



Identifying Importance and Performance of Themed Shopping Arcade:
A Study of Plearn Wan Shopping Arcade of Hua Hin City, Thailand.

Ms. Phanisara Klom-on

343 for A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration in Tourism Management
Graduate School of Business
Assumption University
Academic Year 2013
Copyright of Assumption University

Identifying Importance and Performance of Themed Shopping Arcade: A Study of
Plearn Wan Shopping Arcade of Hua Hin City, Thailand.



Ms. Phanisara Klom-on

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration in Tourism Management
Graduate School of Business
Assumption University
Academic Year 2013
Copyright of Assumption University

Thesis Title Identifying Importance and Performance of Themed Shopping
Arcade: A Study of Plearn Wan Shopping Arcade of Hua Hin
City, Thailand.

By Ms. Phanisara Klom-on
Thesis Advisor Apichart Intravisit, Ph.D.
Academic Year 2013

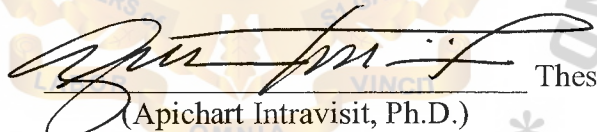
The Graduate School/Faculty of Business, Assumption University, has
approved this thesis as a partial fulfillment of the requirements for the Degree of Master of
Business in Tourism Management

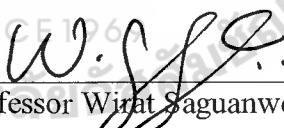
 Dean of the Graduate
School of Business


(Kitti Phothikitti, Ph.D.)

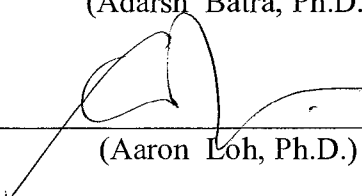
THESIS EXAMINATION COMMITTEE

 Chairman
(John Arthur Barnes, Ph.D.)

 Thesis Advisor
(Apichart Intravisit, Ph.D.)

 External Member
(Associate Professor Wirat Saganwongwan)

 Member
(Adarsh Batra, Ph.D.)

 Member
(Aaron Loh, Ph.D.)

Abstract

The phenomenon of Tourist Shopping Villages (TSVs) with the theme of nostalgia has become a popular leisure attraction in Thailand. Plearn Wan—a combination of a newly erected vintage market with dynamic activities ranging from shopping, public services, salons, to retro classic houses—has become an icon of Thailand Tourist Shopping Villages since 2009.

This study aims to: describe Plearn Wan's nostalgic elements appealing to tourists; and, to investigate the importance and performance of nostalgic concepts, and the extent to which they influence tourist behavior towards tourists' satisfaction. Four hundred sets of questionnaires were distributed to domestic tourists at the site of Plearn Wan shopping village, Hua Hin City, Thailand.

The finding of this research reveals that 1) the majority of tourists are satisfied with all destination attributes; 2) There is a positive relationship between the destination attributes (Tangible Attributes, Intangible Attributes, and Activities) and tourists' satisfaction on exhibitions, physical shopping evidence, and dining; and, 3) The overall mean of attributes performance is lower than the overall mean of attributes importance. As result, this study suggests Plearn Wan and other Tourist Shopping Villages in Thailand to adopt appropriate marketing plans and resource development within the cultural context for their further success.

Keywords: destination attributes, nostalgia, tourists' satisfaction, Tourist Shopping Villages (TSVs)

Acknowledgements

The researcher would like to express gratitude to all those who assisted and gave an opportunity to complete the research.

First of all, I would like to thank my advisor, Dr. Apichart Intravisit for giving me an inspiration and extra efforts to do this research, especially his encouragement, guidance, and supportive opinions to this research. Also, I would like to extend my sincere thanks to committees, Dr. John Barnes and Dr. Adash Batra for their useful suggestions and recommendations for this research.

I would like to express my appreciation to Plearn Wan's management executives and officers for giving me permission to conduct the survey at Plearn Wan. I would also like to thank those who help completing the questionnaires for their time and valuable opinions.

I would like to express my heartfelt thanks and gratitude to my beloved family; father, mother, aunt, brother, relatives and friends who always support me throughout this research. Lastly, I would like to give a big thank to my friend, Ms. Sarin, who has always given me support and encouragement throughout this research and my Master's degree.

Phanisara Klom-on

CONTENTS

Abstract	i
Acknowledgements	ii
Contents	iii
List of Tables	vii
List of Figures	x
CHAPTER I: Generalites of study	
Introduction	1
1.1 Background of the study	1
1.1.1 Emergence of Tourist Shopping Villages on Nostalgia Trend in Thailand.....	3
1.1.2 Importance of Hua Hin city and Plearn Wan.....	4
1.2 Statement of the problem.....	5
1.3 Research Questions.....	6
1.4 Objectives of the Research	7
1.5 Scope of the Research.....	7
1.6 Limitations of Research.....	7
1.7 Significance of the Research	7
1.8 Definitions of Terms.....	8
CHAPTER II: Literature Reviews	
2.1 Tourist Shopping Villages (TSVs)	11
2.1.1 Definitions of Tourist Shopping Villages (TSVs).	11
2.1.2 Environment of Tourist Shopping Villages on Nostalgic Theme.....	13
2.1.3 Tourist Shopping Villages on Nostalgic Theme in Thailand.....	14
2.2 Tourist Behavior on Nostalgic Theme.....	15

2.2.1 The Relationship between Tourist Shopping Villages and Tourist Behavior.	16
2.2.2 Mall Environment and Impacts on Tourist Behavior.	18
2.2.3 The Relationship between Ambience and Tourist Behavior.	20
2.2.4 The Relationship between Tourist Behavior and Tourist Satisfaction.	22
2.3 Empirical Studies.....	23
2.4 Summary.....	41
CHAPTER III: Research Framework	
3.1 Theoretical Framework.....	42
3.1.1 Huh and Uysal (2003) Model.	43
3.2 Conceptual Framework.....	44
3.3 Definitions of Variables.....	47
Destination Attributes	47
Tangible attributes	48
Intangible attributes	49
Activities.....	50
Exhibitions	51
Physical shopping evidence	51
Dining	52
Infrastructures and facilities.....	53
Service.....	54
3.4 Hypotheses Statements.....	54
CHAPTER IV: Research Methodology	
4.1 Research Methods.....	61
4.2 Respondents and Sampling Procedures.....	64

4.3 Research Instruments.....	64
4.4 Pre-test.....	66
4.5 Collection of Data.....	67
4.5.1 Primary Data.	67
4.5.2 Secondary Data.	67
4.6 Statistical Treatment of Data.....	67
CHAPTER V: Data Presentation and Critical Discussion of Results	
5.1 Descriptive statistics.....	68
5.1.1 Personal information.....	68
5.1.2 General Information of tourist behavior and opinions on Plearn Wan.....	71
5.1.3 Tourist behavior and satisfaction on nostalgic elements at Plearn Wan.....	76
5.1.3.1 Tangible Attributes.....	77
5.1.3.2 Intangible Attributes.....	78
5.1.3.3 Activities.....	79
5.1.3.4 Exhibitions.	80
5.1.3.5 Physical shopping evidence.....	80
5.1.3.6 Dining.....	81
5.1.3.7 Store owner/Server in Plearn Wan.....	82
5.1.3.8 Destination infrastructure and facilities.	83
5.1.3.9 Key statistics of the Importance-Performance of Tourist Behavior on nostalgic elements at Plearn Wan.....	84
5.2 IPA Findings.....	85
5.3 Hypothesis result	93

CHAPTER VI: Summary, Conclusion, and recommendations

6.1 Summary Findings.....	101
6.1.1 General profile of tourists at Plearn Wan.	101
6.1.2 Tourist behavior at Plearn Wan.	103
6.1.3 Tourists' satisfaction on nostalgic elements of destination attributes at Plearn Wan.....	105
6.2 Conclusions	111
6.3 Recommendations	112
6.4 Future Research.....	116
References	118
APPENDIX A: Questionnaire	
Appenndix A (1): Questionnaire in English.....	127
Appenndix A (2): Questionnaire in Thai.....	131
APPENDIX B: Pictures of the research site: Plearn Wan	
Appenndix B (1): Floor plan of Plearn Wan	136
Appenndix B (2): Pictures of Plearn Wan.....	137

LIST OF TABLES

Table 2.1 Summary of empirical studies	39
Table 3.1 Hypothesis table	55
Table 3.2 Table of operationalisation of variables	57
Table 4.1 Case processing summary	66
Table 4.2 Reliability statistics	66
Table 5.1 Gender of respondents.....	69
Table 5.2 Age level of respondents	69
Table 5.3 Marital status of respondents.....	70
Table 5.4 Salary per month of respondents	70
Table 5. 5 Current address of respondents	71
Table 5.6 Plearn Wan visitng	72
Table 5. 7 Time spent at Plearn Wan.....	72
Table 5. 8 The most favorite activity at Plearn Wan.....	73
Table 5.9 The ranking of the favorable unit of Plearn Wan on nostalgic element.....	74
Table 5.10 Amount of money spent at Plearn Wan.....	74
Table 5.11 People who have visited Plearn Wan with	75
Table 5.12 The number people who have visited Plearn Wan with	76
Table 5.13 What's your opinion on tangible attributes?	77
Table 5. 14 What's your opinion on intangible attributes?	78
Table 5. 15 Activities.....	79
Table 5.16 Exhibitions.....	80
Table 5.17 Physical shopping evidence.....	80

Table 5.18 Dining	81
Table 5.19 Store owner/Server in Plearn Wan	82
Table 5.20 Destination infrastructure and facilities.....	83
Table 5.21 Key statistics of the Importance-Performance	84
Table 5.22 Mean Diferrence between the Importance-Performance Analysis of Tangible Attributes	85
Table 5.23 Mean Difference between the Importance-Performance of Intangible Attributes	86
Table 5.24 Mean Difference between the Importance-Performance of Activities.....	87
Table 5.25 Mean Difference between the Importance-Performance of Exhibitions...	88
Table 5.26 Mean Difference between the Importance-Performance of Physical Shopping Evidence	89
Table 5.27 Mean Difference between the Importance-Performance of Dining	90
Table 5.28 Mean Difference between the Importance-Performance of Store Owner/Server in Plearn Wan.....	91
Table 5.29 Mean Difference between the Importance-Performance of Destination Infrastructure and Facilities	92
Table 5.30 Relationship between Tangible Attributes and tourists' satisfaction in exhibitions	93
Table 5.31 Relationship between Tangible Attributes and tourists' satisfaction in physical shopping evidence	94
Table 5.32 Relationship between Tangible Attributes and tourists' satisfaction in dining.....	95

Table 5.33 Relationship between Intangible Attributes and tourists' satisfaction in exhibitions	96
Table 5.34 Relationship between Intangible Attributes and tourists' satisfaction in physical shopping evidence	96
Table 5.35 Relationship between Intangible Attributes and tourists' satisfaction in dining	97
Table 5. 36 Relationship between Activities and tourists' satisfaction in exhibitions	98
Table 5.37 Relationship between Activities and tourists' satisfaction in physical shopping evidence	99
Table 5.38 Relationship between Activities and tourists' satisfaction in dining.....	100
Table 6.1 Summary of general demographic characteristics of respondents	102
Table 6.2 Summary of tourist behavior at Plearn Wan	104
Table 6.3 Summary Table of Importance and Performance Mean Scores of Plearn Wan's Destination Attributes	110

LIST OF FIGURES

Figure 3.1 Huh and Uysal's Research Framework.....	43
Figure 3.2 Conceptual Framework	46
Figure 4.1 The Importance-Performance Analysis Grid	62
Figure 5.1 Mean Data Plotting of the Importance-Performance Analysis of Tangible Attributes.....	85
Figure 5.2 Mean Data Plotting of the Importance-Performance of Intangible Attributes	86
Figure 5.3 Mean Data Plotting of the Importance-Performance of Activities	87
Figure 5.4 Mean Data Plotting of the Importance-Performance of Exhibitions	88
Figure 5.5 Mean Data Plotting of the Importance-Performance of Physical shopping evidence.....	89
Figure 5.6 Mean Data Plotting of the Importance-Performance of Dining.....	90
Figure 5.7 Mean Data Plotting of the Importance-Performance of Store Owner/Server in Plearn Wan	91
Figure 5.8 Mean Data Plotting of the Importance-Performance of Destination Infrastructure and facilities at Plearn Wan	92

CHAPTER I

Generalities of Study

Introduction

The introduction aims to illustrate the background of the Tourist Shopping Village of Thailand particularly the case study of ‘Plearn Wan’ – in Hua Hin district in Thailand which underpins the nostalgia principle. Additionally, the statement of the problem, research problems, research questions, objectives, scope, limitations, significance of research, research accessibility, and definition terms are discussed within.

1.1 Background of the study

Tourist Shopping Villages (TSVs) is a growing phenomenon everywhere, as they not only create joy from shopping activities for visitors at large, but also brings to every visitor a certain destination image. Destination images in tourist shopping villages may range from the traditional settings, cultural oriented themes, reflections of nostalgia, movie-based scenery, or futuristic atmospheres, to name but a few. Trends in creating such attributes depend on popular culture currently deployed and enjoyed in a society. Rationale for creating Tourist Shopping Villages with theme is varied, but it is based on the principle that their potential visitors feel connected to such features accordingly. Thailand—with her rich culture and wealth of heritage—has been hosting several Tourist Shopping Villages in her tourist development countrywide in the past five decades. Floating markets or theme markets, either on their original setting or newly erected settings, exemplify such Tourist Shopping

Villages. With rising numbers of tourists—both domestic and international, tourist development of many locals has re-established or established their so called “ancient markets”, literally meaning market of yesteryear, to attract more tourists. An ancient market, or a kind of traditional bazaar for local produce and crafts managed by merchants from the local areas, has been a popular destination for Thai visitors everywhere. Tourists visit ancient markets because of their interest in not only the local commodities, but also the sense of tradition, old-time ambience, and fantasy of the oldies. Hua Hin—Thailand’s first official sea-side resort since the 1920s—stands the test of time in hosting visitor’s weekend holidays and long vacations with its quaint setting surrounded by wooden bungalows (www.hoteltravel.com). In the 2000’s, Hua Hin has experienced an expansive development in infrastructure of all types—hotels, highways, public facilities, and Tourist Shopping Villages. One of the famous Tourist Shopping Villages, erected in 2009, is Plearn Wan which employs a nostalgia concept, depicting Thailand’s yesteryear marketplaces. Featuring shops and merchandises popular during the 1970’s to 1990’s, Plearn Wan is situated on an area of 3 Rai clustered with wooden two-storey shop-houses. There are inns, eateries, paddling vendors, barber shops and, small boutiques within the area. Visiting Plearn Wan during a regular weekend can be a big hassle. Traffic congestion in front, long queues over ticket purchases or drink carts, and overly crowded restaurants seem to be a usual sight at Plearn Wan on any weekend (www.brandage.com). Indeed, Plearn Wan has met a big financial success. Appealing factors of Plearn Wan seem diverse, and creates an additional image of nostalgic fishing villages of Hua Hin.

1.1.1 Emergence of Tourist Shopping Villages on Nostalgia Trend in Thailand.

Most of the tourist attractions have derived from traditional Thai lives. The custom of Thai people is well-reflected through historical richness. Thai people and communities have been located close to natural resources, especially water, which are at the core of local living. Water and water-ways are used for daily consumption, meeting places, transportation purposes and trade. This leads to the development of floating markets, thus becoming well-known tourist attractions nowadays. Like temples and grand palaces, floating markets were transformed to be a must-see sight of Thailand tourism. As such, floating markets, as Tourist Shopping Villages help to conserve traditions and customs as other monuments do.

The emergences of Tourist Shopping Villages with trend of nostalgic and traditional aspects have become a significant leisure choice. Many destinations under these themes have been erected and become popular throughout the country. Amphawa and Damnern Saduak floating markets represent the success of Tourist Shopping Villages with nostalgic themes. They have been restored from the long forgotten market places. Once water resources were the heart of livelihood, the sites were built along both sides of the canals and reflect the cultural and traditional livelihood of local communities. The emergence of revitalized Tourist Shopping Villages have also seen an active market since the end of 19th century, Klong Suan-100-year market is now a cultural attraction to experience the charm of community life. These markets using a heritage theme have been constructed in accordance with original settings and offer local products such as food, clothes, handicrafts, and handmade souvenirs. They provide tourists with shopping activities for foods and

souvenirs. This agrees with Rodrigues (2001) that tourists claim that travel is not complete without shopping.

The popularity of Plearn Wan with its nostalgic concept in a Tourist Shopping Village has existed during Hua Hin's boom. From a vacant plot of land, Plearn Wan was transformed into a retro bazaar, which resonate an oldie image of Hua Hin. The accommodations (20 rooms), restaurants, coffee shops, salons and post office allow the tourists to absorb the yesteryear atmosphere. Plearn Wan became well-known overnight after its grand opening in 2009. Mrs. Patra Sahawat, the owner revealed the return on investment of 40 million baht was recovered within its first year. (SME Plus, 2011).

It is remarkable that marketing factors, cultural factors, tourist behavior and economic factors mutually take the lead in driving the success of Plearn Wan. Therefore, this research intends to explore Plearn Wan's environmental attributes to identify its success factors. Information from the study will help to set a prototype or example for many more Tourist Shopping Villages to come as a result of Thailand's wealth of culture and history.

1.1.2 Importance of Hua Hin city and Plearn Wan.

Hua Hin has long possessed a rich historical background among all resorts in Thailand. The city is very popular among Thai people and foreigners for their weekend retreats as it is not far from Bangkok. Notably, Hua Hin has housed the King's Summer Palace, since King Rama VII established the rail-road in 1920's to improve communication and transportation. The security laws are strictly imposed due to the royal residential area located in Hua Hin. Therefore, the entertainment

activities are under control for nightlife, unlike other seaside destinations, such as Pattaya, Bangsaen, and Phuket. Even so, numerous accommodations are built along the beach and around the city, as well as a multitude of activities to welcome the visitors such as cultural exploration (historical, local lifestyle, homestay), ecotourism or green travel (nature & wildlife, farm & wineries), and outdoor and challenging activities (cycling, mountain biking) (Tourism Authority of Thailand, 2013). The destination is not only rich in natural based resources like sand beaches and waterfalls, but also features several outstanding golf courses, local markets, fine restaurants, spas and massages.

In addition to the nostalgic theme, which brings greater popularity to Plearn Wan is its variety of attractions within its compound. Visitors come to Plearn Wan with diverse purposes, and Plearn Wan offers them both leisure and constructive activities via its outlets as follows; shops, eateries, atmosphere and decors, classic entertainment, traditional activities, and festivals and seasonal events.

1.2 Statement of the problem

The emergence of Tourist Shopping Villages with the trend of nostalgia and historic aspects has become one of the significant leisure choices in Thailand. Many destinations under these themes have been erected and popularized through many regions of the country. The revival of such destinations include the successful cases of the decades-old Damnern Saduak floating markets in Ratchaburi Province and Amphawa District market by the river in the Samut Songkhram Province. They have been restored to their original forms, with emphasis on water-ways as the heart of villagers' livelihood. Following such success, several other areas reviving or creating

old-time markets have mushroomed in the past decade. Portrayal of the heritage or nostalgic theme is accompanied by extensive shopping items which include local products and produces, clothes, handicrafts and, handmade souvenirs. Plearn Wan is a combination of a newly erected old-time market with dynamic activities ranging from shopping, salons, public services, to staying—has become an icon of Thailand Tourist Shopping Villages.

As success and popularity of Plearn Wan continues to soar, there is an increasing need to understand and identify motives or factors that drive Plearn Wan to such a position. While, the success of Plearn Wan are attributed to several factors, such as Plearn Wan's promotional tools and, an economic boom, cultural features, are evident and, tourist behavior leading to satisfaction itself should be taken into consideration upon measuring Plearn Wan's success. This research, therefore, intends to explore tourists' satisfaction in relation with Plearn Wan's nostalgic theme. The result of the study will help to set a prototype for many upcoming Tourist Shopping Villages to realize and follow with constructive consideration on visitors' expectations and careful handling of a cultural or traditional identity.

1.3 Research Questions

RQ1 To what extent do Plearn Wan's nostalgic elements influence tourist behavior towards tourists' satisfaction?

1.4 Objectives of the Research

To accomplish the research question, the objectives of the research are set as follows:

1. To describe Plearn Wan's nostalgic elements that appeal to the shoppers; and,
2. To investigate the importance and performance of the nostalgic concepts and the extent to which they impact tourists' satisfaction.

1.5 Scope of the Research

This case study focuses on the particular period of July, 2013 that took place at Plearn Wan, Hua Hin district in Prachuap Kijirikhan province. Leisure activities are considered to investigate the tourist's behavior at the destination. The study does not include a demographic interpretation.

1.6 Limitations of Research

This study was conducted with a population size of 400 respondents, who visited the site during the survey time in July, 2013. The study uses the Importance and Performance scale to measure tourist behavior at Plearn Wan. This method excludes a study of the background of the visitors, visitor perceptions, and their orientation to the nostalgic theme.

1.7 Significance of the Research

Plearn Wan represents a successful tourist business. This study aims to suggest other Tourist Shopping Villages in Thailand to adopt appropriate marketing plans and resource development within the cultural context for their further success. As growth

of Tourist Shopping Villages in Thailand tourism has prospered, all the new Tourist Shopping Villages can learn from Plearn Wan and strive to achieve their business success.

1.8 Definitions of Terms

Nostalgic concept

In this study, the term of nostalgia focuses on the definition discussed in tourism industry. Kaplan (1987) refers nostalgia as warm feelings about the past that is imbued with happy memories, pleasures, and joys and describes an experience that is infused with some kind of glowing feeling. Reflecting Schouten (2005), Nostalgia means to escape the ordinary daily life by searching for the roots or visiting attractions based on nostalgic elements such as images of childhood. Collective or cultural identity is emphasized on historical or cultural cores, economic impacts towards local culture, and domestic or foreign tourism.

In this study, nostalgic concept refers to vintage, retrospect, historical, and heritage attributes in the forms of element of Plearn Wan's destination attributes.

Tourist behavior

Reisinger (2009) explained tourist behavior as concerned with the ways in which the tourists select, purchase, use, and evaluate travel products, services, and experience. This concept attempts to understand and interpret how the tourists decide to spend their available resources such as times, money, and effort on related products and service for travel purpose.

In the context of this study, they are considered as the tourists and their behaviors upon destination's attributes and activities leading to their satisfactions on exhibitions, shopping and, dining. Also, tourist behavior is discussed as overall manners pertaining to their spending on products and services at the destination.

Tourists' satisfaction/Customers' satisfaction

Regarding review research of Pizam and Ellis (1999), customers' satisfaction can be defined as satisfaction when customers purchase tangible products and services with pre-purchase expectations about anticipated performance. Once the products and services has been purchased and used, outcomes are compared against expectations. Satisfaction reflects confirmation that occurs when the outcomes meet or over the customers' expectation. While, dissatisfaction is caused by disconfirmation that occurs when there is difference between less level of outcomes towards customers' expectation and products/services performance.

In this study, the term of customers' satisfaction is used as the tourists' satisfaction on Plearn Wan. Featured tourists' satisfaction of Plearn Wan's destination attributes are illustrated into independent variables of the proposed framework—Tangible Attributes, Intangible Attributes, Activities; and, dependent variable; the tourists' satisfaction in exhibitions, physical shopping evidence, and dining.

Tourist Shopping Village themed shopping arcade

A leisure shopping venue associated with heritage conservation and small-town development planning, replicating a form of villages. Tourist Shopping Villages attract tourists through retail stores set in a pleasant historical or cultural element. Tourist Shopping Villages are often located along destination areas and near urban centers but markedly different from urban business and shopping districts in terms of their small-scale setting and distinct ambience (Getz, 1993).

In this study, the 'Tourist Shopping Village' is used interchangeably with 'tourist shopping arcade'



80075 e-1

CHAPTER II

Literature Reviews

In this chapter, the definition and characteristics of Tourist Shopping Villages (TSVs) are introduced in detail according to the previous studies. The history, and Plearn Wan's success and popularity are mentioned. Tourist shopping behaviors in mall environments under nostalgic themes and cultural attractions are demonstrated. Finally, the summary presents a conclusion related to tourist shopping villages and Tourist Shopping Behaviors.

2.1 Tourist Shopping Villages (TSVs)

2.1.1 Definitions of Tourist Shopping Villages (TSVs).

Tourist Shopping Villages (TSVs) offers tourists experiences in a cultural theme through products, service and its creations. Getz (1993) defined Tourist Shopping Villages as small towns and villages that based their tourist appeal on retailing, often in a pleasant setting marked by historical or natural amenities. The sites were located along leisure areas, travel routes and near urban settings. However, they were different from urban business and shopping districts due to their small scale, specialty retailing and distinct ambience. Getz's (2006) framework defined Tourist Shopping Villages as combined with four critical components include; setting, theming (a set of idea which provides meaning) and programming (scheduled or scripted activities for participants); service delivery and consumables. The study was applied to understand Tourist Shopping Villages in a regional scale. The main factors

were defined as environmental settings (e.g. existing attractions, site planning, accessibility, traffic flow, crowd management and atmosphere), theming (e.g. heritage) and programming (e.g. festivals, events), service delivery (e.g. infrastructure, facilities) and consumables (the range, variety and regional uniqueness of products).

There are several characteristics which are keys to success of many Tourist Shopping Villages around the world. Murphy, Moscardo, Benckendorff and Pearce (2007) identified some key factors of the perceived successful villages based on systematic analysis of more than 50 shopping villages in Australia, New Zealand, Canada, England and Ireland. They stated that the most successful Tourist Shopping Villages have the following characteristics:

- Clear and consistent themes (eg. Heritage, ethnicity, arts and crafts);
- Tourist-focused presentation (eg. Streetscaping, signage, visitor information, facilities and parking);
- Clear and compact shopping precinct integrated into the broader village and transport links to major source markets; and,
- Exhibit a high level of marketing professionalism in the sense that they employ clear and consistent imagery and branding and high quality media communications.

Timothy (2005) mentioned that numerous sites around the world are perceived as well-known destinations, either purposely planned to be such or by default. They provided desirable products and services to the tourists. The researcher defined shopping venues and the context includes souvenir shops, department stores, malls, outlet centers, airports, railway stations and harbors, duty-free shops, museums and

heritage sites, wineries and distilleries, special events and theme parks, craft villages, tourist shopping villages, street vendors and craft markets.

2.1.2 Environment of Tourist Shopping Villages on Nostalgic Theme.

The environmental elements contribute the successful role of settings for Tourist Shopping Villages. Nostalgic themes create different surroundings from common shopping spaces which allow tourists to explore distinct experiences from daily life. Murphy, et al. (2007) commented that the perceived successful Tourist Shopping Villages are strongly influenced by a well-developed heritage theme together with the presentation of the sites in larger scale. Getz (1994) identified several atmospheric cues that signal villages as being tourist shopping oriented. The characteristics included vivid color, specific signage, rustic and hand-crafted materials, historic buildings and distinctive regional styles, use of window and street displays, themed outdoor music and food and landscaping (e.g. street decorations, paving stones and attractive pathways). In addition, Tourist Shopping Villages that are located nearby attractions, major touring routes and visitor source markets are perceived as advantages in terms of location.

Jansen-Verbeke (2000) introduced the environmental elements that exemplify a shopping area's ability as a tourist attraction. The relevant environmental characteristics include the range of shops, catering, leisure and others facilities and tourist attractions, the spatial clustering of facilities, parking space and access, street retailing and pedestrian priority in open spaces. Quality of the environment includes the image of place, leisure setting, street musicians and artists, accessibility during leisure time, aesthetic, value, image of maintenance and safety and architectural

design of the buildings, streets, shops, windows, sign-boards and lighting, social affective value with respect to the liveliness of the open space and an animation entertainment, amusement and surprise. Hospitableness included social, visual and physical aspects of the environment as well as other elements which are orientation, information, symbolism and identification.

Yuksel (2007) identified that the exterior environmental cues and physical components in shopping areas displayed tourists a view of the whole picture of the destination. The components of a shopping environment that drew attention included the architectural design of buildings, the surrounding scenery, storefronts, activities, density and noise level were the first cues normally seen by tourists. The visitors who believed that the shopping area could offer them pleasure, fun, and enjoyable shopping time likely perceived them as valuable experiences and were more likely to return

2.1.3 Tourist Shopping Villages on Nostalgic Theme in Thailand.

Diverse themes of tourist destinations usually offer new experience and distinctive atmosphere to common shopping malls. Themes are mostly taken from the local legends, history, or folkways of the locales or the nearby communities. As such, tourists will have broader ranges of activities. Many tourist shopping villages in Thailand are found to pay attention to conservative values, concerning traditional and cultural roles. As a result, nostalgic trend has continuously grown in Thailand. Sritama (2009) stated that local people would like to get close to the past and history. At the same time, such phenomena offered opportunities for the tourists to take a journey into the memory lane as they visit Tourist Shopping Villages.

