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NEGATIVE SOCIO-CULTURAL IMPACTS FROM THE PERSPECTIVE OF THAI TOURISTS: A CASE STUDY OF SAM CHUK MARKET COMMUNITY SUPHANBURI PROVINCE

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ABSTRACT

This research article aims to: (1) evaluate the level of negative socio-cultural impacts from the perspective of Thai tourists in the case of Sam Chuk Market Community, Suphan Buri Province, and (2) examine the factors influencing such impacts. A quantitative approach was employed with 400 Thai tourists who had visited Sam Chuk Market at least twice, selected through purposive sampling. A structured questionnaire was used as the research instrument. Data were analyzed using descriptive statistics and multiple regression analysis. The results indicated that tourists perceived overall negative socio-cultural impacts at a moderate level (Mean = 3.04 out of 5). However, a critical disparity was observed in the dimension of "cultural pollution" (Mean = 4.66), which was rated very high. This suggests that aggregated overall scores may mask a significant underlying risk related to cultural commodification that could undermine community identity in the long term. The purposive sampling of repeat visitors was intended to capture respondents with sufficient experiential knowledge of community change; therefore, the findings primarily reflect experienced domestic tourists rather than the general tourist population. The regression model showed low explanatory power ($R^2 = 0.040$), indicating that demographic factors explain only a small portion of tourist perceptions and that other psychological or behavioral variables are likely more influential. Monthly income was the only significant demographic factor ($\beta = -0.149$), with higher-income tourists perceiving lower negative impacts; this association should be interpreted cautiously given the low R^2 and may require qualitative investigation to clarify underlying mechanisms. The study recommends participatory tourism planning and culturally sensitive management to prevent excessive commodification and preserve authentic community identity.

KEYWORDS: Negative Socio-Cultural Impacts, Thai Tourists, Sam Chuk Market

1 INTRODUCTION

At present, cultural tourism and community-based tourism (CBT) have become vital instruments for promoting local economic development in many countries around the world, including Thailand. This form of tourism development not only generates income for local residents but also contributes to the revitalization of cultural traditions, fosters environmental awareness, and enhances pride in local identity (UNWTO, 2023). However, the rapid growth of tourism activities in certain areas—particularly those with distinctive cultural characteristics and fragile traditional community structures—may also result in negative impacts on social structures, local ways of life, and traditional cultural practices.

On the other hand, the socio-cultural impacts could be negative, as in changes to community relationships, values, beliefs, and lifestyles and a sense of place attachment. These effects are usually due to the impact of the outside cultures that tourists bring, especially in places where such tourism is not carefully managed nor participatory (Koens, Postma, & Papp, 2018). Host communities—and not just through measurable resource consumption like a shared kitchen, but through less quantifiable and more existential things like beliefs and modes of living—are influenced by the dual role of tourists as individual consumers of experiences and co-creators of experiences.

Sam Chuk Market Community in Suphan Buri Province, is given an example of a cultural heritage tourism as a case study regarding conservation-based tourism and community-based tourism. Nationally recognized as a 100-Year Market, it has been lauded for maintaining its character. In addition, the local conservation of authentic wooden architecture, way of life, local culture and traditions compared nationally do also attract a dedicated range of visitors. But with its rising popularity—particularly on weekends—there have come difficulties, including overcrowding, changing community conduct and outside pressures to change an old way of life. They encompass the commodification of domestic space, performative cultural roles for tourists, and the erosion of traditional beyond-community interactions (Brouder et al., 2020)

Previous researches on Sam Chuk Market have been mainly on either economic development or community participation in tourism management, but very few have addressed socio-cultural impact with the views of tourists in specific context of core group of tourists consists of Thai tourists. Tourist perceptions are an important component of a multidimensional assessment of tourism impacts because they reveal how visitors observe, experience,

and interpret changes—an experience which may differ from that of local residents or tourism management agents (Zenker & Kock, 2020).

