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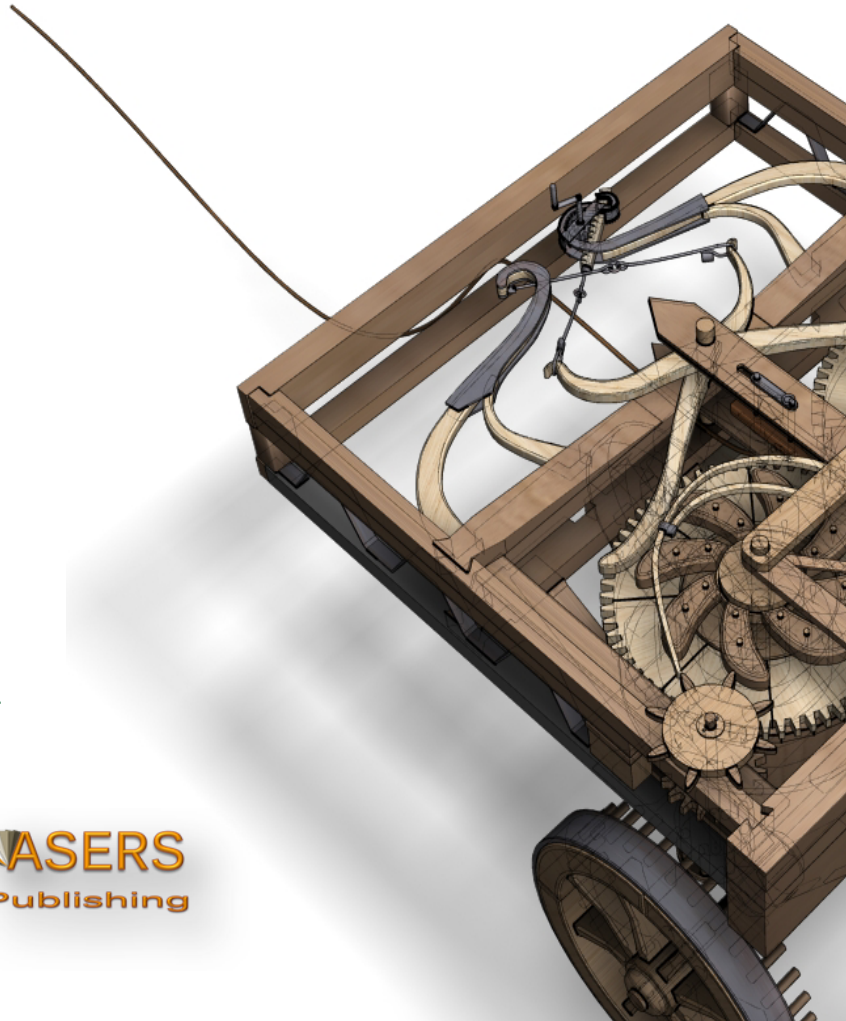
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Call for Papers

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Journal of Environmental Management and Tourism

Journal of Environmental Management and Tourism is an open access, peer-reviewed interdisciplinary research journal, aimed to publish articles and original research papers that contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences. The Journal publishes original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modelling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies.

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Antecedents of Revisit Intention of Thai Cultural Tourist in Thailand

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Abstract: The objectives of this research are (1) to develop the causal relationship model for antecedents of revisit intention of Thai cultural tourist in Thailand and (2) to validate the causal relationship model of antecedents of revisit intention of Thai cultural tourist in Thailand with empirical data. This research adopts quantitative research utilizing a questionnaire as a tool to collect data from 416 Thai cultural tourists. This research employed non-probability sampling with quota sampling. Statistical analysis includes frequency, percentage, mean, standard deviation, and structural equation modeling. The findings of the study revealed that (1.1) travel motivation, novelty seeking and destination image positively influence the memorable experiences of Thai cultural tourist in Thailand; (1.2) travel motivation, novelty seeking, destination image and memorable experiences positively affect the satisfaction of Thai cultural tourist in Thailand; (1.3) memorable experiences and satisfaction have a positive impact on positive word of mouth of Thai cultural tourist in Thailand and (1.4) Memorable experiences, satisfaction and positive word of mouth positively influence the revisit intention of Thai cultural tourist in Thailand. The causal relationship model of antecedents of revisit intention of Thai cultural tourist in Thailand was consistent with empirical data.

Keywords: cultural tourism; travel motivation; novelty seeking; destination image; memorable experiences; satisfaction; positive word of mouth; revisit intention; Thai.

JEL Classification: Z19; Z30; Z32; R11.

Introduction

Tourism industry is one of the major component in the development of the world's economy (Firman *et al.* 2023) and it has become an important driving force of the world economy as well (Kasikornthai 2023). Beside aforementioned importance to the world's economy, it also creates jobs for the job market. Tourism is one of the

most profitable sector of the developed and developing countries (Statista 2023). This will also help to improve lifestyle of people in the destination's tourist attractions (Hipsher 2019) at the same time quality of life will be improved as well (Ramkissoon 2023). Tourism not only gives positive benefits to Gross Domestic Product (GDP) of the destination countries, but it also plays an important role in terms of providing employment opportunities, reduce poverty and increase income distribution. Tourism also helps in demand of goods and services, which help in increase tax collection and foreign exchange reserves for that particular country's government (Taizeng, Can, Paramati, Fang and Wu 2019). Tourism revenue is the main income of the Thai economy (ThaiPublica 2020).

From the above information, it can be seen that tourism has a huge impact on the country's income, in term of promoting the well-being of the people, creating jobs, generating income for the community. Historical and cultural tourism are examples outstanding part of tourism in Thailand, they can attract a lot of tourists locally and internationally. Cultural tourism is defined as "the movement of individuals for important cultural motives, such as field trips, performing arts and cultural tours, travel to festivals and other cultural events, visit sites and monuments, travel to study nature folktales or art, and pilgrimage" (Florida Division of Arts and Culture, 2023). Cultural tourism helps preserve historical and cultural heritage by reviving traditions and serves as a source of income that can be used to develop tourist attractions. The benefits that come with cultural tourism are key to supporting the management and protection of historical and cultural tourism sites (Suwannasank and Kheokao 2019). Thailand has just come out of the COVID-19 pandemic crisis and is in the process of reviving its tourism, in which cultural tourism is one of the most popular types of tourism among Thai people. While waiting for foreign tourists to visit Thailand during the reviving period, encouraging Thai tourists to travel to cultural tourist attractions is one of the good alternatives for generating income from tourism in Thailand. Therefore, this research focuses on Thai tourists who are interested in traveling to cultural tourist attractions in Thailand. If we can encourage Thai tourists to revisit any cultural attractions in Thailand then it will result in generating income for the communities in the neighborhood, which result in creating employment and it might help many local products to generate sales, which will replace the loss of income for GDP from foreign tourists.

