



ANALYSIS OF THE RELATIONSHIP BETWEEN THE TOURIST ATTRactions POTENTIAL THAT AFFECT TOURIST SATISFACTION IN CREATIVE TOURISM COMMUNITIES

THANAWAT TANTIPANICHKUL¹, KITTANATHAT SUPHAN², ISSARAPONG KHIANPANYA^{3*}

¹⁻² Lecturer of Tourism Department, Faculty of Business Administration and Information Technology,
Rajamangala University of Technology Isan Khon Kaen Campus, Thailand.

^{3*} Lecturer of Tourism and Hotel Department, Faculty of Management Technology, Rajamangala University of
Technology Isan Surin Campus, Thailand.

*Corresponding Email: khianpanya.i@gmail.com

Abstract: *This article aims to examine the relationship between the potential of tourist attractions and their impact on the satisfaction of creative tourism communities. A questionnaire was used to collect data from 400 tourists who had previously visited creative tourism communities in Khon Kaen, Province. Regression analysis was conducted to analyze the relationship between variables. The study found that increasing tourist skills leads to increased satisfaction; access to tourist attractions enhances satisfaction with local identity; increased support capacity for tourism results in greater satisfaction with skill and experience products, as well as intangible tourism resources; and increased carrying capacity affects tourist satisfaction and participation in tourism activities.*

Keywords: *Creative Tourism, Community-Based Tourism, Creative Tourism Community.*

Introduction

Creative tourism communities are destinations that prioritize creativity and cultural engagement in their tourism activities. These communities focus on providing tourists with unique and meaningful experiences that are tailored to their interests and needs. The goal of creative tourism communities is not only to attract tourists but also to promote sustainable tourism development that benefits the local communities. (Richards, 2011)

Creative tourism has become an emerging trend in recent years as tourists seek to engage in more meaningful and immersive travel experiences. Creative tourism offers travelers an opportunity to engage in cultural and artistic activities and interact with local communities. As a result, destinations around the world have developed creative tourism products and experiences to cater to this growing trend. However, it is essential to understand the factors that contribute to tourist satisfaction in creative communities. One such factor is the Tourist Attractions Potential (TAP) (Bieger & Wittmer, 2006). The TAP refers to the overall appeal and attractiveness of a destination, including natural and cultural attractions, entertainment and leisure options, infrastructure and facilities, and safety and security. Understanding the relationship between the TAP and tourist satisfaction in creative communities is essential to the success of creative tourism initiatives. This paper aims to analyze the relationship between the TAP and tourist satisfaction in creative communities, providing insights for the development of creative tourism products and experiences.

Satisfaction is a crucial factor in the success of creative tourism communities. Tourists who are satisfied with their experience are more likely to share their positive experiences with others, resulting in increased tourism to the community. Additionally, satisfied tourists are more likely to return to the community in the future, providing a stable source of tourism revenue. (Richards, 2011) Satisfaction is also important for the local community, as it can lead to increased pride and support for their community. When locals see that tourists are enjoying their community and the creative activities it offers, they may be more likely to participate and support the local creative industries. This can lead to the creation of new creative businesses, which in turn can attract more tourists to the community (Richards, 2011). In a study of creative tourism in Oaxaca, Mexico, Gascón and Femenía-Serra (2018) found that satisfaction played a significant role in the development of creative tourism in the region. They found that tourists who were satisfied with their experience were more



likely to recommend the destination to others, resulting in increased tourism to the area. Additionally, locals who were satisfied with the tourism development in the region were more likely to support it, leading to the creation of new creative businesses and the development of the creative tourism industry.

However, it is important to note that satisfaction is not the only factor that contributes to the success of creative tourism communities. Other factors such as authenticity, cultural heritage, and the quality of creative activities also play a role (Richards, 2011). In conclusion, satisfaction is a crucial factor in the success of creative tourism communities. Tourists who are satisfied with their experience are more likely to recommend the destination to others, resulting in increased tourism to the community. Additionally, satisfied locals are more likely to support the development of creative tourism in their community, leading to the creation of new businesses and the growth of the creative tourism industry. While satisfaction is not the only factor that contributes to the success of creative tourism communities, it is an important one that should be considered when developing and promoting these communities.

Objective

1. To examine the correlation between potential tourist attraction variables and satisfaction with the components of creative community tourist attractions in Khon Kaen.
2. To perform regression analysis to test the relationship between potential tourist attraction factors and satisfaction with the components of creative community tourist attractions.