This study intends to explore the negative socio-cultural effects of tourism from the viewpoint of Thai tourist in the Sam Chuk Market Community. Various aspects are examined—intangible as well as tangible, involving feelings regarding changes in lifestyle among the local community, perception of authenticity from the tourism experience, crowding issues, hospitality and discomfort where tourists themselves are quick affected by rapid transformations in culture.

The findings of this study will provide an essential foundation for proposing sustainable community tourism management strategies. These include preserving cultural identity, fostering mutual understanding between tourists and local residents, and designing tourism experiences that respect and add value to traditional ways of life.

1.1 Research Objectives

1. To evaluate the level of negative socio-cultural impacts from the perspective of Thai tourists in the case of Sam Chuk Market Community, Suphan Buri Province.
2. To examine the factors influencing the negative socio-cultural impacts from the perspective of Thai tourists in the case of Sam Chuk Market Community, Suphan Buri Province.

2 LITERATURE REVIEW

2.1 Concept of Negative Socio-Cultural Impacts

To provide a comprehensive understanding of the study, the researcher reviewed relevant concepts and theories concerning negative socio-cultural impacts, as outlined below.

2.2 Definition of Negative Social Impacts

Negative social impacts are the changes in the social system or way of life of individuals, groups or communities which results in problems or damages to interpersonal relations, social values, norms and social structures. These transitions are frequently dictated by an outside force who is usually responding to things like developing, economic growth or to other related activities, which include tourism, investment, or even technological advance. While some of these social impacts are positive (and they may outweigh the negatives), negative impacts might arise in the form of conflict between tourists and residents, increased crime or deviant behavior, disruption to family or community relationships, diminished local pride and feelings of alienation among community members. Some scholars argue

that social impacts from tourism arise from the complex interactions between tourists and host communities, which can be both constructive and destructive to the social system of the destination (Mathieson & Wall, 1982).

2.3 Negative Social Impacts

While tourism is important in terms of the economic development and opportunities it brings to local communities, it can also produce many different social issues, including:

1. Social problems in tourist destinations

Overcrowding is common where tourist attractions are highly developed or thronging. This could create such issues as crime, drug trafficking, prostitution, gambling, and other social issues (mostly caused by the free flow of people and capital (Smith, 1989)).

2. Family issues and quality of life

Occupations related to tourism are often labor-intensive, with long and irregular working hours. A case in point is running shops during days or providing service throughout weekends to serve tourists puts parents on a run for childcare. As a result, children are sometimes neglected or forced to stay with older relatives who may not provide adequate supervision, ethics education, or socialization. Such scenario can adversely affect long-term social development and could turn into a larger social issue in the days to come.

3. Cultural conflicts between tourists and local communities

Misunderstandings or uncouth behavior may occur due to cultural differences between the tourist and the residing local. For example, some tourists may do things incompatible with Thai culture such as dressing inappropriately at sacred sites, climbing on the sacred objects to take images or displaying behaviors perceived as disrespectful to local culture. Such incidents may impede the community attitude and result in conflict or permanent rejection of tourism (Reisinger & Turner, 2003).

4. Feelings of inferiority and social gaps

When tourists, who are often from urban or developed regions, visit local communities, visible disparities in economic status, education, and living environments may cause residents to feel disadvantaged or outdated. These feelings can foster social alienation—a condition in which individuals feel detached or excluded from the broader society (Smith, V. L., 1977). Additionally, such perceptions of inequality may generate hostility toward tourists,

further widening the social divide.

5. Deterioration of community lifestyles and resources

Whereas tourism development orientated towards the fulfillment of tourists needs will only cause a decline in several aspects such as natural resources, culture, and social relationship, because of the overexploitation of community resources. The focus of tourism revenue may gradually destroy community lifestyles and implement changes accustomed to what the tourist desires (Scheyvens, 2002). In addition, the quality of life for local residents may not increase in relation to the increase in tourism since the local resources are being consumed more for tourist attractions than for sustainable community. Recent studies also show a well-being paradox, indicating that tourism development that is not sustainable can have detrimental effects on local well-being and that over-tourism can drive higher living costs and resource pressure which decrease the overall quality of life for the residents of popular tourist destinations (ResearchGate, 2024).

