5	6.0	1.5	4.5	6.25	1.75	4.63	6.25	1.62	5.0	7.0	2.0
Perceived Authenticity	5.5	5.75	0.25	3.5	7.0	3.5	4.55	6.74	2.19	5.86	7.0	1.14	5.5	5.75	0.25	5.5	6.88	1.38	5.5	6.5	2.0
Perceived Value-added	5.0	5.75	0.75	4.5	7.0	2.5	3.79	6.69	2.9	5.07	5.79	0.72	4.25	5.5	1.25	4.75	5.63	0.88	4.5	5.5	1.0
Perceived Food Aesthetic	5.0	6.25	1.25	4.0	6.0	2.0	4.52	7.0	2.48	5.86	6.79	0.93	4.0	6.5	2.5	5.38	6.75	1.37	5.0	7.0	2.0
Willingness to pay a premium price	4.75	5.75	1.0	3.0	7.0	4.0	2.55	5.26	2.71	4.43	6.43	2.0	3.75	5.0	1.25	4.38	6.38	2.0	3.5	5.5	2.0
Overall satisfaction	5.25	5.75	0.5	5.0	6.5	2.5	4.07	6.48	2.41	5.07	6.0	0.93	4.25	6.0	1.75	5.0	6.0	2.0	5.5	6.0	1.5

Note: Mean1 = Mean score of the international tourist' s perception towards food without Thai-ness element, Mean 2 = Mean score of the international tourist' s perception towards food with Thai-ness element, Mean df. = Mean difference.

However, when examining individual nationalities, Table 7 illustrates the variations in mean scores among different nationalities concerning the tested attributes in this study. Notably, Japanese tourists exhibited significant differences in mean scores across three attributes: perceived quality, perceived authenticity, and willingness to pay a premium price. Specifically, they rated these attributes considerably higher when Thai-ness elements were incorporated into the food.

Regarding perceived value-added, Germans demonstrated the most favorable perception when Thai-ness elements were integrated, as evidenced by the highest mean score difference of 2.9 compared to other nationalities.

Austrian tourists, on the other hand, had the highest perception of food aesthetics among all nationalities, with a mean score difference of 2.5, indicating their appreciation for the visual appeal of dishes with Thai-ness elements.

Furthermore, the inclusion of Thai-ness elements in food presentation positively influenced overall satisfaction among international tourists, particularly Japanese and Germans, as indicated by mean score differences of 2.5 and 2.41, respectively.

Table 8

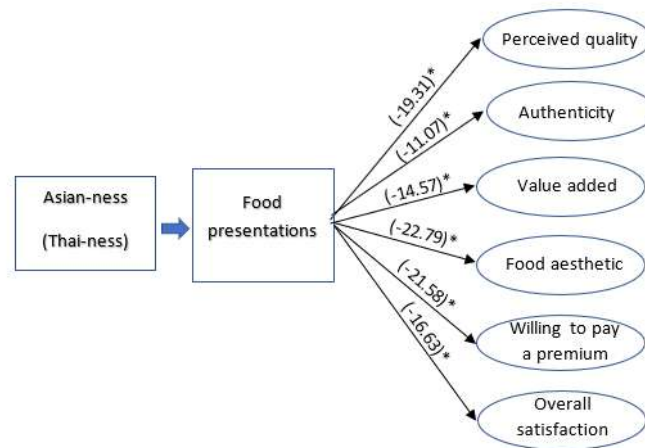
Willingness to pay a premium price

Sample	Average willingness to pay a price	Difference	Percentage of difference
Sample 1			
Non-Thai-ness element included	3.85 USD	2 USD	51.95%
Thai-ness element included	5.85 USD		
Sample 2			
Non-Thai-ness element included	2.60 USD	2.5 USD	96.15%
Thai-ness element included	5.10 USD		
The average price that international tourists are willing to pay more (in percentage)			74.05%

Table 8 illustrates international tourists' willingness to pay a premium price. During the food tasting session, participants were asked to estimate the price they would be willing to pay for each food sample based on their perceptions. The results indicate that participants were willing to pay an average of 3.85 USD for food with non-Thai-ness elements included in sample 1 and 2.60 USD in sample 2.

However, when Thai-ness elements were incorporated into the food presentation, participants showed a greater intention to pay a higher price. For sample 1, which included Thai-ness elements, participants were willing to pay an average of 5.85 USD, representing a 51.95% increase compared to non-Thai-ness food. In sample 2, the willingness to pay increased to 5.10 USD, a substantial 96.15% increase over the non-Thai-ness counterpart.

These results demonstrate that both Asian and non-Asian participants were willing to pay approximately 50-70% more for the same food when it incorporated Thai cultural elements into its presentation. These results corroborate the data presented in Table 5, affirming the respondents' willingness to pay a premium price for such culturally enriched food items.



Note: * $p < .001$

Figure 1 Significance of Thai-ness on food presentation toward the international tourists' perceptions.

Furthermore, the study explored the participants' perceptions as expressed in the additional comment section of the survey. The analysis revealed several frequently mentioned terms, which can serve as indicators of their perceptions regarding food presentations that incorporate Thai-ness elements.



Figure 2 International tourists' perceptions toward food presentation incorporated Thai-ness elements.

6. Discussion and Conclusion

Based on the evidence presented, Thai-ness is recognised as a valuable mechanism for distinguishing products and services from others. The incorporation of Thai-ness elements, or national identity, into products and services can leverage positive perceptions. In this study, Thai food featuring Thai-ness elements was used to investigate the influence of Thai-ness on food presentation from the perspective of international tourists. The study assessed various aspects of international tourists' perceptions, including perceived quality (freshness, food taste, perceived hygiene), perceived authenticity, perceived value-added, perceived food aesthetics, willingness to pay a premium price, and overall satisfaction.

The findings indicate that Thai-ness in food presentation enhances international tourists' willingness to pay a premium price and contributes to a stronger perception of food quality. The results reveal that food incorporating Thai-ness elements received higher mean scores in willingness to pay a premium price and perceived quality (freshness, taste, and hygiene). This aligns with the prior studies done by numerous scholars, which elaborated on the characteristic of food quality. Those scholars stated that food quality should include the taste of food, food hygiene and safety, and food freshness (Gnanapala, 2015; Tsai & Wang, 2017). Moreover, the results of the study are also consistent with the findings

of Michel et al. (2014) which highlighted that food presentation is one of the culinary techniques incorporated into food service to appeal to the consumers' attention and advocate the perception of the food quality.

Moreover, it has been established that food plays a pivotal role in exposing travelers to new cultures. However, the inclusion of cultural elements in food presentation can significantly enhance the sense of authenticity. As evidenced by Ellis et al. (2018) and Zhang et al. (2019), showcasing local cultural elements in both the food and the surrounding physical environment can bolster the authenticity of a particular place.

Furthermore, presenting food with cultural elements can lead consumers to perceive value-added, resulting in a willingness to pay a premium price. This aligns with Balogh et al.'s (2016) study, which emphasised that consumers were willing to pay more for traditional food due to the perceived value it offered.

Surprisingly, there were significant differences in perceptions of perceived food quality, authenticity, aesthetics, and willingness to pay between Asians and non-Asians. Asians demonstrated a notably higher perception of food quality and willingness to pay for the food samples. This phenomenon can be attributed to cultural familiarity. Previous studies have highlighted that cultural familiarity significantly influences consumption behaviors and food choices (Jeong & Lee, 2021). The results of this study align with prior research conducted by Wong et al. (2020) and Torrico et al. (2019), emphasising that individuals tend to rate food more favorably when they are familiar with it, leading to a higher willingness to pay a premium price because the value of the products is fully recognized. However, it's worth noting that, in this study, Asians perceived lower authenticity and aesthetics compared to non-Asians. This difference could be attributed to the cultural patterns that prevail in their familiar environment at home. They may perceive less novelty or impression compared to non-Asians, as supported by the findings of Kirillova and Lehto (2015). Their research highlighted that international tourists tend to compare the aesthetics of objects and places with what they experience in their home environment.

