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MARKETING STRATEGIES AND VISITOR BEHAVIOR OF CHINESE TOURISTS IN THAILAND: A QUANTITATIVE ANALYSIS

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ABSTRACT

The study of behaviour and variables influencing Chinese visitors' choice of Chinese tour operators when they go to Thailand. Product, pricing, procedure, tangible proof, people, site, and promotion are the components of the marketing mix that are examined in this research in relation to the likelihood that visitors would return to cultural and historical national parks. With a sample of 423 individuals chosen by convenience and cluster sampling, the study obtains a reliability value of 0.95 and confirms instrument validity using the Index of Congruence (IOC). Key marketing mix components (product, price, venue, and promotion) and visitor perceptions, such as the likelihood of returning, process satisfaction, and physical evidence satisfaction, were analysed using structural equation modelling (SEM). The findings show that marketing techniques have a major impact on tourist satisfaction both directly and indirectly, highlighting the value of tailored marketing strategies in improving visitor experiences. This research bridges the gap between marketing theory and cultural heritage management, offering marketers and park administrator's useful information to enhance tourist engagement and conserve cultural heritage.

1. INTRODUCTION

International tourism, which is perhaps the biggest sector in the world, brought in USD 1.22 trillion in 2016 and is predicted to increase at a pace of 3.3% annually to reach 1.8 billion foreign visitors by 2030 (Correia, 2013). The world's most popular tourist destinations are particularly affected by this growth, and addressing the wide-ranging effects of tourism will necessitate a more sophisticated understanding of the connections between sustainability, destination resilience, and local impressions of the growing number of tourists passing through (Baker & Crompton, 2000; Correia, 2013). Thailand has made tourism a "priority" policy in recent years, and it now serves as a microcosm of national and worldwide initiatives to maximise the sustainability results of a rapidly growing international tourist sector (Baker & Crompton, 2000; Neuts et al., 2013). Bangkok, the capital of the country, has become the most popular tourist destination in the world only ten years after political unrest caused a tourism crisis there in 2008 (Lin, 2014). With a variety of historical (Dalina Amonhaemanon, 2015), cultural, and other attractions that now attract over 20 million foreign tourists yearly, Bangkok was awarded the world's most visited city in both 2016 and 2017, surpassing London, Paris (Lin, 2014) Dubai, and New York for two consecutive years. These patterns may be attributed to the increasing number of foreign visitors from China (Dalina Amonhaemanon, 2015), who have been the biggest outbound tourism market in the world since 2012 and who now go to Thailand more than any other nation (Huang et al., 2015). In Bangkok alone, the number of Chinese visitors rose from 2 million in 2011 to 6.4 million in 2016, accounting for around 21% of all foreign visitors to Thailand in the last quarter of 2016. In addition to providing cash and jobs for many nations, the growth of tourism is becoming more and more important to the expanding global economy (Huang et al., 2015; WTO, 1994). Chinese people's income levels have significantly increased as a result of the economy's fast expansion (Cohen & Avieli, 2004). With more and more Chinese taking holidays abroad, travel has emerged as a crucial metric of the country's expanding wealthy population's quality of life in tandem with rising income levels. According to data from the China Tourism Academy, China's outbound market grew by 14.7% from the previous year to reach 149.72 million in 2018 (Dai et al., 2017). Chinese visitors spent USD 115.29 billion in 2017, which was 5% higher than in 2016 (Sriwattanaviboon & Srisorn, 2019) and ranked first globally. Chinese outbound visitors are thus a sizable and promising market, and they have significant purchasing power. Thailand's economic and social growth is greatly influenced by the tourism sector (Chancharat, 2011). Additionally, it serves a large number of firms in addition to directly generating income for the nation's services trade (Wailerdsak & Siengthai, 2017). Additionally, according to the World Travel & Tourism Council (WTTC), tourism generated 5,834,000 jobs (15.5% of all employment) in Thailand in 2017 and contributed THB 3,229.8 billion, or 21.2% of the country's GDP, both directly and indirectly (Council, 2017). As a result, the Thai government recognises the value of tourism in terms of marketing and gives the sector top attention. It is crucial to concentrate on the market for international visitors, particularly Chinese outbound tourists (Liu et al., 2018). Through an action plan, the Thai government consistently develops and promotes the tourist sector. The Thai Tourism Authority has recently improved collaboration with several Chinese cities and provinces. Nine Thai airlines and 20 major Chinese airlines have signed operating routes as of 2017 (Thailand, 2017). Guangzhou Baiyun Airport and Shanghai Pudong International Airport have the most flights, followed by Bangkok International Airport. Concurrently, the Thai government introduced the 4.0 development plan and worked to create a contemporary tourist sector, aiming to do so within 4 or 5 years. Thailand is now the top travel destination for tourists from outside because to a complete improvement in the quality of leisure travel there (Surawattananon et al., 2021). The Thai government now prioritises tourism development and places a high value on the international travel industry. The Thai Tourism Authority has specifically said that it would focus more on growing the Chinese travel sector (Zhu et al., 2022). The number of Chinese visitors visiting Thailand has grown dramatically during the last eight years, according to statistics from the China National Tourism Administration. Figure 1 illustrates how the number of Chinese visitors to Thailand has grown annually between 2010 and 2018. Chinese Thailand's tourist business remains vital despite several issues that hindered its growth in 2014, including political unrest and natural calamities (Steigenberger & Bobek).
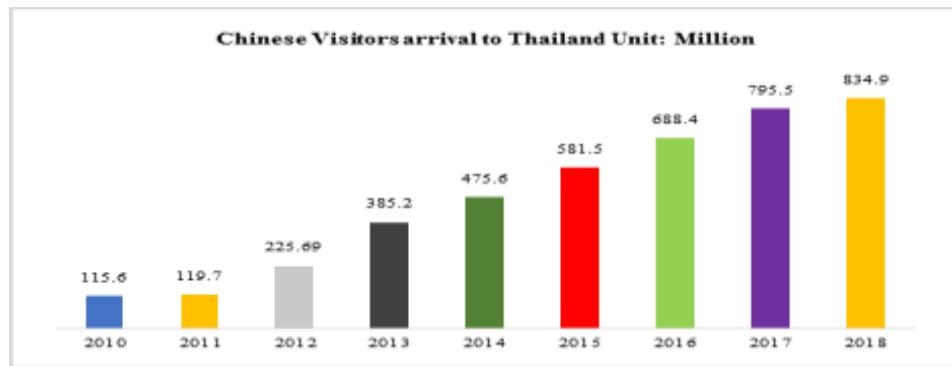
Figure 1: Arrival of Chinese tourists in Thailand. [23]
(Sources: China National Tourism Admirative).