The nostalgic element is a significant motivator on tourist travel patterns (Fleischer & Pizam, 2002). Huang and Tsai (2003) reviewed previous studies and found that travel motivation could be categorized into rest and relaxation, social interaction, health, learning, exploration, escape, value for money, nostalgia, and the opportunity to visit historical attractions. Thai tourists were interested in the natural attractions of traditional lifestyle of the local community (Tuffin, 2010).

Initially, Koh Kret in Nondaburi province represents the first destination of a nostalgic theme in Thailand. A community-based attraction includes tourism products which reflect in the traditional way of life combining three ethnic groups— Thai, Mon and Chinese through temples, floating markets, local souvenir stores and restaurants. Amphawa in Samut Songkhram province also claims to be a form of a nostalgic destination. It offers a traditional livelihood of Thai people who live along the canals. The place provides the tourists with experiences on Thai traditional foods and desserts, souvenir shops in shop-houses, home-stays at traditional Thai style home, temples, and boat trips to see fireflies (Suntikul, 2012). Moreover, many other destinations increasingly use nostalgic value as a tourist attraction, including Talad Roi Pee or Sam Chuk (Centenary Market) and Talad Kao Hong (Market of Nine Houses) in Suphan Buri, as well as Plearn Wan in Hua Hin, a fictional pastiche of a Thai village dated in the 1960s (Robinson, 2012).

2.2 Tourist Behavior on Nostalgic Theme

Shopping also creates an opportunity for the visitors to explore the host culture at the attraction (Tosun, Temizkan, Dallen, Timothy & Fyall, 2007). Alegre and Cladera (2012) stated that the basic attributes have an impact on Tourist shopping

behavior. Sun and sand holiday, natural settings and cultural attribute of the destination were likely offered the tourists to associate with shopping activity. The themes of destinations stimulate tourist's visits. Littrell and Paige (2003) stated that the physical design of a shopping mall played a strategic key role. For instance, a major regional mall in the southern United States, owns five diverse geographic regions which were reflected in the physical attributes of the shopping center: coastal, urban, plains, piedmont and mountains. The strategic approach provided the tourist a taste of the entire state in which they are visiting and its nostalgic atmosphere. The destination was also applied another strategy to attract tourists by marketing shopping as a major tourist activity alongside golf, dining and arts and culture in major tourism areas.

2.2.1 The Relationship between Tourist Shopping Villages and Tourist Behavior

Shopping activity is acknowledged as a primary tool to generate revenue and contribute to economic development. Tourist shopping behavior is different from normal shopping at home. It is attracted by a unique environmental setting and stimulations such as unique nature, setting and ambience which are different from shopping malls at home locations (Littrell, Stout, Gahring, Niemeyer, Raily, Baizerman, 1994). Tourist shoppers also seek experience with excitement and pleasure as well as opportunities to meet local people while shopping. They tend to purchase souvenirs or local goods that can remind them of an experience.

Leisure shopping activity allows visitors to bring home the physical evidence, the tangible symbol and a reminder of an experience that was distinct from routine life

(Gordon, 1986). Tourists recall their travel experiences through purchasing products as tangible goods, satisfying the intangible images or proof of the experience (Littrell et al., 1994). They often buy symbolic consumption which is meaningful, memorable and valuable that they wish to cherish and remember (Anderson & Littrell, 1995). Turner and Reisinger (2001) defined three desirable product attributes of tourists which were value (range, quality), product display characteristics (color, display, packaging, size), and uniqueness (memory of the trip). The list of product attributes were developed by four types of tourists: ethnic, arts, and people, history and parks, urban entertainment and active outdoor tourists. All four groups preferred different features of tourist physical goods including aesthetic qualities, uniqueness, functional qualities, cleaning and care, symbolism of the destination, the display at home and so on.

There is a study on the relationship between travel style and tourists' souvenir-buying patterns. Littrell et al. (1994) identified four types of tourists based on travel style which were people-oriented visitors, travelers interested in history and parks, those in research of urban entertainment and active outdoor-pursuit enthusiasts. All types performed different shopping behaviors. The propensity of shopping activity varies due to the cultural background of the tourists and the range and the nature of shopping opportunities at the attractions.

Littrel and Paige (2003) described tourism activities into three groups which are outdoor tourism, culture, history and arts tourism and sport tourism. Particularly, culture, history and arts tourists were attracted to specialty and craft stores which were often presented at the mall. The pull strategy on advertisement could attract this tourist group. In special events, they seek opportunities to shop at festivals and fairs

held in the community. This tourist group was also more likely to shop in antique, art and museum shops. Mall attractiveness, convenient access to the destinations and opportunities the mall offers were significant promotional roles. In purchasing activity, culture, history, and arts tourists looked to buy mementos and high-quality gifts, well-designed products, and acceptable quality souvenirs similar to others that might be offered at other destinations.

Several tangible products under the same theme of attractions are provided to the tourists. Timothy and Butler (2005) stated that tourist shopping was not defined only for souvenirs purchases. The activity also contained buying clothes and accessories, jewelry, books arts, crafts and electronics. At the Sherlock Holmes pub in England, Knowles and Dingle (2007) revealed that the site created an advantage from the heritage theme of England by selling merchandise. The visitors were able to buy memorabilia under its theme such as cigarette lighters, carrier bags, tea-towels, T-shirts, sweatshirts and stationary. Tourist experiences were fulfilled by the unique quality products which grant them special memory and remind them about their journey (Turner & Reisinger, 2001).

2.2.2 Mall Environment and Impacts on Tourist Behavior.

The environmental attributes of the destination have a significant influence on leisure behaviors. Littrell et al, (2004) mentioned that in a tourism setting, there were the components of store attributes that were desired by the tourists; behavior of the salesperson, atmosphere, display techniques, friendliness, and a salesperson's knowledge and demonstrated craft techniques. The store environment including social environment, ambience, and design play equally important roles to stimulate tourist

purchasing behavior (Donovan & Rossiter, 1982). Kinley, Kim, and Forney's study (2002) reported that environmental elements were extremely significant to all tourist shoppers. The unique characteristics and atmosphere components of the destination including friendliness, comfort, safety, convenience, and other issues were essentially focused in order to remind the brand existence of the destination.

Knowles and Dingle (2007) revealed that the history and authenticity of the attraction efficiently drew the tourists in tourism businesses according to the empirical study. The locations based on the George Inn and Sherlock Holmes, two traditional pubs located in England, was defined as case studies to explore the awareness of foreign tourists on the sense of 'Olde England' toward the attractions. The researchers found that traditional food and beer in relaxed and friendly environments was presented as the tangible and intangible qualities that most appealed to visitors as well as an old traditional setting of such two attractions. The fascinating and unique atmospheres were partly significant elements which created the appeal to nostalgia for the visitors who seek the sense of an English old day. Some visitors perceived friendliness along with traditional food and drinks in heritage-themed attractions were more desirable than authenticity and traditional appeal. Under the mall atmosphere, the attractions were encouraged shopping behavior by selling memorabilia under their unique themes. The pleasant environment and friendly service provided a memorable time and create opportunities in the future.

Alegre and Cladera (2010) found that tourist behavior was partially dependent on basic attributes of the attractions such as sun and sand holiday, natural and cultural features of the setting, travelling with children, education levels, and occupation. Tourists perceive that mall attributes and their features are significant motivators to

satisfy their experiences. The theme aspect is a significant role to draw a tourist to revisit the mall. Friendly shopping environments are the most desirable factor for the theme/festival center to motivate a tourist arrival. The attraction regularly combines aesthetic and residential themes together to explore the tourist's pleasant experience (Tammy, Forney, & Kim, 2010). Tourism behavior is influenced by the shopping attributes such as aesthetics, uniqueness, location, promotion, sales associates and so on (Swanson & Horridge, 2006).

2.2.3 The Relationship between Ambience and Tourist Behavior.

There are many studies which indicate that interior variables of settings effect tourist behavior. Meng and Xu (2012) stated that leisure activity was influenced by many factors which cannot be planned in advance. Opportunities and impulses during travel offered tourism shopping which may include various factors such as unique store environments, social interactions with salespersons, tour leaders and other tourists and other shopping behaviors in a store. Tourist behaviors are irrational, spontaneous, and emotional, hence; store environment (ambience and design) and situational factors (e.g. on-site social interaction and time pressure) mostly influence tourist shopping intentions.

The shopping environments influence emotional states and create values of shopping pleasure, interaction with salespersons, revisiting the attraction, and the possibility of spending more money and time than pre-planned before the visit (Yuksel, 2007). The empirical study also confirms in-store atmosphere at tourist habitat may become part of the shopper's experience and arouse evaluation, and later purchasing behavior. Several elements of a pleasant atmosphere are found to effect

shopping activity. The role of different senses is used to develop differentiated selling environments (Kent, 2007). An ambient odor is one element of environmental cues in retail stores to influence shopping behavior. Michon, Chebat, and Turley (2005) concluded that a pleasant odor had a positive impact on shopper's emotions, perceptions of the in-store surroundings, and perceptions of product quality under different crowding circumstances. The color of displays attracted the customer to visit and can stimulate emotional conditions. The visual sense can change the sentiment and encourage shopping behavior. Lighting techniques can give some meaning and also create unique ambient atmospheres (Loe, 2002). The use of in-store music significantly produces special micro-environments in retail space. The impact of music motivates shopping behavior, excitement, time spent, in-store traffic flow, and a perception of visual lure in the store (Turley & Milliman, 2000).

Littrell and Paige (2003) stated that the appearance of attraction was recognized as an important appealing factor to the tourists' satisfaction. All types of tourists were concerned about the mall's aesthetics and differentiation, particularly pleasant atmosphere and the internal and external design attractiveness of the mall. According to the existing study of the researchers, mall attributes were related to safety, accessibility, parking, and mall navigation. Aesthetics and differentiation included the external and internal design and atmosphere of the mall as well as the authenticity of appearance and helpful salespeople were represented as the characteristic of a shopping venue that tourist shoppers were aware of when visiting.

2.2.4 The Relationship between Tourist Behavior and Tourist

Satisfaction.

In tourism and hospitality, most of the tourists' experience is derived from the combination of products and services. It can be concluded that satisfaction with a hospitality experience is a total of satisfaction with the individual elements or products and services attributes which formulate to the tourists' experience. The restaurant and hotel represent as the hospitality businesses which form a sum of satisfactions with the attributes of products and service (Pizam & Ellis, 1999).

An existing study of Reuland, Coudrey, and Fagel (1985) proposed that the services in hospitality consist of three elements which are the tangible products (e.g. food and beverages in restaurant), the behavior and attitudes of the employees (e.g. person who is in charge with hosting the guest), and the environment (e.g. building, the layout, lighting in the restaurant, the furnishing)

After purchase tourism products, the tourists will express satisfaction or dissatisfaction (Fornell, 2002). Huh (2002) claims that the tourists are willing to come back to the attraction and repurchase the products as well as recommend to their friends, if they are satisfied with those following tourism products. Thus, it can be said that the attributes of products, services, and attractions can motivate tourist behavior which lead to their satisfaction afterwards.

2.3 Empirical Studies

Tourist shopping villages: development and planning strategies –

Getz (1993)

Tourist Shopping Villages (TSVs) can be defined as small towns and villages that are based on tourist appeals and retailing. They are often places with pleasant locations with historical or natural amenities and along touring routes, in destination areas and near urban centers. However, Tourist Shopping Villages are different from urban business and shopping districts in terms of their smaller size, specialty selling and ambience. The sites have been identified into three leisure/shopping models. Firstly, ‘ambient leisure’ involves the ‘creation and underpinning of a pleasant environment for shopping’ and intends to expand shopping duration and gain a competitive advantage over less attractive shopping areas. Shopping ambience apparently develop in an area of specialty shopping in historical or architecturally unique areas. Secondly, the ‘new generation mall’ offers the visitor added recreational attractions. The site is developed itself by shopping and leisure environments growing to be a major tourist attraction. Lastly, ‘heritage-destination leisure’ gathers niche-position retailers and attracts shoppers and sightseers. Shopping is an important activity that it is ranked as the most popular activity among all respondents by interviewing method. Research is found that tourists who are shopping during trips tend to stay longer at the destination and participate more in activities such as eating and drinking. It is recommended that leisure shopping areas must present a sense of freedom, offer pleasant shopping, and help with social interface. The study examines strategies for developing and planning Tourist Shopping Villages base on three near-urban cases concerned and relate to the empirical context.

The research focuses on three case studies of Elora, St. Jacobs, and Acton, located at Southern Ontario in Canada to examine strategies for developing and planning the Tourist Shopping Villages. The three cases are chosen based on their well-located spot and popularity of the day-trip shopping attractions. To start with, Acton, a small town with 7,000 local residents, is 45-minute drive from many major cities in the region.

Concerning tourism, the unique characteristic is a leathertown-theme developed by a main company called The Olde Hide House. The corporation renovated an old tannery which was constructed in 1899 to a large-scale shopping and dining complex, added two related leather-themed stores, and built a golf course later in 1991. Due to the plan of the company, the new two shops are located at the end of the main street from the old shops to expand activity areas and stimulate private business units. The feature of attraction provides facilities for group dining, guest services, shopping, golf courses, and other activities in the area. The place is promoted by various marketing tools such as developing a logo and theme, publications, and information packages. The unique tourism products offer and hospitality concern are the significant keys to its attractiveness. Due to tourists' visits, jobs had been created for local residents from 20 employees in 1980 to over 200 employees in 1991. Annually almost 300,000 visitors were attracted to the attraction which could guarantee the success since they are actual shoppers or diners at Olde Hide stores and car-based tourist groups, and independent visitors.

St. Jacobs, the smallest village of 1,500 residents, owns many heritage buildings. To apply to a Tourist Shopping Village model, St. Jacobs features the best from among three case studies due to mainly support from 'Mercedes Corporation,"

a dominant local company. The old buildings which are a restaurant and inn, guest house, many retail stores, buildings, and an old feed mill – a small maple syrup museum are restored into a shopping complex. Such attractions operate under the ‘country’ theme of a village shopping atmosphere with design on front display and unique signs. One major shopping building, called Riverworks, is designed in the original-themed front, but provides the sense of a modern shopping mall inside the building. The village attracts a million visitors per years who bring sales volume of \$13 million. Specifically, St. Jacobs offers a leisure opportunity on Sunday and attracts visitors by its special events. Another attractiveness of the village is local artisans. They serve products and premises under the country theme. Even they are partly affected by specialty shops, but some of them still remain at St. Jacobs.

Elora, a village of 3,000 residents, is located approximately one-hour drive west of Toronto. The site possesses several resources such as a beautiful river and limestone canyon, a well-known conservation park, refurbished mill, and various stone buildings. Elora employs historic atmosphere and pleasant ambience reflecting the date of 1880s. The Chamber of Commerce perceives the importance of tourist-oriented service on natural-based tourism. Many special events are arranged to draw visitor arrivals such as music festivals, antique sales and shows as well as tours for historic lovers particularly in antiques and architecture. Similar to St. Jacobs, Elora is popular for shopping activities on Sundays. The village gains a significant advantage from tourism on heritage conservation and economic earnings. However, Elora also faces many problems which are derived from tourism growth. There are many dissimilar structures of new buildings among the original stone architecture, visual distracters, heavy traffics and parking problems.

Planning and strategies are established and concerned on preventing negative consequences on these destinations. For development strategies of Tourist Shopping Villages, local planning and environmental controls are required to minimize loss of heritage and natural resource. Business owners in the community also need understanding towards local thoughts as well as avoiding negative effects. Essentially, Tourist Shopping Village development is required to plan together with locally based and sustainable tourism aspects.

Tourist shopping experiences and satisfaction – Tosun, Temizkan, Dallen, Timothy, and Fyall (2007)

This study examines tourists' perceived satisfaction with local shopping culture, employee service quality, product value and reliability, physical features of shops, payment methods, and other shopping and shop attributes with special reference to the region of Cappadocia in Turkey. The case study is promoted as an important area for tourism. The main income of local people is from shopping activity of handicraft products produced by local artisans.

The total 378 of 400 questionnaires survey are distributed the foreign tourists in the Cappadocia region. The research method are based on a literature reviews, academicians' opinions, and experiences of the authors. The respondents are asked to complete four sections of questionnaire involved open-end question, multiple choices, and rank the Likert-scale level. The first section asks the respondents to reflect their general travel's experiences on favorite shopping areas in Turkey and spending patterns, budgets for shopping and travel, kind of products they purchased, purpose of shopping and travel, and payment methods. The second section allows to respondents

to provide the shopping satisfaction level of shop features and staffs/service factor. The third section includes the tourists' perception of local shopping culture, product reliability, availability of shopping information, the level of trust on tour leaders and shop owners and other elements reflecting tourist shopping behavior. Lastly, the respondents are required to provide the personal data.

Findings reveal that the respondents reflect different level of satisfaction with store and shopping's attributes. It is found that shopping activity in Turkey and particularly in this case study has not been promoted sufficiently to the international tourism market. The cultural differences have an impact on the level of tourists' satisfaction. The difference in shopping culture between local people and foreign tourists may create misunderstanding. Some of them are given wrong information to visit the large shops for mutual benefits of tour guides and hotel companies. Hence, the foreign tourists pay for high prices at the shop which the tour guides provide rather than visiting the stores owned by local people. It is suggested to concern on cultural issue, especially the effects of cultural differences between tourists and shop operators. As well, it is significant to raise the tourists' satisfaction level by providing a higher level of shopping information and experience to the tourists and increasing the local involvement and educational support for regional economy.

Tourist Shopping Villages in the Calgary region – Getz, Joncas, and Kelly (1994)

This study intends to approve the Tourist Shopping Villages model at the regional scale proposed by Getz (1993). The empirical study defines Tourist Shopping

Villages as small communities which base their tourist appeal on retailing, often place at the pleasant settings marked by historical or natural amenities that are near urban areas and along touring routes. The existing study takes place in southern Ontario where business activity is a starting role of communities as Tourist Shopping Villages. Three villages offer the business units under a nostalgic theme that are successful to draw tourist visits such as specialty shops of gifts and souvenirs, restaurants and cafes, festival-theatre town, clothing stores, arts and gallery, and accommodations. The case study of the Calgary region is applied in order to confirm the existence of various tourist-oriented settings, describe its characteristic and portray its development.

The Calgary region is located in southwestern Alberta, Canada. There are 59 communities gathered in the region. The major economic motions excluding Calgary are agriculture, natural gas production and tourism. Due to its large-scale area, the region manages the tourism field through different marketing strategies at two levels which are community and zone. Several communities offer products and services under an umbrella of Tourist Shopping Villages in a small business unit. Bragg Creek, one of the communities in the Calgary region, displays a historical-nostalgic theme of tourist shopping villages. The village is popular for tourist shops and services due to its touring-route area. The attraction is in western design including its commercial stores such as shops, carvings, galleries, ice-cream shops, arts and crafts and the Bragg Creek Heritage Gallery. Apart from the community, there are nearby new modern style shopping centers which have antique shops and restaurant along with a contemporary mall of local and independent tourist businesses. Cochrane is located under the Tourist Shopping Villages theme along the main street and tourist

amenities. The destination offers unique shopping together with a recreational atmosphere. The tourists are attracted to art, antiques, restaurants and many leisure opportunities. However, Cochrane has limited accommodations to the tourists. The leisure activities are good for day-trip schedules, which is similar to the existing cases of Ontario. Since tourism activities are mainly focused and particularly marked in its tourism strategy, a tourist information centre is available in order to facilitate the visitors. Canmore represents as a community in the light of tourist shopping village model. It is placed along the Trans-Canada Highway nearby Banff National Park. Canmore offers several leisure activities such as resort complexes, shops, dining, and art galleries. Some activities that are not allowed within the national park are offered to the tourists at Canmore for instance manufacturing, helicopter touring, and various residential and commercial developments. It foresaw that tourism will grow its economic situation in the future due to the historical richness on railway and mining area.

The findings of this study mention that attractive environments at the destination are a significant element which motivates tourists to visit. Through the Ontario and Calgary region cases, the visitors perceive the importance of a welcome sense and amenities such as parking, signs, washrooms, sitting and dining area with nearby historic or natural attractions. Besides, ambient conditions which are air-conditioning temperature, music, odors and other related matters have an impact on the visitor experiences. Space, functions, signs, symbols and artifacts also create perceptions towards tourist-oriented shopping as well.

Heritage, nostalgia, and the “grey” consumer- Goulding (1999)

In market segmentation, especially elderly consumer groups, nostalgic elements represent a significant further variable to understand consumer behavior towards products and services. Nostalgia is underlined as a motivational practical reason behind leisure activity. According to the study, nostalgia is defined as 'existential' and 'recreational' visits. Over 60 years-old visitors are classified in the existential group. They are retired from working life with low family support and pay highly significant attention to social connections. The leisure motive is to share old memories with others. They tend to recall their old time and experience in the sense of high personal authenticity. Hence, Nostalgia is a major element to stimulate tourism activity in order to make them familiar with matters and environments. In contrast, recreational nostalgia does not desire to recall the past. Comparing to the same range of age, recreational elderly visitors are very similar to younger groups that are pleased with social settings and interact between their own groups and other people at the attraction.

Blists Hill Living Museum in Ironbridge, Shropshire in England; a significant site under historical and heritage management, is known as the birthplace of industrial museum, and is a location of the study. The village was renovated to reflect its setting and working conditions in the nineteenth century. The site is well-decorated under its nostalgic theme back to the old time. When the visitors enter the museum, they will be explored to another world. All workers are dressed in period costumes with story-telling about work and life. The rich history of Blists Hill present its community based and its industrial past through retail outlets, a bank for old currency exchange, a chemist, a butcher, a candle maker, a baker, an undertaker, a working mine, a display of houses and cottages, school, the Victorian tea rooms, and so on.

The findings identifies those five factors which are the degree of cultural and personal identification with resources, feelings of alienation in the present, the desire for authenticity, social motivations, and nostalgia have an impact consistently different in intensity and importance. Principally, nostalgia gets more involved with the visitors who relate themselves personally to the past, feel dissimilar to the present, and lack of solid social networks. According to existential and recreational nostalgic roles, the elderly visitors are more getting involved with those who experience multiple role loss, disempowerment and have limited social contact. To visit the living museum, recreational behavioral groups perceive it as a leisure activity, while, existential types of visitors seek the sense of temporary escape from the trip.

Local challenges to regional destination branding: case studies of two heritages in north east Victoria, Australia- Wheeler (2009)

The study investigates the relationship between regional tourism branding and the nature and the identity of local communities which contain the destinations in regional level of the tourism industry. Two heritage attractions in North East Victoria (NEV) of Australia are case studies in order to explore the local context. Glenrowan and Beechworth are both located within mixed farming areas in the northeast of the State of Victoria. Each site is defined by the number of interaction factors which form a community difference and local identity. Such factors are partly stimulated the nature of tourism growth and marketing activities as well as their particular reaction to the regional brand towards those two destinations.

Beechworth is one of the major tourist attractions in NEV. The characteristics of tourist shopping villages by Getz(1993) is well described as the place – ‘small

towns and villages that base tourist appeal on retailing, often place in a pleasant setting marked by historical or natural amenities'. The site promotes itself as the best preserved gold rush town of Victoria. Local people work in larger regional centre rather than in their own town. Beechworth participates with government for Local Government Areas (LGAs) of Indigo (a government sector focusing on tourism by grouping four historic towns) as the 'Heritage Shire'. The town plays a precious role of Indigo due to its well performance of heritage preservation on streetscape and prudent restoration on colonial buildings, and other thirty arranged by the National Trust. It became a popular destination and also develops a winery production along with offering many tourist activities such as cafes and restaurants, and more similar gourmet farming products of urban areas. Local people have a strong sense of their own history and identity. Distinctly local people of Glenrowan lack coordination within the community. Many of them resist tourism due to in-fighting and conflict between shopkeepers. However, Glenrowan attempts to recover its tourism activity since it owns slightly tangible historical-themed evidence. There are a few souvenir shops and an animated theatre regarding its heritage. National Listing visits resolve politics and conflicts in the history. However, Glenrowan is still perceived as a rural town since it has ignored investment, development and tourism in particular. Even though tourism operators and their related organizations attempt to lobby for recognition on heritage, historical and tourism purposes, the town still lacks basic infrastructure such as sewage, water and pavements.

According to the history of two case studies, the findings suggest that there are several factors that influence their tourism development, marketing and especially the regional brand. History and heritage, local government authority and support, socio-

economic and demographic factors, and tourism development are major functions which effect the destination branding. Moreover, the relationship between local communities and regional branding is also regarded as another significant factor which is capable to cause such problems on similar destination branding like two case studies.

From Diggers to Baristas: Tourist Shopping Villages in the Victorian fields – Frost (2006)

The study aims to investigate the relationship between shopping and cultural heritage tourism on the principle of economic consequence. Castlemaine and Maldon, two towns established in the Australian Gold rushes of the 1850s in Victoria, attribute the characteristics of tourist shopping villages formed by Getz (1993). The two study areas grant tourism products and services in 19th century streetscapes and mining themes such as restaurants, cafes, antique shops, craft shops and galleries. Both towns gain economic advantages and employment from tourism. However, there is a disagreement that such benefits of tourism outcomes may come indirectly from shops and cafes rather than directly through admission fees to the attraction.

Even though there are many heritage shopping villages in Australia, only some of them are successful due to the complexities and applications to the country. Firstly, heritage cultural shopping is regularly perceived as at the contradictory conclusions of the tourism field. Heritage visit is a serious reason. Shopping activity is viewed as a leisure activity which may have negative impacts on the atmosphere, physical fabric, and authenticity of the cultural heritage destinations. Hence, heritage may grow to be little more than a pleasant setting for looking around, dining, and shopping intentions.

Secondly, tourism base, particularly the case of heritage destination does not always come together with shopping activity. Some places do not offer shops and cafes to the tourists without the manager's policy. Lastly, the relationship between shopping and heritage is gathered by observational rather than empirical methods. Some surveys are carried in short period of weeks and do not include seasonal periods.

The findings of this study reveal that eating at the restaurants and cafes is a major activity. Other major commercial shopping activities include visiting antique shops, visiting craft shops and galleries which are slightly higher than the heritage activities of visiting heritage buildings, mining areas, and a museum at the destination. The study by cross-tabulation presents that eating and shopping activities are employed by a wide cross-section of tourists. They are attracted to the towns by a unique cultural heritage theme of the attractions, the ambience of their heritage streetscape, and eating and shopping offered by the attractions. The style of cafes, restaurants, and shops are displayed under the historic atmosphere. Somehow, little revenue from the visitors goes to the heritage attractions. The activity is generally free or admission fee of charge which are operated by government or community groups. In light of such conditions; Castlemaine and Maldon are failing in a key aspect of tourist shopping villages due to a loose partnership between the private sector and government segments or communities that partly operate such cultural heritage attractions.

Measuring tourist satisfaction by attribute and motivation: The case of a nature-based resort-Fang Meng, Yodmanee Tepanon, and Muzaffer Uysal (2006)

In the tourism and hospitality industry, to understand tourist satisfaction is a significant factor to gaining a good image and stimulating purchasing activity as well as a reputation and loyalty for travel and service business. To understand a concept, travel motivation by destination attractiveness is a combination of three indicators which are destination attribute, performance and motivation. This study investigates the relationship between destination attribute importance and performance, travel motivation, and tourist satisfaction for the purpose of describing tourist satisfaction toward a destination.