Implications

The results of this study present the implications in two dimensions, theoretical and practical. From a theoretical perspective, the results contribute to the enrichment and enhancement of existing literature on this subject, further solidifying the concept of Asian-ness as a new wave of the Asian Paradigm in the Hospitality sector, as articulated by Chon (2019). This underscores the significance of integrating Asian-ness elements into products and services, ultimately leading to the enhancement of their value and uniqueness. The results would attest that Asian-ness, particularly Thai-ness as a focal point of this study, is not only the unique characteristic of Thai people or nationalistic pride, but Thai-ness would also become a new mechanism to distinguish and advocate the value of hospitality products and services in Thailand. From the practical point of view, it should not be neglected that tourists are not only travelling to visit attractions but also exposing the culture at the destination simultaneously. Incorporating cultural elements into the offerings of a destination can significantly enhance the competitiveness of providers in the market. This approach effectively conveys cultural aspects through products and services to international tourists, resulting in an enhanced perception of food quality, authenticity, aesthetics, and value-added. As a result, it fosters more favorable perceptions and increases international tourists' willingness to pay a premium. The study's findings affirm that integrating Thai-ness into food presentation can indeed cultivate a heightened sense of food quality, authenticity, aesthetics, and value-added, thereby promoting more positive perceptions and a greater willingness among international tourists to pay a premium.

Research limitations and future research

This study, like others, has identified some limitations, leaving room for future research to investigate further. Firstly, the number of participants in this study was relatively small, so it may not be able to generalise the entire perception. Increasing the number of participants would identify some other significant aspects and robust the study results. Secondly, Thai-ness is not only one sub-culture under Asian-ness; therefore, it sheds light on a further extension to other contexts such as Chinese, Indonesian, or others. Lastly, the roles of Asian-ness in the places where the food is

served are limited and underexplored. It would allow researchers to further investigate Asian-ness's roles in other dimensions or contexts.

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เอกสารแนบท้ายประกาศ ก.พ.อ.

เรื่องหลักเกณฑ์และวิธีการพิจารณาแต่งตั้งบุคคลให้ดำรงตำแหน่งผู้ช่วยศาสตราจารย์

รองศาสตราจารย์ และศาสตราจารย์ พ.ศ. ๒๕๖๔

๔. แบบแสดงหลักฐานการมีส่วนร่วมในผลงานทางวิชาการทั่วไป

ก. ชื่อผลงาน .. Thai-ness in Food Presentation: A study of International Tourist's Perspectives....

ข. สถานะผู้ขอในผลงาน

/ ผู้ประพันธ์อันดับแรก (First author)

☐ ผู้มีส่วนสำคัญทางปัญญา (Essentially intellectual contributor)

/ ผู้ประพันธ์บรรณกิจ (Corresponding author)

ค. ประเภทของผลงาน

กลุ่มที่ ๑ ☐ งานวิจัย

กลุ่มที่ ๒ ผลงานทางวิชาการในลักษณะอื่น

☐ ผลงานวิชาการเพื่ออุตสาหกรรม

☐ กรณีศึกษา (Case Study)

☐ ผลงานวิชาการเพื่อพัฒนาการเรียนการสอนและการเรียนรู้

☐ งานแปล

☐ ผลงานวิชาการเพื่อพัฒนานโยบายสาธารณะ

☐ ลิขิตบัตร

☐ ผลงานสร้างสรรค์ด้านวิทยาศาสตร์และเทคโนโลยี

☐ ซอฟต์แวร์

☐ พจนานุกรม สารานุกรม นามานุกรม และงานวิชาการในลักษณะเดียวกัน

☐ ผลงานนวัตกรรม

☐ ผลงานสร้างสรรค์ด้านสุนทรียะ ศิลปะ

☐ ผลงานรับใช้ท้องถิ่นและสังคม

กลุ่มที่ ๓ ☐ ตำรา

☐ หนังสือ

/ บทความทางวิชาการ

ส่วนที่ ๑ รายละเอียดของการมีส่วนร่วม

ผู้ขอกำหนดตำแหน่งต้องกรอกรายละเอียดให้ครบถ้วน (เนื่องจากไม่มีการแบ่งส่วนร่วมในผลงานทางวิชาการ ดังนั้นบทบาทหน้าที่ความรับผิดชอบตามที่ผู้ขอระบุจะมีผลต่อการพิจารณาผลงานทางวิชาการ)

รายละเอียดการมีส่วนร่วม	บทบาทและหน้าที่ความรับผิดชอบ
ก. ความคิดริเริ่ม (Idea) และ สมมุติฐาน	นายปฐวี อินทร์สุวรรณโณ เป็นผู้เสนอแนวคิดวิจัย โดยอิงจากความเชื่อมโยงระหว่างวัฒนธรรมกับการนำเสนออาหารไทย กำหนดสมมุติฐานว่าการมีองค์ประกอบของความเป็นไทยในการจัดงานอาหารจะส่งผลเชิงบวกต่อการรับรู้คุณภาพ ความสวยงาม ความพึงพอใจ และความยินดีจ่ายของนักท่องเที่ยวชาวต่างชาติ
ข. การปฏิบัติการวิจัย การมีส่วนร่วมในการออกแบบ การทดลอง การทดสอบ เครื่องมือวัด วิธีการเก็บข้อมูล และ Criteria	นายปฐวี อินทร์สุวรรณโณ ออกแบบโครงสร้างการวิจัยเชิงปริมาณโดยใช้วิธีเปรียบเทียบแบบจับคู่ (paired comparison) พัฒนาเครื่องมือวัดที่ครอบคลุมองค์ประกอบ เช่น ความสด ความสะอาด รสชาติ ความสวยงาม และความแท้จริง พร้อมทั้งออกแบบเกณฑ์การวัดและทดสอบความเที่ยงตรงของแบบสอบถาม
ค. การจัดเก็บข้อมูล การวิเคราะห์ข้อมูล การแปลผล	นายปฐวี อินทร์สุวรรณโณ ดำเนินการเก็บข้อมูลจากนักท่องเที่ยวชาวต่างชาติในพื้นที่นำร่องจำนวน 100 คน ใช้สถิติเปรียบเทียบค่าคะแนนเฉลี่ยจากการประเมินอาหารไทย 2 แบบ (ที่มีและไม่มีองค์ประกอบความเป็นไทยในการจัดงาน) และวิเคราะห์ความสัมพันธ์ของตัวแปรผ่านโปรแกรม SPSS
ง. การวิพากษ์วิจารณ์ผล การแสดงการเปรียบเทียบกับข้อสรุปหรือองค์ความรู้หรือทฤษฎีเดิม	นายปฐวี อินทร์สุวรรณโณ วิเคราะห์ผลการวิจัยโดยเปรียบเทียบกับทฤษฎีด้านการรับรู้คุณค่า ความพึง

	พอใจ และแนวคิดด้านความงาม รวมถึงบทบาทของอัตลักษณ์ทางวัฒนธรรมต่อการรับรู้ของผู้บริโภคข้ามวัฒนธรรม
จ. การมีส่วนร่วมในการเขียน manuscript ผลงานสร้างสรรค์ นวัตกรรม สิ่งประดิษฐ์ เป็นต้น	นายปฐวี อินทร์สุวรรณโณ เป็นผู้เขียนบทความฉบับเต็มในทศวรรษ ตั้งแต่บทนำ วัตถุประสงค์ วิธีวิจัย ผลการวิเคราะห์ และการอภิปราย พร้อมจัดทำรูปภาพตัวอย่างอาหาร ตารางผลวิเคราะห์ และประสานงานเพื่อส่งต้นฉบับเพื่อพิจารณาตีพิมพ์
ฉ. การให้การสนับสนุน specimens, study cohort, โลจิสติกส์ ทุนวิจัย (โปรดระบุแหล่งทุน เงินทุน และปีที่ได้รับ) เครื่องมือ ห้องปฏิบัติการ ครุภัณฑ์	-
ช. อื่นๆ	-

ส่วนที่ ๒ รายละเอียดของการนำผลงานไปแสดง การถ่ายทอดเทคโนโลยี หรือการถ่ายทอดองค์ความรู้ ต้องแนบเอกสารหลักฐานเพื่อประกอบการพิจารณา

ก. ตีพิมพ์ในวารสาร Journal Impact factor จำนวนครั้งของการอ้างอิง (ฐานข้อมูล)

ตีพิมพ์ในวารสาร ... Journal of International Studies, Prince of Songkla University.....