The level of life for Chinese visitors has been rising in tandem with economic growth and advancement. The Ministry of Tourism and Sports of Thailand (2017) says that over 9.8 million Chinese tourists travelled to Thailand in 2017, up 11.97% from the year before and accounting for 30% of all foreign visitors, setting a new record. Planning and managing the tourism industry is essential for developing strategies, enhancing service quality, and promoting sustainability. The tourist sector must take into account both supply and demand issues. The facilities, goods, and services offered to visitors are supply factors, while the tourists themselves are demand factors (Maski et al.). Thus, one of the key responsibilities of tourism destinations is to comprehend the visitors. Understanding the motivation and contentment of the visitor is the most crucial aspect of understanding them. Successful tourist destination sales in an increasingly crowded market should be determined by examining the connection between visitor motivation, satisfaction, and loyalty.

Thailand has also seen notable destination reactions as a result of Chinese travel trends. Nearly 10 million people travel between the two nations annually as a result of their tight cooperation in the tourist sector. Thailand now permits Chinese travellers to get a travel visa upon arrival and has established more direct flight links with Chinese cities (e.g., Thai flight, Wuhan, China to Phuket, Thailand (Quer & Peng, 2022)). On a lesser scale, research indicates that host-visitor conflicts have escalated due to cultural misinterpretations between Chinese visitors and locals in places like Bangkok. Businesses may use experiential marketing to influence tourists or visitors, particularly for tourist attractions (Wiska et al., 2024). This implies that the marketers may design virtual events and/or campaigns that provide their tourism destinations as a preview, attracting tourists to visit (Morrison, 2023). Additionally, because vlogs allow viewers to experience things first-hand, they may also contribute to experiential marketing. If celebrities or vloggers can produce high-quality vlogs that give the impression of authentic taste, these blogs and/or videos may attract new viewers in addition to their existing fan base.

A thorough grasp of the many elements influencing consumer behaviour and satisfaction is essential in today's corporate environment. Customers' opinions and behaviours are greatly influenced by constructs like Revisit Potential, Product, Price, Place, Promotion (Aldani, 2025), People, Process, and Physical Evidence. Although these constructs are thoroughly examined separately in the literature currently in publication, there is a research vacuum in the integrated evaluation of these elements utilising a strong set of indicators (Luekveerawattana, 2025). Unstudied are the connections among these constructs and their combined effects on consumer behaviour, especially with regard to repeat business. The 7Ps Product, Price, Place, Promotion, People, Process, and Physical Evidence are often known as the marketing mix. They have long been acknowledged as a crucial foundation for understanding and influencing customer behaviour in a variety of industries, including tourism. National parks provide a distinct chance to investigate how these factors interact to influence visitor choices, particularly with regard to the likelihood of return visits, especially those with cultural and historical value. According to research, every component of the marketing mix influences consumer loyalty and happiness, which in turn affects whether or not they decide to return. For example, it has been shown that providing customers with well-preserved historical sites and cultural experiences as product offers greatly increases their perceptions of value (Rahayu et al., 2024). Pricing strategies are particularly essential since, if consumers believe the value meets their expectations, proper pricing not only encourages first visits but also

increases their likelihood of returning. As more tourists turn to social media and online marketing to choose locations, promotion especially via digital channels has become more and more important in recent years (Awal et al.).

The new Chinese visitors are more technologically and linguistically savvy than China's first group of outbound tourists, who mostly travelled on package tours for economic reasons (Ren, 2022; Zhu et al., 2022). They would rather slow down to explore more specialised areas and activities rather than follow the hectic travel schedules and rigorous itineraries of most tour groups (Gao et al., 2022).Additionally, they prefer self-organised travel to specialised and lesser-known locations by learning about them online. Additionally, they like posting their travelogues on various social media platforms. In recent years, Chinese visitors have drawn unfavourable attention and criticism, especially from Thai social media (e.g., Facebook, Microblog), despite the fact that mainstream media (e.g., Thailand Tourism Authority) have emphasised the benefits that Chinese tourists provided to Thailand. examined 146 news articles and 10 criticisms from Thai Rath, one of Thailand's most important newspapers, between 2010 and 2016 in order to investigate how Thai society views Chinese visitors (Li et al., 2021; XIAODAN, 2023). They discovered that Thai people generally had a more favourable opinion of Chinese visitors' economic standing than their behaviour. However, a number of Chinese visitors to Thailand expressed dissatisfaction with certain aspects of their trip (Jia & Zhao, 2021). These discrepancies might be the consequence of a lack of understanding about how to bridge the information gap between the demands of travellers and the suppliers of tourism-related goods and services (Karsokiene et al., 2025).