A natural-based resort located in Southwest Virginia is used as the case study. The site, named as one of the best annual vacation choices in the region, offers entertainment, adventure, outdoor leisure activities as well as romantic options to the visitors. Due to its uniqueness of the natural setting and recreational opportunities, it has been increasing in popularity and encouraging tourist arrival particularly from Maryland, Virginia, and other nearby areas such as North Carolina, and Pennsylvania. The sampling is focused on the tourists who visited the destination and stayed at the resort located at the centre of the area at that time. A mailing letter was used as a survey instrument under the importance-performance analysis. The 177 out of 699 useable letters (25%) received illustrated the result. A survey analysis contained three major steps. Firstly, the destination attributes of the resort and its performance factors are identified based on tourist's rating of their perceived importance and satisfaction on the selected attributes items. A four point Likert scale was employed to test the attribute performance with defined values ranging from 1 = 'not at all important' to 4

= ‘very important’, while the performance variables being as 1 = ‘not at all satisfied’ to 4 = ‘very satisfied’. Secondly, the 12 motivation items are factors applied as a main component analysis with varimax rotation procedures to define the dimensions of tourist motivation. A five point Likert scale was used as the response format for the motivation variables with assigned values as 1 = ‘not at all important’ to 5 = ‘very important’. Finally, the above mentioned outline and independent variables that were hypothesized to influence satisfaction are considered using multiple regression analysis with ordinary least squares. Three questions are explored to the sample to investigate the overall tourist satisfaction of the resort destination which are ‘Was the trip worth your time and effort?’ (1 = ‘definitely not worth’, 5 = ‘definitely well worth’), ‘Was the value you received from your visit worth the price?’ (1 = ‘definitely not worth’, 5 = ‘definitely well worth’), and ‘How satisfied were you with your visit to the resort?’ (1 = ‘not satisfied at all’, 5 = ‘very satisfied’)

The findings display that the destination's attributes importance, performance, and tourist motivation cooperatively grant some dimensions of the satisfaction or dissatisfaction toward the destination. The results show that tourist satisfaction at the resort depends likely on dependent factors such as friendly service and quality facilities rather than other elements such as outdoor activities and natural views. Besides, location and food are important elements to achieve tourist satisfaction. Although the other two factors which are destination attribute importance and tourist motivation they do not gain high statistical terms from survey analysis, they also indicate substantial practices in regards to the empirical study. Particularly, to take a trip together among family and friends influences travel motivation and has an impact on the whole tourist satisfaction of the resort.

Importance-Performance Analysis and cultural perspectives in Romanian Black Sea resorts – Kozak and Nield (1998)

The Importance and Performance Analysis (IPA) is applied to investigate the destination attributes for holidaymakers who travel to different locations and attractions. The research takes place at the Black sea resorts which are located in Romania. The tourism products from infrastructure to services and an economic downturn are considered significant reasons for tourist arrival. The research intends to discover which destination attributes are important to visitors when making choice of holiday destinations, visitors' opinions of attributes after staying at the Black sea resorts, compared among the responses of western, central and eastern European and Romanian domestic visitors, and provide recommendations in order to improve the visitors' experience in the Black sea resorts.

The two questionnaires are designed into an arrival survey and a departure survey to ask respectively how important certain destinations-based factors were during making decisions on choosing holiday destinations and rating the visitors' opinions of the factors that may have informed in their destination choice. Both surveys contained 11 features of destination attributes and open-ended questions. A five-point scale ranged from '5-very important' to '1-not important at all' to investigate the importance levels of destination attributes. For performance levels, the scale of '5-excellent, 3-satisfactory, and 1-poor' was used to collect the score. The 286 of two surveys were distributed to the visitors while at the Black Sea resorts during their holidays in August 1997. The statistical analysis includes mean values to conduct more eligible comparison between different visitor groups. The findings analysis

based on the difference between importance and performance mean values of each destination's attributes and respondents representing different regions in Europe.

The findings reveal the visitors from central and eastern European countries rate scores for the attributes of holidays experience as more important than the visitors from Western Europe. Both scores show more importance than the scores of Romanians which explore that tourism planning in Romanians may not be concerned with the benchmark for the central and eastern European tourism experience. Romania is suggested to push more investment in the tourism industry, especially in the private sector. The new and existing accommodations should be supported to an international standard. Training and education in hospitality should be more invested in to push services as a part of Romania's culture. The cleanliness of tourism resources has a significant impact on the dissatisfaction levels of visitors. Basic infrastructure in tourism industry particularly beaches should be of concern. In addition, cultural differences are required for recognition and improvement due to the many nationalities of visitors.

Table 2.1 Summary of empirical studies

Author	Title	Methodology	Research Findings
Getz (1993)	Tourist shopping villages: Development and planning strategies	Literature Reviews and examining the developing and planning strategies based on issues in three near-urban case studies	Planning and strategies are established and concerned on preventing negative consequences for the destinations to minimize loss of heritage and natural resource.
Getz, Joncas and Kelly(1994)	Tourist Shopping Villages in the Calgary Region	Pilot and community survey (field observation and photography in 59 communities)	The attractive environment at the destination is a significant element motive for tourists to visit.
Goulding (1999)	Heritage, nostalgia, and the “grey” consumer	In-depth interviews, observation of tourist behavior, and focus group discussions at Blists Hill living museum	To visit the attraction, the five factors of the degree of cultural and personal identification with resources, feelings of alienation in the present, the desire for authenticity, social motivations, and nostalgia have an impact consistently under difference in intensity and importance.
Wheeler (2009)	Local challenges to regional destination branding: case studies of two heritages in north east Victoria, Australia	In-depth interviews, analysis of secondary data, and observation	History and heritage, local government authority and support, socio-economic and demographic factors, and tourism development are major functions which affect the destination's branding as well as the relationship between local community and regional branding.
Fang Meng, Yodmanee Tepanon, and Muzaffer Uysal (2006)	Measuring tourist satisfaction by attribute and motivation: The case of a nature-based resort	177 out of 699 mailing survey	The tourist satisfaction at the resort depends likely on dependent factors such as friendly service and quality facilities rather than other elements such as outdoor activities and natural view.

Table 2.1 Summary of empirical studies (Cont'd)

Author	Title	Methodology	Research Findings
Frost (2006)	From Diggers to Baristas: Tourist Shopping Villages in the Victorian Fields	Literature reviews, analysis of secondary data	Eating and shopping are employed by a wide cross-section of tourists that are attracted to the towns by a unique cultural heritage theme of the attractions, the ambience of heritage streetscape, and eating and shopping offered by the attractions.
Kozak and Nield (1998)	Importance-Performance Analysis and Cultural Perspectives in Romanian Black Sea Resorts	Two set of 268 questionnaire survey (arrivals survey, departure survey) at Romanian Black Sea resorts	Romania is suggested to push more investment in the tourism industry, especially in the private sector along with the improvement in accommodations, training and education in hospitality, resource cleanliness and understanding cultural differences.
Tosun, Temizkan, Dallen, Timothy & Fyall (2007)	Tourist Shopping Experiences and Satisfaction	378 of 400 questionnaires survey	Local, stakeholders and the authority are suggested to have collaboration, especially on the issue of cultural differences. Shopping information and experience to the tourists and increasing the local involvement and educational support for regional economy are essentially required for the consequence of tourist shopping experiences and their satisfactions

Source: Collected by the researcher

2.4 Summary

This chapter analyzes the growing trend of Tourist Shopping Villages in tourism industry, particularly under nostalgic concept. The relationship between such kind of destination model and relevant issues are discussed to support this study. The previous studies include the elements of destination attributes under Tourist Shopping Villages under nostalgic trend in several countries and characteristics, such environment on nostalgic theme and tourist behavior, the ambience on nostalgic theme and tourist behavior, and the relationship of tourist behavior and tourist satisfaction.

Furthermore, this chapter depicts the empirical studies to support the context and framework. The relevant literature on case studies of Tourist Shopping Villages, nostalgic concerns of tourists, destination attributes on affecting to tourists' satisfaction, tourist behavior impacting on tourists' satisfaction and, Importance and Performance Analysis (IPA) measuring the relationship between destination' attributes importance and performance, travel motivation, and tourist satisfaction. The variables in the model will be discussed in chapter three together with other related concerns.

CHAPTER III

Research Framework

This chapter concentrates on the framework which mainly relates to the attributes of literature review in previous chapter. The context consists of four sections; Theoretical framework, conceptual framework, definitions of variables, hypothesis statements, and a table of the operationalization of variables.

3.1 Theoretical Framework

According to the previous chapter, different theoretical frameworks are discussed in order to support the study. There are many models that have an impact upon tourists' satisfaction towards the destination. The elements of destination attributes play significant roles in compositions to encourage tourist behavior and positive word-of-mouth recommendations as well as return visits to the destination (O'Leary & Deegan, 2005). The conceptual framework in this research is developed through selecting the destination attributes from the related literature review in the tourism field in order to identify tourists' satisfaction.

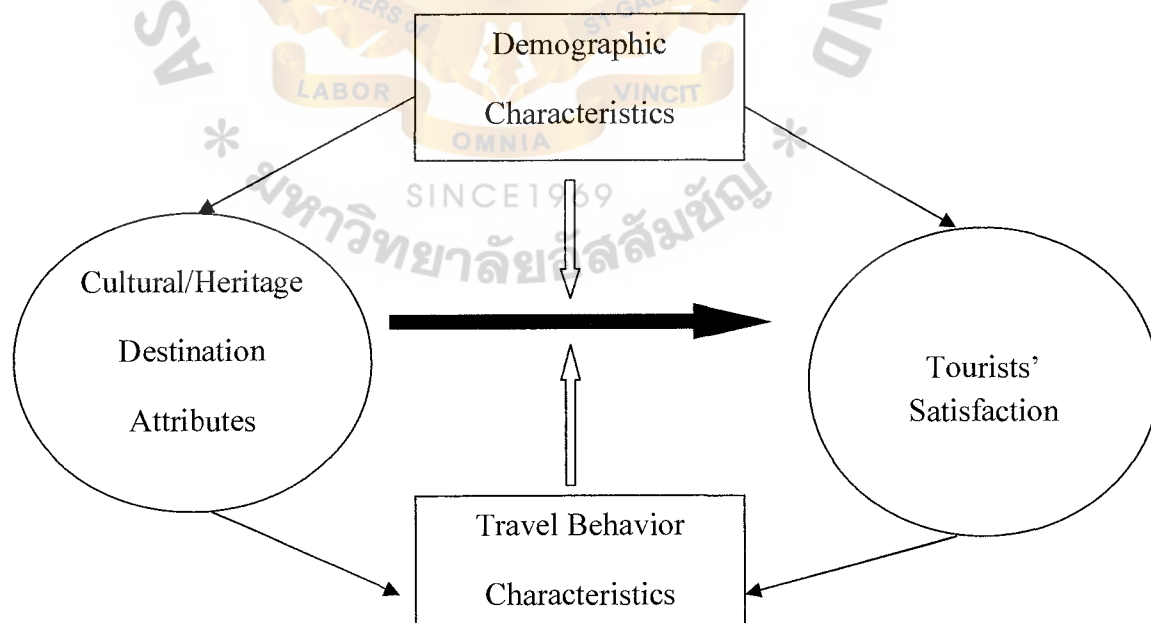
Performance of destination setting is the most effective alternative to describe tourists' satisfaction. Importance-Performance Analysis is employed to measure the image of the particular destination held by individual tourists (Kinley et. al, 2002). This study applies the model to determine how tourists perceive Plearn Wan's attributes. Importance and Performance Analysis (IPA) is used to determine the destination image in terms of framework and results. The technique will help on indicating the performance of attribute elements and the importance of such attributes

upon the tourists' opinion. The results show the tourists' satisfaction levels towards destination attributes and how the site meets their expectation in a rating scale.

3.1.1 Huh and Uysal (2003) Model.

The study of Huh and Uysal's model attempted to investigate the relationship between cultural/heritage destination attributes and tourists' satisfaction and identify the relationship between cultural/heritage destination attributes and tourists' satisfaction in terms of selected tourist's demographic characteristics and travel behavior characteristics that took the five sites in Virginia historic triangle of the United States as the case study. The framework of Jin Huh consists of 25 elements of destination attributes resulted into four dimensions; general toura, heritage attraction, maintenance factors, and culture attraction which are related to the overall tourists' satisfaction.

Figure 3.1 Huh and Uysal's research framework



Source: Huh, J. & Uysal, M. (2003). Satisfaction with cultural/heritage sites: Virginia historic triangle. *Journal of Quality Assurance in Hospitality and Tourism*, 4(3/4), 177-194.

3.2 Conceptual Framework

In this chapter, the conceptual framework investigates the relationship between Plearn Wan nostalgic elements and tourists' satisfaction. A collection of destination attributes are identified to describe and evaluate their satisfactions at the destination ground on Importance and Performance Analysis.

The elements of destination attributes are significant roles to identify since they influence tourist behavior and satisfaction. Echtner and Ritchie (1991) proposed to determine the elements of destination attributes. A list of attributes required the tourists to rate the level of score to define the level of importance that they perceive towards the destination. To measure image, Echtner and Ritchie (1991) concluded a list of destination attributes which were scenery/natural attractions, hospitality/friendliness/receptiveness, climate, costs/price levels, nightlife/entertainment, sports facilities/activities, shopping facilities, personal safety, different cuisine/food/drink, restful/relaxing, historic sites/museums, accommodation facilities, different customs/culture, tourist sites/activities, local infrastructure/transportation, national parks/wilderness areas, architecture/buildings, beaches, crowdedness, cleanliness, cities, accessibility, opportunity for adventure, facilities for information/tours, atmosphere (familiar versus exotic), economic development/affluence, family/ or adult oriented, opportunity to increase knowledge, quality of service, fairs/exhibitions/festivals, extent of commercialization, political stability, fame/reputation/fashion, and degree of urbanization.

As stated above, some elements of destination attributes in the conceptual framework are selected specifically for Plearn Wan. The independent variables represent destination attributes on nostalgic elements which are identified into column

I, II, and III which are Intangible attributes, Tangible attributes, and Activities respectively. The role illustrates the performance of Plearn Wan. Whereas, column of A, B and C stand for the dependent variables of tourists' satisfaction in exhibitions, physical shopping evidences, and dining. The results of this model lead to investigating the relationships between independent variables and dependent variable since the study aims to investigate the effects of Plearn Wan's attributes on tourists' satisfaction towards the destination attributes.

The proposed model is developed from the theoretical framework and relevant ideas from previous literature reviews. This study selected only some columns out of the whole model to develop the conceptual framework since the study does not include background of the visitors, visitors' perception, and their orientation to the nostalgic themes to analyze the results.

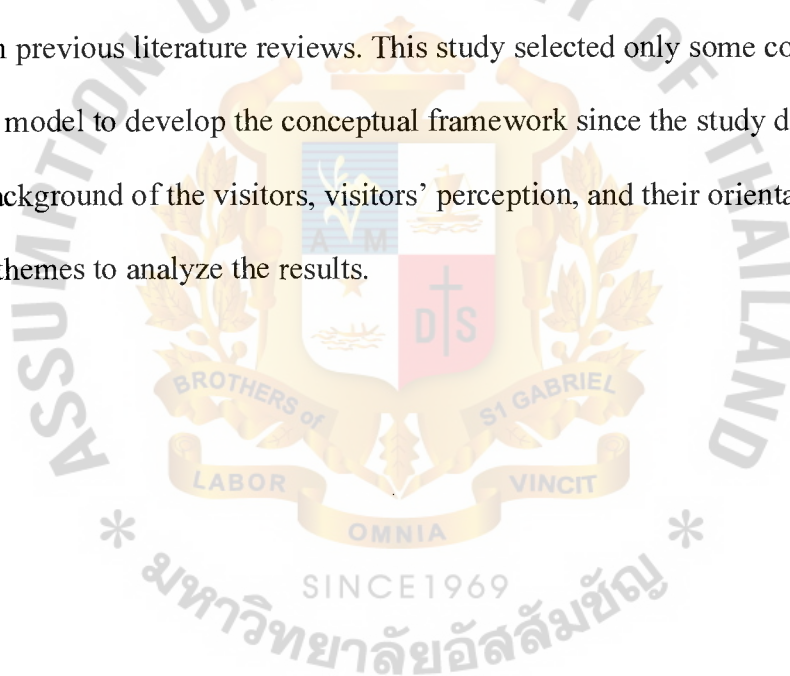
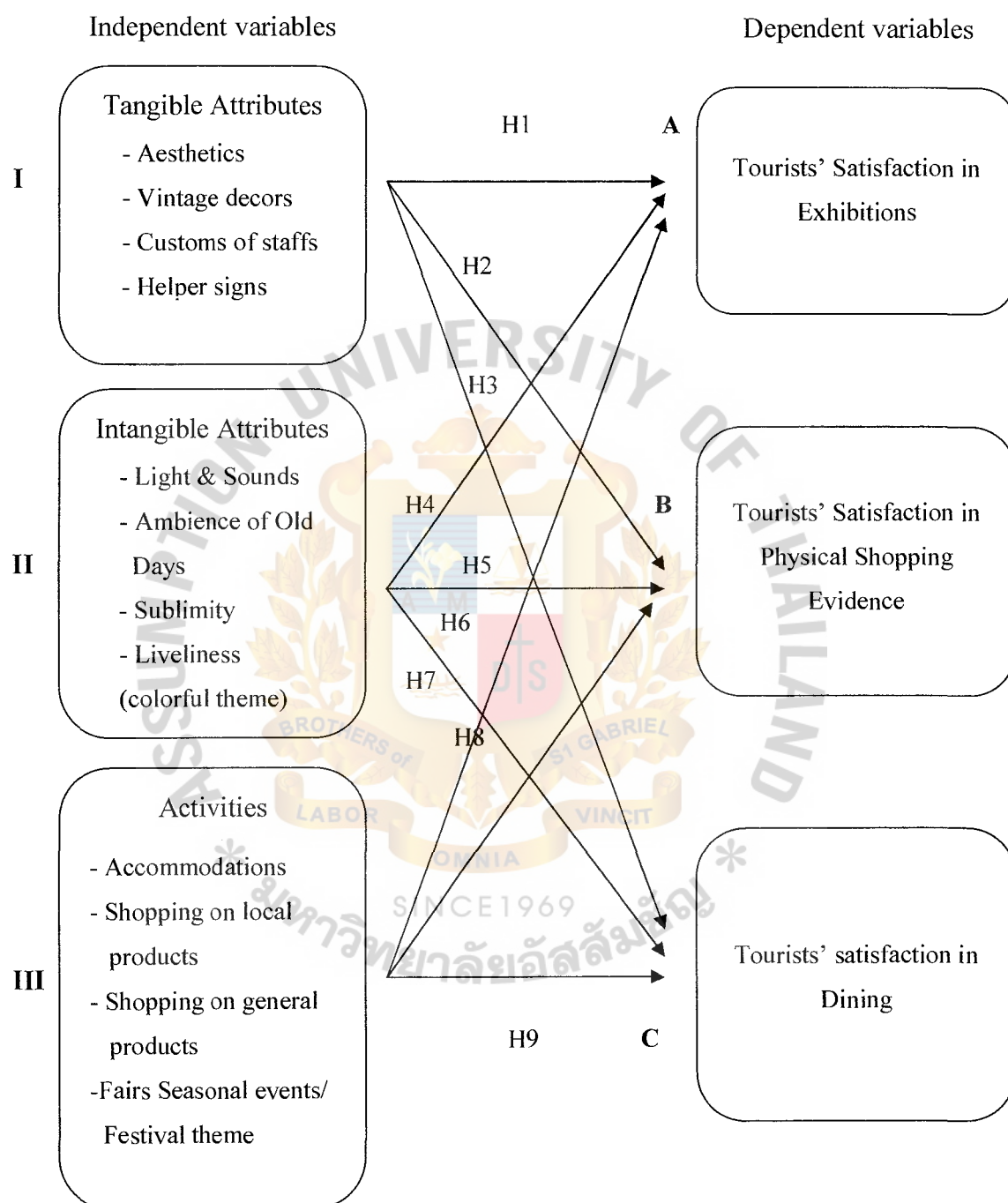


Figure 3.2 Conceptual Framework

3.3 Definitions of Variables

Destination Attributes

The element of the tourism products contributing to travel experience is necessary to develop an appropriate destination image and achieve differentiation among many worldwide destinations (Tosun et al, 2007). Destination attributes play an important role in tourist's evaluation of the attractiveness, image, and the satisfaction of a destination ((Meng, Tepanon, & Uysal, 2008). The successful Tourist Shopping Villages are strongly supported by a well-developed theme along with the appearance of the destination which tourists participate (Murphy, Moscardo, Benckendorff & Pearce, 2008). Getz (2006) defined the key element of the destination to satisfy the tourists which were composed of environmental settings (eg. existing attractions, site planning, accessibility, traffic flow, crowd management and atmosphere), theming (eg. heritage) and programming (festival and events), service delivery (eg. infrastructure and facility) and consumables (the range, variety and regional uniqueness of products).

The study of Plearn Wan is based on Tourist Shopping Village and heritage tourism under the key factor of the nostalgic theme. Destination attributes are defined in order to evaluate the key success factors for tourists' satisfaction based on performance of the site. According to this study, destination attributes of Plearn Wan are as following;

Tangible attributes

The tourists seek a mall that offers an experience different from their home (Murphy et al, 2008). They pay high attention on the appearance of the place particularly in design attractiveness and pleasant atmosphere. Decor of the attraction including aesthetics, helper signs, and internal and external design motivate tourist arrival and chance to return in the future.

Plearn Wan is clearly reflected as the flashback of a Hua Hin district under the concept of 'Living Museum', presented through its various retro-nostalgic elements. The atmosphere presents the traditional way of local living all over the destination details. Once the tourist steps into the destination, they will bring away a sense of daily routine and exploration and a unique atmosphere of Hua Hin from the old days passed. The buildings structure is mostly constructed by wood to provide the retro-classic atmosphere. The old Thai words in classic patterns are represented on every helper signs within Plearn Wan such as the welcome signs at the front of the site, toilet signs, guideposts, and signboard. Twenty classic Thai styles of bedrooms are offered on the second floor of the attractions which provide a unique experience by Plearn Wan own decors and facilities. Thai classic ceiling fans, lamps along with special earthen jars with water heaters are furnished attractively at Plearn Wan's accommodations.

Not only does the destination itself pay high attention to its tangible elements of attributes in order to make Plearn Wan look realistic, but also the supportive role from over 40 private business owners that rent the space also decorate their stores in the same theme. Thai style coffee and desserts are served at coffee shops by private business owners. The kitchen wares, wooden seats and tables as well as 70s-90s

pictures hanging on the walls are partly used to draw the tourists' to visit. Thai style salons offer a memorable experience by using old-time equipment under a Thai classic-retro atmosphere. Youngster visitors are able to buy snacks and toys from their parent's childhood age which are rarely found in modern department stores.

Intangible attributes

The environment is part of the customer's overall evaluation of the shopping experience (Yuksel, 2007). The atmospheric variables influence the tourist's emotion and encourage behavior at the destination. (Michon et. al, 2005) The pleasing atmosphere of light and sound bring the tourist back to the old time of Hua Hin. Thai classical music along with colorful lights creates the unique experience reflected in local cultural manner. The physical appeals under the nostalgic aspect carry a virtual sense of the old days of Hun Hin. The ambience and sublimity are passed through in such matters as well as liveliness of Plearn Wan which stimulates positive perception and grants memorable experiences to the tourists.

The colorful appearance arouses tourist behavior who spends time at Plearn Wan. Especially, photo-taking lovers do not miss visiting the attraction since Plearn Wan offers them good scenery around the area. A load of Plearn Wan photos are shared in the cyber world by the visitors particularly on social network which have powerful impacts to attract online users' arrivals. Thai traditional music is played from the opening hour. The tourists are partly creating an attractive ambience through the customs. Teenagers dress up in vintage fashion that is compatible to the attraction's retro-nostalgic attribute. At night, the colorful lights are shown up at the end of Plearn Wan building which looks similar to the temple festival.

Activities

Shopping is the highest travel expenditure following the accommodations which represents as an essential component of the tourist experience during travel (Turner & Reisinger, 2001; Jansen-Verbeke, 1991). The attractions which serve a variety of activities create economic earnings along with offering the tourists a chance to sense a cultural-themed experience. The cultural-themed accommodations are well-reflected of local culture and provide the tourists a unique experience. Fairs, seasonal events and themed festivals attract the tourists for sightseeing the special atmosphere.

Guests at Plearn Wan are welcome to view the rooms even though they do not intend to stay. Promotions on room and board are shown at the entrance to illustrate Plearn Wan's offers of a variety of tourism products. As such, regardless of the guests' experiences on staying at Plearn Wan's hotel, they can still declare of confidence their satisfaction and impression on the room's features.

There is a variety of activities under a retro theme in Plearn Wan. Some local people and tourists spend time chilling out under charming scenes. The attraction offers them the ability to join recreational activities such as dancing, Rumwong (Thai classical dance), and Rumthad (Thai classical folk dance). Open-air cinemas are shown for free at the outdoor yard on Friday and Saturday nights. The tourists can play Thai traditional games under a temple-festival theme such as dartboard, shooting, and a ferris wheel. The private companies pay for Plearn Wan's rental space to arrange special occasions and sell the tickets to the visitors such as concerts, special events, and seasonal festivals.

Exhibitions

The features of Plearn Wan are mainly emphasized on a nostalgic concept. Every element of furniture, topics, and display imitate the old context in 60s-90s of Hua Hin city. At the front of the Plearn Wan entrance, a Tuk-tuk -Thai motorized three wheeler is placed as a distinctive point of Plearn Wan. The decoration with Thai classic movie scenes, painted on the walls is popular scenery for visitors to take pictures of. An old bicycle is set together with a Plearn Wan sign. Many posters of actors and actresses that are very famous in the past are displayed in the art gallery zone. Thai old language announcements with old-style fonts are published and posted on the walls as the decorations. The visitors are free to enjoy walking around and shopping within the area. The office services are available in case the visitors need help, require useful information, and give recommendations. At the game zone, there are local assistants dressed in traditional customs facilitating and demonstrating the activities as well as taking care of visitors.

Physical shopping evidence

The tourists look for the physical products especially with logos and symbols of the attraction since the shopping activities can complete their travel experience. The unique local products offer them a special memory from the trip (Turner & Reisinger, 2001). Not only souvenirs, the tourists also purchase jewelry, books, arts, crafts, electronics, clothes, and accessories (Timothy & Butler, 1995).

The physical products that are sold at Plearn Wan are designed vintage clothes and accessories as well as souvenirs with Hua Hin and Plearn Wan's logo are ready for the visitors for daily use. New generation visitors explore the snacks which

have a long background from their grandparents' age such as jelly sticks, egg candy, sugar candy, cigarette snacks, and traditional snacks. All those physical evidences represent the story tellers among the different life span of visitors and remind memories along with temporarily bringing the elder visitors to time beyond their ages. There are various kinds of store to provide the visitors different shopping products such as gift shops, Thai traditional and classical music store, herbal shops, optical shops, food and snack shops.

Dining

The study of Knowles and Dingle (1996) reveal that many tourists do not perceived authenticity as a significant matter of experience. Traditional food and drink along with friendliness under a heritage theme at the destination are the most desirable elements during their visit. The local signature cuisine under different kinds of restaurant such as food stalls, a la carte cafes, pubs and restaurants draw the tourists' arrival to taste the food along with spending leisure time at the destination.

At dessert café, it serves the tourist Thai-style ice glacier or coconut ice cream with Thai original toppings such as sweet sticky rice, roast ground peanuts, Tub Tim Krob (flour-coated water chestnuts), potato and palm seeds in syrup. The original Hua Hin dishes as well as traditional cups of coffee that are fresh cooked are waiting for the tourists to taste at a la carte restaurants. A famous dish, which is Thai-style omelets are ready with the tourist's chosen ingredients such as sausages, corns, red onions, crab meat, shrimp, clams, and oysters. There are many more Thai local foods that are rarely found at the present such as Thai pancake, Thai rice noodles, Tom-Yum noodles, Pad-Thai, Thai fresh-rolled wafer, pork sa-te, and so forth. At night,

pubs and restaurants serve Thai herbal liquors with savory dishes under the Thai-retrospect style of decoration.

Infrastructures and facilities

Basic infrastructures and facilities are defined as significant components to effect tourists' evaluation. Good accessibility and parking improves shopping area attractiveness for tourists (Jensen-Verbeke, 1991). Traffic around the destination as well as indoor walk-way management in the attraction has an impact on pleasure towards the destination. Cleanliness, Sanitary and waste management also plays an important aspect to a shopping-oriented mall to create positive attitudes and memorable experiences among tourists.

Parking and traffic management around Plearn Wan are significant procurement due to its setting. The attraction is located at the main road in the heart of Hua Hin city. Especially during weekend and long holidays, the visitors who travel by themselves or with tour groups are provided a large scale of parking area and facilitating the traffic flow are Plearn Wan staffs and policeman. During crowded times, passageway within Plearn Wan area are designed to please the visitors to walk comfortably. Queue management on large amounts of visitors helps them on walking comfortably within the attraction. Besides, Plearn Wan facilitates disabled visitors by having hydraulic elevators around the site, so they are able to visit every part of the attraction easily.

Service

Friendly and quality service at the destination will contribute to the overall evaluation of the performance of the destination (Meng, et al, 2006). Since the tourists are seeking new different experience from their routine, local store owners and staff significantly become part of experience to fulfill the tourist's satisfaction. Local culture and history of the destination are reflected through direct interaction between the tourist and local people on the site.