The objectives of this research are: (1) to develop a causal relationships model of antecedents of revisit intention of Thai cultural tourist in Thailand and (2) to develop a causal relationships model of antecedents of revisit intention of Thai cultural tourist in Thailand with empirical data.

1. Literature Review

The revisit intention for tourist means the intention of the tourist who want to return to the same attractions again (Zhang, Wu and Buhalis 2018). Revisit of tourist result in up to 10 times more revenue for the destinations compared with the need to find new tourist (Bandara and Ranasinghe 2019), which is critical to succeed in a highly competitive tourism markets (Singh and Singh 2019). While positive word of mouth means that tourist is willing to introduce friends, relatives and other potential travelers to an attraction by spreading positive words. Positive word of mouth of tourists are important in attracting new travelers to the destination (Matzler, Teichmann, Strobl, and Partel 2019) and have a high significant impact on purchasing behavior and consumer acceptance (Ameri, Honka, and Xie 2019). The term word-of-mouth (WOM) is defined as person-to-person communication— orally, evaluating and recommending product to others. Revisit intention is a form of behavior (behavioral intention) or the customer's desire to come back, give positive word of mouth, stay longer than expected, shop more than expected (Andrian and Trinanda 2019). In today's competitive world, attracting tourists for the first time does not represent a destination's success in the competition, whereas this is the repeated attraction of tourists and their positive word of mouth to the potential visitors that makes a destination successful (Ghafari, Rezaei Dolatabadi, and Dehghani 2014).

1.1 Factors Affecting Tourist's Memorable Experiences

Memorable experience means creating unforgettable, positive memories of tourist about the sights they visit (Zatori, Smith, and Puczko 2018), while travel motivation is the expression of people's desire for travel that is intense enough to encourage travel decisions (Fodness 1994). From the previous researches it was found out that travel experience has a positive influence on memorable experiences (Tešin, Kovačić, and Obradović 2023). Novelty seeking means searching for new or different travel experiences, new excitement, risks and new environments (Lee and Crompton 1992). The concept of novelty seeking is fundamental to understanding tourism experiences (Mitas and Bastiaansen 2018). It was revealed that novelty seeking has a positive influence on memorable experiences (Tiwari, Bajpai, and Pandey 2023). Destination image refers to the knowledge, feelings and overall perception that tourists have about the tourist attractions (Fakeye and Crompton 1991). Destination is

very important as it impact memorable experiences (Ernawadi and Putra 2020; Kurniawan *et al.* 2023; Shakoor, Yapang Gharavi, Feizi, and Salimi Sobhan 2021). The current study hypothesis was proposed in response to the previous empirical research:

- H1: Travel motivation would have a positive influence on memorable experiences .
- H2: Novelty seeking would have a positive influence on memorable experiences .
- H3: Destination image would have a positive influence on memorable experiences.

1.2 Factors Affecting Tourist's Satisfaction

Tourist satisfaction is the judgment of whether a tourist attraction meets expectations by comparing what is expected and what is received in return (Oliver 1993). While travel motivation is the inner state of a person, or certain needs and wants of a tourist that can be considered as one of the most important psychological influences of tourist behavior (Bhattacharya and Kumar 2017). From the previous studies, it was found out that travel motivation has a positive influence on tourist's satisfaction (Huang 2023). Novelty seeking is one of the important element in measuring satisfaction of tourist (Albaity and Melhem, 2017). It was found that novelty seeking has a positive influence on satisfaction (deMatos, Duarte, and Sá 2023). Destination image is widely accepted and powerful, it is one of the tool for the tourism industry, which create a competitive advantage for the attractions (Foroudi *et al.* 2018). Destination image influences tourism behavior, which means that destinations which have positive and strong image has a more tenor for tourists to choose as travel destination (Foroudi *et al.* 2018). From the past research, it was found that destination image has a positive impact on tourist's satisfaction (Hasan Md, 2019; Kusumah and Wahyudin 2024). Memorable experiences refer to travel experiences that involve the positive memories a traveler has after experiencing an activity and surprising special events (Dagustani, Kartini, Oesman, and Kaltum 2017). If tourist remembers the attractions, they will be satisfied with the attractions as well. It can be concluded that memorable experiences have a positive impact on tourist's satisfaction (Gohary, Pourazizi, Madani, and Chan 2018; Greenwell 2019; Kim 2018; Terasaki, Hara, and Ikegami 2023). This study's hypothesis was constructed following past empirical research:

- H4: Travel motivation would have a positive influence on satisfaction .
- H5: Novelty seeking would have a positive influence on satisfaction.
- H6: Destination image would have a positive influence on satisfaction .
- H7: Memorable experiences would have a positive influence on satisfaction .

1.3 Factors Affecting Tourist's Positive Word of Mouth

Positive word of mouth means that tourist is willing to introduce friends, relatives and other potential travelers to an attraction by spreading positive words. Positive word of mouth of tourists are important in attracting new travelers to the destination (Matzler *et al.* 2019). While memorable experiences mean creating unforgettable, positive memories of tourist about the sights they visit (Zatori *et al.* 2018), if tourists have wonderful memories of favorite attractions, then it will result in willingness to recommend that attractions to their friends (Leung *et al.* 2022; Moliner-Tena, Monferrer-Tirado, Estrada-Guillen, and Vidal-Meliá 2023). Tourist satisfaction can be put into the context of research as expectation of the tourist has been reached that is receiving what they have expected prior to their visits (Oliver 1993). If tourists are satisfied, it will lead to willingness to introduce their friends to travel to the place they like (Fotiadis, Rice and Hiyasat 2023; Moliner-Tena *et al.* 2023; Phi, Quang, Phuong, and Linh 2022). The present study hypothesis was created based on the preceding empirical investigation as follows:

- H8: Memorable experiences would have a positive influence on positive word of mouth.
- H9: Satisfaction would have a positive influence on positive word of mouth .