Situated in north-eastern Thailand's Thani province, Phu Foi Lom National Park is a location of great historical and cultural value. The park, which is well-known for its distinctive rock formations, prehistoric cave paintings, and archaeological treasures, is a witness to the area's rich past. Intricately sculpted sandstone formations that portray themes from everyday life and ancient mythology embellish the park's landscapes. The cultural customs and beliefs of the ancient occupants may be better understood thanks to these artefacts. Furthermore, a range of archaeological monuments, like as megalithic constructions, stone tools, and rock shelters, can be found in Phu Foi Lom National Park Thani, demonstrating human habitation for thousands of years. In addition to providing a tranquil and beautiful setting, this national park acts as a living museum, documenting and explaining the intriguing past of Thailand's ancient civilisations. An excellent example of a cultural and historical national park where visitor experiences, marketing plans, and preservation initiatives are crucial is Phu Foi Lom National Park in Thani province. The Park is a perfect place to study how marketing initiatives, including advertising, tangible proof, and visitor management, affect tourist satisfaction and likelihood of return because of its unique combination of historical relevance and natural beauty. This website is likewise crucial for comprehending the difficulties associated with historical landmark preservation and the development of environmentally friendly travel strategies in Thailand.

1.1. Research Target

This study is on historical and cultural national parks, with a particular emphasis on Phu Foi Lom National Park in the north eastern Thai province of Thani. The purpose of the research is to evaluate the effects of integrated marketing techniques on visitor satisfaction, perceptions, and inclinations to return. Park managers, tourist policymakers, and scholars with an interest in cultural tourism make up the main audience. By examining the distinctive features of historical parks, the study aims to provide practical insights that satisfy administrative and scholarly requirements.

1.2. Theoretical Contribution

By incorporating marketing mix theory within the framework of cultural heritage tourism, the study contributes to scholarly debate. It offers a thorough framework for comprehending how marketing concepts interact and affect visitor behaviour, satisfaction, and inclinations to return. By providing insights into the combined impacts of marketing techniques, this theoretical contribution fills a gap in the literature and advances scholarly knowledge of tourist management in historical and cultural contexts.

2. REVIEW LITERATURE

Choibamroong (2017) expectations and visitor satisfaction are considered two key factors assessing the quality of tourism as the primary objective of the industry is to operate a company in response to consumer wants. The expectations and satisfaction of Chinese visitors with Thailand's tourism services are compared in this research. Two groups of Chinese visitors, divided into income-based categories, are the study's participants. Throughout this study, they are referred to as "general" (indicating lower-income

Chinese visitors) and "quality" (indicating higher-income Chinese tourists). 435 ordinary visitors and 413 quality tourists filled out a questionnaire as part of a survey research technique. Parasakul (2019) in order to ascertain which aspects of Chinese tourists' shopping experiences in Bangkok they were satisfied with and which need immediate improvement, this research used the Importance-Performance Analysis. The survey found that the top five items purchased were food items, cosmetics and pharmaceuticals, clothing and accessories, and artwork or souvenirs.

2.1. Chinese Visitors Rated Six Aspects of Shopping as Satisfactory

(1) Friendliness of sales personnel, (2) honesty of sales staff, (3) service quality, (4) variety of items, (5) quality of goods, and (6) representations of the culture of goods.

2.2. Four Factors, However, Need Immediate Attention

(1) Reasonable pricing, (2) problems with currency conversion, (3) information about shopping, and (4) uncrowded areas. Over half of the guests were anxious about the language barrier, which was followed by issues with transportation and store access, retail pricing and payment methods, goods, and staff service quality. Du et al. (2019) this research examined the effects of the well-known Chinese movie Lost in Thailand on travellers behaviour at the location using user-generated material from a social media website. In order to investigate the spatiotemporal behaviour behaviours of Chinese tourists visiting Thai before to and after the film's release, the writers evaluated visitor quantities and carried out social network and content analysis. The structure of tourism flow networks, the overall number of visitors, and the spatiotemporal patterns of visitors were the three aspects in which this research examined changes in visitor behaviour at a location. Wongsunopparat and Shen (2021) the purpose of this research is to look into what influences Chinese tourists' choice of Bangkok as a travel destination. Additionally, by evaluating four destination attributes culture, transportation, architecture, and cuisine Kuala Lumpur and Tokyo, Japan was chosen for comparison. A sample of 400 Chinese tourists who had visited Bangkok was employed in this research. Finding the first and second order possible elements that have a major impact on Chinese visitors' decision to go to Bangkok is the primary research question. Huang (2023) the goal of this study was to determine the significance of making decisions regarding the China Laos

Thailand high speed train system based on the marketing mix factors, as well as the intent to purchase of Chinese consumers when selecting this service as their top option.