Research Method

The researcher reviewed concepts and theories about tourist attraction potential and satisfaction to identify variables for the study. The data collection tool was a questionnaire administered to 400 tourists who had visited creative tourism communities in Khon Kaen Province, selected through random or convenience sampling methods. The study analyzed the correlation between variables related to tourist attraction potential and satisfaction. To ensure consistency of variables, regression analysis was performed to test the relationship between attraction potential factors and satisfaction with the components of creative and synthetic community tourist attractions, respectively.

Literature Review

Tourist Attractions Potential

Tourist Attractions Potential refers to the overall potential of a destination to attract and satisfy tourists, based on the evaluation of its natural, cultural, and man-made attractions, as well as its level of infrastructure, services, and amenities available to visitors (Shen & Chan, 2009) Liu and Var (2017), Tourist Attractions Potential is the ability of a destination to attract and satisfy tourists, based on its physical, social, and economic resources. Mavrodontis and Glyptou (2016) described Tourist Attractions Potential as the capacity of a destination to attract and satisfy tourists, considering its natural, cultural, and man-made attractions, along with the level of infrastructure, services, and amenities available to visitors. According to Özdemir and Akinci (2014), Tourist Attractions Potential is the potential of a destination to attract tourists based on its historic, cultural and natural resources, as well as the level of infrastructure, services and facilities available. Shen and Chan (2009) defined Tourist Attractions Potential as the potential of a location or destination to attract and satisfy tourists, considering its natural, cultural, and man-made attractions, along with the level of infrastructure, services, and amenities available to visitors. And Wang, Li, and Huang (2019) defined Tourist Attractions Potential as the capacity of a destination to attract and satisfy tourists,

Wiwatchai (2007) identified and determined the potential or importance of tourist attractions based on the following factors: 1) the value of tourist attractions, including their beauty, distinctive features, historical antiquity, cultural and religious significance, atmosphere, natural landscape, and local way of life, as well as the duration of travel time from the city to the tourist attractions. 2)



Facilities, such as accommodations, restaurants, beverages, various services, electricity, water supply, telephone, and security systems. 3) Environment, including physical conditions, weather, ecosystems, and other conditions of tourist attractions, as well as tourist safety issues. 4) Reputation, which encompasses the popularity of tourist attractions and the number of tourists visiting them. The Tourist Attractions Potential (TAP) factor consists of natural attractions, cultural attractions, entertainment and leisure options, infrastructure and facilities, and safety and security (Buhalis & Costa, 2006). These components collectively contribute to the overall tourist appeal of a destination and can influence the number of tourists it attracts (Gursoy et al., 2004).

Srirathu, (2008) discussion of the criteria for determining tourism potential, four components were identified: 1) Area, which involves attracting tourists with unique or distinctive natural resources, ancient artifacts related to the local ecosystem and culture, and other factors that appeal to tourists such as the landscape and ease of access to tourist attractions. 2) Management, which includes ensuring tourism safety in the area, managing facilities, and controlling the number of tourists to avoid exceeding the capacity to accommodate them. 3) Activity and process, which involves offering a variety of tourism activities, raising awareness, and providing environmental education. 4) Participation, which considers the involvement of local organizations in overseeing the attraction and whether the local people are satisfied or interested in developing their local attractions as tourist attractions.

In the study of the potential of tourist attractions, the researcher established criteria for evaluating their potential in six areas: 1) Value of the tourist attractions: VAL, 2) Accessibility: ACC, 3) Facilities: FAC, 4) Carrying Capacity: CAP, 5) Environment: ENV and 6) Reputation: FAM.

Creative tourism

Richards (2010a) has identified six distinct features of creative tourism. Firstly, it aims to enhance the skills of tourists through their participation in tourism activities. Secondly, cultural skills and experiences become the main products of this form of tourism, and are sold as commodities. Thirdly, creative tourism has shifted from selling tangible tourism resources to intangible ones, selling experiences instead of physical goods. Fourthly, it focuses on everyday cultural goods, allowing tourists to connect with and experience local culture. Fifthly, it promotes tourism activities that involve the local community, enabling tourists to gain insight into the way of life of locals. Lastly, creative tourism must be unique and distinctive to create a unique identity for tourist attractions, as tourists seek new and different experiences.