1.4 Factors Affecting Tourist's Revisit Intention

Revisit intention refers to the intention of tourists who want to return to the same tourist attractions over and over again (Zhang *et al.* 2018). If it can create memorable experiences for tourist, it will result in tourist coming back again and again (Di-Clemente, Hernández-Mogollón, and Campón-Cerro 2019; Mahdzar 2019; Sthapit and Björk 2019; Terasaki *et al.* 2023). At the same time, if tourists are satisfied, it will result in coming back for more (Rifaatulloh, Waluya, and Andari 2019; Terasaki *et al.* 2023; Zhang *et al.* 2018). Finally, when tourists are happy to recommend their favorite tourist attractions to others, they tend to want to come back and visit that place again as well (Phi *et al.* 2022; Sharipudin, Cheung, De Oliveira and Solyom 2023). According to the previous empirical research above, the current study developed the hypothesis as follows:

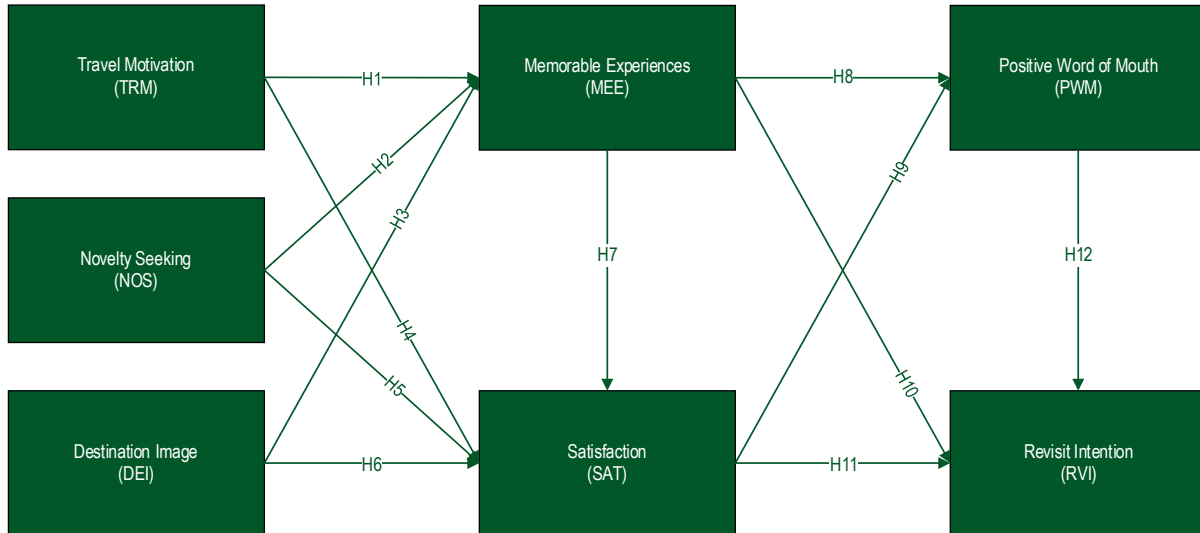
- H10: Memorable experiences would have a positive influence on revisit intention .

H11: Satisfaction would have a positive influence on revisit intention .

H12: Positive word of mouth would have a positive influence on revisit intention .

According to the above information about the preceding empirical study and proposed hypothesis, it could be formed the conceptual framework as followed:

Figure 1. Conceptual framework



Source: Researchers.

2. Research Methodology

2.1 Research Design

This study employed a quantitative approach using the questionnaire to collect data from 416 Thai cultural tourists.

2.2 Population and Samples

The population in this study was tourists who visited the top 10 cultural tourism destinations in Thailand (Manton 2020), including (1) the Temple of the Emerald Buddha, (2) Wat Phra That Doi Suthep, (3) Ayutthaya historical park, (4) Wat Arun Ratchawararam, (5) Si Satchanalai historical park, (6) Sukhothai historical park, (7) Wat Phra That Phanom, (8) Phra Pathommachedi, (9) Phimai historical park, and (10) Phra Nakhon Khiri historical park. In this research, structural equation modeling analysis was used for hypothesis testing. Therefore, the researchers had set a sample size of 5 times the parameter (Hair, Babin, Anderson and Black 2019). It is found that there are 78 parameters, so the sample size should be at least $5 \times 78 = 390$ people. Sampling technique for this research will be a non-probability sampling method as we don't know the exact number of tourists who visited each cultural tourist attractions. Therefore, sampling method in this research was quota sampling, which is suitable for populations that are separated into similar subgroups.

2.3 Research Instruments and Validation

The instrument in this study was constructed based on prior research and consists of eight parts: demographic data, travel motivation, novelty seeking, destination image, memorable experiences, satisfaction, positive word of mouth, and revisit intention. Six questions were developed for the travel motivation on the research of Choi (2017). For novelty seeking, six questions were used based on the research of Choi (2017). For destination image, five questions were used based on the research of Stojanovic, Andreu, and Curras-Perez (2018). For memorable experiences, three questions were used based on the research of Kim (2018). For satisfaction, five questions were used based on the research of Zatori *et al.* (2018). For positive word of mouth, three questions were used based on the research of Narangajavana Kaosiri, Callarisa Fiol, Moliner Tena, Rodriguez Artola, and Sanchez Garcia (2019). For revisit intention, three questions were used based on the research of Zhang *et al.* (2018). All of the questions were measured using the five-point Likert scale for each item, ranging from (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, and (5) strongly agree. The interpretation of mean score from data analysis are as follows:

Mean score	Interpretation
1.00-1.49	Strongly disagree
1.50-2.49	Disagree
2.50-3.49	Neutral
3.50-4.49	Agree
4.50-5.00	Strongly agree

The research instrument was evaluated by five experts in tourism, comprising both academics and businesspeople, in terms of content validity using the item-objective congruence (IOC) index. The IOC requirements were fulfilled with the items in the research instrument score was in range from 0.80-1.00, passing the acceptable standard of more than 0.50. In addition, the questions in the survey questionnaire were validated in terms of reliability by being pretested on 40 samples in the sample group (n=40). The criteria were met with the Cronbach's alpha coefficient for all variables were in range from 0.833 to 0.939, passing the acceptable standard of more than 0.70 and corrected item-total correlation were in range from 0.620 to 0.914, passing the acceptable standard of more than 0.30.

2.4 Data Collection

The researchers of the research collected the data by themselves by distributing questionnaires at each of the 10 cultural heritage destinations as mentioned above. Data collection and analyzing data for the research result from August 2022 to December 2022. Total of 5 months. Questionnaires were distributed and collected at the spot; respondents were given souvenir for their time as a mean of courtesy. The researchers distributed 700 questionnaires, and 416 were return and valid for data analyzing. The response rate of return was 59.42%. The researchers did not cut out any of the valid questionnaires. The more respondents the more valid the result.