The warm welcome and friendliness of local people are some of the most important actions that fulfill the tourist's memorable experiences at the attraction. Plearn Wan offers an opportunity for local people to become part of the attraction. They are given priority to work and rent the space before outsiders. The tourists have a chance to explore and directly contact with local people. Local backgrounds and related information are provided to create a memorable experience at the destination. The staffs that are local can provide accurate suggestions on souvenirs, directions and other interesting attractions.

3.4 Hypotheses Statements

The hypotheses of this study aims to identify the relationship between the dependent and independent variables that are developed through the theoretical framework and conceptual framework. There are nine hypotheses as follows:

Table 3.1 Hypothesis table

Tangible Attributes		
Hypothesis 1	H ₀ 1	There is no relationship between Tangible Attributes and tourists' satisfaction in exhibitions.
	H _a 1	There is a relationship between Tangible Attributes and satisfaction in the exhibitions.
Hypothesis 2	H ₀ 2	There is no relationship between Tangible Attributes and tourists' satisfaction in the physical shopping evidence.
	H _a 2	There is a relationship between Tangible Attributes and tourists' satisfaction in the physical shopping evidence.
Hypothesis 3	H ₀ 3	There is no relationship between Tangible Attributes and tourists' satisfaction in dining.
	H _a 3	There is a relationship between Tangible Attributes and tourists' satisfaction in dining.
Intangible Attributes		
Hypothesis 4	H ₀ 4	There is no relationship between Intangible Attributes and tourists' satisfaction in exhibitions.
	H _a 4	There is a relationship between Intangible Attributes and tourists' satisfaction in the exhibitions.
Hypothesis 5	H ₀ 5	There is no relationship between Intangible Attributes and tourists' satisfaction in the physical shopping evidence.
	H _a 5	There is a relationship between Intangible Attributes and tourists' satisfaction in the physical shopping evidence.

Table 3.1 Hypothesis table (Cont'd)

Intangible Attributes		
Hypothesis 6	H ₀ 6	There is no relationship between Intangible Attributes and tourists' satisfaction in dining.
	H _a 6	There is a relationship between Intangible Attributes and tourists' satisfaction in dining.
Activities		
Hypothesis 7	H ₀ 7	There is no relationship between Activities and tourists' satisfaction in the exhibitions.
	H _a 7	There is a relationship between Activities and tourists' satisfaction in the exhibitions.
Hypothesis 8	H ₀ 8	There is no relationship between Activities and tourists' satisfaction in the physical shopping evidence.
	H _a 8	There is a relationship between Activities and tourists' satisfaction in the physical shopping evidence.
Hypothesis 9	H ₀ 9	There is no relationship between Activities and tourists' satisfaction in dining.
	H _a 9	There is a relationship between Activities and tourists' satisfaction in dining.

3.5 Operational Definition Table

Table 3.2 Table of operationalisation of variables

Concept	Conceptual Definition	Operational Definition	Level of measurement	Question number
Importance and Performance of Destination Attributes at Plearn Wan	Tangible Attributes	Q.1 Aesthetics Q.2 Vintage decor Q.3 Helper signs Q.4 Customs of staffs	Interval Importance: 1 = Not important 2 = Less important 3 = Fair/Neutral 4 = Very important 5 = Most important	Part 1
	Intangible Attributes	Q.5 Light & Sounds Q.6 Ambience of old days Q.7 Sublimity Q.8 Liveliness (colorful theme)	important 2 = Less important 3 = Fair/Neutral 4 = Very important 5 = Most important	
	Activities	Q.9 Accommodations Q.10 Shopping on local products Q.11 Shopping on general products Q.12 Fairs Q.13 Seasonal events/ Festival theme	important 5 = Most important Performance: 1 = Poor 2 = Fair/Neutral 3 = Good 4 = Very good 5 = Excellent	
	Exhibitions	Q.14 Topic Q.15 Feature Q.16 Demonstration	3 = Good 4 = Very good 5 = Excellent	
	Physical shopping evidence	Q.17 Local products/ unique souvenirs Q.18 General products Q.19 products with Plearn Wan or Hua Hin Logo Q.20 Clothes & Accessories		

Table 3.2 Table of operationalisation of variables (Cont'd)

Concept	Conceptual Definition	Operational Definition	Level of measurement	Question number
Importance and Performance of Destination Attributes at Plearn Wan	Physical shopping evidence	Q.21 Reasonable price with suitable quality	Interval Importance: 1 = Not important 2 = Less important 3 = Fair/Neutral 4 = Very important 5 = Most important	Part 1
	Dining	Q.22 Food stall Q.23 A la carte Q.24 Pub & restaurant Q.25 Local foods	Performance: 1 = Poor 2 = Fair/Neutral 3 = Good 4 = Very good 5 = Excellent	
	Store owner/Server in Plearn Wan	Q.26 Good relationship / Service mind Q.27 Knowledge enhancement Q.28 Traditional and cultural reflections on Hua Hin		
	Destination infrastructure and facilities	Q.29 Traffic and parking management Q.30 Restroom and sanitation Q.31 Cleanliness and waste management Q.32 Walk way Convenience Q.33 Queue management		

Table 3.2 Table of operationalisation of variables (Cont'd)

Concept	Conceptual Definition	Operational Definition	Level of measurement	Question number
General information of tourist	Tourist behavior	Q.34 Visiting time	Ordinal - First time - 1 - 2 - 3 - More than 3 times	Part 2
	Tourist behavior	Q. 35 Time spent	Ordinal - Less than 1 hr. - 1-2 hrs. - 2-3 hrs. - 3-4 hrs. - More than 4 hrs	
		Q.36 The most favorite activity	Nominal - Dining - Souvenir purchase - Sightseeing - Attending special events - Others	
		Q. 37 the most favorite destination attribute	Interval - Nostalgic atmosphere - Local food - Unique souvenir - Local participation - Special events by Plearn Wan - Others	

Table 3.2 Table of operationalisation of variables (Cont'd)

Concept	Conceptual Definition	Operational Definition	Level of measurement	Question number
General information of Tourist	Tourist behavior	Q.38 Spending amount	Ordinal - Below 500 bht. - 501-2,000 bht. - More than 2,001 bht.	Part 2
		Q.39 travelling with	Nominal - Family - Relatives - Friends/colleagues - Tour group - Lover - Other	
	Tourists' perception	Q.40 Other comment (s)	Nominal (Opinion)	

CHAPTER IV

Research Methodology

This chapter provides a summary of the research methodology of this study and consists of six sections. Research methods, respondents and sampling procedures, research instruments, pre-test of the study, collection of data, and statistical treatment of the data are presented in this chapter to propose the reliable data conduction.

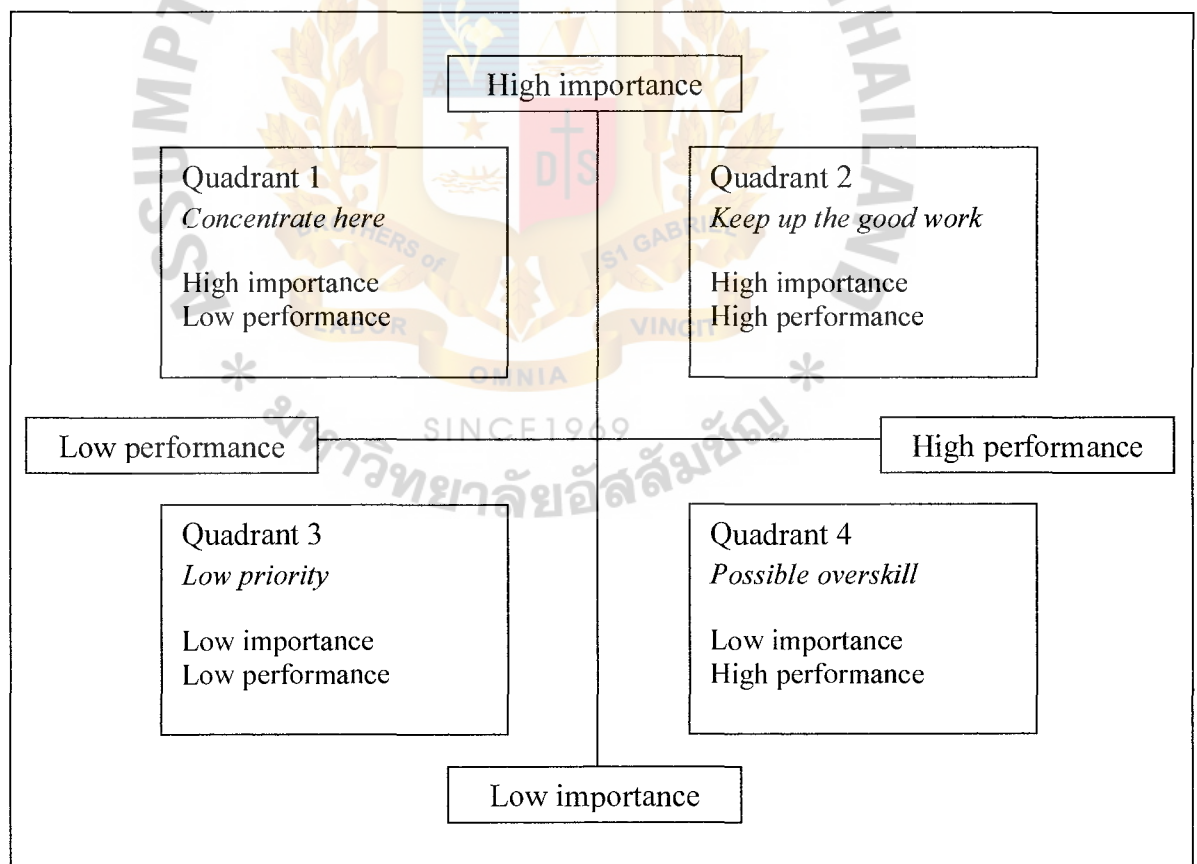
4.1 Research Methods

In order to achieve the research objective, Importance and Performance Analysis (IPA) is applied to identify the destination's nostalgic elements appealing as the key success factors upon the case study of Plearn Wan under the Tourist Shopping Villages (TSVs) model. IPA will be demonstrated the results of the importance of destination's nostalgic elements and Plearn Wan's performance which is perceived by the tourists.

Importance-Performance Analysis (IPA) is a simple and effective technique that can be applied to conduct marketing strategies and help in arranging attributes between service quality and customer satisfaction (Deng, Kuo, & Chen, 2008). In the tourism industry, IPA was introduced by Martilla and James (1977) as a technique for evaluating the elements of a marketing program. Three steps are applied to develop a new marketing strategy or to evaluate an existing strategy. Firstly, a set of destination attributes or features is identified through several techniques such as a review of literatures, an interview, and so on. Secondly, the respondents are asked questions on each attribute towards the importance and performance: How important is such an

attribute? How well does it work or how well does it perform? Lastly, the importance and performance scores from each attribute will be calculated. The values of x (importance) and y (performance) will be created and placed on a two dimensional plot called an IPA grid. Both values are plotted respectively on the vertical and horizontal axes on 4 grids. The 4 quadrants compare the variables upon the rating scores which are High importance-Low performance, High importance-High performance, Low importance- Low performance, and Low importance-High performance as figure 4.1.

Figure 4.1 The Importance-Performance Analysis grid



Source: Martilla, J.A., & James, J.C. (1977, January). Importance–performance analysis.

Journal of Marketing, 41(1), 77–79.

According to the matrix, the different positions in each quadrant indicate the tourists' satisfaction towards the elements of a destination's attributes. The results show the opportunities which are able to be used for further strategic development since it can be perceived as the strength and weakness for each attribute. The four quadrants are described as follows (Deng, et al., 2008).:

Quadrant 1 (*Concentrate here*): The variables are high importance and low performance which indicate that the attribute in this area needs improving.

Quadrant 2 (*Keep up the good work*): The variables are both high importance and high performance which indicate that the attribute in this area achieves a competitive advantage and needs to maintain the good work.

Quadrant 3 (*Low priority*): The variables are both low importance and low performance which indicate that the attribute in this area should be paid high attention for immediate improvement.

Quadrant 4 (*Possible overskill*): The variables are low importance and high performance which indicates that the attribute in this area does not require additional efforts, but need some suggestions.

Although IPA is a particularly important method to conduct the results on importance and performance, there is a gap occurring when simple mean importance values are plotted against simple performance value. Mean scores of destination attributes of importance and performance are represented to conduct the difference between such gaps for the purpose of statistical analysis.

4.2 Respondents and Sampling Procedures

Though this study uses the purposive technique of the non-probability sampling, it targets the sampled population at 400 respondents. This size of respondents is intended to resemble the sample size (384) applied in general tourism research, in which the 5% margin of error is allowed when the population is from one million and above. Since the target groups are domestic tourists, the questionnaire is in Thai language.

The target respondents are both male and female domestic tourists who visit Plearn Wan, Hua Hin city of Prachuab Kirikhan province. Four hundred questionnaires were distributed to the tourists during the period of July, 2013. The long period drew a large number of tourists since they spend leisure time and relax while traveling. The questionnaires are distributed to the tourists after they spent time at Plearn Wan on walking around the destination. The effective results on completing questionnaires are produced due to the experience on exploring the themed atmosphere and participating activities.

4.3 Research Instruments

In order to accomplish the research results, the questionnaire survey is used to collect the data from tourists who visited Plearn Wan on-site. Since the target respondents are domestic tourists, the questionnaire is designed in the Thai language for convenience of filling out the questions.

There are 3 parts in the questionnaire. A total of 42 questions on 3 pages are provided in Thai.

Part I: The tourist's viewpoint on Plearn Wan's attributes

In the first part, the questions intend to collect the tourists' opinions on the destination attributes of Plearn Wan. There are 8 sets of questions in this part which were on the topics of tangible attributes, intangible attributes, activities, exhibitions, physical evidence shopping, dining, shop owners and service and the basic infrastructures and facilities of Plearn Wan. A total 33 questions in 8 sets are in the form of a rating scale which asks the respondents to rate each attribute into two criteria, importance and performance. The following criteria are represented as:

Importance: 1 = Not important, 2 = Less important, 3 = Fair/Neutral,
4 = Very important 5 = Most important

Performance: 1 = Poor, 2 = Fair, 3 = Good, 4 = Very Good, 5 = Excellent

Part II: Information on tourist behavior and attitude towards Plearn Wan

The questions are concerned on the general information of tourist behavior and attitude towards the destination. This part is consisted of 5 questions in a check-list form, and 2 questions which were open-ended.

Part III: Personal information

The questions aim to collect demographic data of the tourists at Plearn Wan. There are 5 questions in check-list form.

4.4 Pre-test

To obtain the valid survey results, a reliability test is used to examine the questionnaires by the Cronbach's Alpha approach. The technique is applied to calculate the internal consistency in order to prove stability and consistency of the questionnaire (Sauders, Lewis, & Thornhill, 2007).

The 30 questionnaires were distributed to acquaintances that used to visit Plearn Wan. Before the respondents completed the questionnaires, they were asked to recall memories they experienced at the destination in order to obtain the most effective results. Figure 4.1 shows the 30 respondents complete the questionnaires.

Table 4.1 Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

According to table 4.2, the results of the reliability test were 0.956, which presents a high rate of the reliability coefficient. The value shows the reliability of the questionnaire which is considered acceptable since the reliability coefficient of 0.7 or higher presents the standard value of research.

Table 4.2 Reliability statistics

Cronbach's Alpha	N of Items
.956	77

4.5 Collection of Data

In order to accomplish the research objectives, the data is gathered from primary and secondary sources. The data aims to support the study in order to achieve a solution for the research problems.

4.5.1 Primary Data.

A questionnaire survey was used to collect the primary data. A total 400 self-administered questionnaires were distributed to tourists at Plearn Wan, Hua Hin city during the period of July, 2013. The respondents were asked to fill out the questions based on their attitude and awareness towards the destination upon visit. The total of 400 respondents were completed the questionnaires after they had visited to Plearn Wan.

4.5.2 Secondary Data.

Secondary data is gathered from several sources to support the study which were journals, articles, textbooks, online publications, and websites. Such following sources focus on Plearn Wan, marketing activities and relevant business field, and particularly in the tourism roles.

4.6 Statistical Treatment of Data

The Statistical Package for Social Science (SPSS) program was used to analyze the collected data from the respondents. The statistical data of means and averages and percentages of rating scores are granted by the respondents' questionnaires and described in the descriptive analysis. The IPA grid is applied to plot the results upon the level of importance and performance according to the questions of destination attributes. To test hypotheses, this study implements Pearson's Correlations to illustrate the relationship between variables.

CHAPTER V

Data Presentation and Critical Discussion of Results

In this chapter, Statistical Package for Social Science (SPSS) program is applied to analyze the collected data from 400 respondents. This section considers personal information and general information of tourist behavior and their opinions of Plearn Wan, descriptive statistic, test of difference, and test of relationships between dependent variables and independent variables. The descriptive statistics of frequency, mean and percentage are demonstrated for presenting the results of each part of the questionnaire.

5.1 Descriptive statistics

The questionnaire manifests the personal information of respondents based on demographics which includes gender, age, salary per month, and current address. All qualified respondents are required to complete all questions. The formation of data is presented in percentages. In this section, the statistical data of means and averages, and percentages of rating scores that are granted by the respondents' questionnaires are described in descriptive analysis. The IPA grid is applied to plot the results upon the level of importance and performance according to the questions of a destination's attributes.

5.1.1 Personal information.

The section presents personal information of respondents including gender, age, salary per month, and current address.

Table 5.1 Gender of respondents

Gender				
		Frequency	Percent	Cumulative Percent
Valid	Male	177	44.25	44.25
	Female	223	55.75	100.00
	Total	400	100.0	100.00

The result from this question indicates that 55.75% of respondents are female and 44.25% are male.

Table 5.2 Age level of respondents

Age				
		Frequency	Percent	Cumulative Percent
Valid	Below 20 years old	9	2.25	2.25
	21 - 30 years old	171	42.75	45.00
	31 - 40 years old	130	32.50	77.50
	41 - 50 years old	75	18.75	96.25
	51 - 60 years old	15	3.75	2.25
	Over 60 years old	9	2.25	100.00
	Total	400	100.0	100.00

The results of table 5.2 illustrate that the majority of respondents are tourists who are 21 to 30 years old (42.75%), followed by those who are 31 to 40 years old (32.50%), those who are 41 to 50 years old (18.75%), and those who are 51 to 60 years old (3.75%) respectively. Equally, respondents who are over 60 years old and less than 20 years old represent 2.25% of the population.

Table 5.3 Marital status of respondents

Marital Status				
		Frequency	Percent	Cumulative Percent
Valid	Single	254	63.50	63.50
	Married	142	35.50	99.00
	Stay together	4	1.00	100.00
	Total	400	100.0	100.00

The table demonstrates the marital status of respondents which are classified into three categories. The results show the majority of respondents are single (63.50%). The following groups are the respondents who are married (35.5%). The minority groups are those stay together without marriage. (1.00 %)

Table 5.4 Salary per month of respondents

Salary/month				
		Frequency	Percent	Cumulative Percent
Valid	Less than 20,000 Baht	151	37.75	37.75
	20,001-80,000 Baht	236	59.00	96.75
	More than 80,000 Baht	13	3.25	100.00
	Total	400	100.0	100.00

The table represents the salary per month of respondents. The majority of respondents earn 20,001-80,000 Baht/month (59.00%), followed by those who earn less than 20,000 Baht/month (37.75%). The minority group earns more than 80,000 Baht /month (3.25%).

Table 5. 5 Current address of respondents

Current address				
		Frequency	Percent	Cumulative Percent
Valid	Nearby province (Petchaburi, Chumphon)	124	31.00	31.00
	Bangkok	214	53.50	84.50
	Others	62	15.50	100.00
	Total	400	100.0	100.00

The table illustrates the current address of respondents which are categorised into three groups. The results indicated that more than half of respondents lived in Bangkok (53.50%). The second majority group of respondents lived in a nearby province such as Petchaburi and Chumphon (31.00%). Lastly, respondents who lived in other provinces were 15.50%. They specified they were from Ayudhaya, Nakhon Prathom, Chachoengsao, Sara Buri, Lop Buri, Ang Thong, Pichit, Udon Thaini, and Yala.

5.1.2 General Information of tourist behavior and opinions on Plearn Wan.

This section explicates general information of tourist behavior and opinions about Plearn Wan which includes the frequency of visiting Plearn Wan, time spent at Plearn Wan, the most favourite activity at Plearn Wan, the ranking of nostalgic elements, the amount of money spent at Plearn Wan, and how many people visit together at Plearn Wan.

Table 5.6 Plearn Wan visitng

I have visited Plearn Wan for.....				
		Frequency	Percent	Cumulative Percent
Valid	First time	135	33.75	33.75
	1 time	96	24.00	57.75
	2 times	75	18.75	76.50
	3 times	44	11.00	87.50
	More than 3 times	50	12.50	100.00
	Total	400	100.0	100.00

The table shows the frequency of Plearn Wan respondents who have visited Plearn Wan for the first time (33.75%). After that, respondents who have visited Plearn Wan 1 time (24.00%), 18.75% of respondents have visited Plearn Wan 2 times and 12.50% of respondents have visited Plearn Wan more than 3 times. The minority of respondents have visited Plearn Wan 2 times (11.00%).

Table 5. 7 Time spent at Plearn Wan

I have spent.....at Plearn Wan.				
		Frequency	Percent	Cumulative Percent
Valid	Less than an hour	34	8.50	8.50
	1-2 hours	233	58.25	66.75
	2-3 hours	99	24.75	91.50
	3-4 hours	24	6.00	97.50
	More than 4 hours	10	2.50	100.00
	Total	400	100.0	100.00

Table 5.7 explains the frequency of time spent at Plearn Wan. Most respondents have spent 1 – 2 hours at Plearn Wan (58.25%). After that, approximately one fourth of respondents have spent 2 – 3 hours at Plearn Wan (24.75%), 8.50% of respondents have spent less than an hour at Plearn Wan and 6.00% of respondents have spent 3 – 4 hours an hour at Plearn Wan. The minority of respondents have spent more than 4 hours at Plearn Wan (2.50%).

Table 5. 8 The most favorite activity at Plearn Wan

The most favorite activity at Plearn Wan is ...				
		Frequency	Percent	Cumulative Percent
Valid	Dining	76	19.00	19.00
	Buying souvenirs	49	12.25	31.25
	Walking around	271	67.75	99.00
	Attending the special events/occasions	4	1.00	100.00
	Total	400	100.0	100.0

The table presents that walking around the destination is the most favourite activity with 67.75% of respondents. Dining and buying souvenirs are 19.00%, and 12.25% respectively. Finally, the respondents who are favourable to attend the special events/occasions are 1.0%.

Table 5.9 The ranking of the favorable unit of Plearn Wan on nostalgic element

The favorable unit with their nostalgic element	Ranking
Nostalgic atmosphere	1
Local foods	3
Unique souvenirs	2
The special events that PLW arranged such as seasonal festival, musical concert, and traditional entertainment activity).	4
Local participation	5
Others	6

The results show the ranking of the favorable units with their nostalgic element which illustrates that the first to sixth ranking were nostalgic atmosphere, unique souvenirs, local foods and the special events that Plearn Wan arranges; such as seasonal festivals, musical concerts, and traditional entertainment activity, local participation, and others respectively.

Table 5.10 Amount of money spent at Plearn Wan

How much did you spend during visit Plearn Wan?				
		Frequency	Percent	Cumulative Percent
Valid	Less than 500 Baht	296	74.00	74.00
	501 – 2,000 Baht	98	24.50	98.50
	More than 2,000 Baht	6	1.50	100.00
	Total	400	100.0	100.00

According to the table, it presents the amount of money that a respondent spends at Plearn Wan. The outcome reveals that more than 74.00% spend less than 500 Baht, following by 24.50% who pay out approximately 501 – 2,000 Baht. Finally, 1.50% pays more than 2,000 Baht.

Table 5.11 People who have visited Plearn Wan with

I come here with.....				
		Frequency	Percent	Cumulative Percent
Valid	Family	112	28.00	28.00
	Relatives	48	12.00	40.00
	Friends/Colleagues	186	46.50	86.50
	Tour group	13	3.25	89.75
	Couple	39	9.75	99.50
	Others	2	0.50	100.00
	Total	400	100.0	100.00

The table depicts people who have visited Plearn Wan with the respondents, friends/colleagues are 46.50%, family and relatives are 28.00% and 12.00% respectively. The respondents who have visited Plearn Wan with couples and tour groups are 9.75% and 3.25%. Finally, 0.50% has visited Plearn Wan with others.

Table 5.12 The number of people who have visited Plearn Wan with

I come here with.....person.				
		Frequency	Percent	Cumulative Percent
Valid	1 person	3	0.75	0.75
	2 - 5 persons	277	69.25	70.00
	6 – 10 persons	87	21.75	91.75
	More than 10 persons	33	8.25	100.00
	Total	400	100.0	100.00

Table 5.12 shows the respondents have visited Plearn Wan with 2 - 5 person are 69.25%. After that, the respondents who have visited Plearn Wan with 6 – 10 person and more than 10 persons are 21.75% and 8.25% respectively. The respondents who have visited Plearn Wan with 1 person are 0.75%.

5.1.3 Tourist behavior and satisfaction on nostalgic elements at Plearn Wan.

The average of 5-point Likert scales is separated into five ranges in order to measure the hypothetical mean range for a 5 point scale of categorical responses is shown as follows.

Level of interval importance

Average Score	Degree of Importance
4.20 - 5.00	Strongly agree
3.40 - 4.19	Agree
2.60 - 3.39	Neutral
1.80 - 2.59	Disagree

1.00 – 1.79 Strongly disagree

Level of performance

4.20 - 5.00 Excellent

3.40 - 4.19 Very good

2.60 - 3.39 Good

1.80 - 2.59 Fair/Neutral

1.00 – 1.79 Poor

According to the steps of the IPA approach and questionnaire survey, the analytical results are shown in Table 5.13 – 5.21. Importance and performance analysis, which is moderately satisfied by respondents, are shown as indicated by mean scores.

5.1.3.1 Tangible Attributes.

Table 5.13 What's your opinion on tangible attributes?

Details	Importance Mean	SD	Performance Mean	SD	t-value	Sig. (2-tailed)
1.1) Aesthetics	4.19	0.73	3.84	0.76	8.447	.000
1.2) Vintage decors	4.25	0.73	3.93	0.69	7.681	.000
1.3) Signage	3.95	0.83	3.57	0.80	8.048	.000
1.4) Vintage theme of staff costumes	3.70	0.98	3.19	0.90	9.453	.000
Tangible Attributes	4.02	0.66	3.63	0.59	11.276	.000

The table indicates the respondent's opinions on Tangible Attributes of a destination. The highest score of Tangible Attribute's importance is vintage decors (\bar{x} = 4.25, SD = 0.73), followed by aesthetics (\bar{x} = 4.19, SD = 0.73), signage (\bar{x} = 3.95, SD = 0.83), and vintage theme of staff costumes (\bar{x} = 3.70, SD = 0.98) respectively. With regard to performance, the results show the highest mean is decors (\bar{x} = 3.93,

SD = 0.69), followed by aesthetics ($\bar{x} = 3.84$, SD = 0.76), signage ($\bar{x} = 3.57$, SD = 0.80), and vintage theme of staff costumes ($\bar{x} = 3.19$, SD = 0.59), respectively.

5.1.3.2 Intangible Attributes.

Table 5.14 What's your opinion on intangible attributes?

Details	Importance Mean	SD	Performance Mean	SD	t-value	Sig. (2-tailed)
2.1)Light and sound	4.29	0.70	4.01	0.82	6.671	.000
2.2) Ambience of old days	4.16	0.76	3.67	0.80	11.027	.000
2.3) Sublimity	3.95	0.81	3.50	0.88	9.463	.000
2.4) Liveliness (colorful theme)	4.29	0.73	4.12	0.81	3.945	.000
Intangible Attributes	4.17	0.60	3.82	0.64	11.101	.000

According to the table, it shows the respondent's opinions on Intangible Attributes. Light and sound and liveliness (colorful theme) are the highest importance score of Intangible Attributes ($\bar{x} = 4.29$, SD = 0.70 and $\bar{x} = 4.29$, SD = 0.73 respectively), followed by ambience of old days ($\bar{x} = 4.16$, SD = 0.76), and sublimity ($\bar{x} = 3.95$, SD = 0.81) respectively. While performance of Intangible Attributes shows the mean of liveliness (colorful theme) gains the highest mean ($\bar{x} = 4.12$, SD = 0.81), followed by light and sound ($\bar{x} = 4.01$, SD = 0.82), ambience of old days ($\bar{x} = 3.67$, SD = 0.80), and sublimity ($\bar{x} = 3.50$, SD = 0.88), respectively.