2.3. The Conceptual Content Encompasses Variables Linked to Purchase Intention by Selecting the China-Laos-Thailand High-Speed Train as the Primary Travel Option, as well as the Four Ps of the Marketing Mix

Product, price, location, and advertising. Convenience sampling and extra interviews with four interviewees were used to select the 400 person sample group. Data for statistical analysis in the form of frequency, percentage, mean, and deviation from mean were known as descriptive statistics. Pansukkum (2019) there is a chance to investigate the relationship between the demand for youth travel and the supply of cultural tourism, even though youth tourism and cultural tourism two increasingly significant sectors of the tourist industry have been extensively studied. Since young travellers (those between the ages of 15 and 25) are different from earlier travel generations and are keen to discover and learn about other cultures, it is crucial to comprehend them. Young people who want to discover new things and settings by visiting locations with a wealth of historical and contemporary cultural features are drawn to cultural tourism destinations. Gong et al. (2019) this research used a combination of approaches to evaluate local perceptions of Chinese tourist conduct in Bangkok, Thailand, which is the most visited place in the world and in China. The development of a framework for responsible tourism and the accompanying survey given to locals at three picturesque locations in the city were influenced by the analysis of ten semi-structured interviews. Three responsible tourism indicators were assessed using multiple linear regression to determine if locals thought Chinese tourists behaved responsibly overall. Virdee (2017) the history of Chinese (Taoist) temples and shrines in Phuket, Thailand, is extensive and distinctive. Phuket's unique cultural tourism attractions, such Chinese temples and shrines, are inactive, despite the fact that the island is still mostly a sun, sea, and beach destination. Only Phuket's religious Vegetarian Festival is being advertised to tourists at this time. Based on the opinions of foreign visitors, this research investigates how Chinese temples and shrines in Phuket are seen as cultural tourism destinations. In order to gather information on Chinese temples and shrines in Phuket from 153 foreign visitors who visited Chinese temples and shrines in the area, the study used a qualitative

methodology that included open-ended questions, projective enquiries, and projective sketching methods. After then, content analysis was used to examine the data.

Liang and Zuo (2022) in the days before the COVID-19 pandemic, Thailand's top destination for tourism was China. Outbound travel between China and Thailand is anticipated to gradually rebound in the near future as a result of the Chinese government's easing of its disease prevention policies. Therefore, for the tourism sectors in China and Thailand to revive, it is essential to research the variables influencing Chinese visitors' decision to return to Thailand. This study builds a model of the link between cultural attractiveness and tourism revisit intention using push-pull theory and a questionnaire survey with Chinese tourists who had visited Thailand as the research object. Sawagvudcharee (2024) in order to promote cultural tourism and environmentally friendly inventions that give priority to ecologically conscientious and sustainable destinations, this study attempts to get a deeper knowledge of the evolution of intangible cultural assets. This will be accomplished by leveraging brand awareness to create sustainable innovations for intangible cultural heritage based cultural tourism.

2.4. Conceptual Structure

Green tourism and knowledge cybernetics (KC) are the main goals of the study of sustainable innovations in cultural tourism via intangible cultural resources. By increasing brand recognition via intangible cultural heritage to encourage environmentally friendly technologies that borrow certain identities from intangible cultural heritages, this is done to enhance tourist culture. Liu et al. (2018) examine the evolution and distinction of Thailand's inbound tourist sources from ASEAN nations using data on inbound tourism from 1996 to 2015.

2.5. The Following are the Outcomes

First, Thailand's foreign currency profits and the number of visitors from ASEAN nations grew at an average pace of above 10%. Second, we discover that the majority of ASEAN source nations fall into the puppy or kid market classifications, with very few being star markets. Karnasuta (2019) (1) the decision-making procedures of Russian tourists visiting Thailand; (2) the decision-making process of Chinese tourists visiting Thailand; (3) a comparison of the decision-making processes of Chinese and Russian tourists visiting Thailand; and (4) the impression of travel agents regarding the decision-making processes of Chinese and Russian travellers visiting Thailand were the objectives of this study. Both quantitative and qualitative methods were used in this study. 400 Russian and Chinese tourists travelling to Thailand made up the population and samples. Data was gathered via a self-administered questionnaire and purposeful sampling. Descriptive statistics such as percentage, frequency, mean, variance, and variance by standard deviation were used in quantitative data analysis. Yang (2019) the purpose of this research was to investigate how motivation and perceived value affect visitor loyalty and satisfaction. The people living there were Chinese tourists who were visiting Thailand on their own. Data was gathered from 400 suitable samples at Don Muang and Suvarnabhumi Airports using self-administered questionnaires in Chinese. To ensure the validity and reliability of the questionnaire, Cronbach Alpha Coefficients and the Index of Item-Objective Congruence (IOC) were used. The research topics were evaluated using multiple regression analyses. Between the ages of 21 and 30, the majority of responders were unmarried women with bachelor's degrees who travelled with their families. According to the results, 96.3% of the variation in visitor satisfaction could be statistically explained by motive and perceived value. The relative impacts of both criteria on satisfaction were almost identical. Tourist loyalty could be statistically explained by motivation, perceived value, and pleasure in 71.6% of cases, with motivation having the largest relative influence (58.84%).

2.6. Marketing Mix of the 7Ps in Tourism

- **Product:** Destinations, lodging, experiences, attractions, and services like transportation and guided tours are all included in the tourism package. It has to fulfil client expectations and provide an unforgettable experience.
- **Price:** The tourist product's price, which need to take into account client affordability, competition, and value. Discounts, seasonal pricing, and premium pricing for upscale experiences are some examples of pricing tactics.
- **Place:** The methods of distribution used to market travel-related goods, include travel agencies, internet booking services, direct websites, and third-party resellers.
- **Promotion:** Advertising, digital marketing, social media, influencer partnerships, and promotional offers are examples of marketing communication tactics used to attract visitors.