ฐานข้อมูลTCI.....

มี Impact Factor ปี....2024.... เท่ากับ Citation = Quartile ปี ..2024..... = ...TCI1..

Category = SJR ranking =/..... SJR =

ข. สิทธิบัตร ประเภท ปีที่ได้รับการจด จดแบบ ครอบคลุมประเทศ

ค. ถ้าเป็น Technical report หรือ รายงานวิจัย ผู้ใช้งานคือใคร

ง. การเผยแพร่งานวิจัยได้รับการนำเสนอแบบโปสเตอร์ หรือ Oral Presentation (โปดตระบุ session เช่น Plenary, Symposium หรือ oral session) หรือสื่อบันทึกในการประชุม หรือการจัดแสดง หรือจัดนิทรรศการ (ชื่อ สถานที่จัดประชุม หรือจัดแสดง หรือจัดนิทรรศการ และประเทศ) หรือ ในกรณีที่เป็นหนังสือ (โปดตระบุ ชื่อสำนักพิมพ์ ปีที่ตีพิมพ์)

จ. ประวัติการได้รับทุนวิจัยโครงการที่เกี่ยวข้องกับผลงานชิ้นนี้

ฉ. หากงานวิจัย ได้รับการถ่ายทอดเทคโนโลยี ผู้วิจัยได้รับค่าธรรมเนียมใบอนุญาต (Licesing Fees) รวมเท่าใด (โปดแสดงหลักฐานสัญญา)

หมายเหตุ การลงนามรับรองการมีส่วนร่วมในผลงานแต่ละเรื่องของผู้ประพันธ์อันดับแรก (First author) และผู้ประพันธ์บรรณกิจ (Corresponding author) เพื่อรับรองบทบาทหน้าที่ การปฏิบัติงาน และความรับผิดชอบในการสร้างสรรค์ผลงานของผู้ร่วมงานทุกคนว่าทำในส่วนไหนอย่างไร

เมื่อได้ลงนามรับรองแล้วจะเปลี่ยนแปลงไม่ได้ หากตรวจสอบพบภายหลังว่าผู้ขอกำหนดตำแหน่งระบุการมีส่วนร่วมไม่ตรงกับความเป็นจริงจะถือว่าการกระทำของผู้นั้นเข้าข่ายผิดจริยธรรมไม่เหมาะสมที่จะได้รับการพิจารณาแต่งตั้งให้ดำรงตำแหน่งทางวิชาการ โดยทางคณะฯจะสอบหาข้อเท็จจริงและดำเนินการทางวินัยต่อไป

ลงชื่อ 

(...นายปฐวี อินทร์สุวรรณโน....)

ผู้ขอกำหนดตำแหน่ง

ลงชื่อ 

(.....นายปฐวี อินทร์สุวรรณโน....)

ผู้ประพันธ์อันดับแรก (First author)

ลงชื่อ 

(...นายปฐวี อินทร์สุวรรณโน....)

ผู้ประพันธ์บรรณกิจ (Corresponding author)

To: Members of the Subcommittee for Teaching Evaluation

From: Patthawee Insuwanno

Date: 10 June 2025

Subject: Exemption Justification for IRB Approval: Thai-ness in Food Presentation: A study of International Tourist's Perspectives

Dear Members of the Subcommittee for Teaching Evaluation,

I hope this note finds you in good spirits. I am writing to formally express my intent to apply for the position of Assistant Professor. As part of the application process, I am submitting a research paper, which is a key requirement for this application, and I kindly seek your consideration in this regard. The details of the paper are as follows:

Insuwanno, Patthawee. "Thai-ness in Food Presentation: A study of International Tourists' Perspectives." *Journal of International Studies, Prince of Songkla University* 14.2 (2024): 26-43.

This letter serves to justify why the aforementioned study is exempt from requiring Institutional Review Board (IRB) approval, based on Section 3 of *Guidelines for Conducting Research Involving Humans in Behavioral Sciences, Social Sciences, and Humanities*. The study explored international tourists' perceptions of Thai cultural identity as conveyed through food presentation. Data collection involved a sensory evaluation and a self-administered survey, carried out in a low-risk, non-invasive setting. Ethical procedures were strictly followed to ensure participant protection and research integrity. The following safeguards were implemented:

- **Recruitment Criteria:**
 1. Participants were international tourists aged 18 or older.
 2. They had to have stayed in Phuket for at least two nights.
 3. They must have experienced Thai cuisine during their stay.
- **Voluntary Participation:** Survey participation was entirely voluntary, with no pressure to respond.
- **Informed Consent:** Prior to the food presentation session, all participants received clear information about the study's purpose, were assured of anonymity, and informed that only the research team would access their identities.
- **Anonymity and Confidentiality:** No names or contact details were collected; all responses were anonymous and confidential.
- **Survey Content:** The questionnaire included 10 attributes drawn from literature, focusing on aspects such as freshness, taste, hygiene, authenticity, aesthetics, value-added, willingness to pay a premium, and overall satisfaction, rated using a 7-point Likert scale.
- **Data Handling:** No identifiable data were recorded. Survey responses were stored securely and may be used for future research strictly without personal identifiers.

This table below provides an overview of how the research aligns with **Section 3: Research Projects in Behavioral Sciences, Social Sciences, and Humanities that Do Not Require Approval from the Institutional Human Research Ethics Committee of the Guidelines for Conducting Research Involving Humans in Behavioral Sciences, Social Sciences, and**

Humanities.¹ It evaluates the specific criteria outlined in the guidelines, highlighting whether the research meets each criterion through a tick box and providing justifications for alignment. The table confirms that the mentioned research above adheres to ethical standards, which exempts the paper from requiring Institutional Review Board (IRB) approval.

Section 3 Criteria	Research met Criteria	Justification
1. Research projects that do not involve actions on the body, mind, cells, cell components, genetic materials, samples, tissues, or bodily fluids of individuals.	✓	This project is only survey-based, no physical interaction
2. Research projects involving recorded data in medical records or photographic data of research participants that cannot identify individuals either directly or indirectly.	✓	No recorded data from medical records or photographs were used in this research.
3. Research projects involving surveys, interviews, or observations of research participants that do not involve or impact the mind, cells, cell components, genetic materials, samples, tissues, health, or behaviors of participants and cannot identify individuals either directly or indirectly.	✓	The project involved anonymous surveys that did not include sensitive questions or identifying data collected.
4. Research projects related to testing the quality, taste, or consumer acceptance of food, provided that the food does not contain unauthorized colorings, additives not approved by law, or substances exceeding safety levels as defined by the Food and Drug Administration.	✓	Food complied with all FDA safety and ingredient standards
5. Research projects involving the observation of behaviors in communities or society in general, where data collection does not identify individuals either directly or indirectly.	✓	Data captured through anonymous responses on cultural perception
6. Research projects related to training, teaching, or evaluation of educational outcomes that do not impact individuals.	✓	Questions were perception-based, with no impact on participants
7. Other research projects as specified by announcements from the National Research Council of Thailand (NRCT).	✓	This project fully aligns with the general criteria outlined in Section 3 of the NRCT guidelines.

¹ <https://necast.nrct.go.th/wp-content/uploads/download-manager-files/ประกาศ-แนวทางปฏิบัติในการดำเนินการวิจัยใน มนุษย์-ไว้จริง.pdf>

I trust this letter sufficiently clarifies the alignment of my research with the established guidelines and the ethical measures undertaken. Please do not hesitate to contact me should you require further information or documentation.

Thank you for your time and consideration.