Dachum (2013) discussed the important elements of creative tourism, consisting of three factors: 1) Tourism that takes into account sustainability, which is in line with UNESCO, (2021) description of creative tourism as the next strategy for sustainable tourism. 2) Learning and participating in art, culture, way of life, wisdom, and local identity between tourists and local hosts, which describes the experience of tourists as they learn and participate in cultural activities of the local community, promoting the exchange of knowledge and preserving the art, culture, wisdom, and way of life of local communities. 3) The relationship between tourists and hosts, which emphasizes the importance of hospitality and friendliness on the part of hosts to create a bond with tourists, offering advice and assistance to make their stay more enjoyable and memorable, ultimately contributing to the quality of being a good host for welcoming tourists.

This study on the satisfaction components of creative tourism has defined the variables of satisfaction based on the elements of creative tourist attractions in six aspects, including: 1) Skill Enhancement (Skill: SKI), 2) Culture highlight (Culture: CUL), 3) Unique identity (Unique: UNI), 4) Skills and experience as a product (Product: PRO), 5) Resources: RES, and 6) Tourist participation: TOU.

Results

The analysis of the relationship between the independent variables, which are the potential of tourist attractions, consisting of the Value of tourist attractions, Accessibility, Facilities, Carrying Capacity, Environment, and Reputation, and the dependent variable, which is the creative tourism communities, is aimed at studying the linear relationship with more than one independent

variable and the corresponding variable in the regression analysis. The creative tourism communities includes increasing tourists' skills, Culture highlights, Unique identity, Products are skills and experience, Resources are intangible, and Tourist participation. Will study the linear relationship with more than one independent variable and the corresponding variable in the regression analysis.

An analysis to examine the correlation problem of model variables on attraction potential for creative tourism communities consisted of tourist attractions potential. The outcome variables were satisfaction with the creative tourism communities components. A correlation coefficient between 0.571 - 0.522, with a positive correlation coefficient and not more than 0.80, indicating that the independent variables were independent, not significantly correlated, without controlling any variables (there was no Collinearity problem and Multicollinearity) Accurate, unity, and latent variables meet the criteria and can be used to analyze regression equations.

Table 1: An analysis to examine the correlation problem of model variables.

Fact or	Tourist Attractions Potential									Satisfaction of Creative Tourism Communities		
	VA L	ACC	FAC	CAP	ENV	FAM	SKI	CUL	UNI	PRO	RES	TOU
VAL	1	0.522 **	0.571 **	0.546 **	0.487 **	0.463 **	0.643 **	0.454 **	0.427 **	0.399 **	0.454 **	0.434 **
ACC		1	0.535 **	0.608 **	0.520 **	0.477 **	0.545 **	0.473 **	0.499 **	0.456 **	0.486 **	0.506 **
FAC			1	0.517 **	0.559 **	0.582 **	0.511 **	0.401 **	0.458 **	0.459 **	0.430 **	0.461 **
CAP				1	0.488 **	0.535 **	0.519 **	0.522 **	0.475 **	0.510 **	0.479 **	0.510 **
ENV					1	0.469 **	0.533 **	0.505 **	0.466 **	0.431 **	0.425 **	0.459 **
FAM						1	0.501 **	0.403 **	0.426 **	0.387 **	0.443 **	0.410 **
SKI							1	0.565 **	0.599 **	0.518 **	0.561 **	0.578 **
CUL								1	0.495 **	0.586 **	0.570 **	0.591 **
UNI									1	0.534 **	0.621 **	0.563 **
PRO										1	0.553 **	0.588 **
RES											1	0.529 **
TOU												1

** $p < 0.001$

The results of the correlation analysis of the model variables, the achievement of Tourist Attractions Potential that affects the satisfaction of the creative tourism communities components

The results of the analysis of tourist attraction potential affecting the satisfaction of the creative tourism communities by regression analysis. To test the relationship of Skill Enhancement (Skill: SKI), 2) Culture highlight (Culture: CUL), 3) Unique identity (Unique: UNI), 4) Products are skills and

experience (Product: PRO), 5) Resources are intangible (Resources: RES), and 6) Tourist participation: TOU. as the following

Regression analysis tested the relationship of tourist attractions potential factors affecting the satisfaction of the creative tourism communities components in terms of skill Enhancement.

