

# Factors in Choosing a Community-Based Tourism in New Normal Form After COVID-19 Epidemic: A Case Study in Chanthaburi, Thailand

**Supansa Thiampsit**, Lecturer of Tourism and Hospitality Management, College of Tourism, Hospitality and Sports, Rangsit University, Thailand, Email: lekblack03102525@gmail.com

Covid 19 pandemic has changed the various settings of human life in most countries worldwide. The World Health Organisation mentioned this Covid 19 as a worldwide outbreak since this virus has attacked most countries. Bang Chan, Chanthaburi, Thailand, which is well known as one of the most famous destinations in the country being destroyed due to this condition. Various events held in Chanthaburi have been cancelled until an unspecified limit of time. At this time, the Thai government has issued regulations regarding new normal operations for all activities in Thailand. Including tourism activities. The new normal theme of travelling will be used gradually and will follow with the examiner. Therefore, this paper examines factors that affect the decision-making, level of satisfaction, and decision-making influence affects satisfaction on community-based tourism. The results of the study of the satisfaction of the New Normal community-based tourism found that the facilities are the most impact on satisfaction level, followed by the management and finally the hygiene. Influence of decisions that affect the satisfaction of New Normal community-based tourism after the epidemic of COVID-19 found that about 82.6%, which are places, promotions, people, physical characteristics and process factors, influence the satisfaction of new normal community-based tourism significantly.

**Key words:** *Community-based, Tourism, New normal, Epidemic, COVID-19*



## Introduction

Since the beginning of the crisis Covid-19, the impact of the major outbreaks in the tourism industry, the travel has less assessment significantly. Even now, policymakers and tourism practitioners do not entirely understand the crisis's situation and impact, which will have an effect that has never appeared before in the tourism industry. Due to the continuous travel restrictions, will be observed at the national and international level, such as prohibiting cross-border travel, cancellation of activities, quarantine requirements and fear of spreading, causing severe challenges about tourism and hotels (Bakar & Rosbi, 2020). At least 91% of the world's population, or 7.1 billion, lives in countries where travellers from countries other than citizens or residents are restricted, such as tourists, business travellers and new immigrants (Connor, 2020). Therefore, international travel expansion is expected to be reduced to 78%, resulting in loss of revenue from the output of 1.2 million US dollars from tourism, which is more than seven times the impact on 11 September and the most significant decline in history (UNWTO, 2020).

Tourism is a promising economic sector for poverty alleviation strategies. Community-based tourism plays a vital role as it contributes to community development, supporting the sustainability of the community. Muller (1996) and Cooper (2020, pp. 147–173) explain that the community or community of sustainable tourism models plays an important role and must be used as a development. Sustainable tourism indicators include five aspects: Health, community welfare, visitor satisfaction, environmental preservation, and cultural preservation. According to the government's policy that has encouraged tourism in secondary cities more. The past promotion of tourism in secondary cities is an operation of the Tourism Authority of Thailand under the 12 Must-Visit Cities (2016) and 12 Must-Miss Cities Plus (2017) projects. This project is considered an attempt by TAT to encourage tourists to travel in secondary cities, which reduces the burden of major tourist cities, also cause income distribution and employment to secondary cities (TAT Review Magazine, 2018).

Tourism is essential to the Thai economy as the most income in the country. Because there is a distribution of income from tourism to other regions, that helps Thai people live better. The tourism industry in Thailand has been directly and indirectly affected by the epidemic in every region of Thailand, causing the number of tourists to decline continuously. Chanthaburi, the capital of the province, bordering Cambodia in the east, France occupied it in the late 19th century. Their influence can be seen in the architecture of various buildings in Chanthaburi, including Thailand's largest Catholic cathedral, ancient temples, national parks, waterfalls and important rivers (Tourism Authority of Thailand, 2003). Most of the tourists visiting Chanthaburi are domestic tourists, but the number of foreign tourists has increased steadily every year in the pre-epidemic period. About accelerating the recovery of the national economy due to the major outbreaks, Thailand must increase the economic and creative industry progress. Increasing the efficiency of the digital economic development network and new

normal tourism trends can connect to creating the national tourism sector according to community participation and domestic resources as a tourist attraction. Therefore, adjusting new normal travel habits must be supported by strict rules and law enforcement. The development of digital tourism introduces new normal tourism trends and cooperation between stakeholders to accelerate the restoration of the economy of Thailand due to the impact of the epidemic.

As mentioned above, tourism throughout the world is slowly bravelly, and many tourists lose their jobs due to the significant outbreak. Chanthaburi, one of the domestic visitors' favourite travel destinations, has felt a massive impact due to this significant outbreak. Tourism is one of the largest sources of the province which the tourism sector has had a positive effect on the Chanthaburi economy for a long time. The Thai and local government in Chanthaburi has considered opening a gradual tour using a new normal protocol according to the orders of Chanthaburi Province 3577/2564 on 14 October 2021. Regarding the measures of public activities and tourism facilities provided under the control conditions and prevention of epidemics as the government has defined. All tourism sectors and tourists should apply health protocol, physical and social distancing, online practice payment, and provide rapid or swab tests to avoid spreading this virus. For example, every Accommodation provider should follow the Amazing Thailand Safety and Health Administration (SHA). To reduce the risk and prevent the spread of Covid-19 and improve Thailand's tourism products and service standards (Thailandsha, 2020). Therefore, this paper examines factors that affect the decision-making, level of satisfaction, and decision-making influence affects satisfaction on community-based tourism.