Sincerely,



Patthawee Insuwanno

Lecturer, Faculty of Hospitality and Tourism

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การศึกษาพฤติกรรม ความคาดหวัง และความพึงพอใจของนักท่องเที่ยวสูงวัย ในจังหวัดแถบอันดามัน ประเทศไทย

ปฐวี อินทร์สุวรรณโน

อาจารย์

คณะกรรมการบริการและการท่องเที่ยว
มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต
patthawee.i@phuket.psu.ac.th

กุลดา เพ็ชรวรรณ

ผู้ช่วยศาสตราจารย์ ดร., อาจารย์
คณะกรรมการบริการและการท่องเที่ยว
มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต
kdtalk007@gmail.com

รับบทความ: 4 สิงหาคม 2565

แก้ไขบทความ: 7 ตุลาคม 2565

ตอบรับบทความ: 17 ตุลาคม 2565

บทคัดย่อ

งานวิจัยนี้เป็นการศึกษาพฤติกรรม ความคาดหวังและความพึงพอใจของนักท่องเที่ยวสูงวัยต่อคุณลักษณะของจุดหมายปลายทาง ในจังหวัดแถบ อันดามันในประเทศไทย ซึ่งข้อมูลที่ได้นี้มาจากการเก็บข้อมูลจากนักท่องเที่ยวที่กำลัง

เดินทางท่องเที่ยวในจังหวัดแถบอันดามัน (ภูเก็ต พังงา กระบี่) ที่มีอายุตั้งแต่ 55 ปีขึ้นไป โดยข้อมูลดังกล่าวถูกนำมาวิเคราะห์ช่องว่างระหว่างความคาดหวังและความพึงพอใจ รวมไปถึงการทดสอบสมมติฐานเพื่อศึกษาการรับรู้ความรู้สึกของนักท่องเที่ยวสูงวัยต่อคุณลักษณะของจุดหมายปลายทาง รวมทั้งหมด 5 ด้าน โดยในด้านความพึงพอใจ นักท่องเที่ยวรู้สึกพอใจในด้านชายหาด ที่พัก ความหลากหลายของอาหาร แหล่งท่องเที่ยวและกิจกรรมตามลำดับ ในทางตรงกันข้าม นักท่องเที่ยวมองว่า ความปลอดภัย การคมนาคม ความสะอาดของอาหาร และความคุ้มค่าของเงินที่ใช้จ่าย ยังไม่ตอบสนองความคาดหวังและความพึงพอใจเท่าที่ควร โดยข้อมูลที่ได้นี้ สามารถนำไปพัฒนาทั้งในเชิงกลยุทธ์และทางปฏิบัติเพื่อให้เกิดความพึงพอใจสูงสุดจากกลุ่มนักท่องเที่ยว สูงวัย ที่กำลังจะกลายเป็นกลุ่มนักท่องเที่ยวหลักในอนาคต

คำสำคัญ: นักท่องเที่ยวสูงวัย, ความคาดหวัง, ความพึงพอใจ, ประเทศไทย, จังหวัดแถบอันดามัน

An Investigation of Senior Tourist's Expectations and Satisfaction: A Case Study of Andaman Provinces, Thailand

Patthawee Insuwanno

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Received: September 4, 2022

Revised: October 7, 2022

Accepted: October 7, 2022

Abstract

This research paper aims to examine the senior tourist behaviour visiting Andaman provinces, Thailand, and to investigate the senior tourists' expectations and satisfaction with the

destination attributes. A questionnaire survey was well developed based on a comprehensive review of senior tourism. The data used in this study was collected from senior tourists who turned 55 years old and above and who visited Andaman provinces (Phuket, Phang-Nga, and Krabi). The gap analysis and hypothesis testing were approached to investigate senior tourists' perception of the destination attributes. In the context of this study, there are five key destination attributes explored. The findings found that the senior tourists had a positive perception towards the beach, accommodation, facilities, variety and taste of local food, attractions, and activities. In contradiction, the negative perception has occurred in the following attributes; logistics and safety, food hygiene, overall cleanliness of the destination, and price and value for money. Based on the findings, local authorities, marketers, and policymakers can design strategies or find any methods to fulfil senior tourists' expectations and increase their satisfaction.

Keywords: Senior tourist, Expectation, Satisfaction, Thailand, Andaman Provinces

Introduction

Thailand has been recognized as one of the most famous tourist destinations since it is rich in natural and cultural attractions (Ministry of Foreign Affairs, 2017). For this reason, the hospitality and tourism industry has become one of the most important elements contributing to the economic growth in Thailand. It also plays a vital role in causing foreign currency and investments to circulate in the Thai Economic system. This sector can generate a total contribution of 19.3% in total of Thailand's gross domestic product (GDP), and the proportion tends to increase to 25% in the year 2027 (World Travel and Tourism Council, 2018). Apart from Bangkok, the southern region of Thailand is also popular among tourists, especially in the Andaman provinces. Andaman provinces in Thailand include Ranong, Phang-Nga, Phuket, Krabi, Trang, and Satun. In 2014, Andaman provinces received 21.5 million tourists, which generated revenue for the region of more than 360 billion Thai Baht (Ministry of Foreign Affairs, 2017). This number increased every year until the COVID-19 pandemic. However, after the pandemic, increasing in tourists is anticipated. Therefore, the more opportunity there is, the more attention to specific groups of tourists should be considered, especially ageing tourists.

The World Population Report produced by the United Nations Department of Economic and Social Affairs revealed a

significant change in social structure in the next decade; all countries will be experiencing a higher number of senior population (United Nations, 2015). Due to demographic changing, the number of senior populations tends to increase steadily and becomes a huge chunk of the market segment (Alén et al., 2012). However, the number of ageing population should not be considered as the single factor to drive and draw interest in the market. Still, their travel behaviour, preference, and attitude are highly required well understanding since the needs of seniors were dissimilar to younger travellers in terms of preference, travelling pattern, travelling concerns and others (Cleaver et al., 1999). Therefore, it sheds light on investigating the senior tourists' expectations and satisfaction with the destination attributes. In this regard, Andaman provinces have a high potential to develop as a senior tourist destination at an international level. However, the study on senior tourism in the context of Thailand is still limited, and some of their preferences are unknown. Therefore, the purposes of this study were (1) to examine the behaviour of senior tourists visiting Andaman provinces, Thailand, and (2) to investigate the senior tourists' expectations and satisfaction with the destination attributes in Andaman provinces.

Literature Review

Importance of Senior Tourism

Globally, the senior population has been recognized as a significant social transition impacting all business operations. This phenomenon may be caused by the baby boomer generation, who has turned to become a senior generation. According to World Population Dashboard (2019), the ageing population is projected to grow from 9% to 16% of the world's total population in the year 2050. In this regard, the senior population will become an important target market in all business sectors undoubtedly, especially hospitality and tourism businesses.

With the comprehensive investigation of previous literature, it revealed that the definition of senior has varied from each perception. According to Wang (2018), the senior population was defined as a group of people whose age turned 65 years old and above. Meanwhile, the ageing population in the USA refers to people who turn 55 years old or more (WTO, 2001). For this study, the group of people with the chronological age of 55 years old and above was defined as “senior”.

Many studies have shown the advantages of senior tourists, such as time flexibility, high purchasing power, etc. (Jang & Wu, 2006; Borges et al., 2016; Zielinska-Szczepkowska, 2021). However, there are some points the business operators should not ignore if they will target this market segment since the senior preferences

differ from youngsters. They also require specific well-designed products and services which suit their distinctive needs and wants.

Senior Tourists' Behaviour

It can be said that senior tourism is one of the most interesting areas due to its growth potential. Therefore, understanding their behaviour is very crucial since this market segment has more experience, time flexibility, and independence. Without a clear understanding of their behaviours, the service providers might encounter some challenges in satisfying their specific needs or fulfilling their expectations (Poon, 1994). Cleaver et al. (1999) mentioned that senior travellers had dissimilar preferences from younger travellers. Gitelson and Crompton (1983), Alén et al. (2014), and Liew et al. (2021) stressed that senior tourists would travel longer periods and at greater distances because of their availability from work. Furthermore, the comprehensive review of the existing pieces of the literature reveals that the most common purposes of their travelling were resting and relaxation, social interaction, physical exercises, learning, and excitement (Prayag, 2012). In addition, the study by Sniadek (2006) stated that seniors generally seek new experiences and personal growth while youngsters seek pleasure and escape from their stress.