2.5 Statistics

Statistics used to validate the research instrument: (1) reliability, including Cronbach's alpha coefficient and (2) construct validity, including confirmatory factor analysis.

Statistics used to analyze the data; (1) descriptive statistics, including frequency, percentage, mean, and standard deviation and (2) inferential statistics, including structural equation modeling analysis. Mplus was used as a software tool for the structural equation modeling analysis.

3. Research Results

3.1 Demographic Characteristics and Opinion on Variables of the Samples

According to the findings, most of the samples were female and married in the age of over 50 years. They had earned a bachelor's degree, with a monthly income of more than 50,000 baht and had a career as a private company employee. The objective of place visiting was rest/travel. The frequency of travel to cultural heritage sites was 2-3 times. The most information source of historical heritage was from an internet.

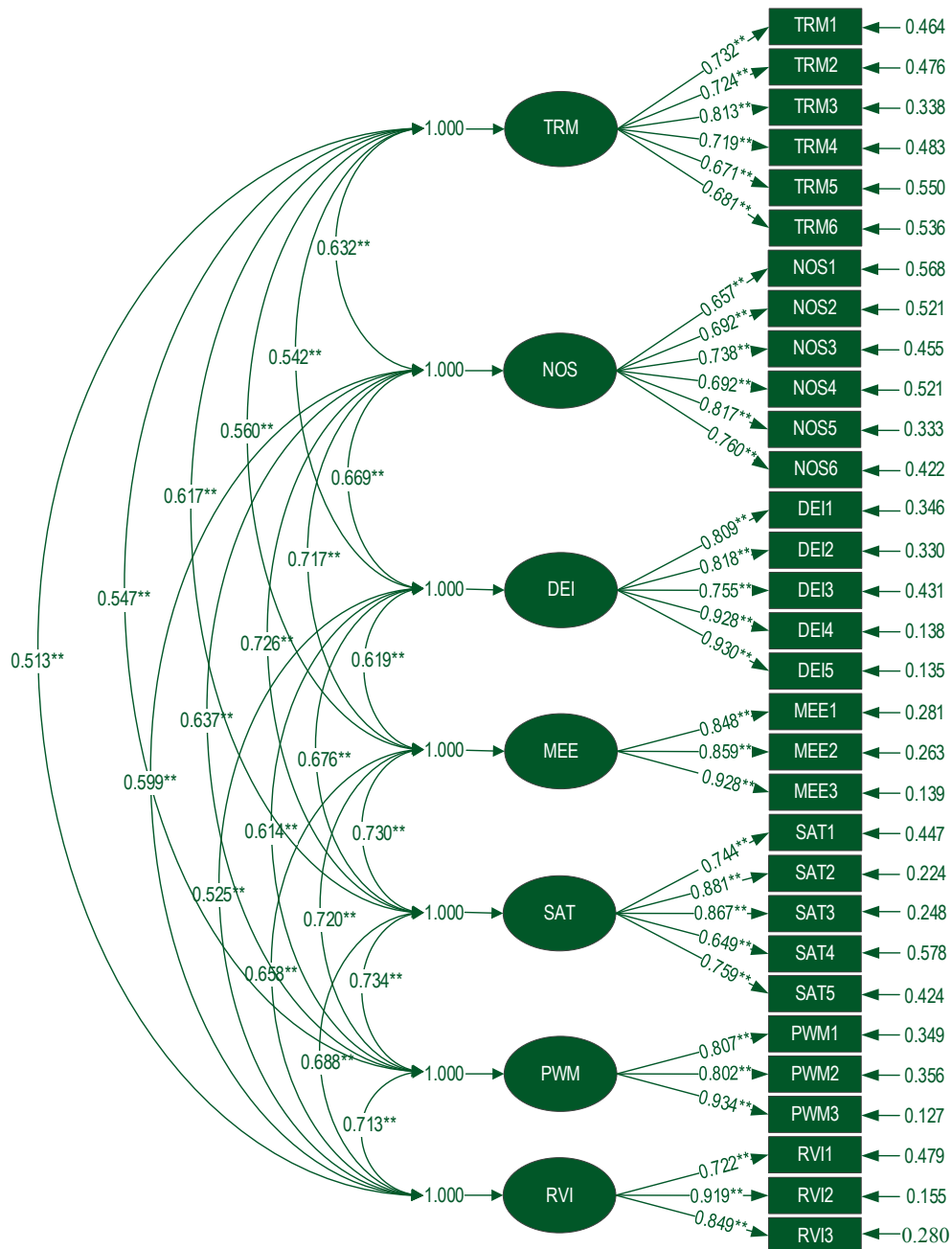
The sample group that responded to the questionnaire had opinions on the variables travel motivation, novelty seeking, destination image, memorable experiences, satisfaction, positive word of mouth and revisit intention at the agree level.

3.2 Assessment of the Measurement Model

Construct validity assessments were carried out by confirmatory factor analysis. Construct validity composed of convergent validity and discriminant validity assessment. Convergent validity assessment is considered three criteria: (1) standardized factor loading (λ_i) must be at least 0.5, (2) average variance extracted (AVE or ρ_v) must be at least 0.5, and construct reliability (CR or ρ_c) should be at least 0.7 (Hair *et al.* 2019). According to Table 1 and Figure 2, the λ_i for all observed variables were reached and was more than 0.5, the AVE for all latent variables were more than 0.5, and the CR for all latent variables were more than 0.7.

For discriminant validity, each construct's AVE value must be higher than the highest squared correlation of the construct with any other latent variables in the model (Hair *et al.* 2019). According to Table 2, compares each construct's AVE to the squared correlation of the other constructs revealed that all construct's AVEs were more than squared correlation of the other constructs. Figure 2 depicts the construct's validity using factor loadings and average variance extracted. As a result, the measurement models were passing the standard criteria and trustworthy.

Figure 2. Confirmatory factor analysis to assess the measurement model



$\chi^2=223.951, df=255, \chi^2/df=0.878, p\text{-value}=0.920, RMSEA=0.000, CFI=1.000, TLI=1.000, SRMR=0.025$

Source: Researchers.