5.1.3.3 Activities.

Table 5. 15 Activities

Details	Importance Mean	SD	Performance Mean	SD	t-value	Sig. (2-tailed)
3.1)Accommodations	3.53	0.86	3.29	0.80	6.599	.000
3.2) Shopping on local products	4.05	0.75	3.83	0.83	5.043	.000
3.3) Shopping on general products	3.96	0.78	3.73	0.82	5.204	.000
3.4) Fairs	3.92	0.73	3.56	0.80	8.274	.000
3.5) Seasonal events/ Festival theme	3.89	0.78	3.40	0.84	10.501	.000
Activities	3.87	0.56	3.56	0.61	10.214	.000

The table presents importance and performance of Activities at Plearn Wan.

The highest importance of Activity is shopping on local products ($\bar{x} = 4.05$, SD = 0.75), followed by shopping on general products ($\bar{x} = 3.96$, SD = 0.78), Fairs ($\bar{x} = 3.92$, SD = 0.73), seasonal events/ festival theme ($\bar{x} = 3.89$, SD = 0.78), and accommodations ($\bar{x} = 3.53$, SD = 0.86) respectively. Whereas the highest score of performance was shopping on local products ($\bar{x} = 3.83$, SD = 0.83), followed by shopping on general products ($\bar{x} = 3.73$, SD = 0.82), fairs ($\bar{x} = 3.56$, SD = 0.80), seasonal events/ festival theme ($\bar{x} = 3.40$, SD = 0.84), and accommodations ($\bar{x} = 3.29$, SD = 0.80), respectively.

5.1.3.4 Exhibitions.

Table 5.16 Exhibitions

Details	Importance Mean	SD	Performance Mean	SD	t-value	Sig. (2-tailed)
4.1) Topics	4.08	0.69	3.74	0.74	8.584	.000
4.2) Features	4.17	0.72	3.83	0.80	7.956	.000
4.3) Demonstrations such as self-guide and tour guide	3.88	0.77	3.33	0.83	11.707	.000
Exhibitions	4.04	0.58	3.64	0.64	12.370	.000

The table depicts the respondents' opinions of exhibitions on the nostalgic elements at Plearn Wan. The highest importance of exhibitions are features ($\bar{x} = 4.17$, SD = 0.72), followed by topics ($\bar{x} = 4.08$, SD = 0.69), and demonstrations such as self-guided tours and tour guides ($\bar{x} = 3.88$, SD = 0.77), respectively. The highest score of performance is features ($\bar{x} = 3.83$, SD = 0.80), followed by topics ($\bar{x} = 3.74$, SD = 0.74), and demonstrations such as self-guided tours and tour guides ($\bar{x} = 3.33$, SD = 0.83) respectively.

5.1.3.5 Physical shopping evidence.

Table 5.17 Physical shopping evidence

Details	Importance Mean	SD	Performance Mean	SD	t-value	Sig. (2-tailed)
5.1) Local products/ unique souvenirs	4.19	0.76	3.83	0.80	9.079	.000
5.2) General products	3.89	0.81	3.53	0.92	8.142	.000
5.3) Products with PLW or Hua Hin logo	4.16	0.78	3.74	0.79	10.540	.000
5.4) Clothes & accessories	3.65	0.84	3.32	0.83	7.584	.000
5.5) Reasonable price with suitable quality	4.21	0.82	3.46	0.89	14.500	.000
Physical shopping evidence	4.02	0.62	3.57	0.65	15.272	.000

According to the table, it shows the respondent's opinions on physical shopping evidence. Reasonable price with suitable quality is the highest importance scores of the intangible attributes ($\bar{x} = 4.21$, $SD = 0.82$), followed by local products/ unique souvenirs ($\bar{x} = 4.19$, $SD = 0.76$), products with PLW or Hua Hin ($\bar{x} = 4.16$, $SD = 0.78$), general products ($\bar{x} = 3.89$, $SD = 0.81$) and clothes & accessories ($\bar{x} = 3.65$, $SD = 0.84$), respectively. Whereas the results of respondents' satisfaction shows that the mean of Local products/ unique souvenirs is the highest ($\bar{x} = 3.83$, $SD = 0.80$), followed by products with Plearn Wan or Hua Hin ($\bar{x} = 3.74$, $SD = 0.79$), general products ($\bar{x} = 3.53$, $SD = 0.92$), reasonable price with suitable quality ($\bar{x} = 3.46$, $SD = 0.89$), and clothes & accessories ($\bar{x} = 3.32$, $SD = 0.83$), respectively.

5.1.3.6 Dining.

Table 5.18 Dining

Details	Importance Mean	SD	Performance Mean	SD	t-value	Sig. (2-tailed)
6.1) Food stall	4.22	0.79	3.81	0.86	9.508	.000
6.2) A la carte	4.08	0.82	3.60	0.83	10.817	.000
6.3) Pub and restaurant	3.49	1.01	3.13	0.93	7.215	.000
6.4) Local foods and traditional foods	4.22	0.77	3.80	0.85	8.265	.000
Dining	4.00	0.61	3.59	0.63	12.223	.000

The table shows the respondents' opinion on dining. Food stalls and local foods and traditional foods is the highest importance scores of dining ($\bar{x} = 4.22$, $SD = 0.79$ and $\bar{x} = 4.22$, $SD = 0.77$ respectively), followed by a la carte ($\bar{x} = 4.08$, $SD = 0.82$), and pubs and restaurants ($\bar{x} = 3.49$, $SD = 1.01$), respectively. Whereas the

respondents' satisfaction of dining followed, the mean of food stalls is the highest (\bar{x} = 3.81, SD = 0.86), followed by local foods and traditional foods (\bar{x} = 3.80, SD = 0.85), a la carte (\bar{x} = 3.60, SD = 0.83), and pubs and restaurants (\bar{x} = 3.13, SD = 0.93), respectively.

5.1.3.7 Store owner/Server in Plearn Wan.

Table 5.19 Store owner/Server in Plearn Wan

Details	Importance Mean	SD	Performance Mean	SD	t-value	Sig. (2-tailed)
7.1) Good relationship / Service mind	4.34	0.74	4.01	0.80	7.578	.000
7.2) Provide general information upon PLW and Hua Hin	4.24	0.74	3.78	0.78	10.261	.000
7.3) Traditional and cultural reflections on Hua Hin	4.12	0.78	3.37	0.94	14.838	.000
Store owner/Server in Plearn Wan	4.23	0.65	3.72	0.68	13.444	.000

The results of the table illustrate the respondents' opinion regarding satisfaction on Store owners/servers at Plearn Wan. The highest importance score is good relationship / service mind (\bar{x} = 4.34, SD = 0.74), followed by providing general information upon Plearn Wan and Hua Hin (\bar{x} = 4.24, SD = 0.74), and traditional and cultural reflections of Hua Hin (\bar{x} = 4.12, SD = 0.78), respectively. While the highest score of satisfaction is good relationship / service mind (\bar{x} = 4.01, SD = 0.80), followed by providing general information upon Plearn Wan and Hua Hin (\bar{x} = 3.78, SD = 0.78), and traditional and cultural reflections on Hua Hin (\bar{x} = 3.37, SD = 0.94), respectively.

5.1.3.8 Destination infrastructure and facilities.

Table 5.20 Destination infrastructure and facilities

Details	Importance Mean	SD	Performance Mean	SD	t-value	Sig. (2-tailed)
8.1) Traffic and parking management	4.34	0.85	2.97	0.85	24.370	.000
8.2) Restrooms and sanitation	4.34	0.87	3.47	0.83	18.965	.000
8.3) Cleanliness and waste management	4.36	0.80	3.76	0.85	12.538	.000
8.4) Walk way convenience	4.14	0.76	3.62	0.80	11.397	.000
8.5) Queue management	4.10	0.79	3.56	0.84	10.905	.000
Destination infrastructure and facilities	4.25	0.67	3.47	0.61	21.036	.000

The outcome presents the respondents' opinion on destination infrastructure and facilities. Cleanliness and waste management is the highest importance score of destination's infrastructure and facilities ($\bar{x} = 4.36$, $SD = 0.80$), followed by traffic and parking management, restrooms and sanitation ($\bar{x} = 4.34$, $SD = 0.85$ and $\bar{x} = 4.34$, $SD = 0.87$), walk way convenience ($\bar{x} = 4.14$, $SD = 0.76$), and queue management ($\bar{x} = 4.10$, $SD = 0.79$), respectively. Whereas the results of respondents' satisfaction on destination's infrastructure and facilities show that mean of cleanliness and waste management is highest ($\bar{x} = 3.76$, $SD = 0.85$), followed by walk way convenience ($\bar{x} = 3.62$, $SD = 0.80$), queue management ($\bar{x} = 3.56$, $SD = 0.84$), restrooms and sanitation ($\bar{x} = 3.47$, $SD = 0.83$), and traffic and parking management ($\bar{x} = 2.97$, $SD = 0.85$) respectively.

5.1.3.9 Key statistics of the Importance-Performance of Tourist Behavior on nostalgic elements at Plearn Wan.

Table 5.21 Key statistics of the importance-performance

Details	Importance Mean	SD	Performance Mean	SD	t-value	Sig. (2-tailed)
Tangible Attributes	4.02	0.66	3.63	0.59	11.276	.000
Intangible Attributes	4.17	0.60	3.82	0.64	11.101	.000
Activities	3.87	0.56	3.56	0.61	10.214	.000
Exhibitions	4.04	0.58	3.64	0.64	12.370	.000
Physical shopping evidence	4.02	0.62	3.57	0.65	15.272	.000
Dining	4.00	0.61	3.59	0.63	12.223	.000
Store owner/Server in Plearn Wan	4.23	0.65	3.72	0.68	13.444	.000
Destination infrastructure and facilities	4.25	0.67	3.47	0.61	21.036	.000

According to the table 5.21, it represents a summary of key statistics of the importance and performance means score. The destination's infrastructure and facilities gain the highest importance score of Intangible Attributes ($\bar{x} = 4.25$, $SD = 0.67$), followed by store owners/servers in Plearn Wan ($\bar{x} = 4.23$, $SD = 0.65$), intangible attributes ($\bar{x} = 4.17$, $SD = 0.60$), exhibitions ($\bar{x} = 4.04$, $SD = 0.58$), Tangible Attributes and physical shopping evidence ($\bar{x} = 4.02$, $SD = 0.66$ and $\bar{x} = 4.02$, $SD = 0.62$), dining ($\bar{x} = 4.00$, $SD = 0.61$), and Activities ($\bar{x} = 3.87$, $SD = 0.56$), respectively. Whereas the results of respondents' satisfaction shows that the mean of Intangible Attributes is the highest ($\bar{x} = 3.82$, $SD = 0.64$), followed by store owners/servers in Plearn Wan ($\bar{x} = 3.72$, $SD = 0.68$), exhibitions ($\bar{x} = 3.64$, $SD = 0.64$), Tangible Attributes ($\bar{x} = 3.63$, $SD = 0.59$), dining ($\bar{x} = 3.59$, $SD = 0.63$),

physical shopping evidence ($\bar{x} = 3.57$, $SD = 0.65$) activities ($\bar{x} = 3.56$, $SD = 0.61$), and destination infrastructure and facilities ($\bar{x} = 3.47$, $SD = 0.61$), respectively.

5.2 IPA Findings

This section presents Importance and Performance Analysis (IPA). According to the steps of the IPA approach and empirical questionnaire surveys, the IPA-plot findings illustrate 33 items of each destination attributes on nostalgic elements of Plearn Wan.

Table 5.22 Mean Difference between the Importance-Performance Analysis of Tangible Attributes

Elements of Tangible Attributes	Importance Mean	SD	Performance Mean	SD	I-P	Quadrant
1.1) Aesthetics	4.19	0.73	3.84	0.76	0.35	2
1.2) Vintage decor	4.25	0.73	3.93	0.69	0.32	2
1.3) Signage	3.95	0.83	3.57	0.80	0.38	3
1.4) Vintage theme of staff costumes	3.70	0.98	3.19	0.90	0.51	3

Figure 5.1 Mean Data Plotting of the Importance-Performance Analysis of Tangible Attributes

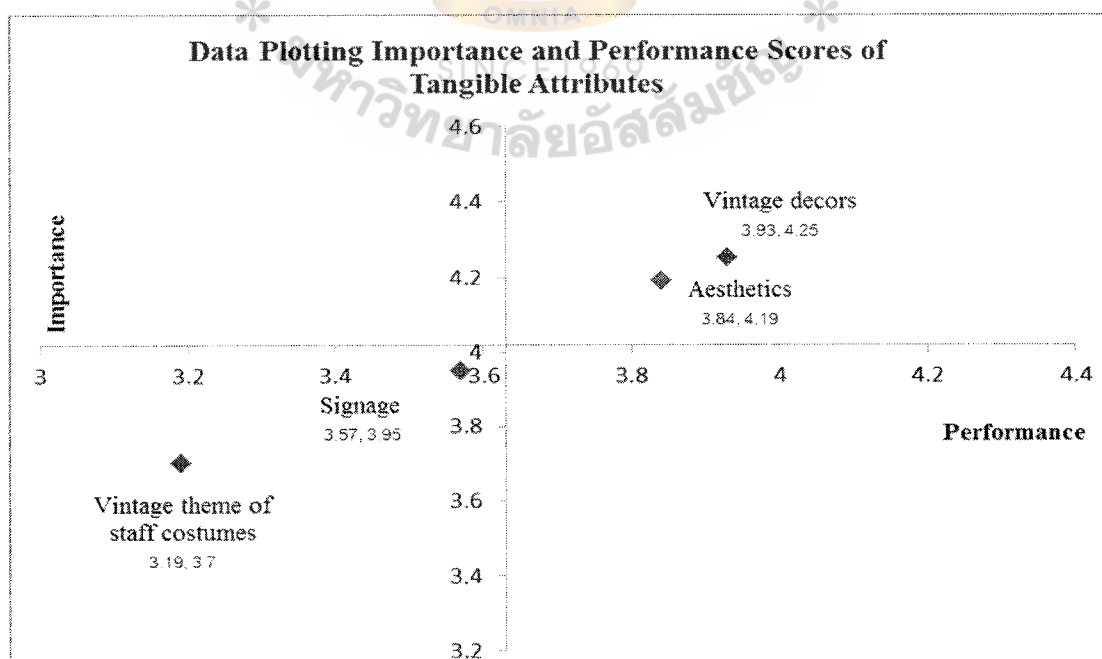


Table 5.23 Mean Difference between the Importance-Performance of Intangible Attributes

Elements of Intangible attributes	Importance Mean	SD	Performance Mean	SD	I-P	Quadrant
2.1)Light and sound	4.29	0.70	4.01	0.82	0.28	2
2.2) Ambience of old days	4.16	0.76	3.67	0.80	0.49	1
2.3) Sublimity	3.95	0.81	3.50	0.88	0.45	1
2.4) Liveliness (colorful theme)	4.29	0.73	4.12	0.81	0.17	2

Figure 5.2 Mean Data Plotting of the Importance-Performance of Intangible Attributes

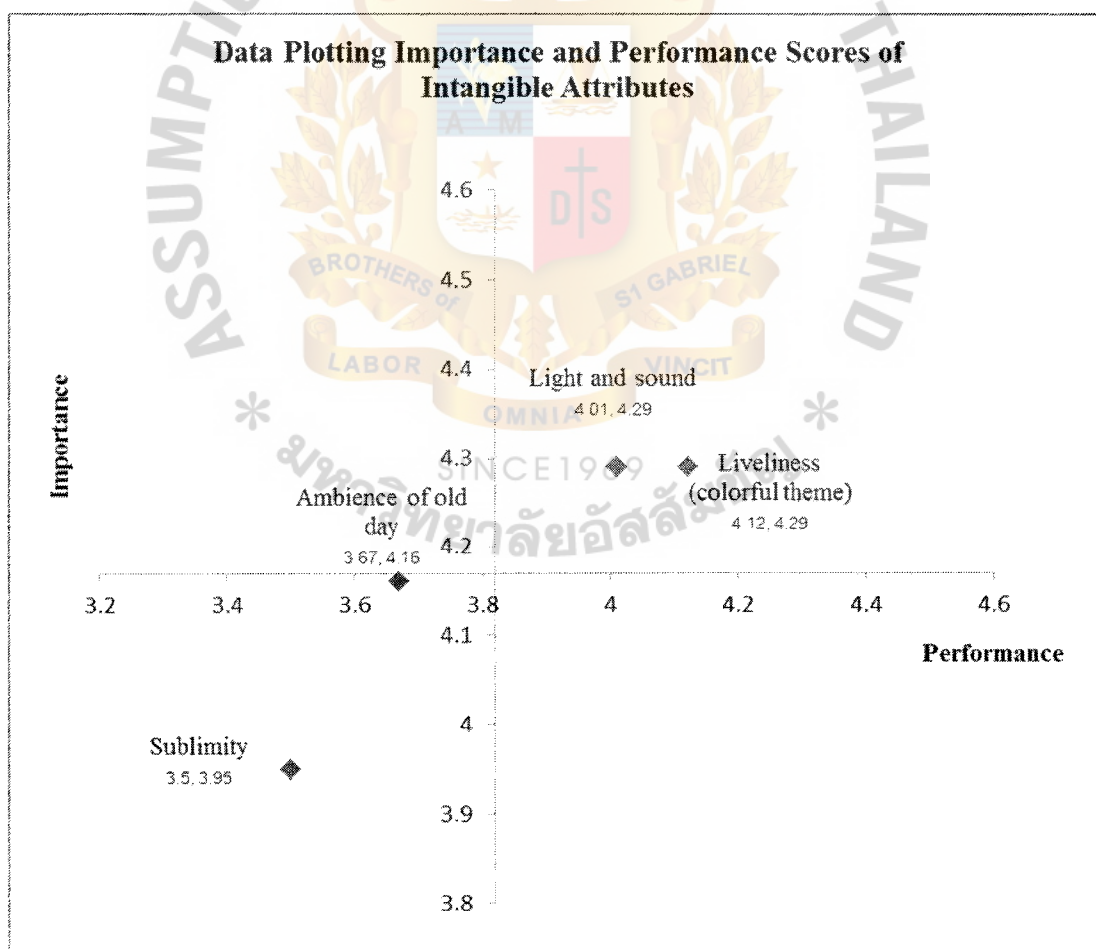


Table 5.24 Mean Difference between the Importance-Performance of Activities

Elements of Activities	Importance Mean	SD	Performance Mean	SD	I-P	Quadrant
3.1) Accommodations	3.53	0.86	3.29	0.80	0.24	3
3.2) Shopping on local products	4.05	0.75	3.83	0.83	0.22	2
3.3) Shopping on general products	3.96	0.78	3.73	0.82	0.23	2
3.4) Fairs	3.92	0.73	3.56	0.80	0.36	2
3.5) Seasonal events/ Festival theme	3.89	0.78	3.40	0.84	0.49	1

Figure 5.3 Mean Data Plotting of the Importance-Performance of Activities

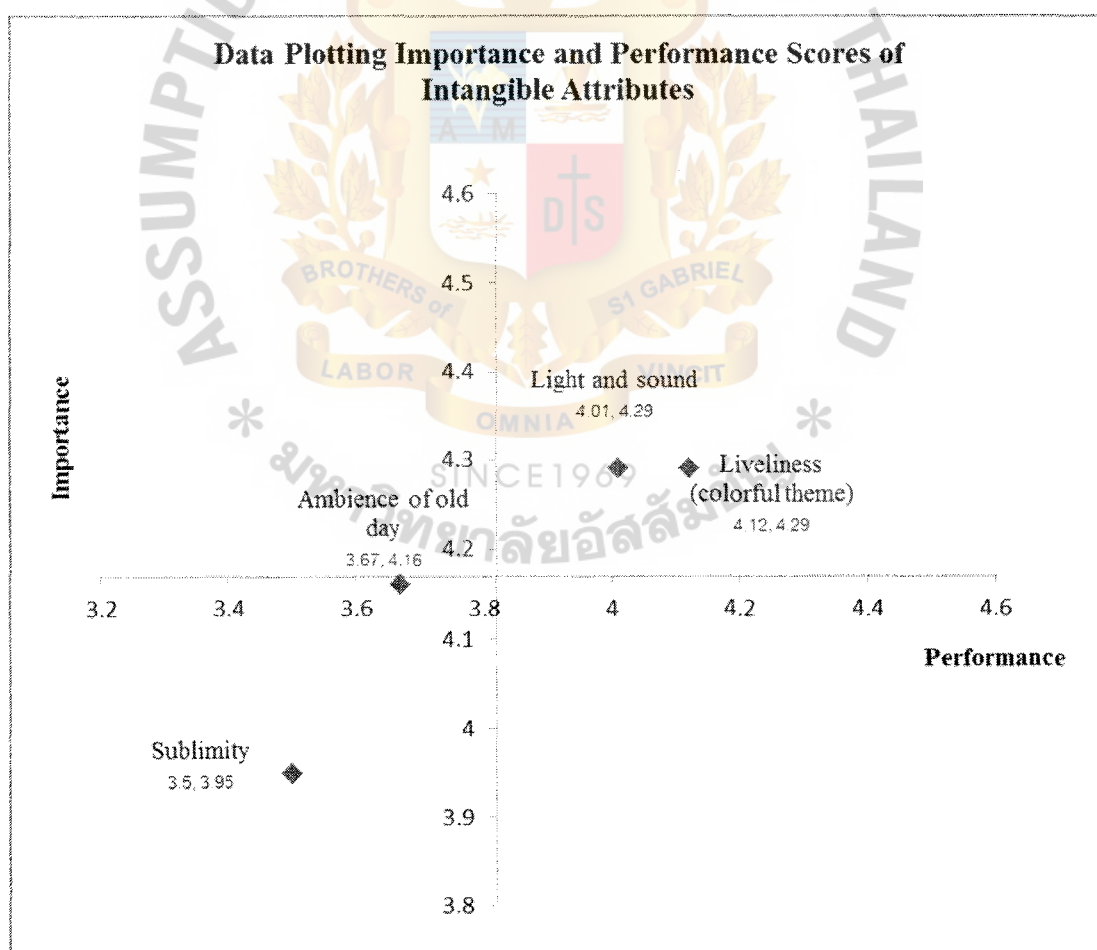


Table 5.25 Mean Difference between the Importance-Performance of Exhibitions

Elements of Exhibitions	Importance Mean	SD	Performance Mean	SD	I-P	Quadrant
4.1) Topics	4.08	0.69	3.74	0.74	0.34	2
4.2) Features	4.17	0.72	3.83	0.80	0.34	2
4.3) Demonstrations such as self-guide and tour guide	3.88	0.77	3.33	0.83	0.55	3

Figure 5.4 Mean Data Plotting of the Importance-Performance of Exhibitions

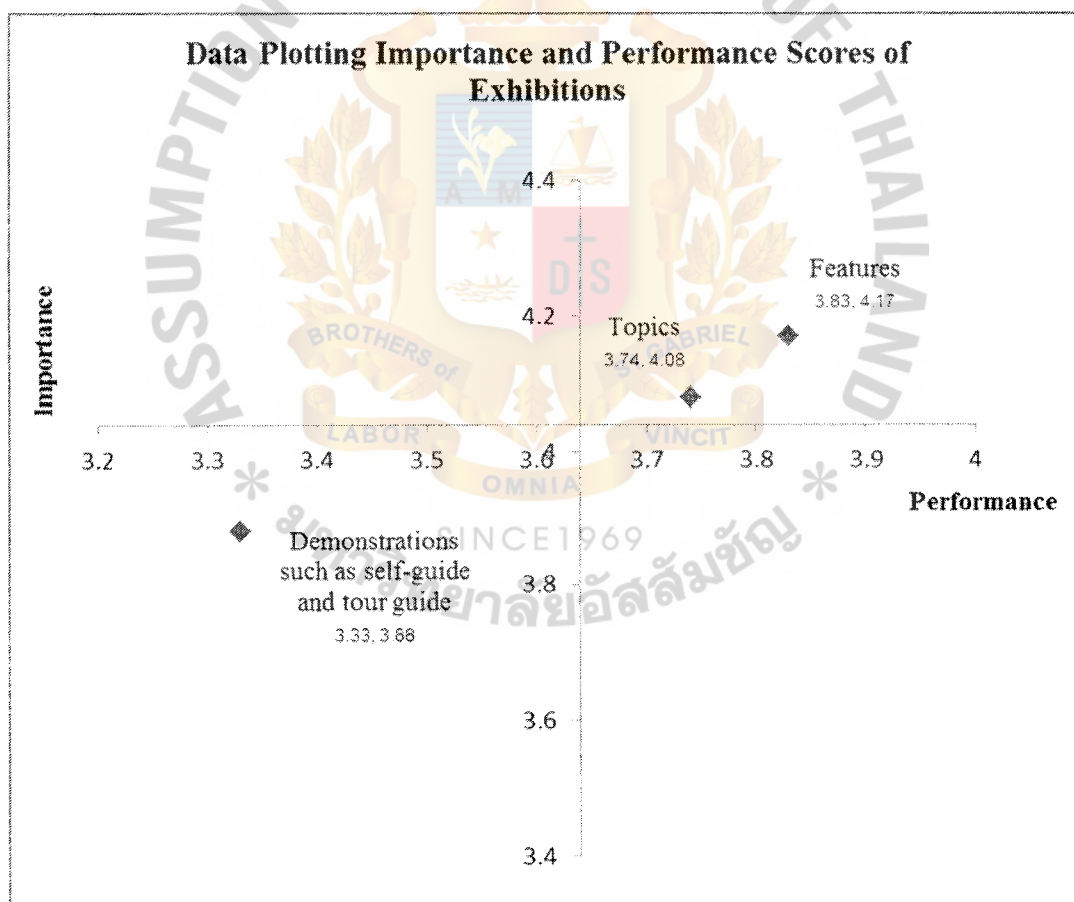


Table 5.26 Mean Difference between the Importance-Performance of

Physical shopping evidence

Elements of Physical shopping evidence	Importance Mean	SD	Performance Mean	SD	I-P	Quadrant
5.1) Local products/ unique souvenirs	4.19	0.76	3.83	0.80	0.36	2
5.2) General products	3.89	0.81	3.53	0.92	0.36	3
5.3) Products with PLW or Hua Hin logo	4.16	0.78	3.74	0.79	0.42	2
5.4) Clothes & Accessories	3.65	0.84	3.32	0.83	0.33	3
5.5) Reasonable price with suitable quality	4.21	0.82	3.46	0.89	0.75	1

Figure 5.5 Mean Data Plotting of the Importance-Performance of Physical

shopping evidence

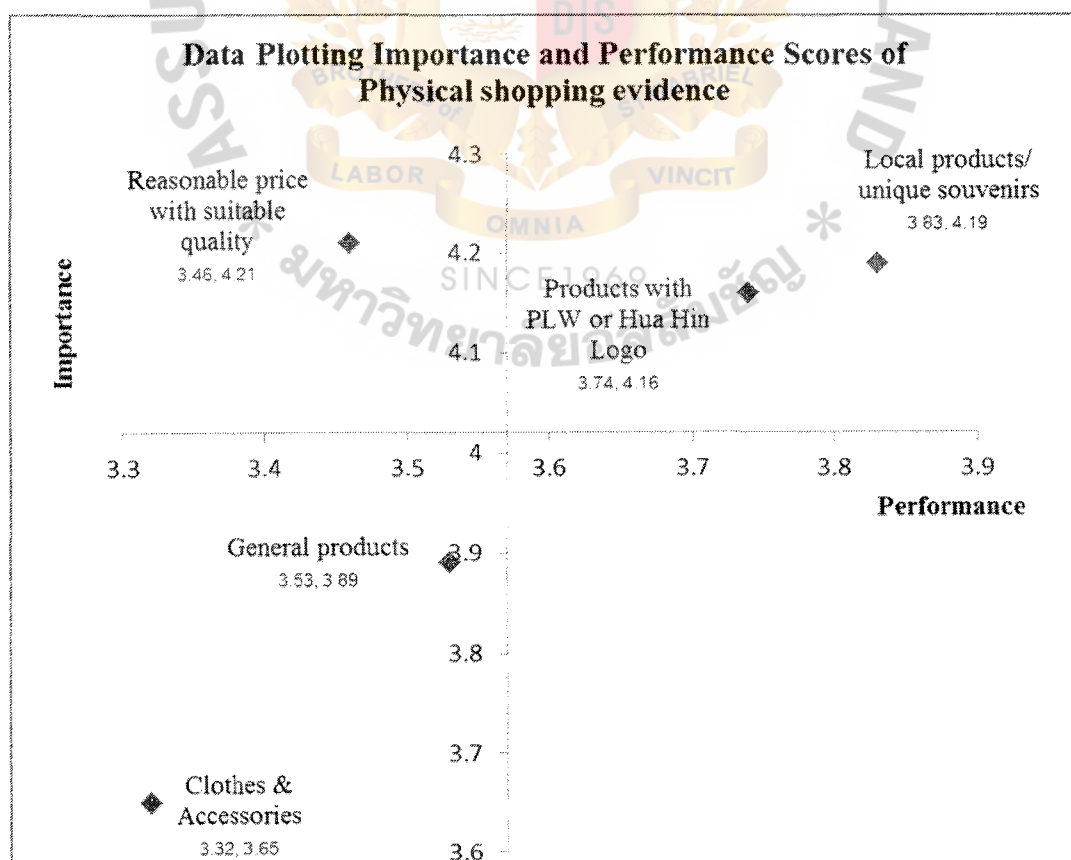


Table 5.27 Mean Difference between the Importance-Performance of Dining

Elements of Dining	Importance Mean	SD	Performance Mean	SD	I-P	Quadrant
6.1) Food stall	4.22	0.79	3.81	0.86	0.41	2
6.2) A la carte	4.08	0.82	3.60	0.83	0.48	2
6.3) Pub and restaurant	3.49	1.01	3.13	0.93	0.36	3
6.4) Local foods and traditional foods	4.22	0.77	3.80	0.85	0.42	2