- **People:** Everyone who contributes to providing the tourist experience, such as tour guides, customer service agents, hotel employees, and transportation suppliers. Customer happiness is increased by providing excellent service.
- **Process:** the operational processes that guarantee a smooth travellers experience, from reservations and check-in to customer service and guided tours. Customer satisfaction is increased via effective and seamless procedures.
- **Physical Evidence:** The material elements hotel atmosphere, brochures, internet reviews, branding, and website design that give client's confidence in their decisions. These elements foster trust and credibility.

2.7. Hypothesis of the Study

Hypothesis 1 (H1): Customers' propensity to return is significantly correlated with the determinants of Revisit Potential (such as product attributes, price, marketing, and tangible proof). We anticipate that these predictors and the Revisit Potential construct will positively correlate.

Hypothesis 2 (H2): The process construct is greatly impacted by elements that affect organisational processes, such as workflow, training, and procedures. We expect these parameters and the perceived efficacy and efficiency of service delivery to be positively correlated.

Hypothesis 3 (H3): Customers' impressions of physical evidence are greatly influenced by tangible aspects of the service environment, such as ambience, packaging, and cleanliness. We anticipate that these environmental elements and the Physical Evidence construct will be positively correlated.

Hypothesis 4 (H4): Customers' opinions of people are greatly influenced by personnel related factors (such as competency, friendliness, and training). We predict that the People construct and these personnel related characteristics will positively correlate.
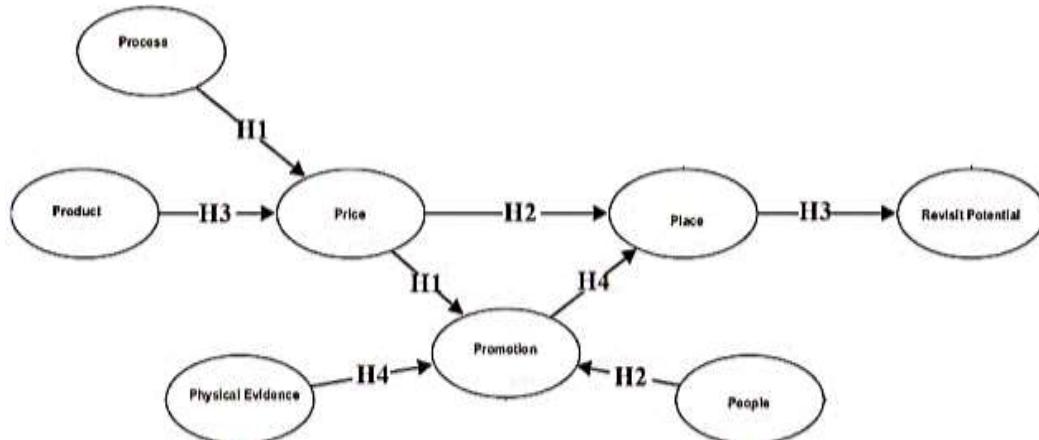

Figure 2: Research Framework.

3. RESEARCH METHOD

This study uses a method of quantitative study design and has 403,009 visits as its population. Convenience and cluster sampling were used to choose a sample of 423 individuals. 423 of the 450 surveys that were sent out were returned, resulting in a 94% response rate. The period of data gathering in 2023 was January through April. In order to deliver the surveys in person, the study team travelled to a number of historical and cultural locations inside national parks during this time. To provide a more comprehensive representation of the park's tourist base, the cluster sampling approach was used to separate the population into groupings according to the parks' geographical regions. The purpose of the questionnaire was to evaluate how the 7Ps Product, Price, Place, Promotion, People, Process, and Physical Evidence affect the likelihood of a return. To ensure that the sample represented usual visitor behaviour at this time, data was gathered over a 4 month period to account for seasonal differences in attendance at the parks. In order to ensure that the necessary sample size was reached for trustworthy statistical analysis, extra questionnaires were sent to allow for any non-replies or incomplete responses. Three tourism and research specialists evaluated the instrument's validity by generating the Index of Congruence (IOC), which measures how well the questionnaire questions and study goals coincide.

Indicating congruence with the goals, questions having an IOC value greater than 0.5 were deemed legitimate. On the advice of experts, problems with an IOC less than 0.50 were changed. A reliability coefficient of.95 was obtained when the updated questionnaire was conducted on a non-sample population of around 30 people to determine its comprehensibility and reliability. Everyone who visited Phu Foi Lom National Park in Thani province was the objective of the poll, which measured attitudes using a Likert scale from 1 (least agreement) to 5 (highest agreement).

3.1. Data Collection

In order to measure different constructs related to the marketing mix and revisit an opportunity in the context of archaeological and cultural national parks, a structured questionnaire covering product, price, process, physical evidence, people, place, promotion, and revisit potential was used to gather data for this study. Utilising convenience and cluster sampling techniques, the data was gathered from a sample of 423 visitors to Phu Foi Lom National Park in Thani province, guaranteeing a representative and varied sample. Strong data from this method provide valuable insights into the variables affecting the likelihood of a return. Upon reasonable request, the corresponding author will give data supporting the findings or analyses in this research. The data will be supplied in an ethically compliant way that protects participant identity and confidentiality.

3.2. Research Space

North-eastern Thailand's Udon Thani Province is home to the important archaeology and cultural site known as Phu Foi Lom National Park. The ecotourism location Phu Foi Lom (Thai: ภูฝอยลม) is located in Udon Thani, Thailand. Part of Pan Don Pa Ko National Reserve Park, its plateau is 600 meters above sea level. The lichen known as "Foi Lom" is the source of the name "Phu Foi Lom," although they are difficult to locate since forest trespassers used to enter the area and collect them. Officially, Phu Foi Lom is a destination for eco-tourists, particularly those who like the outdoors.