Table 1 .Convergent validity assessment (AVE and CR)

Latent variables	Average Variance Extracted (AVE)	Construct Reliability (CR)
Travel motivation (TRM)	0.525	0.869
Novelty seeking (NOS)	0.530	0.871
Destination image (DEI)	0.530	0.871
Memorable experiences (MEE)	0.547	0.857
Satisfaction (SAT)	0.616	0.888
Positive word of mouth (PWM)	0.722	0.886
Revisit intention (RVI)	0.696	0.872

Source: Researchers.

Table 2. Discriminant validity assessment (AVE vs Squared correlation)

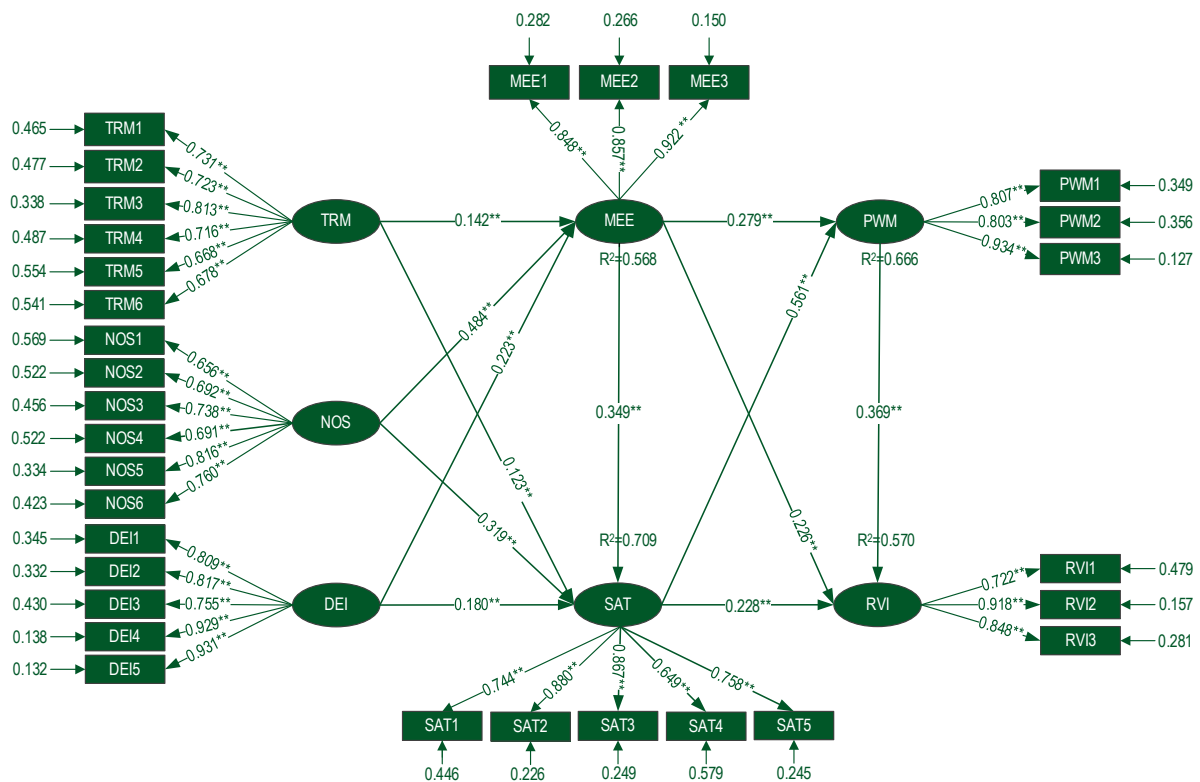
	AVE	Squared correlation						
		TRM	NOS	DEI	MEE	SAT	PWM	RVI
TRM	0.525	1.000						
NOS	0.530	0.399	1.000					
DEI	0.530	0.294	0.448	1.000				
MEE	0.547	0.314	0.514	0.383	1.000			
SAT	0.616	0.381	0.527	0.457	0.533	1.000		
PWM	0.722	0.299	0.406	0.377	0.518	0.539	1.000	
RVI	0.696	0.263	0.359	0.276	0.433	0.473	0.508	1.000

Source: Researchers.

3.3 Assessment of the Structural Equation Model

The findings showed that the modified structural equation model was consistent with the empirical data with the relative chi-square (χ^2/df) value of 0.877 ($\chi^2=227.058$ and $df=259$), passing the acceptable standard of less than 2., the p-value was at 0.925, passing the acceptable standard of more than 0.05, the root mean square error of approximation (RMSEA) was at 0.000, passing the acceptable standard of less than 0.05, the comparative fit index (CFI) value was at 1.000, passing the acceptable standard of more than 0.9, Tucker-Lewis index (TLI) value was at 1.000, passing the acceptable standard of more than 0.9 and standardized root mean square residual (SRMR) value was at 0.026, passing the acceptable standard of less than 0.05. The modified structural equation model analysis result is presented in figure 3 and table 3.

Figure 3. Modified structural equation model of the antecedents the revisit intention (RVI) of Thai cultural tourist in Thailand



Source: Researchers.

Table 3. Direct effects (DE), indirect effects (IE), and total effects (TE)

Outcome Variables Causal Variables	MEE			SAT			PWM			RM		
	DE	IE	TE	DE	IE	TE	DE	IE	TE	DE	IE	TE
TRM	0.142** (0.054)		0.142** (0.054)	0.123** (0.044)	0.049* (0.020)	0.172** (0.048)		0.136** (0.037)	0.136** (0.037)		0.120** (0.034)	0.120** (0.034)
NOS	0.484** (0.057)		0.484** (0.057)	0.319** (0.057)	0.168** (0.033)	0.487** (0.052)		0.408** (0.042)	0.408** (0.042)		0.409** (0.056)	0.409** (0.056)
DEI	0.223** (0.048)		0.223** (0.048)	0.180** (0.040)	0.078** (0.021)	0.258** (0.046)		0.207** (0.036)	0.207** (0.036)		0.165** (0.032)	0.165** (0.032)
MEE				0.349** (0.054)		0.349** (0.054)	0.279** (0.062)	0.195** (0.036)	0.474** (0.053)	0.226** (0.062)	0.254** (0.037)	0.480** (0.052)
SAT							0.561** (0.061)		0.561** (0.061)	0.228** (0.077)	0.206** (0.050)	0.434** (0.062)
PWM										0.369** (0.076)		0.369** (0.076)
Endogenous Variables	MEE			SAT			PWM			RM		
R ²	0.568			0.704			0.666			0.570		
$\chi^2=227.058, df=259, \chi^2/df=1.086, p\text{-value}=0.925, RMSEA=0.000, CFI=1.000, TLI=1.000, SRMR=0.026$												

Source: Researchers.