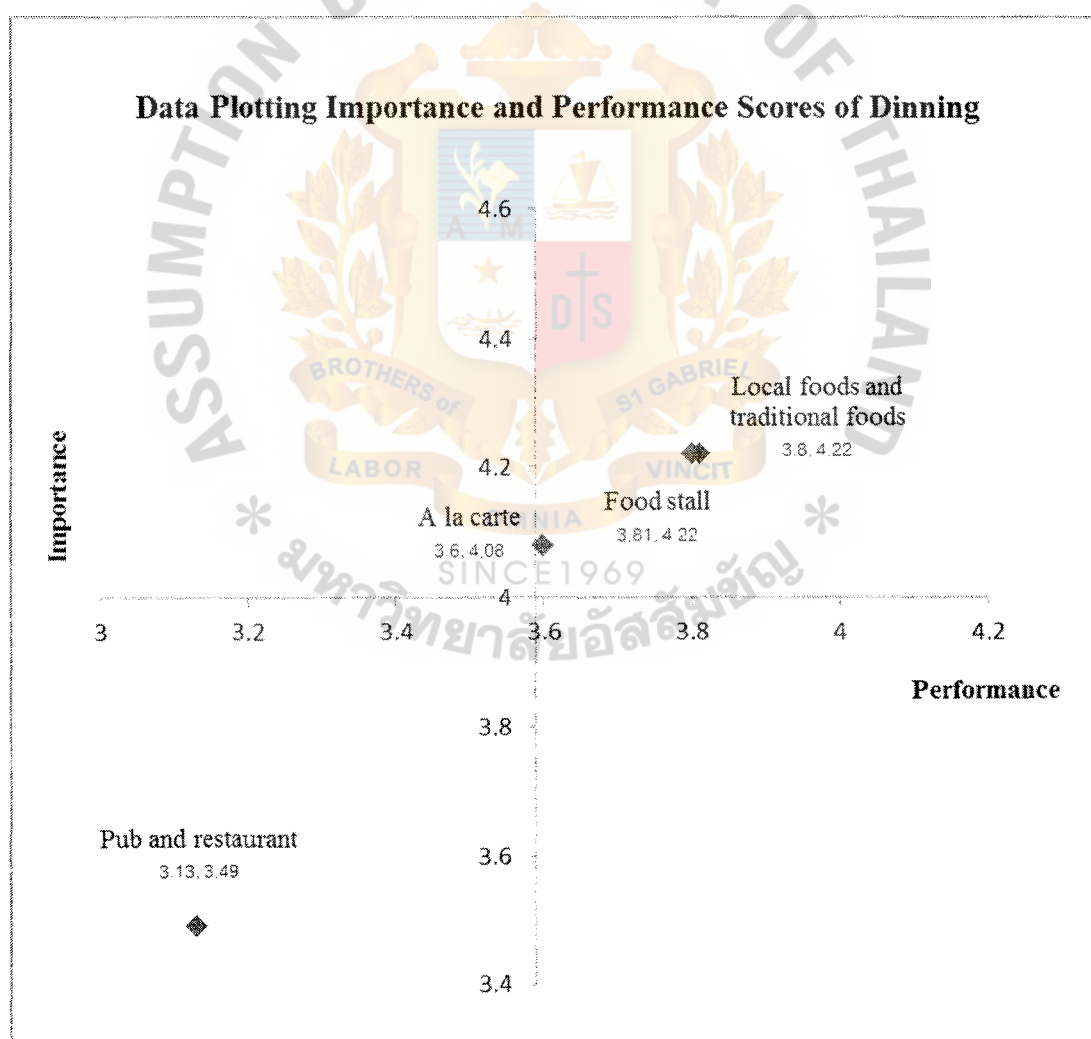
Figure 5.6 Mean Data Plotting of the Importance-Performance of Dining

Table 5.28 Mean Difference between the Importance-Performance of Store

owner/server in Plearn Wan

Elements of Store owner/server in Plearn Wan	Importance Mean	SD	Performance Mean	SD	I-P	Quadrant
7.1) Good relationship / service mind	4.34	0.74	4.01	0.80	0.33	2
7.2) Provide general information upon PLW and Hua Hin	4.24	0.74	3.78	0.78	0.46	2
7.3) Traditional and cultural reflections on Hua Hin	4.12	0.78	3.37	0.94	0.75	3

Figure 5.7 Mean Data Plotting of the Importance-Performance of Store

owner/server in Plearn Wan

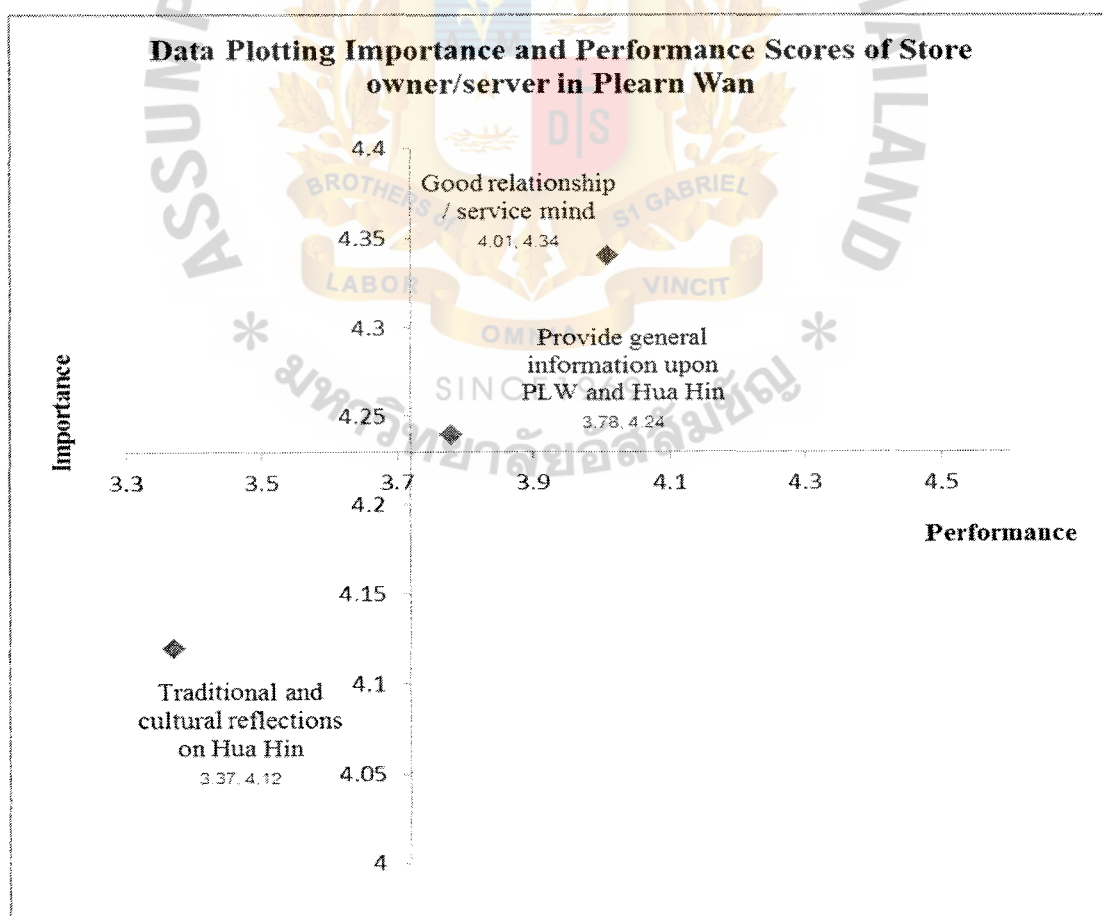
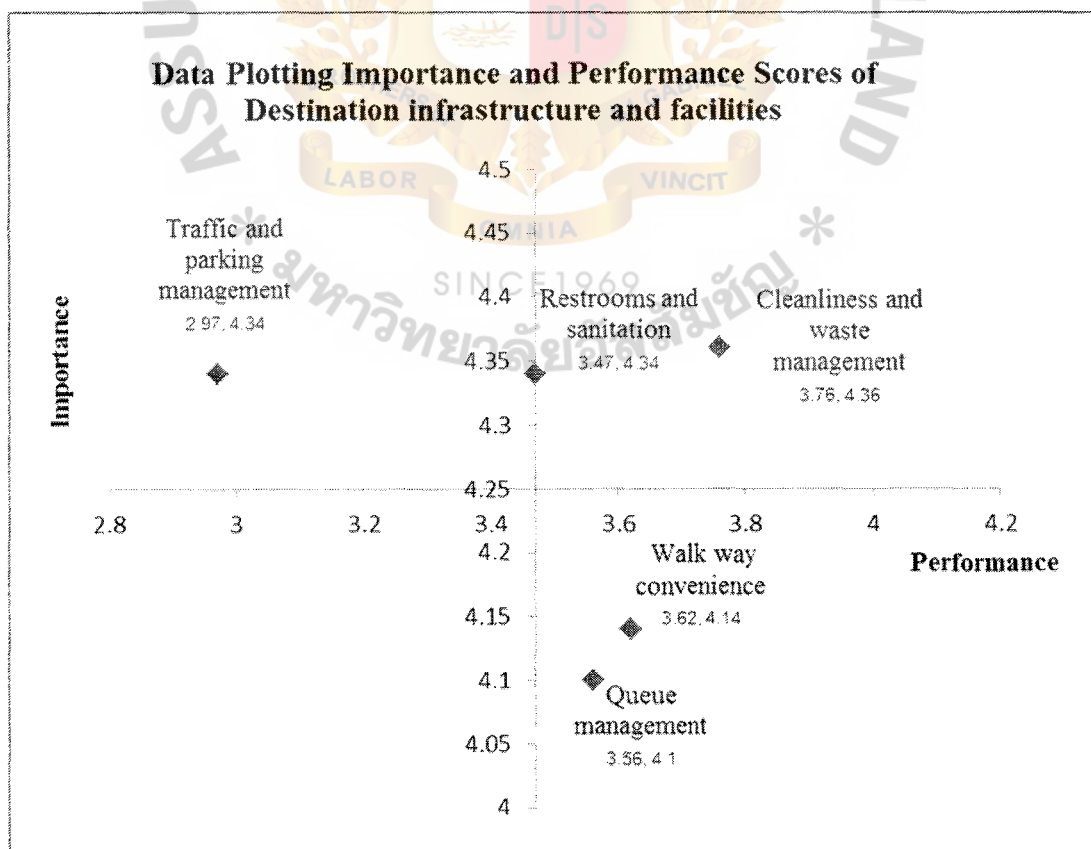


Table 5.29 Mean Difference between the Importance-Performance of Destination infrastructure and facilities

Elements of Destination infrastructure and facilities	Importance Mean	SD	Performance Mean	SD	I-P	Quadrant
8.1) Traffic and parking management	4.34	0.85	2.97	0.85	1.37	1
8.2) Restrooms and sanitation	4.34	0.87	3.47	0.83	0.87	2
8.3) Cleanliness and waste management	4.36	0.80	3.76	0.85	0.6	2
8.4) Walk way convenience	4.14	0.76	3.62	0.80	0.52	4
8.5) Queue management	4.10	0.79	3.56	0.84	0.54	4

Figure 5.8 Mean Data Plotting of the Importance-Performance of Destination infrastructure and facilities at Plearn Wan



5.3 Hypothesis result

This section presents the results of the hypothesis testing which is analysed by Pearson's correlations. In other words, the acceptances of the hypotheses are determined by using Pearson correlation (r) and Sig. (2-tails). The direction of the relationship between the two variables is determined by using Pearson's r value, while the degree of association between two variables is determined by using sig. (2-tailed) value. If the Sig. (2-tailed) is equal to 0.05 or lower, the hypothesis should be confirmed. Besides, the strength of each relationship is identified by r -value.

Hypothesis 1

H₀₁: There is no relationship between Tangible Attributes and tourists' satisfaction in exhibitions.

H_{a1}: There is a relationship between Tangible Attributes and tourists' satisfaction in exhibitions.

Table 5.30 Relationship between Tangible Attributes and tourists' satisfaction in exhibitions

Relationship between	Pearson Correlation (r)	Sig. (2-tailed)	N
Tangible Attributes and tourists' satisfaction in exhibitions	0.476**	0.000	400

** . Correlation is significant at the 0.05 level (2-tailed).

As shown in table 5.30, the Pearson Correlation value is positive ($r = 0.476$) and the value of Sig. (2-tailed) is 0.000 which is less than 0.05. This means that the relationship between Tangible Attributes and tourists' satisfaction in exhibitions is

positive and in the same direction. In other words, it can be concluded that the Tangible Attributes will lead to an increase level of the tourists' satisfaction in exhibitions. As a result, it can be regarded that null hypothesis is rejected.

Hypothesis 2

H₀2: There is no relationship between Tangible Attributes and tourists' satisfaction in physical shopping evidence.

H_a2: There is a relationship between Tangible Attributes and tourists' satisfaction in physical shopping evidence.

Table 5.31 Relationship between Tangible Attributes and tourists' satisfaction in physical shopping evidence

Relationship between	Pearson Correlation (r)	Sig. (2-tailed)	N
Tangible Attributes and tourists' satisfaction in physical shopping evidence	0.332**	0.000	400

** . Correlation is significant at the 0.05 level (2-tailed).

The table illustrates that there is a significant relationship between Tangible Attributes and tourists' satisfaction in physical shopping evidence as the Sig. (2-tailed) is shown at 0.000. As a result, null hypothesis is rejected. It also depicts that these two variables have a strong association as the r-value is indicated at 0.332. This means that when tourists are satisfied with the Tangible Attributes, they will be more satisfied with physical shopping evidence.

Hypothesis 3

H₀3: There is no relationship between Tangible Attributes and tourists' satisfaction in dining.

H_a3: There is a relationship between Tangible Attributes and tourists' satisfaction in dining.

Table 5.32 Relationship between Tangible Attributes and tourists' satisfaction in dining

Relationship between	Pearson Correlation (r)	Sig. (2-tailed)	N
Tangible Attributes and tourists' satisfaction in dining	0.375**	0.000	400

** . Correlation is significant at the 0.05 level (2-tailed).

As shown in table 5.32, the Pearson Correlation value is positive ($r = 0.375$). Besides, the value of Sig. (2-tailed) is 0.000 which is less than 0.05. This means that the relationship between Tangible Attributes and tourists' satisfaction in dining is positive and in the same direction. Consequently, it can be concluded that null hypothesis is rejected.

Hypothesis 4

H₀4: There is no relationship between Intangible Attributes and tourists' satisfaction in exhibitions.

H_a4: There is relationship between Intangible Attributes and tourists' satisfaction in exhibitions.

Table 5.33 Relationship between Intangible Attributes and tourists'

satisfaction in exhibitions

Relationship between	Pearson Correlation (r)	Sig. (2-tailed)	N
Intangible Attributes and tourists' satisfaction in exhibitions	0.496**	0.000	400

** . Correlation is significant at the 0.05 level (2-tailed).

As shown in table 33, the Pearson Correlation value is positive ($r = 0.496$) and the value of the Sig. (2-tailed) is 0.000 which is less than 0.05. This means that there is the relationship between Intangible Attributes and tourists' satisfaction in exhibitions and it is also positive. In other words, when tourists are satisfied the Intangible Attributes will lead to an increase in tourist's satisfaction in exhibitions. Apart from this statement, it can be regarded that null hypothesis is rejected.

Hypothesis 5

H₀5: There is no relationship between Intangible Attributes and tourists' satisfaction in physical shopping evidence.

H_a5: There is relationship between Intangible Attributes and tourists' satisfaction in physical shopping evidence.

Table 5.34 Relationship between Intangible Attributes and tourists'

satisfaction in physical shopping evidence

Relationship between	Pearson Correlation (r)	Sig. (2-tailed)	N
Intangible Attributes and tourists' satisfaction in physical shopping evidence	0.424**	0.000	400

** . Correlation is significant at the 0.05 level (2-tailed).

As shown in table 34, the Pearson Correlation value is positive ($r = 0.424$) and the value of the Sig. (2-tailed) is 0.000. It means that the relationship between Intangible Attributes and tourists' satisfaction in physical shopping evidence is positive and in the same direction. As a result, it indicates that Intangible Attributes will lead to tourists' satisfaction in physical shopping evidence. Accordingly, it can be regarded that null hypothesis is rejected.

Hypothesis 6

H₀6: There is no relationship between Intangible Attributes and tourists' satisfaction in dining.

H_a6: There is relationship between Intangible Attributes and tourists' satisfaction in dining.

Table 5.35 Relationship between Intangible Attributes and tourists' satisfaction in dining

Relationship between	Pearson Correlation (r)	Sig. (2-tailed)	N
Intangible Attributes and tourists' satisfaction in dining	0.543**	0.000	400

** . Correlation is significant at the 0.05 level (2-tailed).

As shown in table 5.35, the Pearson Correlation value is positive ($r = 0.543$). This implies that there is a significant relationship between Intangible Attributes and tourists' satisfaction in dining. Also, the relationship between Intangible Attributes and tourists' satisfaction in dining is positive. It indicates that the satisfaction of Intangible Attributes will lead to an increase level of tourists' satisfaction in dining.

In addition, the value of the Sig. (2-tailed) is 0.000 which is less than 0.05. As a result, it can be regarded that null hypothesis is rejected.

Hypothesis 7

H₀7: There is no relationship between Activities and tourists' satisfaction in exhibitions.

H_a7: There is relationship between Activities and tourists' satisfaction in exhibitions.

Table 5. 36 Relationship between Activities and tourists' satisfaction in exhibitions

Relationship between	Pearson Correlation (r)	Sig. (2-tailed)	N
Activities and tourists' satisfaction in exhibitions	0.537**	0.000	400

** . Correlation is significant at the 0.05 level (2-tailed).

As shown in table 5.36, the Pearson Correlation value is positive ($r = 0.537$). Furthermore, the value of the Sig. (2-tailed) is 0.000 which is less than 0.05. This means that there is a relationship between Activities and tourists' satisfaction in exhibitions and it is positive and in the same direction. In other words, it means that Activity implementation will lead to an increase level of tourists' satisfaction in exhibitions. As a result, it can be regarded that null hypothesis is rejected.

Hypothesis 8

H₀8: There is no relationship between Activities and tourists' satisfaction in physical shopping evidence.

H_a8: There is relationship between Activities and tourist's satisfaction in physical shopping evidence.

Table 5.37 Relationship between Activities and tourists' satisfaction in physical shopping evidence

Relationship between	Pearson Correlation (r)	Sig. (2-tailed)	N
Activities and tourists' satisfaction in physical shopping evidence	0.525**	0.000	400

** . Correlation is significant at the 0.05 level (2-tailed).

As shown in table 37, the Pearson Correlation value is positive ($r = 0.525$). Furthermore, the value of the Sig. (2-tailed) is 0.000 which is less than 0.05. This means that there is a relationship between Activities and tourists' satisfaction in physical shopping evidence and it is positive and in the same direction. In other words, it means that Activity implementation will lead to an increase in tourists' satisfaction in physical shopping evidence. As a result, it can be regarded that null hypothesis is rejected.

Hypothesis 9

H₀9: There is no relationship between Activities and tourists' satisfaction in dining.

H_a9: There is relationship between Activities and tourists' satisfaction in dining.

Table 5.38 Relationship between Activities and tourist's satisfaction in dining

Relationship between	Pearson Correlation (r)	Sig. (2-tailed)	N
Activities and tourists' satisfaction in dining	0.566**	0.000	400

** . Correlation is significant at the 0.05 level (2-tailed).

As shown in table 38, Pearson Correlation value is positive ($r = 0.566$) and the value of the Sig. (2-tailed) is 0.000 which is less than 0.05. This means that there is a relationship between Activities and tourists' satisfaction in dining and it is also positive. In other words, when tourists are satisfied with the Activities, it will lead to an increase in tourists' satisfaction in dining. Apart from this statement, it can be regarded that null hypothesis is rejected.

CHAPTER VI

Summary, Conclusion, and Recommendations

This chapter demonstrates the summary findings of the study. Regarding the research objectives and questions, the general profile of tourists, tourist behavior and opinions on nostalgic elements of destination attributes towards Plearn Wan are concluded according to the previous chapter. Recommendations are provided based on the questionnaire survey to further the destination's improvements and marketing strategy concerns. Finally, Future research related to the study is presented.

6.1 Summary Findings

Plearn Wan, the tourist attraction under the nostalgic theme, located at Hua Hin city in Prachuap Kirikan province, is selected as a research case study due to its popularity among the tourists and it symbolizes the highlight destination of Hua Hin city. Four hundred sets of questionnaires are distributed to domestic tourists who visited Plearn Wan. The respondents are asked their opinion on the importance of destination attributes about the nostalgic theme and the performance the destination achieves.

6.1.1 General profile of tourists at Plearn Wan.

The respondents are asked about general demographics which are gender, age, marriage status, salary per month, and current address. According to the summary findings in table 6.1, the majority of tourists are female (55.75%) and male (44.25%) out of the sample. A major group is 21-30 years olds (42.75%) with single a status (63.50%). Most of the respondents earn 20,001 – 80,000 baht per month (59%) who

are mainly from Bangkok (53.50%) and related districts and nearby provinces like Petchaburi and Chumphon (31%).

Table6.1 Summary of general demographic characteristics of respondents
(N=400)

Demographics	Frequency	Percentage (%)
Gender:		
Male	177	44.25
Female	223	55.75
Age:		
Below 20 years old	9	2.25
21-30 years old	171	42.75
31-40 years old	130	32.50
41-50 years old	75	18.75
51-60 years old	15	3.75
Over 60 years old	9	2.25
Marriage status:		
Single	254	63.50
Married	142	35.50
Stay together	4	1.00
Salary per month:		
Less than 20,000 baht	151	37.75
20,001 – 80,000 baht	236	59.00
More than 80,000 baht	13	3.25
Current address:		
Nearby province (Petchaburi, Chumphon)	124	31.00
Bangkok	214	53.50
Others	62	15.50
Total	400	100%

6.1.2 Tourist behavior at Plearn Wan.

Regarding the research, the summary of tourist behavior at Plearn Wan is shown in table 6.2. The results identifies that significant minority of the respondents have visited Plearn Wan for the first time (33.75%) and spent time one to two hours at the destination (58.25%). The most favorable activity when they visit Plearn Wan is walking around the attractions (67.75%). Then, the respondents are asked to rank their favorable unit on the destination's nostalgic elements. The results reveal the favorable elements ranking as nostalgic atmosphere, unique souvenirs, local foods, the special events that Plearn Wan arranged such as seasonal festivals, musical concerts, and traditional entertainment activities, local participation, and other units respectively. While visiting, the majority of respondents spend less than 500 baht (74%). Almost half of respondents (46.50%) come to Plearn Wan with their friends or colleagues.

Table 6.2 Summary of tourist behavior at Plearn Wan (N=400)

Tourist Behavior	Frequency	Percentage (%)
Frequency of visiting:		
First time	135	33.75
1 time	96	24.00
2 times	75	18.75
3times	44	11.00
More than 3 times	50	12.50
Time spending:		
Less than an hour	34	8.50
1-2 hours	233	58.25
2-3 hours	99	24.75
3-4 hours	24	6.00
More than 4 hours	10	2.50
The most favorite activity:		
Dining	76	19.00
Buying souvenirs	49	12.25
Walking around	271	67.75
Attending the special events/occasions	4	1.00
Money spending:		
Less than 500 baht	296	74.00
501-2,000 baht	98	24.50
More than 2,001 baht	6	1.50
Group of visiting:		
Family	112	28.00
Relatives	48	12.00
Friends/colleagues	186	46.50
Tour group	13	3.25
Couple	39	9.75
Others	2	0.50
Total	400	100%

6.1.3 Tourists' satisfaction on nostalgic elements of destination attributes at Plearn Wan.

The findings of the first part of the questionnaire are designed to identify the tourists' opinions towards the importance of destination attributes on nostalgic elements and performance of the attraction. A total of 33 destination attributes are grouped into 8 categories including Tangible Attributes, Intangible Attributes, Activities, exhibitions, physical shopping Evidence, dining, shop owners/servers in Plearn Wan, and infrastructure and facilities. The respondents are required to rate a five-point likert scale to express their opinions on each attribute— not important (1) to extremely important (5) and poor (1) to excellent (5). The summary of results is presented in table 3.

As precisely shown in the findings, the different quadrants of destination attributes reveal the distinct levels of tourists' opinions towards the performance of Plearn Wan. The strategic practice is based on an area of Importance-Performance Analysis grid. Mostly, the majority of the destination attributes fall in quadrant 2, which can indicate that they 'keep up the good work'. So, Plearn Wan needs to maintain good work in particular certain attributes to achieve their competitive advantages. Meanwhile, the other attributes which gained low mean scores and fell in the other quadrants are required the appropriate strategies in order to prevent from displacing into other areas.

The atmosphere theme of the destination plays as the highlight scheme to draw tourists to Plearn Wan. They pay attention to the details of the destination attributes which are shown from the mean score. 'vintage decors'— the attractive decoration is a Tangible Attribute of the nostalgic concept which is the most concerned by the

tourists. They expect Plearn Wan to appeal to the old time of Hua Hin. Subsequently, the combination of Tangible Attributes is an important matter that the tourists are concerned with. Even the tourists essentially expect a realistic sense of Hua Hin from yesteryear, ‘aesthetics’— simulated environment of the city met under expectation of the tourists. When comparing between importance and performance scores, ‘signage’— displays, helper signs, and billboards as well as ‘staff costumes in vintage theme’ do not gain the high mean score. In other words, the elements do not actually convey the feelings of the old era of Hua Hin as the tourists expected.

The Intangible Attributes of the destination fulfill tourists’ experiences. The features influence the behavior of tourists at the sites. Regarding the survey, ‘light and sound’ are well-performed and impressed the tourists’ visit. The classical music and live radio of the destination are satisfied them during their time at Plearn Wan. Light this is decorated at the stores and around the attraction created impression for the tourists. Likewise, ‘liveliness’ of colorful scenery achieves good performance towards tourists’ expectation. The vivid theme of Plearn Wan influenced tourists’ reputation. Significantly, travelers who like photo-taking feel impressed towards the liveliness of the nostalgic theme of the attractions. However, Plearn Wan’s performance is less than tourists’ expectation on ‘ambience of the old day’— the influencing environment under the nostalgia concept. The destination is not successful at presenting the realistic sentiment of an old day of Hua Hin city. Similarly, ‘sublimity’— the invisible features which create retrospective atmosphere are not as satisfactory as they expected.

The majority of Plearn Wan’s Activities meet the tourists’ expectation. The findings confirm that shopping activities for physical products gain high levels of

tourists' satisfaction. They perceive that shopping for local products and general products are significant activities during their visit. As well, fairs are ranked in good performance to satisfy the tourists. Somehow, 'seasonal events and festival-themed occasions' are under the expectations of the tourists since they perceived that while there, there are no surprises during their visits. Significantly, the accommodations gain the lowest level of overall destination attributes' performance. The survey finds that 'Pi Man Plearn Wan'— the hotel of Plearn Wan is not attractive among the tourists. Some of them are not aware of the existence of accommodations. As such, the tourists have many alternatives for accommodations located in Hua Hin city as well as nearby districts.

