

## Model of Factors Affecting Perceived Value of Destination and Behavioral Intentions of Cultural Tourism in Chumphon and Ranong, Thailand

**Chanyaphak Lalaeng**

Department of Business Administration, King Mongkut's Institute of Technology Ladkrabang, Thailand

**Kritsada Chimpleewat**

Phichit Rattanakarn School, Thailand

**Pansakan Phumsuwan**

Ranong Community College, Thailand

### Abstract

This research aims to check the consistency and develop a model of factors affecting Perceived Value of Destination and Behavioral Intentions of cultural tourism in Chumphon, Thailand. The population for this study consists of both Thai and foreign tourists visiting the Pak Nam Chumphon community in Chumphon Province, and Rattanakrongsan Palace in Mueang District, Ranong Province, Thailand, which has been selected by the Ministry of Culture as one of the top 10 model communities for "Community Tourism, Explore the Way of Life" in 2023. A sample of 440 (Wiratchai, 1999). Using the Smart PLS model, a two-stage approach was used for direct path, mediation and mediation effect analysis with high-dimensional latent variables. The results of the study found that the process of developing cultural tourism communities (PDCTC, Cultural Image (CI), and Storytelling (ST) are all has a direct positive effect on Perceived Value of Destination (PVD). In addition, Perceived Value of Destination (PVD) has a direct positive effect on has a direct positive effect on Tourists' Behavioral Intentions (TBI).

### Keywords

Perceived Value of Destination, Tourists' Behavioral Intentions, Cultural tourism, Thailand.