3.4 Hypothesis Testing Results

The results of the data analysis show the research hypotheses testing as follows.

1. H1: *Travel motivation would have a positive influence on memorable experiences of Thai cultural tourist in Thailand*. From table 3 and figure 3, travel motivation had a positive influence on memorable experiences of Thai cultural tourist in Thailand at the significance level of .01 with the path coefficient of 0.142, the first hypothesis was supported.

2. H2: *Novelty seeking would have a positive influence on memorable experiences of Thai cultural tourist in Thailand*. From table 3 and figure 3, novelty seeking had a positive influence on memorable experiences of Thai cultural tourist in Thailand at the significance level of .01 with the path coefficient of 0.484, the second hypothesis was supported.

3. H3: *Destination image would have a positive influence on memorable experiences of Thai cultural tourist in Thailand*. From table 3 and figure 3, destination image had a positive influence on memorable experiences of Thai cultural tourist in Thailand at the significance level of .01 with the path coefficient of 0.223, the third hypothesis was supported.

4. H4: *Travel motivation would have a positive influence on satisfaction of Thai cultural tourist in Thailand*. From table 3 and figure 3, travel motivation had a positive influence on satisfaction of Thai cultural tourist in Thailand at the significance level of .01 with the path coefficient of 0.123, the fourth hypothesis was supported.

5. H5: *Novelty seeking would have a positive influence on satisfaction of Thai cultural tourist in Thailand*. From table 3 and figure 3, novelty seeking had a positive influence on satisfaction of Thai cultural tourist in Thailand at the significance level of .01 with the path coefficient of 0.319, the fifth hypothesis was supported.

6. H6: *Destination image would have a positive influence on satisfaction of Thai cultural tourist in Thailand*. From table 3 and figure 3, destination image had a positive influence on satisfaction of Thai cultural tourist in Thailand at the significance level of .01 with the path coefficient of 0.180, the sixth hypothesis was supported.

7. H7: *Memorable experiences would have a positive influence on satisfaction of Thai cultural tourist in Thailand*. From table 3 and figure 3, memorable experiences had a positive influence on satisfaction of Thai cultural tourist in Thailand at the significance level of .01 with the path coefficient of 0.349, the seventh hypothesis was supported.

8. H8: *Memorable experiences would have a positive influence on positive word of mouth of Thai cultural tourist in Thailand.* From table 3 and figure 3, memorable experiences had a positive influence on positive word of mouth of Thai cultural tourist in Thailand at the significance level of .01 with the path coefficient of 0.279, the first hypothesis was supported.

9. H9: *Satisfaction would have a positive influence on positive word of mouth of Thai cultural tourist in Thailand.* From table 3 and figure 3, Satisfaction had a positive influence on positive word of mouth of Thai cultural tourist in Thailand at the significance level of .01 with the path coefficient of 0.561, the first hypothesis was supported.

10. H10: *Memorable experiences would have a positive influence on revisit intention of Thai cultural tourist in Thailand.* From table 3 and figure 3, memorable experiences had a positive influence on revisit intention of Thai cultural tourist in Thailand at the significance level of .01 with the path coefficient of 0.226, the first hypothesis was supported.

11. H11: *Satisfaction would have a positive influence on revisit intention of Thai cultural tourist in Thailand.* From table 3 and figure 3, satisfaction had a positive influence on revisit intention of Thai cultural tourist in Thailand at the significance level of .01 with the path coefficient of 0.228, the first hypothesis was supported.

12. H12: *Positive word of mouth would have a positive influence on revisit intention of Thai cultural tourist in Thailand.* From table 3 and figure 3, positive word of mouth had a positive influence on revisit intention of Thai cultural tourist in Thailand at the significance level of .01 with the path coefficient of 0.369, the first hypothesis was supported.

3.5 Summary of the Findings as per the Research Objectives

Factors affecting for revisit intention of Thai cultural tourist in Thailand:

- Factors relating to travel motivation, novelty seeking, and destination image had a positive influence on memorable experiences with the combined predictive power of 56.80%.
- Factors relating to travel motivation, novelty seeking, destination image, and memorable experiences had a positive influence on satisfaction with the combined predictive power of 70.90%.
- Factors relating to memorable experiences and satisfaction had a positive influence on positive word of mouth with the combined predictive power of 66.60%.
- Factors relating to memorable experiences, satisfaction and positive word of mouth had a positive influence on revisit intention with the combined predictive power of 57.00%.
- The modified structural equation model of antecedents of revisit intention of Thai cultural tourist in Thailand was consistent with the empirical data.

4. Discussions

Travel motivation had a positive influence on memorable experiences of Thai cultural tourist in Thailand at the significance level of .01 with path coefficient equal to 0.142. The result of this research was consistent with the findings of Tešin *et al.* (2023) who studied foreignvisitors visiting to three biggest urban destinations in Serbia (Belgrade, Novi Sad, and Nis), and found out that tourist travel motivation had positive influence on tourist memorable experiences. That is to say, if tourists get to know the different cultures/lifestyles of cultural attractions, it will result in tourists being able to remember many good things about that cultural attraction. In order to develop wisdom, it will cause tourists to have excellent memories about cultural tourist attractions and if tourists travel to seek adventures, including enjoyment, will result in tourists not forgetting. The experience of visiting cultural tourist attractions can confirm that when tourists have higher travel motivation, it will result in more memorable experiences.

Novelty seeking had a positive influence on memorable experiences of Thai cultural tourist in Thailand at the significance level of .01 with path coefficient equal to 0.484. The results of this research is consistent with the findings of Tiwari *et al.* (2023) who studied tourists visiting destinations in central India, and found out that novelty seeking had postive influence on memorable experiences. That is to say, if a cultural attraction is unique compared to other types of tourist attractions, it will result in tourists remembering many good things about a cultural attraction while also experiencing new things, different from what it used to be when visiting cultural attractions will result in tourists not forgetting the experience of visiting cultural attractions. If tourists see a variety of things in cultural attractions, then it will result in tourists having excellent memories of cultural attractions. It could confirm that when tourists have more novelty seeking, it will result in more memorable experiences as well.