All 6-tourist attraction potential factors positively influenced Skill Enhancement Satisfaction. The results of the test using Regression Analysis showed that satisfaction with Skill Enhancement (SKI) had a linear relationship. They corresponded to the six independent variables in tourism potential, with a statistical significance of 0.01, which can explain the variance in tourist satisfaction (SKI) at 52.2 percent, in descending order, namely: Attraction Value (VAL), Environment (ENV), Accessibility (ACC), Reputation (FAM), Capacity (CAP) and Facilities (FAC). Statistical significance at the 0.01 level with a positive influence, as shown in Table 2.

Table 2: Results of a regression analysis of factors affecting skill Enhancement satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.047	0.185		0.255	0.000**
VAL	0.400	0.049	0.381	8.168	0.001**
ACC	0.179	0.056	0.154	3.183	0.002**
FAC	0.005	0.053	0.005	0.103	0.001**
CAP	0.065	0.056	0.057	1.154	0.001**
ENV	0.195	0.051	0.173	3.800	0.001**
FAM	0.130	0.044	0.137	2.966	0.003**
R	0.722				
R Square	0.522				
Adjusted R Square	0.515				

From Table 2, it can be explained that the tourist attraction potential Influences tourists' satisfaction in upskilling in creative tourism communities. It was found that the tourist attraction potential in terms of the value of the tourist attraction resulted in the satisfaction of increasing the skills for tourists the most.

2. Regression analysis tested the relationship of tourist attractions potential factors affecting the satisfaction of the creative tourism communities components in terms of culture highlight.

All 6-tourist attraction potential factors positively influenced culture highlight Satisfaction. The results of the test using Regression Analysis showed that satisfaction with culture highlight (CUL) had a linear relationship. They corresponded to the six independent variables in tourism potential, with a statistical significance of 0.01, which can explain the variance in tourist satisfaction (CUL) at 37.9 percent, Environment (ENV), Carrying Capacity (CAP), Attraction Value (VAL), Accessibility (ACC), Reputation (FAM), and Facilities (FAC). Statistical significance at the 0.01 level with a positive influence, as shown in Table 3

Table 3: Results of a regression analysis of factors affecting culture highlight satisfaction



Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.946	0.189		5.017	0.000**
VAL	0.122	0.050	0.130	2.446	0.001**
ACC	0.120	0.057	0.115	2.090	0.001**
FAC	0.037	0.054	0.039	0.682	0.001**
CAP	0.251	0.058	0.244	4.373	0.001**
ENV	0.258	0.052	0.257	4.955	0.001**
FAM	0.050	0.045	0.059	1.129	0.001**
R	0.616				
R Square	0.379				
Adjusted R Square	0.370				

From Table 3, it can be explained that the tourist attraction potential Influencing cultural highlight satisfaction in creative tourism communities. It was found that environmental had the most significant effect on cultural highlight satisfaction.

3. Regression analysis tested the relationship of tourist attractions potential factors affecting the satisfaction of the creative tourism communities components in terms of Unique identity.

All 6-tourist attraction potential factors positively influenced unique identity Satisfaction. The results of the test using Regression Analysis showed that satisfaction with unique identity (UNI) had a linear relationship. They corresponded to the six independent variables in tourist attractions potential, with a statistical significance of 0.01, which can explain the variance in tourist satisfaction (CUL) at 35.4 percent, Accessibility (ACC), Environment (ENV), Carrying Capacity (CAP), Facilities (FAC), Reputation (FAM), and. Attraction Value (VAL). Statistical significance at the 0.01 level with a positive influence, as shown in Table 4

Table 4: Results of a regression analysis of factors affecting Unique identity satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.966	0.193		5.007	0.001**
VAL	0.068	0.051	0.072	1.329	0.001**
ACC	0.206	0.059	0.197	3.519	0.001**
FAC	0.089	0.055	0.094	1.615	0.001**
CAP	0.141	0.059	0.137	2.400	0.001**
ENV	0.166	0.053	0.165	3.116	0.001**
FAM	0.079	0.046	0.093	1.727	0.001**
R	0.595				
R Square	0.354				
Adjusted R Square	0.344				

From Table 4, it can be explained that the tourist attraction potential Influencing Unique identity satisfaction in creative tourism communities. It was found that Accessibility had the most significant effect on cultural highlight satisfaction.

4. Regression analysis tested the relationship of tourist attractions potential factors affecting the satisfaction of the creative tourism communities components in terms of skills and experience.