Some unusual plants and flowers with stunning hues and intriguing structures may be found here. Ancient populations used the site as a place of worship and dwelling, which contributes to its historical relevance. Natural forces have sculpted the rock formations over thousands of years, and early occupants used them to construct shelters and places of worship.

3.3. Data Analysis and Statistical Methods

The primary characteristics of the dataset, including metrics like mean, standard deviation, percentage terms, and frequency, are summed up and described using these statistical approaches. Understanding the distribution, dispersion, and predominant trend of data like visitor demographics and levels of fulfilment is made easier with the use of descriptive statistics. Structural Equation Modelling (SEM) is the statistical test that is used to analyse the path coefficients. A statistical method for analysing the structural links between variables both latent and observed structural equation modelling enables the investigation of intricate correlations between many variables at once. Within the SEM framework, the route coefficients in this case indicate the direction and intensity of the correlations between independent and dependent variables. These coefficients show how the independent variables directly affect each other.

4. RESULTS

The sample group is made up of 189 female participants (42.8%) and 234 male individuals (56.7%). The vast majority of the sample (270 people, or 69.1%) are between the ages of 18 and 30. 51 participants, or 19.9% of the total, are aged 44 and beyond, while 102 people, or 28.9% of the total, are in the next age group, which is 31–43 years old. The majority (69.7%) have less than a bachelor's degree in terms of education. 28.9% have a bachelor's degree, and 28.9% have more education than a bachelor's degree. Students make up the largest occupation (58.9%), followed by business/trade professionals (55.7%), farmers (9.8%), government officials (7.8%), workers of companies (8.9%), and others (7.8%). The majority (38.8%) make less than 15,000 Baht per month, followed by those who make between 16,001 and 40,000 Baht (28.6%) and those who make more than 50,000 Baht (28.8%). 87.5% of people are single, followed by married people (97.5%) and divorced people (8.5%). Hotels make up the majority of lodging options (48.8%), followed by homes (9.87%), resorts (6.8%), hostels (9.7%), and staying with family (8.7%). Thailand accounts for 8.7% of the total number of visitors, with China coming in second (5.8%), South America (2.8%), Asia (0.8%), Australia (0.6%), and Europe (0.8%). The majority of individuals (17.9%) travel alone, with family (30.9%), friends (41.9%), tour companies (6.9%), and work related travel (5.9%) following closely behind. In terms of travel expenditures each trip, about 39.7% spend between 10,001 and 15,000 Baht, 36.8% spend less than 5,000 Baht, 15.8% spend between 5,001 and

10,000 Baht, 2.8% spend more than 20,000 Baht, and 8.8% spend between 15,001 and 20,000 Baht. In Table 1, the mean and standard deviation are shown.

Table 1: Marketing Mix (7Ps).

Marketing Mix (7Ps)		S.D.	Mean
Product	**A11** If a tourist site has a solid reputation for its history, food, or shopping, it will be more appealing and likely to catch your attention.	3.96	1.511
	A12 Local communities' historical landmarks and cultural identities are reflected in artisanal goods including weaving, fabric crafts, and ceramics.	3.48	1.598
Place	**B11** Travel businesses provide travellers with extensive packages that contain a wide range of world-historic locations.	3.59	1.205
	B12 There are enough automobiles and transit choices available to meet the demands of independent travellers.	4.51	1.986
Price	**C11** The desire of customers to pay determines the price of goods and services.	3.98	1.488
	C12 The cost reflects the quality of the services provided.	4.89	1.395
Promotion	**D11** To advertise the historic site package, sufficient direct marketing strategies are used, such as telemarketing, direct mail, and internet platforms.	2.59	1.489
	D12 Numerous media, such as magazines, newspapers, and television, are used for advertising.	3.48	1.529
People	**E11** The employees can converse well in a variety of foreign languages.	3.18	1.849
	E12 The people that live there are kind and friendly.	4.82	1.548
Process	**F11** The site management satisfies the necessary quality criteria.	4.29	1.986
	F12 This place is ready for tourists from outside.	3.96	1.529
Physical Evidence	**G11** History and old culture may be studied in Phu Foi Lom National Park.	3.54	1.409
	G12 An essential piece of historical documentation for the globe is the Phu Foi Lom National Park.	4.79	1.892
Revisit Potential	**H11** Travellers' Contentment.	4.85	1.965
	H12 Satisfaction of expectations on the tourist site.	3.96	1.859

The difference between the observable and expected correlations is measured by SRMR, as Table 2 illustrates. In general, an SRMR value of less than 0.08 is regarded as acceptable, but values nearer 0 indicate a better match. The model seems to fit well, as shown by the result of 0.0444. In addition to SRMR (0.0444), we evaluated the model using RMSEA, CFI, and TLI. The RMSEA value was 0.052, indicating a close fit to the data. The CFI and TLI were 0.958 and 0.945, respectively, both above the commonly accepted threshold of 0.90. These indices collectively affirm that the SEM model offers a robust representation of the hypothesized relationships.

The loadings of several indicators on the following constructs are shown in **Table 3:** Price, Product, Revisit Potential, Process, Physical Evidence, People, Place, and Promotional. Higher levels of loadings, which show the relationship between a measure and its underlying construct, suggest that the indicator is a good representation of the construct. Additionally, Table 3 shows three construct reliability measures for a variety of constructs, such as Product, Price, Revisit Potential, Process, Physical Evidence, People, Place, and Promotion: Dijkstra-Henseler's rho (ρA), Jöreskog's rho (ρc), and Cronbach's alpha (α). With all scores over 0.95, each construct demonstrates extraordinarily high dependability and outstanding internal consistency. In particular, the Product construct displays ρA, ρc, and α values of 0.978, 0.7649, and 0.7675, respectively.