The elements of attributes are part of the destination's success. The tourists expect to experience the memorable moments during their visit. They comply with the surrounding themes. Regarding the exhibitions, 'topics'— name of activities and stores are expected to go along with the nostalgic concept of Plearn Wan. The tourists are satisfied with such topics which aimed to reflect the Thai language used in the past. As well, they are impressed with the exhibition areas of activity outdoor and retrospective scenes that are decorated with Thai traditional furniture pieces and appliances. However, self-guided tours and tour guides that demonstrate to visit the sites do not fulfill tourists' satisfaction. The facilitation and suggestion from the staff do not help them as they expected.

Shopping is one of the most considerable activities for trip. Traditional local products and souvenirs have a well-reflected uniqueness of the destination. The tourists expect to purchase outstanding products which represent the place they visit. Most of the tourists are pleased with 'physical products'— local products, souvenirs,

and products with Plearn Wan or Hua Hin's logo; while physical evidences of general products, clothes and accessories do not fulfill the tourists' demand. They can find these kinds of goods elsewhere. To purchase products, the tourists consider that price is reasonable and suitable quality is an important factor for making decisions. However, the products sell at Plearn Wan itself and private stores do not meet the expectations of most tourists.

Plearn Wan offers tourists a taste of various styles of dining. Most of them seek local food and traditional cuisine. The tourists are interested in trying local foods and traditional cuisine served at food stalls, a la carte, and restaurants. They are satisfied with the variety of foods at the attractions. The food menus are differentiated from their typical homes. As well, some of food stalls and restaurants offer unique dishes which are hardly found at other places. Hence, there is no surprise that the tourists have their expectations meet on most of dinning attributes. However, the attribute of pubs and restaurants do not attract the right group of tourists. As a result, their opinions do not meet the performance of such elements.

The service quality at the attractions is expected to be high by tourists as part of its impressive experience. Most tourists desire friendliness and a service mind from the staff and store servers. Additionally, they are willing to provide useful information and suggestions about Plearn Wan and the city. Even the tourists are pleasant and have good relationships with locals at Plearn Wan, but the traditional and cultural aspects of Hua Hin are reflected less than they expected.

Most of the tourists are concerned with the destination infrastructure and facilities as the most important attributes of Plearn Wan. According to the survey, most of them are satisfied with the restrooms and sanitation as well as cleanliness and

waste management since the attributes meet their expectation. On the other hand, the tourists are not provided convenient walkway areas within the site. Some of them find that they are not comfortable to walk along the pathways due to inappropriate queue management. Besides, the tourists rate traffic around Plearn Wan and the parking zones as the lowest performance level. Some tourists are concerned about parking service since the attraction do not provide free of charge parking areas. Sometimes, many vehicles block the lanes which lead to traffic in front of the sites.



Table 6.3 Summary table of Importance and Performance mean cores of Plearn Wan's Destination Attributes

Destination attributes	Importance Mean	Performance Mean	I-P	Quadrant
<i>Tangible Attributes</i>				
Aesthetics	4.19	3.84	0.35	2
Vintage decors	4.25	3.93	0.32	2
Signage	3.95	3.57	0.38	3
Vintage theme of staff costumes	3.70	3.19	0.51	3
<i>Intangible attributes</i>				
Light and sound	4.29	4.01	0.28	2
Ambience of old days	4.16	3.67	0.49	3
Sublimity	3.95	3.50	0.45	3
Liveliness (colorful theme)	4.29	4.12	0.17	2
<i>Activities</i>				
Accommodations	3.53	3.29	0.24	3
Shopping on local products	4.05	3.83	0.22	2
Shopping on general products	3.96	3.73	0.23	2
Fairs	3.92	3.56	0.36	2
Seasonal events/festival theme	3.89	3.40	0.49	1
<i>Exhibitions</i>				
Topics	4.08	3.74	0.34	2
Features	4.17	3.83	0.34	2
Demonstrations (e.g. self-guide and tour guide)	3.88	3.33	0.55	3
<i>Physical evidence Shopping</i>				
Local products/ unique souvenirs	4.19	3.83	0.36	2
General products	3.89	3.53	0.36	3
Products with PLW or Hua Hin logo	4.16	3.74	0.42	2
Clothes & Accessories				
Reasonable price with suitable quality	3.65	3.32	0.33	3
	4.21	3.46	0.75	1
<i>Dining</i>				
Food stall	4.22	3.81	0.41	2
A la carte	4.08	3.60	0.48	2
Pub and restaurant	3.49	3.13	0.36	3
Local foods and traditional foods	4.22	3.80	0.42	2
<i>Store owner/server in PLW</i>				
Good relationship/service mind	4.34	4.01	0.33	2
Provide general information upon PLW and Hua Hin	4.24	3.78	0.46	2
Traditional and cultural reflections on Hua Hin	4.12	3.37	0.75	3
<i>Destination infrastructure and facilities</i>				
Traffic and parking management	4.34	2.97	1.37	1
Restroom and sanitation	4.34	3.47	0.87	2
Cleanliness and waste management	4.36	3.76	0.6	2
Walk way convenience	4.14	3.62	0.52	4
Queue management	4.10	3.56	0.54	4

6.2 Conclusions

The objectives of this study consider the impact of nostalgic elements which appeal to tourist shoppers and investigate the importance and performance of nostalgic concepts and the extent upon tourist behavior leading the tourists' satisfaction who visit Plearn Wan— a Tourist Shopping Village under a nostalgic theme located in Hua Hin city of Prachuab Kirikan province. Four hundred respondents of domestic tourists who visit Plearn Wan are chosen to complete the questionnaires. They were asked to score questions to reflect opinions on the importance of nostalgic elements about the destination's attributes and the performance towards those particular units. There are no surprises to find the difference of importance and performance level. Most nostalgic elements of each destination attribute are presented in the same quadrant. However, items of performance are of lower importance in every destination attributes. Importance's mean score is between 3.87 and 4.25 While, the performance's mean score is between 3.47 and 3.82. Generally, performance levels are usually positioned in distinct quadrants from that particular importance. The results identifies that Plearn Wan is a successful destination model regarding a nostalgic atmosphere to complete the tourists' experience. Regarding the survey, the tourists are concerned with every nostalgic element as shown from the survey. It is necessary to reduce the gap between importance and the performance scale to maintain the attraction's popularity and keep a positive tourist experience. The stakeholder's challenge is to raise the performance of attributes to meet tourists' satisfaction. The Tourist Shopping Village trend seems to have existed in domestic tourism for ages. An emergence of the themed tourist attractions is continuously growing to attract tourists visiting. Hence,

an effective tourism marketing strategy is essential to remain in the desired position and improve low-performance factors to satisfy most tourists.

6.3 Recommendations

The findings of this study lead to several recommendations to develop a tourism marketing strategy, provide suggestions to Plearn Wan, and guide the attractions in the tourism field in order to become a successful site in nostalgic appeal.

Even though Plearn Wan is perceived as a successful attraction due to an analysis of importance and performance scores, still the site needs to reduce the gap between the importance and performance scale of its nostalgic elements to meet the tourist expectations and improve their satisfaction. According to summary table 6.3, the quadrant column shows 14 out of 33 attributes require for a proper tourism marketing strategy for further resolution. As well, an effective management is obliged to protect the rest of the attributes remaining in ‘keep up the good work’ areas.

(1) Recommendations on Tangible Attributes

Regarding the findings, walking around is the most favorite activity during the tourists’ visit. They enjoy and appreciate the retro atmosphere. The realistic surroundings underline along with the flashback of Hun Hin in old days. Hence, the nostalgic components of Plearn Wan play as a highlight to pass on unique experiences and bring tourist’s satisfaction. As such, the stakeholders should especially consider the outstanding environment on the nostalgic theme. Even aesthetics and decors are defined as satisfactory elements; the improvement on retrospective appeal would remain their good performance. Signage should be more of an eye-catching design,

especially the entrance door of Plearn Wan, which is one of the most significant compositions to draw tourists during their visit. The legible restroom guideposts and clear signposts help to facilitate tourists. To present clear accommodations, billboards can create an opportunity for sales as well as awareness of such services to the tourists. Besides, the costumes of Plearn Wan staff should be in uniform. In other words, they should wear the same accessory pieces attached with Plearn Wan's logo which are scarves, aprons, or hats to create a certain identity.

(2) Recommendations on Intangible Attributes

Intangible attributes are also important factors to support the successful attraction. The pleasant atmosphere can persuade shopping behavior and lead to satisfaction on the site. Somehow, some of the destination attributes gain the desirable scores on performance. Ambience of Hua Hin's old days and sublimity both need an improvement. The details of creative decorations should be considered. The unique furniture reflecting Hua Hin of yester year is expected by the tourists. Lights and sounds are able to persuade tourist behavior at the attraction. The colorful theme of Plearn Wan creates a pleasant atmosphere and a favorable activity like photographing. Hence, the stakeholders should retain good performance and keep creating new features to increase their reputation with tourists.

(3) Recommendations on Activities

Shopping plays the second role which completes the tourists' favorite activities at Plearn Wan. When the tourists visit to Plearn Wan, they look for products which are distinct from other attractions. As a result, the variety of general products,

clothes and accessories are required for improvement. Somehow, the attractiveness of product placement has an impact on the awareness and sales volume. The stakeholders should contribute an effective marketing strategy of products particularly the souvenirs under Plearn Wan's brand. Moreover, the stakeholders should enhance the uniqueness and quality with reasonable prices as the primary point to satisfy the tourists.

(4) Recommendations on dining

The tourists desire to taste signature food dishes at Plearn Wan. Even when they are satisfied with most elements of Plearn Wan's performance, the site offers similar dishes which the tourists can find elsewhere in other provinces or Hun Hin city. Hence, the attractive presentation and serving special dishes can satisfy the tourists since the attraction differentiates food from other places.

(5) Recommendations on fairs, events, and service

Fairs and events in traditional Thai theme fulfill the tourists' experience who seeks nostalgia. The stakeholders should offer more attractive and various kinds of activities to draw the tourists' attention. The free space of outdoor areas can be utilized as a special zone to increase tourists' arrival on weekend. Importantly, the effective promotional tools in marketing strategy should be handled to increase the tourists' awareness particularly in special events which are launched at Plearn Wan. Besides, service from staff and servers at Plearn Wan effect the tourists' impression. A service-mind should be the first practical role to please the tourists. The Plearn Wan servers should be able to provide basic history of the site, maps and direction, offer

suggestions on the destination, and knowledge which helps to facilitate the tourists. Thus, human resource training should be concentrated on as well as providing basic guidelines or brief instructions to the store owners in order to contributing the same direction of organizational practices. In addition, the accommodations officer should provide precise instructions for appliances together with service. For example, service at the accommodations should be focused on increasing awareness and the number of reservation. The staff plays a main role in assisting and providing services since they interface with the guests during their stay. The staffs should facilitate and give instructions on how to use the vintage elevator to the guests as well as welcome the guests to their rooms and give demonstrations on how to use signature appliances like the warm-bath jar.

(6) Recommendations on infrastructure and facilities

Regarding the survey, traffic and parking management requires the most consideration of overall destination infrastructures and facilities. Providing free of charge parking in the area can raise the satisfaction level and a number of tourists' arrival. The effective traffic plan together with appropriate numbers of staff can help to resolve the traffic problem in front of Plearn Wan. The signage of restrooms should be noticeable and clear designed to allow the tourists to see easily. Furthermore, to facilitate the tourists during their visit, they should be the priority to underline. Particularly, the staircases can be considered as threat and unfavorable notion. Therefore, the tourists, especially elder persons, should be provided convenient pathways for satisfaction.

Lastly, an effective tourism marketing strategy should be considered to reduce the gap between the importance and performance scales. Each destination attribute requires distinct practice to reduce the unfavorable conditions and meet the tourists' satisfaction. Meanwhile, the researcher believes the following recommendations would support the attraction to achieve desirable goals. Such will lead Plearn Wan to different gaps and bring the performance to meet the tourists' expectations. Likewise, the attraction will enhance the good image with positive worth-of-mouth, and repute the tourists' arrival in the future. As well, the successful attraction will be perceived and represented as the Tourist Shopping Villages of a nostalgic theme under the umbrella of domestic tourism in Thailand for all ages.

6.4 Future Research

The study area of Tourist Shopping Villages of nostalgic theme represents a significant case study in the tourism industry of Thailand. Regarding the study, it focused on 33 destination attributes with 400 domestic tourists to investigate their opinions on importance and performance of such attributes beyond the nostalgic concept at Plearn Wan, as a representative of the retro Tourist Shopping Villages. However, the study did not mention the relationship between the destinations attributes and the tourists' revisit intention. In addition, the area of study was limited to only domestic tourists. The researcher chooses the respondents through convenience sampling. Future research could be applied to investigate the international tourists' opinions by using a similar main content of this study. The focus group maybe explores their perspectives by in-depth interviews towards atmosphere in a nostalgic approach. Likewise, the study could be appropriated to

other destinations by using a similar research method. Notably, Importance and Performance Analysis demonstrates the outcomes in the grid which were derived from the tourists 'opinions; the importance of destination attributes and how well each of them is performed. Such outcomes are not able to offer guidelines for developing strategy. In other words, the findings of analysis can help to support improving strategy and developing managing a plan in the future.



References

- Alegre, J., & Cladera, M. (2010). Tourist expenditure and quality: why repeat tourists can spend less than first-timers. *Tourism Economics*, 16(3), 517-533.
- Alegre, J. & Cladera, M. (2012). Tourist characteristics that influence shopping participation and expenditures. *International Journal of Culture, Tourism and Hospitality Research*, 6(3), 223-237.
- Anderson, L. F., & Littrell, M. A. (1995). Souvenir-purchase behavior of women tourists. *Annals of Tourism Research*, 22(2), 328-348.
- Deng, W., Kuo, Y., & Chen, W. (2008). Revised importance-performance analysis: Three-factor theory and benchmarking. *The service Industries Journal*, 28(1), 37-51.
- Donovan, R. J. & Rossiter, J.R. (1982). Store atmosphere: An environmental psychology approach. *Journal of Retailing*, 58, 34-57.
- Echtner, C. M. & Ritchie, J.R.B. (1991). The meaning and measurement of destination image. *Journal of Tourism Studies*, 2(2), 2-12.
- Fleischer, A. & Pizam, A. (2002). Travel constraints among Israeli seniors. *Annals of Tourism Research*, 29(1), 106-123.
- Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), 6-21.

- Frost, W.(2006). From diggers to baristas: Tourist shopping villages in the Victorian fields. *Journal of Hospitality and Tourism Management*, 13(2), 137-143.
- Getz, D.(1993).Tourist shopping villages: Development and planning strategies. *Tourism Management*, 15-25.
- Getz, D. (1994). Tourist shopping villages in the Calgary region. *Journal of Tourism Studies*, 5(1), 2-15.
- Getz, D., Joncas, D. and Kelly, M. (1994). Tourist shopping villages in the Calgary region, *Journal of Tourism Studies*, 5(1), 2–15.
- Getz, D. (2006, September) Planned event experience: Theory , design, evaluation. *Key note speech presents at Global Events Congress and Event Educators' Forum*, University of Queensland, Brinsbane:Australia.
- Gordon, B. (1986). The Souvenir: Messenger of the Extraordinary. *Journal of Popular Culture*, 20(3), 135-146.
- Goulding, C. (1999). Heritage, nostalgia, and the “grey” consumer. *Journal of Marketing Practice*, 5(6), 177–199.
- Huang, L., & Tsai, H. (2003). The study of senior traveler behavior in Taiwan. *Tourism Management* , 24, 561-574.
- Huh, J. & Uysal, M. (2003). Satisfaction with cultural/heritage sites: Virginia historic triangle. *Journal of Quality Assurance in Hospitality and Tourism*, 4(3/4), 177-194.

- Jansen-Verbeke, M. (1991). Leisure shopping: a magic concept for the tourism industry? *Tourism Management*, 12(1), 9-14
- Jansen-Verbeke, M. (2000). Leisure shopping: A magic concept for the tourism industry? In C. Ryn & S. Page (Eds.), *Tourism Management – Towards the New Millennium*, 203-210. UK: Elsevier.
- Kaplan, H.A. (1987). The Psychopathology of Nostalgia. *Psychoanalytic Review*, 74(4), 465-486.
- Kent, T. (2007). Creative space: Design and the retail environment. *International Journal of Retail & Distribution Management*, 35(9), 734-745.
- Kinley, T., Kim, Y-K., & Forney, J. (2002). Tourist-destination shopping center: An importance-performance analysis of attributes. *Journal of Shopping Center Research*, 9(1), 51-72.
- Knowles, T & Dingle, A. (1996). The British pub within the tourism product. *International Journal of Wine Marketing*, 8(2), 31 - 41
- Knowles, T & Dingle, A. (2007). The preservation and marketing of the pub experience: An integral part of the tourist product for overseas visitors?. *International Journal of Wine Marketing*, 8(3), 57-70.
- Kozak, M. & Nield, K. (1998). Importance-performance analysis and cultural perspectives in Romanian Black sea resorts. *Anatolia: an International Journal of Tourism and Hospitality Research*, 9(2), 99-116.
- Loe, D. (2002). Psychology of lighting. *Light*, 10-14.

- Littrell, M. , Baizerman, S., Kean, R., Gahring, S., Niemeyer, S., Raily, R. & Stout, J. A.(1994). Souvenirs and tourism styles. *Journal of Travel Research*. 33(1), 3-11.
- Littrell, M. & Paige, R. C. (2003). Tourism activities and shopping preferences. *Journal of Shopping Center Research*, 7-25.
- Littrell , M., Paige, R. C. & Song, K. (2004). Senior travelers: Tourism activities and shopping behavior. *Journal of Vacation Marketing*, 10(4), 348-362.
- Loe, D. (2002). Pyschology of lighting. *Light*, 10-14.
- Martilla, J.A, & James, J.C. (1977). Importance–performance analysis. *Journal of Marketing*, January, 41(1), 77–79.
- Meng, F. & Xu, Y. (2012). Tourism shopping behavior: Planned, impulsive or experiential? *International Journal of Culture, Tourism and Hospitality Research*, 6(3),250-265.
- Meng, F., Tapanon, Y. & Uysal, M. (2006). Measuring tourist satisfaction by attribute and motivation: The case study of a nature-based resort. *Journal of Vacation Marketing*, 14(1). 41-56.
- Michon, R., Chebat, J.C.& Turley, L.W. (2005). Mall atmospherics: The interaction effect of the mall environment on shopping behavior. *Journal of Business Research*, 58(5), 576-583.

- Murphy, L., Moscardo, G., Benckendorff, P., & Pearce, P. (2007). Tourist shopping villages: Challenges and issues in developing regional tourism. *Where the Bloody Hell Are We?* School of James Cook University. Australia.
- Murphy, L., Moscardo, G., Benckendorff, P. & Perce, P. (2008). Tourist shopping village: Exploring success and failure . In A. Woodside & D. Martin (Eds.). *Tourism Management: Analysis, Behaviour and Strategy*. Wallingford Ocfordshire:CABI.
- O'Leary.S & Deegan, J. (2005). Ireland's image as a tourism destination in France: Attribute importance and performance. *Journal of Travel Research*, 43, 247-256.
- Pizam, A. and Ellis, T.(1999). Customer satisfaction and its measurement in hospitality enterprises. *International Journal of Contemporary Hospitality Management*, 11(7) , 326-339
- Reisinger, Y. (2009). International tourism: Cultures and behavior.UK: Elsevier.
- Reuland, R., Coudrey, J., and Fagel, A. (1985). Research in the field of hospitality. *International Journal of Hospitality Management*, 4(4), 141-146.
- Robinson, G. (2012). Nostalgic Thai tourists head to Amphawa. *Citylife Chiang Mai*, 21(2).
- Rodrigues, T. (2001). Tourist spending more time at the mall. *San Diego Business Journal*, 22(19), 19-22.

- Sauders, M., Lewis, P., & Thornhill, A. (2007). Research methods for business students. *Harlow: Pentice Hall/Financial Time Press.*
- Schouten, F. (2005). Managing visitors: Helping the frail to prevail. *NHTV Academic Studies*, (1). NHTV Breda University of Professional Education: Netherlands.
- Suntikul, W. (2013). Nostalgia-motivated Thai domestic tourism at Amphawa. *International Critical Tourism studies conference: Sarajevo.*
- Swanson, K., & Horridge, P. (2006). Travel motivations as souvenir purchase indicators. *Tourism Management*, 27(4), 671-683.
- Tammy, R., Kinley, Judith, A., Forney, & Youn Kyung Kim. (2012). Travel motivation as a determinant of shopping venue. *International of Culture, Tourism and Hospitality Research*, 6(3), 266-278.
- Timothy, D.J. & Butler, R.W. (1995). Cross border shopping: A North American perspective. *Annals Tourism Research*, 22(1), 16-34.
- Timothy, D. J. (2005). Aspects of tourism: shopping tourism, retailing and leisure, *Channel View*, Clevedon.
- Timothy, D. J. & Butler, R. W. (2005). Cross boarder shopping: A North American perspective, *Annals of Tourism Research*, 22(1), 16-34.
- Tosun, C., Temizkan, P., Dallen J., Timothy, D. & Fyall, A. (2007) Tourist shopping experiences and satisfaction, *International Journal of Tourism Research*, 9, 87-102.

Turley, L.W. & Milliman, R.E.(2000). Atmospheric effects on shopping behavior: A review of the experimental evidence. *Journal of Business Research*, 49, 193-211.

Turner, L.W. & Reisinger, Y. (2001). Shopping satisfaction for domestic tourists. *Journal of Retailing and Consumer Services*, 8(1), 15-27.

Wheeler, F. (2009). Local challenges to regional destination branding: Case studies of two heritages in north east Victoria, Australia. *Tourism Research Unit* (PhD Scholar). Monash University, Australia.

Yuksel, A. (2004). Shopping experience evaluation: A case of domestic and international visitors. *Tourism Management*, 25(6), 751-759.

Yuksel, A. (2007). Tourist shopping habitat: Effects on emotions, shopping value and behaviors. *Tourism Management*, 28(1), 58-69.

Internet sources

Plearn Wan Live Museum @ Hua Hin. (2009, November). Retrieved on from <http://www.brandage.com/Modules/DesktopModules/Article/ArticleDetail.aspx?tabID=7&ArticleID=5048&ModuleID=701&GroupID=1257>

History of Hua Hin. (1999). Retrieved from <http://www.hoteltravel.com/th/thailand/huahin/history-of-hua-hin.htm>

SME Plus. (2011, January). Retrieved from http://2g.pantip.com/cafe/book_stand/smestoday/5401.html

Sritama, S. (2009). Nostalgia tourism takes Root in Thailand. Retrived from
http://www.nationmultimedia.com/2009/12/11/business/business_30118304.php.

Tourism Authority of Thailand. (2013). Retrieved on from
<http://www.tourismthailand.org/Where-to-Go/Hua-Hin>

Tuffin, W. (2010). An assessment of the Thai domestic market for community-based
tourism in Thailand's Northeast. Retrived from
<http://ecoclub.com/articles/530-%20101009-thailand%3E>.



The background of the page features a large, light gray watermark of the Assumption University of Thailand logo. The logo is circular, with the text "ASSUMPTION UNIVERSITY OF THAILAND" around the top and "มหาวิทยาลัยอัสสัมชัญ" around the bottom. In the center is a shield with various symbols, including a cross, a star, and a banner that reads "BROTHERS of LABOR OMNIA VINCIT". Below the shield, it says "SINCE 1969".

APPENDIX A

Appendix A(1) Questionnaire in English

Appendix A(2) Questionnaire in Thai

Appendix A(1)

Questionnaire for a study to investigate the tourist's behavior and satisfaction of performance on the nostalgic elements of Plearn Wan

Before completing this questionnaire, please think of the nostalgic features of Plearn Wan, when you have visited to the destination. Please choose the answer based on your experience in order to provide the most effective answer from your opinion.

Part I Tourist shopping behavior on nostalgic elements at Plearn Wan

Please select the answer with X to each of following statements.

Importance: 5 = Most important, 4 = Very important, 3 = Fair/Neutral, 2 = Less important, 1 = Not important

Performance: 5 = Excellent, 4 = Very good, 3 = Good, 2 = Fair/Neutral, 1 = Poor

Importance					Detail	Performance				
1	2	3	4	5		1	2	3	4	5
					1. What's your opinion on Tangible Attributes?					
1	2	3	4	5	1.1) Aesthetics	1	2	3	4	5
1	2	3	4	5	1.2) Vintage decors	1	2	3	4	5
1	2	3	4	5	1.3) Signage	1	2	3	4	5
1	2	3	4	5	1.4) Vintage theme of staff costumes	1	2	3	4	5
					2. What's your opinion on Intangible Attributes?					
1	2	3	4	5	2.1) Light and sound	1	2	3	4	5
1	2	3	4	5	2.2) Ambience of old day	1	2	3	4	5
1	2	3	4	5	2.3) Sublimity	1	2	3	4	5
1	2	3	4	5	2.4) Liveliness (colorful theme)	1	2	3	4	5
					3. Activities					
1	2	3	4	5	3.1) Accommodations	1	2	3	4	5
1	2	3	4	5	3.2) Shopping on local products	1	2	3	4	5
1	2	3	4	5	3.3) Shopping on general products	1	2	3	4	5
1	2	3	4	5	3.4) Fairs	1	2	3	4	5
1	2	3	4	5	3.5) Seasonal events/ Festival theme	1	2	3	4	5
					4. Exhibitions					
1	2	3	4	5	4.1) Topics	1	2	3	4	5
1	2	3	4	5	4.2) Features	1	2	3	4	5
1	2	3	4	5	4.3) Demonstrations such as self-guide and Tour guide	1	2	3	4	5

Importance					5. Physical shopping evidence	Performance				
1	2	3	4	5	5.1) Local products/ unique souvenirs	1	2	3	4	5
1	2	3	4	5	5.2) General products	1	2	3	4	5
1	2	3	4	5	5.3) Products with PLW or Hua-Hin Logo	1	2	3	4	5
1	2	3	4	5	5.4) Clothes & Accessories	1	2	3	4	5
1	2	3	4	5	5.5) Reasonable price with suitable quality	1	2	3	4	5
					6. Dining					
1	2	3	4	5	6.1) Food stall	1	2	3	4	5
1	2	3	4	5	6.2) A la carte	1	2	3	4	5
1	2	3	4	5	6.3) Pub and restaurant	1	2	3	4	5
1	2	3	4	5	6.4) Local foods and traditional foods	1	2	3	4	5
					7. Store owner/Server in Plearn Wan					
1	2	3	4	5	7.1) Good relationship / service mind	1	2	3	4	5
1	2	3	4	5	7.2) Provide general information upon PLW and Hua Hin	1	2	3	4	5
1	2	3	4	5	7.3) Traditional and cultural reflections on Hua Hin	1	2	3	4	5
					8. Destination infrastructure and facilities					
1	2	3	4	5	8.1) Traffic and parking management	1	2	3	4	5
1	2	3	4	5	8.2) Restrooms and sanitation	1	2	3	4	5
1	2	3	4	5	8.3) Cleanliness and waste management	1	2	3	4	5
1	2	3	4	5	8.4) Walk way convenience	1	2	3	4	5
1	2	3	4	5	8.5) Queue management	1	2	3	4	5

Part II General Information of tourist behavior and attitude on Plearn Wan

Please mark X in ☐ to indicate your choice and answer the questions in the blank.

1. I have visited Plearn Wan for.....
☐ First time ☐ 1 times ☐ 2 times ☐ 3 times ☐ more than 3 times
2. I have spent.....at Plearn Wan.
☐ Less than an hour ☐ 1-2 hours ☐ 2-3 hours ☐ 3-4 hours ☐ more than 4 hours
3. My most favorite activity at Plearn Wan is.....
☐ Dining ☐ Buying souvenirs ☐ Walking around
☐ Attending the special events/occasions ☐ Others.....
4. Please rank the favorable unit with their nostalgic element.
 (1 = most favorable , 6 = Least favorable)
 -Nostalgic atmosphere
 -Local foods
 -Unique souvenirs
 -The special events that PLW arranged such as seasonal festival, musical concert, and traditional entertainment activity)
 -Local participation
 -others (.....)
5. How much did you spend during visit Plearn Wan?
☐ Less than 500 bahts ☐ 501-2,000 bahts ☐ More than 2,001 bahts
6. I come here with.....
 - ☐ Familyperson ☐ Relativesperson
 - ☐ Friends/Colleaguesperson ☐ Tour groupperson
 - ☐ Couple ☐ Others (please specify.....)

Recommendations:.....

Part III: Personal information

- Gender: ☐ Male ☐ Female
- Age: ☐ Below 20 years ☐ 21-30 years old ☐ 31-40 years old
 ☐ 41-50 years old ☐ 51-60 years old ☐ over 60 years old

- Status: ☐ Single ☐ Married
☐ Divorce ☐ Stay together
- Salary/month: ☐ Less than 20,000 bahts ☐ 20,001-80,000 bahts
☐ More than 80,000 bahts
- Current address: ☐ Nearby province (Petchaburi, Chomphon)
☐ Bangkok
☐ Others.....