2.4 Definition of Negative Cultural Impacts

Negative cultural impacts are the transformation or deterioration of local lifestyles, values, beliefs, traditions and cultural identity due to the increase of tourists and the tourism industry.

2.5 Forms of Negative Cultural Impacts

In the context of tourism, cultural impacts manifest in multiple forms and affect communities in different ways, as follows (StudySmarter, 2024):

1. Commodification of Culture

As tourists visit nations, local traditions, performing arts, handicrafts, and even everyday practices are adapted, embellished, or staged to suit commercial purposes of inspire tourists to visit and hence lead to income generation from tourism, which often means that the original meaning and cultural values as well as the significance will be lost.

2. Cultural Erosion or Loss of Authenticity

When communities adapt themselves to meet tourist demands, they may adopt external cultural elements or abandon traditional practices, values, and customs. This gradual process results in the fading of local culture and a loss of unique identity.

3. Demonstration Effect

A negative impact could be that, especially the young population, could start imitating the tourists with their behaviors, clothing styles or materialistic values. It does have the potential, however, to generate

agitations against extant lifestyles, developing artificial requirements for consumer products, changing the normative code of the community.

4. Cultural Conflicts

Conflict may arise due to differences between the host community and the tourist. Such as wearing clothes in sacred places, disrespectful acts towards local customs, or cultural symbols (Reisinger & Turner, 2003).

5. Changes in Social Structure and Values

Tourism brings about money and opportunities which can make transformation in the occupational patterns like changing from agriculture to tourism employment. It is often the case that exposure to foreign cultures can lead to changes in family structures around the place and potentially differing values.

6. Degradation of Cultural Heritage Sites

Over-tourism or poor management may accelerate the deterioration of heritage sites, artifacts, and cultural landmarks due to excessive use or inappropriate tourist behaviors.

In summary, the negative socio-cultural impacts of tourism involve undesirable transformations in local lifestyles, social structures, values, beliefs, traditions, and cultural identity, all of which stem from the presence of tourists and tourism-related activities.

2.6 Dimensions of Socio-Cultural Impacts

Niraphai Chansawat (2008) proposed 23 dimensions for evaluating negative socio-cultural impacts of tourism, including: Begging, corruption, cultural change, cultural commercialization, cultural degradation, diffusion of foreign cultures, cultural pollution, imitation of inappropriate behaviors, destruction of traditional customs, drug-related problems, gambling addiction, conflicts between

tourists and local residents, alcohol abuse, rising crime rates, social inequality, loss of local dialects, overcrowding, problems related to prostitution, fraudulent activities targeting tourists, decline in community privacy, sexual harassment, traffic congestion, and community violence.

Previous tourism impact studies often employ demographic variables as baseline predictors of tourists’ perceptions, including age, gender, education, and income. However, recent research suggests that psychological and experiential variables such as cultural awareness, perceived authenticity, travel motivation, prior cultural tourism experience, and interaction with local residents – may better explain differences in perception of socio-cultural impacts (Zenker & Kock, 2020). Therefore, while demographic variables are useful as initial analytical controls, their explanatory power may be limited, and future studies should incorporate behavioral and psychological factors to achieve a more comprehensive understanding of tourism-impact perceptions. These considerations are particularly relevant in heritage CBT destinations such as Sam Chuk Market, where tourists’ interpretation of authenticity and cultural experience plays a central role in shaping perception.

2.7 Research Conceptual Framework

The study entitled Negative Socio-Cultural Impacts from the Perspective of Thai Tourists: A Case Study of Sam Chuk Market Community, Suphan Buri Province employs a quantitative research design. The researcher has developed the conceptual framework based on relevant theories and prior research, from which the independent and dependent variables are derived to construct the framework, as follows:

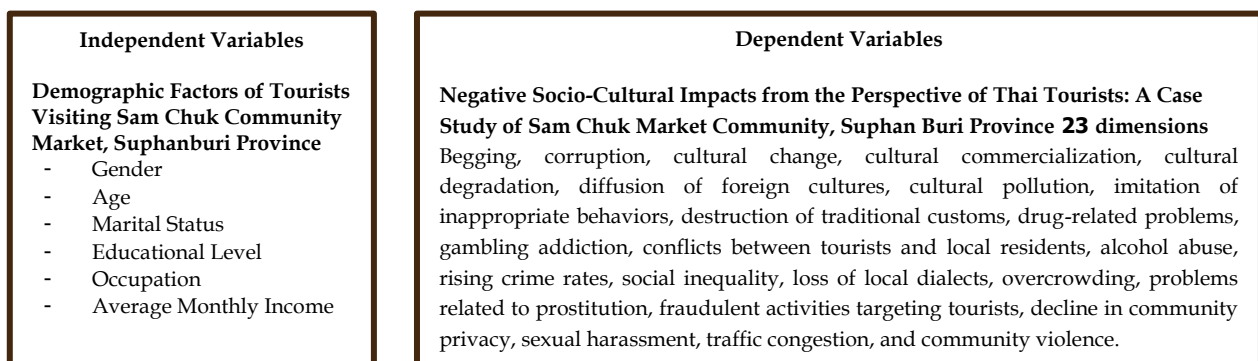


Figure 1: Research Conceptual Framework

3 RESEARCH METHODOLOGY

This study adopts a quantitative research

approach, aiming to explain the relationship between the negative socio-cultural impacts of tourism from the perspective of Thai tourists: A case study of Sam

Chuk Market Community, Suphan Buri Province. The details of the methodology are as follows:

3.1 Population and Sample

The population of this study consists of Thai tourists who have visited Sam Chuk Market Community, Sam Chuk District, Suphan Buri Province, at least twice. These respondents are considered appropriate because they possess direct experience in perceiving the negative socio-cultural impacts of the area.

The sample was selected using nonprobability purposive sampling. Questionnaires were administered to Thai tourists who visited on weekends and voluntarily participated, with the additional criterion of having visited Sam Chuk Market at least twice. This repeat-visitor criterion was applied to ensure respondents had sufficient prior experience to perceive socio-cultural changes over time. Nevertheless, this approach may limit external validity; therefore, the results should be interpreted as representing experienced domestic tourists rather than all visitors to Sam Chuk Market.

The sample size was determined based on Cochran's (1977) formula at a 95% confidence level, with $p = 0.5$ and an allowable error of 0.05, yielding a minimum sample size of 384 respondents. To ensure adequacy for analysis, the researcher set the final sample size at 400 respondents.

3.2 Research Instrument

The research instrument was a questionnaire, developed from the conceptual framework derived from literature reviews and relevant studies. Respondents completed the questionnaire by themselves. The questionnaire consisted of two parts:

- Part 1: Personal Information – 6 checklist-type questions covering gender, age, marital status, education level, occupation, and monthly income.
- Part 2: Negative Socio-Cultural Impacts – 23 questions measured on a 5-point Likert scale, ranging from “most severe” to “least severe.”

3.3 Data Collection

Data collection was conducted on-site by distributing and collecting questionnaires from Thai tourists who had visited Sam Chuk Market at least twice. A total of 400 completed questionnaires were obtained, all of which were verified for completeness and accuracy prior to statistical analysis.

3.4 Instrument Quality Assurance

The quality of the research instrument was assessed using two methods:

1. Content Validity – The questionnaire was reviewed by three experts to evaluate content validity, construct validity, structure, and language. The Index of Item-Objective Congruence (IOC) was calculated, with a required value of ≥ 0.50 , after which necessary revisions were made.
2. Reliability – A pilot test was conducted with 30 respondents sharing similar characteristics to the target population. Reliability was assessed using Cronbach's Alpha Coefficient, which yielded a value of 0.83, indicating a high level of reliability (values above 0.70 are considered acceptable).