Destination image had a positive influence on memorable experiences of Thai cultural tourist in Thailand at the significance level of .01 with path coefficient equal to 0.223. The results of this research is consistent with the findings of Kurniawan *et al.* (2023) who studied tourist visiting Trenggalek, Indonesia, and found out that destination image had positive influence on memorable experiences. That is to say, if a cultural tourist attraction has an image in terms of quality of service, it will result in tourists remembering many good things about a cultural tourist attraction. Meanwhile if a cultural tourist attraction has a good image in terms of the friendliness of the local people, it will result in tourists not forgetting the experience of visiting a cultural tourist attraction. And if a cultural attraction has a unique image, it will result in a wonderful memory of the cultural tourist attraction. It could be confirmed that when attractions have more destination image, it will result in more tourists having a memorable experiences as well.

Travel motivation had a positive influence on satisfaction of Thai cultural tourist in Thailand at the significance level of .01 with path coefficient equal to 0.123. The results of this research is consistent with the findings of Huang (2023) who studied passengers who used low-cost airline services at Taoyuan Airport, and found out that tourist motivation had positive influence on tourist satisfaction. That is to say, if tourists travel and get to know new places, then it will result in making tourists happy that comes from traveling at cultural attractions. Likewise, when tourists travel to seek adventure, including enjoyment, it will influence tourists to decide to visit cultural attractions. And if tourists travel to seek entertainment, it will result in satisfaction with cultural attractions. It could be confirmed that when tourists have more travel motivation, it will result in more satisfaction for tourists as well.

Novelty seeking had a positive influence on satisfaction of Thai cultural tourist in Thailand at the significance level of .01 with path coefficient equal to 0.319. The results of this research is consistent with the findings of deMatos *et al.* (2023) who studied tourists visiting Portugal, and found out that tourist novelty seeking had positive influence on tourist satisfaction. That is to say, if cultural attractions are outstanding compared to other types of tourist attractions, it will result in tourists feeling more than their expectations for cultural attractions. At the same time, when tourists enjoy cultural attractions, it will result in tourist to satisfaction with cultural tourist attractions. And if the cultural attractions are interesting and exciting, then it will make tourists happy to decide to travel to cultural attractions. It could be confirmed that when tourists have more novelty seeking, it will result in more satisfaction for tourists as well.

Destination image has a positive influence on satisfaction of Thai cultural tourist in Thailand at the significance level of .01 with path coefficient equal to 0.180. The results of this research is consistent with the findings of Kusumah and Wahyudin (2024) who studied domestic attendees at World Superbike (WSBK) Mandalika 2022 in Lombok Island, Indonesia, the results of the analysis showed that the image of tourist destination has a significant effect on tourists' satisfaction. That is to say, when a cultural tourist attraction has a good image of service quality, it will result in tourists being satisfied with the cultural tourist attraction. Likewise, if a cultural attraction has a good image of being friendly among the local population, it will result in the willingness of tourists to decide to visit the cultural attraction. And if cultural attractions have a good image in terms of arts and culture, then it will result in cultural attractions exceeding the expectations of tourists. It could be confirmed that when attractions have more destination image, it will result in more satisfaction for tourists as well.

Memorable experiences have a positive influence on satisfaction of Thai cultural tourist in Thailand at the significance level of .01 with path coefficient equal to 0.349. The results of this research is consistent with the findings of Terasaki *et al.* (2023) who studied U.S.tourists in Japan, the results of the analysis revealed that the memorable experiences had a positive influence on tourist satisfaction. That is to say, if tourists have a wonderful memory of cultural attractions, then it will result in tourists being happy to visit cultural attractions. At the same time, when tourists remember many good things about cultural attractions, it will make them feel exceeding expectations when traveling to cultural attractions. And when tourists remember the experience of visiting cultural attractions, it will result in tourists willing to decide to visit cultural attractions. It could be confirmed that when tourists have more memorable experiences, it will result in more satisfaction for tourists as well.

Memorable experiences have a positive influence on positive word of mouth of Thai cultural tourist in Thailand at the significance level of .01 with path coefficient equal to 0.279. The results of this research is consistent with the findings of Moliner-Tena *et al.* (2023) who studied tourists who visited seven Spanish tourism destinations, the results of the analysis found that the memorable experiences had a positive influence on tourist positive word of mouth. In other words, if tourists have excellent memories of cultural attractions, it will result in tourists being willing to recommend cultural attractions to their friends. At the same time, if tourists can remember many good things about cultural attractions, it will result in tourists being more likely to speak positively about this attraction to their acquaintances. And if tourists remember the experience of visiting cultural attractions well, it will

result in tourists being willing to recommend friends or relatives to visit cultural attractions. It could be confirmed that when tourists have more memorable experiences, it will result in more positive word of mouth of tourists as well.

Satisfaction has a positive influence on positive word of mouth of Thai cultural tourist in Thailand at the significance level of .01 with path coefficient equal to 0.561. The results of this research is consistent with the findings of Fotiadis *et al.* (2023) who studied either tourists or residents of the United Arab Emirates (UAE) who experienced at least one luxury yachting experience, the results of the analysis found that the satisfaction had a positive influence on tourist positive word of mouth. That is to say, if cultural attractions meet the expectations of tourists, it will result in tourists willing to recommend cultural attractions to their friends. Likewise, if tourists are happy to visit a cultural attraction, it will result in tourists being more likely to speak positively about the cultural attraction to their acquaintances. And if tourists are satisfied with cultural attractions as a whole, it will result in tourists being willing to recommend friends or relatives to visit cultural attractions. It could be confirmed that when tourists have more satisfaction, it will result in more positive word of mouth of tourists as well.

Memorable experiences have a positive influence on revisit intention of Thai cultural tourist in Thailand at the significance level of .01 with path coefficient equal to 0.226. The results of this research is consistent with the findings of Terasaki *et al.* (2023) who studied U.S.tourists in Japan, the results of the analysis revealed that the memorable experiences had a positive influence on revisit intention of the tourist. In other words, if tourists have a wonderful memory of cultural attractions, it will result in tourists returning to cultural attractions in the future. Likewise, if tourists remember many good things about a cultural attraction, it will result in tourists returning to the cultural attraction in the future. And if tourists can remember the experience of visiting cultural attractions very well, it will result in tourists being willing to come back to travel to cultural attractions again. It could be confirmed that when tourists have more memorable experiences, it will result in more revisit intentions as well.