All 6-tourist attraction potential factors positively influenced Product Satisfaction. The results of the test using Regression Analysis showed that satisfaction with skills and experience (PRO) had a linear relationship. They corresponded to the six independent variables in tourist attractions potential, with a statistical significance of 0.01, which can explain the variance in tourist satisfaction (PRO) at 33.7 percent, Carrying Capacity (CAP), Facilities (FAC), Environment (ENV), Accessibility (ACC), Attraction Value (VAL), and Reputation (FAM). Statistical significance at the 0.01 level with a positive influence, as shown in Table 5

Table 5: Results of a regression analysis of factors affecting skills and experience satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.992	0.205		4.843	0.001**
VAL	0.030	0.054	0.031	0.559	0.001**
ACC	0.127	0.062	0.116	2.044	0.001**
FAC	0.155	0.058	0.157	2.653	0.001**
CAP	0.290	0.062	0.268	4.641	0.001**
ENV	0.133	0.057	0.126	2.354	0.001**
FAM	0.021	0.049	0.023	0.462	0.001**
R	0.581				
R Square	0.337				
Adjusted R Square	0.327				

From Table 5, it can be explained that the tourist attraction potential Influencing skills and experience in creative tourism communities. It was found that Carrying Capacity had the most significant effect on skills and experience satisfaction.

5. Regression analysis tested the relationship of tourist attractions potential factors affecting the satisfaction of the creative tourism communities components in terms of resources.

All 6-tourist attraction potential factors positively influenced Resources Satisfaction. The results of the test using Regression Analysis showed that satisfaction with resources (RES) had a linear relationship. They corresponded to the six independent variables in tourist attractions potential, with a statistical significance of 0.01, which can explain the variance in tourist satisfaction (RES) at 34.6 percent, Accessibility (ACC), Carrying Capacity (CAP), Attraction Value (VAL), Reputation (FAM), Environment (ENV), and Facilities (FAC). Statistical significance at the 0.01 level with a positive influence, as shown in Table 6

**Table 6: Results of a regression analysis of factors affecting resources satisfaction**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.986	0.198		4.983	0.001**
VAL	0.138	0.052	0.144	2.637	0.001**
ACC	0.195	0.060	0.183	3.233	0.001**
FAC	0.032	0.056	0.034	0.573	0.001**
CAP	0.152	0.060	0.144	2.516	0.001**
ENV	0.106	0.055	0.103	1.930	0.001**
FAM	0.126	0.047	0.145	2.679	0.001**
R	0.588				
R Square	0.346				
Adjusted R Square	0.336				

From Table 6, it can be explained that the tourist attraction potential Influencing resources in creative tourism communities. It was found that accessibility had the most significant effect on skills and experience satisfaction.

6. Regression analysis tested the relationship of tourist attractions potential factors affecting the satisfaction of the creative tourism communities components in terms of Tourist participation.

All 6-tourist attraction potential factors positively influenced tourist participation satisfaction. The results of the test using Regression Analysis showed that satisfaction with tourist participation (TOU) had a linear relationship. They corresponded to the six independent variables in tourist attractions potential, with a statistical significance of 0.01, which can explain the variance in tourist satisfaction (TOU) at 36.6 percent, Carrying Capacity (CAP), Accessibility (ACC), Environment (ENV), Facilities (FAC), Attraction Value (VAL), and Reputation (FAM). Statistical significance at the 0.01 level with a positive influence, as shown in Table 7

Table 7: Results of a regression analysis of factors affecting Tourist participation satisfaction.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.717	0.027		3.469	0.001**
VAL	0.072	0.055	0.070	1.309	0.001**
ACC	0.216	0.063	0.191	3.437	0.001**
FAC	0.106	0.059	0.104	1.802	0.001**
CAP	0.229	0.063	0.205	3.636	0.001**
ENV	0.157	0.057	0.144	2.748	0.001**
FAM	0.044	0.049	0.048	0.902	0.001**
R	0.605				
R Square	0.366				
Adjusted R Square	0.356				

From Table 7, it can be explained that the tourist attraction potential Influencing tourist participation in creative tourism communities. It was found that carrying capacity had the most significant effect on tourist participation satisfaction.