3.5 Data Analysis and Statistical Methods

Once the questionnaires were collected, the data were coded, verified, and processed using a statistical software package. The following analyses were conducted:

1. **Descriptive Statistics** – Frequency, percentage, mean, median, and standard deviation were used to describe the personal characteristics of the respondents, including gender, age, marital status, education level, occupation, and monthly income.
2. **Inferential Statistics – Multiple Regression Analysis (MRA)** was applied to examine the relationship between personal factors and the perceived negative socio-cultural impacts from the perspective of Thai tourists at Sam Chuk Market Community, Suphan Buri Province.

4. RESULTS

4.1 Personal Characteristics of Respondents

From the total sample of 400 Thai tourists visiting Sam Chuk Market Community, the findings revealed that the majority were female, accounting for 60.50%. The average age group was between 21–40 years (71.0%). Most respondents were married (52.30%), while the largest proportion of educational attainment was bachelor's degree holders (47.50%). Regarding occupation, the majority were private company employees (32.50%). For monthly income, the largest group reported an income range of 10,001–20,000 THB (68.80%).

4.2 Severity of Negative Socio-Cultural Impacts from the Tourists' Perspective

The results indicated that the perceived severity of negative socio-cultural impacts of tourism, from

the perspective of Thai tourists in the case of Sam Chuk Market Community, Suphan Buri Province,

was at a moderate level with an overall mean score of 3.04.

Table 1: Severity of Negative Socio-Cultural Impacts from the Perspective of Thai Tourists in Sam Chuk Market Community, Suphan Buri Province

Negative Socio-Cultural Impacts	Very Low	Low	Moderate	High	Very High	Mean	S.D.	Severity Level
1. begging	167 (41.75)	153 (38.25)	42 (10.50)	35 (8.75)	3 (0.75)	1.89	0.96	Low
2. corruption	164 (41.00)	202 (50.50)	26 (6.50)	5 (1.25)	3 (0.75)	1.70	0.71	Very Low
3. Cultural change	1 (0.25)	16 (4.00)	61 (15.25)	110 (27.50)	212 (53.00)	4.29	0.88	Very High
4. cultural Commercialization	1 (0.25)	13 (3.25)	48 (12.00)	149 (37.25)	189 (47.25)	4.28	0.82	Very High
5. Cultural degradation	5 (1.25)	26 (6.50)	41 (10.25)	92 (23.00)	236 (59.00)	4.32	0.98	Very High
6. Diffusion of foreign cultures	86 (21.50)	166 (41.50)	138 (34.50)	10 (2.50)		2.18	0.79	Low
7. Cultural pollution		5 (1.25)	25 (6.25)	73 (18.25)	297 (74.25)	4.66	0.65	Very High
8. Imitation of inappropriate behaviors	44 (11.00)	129 (32.25)	167 (41.75)	28 (7.00)	32 (8.00)	2.69	1.03	Moderate
9. Destruction of traditional customs	1 (0.25)	9 (2.25)	44 (11.00)	147 (36.75)	199 (49.75)	4.34	0.78	Very High
10. Drug-related problems	212 (53.00)	107 (26.75)	40 (10.00)	29 (7.25)	12 (3.00)	1.86	1.29	Low
11. Gambling addiction	192 (48.00)	123 (30.75)	61 (15.25)	15 (3.75)	9 (2.25)	1.82	0.98	Low
12. Conflicts between tourists and local residents	1 (0.25)	15 (3.75)	50 (12.50)	156 (39.00)	178 (44.50)	4.24	0.83	Very High
13. Alcohol abuse	158 (39.50)	141 (35.25)	51 (12.75)	30 (7.50)	20 (5.00)	2.03	1.13	Low
14. Rising crime rates	24 (6.00)	72 (18.00)	91 (22.75)	107 (26.75)	106 (26.50)	3.50	1.23	High
15. Social inequality	79 (19.80)	157 (39.30)	154 (38.40)	10 (2.50)		2.24	0.79	Low
16. Loss of local dialects	37 (9.25)	73 (18.25)	57 (14.25)	129 (32.25)	104 (26.00)	3.48	1.30	High
17. Overcrowding	4 (1.00)	30 (7.50)	28 (7.00)	131 (32.75)	207 (51.75)	4.27	0.95	Very High
18. Problems related to prostitution	263 (65.75)	38 (9.50)	42 (10.50)	40 (10.00)	17 (2.25)	1.78	1.22	Low
19. Fraudulent activities targeting tourists	154 (38.50)	162 (40.50)	52 (13.00)	15 (3.75)	17 (4.25)	1.95	1.02	Low
20. Decline in community privacy	172 (43.00)	118 (29.50)	101 (25.25)	7 (1.75)	2 (0.50)	1.87	0.88	Low
21. Sexual harassment	253 (63.25)	47 (11.75)	38 (9.50)	37 (9.25)	25 (6.25)	1.84	1.28	Low
22. Traffic congestion	5 (1.25)	13 (3.25)	25 (6.25)	141 (35.25)	216 (54.00)	4.38	0.84	Very High
23. Community violence	1 (0.25)	34 (8.50)	34 (8.50)	109 (27.25)	222 (55.50)	4.29	0.96	Very High
Overall						3.04	0.20	Moderate