Based on many works of literature reviewed, it was consistently shown that senior tourists had a high demand for quality products and services (Ahmad, 2002; Del Chiappa et al.,

2013; Zielinska-Szczepkowska, 2021). It is in line with the prior study done by Pederson (1994), who showed that most senior travellers were more concerned with comfort and convenience in psychological and physical aspects than younger travellers. Moreover, Huang and Tsai (2003) stated that senior travellers travelled more often, and their length of stay was longer than youngsters. In addition, Horneman et al. (2002) found that senior tourists were more active and focused on health and fitness. Meanwhile, Jang and Wu (2006) provided insightful information which showed that senior travellers travelled with the purpose of knowledge-seeking, and safety and cleanliness were the most critical points that they paid more attention to.

Tourist's Expectations and Satisfaction

The level of tourist satisfaction can be used to indicate the performance and management of the destination perceived by travellers, especially on the destination attributes. Basically, the tourists' satisfaction is shaped by comparing their expectations with the destination's performance. Therefore, tourists' expectations can be defined as the term of the needs and desires of a tourist from the destination (Millan & Esteban, 2003). The research done by Aliman (2014) showed that there was a positive correlation between tourist's expectation and their satisfaction. Hence, assessing the tourist' expectations is crucial to maximizing their satisfaction (Stevens, 1992; Pizam et al., 1978). If the service

providers can understand the tourist's expectations, creating and delivering the destination products which suit their expectation can affect their satisfaction. Therefore, satisfaction can be specified as an outcome received from what travellers expect from destination products that at least equalled or exceeded their expectations (Pizam et al., 1978).

In the context of this study, a comparison between the senior tourists' expectations and satisfaction in Andaman provinces based on the destination attributes was investigated. It was conducted by assessing their perception of the destination performance on the vital destination attributes: beach accommodation and facilities, logistics and safety, foods and hygiene, attractions and activities, and price and value for money. Therefore, hypothesizes of this study were proposed as the following statements:

H1: There is a significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning beaches, accommodations, and facilities.

H2: There is a significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning logistics and safety factors.

H3: There is a significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning food and hygiene factors.

H4: There is a significant difference between the expectations and satisfaction of senior tourists visiting Andaman concerning attractions and activities.

H5: There is a significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning price and value for money factors.

Methodology

The study on “an investigation of senior tourist's expectation and satisfaction: a case study of Andaman provinces, Thailand”, approached quantitative research by using a questionnaire as a research instrument to collect data. A questionnaire survey was developed based on a comprehensive review of senior tourism in three languages: Thai, English, and Chinese. Before conducting the final survey, three senior researchers were asked to review the questionnaire as a pre-test to ensure its reliability and validity. Moreover, a pilot test was conducted with 30 travellers to ensure the research instrument's reliability, validity and practicability. The data used in this study was collected from senior tourists, both Thai and international tourists who turned 55 years old and above and who visited Andaman provinces (Phuket, Phang-Nga, and

Krabi). In this study, Phuket, Phang-Nga, and Kabri were chosen based on their popularity and are considered as the key destinations among the Andaman provinces. Therefore, these three provinces were treated as one population. Thus, the convenience sampling method was employed for data collection. Four hundred nine respondents completed the questionnaires. The questionnaire consisted of scales measuring the tourists' expectations and satisfaction with the Andaman tourism products. A 5-point Likert scale was employed to assess their perception and satisfaction level. Finally, the IBM SPSS program was employed to analyze the data.

Results

1.1 Demographic characteristics

Table1: Demographic characteristics of respondents

		Frequency (N=409)	Percent
Gender	Male	180	44
	Female	229	56
Age	55-64	315	77
	65 or above	94	23
Nationality	Mainland Chinese	82	20
	Australian	103	25.2
	Russian	73	17.8
	Thai	31	7.6

		Frequency (N=409)	Percent
	British	29	7.1
	Other Asian	32	7.9
	Other European	38	9.3
	Others	21	5.1
Marital Status	Single	54	13.2
	Married	320	78.2
	Separated	14	3.4
	Widowed	21	5.2
Education	Level Up to	99	24.2
	Secondary school		
	Diploma	91	22.2
	Bachelor	130	31.8
	Master	51	12.5
	Doctoral	38	9.3
Occupation	Business Owner	69	16.9
	Government	40	9.8
	Housewife	32	7.8
	Managerial/	44	10.8
	Administrative		
	Professional/	60	14.7
	Technician		
	Retiree	145	35.4
	Self-employed	19	4.6

Frequency (N=409)		Percent
Monthly income (USD)		
Below1,000	74	18.1
1,000-1,999	53	13
2,000-2,999	39	9.5
3,000-3,999	64	15.6
4,000-4,999	38	9.3
5,000-5,999	23	5.6
6,000-6,999	27	6.6
7,000 or Higher	91	22.3

The demographic characteristics of the respondents who were senior tourists visiting Andaman provinces in Thailand were analyzed and presented in Table 1. The majority of the respondents were females (56%) and males (44%), respectively. The respondents who were in the chronological age between 55-64 years old were 77%, and the respondents 65 years old and above were 23%. In terms of nationality, the majority of the respondents were Australian (25.2%), followed by Mainland Chinese (20%) and Russian (17.8%), respectively. Moreover, the data showed that the number of travellers with married status was 78.2 %, and those with single status were 13.2%. Meanwhile, almost one-third of the samples achieved a bachelor's degree (31.8%), followed by

secondary school (24.2%), diploma (22.2%), and higher education, both master's and doctoral (21.8%). Moreover, 35.4% of the respondents were retirees, followed by business owners (16.9%) and professionals/technicians (14.7%). Most respondents (22.3%) had a monthly income starting from 7,000 USD and higher; on the other hand, 18.1% had a monthly income lower than 1,000 USD.

1.2 Senior tourists' behaviour

Table2: Tourists' behaviour of respondents

Tourists' behaviour	Frequency (N=409)	Percent (%)
Nationality of respondents		
Non-Thai	378	92.4
Thai	31	7.6
Is this your first visit to Thailand?		
Yes	215	52.6
No	194	47.4
Is this your first visit to Andaman Province?		
Yes	239	58.4
No	170	41.6
Length of stay		
1-3 day(s)	84	22
4-6 days	89	21.8
7-9 days	87	21.3
10 days and above	149	34.4

Tourists' behaviour	Frequency (N=409)	Percent (%)
Purpose of visit		
Holiday/Leisure	354	86.55
Meeting/Seminar/Business	17	4.16
Visit friends/relatives	15	3.67
Health Treatment	6	1.47
Others	17	4.15
How did you travel to Andaman province?		
By Plane	396	96.8
By Own car	4	1.0
By Bus	6	1.5
By Cruise/Ship	3	0.7
How did you arrange your trip?		
FIT	144	35.2
Tour package	265	64.8

Table 2 shows that more than half of the international respondents visited Thailand for the first time, which was 52.6%. Apart from that, 58.4% of the total respondents were on their first time visiting the Andaman provinces. More than one-third of the respondents stayed in Andaman provinces for 10 days or longer (34.4%), followed by 1-3 days (s) (22.5%), 4-6 days (21.8%), and 7-9 days (21.3%).

For the purpose of their visit, it was found that most of the respondents (86.55%) visited Andaman provinces with the primary

purpose of holiday or leisure, followed by attending a meeting/seminar/business related (4.16%). The plane was the main mode of transportation used by 96.8% of the respondents to the destination, followed by a bus (1.5%) and a car (1.0%). Moreover, a tour package was selected by 64.8% of the respondents as a way they arranged their trip. At the same time, 35.2% visited the destination as free individual travellers (FIT).

1.3 Gap Analysis and Hypothesis Testing

The study employed the Gap analysis technique to identify the differences in mean values between the expectation and satisfaction levels of the senior tourists toward the destination attributes. Therefore, Paired sample t-test was adopted to determine whether there was any significant difference between expectation and satisfaction. The following hypotheses H1, H2, H3, H4, and H5 were tested.

The Gap in Beaches, Accommodation, and Facilities

H1: There is a significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning beaches, accommodations, and facilities.