## **Method**

This research uses quantitative content analysis. The primary information is collected from open-ended surveys from different respondents. The quantitative content analysis focuses on volumetric or more themes and provides information about quantity or frequency. It also provides how to connect each possible variable that affects specific behaviour (Sheard, 2018, pp. 429–452). The content scope of this research includes the decision to choose community-based tourism in seven aspects: product, price, arrangement, marketing and promotion, personnel, physical and process, and the satisfaction of tourists in terms of hygiene, activities, management and facilities. This research target group was tourists travelling to Bang Chan Subdistrict, Chanthaburi Province. In the total of 201 respondents from 18 years old upwards. After completing the data collection, the researcher will bring the questionnaire to check the integrity and perform the data code by filling out the results in the form of the code to save data and prepare to import in the statistical analysis program.

This research was a data analysis with descriptive statistics, including frequency, percentage, mean and standard deviation (Fisher & Marshall, 2009). Including data analysis with statistics

to test the hypothesis using T-Test One Way Anova statistics (Rojewski, Lee, & Gemici, 2012). Therefore, when finding the difference, tested with the Scheffe' Test method (Klockars & Sax, 1986). In addition, analysed using multiple linear regression, which is a study of the relationship between variables (dependent variable, outcome, Y), one variable and independent variable (independent variable, predictor, X) multiple variables, in order to realise the direction of relationships, and relationships between variables.

## Results

Based on the study results, it was found that most respondents were female, aged 21-30 years. The study of the factors that affect community-based tourism on New Normal travel after the epidemic of the COVID-19 found that personal factors result ranked 1st with the average ( $\bar{x} = 4.33$ , SD 0.734) followed by physical characteristics, average ( $\bar{X} = 4.31$ , SD 0.721) and the pricing factor with average ( $\bar{x} = 4.08$ , SD 0.820). Facilities factors have the number one satisfaction level with average ( $\bar{x} = 4.25$ , SD 0.755), followed by management factor on average ( $\bar{x} = 4.19$ , SD 0.750) and the last rank Hygiene with average ( $\bar{x} = 4.05$ , SD 0.853). The results of the analysis of the decision-making influence effects on community-based tourism on New Normal travel satisfaction as in Table 1 below:

**Table 1:** The results of the analysis of the decision-making influence effects on community-based tourism on New Normal travel satisfaction.

Independent variable	B	Beta	t-value	p-value
Products	-0.088	-0.080	-1.753	0.081
Prices	-0.001	-0.001	-0.017	0.986
Places	0.180	0.169	2.965	0.003*
Promotions	0.316	0.334	6.696	0.000*
People	-0.174	-0.178	-3.492	0.001*
Physical characteristics	0.248	0.250	3.892	0.000*
Process	0.409	0.452	9.186	0.000*
Constant	0.417		2.998	0.003*
R = 0.909    R <sup>2</sup> = 0.826    F = 185.172    p value = <0.000				

From the analysis results in this table (p value = <0.000), it is clear that the places, promotions, people, physical characteristics, and process factors influence tourists' satisfaction with a statistical significance of about 82.6% (R<sup>2</sup> = 0.826). Which can write forecasting equations in raw scores as follows: Satisfaction = 0.417 (Product factor) + -0.088 (Prices factor) + -0.001 (Places factor) + -0.180 (Promotion factor) + 0.316 (People factor) + -0.174 (Physical characteristic factor) + 0.248 (Process factor) + 0.409 and write forecasting equations in the following standard scores: Z Product factor= 0.088 (Z<sub>Prices</sub>) + 0.001 (Z<sub>Places</sub>) + 0.180 (Z<sub>Promotions</sub>) + 0.316 (Z<sub>People</sub>) + -0.174 (Z<sub>Physical Characteristics</sub>) + 0.248 (Z<sub>Process</sub>) + 0.409.

## Conclusion and discussion

Factors in Choosing a Community-Based Tourism in New Normal Form After the Epidemic of the COVID-19 Case Study in Bang Chan, Chanthaburi, Thailand. As a result, most of the factors that affect decision-making are; the people or personal factors that affect the level of decision-making in the first place and physical characteristics and lastly, the price factor. The results of the study of the satisfaction of the New Normal community-based tourism found that the facilities are the most impact on satisfaction level, followed by the management and finally the hygiene. Influence of decisions that affect the satisfaction of New Normal community-based tourism after the epidemic of COVID-19 found that about 82.6% ( $R^2 = 0.826$ ) which places, promotions, people, physical characteristics and process factors influence the satisfaction of new normal community-based tourism significantly ( $p\text{-value} = <0.000$ ).

This corresponds to the research of Chutima Nutayakul (2016), the deciding factor of Thai tourists towards tourism; the floating market has eight sides: the service factor was the most crucial focus, followed by attractions information, facilities and the way of life, places, safety and prices factors. It also corresponds to Kortler (2000) research, which mentioned the marketing mix in the business's product that meets customers' needs to be satisfied with the products offered to those who have an identity. The product consists of products, services, ideas, organisations or individuals. The must-have product utility and being valuable in the customer's mind will make the product sell and attractive. Another example of Yotsawee Yuktanan (2004) research on tourists' satisfaction about tourism agriculture along the Mahasawat Canal, Phutthamonthon District, Nakhon Pathom, found that tourists who are low levels of satisfaction on hygiene.

To sum up, a few specific strategies need to apply to revive Chanthaburi and whole country tourism. The government and tourism actors should work together to promote Chanthaburi and those second city tourist destinations with New normal community-based tourism as one of the specific strategies during this uncertain world pandemic. Further, all local communities in Thailand, not only tourism actors, to get used to the new normal is very important and an excellent strategy to revive tourism. Every sector should be used New Normal in the right way. This will be accepted and trusted by other countries as a safe to visit. Thus, the new concept of sustainable tourism should be applied to Chanthaburi and across the country to protect the environment, culture and local community from the negative impact of the tourism industry. New government regulation of sustainable tourism and responsible travellers is needed, such as sanitation implemented and supervised for future Thai tourism.



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