Based on Table 1, the overall severity of negative socio-cultural impacts from the perspective of Thai tourists in the Sam Chuk Market Community, Suphan Buri Province, was found to be at a moderate level (Mean = 3.04). However, the item-level analysis reveals substantial variation across dimensions. In particular, cultural pollution—characterized by the exploitation and commodification of local culture primarily for profit, including marketing communications that may damage the community's reputation—was rated as the most severe impact (Mean = 4.66). This indicates that while the overall average is moderate, a critical cultural-identity risk is perceived as very high and may be masked when relying only on aggregated scores. In contrast, corruption (e.g., bribery and lack of transparency in community tourism management) was perceived as the least severe impact (Mean = 1.70).

4.3 Factors Affecting the Negative Socio-Cultural Impacts in the Perspective of Thai Tourists: A Case Study of Sam Chuk Market Community, Suphan Buri Province

Based on the research framework, all independent variables—gender, age, marital status, education level, occupation, and monthly income—were

measured on a nominal scale. Therefore, the researcher transformed these variables into dummy variables, assigning a value of 1 to the group of interest and 0 to the reference group.

After verifying the basic statistical assumptions, all variables were entered into a multiple regression analysis (MRA) using the Enter Method to examine their relationship with the perceived severity of negative socio-cultural impacts. The significance level was set at 0.05.

The results, presented in Table 2, indicate that the model explains a low proportion of variance in the perceived negative socio-cultural impacts, with $R^2 = 0.040$ and Adjusted $R^2 = 0.025$. This suggests that the six independent variables collectively account for only 4% of the variance in the dependent variable.

Regarding statistical significance, only monthly income was found to have a significant relationship with the perceived negative socio-cultural impacts at the 0.05 level ($\beta = -0.149$). This indicates that, controlling for other demographic variables, higher-income tourists tended to report slightly lower perceived negative impacts than lower-income tourists. However, because the overall model explains little variance ($R^2 = 0.040$), the practical importance of income as a predictor is limited and

the underlying mechanism cannot be concluded from the current data. Further investigation—ideally incorporating behavioral and psychological variables

and/or qualitative data—would be needed to explain why income groups differ in their perceptions.

Table 2: the results of the multiple regression analysis examining the relationship between personal factors and the perceived negative socio-cultural impacts in the perspective of Thai tourists: a case study of Sam Chuk Market Community, Suphan Buri Province.

Independent Variables	Model	
	beta	S.E
Demographic factors		
Gender (Reference: Male)		
Female	-0.079	0.022
Age (Reference: Under 20 years) 21 years and above	-0.103	0.036
Marital Status (Reference: Single)		
Married	0.037	0.024
Education Level (Reference: Below Bachelor's degree)		
Bachelor's degree or higher	0.100	0.025
Occupation (Reference: Unemployed) various occupations	-0.028	0.154
Monthly Income (Reference: Below 10,000 THB) 10,000 THB or higher	-0.149**	0.031
Constant	2.470***	
R ²	0.040	
Adjusted R ²	0.025	
F	2.703	
SEE	0.213	

5 RESULT

The results from Research Objective 1 indicate that the overall severity of the negative social and cultural impacts, as perceived by Thai tourists visiting the Sam Chuk Market Community, Suphanburi Province, is at a moderate level (mean = 3.04). This suggests that tourists are aware of certain negative consequences arising from tourism activities within the community. Although these impacts are not extremely severe, some issues require urgent attention, particularly “cultural pollution,” which received the highest mean score (mean = 4.66). This reflects tourists’ concern regarding the exploitation of local culture solely for profit, often disregarding appropriateness and potentially violating the community’s ethical boundaries and cultural identity.