Table 2: Fit of the Model.

	Value	HI95	HI99
SRMR	0.4895	0.9789	0.5489
D_{ULS}	0.5960	0.2159	0.6548
D_g	0.2489	0.6499	0.9689

Table 3: Three Build Reliability Metrics.

Marketing Mix (7Ps)		Loading	Dijkstra-Henseler's rho (ρA),	Jöreskog's rho (ρc),	Jöreskog's rho (ρc),	Average Variance Extracted
Product	A11	0.9869	0.5962	0.8962	0.5493	0.9418
	A12	0.4189				
Place	B11	0.8958	0.8956	0.9590	0.9562	0.9654
	B12	0.8795				
Price	C11	0.5418	0.4989	0.9895	0.4989	0.9789
	C12	0.9655				
Promotion	D11	0.5489	0.5493	0.9984	0.9899	0.9148
	D12	0.9808				
People	E11	0.4899	0.9665	0.8290	0.9487	0.9856
	E12	0.9565				
Process	F11	0.5921	0.8590	0.9853	0.9625	0.8799
	F12	0.9890				
Physical Evidence	G11	0.5489	0.9862	0.4896	0.9485	0.9489
	G12	0.1895				
Revisit Potential	H11	0.9896	0.4925	0.7489	0.9863	0.8942
	H12	0.9789				

Table 4 shows the Fornell-Lorcker criteria values, which indicate possible problems with discriminant

validity among the constructs evaluated in the research. Correlations across constructs are concerning, even if the diagonal values that reflect the squared roots of the Average Variance Extracted (AVE) often show appropriate levels of uniqueness for the majority of constructs. Price, Revisit Potential, Process, Physical Evidence, and Promotion are among the components that show correlations with other dimensions that are greater than their respective square roots of AVE. This suggests that there may be overlap and that discriminant validity may be lacking. These results highlight how crucial it is to improve the measuring model in order to guarantee distinct construct distinction and bolster the validity of the study's conclusions. To further interpret these findings, it is acknowledged that overlapping constructs such as Price, Promotion, and Revisit Potential may represent intertwined visitor perceptions. While convergent validity was acceptable, the discriminant validity results from Fornell-Larcker suggest potential conceptual overlap. This may reflect real world complexity where marketing influences are not entirely discrete. Future research could benefit from bifactor or second-order SEM models to better account for these interrelated dimensions.

Table 4: Validity of Discriminants: Fornell-Lorcker Criterion.

Construct	Product	Price	Process	People	Place	Promotion	Physical Evidence	Revisit Potential
Product	**0.9849**							
Price	0.8495	**0.9648**						
Process	0.6158	0.5962	**0.6549**					
People	0.9654	0.4896	0.6592	**0.4196**				
Place	0.9860	0.6489	0.9865	0.8963	**0.5965**			
Promotion	0.4892	0.6189	0.4986	0.5498	0.6983	**0.0955**		
Physical Evidence	0.5489	0.5986	0.6296	0.5909	0.9862	0.9856	**0.0959**	
Revisit Potential	0.3593	0.6185	0.5489	0.2159	0.8960	0.4896	0.4796	**0.9869**

The connections between independent variables and dependent constructs in the structural model are shown by the path coefficients in Table 5, which also show the direction and magnitude of these effects. Price has a negative influence on revisit potential (-0.3704), while product has a favourable impact (1.8795). Physical Evidence (0.9866) and Revisit Potential (1.4895) both significantly improve service efficiency for the Process. Product has a favourable impact on Physical Evidence (0.9850). Process has a positive effect on the People construct (0.5980), indicating that improved service procedures enhance employee attitudes. However, Place has a negative impact on the Place construct (0.6894), suggesting problems with how people perceive the actual site. On the other hand, Promotion has a positive impact on the Promotion construct (0.6953), emphasising the advantages of successful promotional efforts. These coefficients highlight the significance of several elements in influencing the attitudes and actions of customers.

Table 5: Coefficients of Path.

Independent Variables	Dependent variables			
	Revisit Potential	Process	Physical Evidence	People
Product		1.9856		
Price		-0.8496		
Process			1.4892	0.8956
People	0.8956			
Place			-0.9895	
Promotion		0.5969		
Physical Evidence				-2.4950

Table 6 shows how different predictors, taking into consideration both direct and indirect effects, affect the dependent variables in the structural model.

Table 6: Total Impact.

Independent Variables	Dependent variables			
	Revisit Potential	Process	Physical Evidence	People
Product	1.4896	1.2519	1.2159	0.9856
Price	-0.9393	-0.3897	-0.3296	-0.2495
Process	0.8495		0.9862	0.9865
People	0.8998			
Place	-0.5489		-0.8496	
Promotion	0.5148		0.3269	-0.2895
Physical Evidence	-0.8159		-0.5498	-2.6980

Table 7 shows how intermediate variables affect these connections by demonstrating the indirect impacts of independent variables (predictors) on dependent variables (constructs) via mediators in the structural model. Through revisit potential, improvements in product-related elements have a positive indirect influence on people, physical evidence, and service processes, but higher prices have a negative impact on these constructs through the same route. Enhancements in revisit potential have an indirect positive impact on service procedures and staff impressions. Furthermore, elements that influence the likelihood of returning also have an indirect effect on how people see the actual site and marketing initiatives.