Table 3: Paired sample t-test and the gap in beach,
accommodation, and facilities

Attributes	Mean	SD	Gap	t-value	P-value
H1a: Attractiveness of beaches					
Expectation	4.07	0.79	0.14	2.791	0.006*
Satisfaction	4.21	0.84			
H1b: Availability of space on beaches					
Expectation	4.03	0.86	0.14	2.662	0.008*
Satisfaction	4.17	0.84			
H1c: Facilities provided on beaches					
Expectation	3.72	0.95	0.10	1.475	0.141
Satisfaction	3.82	0.90			
H1d: Variety of accommodation					
Expectation	4.01	0.88	0.21	4.210	0.000*
Satisfaction	4.22	0.77			
H1e: Quality of accommodation					
Expectation	4.22	0.78	0.09	1.948	0.520
Satisfaction	4.31	0.77			

Note: * $p < .05$

The result of the paired sample t-test shows that mean values of satisfaction on the destination attributes are significantly higher than expected in the attractiveness of beaches, availability of space on beaches, and variety of accommodations. The result also shows that there is no significant difference between the

expectation and satisfaction of senior tourists visiting Andaman concerning the attributes of facilities provided on beaches and quality of accommodation. Therefore, H1a, H1b, and H1d are accepted.

The Gap in Logistics and Safety

H2: There is a significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning logistic and safety factors.

**Table 4: Paired sample t-test and the Gap
in Logistic and Safety**

Attributes	Mean	SD	Gap	t-value	P-value
H2a: Network of local transport within Phuket					
Expectation	3.90	0.91	-0.2	2.883	0.004*
Satisfaction	3.70	0.98			
H2b: Safety of traffic					
Expectation	4.11	0.79	-0.44	7.109	0.000*
Satisfaction	3.67	0.97			
H2c: Signposting to tourist attractions					
Expectation	3.99	0.84	-0.24	4.333	0.000*
Satisfaction	3.75	0.91			
H2d: Overall safety and security while travelling					
Expectation	4.37	0.73	-0.10	2.594	0.100
Satisfaction	4.27	0.73			

Note: * $p < .05$

The result of the paired sample t-test shows that mean values of satisfaction on the destination attributes are significantly lower than expected in cases of the network of local transport within Phuket, the safety of traffic, and signposting to tourist attractions. The result also shows that there is no significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning the attributes of overall safety and security while travelling. Therefore, H2a, H2b, and H2c are accepted.

The Gap in Food and Hygiene

H3: There is a significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning food and hygiene factors.

Table 5: Paired sample t-test and the Gap
in Food and Hygiene

Attributes	Mean	SD	Gap	t-value	P-value
H3a: Variety of local food					
Expectation	4.02	0.88	0.16	3.389	0.001*
Satisfaction	4.18	0.84			
H3b: Taste of local food					
Expectation	4.06	0.85	0.09	1.681	0.094
Satisfaction	4.15	0.86			
H3c: Availability of fresh seafood					
Expectation	3.95	0.98	0.17	3.208	0.001*
Satisfaction	4.12	0.88			
H3d: Hygiene of food					
Expectation	4.33	0.79	-0.40	7.361	0.000*
Satisfaction	3.93	0.87			
H3e: Overall cleanliness of the destination					
Expectation	4.28	0.79	-0.25	4.958	0.000*
Satisfaction	4.03	0.84			

Note: * $p < .05$

The result of the paired sample t-test shows that mean values of satisfaction on the destination attributes are significantly higher than expected in cases of a variety of local food and availability of fresh seafood. Meanwhile, it is lower than expected

in cases of food hygiene and overall cleanliness of the destination. The result also shows that there is no significant difference between the expectation and satisfaction of senior tourists visiting Andaman regarding the taste of local food. Therefore, H3a, H3c, H3d, and H3e are accepted.

The Gap in Attractions and Activities

H4: There is a significant difference between the expectations and satisfaction of senior tourists visiting Andaman concerning attractions and activities.

Table 6: Paired sample t-test and the Gap in Attraction and Activities

Attributes	Mean	SD	Gap	t-value	P-value
H4a: Variety of tourist attractions					
Expectation	3.81	0.98	0.24	4.582	0.000*
Satisfaction	4.05	0.84			
H4b: Temples and cultural attractions					
Expectation	3.79	0.99	0.34	7.108	0.000*
Satisfaction	4.13	0.81			
H4c: Availability of touring services nearby tourist attractions					
Expectation	3.92	0.83	0.02	0.391	0.696
Satisfaction	3.94	0.85			

Attributes	Mean	SD	Gap	t-value	P-value
H4d: Variety of leisure activities					
Expectation	3.84	0.86	0.04	0.986	0.325
Satisfaction	3.88	0.85			

Note: * $p < .05$

The result of the paired sample t-test shows that mean values of satisfaction on the destination attributes are significantly higher than expected in cases of a variety of tourist attractions, and temples and cultural attractions. The result also shows that there is no significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning the attributes availability of touring services nearby tourist attractions and a variety of leisure activities. Therefore, H4a and H4b are accepted.

The Gap in Price and Value for Money

H5: There is a significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning price and value for money factors.

**Table 7: Paired sample t-test and the Gap in Price and Value
for Money**

Attributes	Mean	SD	Gap	t-value	P-value
H5a: Prices of food and beverages					
Expectation	4.00	0.79	-0.10	1.596	0.111
Satisfaction	3.90	0.98			
H5b: Prices of local transport					
Expectation	3.87	0.92	-0.25	3.662	0.000*
Satisfaction	3.62	0.98			
H5c: Overall value for money of the trip					
Expectation	4.27	0.73	-0.10	2.201	0.28
Satisfaction	4.17	0.79			

*Note: * $p < .05$*

The result of the paired sample t-test shows that mean values of satisfaction on the destination attributes are significantly lower than expected in cases of prices of local transport. The result also indicates that there is no significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning prices of food and beverages and the overall value for money of the trip. Therefore, H5b is accepted.

Discussion and Conclusion

Based on this study, the findings revealed that senior tourists visit Andaman provinces in Thailand primarily for leisure. To access the destination, planes were the primary mode of their transportation. The length of their stay varies from each individual, and it depends on the time permitted; this is in line with the previous findings stressed by Bai et al. (1999) and Zielinska-Szczepkowska (2021), who presented that the length of a senior tourist's trip can range from 1 to 3 nights, 4 to 7 nights or even up to 10 nights. However, they would stay longer than youngsters, as supported by Alén et al. (2014) and Liew et al. (2021), who stated that senior tourists would travel longer periods and at greater distances. They preferred to travel with a travel company by purchasing a tour package, as the study done by Batra (2009) mentioned that a tour package was an option preferred by senior tourists. It was mainly for convenience and security reasons (Patterson, 2007).

Moreover, the findings also revealed the senior tourists' perception of the destination. In the context of the study, there are five key destination attributes investigated to identify the expectation and satisfaction perceived by the tourists on those destinations' attributes. With this regard, gap analysis and hypothesis testing were approached.

Attribute 1: beaches, accommodation, and facilities. The findings showed that the senior tourists were satisfied with the attributes since the mean values of the satisfaction were higher than expected. The finding also found that there is no significant difference ($P \geq 0.05$) between the expectation and satisfaction of senior tourists visiting Andaman concerning facilities provided on beaches and the quality of accommodation.

Attribute 2: logistics and safety. The findings revealed that the destination could not fulfil the tourists' expectations as the negative gap statistically existed in all sub-attributes. It can be indicated that senior tourists put high expectations on logistics and safety, as Gnanapala (2015) stated that tourists would prefer to visit secure destinations. However, hypothesis testing found no statistically significant difference ($P \geq 0.05$) in overall safety and security while travelling.

Attribute 3: food and hygiene. The findings showed that the tourists were fulfilled with their expectations in some dimensions, such as a variety of local food and the availability of fresh seafood. However, in terms of food hygiene and the overall cleanliness of the destination, these were below their expectation. Food and hygiene have become a primary concern for senior tourists since they are often at a high risk of food safety problems (Poolklai, 2015).

Attribute 4: attractions and activities. The findings presented that the senior tourists were satisfied with this attribute as the positive gap presented. Moreover, it was partially supported by the hypothesis testing, which found that there is no significant difference ($P \geq 0.05$) in two sub-attributes; the availability of touring services nearby tourist attractions and a variety of leisure activities. Attractions are a significant factor for tourists in the destination selection process. The variety of attractions and activities significantly influences tourists' perception, which enhances their satisfaction levels.