This is consistent with the concept of “Cultural Commodification” which suggests that the attraction of the culture as a consumable commodity for the tourism industry can lead to a detrimental influence on the communities’ authenticity and cultural values systems (Cohen, 1988; Greenwood, 1989). This is especially evident in communities renowned for their cultural and historical significance, such as Sam Chuk Market. Tourists may perceive exaggerated forms of advertising, marketing communication, or over-structured activities to be to the detriment of the community image. Furthermore, the result also supports the study of Vipada Supharatprecha (2017) in which the tourism in cultural area such as Chiang

Mai can change original culture to be more offerable for tourist, resulting in the feeling of lost in cultural identity among some residents and discrepancy between economic need and sacred and way of life.

Similarly, results for Research Objective 2 show that among the six demographic variables, only monthly income was statistically significant. Tourists with a monthly income of 10,000 THB or higher tended to perceive lower negative impacts than those below 10,000 THB. Because the model’s explanatory power is low, this association should be treated as exploratory rather than definitive. Potential explanations (e.g., differences in cultural literacy, expectations, or prior cultural tourism exposure) require additional evidence and may be best examined using mixed-method or qualitative follow-up.

These results are consistent with the research of Poonsap Setsri (2023), who examined cultural tourism decision-making in Yasothon Province and found that income significantly influenced participation in cultural activities and reflected tourists’ level of cultural awareness. Similarly, Phakamon Hongkhu (2022) analyzed tourist behavior in the Old Town area of Songkhla and reported that higher-income tourists exhibited significantly greater satisfaction with cultural tourism than lower-income groups, highlighting the important role of income in shaping tourists’ perceptions of social and cultural values at tourist destinations.

This study contributes to tourism impact research by demonstrating how aggregated socio-cultural

impact indicators may conceal dimension-specific cultural risks in heritage CBT destinations. It also extends socio-cultural risk assessment frameworks by incorporating tourist perception as an additional evaluation dimension in developing-country contexts such as Sam Chuk Market.

6 CONCLUSION

Negative socio-cultural impacts to be adopted from the point of view of Thai tourists in the case of Sam Chuk Market Community, Suphan Buri Province can be summarized based on the objectives of the research as follows:

Thai tourists generally perceived the overall negative impacts at a moderate level (Mean = 3.04 out of 5). However, the very high score for cultural pollution (Mean = 4.66) highlights a critical cultural-identity risk that may be obscured by the aggregated overall mean. This concern relates to the commercial exploitation and commodification of local culture (e.g., tourism activities or marketing communications that distort cultural identity), which may mislead tourists' impressions and harm the community's long-term image. These findings

underscore the need for management approaches that emphasize community participation, responsible cultural communication, and safeguards for authenticity in heritage tourism.

Among the six demographic variables examined, only monthly income was statistically significant ($p \leq 0.05$; $\beta = -0.149$). Higher-income tourists tended to report slightly lower perceived negative impacts than lower-income tourists. However, given the low explanatory power of the model, this relationship should be interpreted cautiously and does not imply that income is a strong predictor of perceptions in this context.

The low variance explained ($R^2 = 0.040$) suggests that many other factors influencing tourists' perceptions remain unmeasured, such as prior cultural tourism experience, travel motivations, perceived authenticity, cultural sensitivity, and patterns of engagement with the community. Future research should incorporate these variables and consider mixed-method designs to provide a more robust explanation of socio-cultural impact perceptions and to better inform sustainable CBT management.

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