Conclusion

Regression analysis was used to test the relationship between factors that affect the potential of tourist attractions and the satisfaction of the components of creative tourism communities. These components include skill enhancement, culture highlights, unique identity, skills and experience as a product, resources, and tourist participation. Based on the findings, it can be concluded that: 1) in order to increase satisfaction with Skill Enhancement, a tourist attraction should develop its value potential; 2) to increase satisfaction with Culture highlights, a tourist attraction should improve its environment; 3) to increase satisfaction with Unique Identity and Resources, a tourist attraction should focus on improving accessibility; and 4) to increase satisfaction with Skills and experience, and Tourist participation, a tourist attraction should enhance its carrying capacity.

Acknowledgement

This research project is supported by Science Research and Innovation Fund. Contract No. FF66-P4-004

Reference

- [1] Bieger, T., & Wittmer, A. (2006). *Tourism destination attractiveness: From a holistic to an individual perspective*. In *Consumer psychology of tourism, hospitality, and leisure* (pp. 27-45). CAB International.
- [2] Buhalis, D., & Costa, C. (2006). *Tourism management dynamics: trends, management, and tools*. Elsevier Butterworth-Heinemann.
- [3] Bunyaphak, W. (2007). *Thai tourism resources. Documents for teaching a course on Thai tourism resources*. School of Management Science. Nonthaburi: Sukhothai Thammathirat Open University
- [4] Bieger, T., & Wittmer, A. (2006). *Tourism destination attractiveness: From a holistic to an individual perspective*. In *Consumer psychology of tourism, hospitality, and leisure* (pp. 27-45). CAB International.
- [5] Chi, C. G. Q., & Qu, H. (2008). *Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach*. *Tourism Management*, 29(4), 624-636. <https://doi.org/10.1016/j.tourman.2007.06.007>
- [6] Dachum, P. (2556). *Creative tourism development: From concepts to practise for Thailand*. *Silpakorn University Journal (SUJ)*. 33(2) : 331-366, 2013
- [7] Gascón, J., & Femenía-Serra, F. (2018). *Creative tourism and rural development: The case of Oaxaca (Mexico)*. *Journal of Rural Studies*, 61, 223-231.
- [8] Gursoy, D., Kim, K., & Uysal, M. (2004). *Perceived impacts of festivals and special events by organizers: An extension and validation*. *Tourism Management*, 25(2), 171-181.
- [9] Liu, X., & Var, T. (2017). *Tourist attraction potential of small and medium-sized cities in China*. *Current Issues in Tourism*, 20(4), 409-425.
- [10] Mavrodontis, T., & Glyptou, K. (2016). *Tourism attraction potential: A comparison of tourists' and locals' perceptions in Cyprus*. *Current Issues in Tourism*, 19(1), 59-71.
- [11] Mingsiritham W, Proyrungroj R. (2021). *A Model for Sustainable Community-Based Tourism Management: A Case study of Mahasawad Canal Community, Phuttamonton District, Nakhonpathom Province*. *The Journal of Development Administration Research* Vol.11 No.1
- [12] Özdemir, Ö., & Akinci, C. (2014). *Evaluating the tourist attraction potential of historic bazaars: A case study of the Grand Bazaar, Istanbul*. *Tourism Management*, 45, 66-77.
- [13] Promkan R., Theppariyattimedhi P, & Girdwichai N., (2019). *Developing Model of Creative Community Based Tourism Management in Nakornsawan Province*.



- [14] Richards, G. (2010b). *Creative tourism and local development*. In V. D. Costa, C. A. Costa, & J. M. Correia (Eds.), *Tourism and local development: New paths for adventure tourism* (pp. 45-58). Universidade do Algarve.
- [15] Richards. (2010a). *Creative Tourism and Local Development*. *Creative Tourism A Global Conversation hoe to provide unique creative experiences for travelers worldwide: at present at the 2008 Santa Fe & UNESCO International Conference on Creative Tourism in Santa Fe*, 78-90.
- [16] Richards, G. (2011). *Creativity and tourism: The state of the art*. *Annals of tourism research*, 38(4), 1225-1253.
- [17] Shen, S., & Chan, A. (2009). *Tourism development in peripheral areas: A case study of Zhangjiajie National Forest Park, China*. *Journal of Sustainable Tourism*, 17(3), 361-375.
- [18] Srirathu, V. (2008). *Eco-tourism Potential of Amphoe Khao Kho, Phetchabun Province*. Master's Project, M.S. (Eco-tourism Planning and Management). Bangkok: Graduate School, Srinakharinwirot University.
- [19] UNESCO. (2021). *Creative tourism*. Retrieved from <https://en.unesco.org/creative-cities/creative-tourism>