Attributes 5: price and value for money. The findings illustrated that the senior tourists felt that the price charged for food and beverages, local transportation, and overall value for money for the trip was unreasonable. It could be observed that the mean value of satisfaction was lower than expected. However, the hypothesis testing found that there might be no significant difference ($P \geq 0.05$) in the prices of food and beverages and the overall value for money of the trip. Gnanapala (2015) stated that most tourists were sensitive to price and paid more attention to the pricing and the value for money. It is imperative to take actions to regulate and control the price to ensure that overcharge does not occur.

In conclusion, there are five key destination attributes investigated. The findings found that the senior tourists had a

positive perception towards the beach, accommodation, facilities, variety and taste of local food, attractions, and activities. In contradiction, the negative perception has occurred in the following attributes; logistics and safety, food hygiene, overall cleanliness of the destination, and price and value for money.

Regarding the results of this study, the implications are found from both theoretical and practical standpoints. From the theoretical standpoint, it provides insightful information for the expectation and satisfaction of senior tourists' perception of the destination products. It would enrich the current literature on this topic to enhance the understanding of senior tourists' expectations and influential factors contributing to their satisfaction. In terms of practical or managerial standpoints, the findings would benefit local authorities, marketers, and policymakers to design strategies or find methods to fulfil senior tourists' expectations and increase their satisfaction. In addition, the result can play an essential role in retaining the tourists and developing their loyalty to the destination. Moreover, the case of Andaman Provinces would be applied to other beach destinations with similar characteristics to the Andaman provinces in Thailand to respond to the demand of senior tourists or any destinations targeting senior travellers.

For future research, the cross-cultural examination can be further investigated to assess a particular senior tourist group since

different cultures may have different demands. In addition, comparing senior tourists' travel behaviour, preference, and attitude between pre-Covid-19 and post-Covid-19 pandemic may derive some significant changes that the practitioners and relevant parties must consider for product and destination development.

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เอกสารแนบท้ายประกาศ ก.พ.อ.

เรื่องหลักเกณฑ์และวิธีการพิจารณาแต่งตั้งบุคคลให้ดำรงตำแหน่งผู้ช่วยศาสตราจารย์

รองศาสตราจารย์ และศาสตราจารย์ พ.ศ. ๒๕๖๔

๔. แบบแสดงหลักฐานการมีส่วนร่วมในผลงานทางวิชาการทั่วไป

ก. ชื่อผลงาน .. An Investigation of Senior Tourist's Expectations and Satisfaction: A Case Study of Andaman Provinces, Thailand....

ข. สถานะผู้ขอในผลงาน

/ ผู้ประพันธ์อันดับแรก (First author)

☐ ผู้มีส่วนสำคัญทางปัญญา (Essentially intellectual contributor)

/ ผู้ประพันธ์บรรณกิจ (Corresponding author)

ค. ประเภทของผลงาน

กลุ่มที่ ๑ ☐ งานวิจัย

กลุ่มที่ ๒ ผลงานทางวิชาการในลักษณะอื่น

☐ ผลงานวิชาการเพื่ออุตสาหกรรม

☐ กรณีศึกษา (Case Study)

☐ ผลงานวิชาการเพื่อพัฒนาการเรียนการสอนและการเรียนรู้

☐ งานแปล

☐ ผลงานวิชาการเพื่อพัฒนานโยบายสาธารณะ

☐ สิทธิบัตร

☐ ผลงานสร้างสรรค์ด้านวิทยาศาสตร์และเทคโนโลยี

☐ ซอฟต์แวร์

☐ พจนานุกรม สารานุกรม นามานุกรม และงานวิชาการในลักษณะเดียวกัน

☐ ผลงานนวัตกรรม

☐ ผลงานสร้างสรรค์ด้านสุนทรียะ ศิลปะ

☐ ผลงานรับใช้ท้องถิ่นและสังคม

กลุ่มที่ ๓ ☐ ตำรา

☐ หนังสือ

/ บทความทางวิชาการ

ส่วนที่ ๑ รายละเอียดของการมีส่วนร่วม

ผู้ขอกำหนดตำแหน่งต้องกรอรายละเอียดให้ครบถ้วน (เนื่องจากไม่มีการแบ่งส่วนร่วมในผลงานทางวิชาการ ดังนั้นบทบาทหน้าที่ความรับผิดชอบตามที่ผู้ขอระบุจะมีผลต่อการพิจารณาผลงานทางวิชาการ)

รายละเอียดการมีส่วนร่วม	บทบาทและหน้าที่ความรับผิดชอบ
ก. ความคิดริเริ่ม (Idea) และ สมมุติฐาน	1รศ.ดร. กุลดา เพ็ชรวรรณ 2 นายปฐวี อินทร์สุวรรณโน เป็นผู้ริเริ่มแนวคิดการศึกษาความคาดหวังและความพึงพอใจของนักท่องเที่ยวสูงอายุในพื้นที่จังหวัดชายฝั่งอันดามัน โดยตั้งสมมุติฐานเกี่ยวกับองค์ประกอบที่มีผลต่อความพึงพอใจ เช่น ด้านบริการ ความปลอดภัย การเข้าถึง และกิจกรรมที่เหมาะสมกับวัย
ข. การปฏิบัติการวิจัย การมีส่วนร่วมในการออกแบบ การทดลอง การทดสอบ เครื่องมือวัด วิธีการเก็บข้อมูล และ Criteria	1 นายปฐวี อินทร์สุวรรณโน 2 รศ.ดร. กุลดา เพ็ชรวรรณ ร่วมรับผิดชอบในการออกแบบการวิจัยเชิงปริมาณ พัฒนาแบบสอบถามที่อิงจากทฤษฎีความพึงพอใจของผู้บริโภค และผ่านการตรวจสอบความตรงเชิงเนื้อหาโดยผู้เชี่ยวชาญ รวมถึงกำหนดเกณฑ์การวิเคราะห์ข้อมูลเพื่อประเมินระดับความคาดหวังและความพึงพอใจ
ค. การจัดเก็บข้อมูล การวิเคราะห์ข้อมูล การแปลผล	1 นายปฐวี อินทร์สุวรรณโน 2 รศ.ดร. กุลดา เพ็ชรวรรณ ดำเนินการเก็บข้อมูลจากนักท่องเที่ยวสูงอายุในพื้นที่จังหวัดภูเก็ต พังงา และกระบี่ โดยใช้วิธีการตอบแบบสอบถาม และประมวลผลข้อมูลด้วยสถิติเชิง

	พรรณนาและอนุมาน เช่น ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน และการวิเคราะห์ช่องว่าง (Gap Analysis)
ง. การวิพากษ์วิจารณ์ผล การแสดงการเปรียบเทียบกับข้อสรุปหรือองค์ความรู้หรือทฤษฎีเดิม	1 นายปลื้ม อินทร์สุวรรณโน 2 รศ.ดร. กุลดา เพ็ชรวรรณ วิเคราะห์ผลโดยเปรียบเทียบกับความคาดหวัง-ความพึงพอใจ และเปรียบเทียบกับข้อสรุปงานวิจัยก่อนหน้านี้เกี่ยวกับนักท่องเที่ยวสูงอายุ เพื่อนำเสนอข้อเสนอเชิงนโยบายต่อการพัฒนาสินค้าและบริการท่องเที่ยวรองรับผู้สูงอายุในบริบทไทย
จ. การมีส่วนร่วมในการเขียน manuscript ผลงานสร้างสรรค์ นวัตกรรม สิ่งประดิษฐ์ เป็นต้น	1 นายปลื้ม อินทร์สุวรรณโน 2 รศ.ดร. กุลดา เพ็ชรวรรณ เป็นผู้เขียนบทความฉบับเต็มในทศวรรษ ตั้งแต่บทนำ วิธีวิจัย ผลการศึกษา และอภิปรายผล รวมถึงการจัดทำตาราง สรุปผล และการส่งต้นฉบับเพื่อตีพิมพ์ในวารสาร Journal of International Studies, Prince of Songkla University
ฉ. การให้การสนับสนุน specimens, study cohort, โจจิสติกส์ ทนวิจัย (โปรดระบุแหล่งทุน เงินทุน และปีที่ได้รับ) เครื่องมือ ห้องปฏิบัติการ ครุภัณฑ์	-
ช. อื่นๆ	-

ส่วนที่ ๒ รายละเอียดของการนำผลงานไปแสดง การถ่ายทอดเทคโนโลยี หรือการถ่ายทอดองค์ความรู้ ต้องแนบเอกสารหลักฐานเพื่อประกอบการพิจารณา

ก. ตีพิมพ์ในวารสาร Journal Impact factor จำนวนครั้งของการอ้างอิง (ฐานข้อมูล)

ตีพิมพ์ในวารสาร ... Journal of International Studies, Prince of Songkla University.....