Appendix A(2)

แบบสอบถามชุดนี้เป็นส่วนหนึ่งเพื่องานวิจัยของนักศึกษาระดับปริญญาโท คณะบริหารธุรกิจ สาขาการบริหารการท่องเที่ยว มหาวิทยาลัยอัสสัมชัญ จัดทำขึ้นเพื่อสำรวจความพึงพอใจในการเลือกซื้อสินค้าและพฤติกรรมของนักท่องเที่ยวที่เกี่ยวเนื่องกับการศึกษาของสถานที่ท่องเที่ยวในบรรยากาศย้อนยุคที่เพลินวาน

โปรดตอบคำถามตามความเป็นจริงให้ครบทุกข้อ โดยนึกถึงบรรยากาศย้อนยุคของเพลินวานเมื่อท่านเข้าเยี่ยมชม

ตอนที่ 1 พฤติกรรมการซื้อสินค้าของนักท่องเที่ยวในปัจจัยของบรรยากาศย้อนยุค (nostalgic elements)

กับเพลินวาน

ความสำคัญ : 5 = มีความสำคัญเป็นอย่างยิ่ง, 4 = มีความสำคัญ, 3 = มีความสำคัญปานกลาง,
2 = ค่อนข้างไม่สำคัญ, 1 = ไม่สำคัญ
ความสามารถ : 5 = ดีเยี่ยม, 4 = ดีมาก, 3 = ดี, 2 = พอใช้, 1 = ควรปรับปรุง

ความสำคัญ					รายการ	การปฏิบัติจริง				
1	2	3	4	5		1	2	3	4	5
					1. ท่านคิดเห็นอย่างไรเกี่ยวกับองค์ประกอบบรรยากาศย้อนยุคที่เพลินวาน					
1	2	3	4	5	1.5) สิ่งแวดล้อมที่ได้รับการจำลอง (Aesthetics)	1	2	3	4	5
1	2	3	4	5	1.6) การตกแต่งสถานที่ดูเชิญชวน (Decors)	1	2	3	4	5
1	2	3	4	5	1.7) ป้ายบอกทางที่เป็นเอกลักษณ์ (Helper Sign)	1	2	3	4	5
1	2	3	4	5	1.8) การแต่งกายของผู้ประกอบการและเจ้าหน้าที่ที่กลมกลืนไปกับบรรยากาศ	1	2	3	4	5
					2. ท่านคิดเห็นอย่างไรเกี่ยวกับองค์ประกอบที่สัมผัสไม่ได้ (Subliminal factors) ในบรรยากาศย้อนยุคที่เพลินวาน					
1	2	3	4	5	2.1) มีการแสดงแสง-สี-เสียง ชวนให้หวนรำลึกถึงอดีต	1	2	3	4	5
1	2	3	4	5	2.2) มี "กลิ่นอาย" ของบรรยากาศย้อนยุค	1	2	3	4	5
1	2	3	4	5	2.3) มี "ปัจจัยที่มองไม่เห็น" แต่ทำให้รู้สึกได้ถึงบรรยากาศย้อนยุค	1	2	3	4	5
1	2	3	4	5	2.4) มี "การไซส์" ที่ให้ชีวิตชีวาแบบบรรยากาศย้อนยุค	1	2	3	4	5
					3. กิจกรรมในเชิงย้อนยุคที่เพลินวาน					
1	2	3	4	5	3.1) โรงแรมและที่พักของเพลินวาน	1	2	3	4	5
1	2	3	4	5	3.2) การเลือกซื้อของที่ระลึกท้องถิ่นที่เพลินวาน	1	2	3	4	5
1	2	3	4	5	3.3) การเลือกซื้อของที่ระลึกทั่วไปที่เพลินวาน	1	2	3	4	5
1	2	3	4	5	3.4) การเข้าร่วมกิจกรรมที่เพลินวานจัดให้นักท่องเที่ยว	1	2	3	4	5
1	2	3	4	5	3.5) การเข้าร่วมกิจกรรมตามฤดูกาลหรือเทศกาลต่างๆที่เพลินวานจัดขึ้น	1	2	3	4	5

ความสำคัญ					รายการ	การปฏิบัติจริง				
					4. การเข้าเยี่ยมชมและเข้าร่วมกิจกรรมเพลินวาน					
1	2	3	4	5	4.1) ชื่อของกิจกรรมและร้านค้าในเพลินวาน (Topics)	1	2	3	4	5
1	2	3	4	5	4.2) รูปแบบการจัดแสดงบริเวณต่างๆ เช่น บริเวณลานกิจกรรม, บริเวณ ฉากภาพยนตร์ (Features)	1	2	3	4	5
1	2	3	4	5	4.3) การเข้าเยี่ยมชมและเข้าร่วมกิจกรรม เช่น การเยี่ยมชมสถานที่ด้วย ตนเอง, การอำนวยความสะดวกจากเจ้าหน้าที่ และ การได้รับคำแนะนำการ เข้าร่วมกิจกรรมจากเจ้าหน้าที่ (Demonstrations)	1	2	3	4	5
					5. การเลือกซื้อสินค้าที่เพลินวาน					
1	2	3	4	5	5.1) สินค้าท้องถิ่นหรือผลิตภัณฑ์จากหัวหินมีเอกลักษณ์เฉพาะ	1	2	3	4	5
1	2	3	4	5	5.2) สินค้าทั่วไป	1	2	3	4	5
1	2	3	4	5	5.3) ของที่ระลึกที่มีสัญลักษณ์สื่อถึงเพลินวานหรือหัวหิน	1	2	3	4	5
1	2	3	4	5	5.4) เสื้อผ้าและเครื่องประดับ	1	2	3	4	5
1	2	3	4	5	5.5) ราคาสินค้ามีความเหมาะสมกับคุณภาพสินค้า	1	2	3	4	5
					6. อาหารการกินทั่วไปที่ท่ารถรับประทานเมื่อมาที่เพลินวาน					
1	2	3	4	5	6.5) ร้านรถเข็นหรือแผงลอยตั้งอยู่ในบริเวณเพลินวาน	1	2	3	4	5
1	2	3	4	5	6.6) ร้านอาหารตามสั่ง	1	2	3	4	5
1	2	3	4	5	6.7) ร้านอาหารเพื่อความรื่นเริงและสังสรรค์ยามค่ำคืน (ผับ, ร้านเหล้า)	1	2	3	4	5
1	2	3	4	5	6.8) มีการนำเสนออาหารท้องถิ่นและอาหารแบบย้อนยุค ซึ่งหารับประทานได้ยากในปัจจุบัน	1	2	3	4	5
					7. ผู้ประกอบการร้านค้าและให้บริการในเพลินวาน					
1	2	3	4	5	7.1) มนุษยสัมพันธ์ระหว่างชาวหัวหินและนักท่องเที่ยว	1	2	3	4	5
1	2	3	4	5	7.2) ชาวหัวหินสามารถให้ความรู้ความเข้าใจเรื่องสถานที่ โดยทั่วไปแก่นักท่องเที่ยวได้	1	2	3	4	5
1	2	3	4	5	7.3) ชาวหัวหินสามารถสะท้อน และถ่ายทอดวัฒนธรรมหัวหิน ในอดีตได้	1	2	3	4	5
					8. สาธารณูปโภค					
1	2	3	4	5	8.1) ระบบจราจรและการจอดรถบริเวณรอบเพลินวาน (Traffic and parking management)	1	2	3	4	5
1	2	3	4	5	8.2) ห้องน้ำ (Restrooms and sanitation)	1	2	3	4	5
1	2	3	4	5	8.3) ความสะอาดของสถานที่และการจัดการขยะ (Cleanliness and waste management)	1	2	3	4	5
1	2	3	4	5	8.4) การจัดพื้นที่เพื่อสัญจรภายในบริเวณเพลินวาน (Walk way convenience)	1	2	3	4	5
1	2	3	4	5	8.5) การบริหารจัดการความคับคั่งในการสัญจรของนักท่องเที่ยวในเพลิน วาน (Queue management)	1	2	3	4	5

ตอนที่ 2 ข้อมูลพฤติกรรมและทัศนคติโดยทั่วไปของนักท่องเที่ยวต่อเพลินวาน

1. คุณเคยมาเที่ยวเพลินวานกี่ครั้ง : ☐ ครั้งแรก ☐ 1 ครั้ง ☐ 2 ครั้ง ☐ 3 ครั้ง
☐ มากกว่า 3 ครั้ง
2. คุณใช้เวลาอยู่ในเพลินวานนานเท่าไรในแต่ละครั้ง :
☐ น้อยกว่า ชม. ☐ 1-2 ชม. ☐ 2-3 ชม. ☐ 3-4 ชม. ☐ มากกว่า 4 ชม.
3. กิจกรรมใดที่คุณชื่นชอบที่สุดในตลาดเพลินวาน :
☐ รับประทานอาหาร ☐ ชื้อของที่ระลึก ☐ เดินเยี่ยมชมสถานที่
☐ เข้าร่วมกิจกรรมพิเศษในโอกาสต่างๆที่เพลินวานจัดขึ้น
☐ อื่นๆ.....
4. สิ่งใดที่คุณชื่นชอบที่สุดในตลาดเพลินวาน (โปรดระบุความสำคัญได้มากกว่า 1 ข้อ โดยใช้ตัวเลขตามลำดับความชอบ
 เช่น 1 = สำคัญที่สุดหรือชื่นชอบที่สุด, 6 = สำคัญน้อยที่สุดหรือชอบน้อยที่สุด)
บรรยากาศย้อนยุคอาหารท้องถิ่น
ของที่ระลึกที่มีเอกลักษณ์
กิจกรรมที่เพลินวานจัดขึ้น (เช่น กิจกรรมพิเศษตามฤดูกาลหรือเทศกาลต่างๆ การแสดงดนตรีและมหรสพ
 งานละเล่นพื้นเมืองย้อนยุค งานรื่นเริง และงานเดินรำ เป็นต้น)
การมีส่วนร่วมของชาวหัวหินอื่นๆ(.....)
5. คุณเสียค่าใช้จ่ายในตลาดเพลินวานครั้งละประมาณเท่าไร?
☐ น้อยกว่า 500 บาท ☐ 501-2,000 บาท ☐ มากกว่า 2,000 บาท
6. ท่านมาท่องเที่ยวเพลินวานกับใคร
☐ ครอบครัว จำนวน.....คน ☐ ญาติมิตร จำนวน.....คน
☐ เพื่อนเพื่อนร่วมงาน จำนวน.....คน ☐ คณะท่องเที่ยว จำนวน.....คน
☐ คู่รัก ☐ อื่นๆ (โปรดระบุ.....)

ข้อเสนอแนะอื่น ๆ

.....

ตอนที่ 3 ข้อมูลทั่วไปของนักท่องเที่ยว

- เพศ : ☐ ชาย ☐ หญิง
- อายุ : ☐ ต่ำกว่า 20 ปี ☐ 21-30 ปี ☐ 31-40 ปี ☐ 41-50 ปี
☐ 51-60 ปี ☐ มากกว่า 60 ปี
- สถานภาพ : ☐ โสด ☐ สมรส ☐ หย่าร้าง ☐ อยู่กิน
- รายได้ต่อเดือน : ☐ น้อยกว่า 20,000 บาท ☐ 20,001-80,000 บาท ☐ มากกว่า 80,000 บาท
- คุณเดินทางมาจากที่ได้ในการมาเที่ยวพลีนวาน: ☐ จังหวัดใกล้เคียง (เพชรบุรี ชุมพร หรืออำเภออื่นๆในจังหวัด
 ประจวบคีรีขันธ์)
- ☐ กรุงเทพมหานคร ☐ อื่นๆ

ขอขอบคุณที่ให้ความร่วมมือและเสียสละเวลา

ผู้วิจัย นางสาวผานิศรา กลมอ่อน

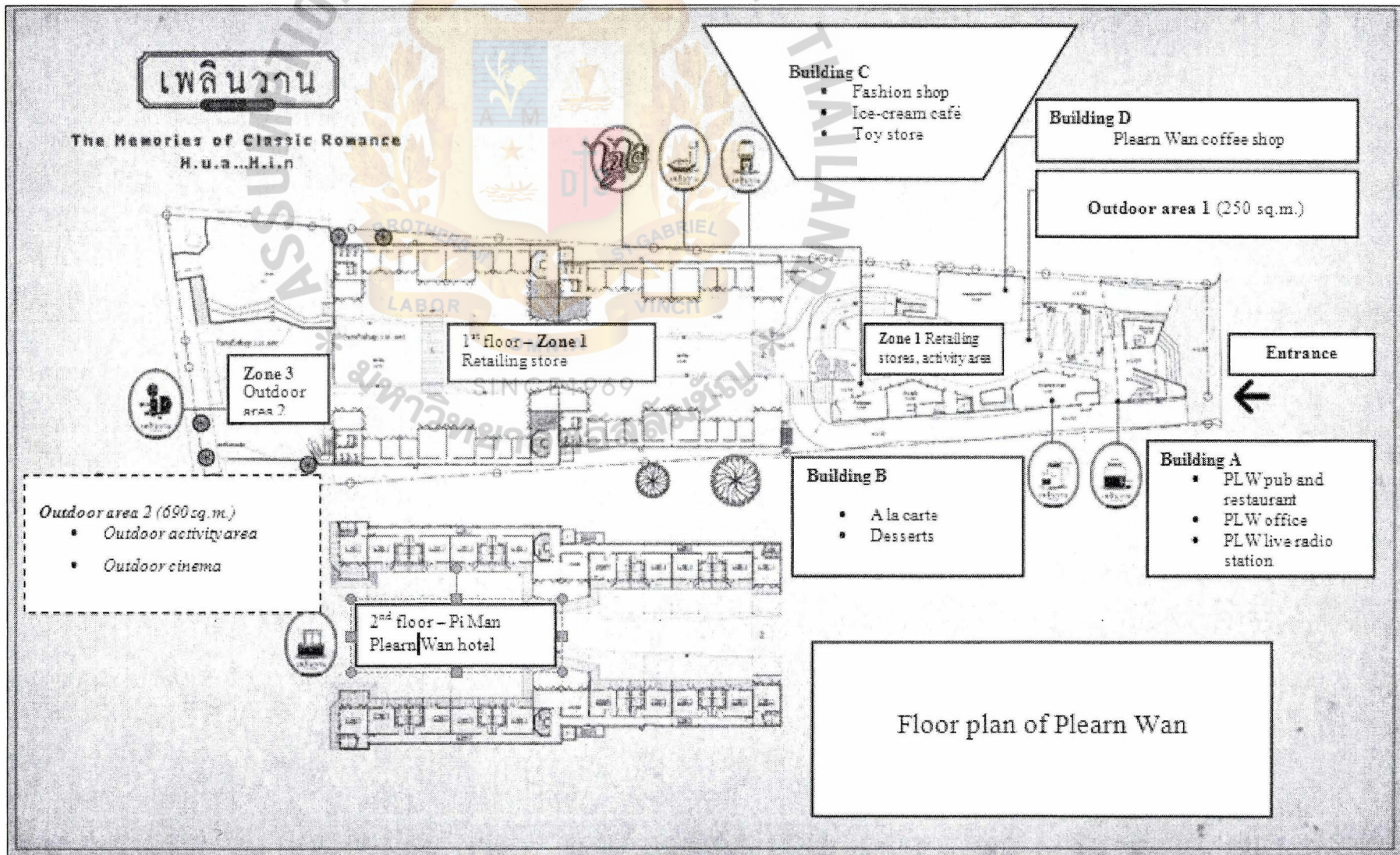
* มหาวิทยาลัยอัสสัมชัญ *
 SINCE 1969

APPENDIX B

Pictures of the research

Site: Plearn Wan





Appendix B (2) Pictures of Plearn Wan

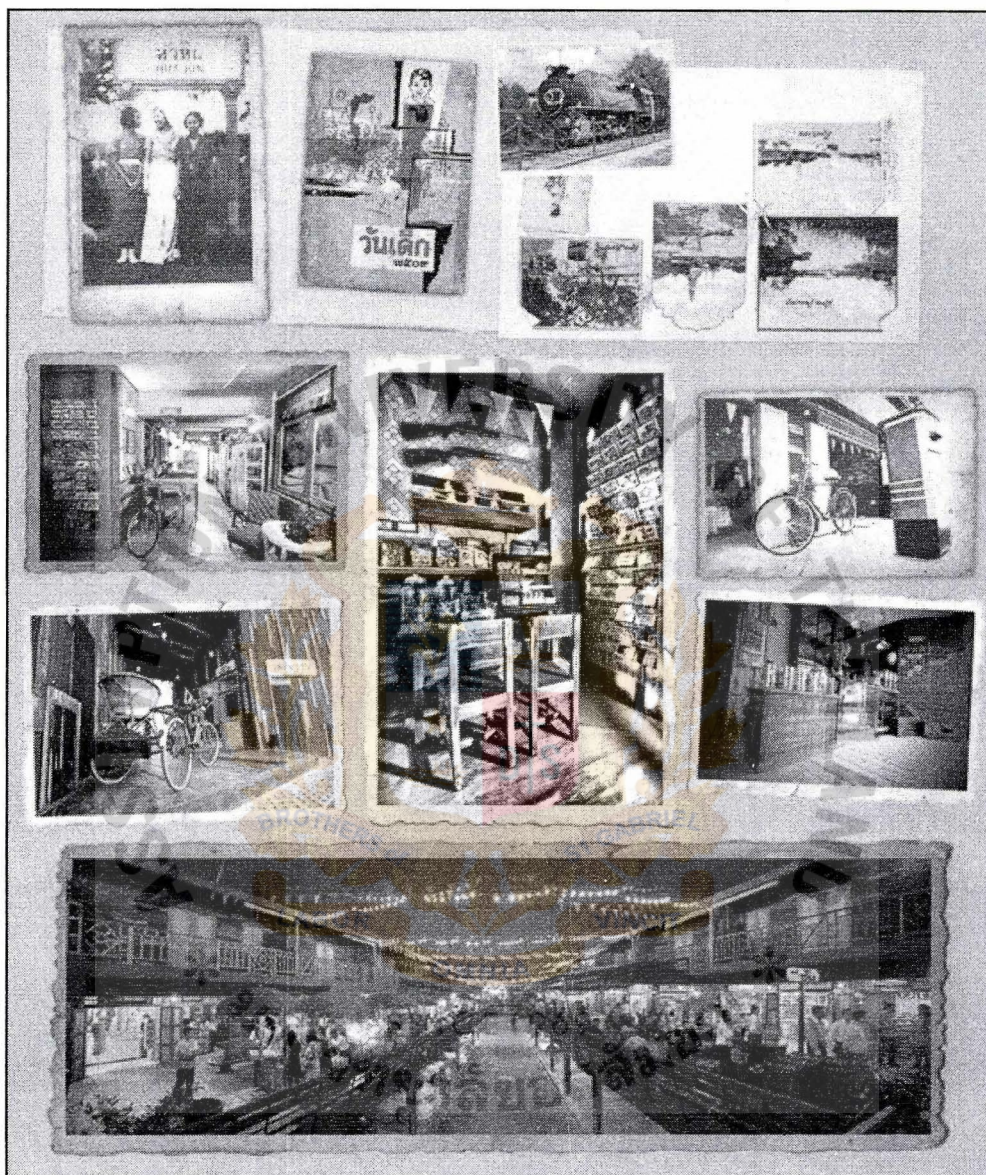


Figure B1 Plearn Wan and nostalgic atmosphere



Figure B2 Plearn Wan's gift shops

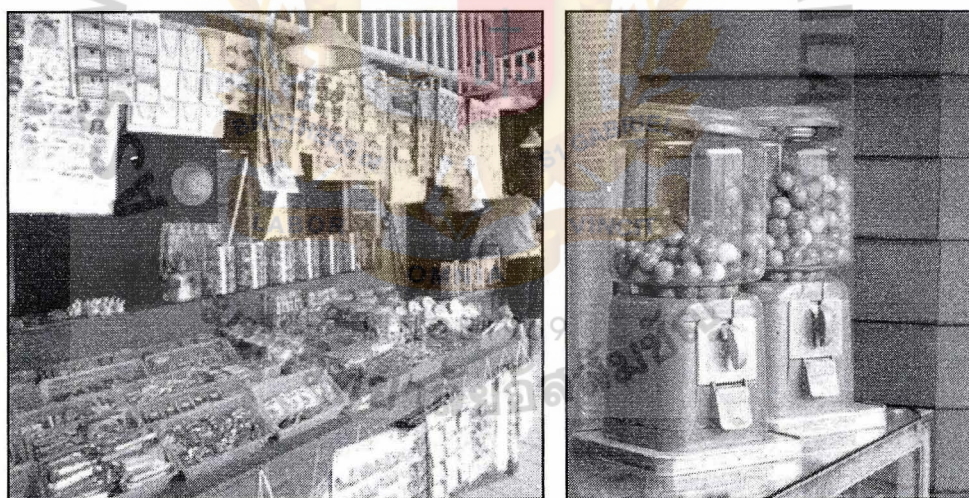


Figure B3 Childhood toys

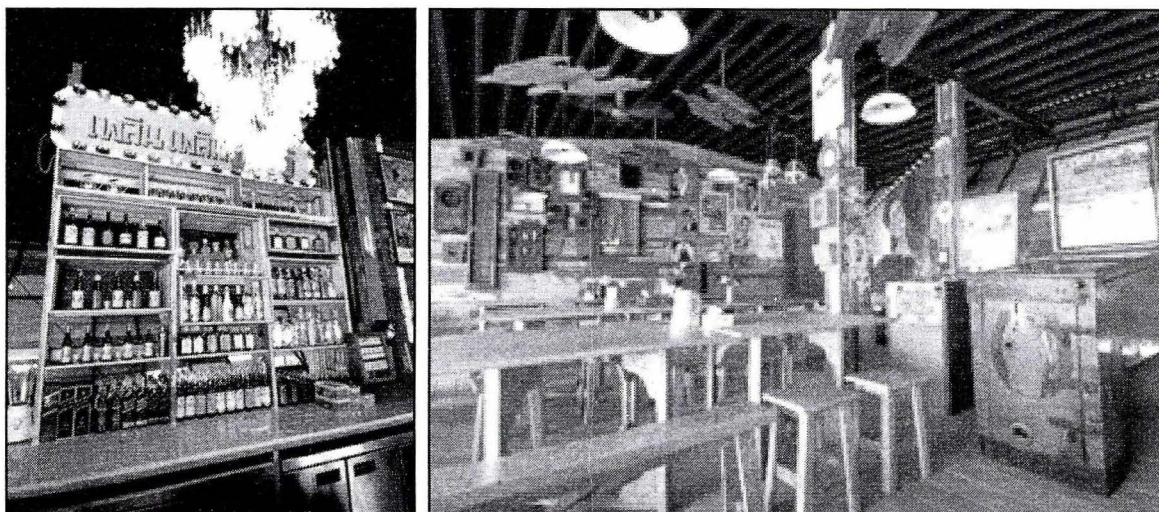


Figure B4 Plearn Wan's pub and restaurant



Figure B5 Retailing stores at Plearn Wan

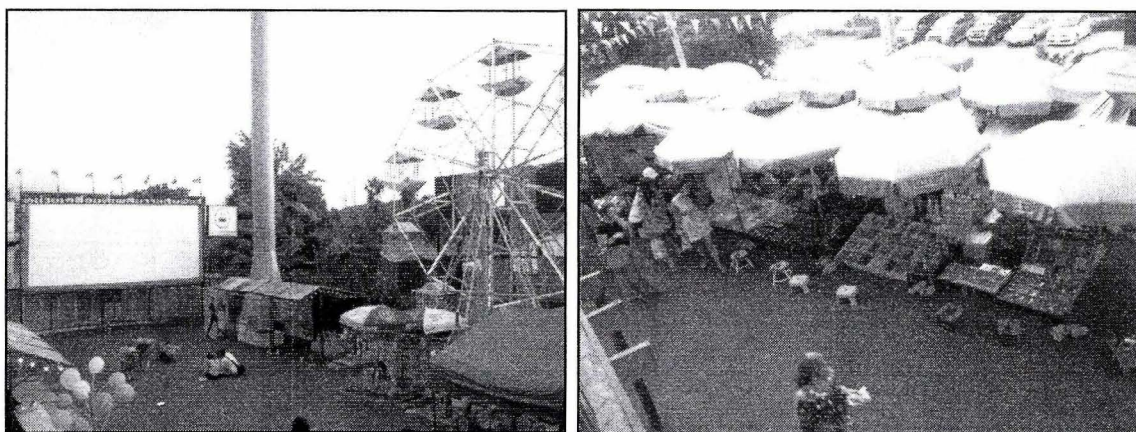


Figure B6 Activity area



Figure B7: Foods stall

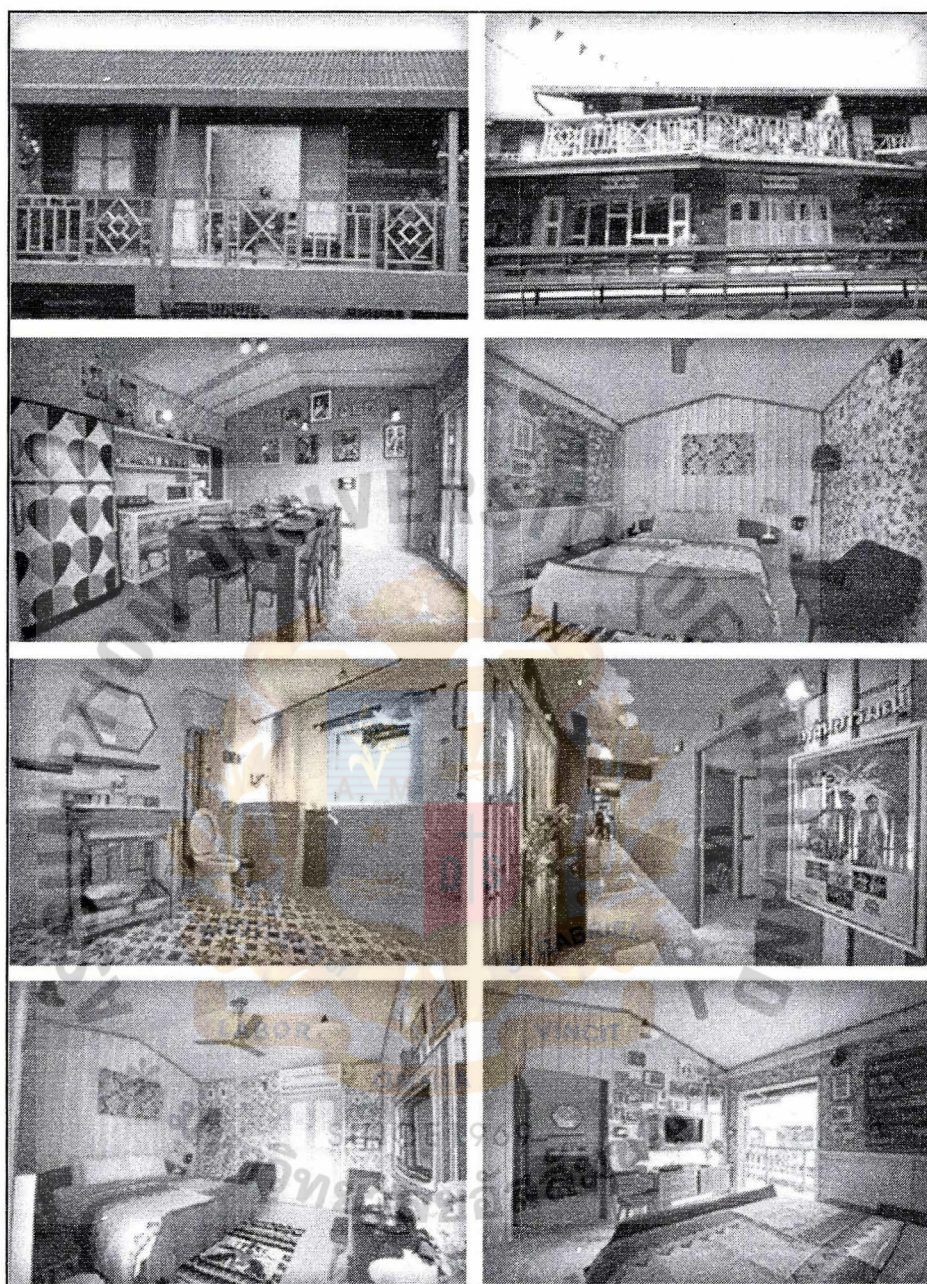


Figure B8: Piman Plearn Wan hotel