Table 7: Effects that are Indirect.

Independent Variables	Dependent variables			
	Revisit Potential	Process	Physical Evidence	People
Product	1.5195		1.21895	0.9854
Price	-0.9650		-0.9852	-0.5963
Process	0.8956		-0.3148	
People				
Place	-0.5549			
Promotion	-0.8056		0.5219	
Physical Evidence	-0.2969		-0.5849	

Summarises how different predictors affect dependent constructs, emphasising Cohen's f2 values, direct effects, indirect effects, and total effects.

Table 8: Effect Overview.

Effects	Beta (β)	Indirect Effects	Total Effects	Cohen's f2
Product >Revisit Potential		1.5965	1.5148	
Product >Process	1.2189		1.2148	
Price >People			0.9580	
Price >Physical Evidence		-0.2159	-0.3259	0.5986
Process>People		-0.9568	-0.3659	
Process>Physical Evidence	-0.3695	-0.3296	0.2148	
Physical Evidence> Revisit Potential		0.9659	-0.3965	0.3229
Physical Evidence>People	1.2995	0.2159	-0.5989	
People >Revisit Potential	0.3259		0.6489	0.2189
People>Physical Evidence	0.9851	-0.5189	0.2978	0.6059
Place >People		-0.2140		0.6529
Place >Revisit Potential	-1.1899	-0.6592	0.5149	
Promotion >Physical Evidence	0.2189		1.2195	-1.0596
Promotion >People	0.5489	0.2989	0.5980	1.2099

5. DISCUSSION

Investigating the effects of several marketing mix components (product, price, process, tangible evidence, people, location, and promotion) on consumers' propensity to return to cultural and historical national parks was the aim of this research [51, 52]. The discussion that follows examines the hypotheses' outcomes, justifications for adopting or rejecting each one, and a comparison with the results of earlier studies.

Hypothesis 1 (H1): Customers' propensity to return is significantly correlated with Revisit Potential predictions (such as product attributes, price, marketing, and tangible proof) [52, 53]. It is anticipated that these predictors and the Revisit Potential construct would positively correlate.

5.1. Results and Acceptance

The evidence supported this idea. The results show a strong positive correlation between consumers' propensity to return to national parks and elements including product attributes, price policies, marketing campaigns, and tangible proof. The findings imply that a satisfying consumer experience, fuelled by these components of the marketing mix, has a direct impact on the desire to return.

Hypothesis 2 (H2): The process construct is greatly impacted by elements that affect organisational processes, such as workflow, training, and procedures. These elements are expected to positively correlate with the perceived efficacy and efficiency of service

delivery.

5.2. Results and Acceptance

Additionally, this theory was validated [53, 54]. The research discovered a high positive correlation between the perceived efficacy and efficiency of service delivery and organisational processes, including internal procedures, staff training, and workflow optimisation. It has been shown that well-organised procedures improve overall service quality [54, 55], giving clients a more efficient and pleasurable experience.

Hypothesis 3 (H3): Customers' impressions of physical evidence are greatly influenced by tangible aspects of the service environment, such as ambience, packaging, and cleanliness. It is anticipated that these environmental elements and the Physical Evidence architecture would have a favourable connection.

5.3. Results and Acceptance

Additionally, this theory was validated [55, 56]. According to the research, consumers' opinions of physical evidence were greatly impacted by concrete factors including the park's atmosphere, cleanliness, and general surroundings (such as signage and product display). Consumers gave these concrete indicators a lot of weight when determining the calibre of the services they received.

Hypothesis 4 (H4): Customers' opinions of people are greatly influenced by personnel related factors (such as competency, friendliness, and training). It is hypothesised that these personnel related elements and the People construct are positively correlated.

5.4. Results and Acceptance

The findings also supported this theory [56, 57]. The research discovered a strong positive correlation between consumers' opinions of service quality and personnel-related characteristics including competence, friendliness, and training.

When guests engaged with knowledgeable, amiable, and well-trained employees, they were more likely to think highly of the service, which increased their level of pleasure and probability of returning

[58]. Customers' propensity to return to cultural and historical national parks is significantly influenced by the many components of the marketing mix, including product, price, promotion, process, physical evidence, and people, as the research confirms for all four hypotheses [59, 60]. These results are in line with previous research in the travel and service industries, which emphasises the significance of both material and immaterial components in influencing consumer loyalty and views. By highlighting the marketing mix's function in the context of tourism, especially in national parks, the study advances our theoretical understanding of the concept. Additionally, it gives park managers and tourism expert's useful advice on how to improve the entire tourist experience and encourage return visits by concentrating on both operational procedures and customer facing components.

6. CONCLUSION

This research looks at how the important components of the marketing mix Product, Price, Process, Physical Evidence, People, Place, and Promotion interrelate with one another and how that affects the potential for revisits in historical and cultural national parks. The results show that Product has a positive impact on Physical Evidence, Revisit Potential, and People, highlighting the significance of improving product-related elements for a better visitor experience. Process, Physical Evidence, and People account for a significant amount of the variation in Revisit Potential, according to the SEM findings, which demonstrate a strong model. The high R^2 and modified R^2 values show how well these factors predict visitor loyalty and satisfaction. People were shown to be the most impactful component, highlighting the role that staff interactions have in increasing visitor return rates. Key elements are Process and Physical Evidence, which indicate that national parks should prioritise preserving excellent physical settings and providing efficient services.

In general, these results provide practical suggestions for improving the experiences of tourists and encouraging return visits to historical and cultural national parks.

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