ฐานข้อมูลTCI.....

มี Impact Factor ปี....2022.... เท่ากับ Citation = Quartile ปี ..2022..... = ...TCI1..

Category = SJR ranking =/..... SJR =

ข. สิทธิบัตร ประเภท ปีที่ได้รับการจด จดแบบ ครอบคลุมประเทศ

ค. ถ้าเป็น Technical report หรือ รายงานวิจัย ผู้ใช้งานคือใคร

ง. การเผยแพร่งานวิจัยได้รับการนำเสนอแบบโปสเตอร์ หรือ Oral Presentation (โปดระบุ session เช่น Plenary, Symposium หรือ oral session) หรือสื่อบันทึกในการประชุม หรือการจัดแสดง หรือจัดนิทรรศการ (ชื่อ สถานที่จัดประชุม หรือจัดแสดง หรือจัดนิทรรศการ และประเทศ) หรือ ในกรณีที่เป็นหนังสือ (โปดระบุ ชื่อสำนักพิมพ์ ปีที่ตีพิมพ์)

จ. ประวัติการได้รับทุนวิจัยโครงการที่เกี่ยวข้องกับผลงานชิ้นนี้

ฉ. หากงานวิจัย ได้รับการถ่ายทอดเทคโนโลยี ผู้วิจัยได้รับค่าธรรมเนียมใบอนุญาต (Licesing Fees) รวมเท่าใด (โปดแสดงหลักฐานสัญญา)

หมายเหตุ การลงนามรับรองการมีส่วนร่วมในผลงานแต่ละเรื่องของผู้ประพันธ์อันดับแรก (First author) และผู้ประพันธ์บรรณกิจ (Corresponding author) เพื่อรับรองบทบาทหน้าที่ การปฏิบัติงาน และความรับผิดชอบในการสร้างสรรค์ผลงานของผู้ร่วมงานทุกคนว่าทำในส่วนไหนอย่างไร

เมื่อได้ลงนามรับรองแล้วจะเปลี่ยนแปลงไม่ได้ หากตรวจสอบพบภายหลังว่าผู้ขอกำหนดตำแหน่งระบุการมีส่วนร่วมไม่ตรงกับความเป็นจริงจะถือว่าการกระทำของผู้นั้นเข้าข่ายผิดจริยธรรมไม่เหมาะสมที่จะได้รับการพิจารณาแต่งตั้งให้ดำรงตำแหน่งทางวิชาการ โดยทางคณะฯจะสอบหาข้อเท็จจริงและดำเนินการทางวินัยต่อไป

ลงชื่อ 

(...นายปฐวี อินทร์สุวรรณโน.....)

ผู้ขอกำหนดตำแหน่ง

ลงชื่อ 

(...นายปฐวี อินทร์สุวรรณโน.....)

ผู้ประพันธ์อันดับแรก (First author)

ลงชื่อ 

(...นายปฐวี อินทร์สุวรรณโน.....)

ผู้ประพันธ์บรรณกิจ (Corresponding author)

To: Members of the Subcommittee for Teaching Evaluation

From: Patthawee Insuwanno

Date: 10 June 2025

Subject: Exemption Justification for IRB Approval: An Investigation of Senior Tourist's Expectations and Satisfaction: A Case Study of Andaman Provinces, Thailand

Dear Members of the Subcommittee for Teaching Evaluation,

I hope this note finds you in good spirits. I am writing to formally express my intent to apply for the position of Assistant Professor. As part of the application process, I am submitting a research paper, which is a key requirement for this application, and I kindly seek your consideration in this regard. The details of the paper are as follows:

Insuwanno, Patthawee, and Kullada Phetvaroon. "An investigation of senior tourist's expectations and satisfaction: a case study of Andaman Provinces, Thailand." *Journal of International Studies, Prince of Songkla University* 12.2 (2022): 28-61.

This letter serves to justify why the aforementioned study is exempt from requiring Institutional Review Board (IRB) approval, based on Section 3 of *Guidelines for Conducting Research Involving Humans in Behavioral Sciences, Social Sciences, and Humanities*. The study examined the senior tourist behaviour visiting Andaman provinces, Thailand, and investigated the senior tourists' expectations and satisfaction with the destination attributes. Data collection involved a self-administered survey with tourists who turned 55 years old and above, visiting Andaman provinces, carried out in a low-risk, non-invasive setting. Ethical procedures were strictly followed to ensure participant protection and research integrity. The following safeguards were implemented:

- **Recruitment Criteria:** A convenience sampling method was used to recruit senior tourists (aged 55 and above), both Thai and international, who had visited the Andaman provinces. (Phuket, Phang-Nga, and Krabi).
- **Voluntary Participation:** Participation in the survey was entirely voluntary, with no coercion or pressure to participate.
- **Informed Consent:** All participants received a clear explanation of the study's purpose and were assured of anonymity. Only the research team had access to the responses.
- **Anonymity and Confidentiality:** No personal identifiers (names or contact information) were collected. All responses were kept strictly anonymous and confidential.
- **Survey Content:** The questionnaire included standardised scales assessing expectations and satisfaction with Andaman tourism products, using a 5-point Likert scale.
- **Data Handling:** No identifiable information was recorded. Responses were securely stored and may be used in future research without the inclusion of any personal identifiers.

This table below provides an overview of how the research aligns with **Section 3: Research Projects in Behavioral Sciences, Social Sciences, and Humanities that Do Not Require Approval from the Institutional Human Research Ethics Committee of the Guidelines for Conducting Research Involving Humans in Behavioral Sciences, Social Sciences, and Humanities.**¹ It evaluates the specific criteria outlined in the guidelines, highlighting whether the research meets each criterion through a tick box and providing justifications for alignment. The table confirms that the mentioned research above adheres to ethical standards, which exempts the paper from requiring Institutional Review Board (IRB) approval.

Section 3 Criteria	Research met Criteria	Justification
1. Research projects that do not involve actions on the body, mind, cells, cell components, genetic materials, samples, tissues, or bodily fluids of individuals.	✓	The research was solely survey-based and non-invasive
2. Research projects involving recorded data in medical records or photographic data of research participants that cannot identify individuals either directly or indirectly.	✓	No recorded data from medical records or photographs were used in this research.
3. Research projects involving surveys, interviews, or observations of research participants that do not involve or impact the mind, cells, cell components, genetic materials, samples, tissues, health, or behaviors of participants and cannot identify individuals either directly or indirectly.	✓	The survey did not involve sensitive content or identifying data
4. Research projects related to testing the quality, taste, or consumer acceptance of food, provided that the food does not contain unauthorized colorings, additives not approved by law, or substances exceeding safety levels as defined by the Food and Drug Administration.	✓	Not applicable—no food-related component
5. Research projects involving the observation of behaviors in communities or society in general, where data collection does not identify individuals either directly or indirectly.	✓	Data reflected general perceptions without identification.
6. Research projects related to training, teaching, or evaluation of educational outcomes that do not impact individuals.	✓	Questions were perception-based, with no impact on participants
7. Other research projects as specified by announcements from the National Research Council of Thailand (NRCT).	✓	This project fully aligns with the general criteria outlined in Section 3 of the NRCT guidelines.

¹ <https://necast.nrct.go.th/wp-content/uploads/download-manager-files/ประกาศ-แนวทางปฏิบัติในการดำเนินการวิจัยใน มนุษย์-ใช้จริง.pdf>

I trust this letter sufficiently clarifies the alignment of my research with the established guidelines and the ethical measures undertaken. Please do not hesitate to contact me should you require further information or documentation.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Patthawee Insuwan', is positioned above the printed name.

Patthawee Insuwan

Lecturer, Faculty of Hospitality and Tourism

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