Satisfaction has a positive influence on revisit intention of Thai cultural tourist in Thailand at the significance level of .01 with path coefficient equal to 0.228. The results of this research is consistent with the findings of The results of this research is consistent with the findings of Terasaki *et al.* (2023) who studied U.S.tourists in Japan, the results of the analysis revealed that the Satisfaction had a positive influence on revisit intention of the tourist. That is to say, if cultural attractions meet the expectations of tourists, it will result in tourists intending to return to the cultural attractions again in the near future. While when tourists are happy to travel to cultural attractions, it will result in tourists returning to the tourist attractions to return to this tourist attraction again in the future. And if tourists are satisfied with cultural attractions as a whole, it will result in tourists being willing to come back to travel to cultural attractions again. It could be confirmed that when tourists have more satisfaction, it will result in more revisit intentions as well.

Positive word of mouth has a positive influence on revisit intention of Thai cultural tourist in Thailand at the significance level of .01 with path coefficient equal to 0.369. The results of this research is consistent with the findings of Sharipudin *et al.* (2023) who studied the role of post-stay evaluation on ewom and hotel revisit intention among gen y, the results of the analysis found that the positive word of mouth had a positive influence on tourist revisit intention. That is, if tourists are willing to recommend cultural attractions to their friends, it will result in tourists coming back to travel to cultural attractions again in the future if they have the opportunity. Similarly, if tourists speak positively about a cultural attraction to their acquaintances, they will likely return to the cultural attraction again. And when tourists are willing to recommend to friends or relatives come to visit cultural attractions then it will result in tourists tend to intend to return to travel to cultural attractions in the future. It could be confirmed that when tourists have more positive word of mouth, it will result in more tourists' revisit intention as well.

5. Conclusions and Further Research

Travel motivation, novelty seeking, and destination image had a positive influence on memorable experiences of Thai cultural tourist. Also, travel motivation, novelty seeking, destination image and memorable experiences had a positive influence on satisfaction of Thai cultural tourist. Memorable experiences and satisfaction had a positive influence on positive word of mouth of Thai cultural tourist. Finally, memorable experiences, satisfaction and positive word of mouth had a positive influence on revisit intention of Thai cultural tourist. From the research results, it is recommended that the Tourism Authority of Thailand including cultural tourist attractions in Thailand should promote, develop, support and focus on novelty seeking, destination image and travel motivation, respectively to enhance cultural tourist's revisit intention through memorable experiences, satisfaction and positive word of mouth.

This research benefits to the Tourism Authority of Thailand (TAT) to apply novelty seeking, travel motivation and destination image to boost a memorable experience and satisfaction, which will result in increasing positive word of mouth and revisit intention of cultural tourist in Thailand. This research also benefits entrepreneurs and communities involved in the 10 cultural attractions by incentivizing repeat tourists, which will generate income from the spending of tourists in the future.

It is recommended that in addition to studying cultural tourist attraction, other tourist attractions such as historical tourism, eco-tourism, adventure tourism, creative tourism should be studied to confirm the research results. Nowadays, social media has a great influence on tourists. Therefore, it is recommended to study the variables related to social media that affect tourists to make repeat trips, such as the social media usage and electronics positive word of mouth to broaden the scope of research.

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Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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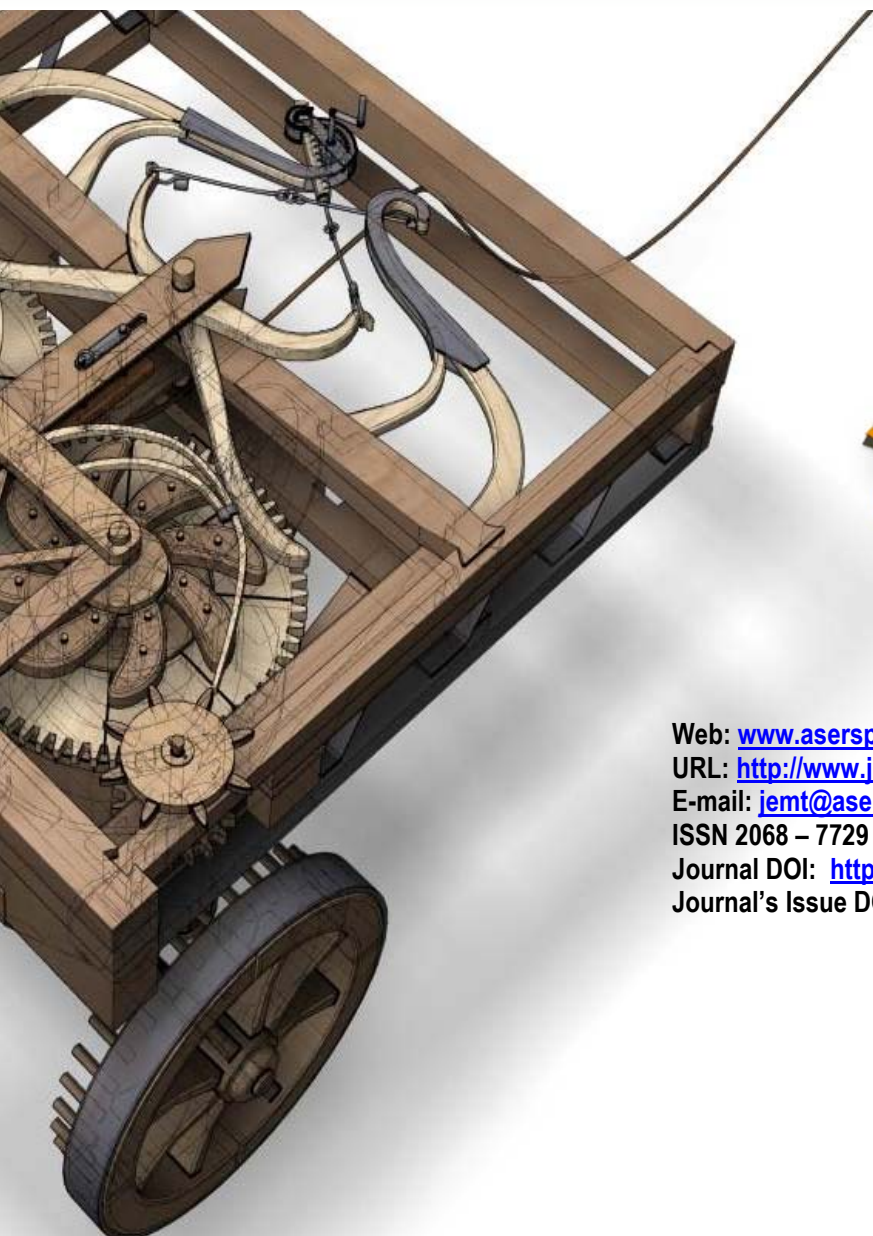
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