

# Model of Factors Affecting Perceived Value of Destination and Behavioral Intentions of Cultural Tourism in Chumphon and Ranong, Thailand

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**Abstract:** This research aims to check the consistency and develop a model of factors affecting Perceived Value of Destination and Behavioral Intentions of cultural tourism in Chumphon, Thailand. The population for this study consists of both Thai and foreign tourists visiting the Pak Nam Chumphon community in Chumphon Province, and Rattanasaran Palace in Mueang District, Ranong Province, Thailand, which has been selected by the Ministry of Culture as one of the top 10 model communities for "Community Tourism, Explore the Way of Life" in 2023. A sample of 440 (Wiratchai, 1999). Using the Smart PLS model, a two-stage approach was used for direct path, mediation and moderation effect analysis with high-dimensional latent variables. The results of the study found that the process of developing cultural tourism communities (PDCTC, Cultural Image (CI), and Storytelling (ST) are all has a direct positive effect on Perceived Value of Destination (PVD). In addition, Perceived Value of Destination (PVD) has a direct positive effect on Tourists' Behavioral Intentions (TBI).

**Keywords:** Perceived Value of Destination, Tourists' Behavioral Intentions, Cultural tourism, Thailand.

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## 1. INTRODUCTION

Tourism has always been an extremely important industry for Thailand over the years. Under the 20-Year National Strategy (2018-2038), a strategy for building competitiveness has been established to make Thailand a highly capable country by promoting tourism diversity. This aims to maintain Thailand's status as a key global destination that attracts tourists of all levels. It also focuses on developing the tourism business to increase its value, drawing on Thai identity, culture, and local wisdom to create economic value and diverse tourism experiences. These initiatives align with the direction and trends of the modern market and the Tourism Development Plan, Phase 2 (2017-2021), which analyzes key trends impacting the global tourism industry in the future. The trends show that the purpose of tourism is shifting, with emerging trends in cultural tourism, health and wellness tourism, medical tourism, and gastronomic tourism. Over the next 10 years, cultural tourism is expected to be the dominant type of tourism globally, as it holds a significant market share in terms of value, with a growing trend of tourism in Southeast Asia, including Thailand.

Cultural tourism can take place in areas that possess at least one of the 4Hs (Heritage, History, HaTBlat, and Handicraft). Specifically, 1) areas with heritage sites, leading to cultural or archaeological tourism, 2) areas with historical significance, creating opportunities for historical cultural tourism, 3) areas with evidence of living communities, which are crucial components for community-based cultural tourism, and 4) areas with handicrafts, forming cultural tourism around art and traditions (Smith, 1996). Promoting cultural tourism should focus on raising awareness of the value of destinations among tourists. Keshavarz & Jamshidi (2018) state that perceived value refers to the overall assessment of the benefits tourists derive from a product or service, based on their perceptions of what they will receive. This aligns with Lin (2020), who defines perceived value as the difference between the value tourists gain from a product or service compared to the costs they incur when choosing to use that product or service. In presenting the maximum value tourists can receive, it can be said that the perceived value from visiting a destination arises from the difference in the benefits that tourists expect to gain from using those products or services.

Chumphon Province and Ranong Province are the prominent tourist destinations, Chumphon Province with a wide range of attractions, earning the nickname "Chumphon 4 Dimensions: Climb the Mountains, Watch the Mist, Pay Respect to His Majesty the King, Learn the Way of Life of the Seafaring Communities." The province is especially known for its cultural tourism. The Pak Nam Chumphon community has been selected by the Ministry of Culture as one of the 10 outstanding model communities

for "Community Tourism, Explore the Way of Life" in 2023. This aims to elevate moral communities into cultural tourism destinations, continuing for the third year. The goal is to select 10 communities with potential and readiness in all aspects of tourism from moral communities nationwide. The selected communities are honored, praised, and publicized to increase awareness and encourage further development and expansion. The Pak Nam Chumphon community, located in villages 2 and 9, Pak Nam subdistrict, Chumphon City, is an ancient fishing community by the Gulf of Thailand. It has an interesting history and traditional fishing lifestyles. Tourists can experience the way of life of the people there and participate in various activities that leave a lasting impression. In addition, important cultural tourist attractions in Ranong Province include Rattanakrongsan Palace, a palace built to commemorate the stay of three kings in Ranong Province: King Rama V, King Rama VI, and King Rama VII. It is located at the foot of Khao Rattanakrongsan, Luwang Road, Khao Niwet Subdistrict. It was built with beautiful teak and golden teak wood to commemorate the three kings' stay in Ranong Province during their visit to the southern provinces.

Given the importance of this, the researcher is interested in studying the Model of Factors Affecting Perceived Value of Destination and Behavioral Intentions of Cultural Tourism in Chumphon and Ranong, Thailand. The objective is to examine the model's consistency and develop a model of factors influencing the perceived value of cultural tourism destinations and tourists' behavioral intentions regarding cultural tourism in Chumphon. The goal is to promote the perceived value of cultural tourism destinations, leading to positive behavioral intentions of tourists.

## **2. LITERATURE REVIEW AND HYPOTHESIS**

### **2.1 Cultural tourism**

Cultural tourism refers to the travel of individuals or groups from their usual place of residence to other localities with the aim of seeking new experiences, learning, engaging with, and appreciating unique cultural identities (Jittangwatana & Srikhampa, 2014). Cultural tourism can take place in areas that possess at least one of the 4Hs (Heritage, History, HaTBIat, and Handicraft). Specifically, 1) areas with heritage sites, leading to cultural or archaeological tourism, 2) areas with historical significance, creating opportunities for historical cultural tourism, 3) areas with evidence of living communities, which are crucial components for community-based cultural tourism, and 4) areas with handicrafts, forming cultural tourism around art and traditions (Smith, 1996).

The process of developing cultural tourism communities and managing tourism in these communities, under the support of the Department of Cultural Promotion, Ministry of Culture, can be summarized into five components: 1) Management of cultural heritage and local resources, 2) Sustainable management, 3) Participation, 4) Organizing activities and learning processes, and 5) Preservation, restoration, dissemination, and value creation (Pookphu et al, 2021).

### **2.2 Perceived Value of Tourism Destinations**

Keshavarz & Jamshidi (2018) state that perceived value is the overall assessment of tourists regarding the benefits of a product or service, based on their perception of what they will receive. Furthermore, Lin (2020) defines perceived value as the difference between the value tourists gain from a product or service compared to the costs incurred when choosing that product or service. The perceived value of visiting a destination is the value derived from the difference in the benefits that tourists expect to gain from using those products or services. This aligns with Kim et al. (2020), who explain that perceived value is an evaluation of the value perceived by tourists with a high level of privacy, leading to differences between tourists and the products or services. In general, the products and services received are evaluated based on key elements: the experience of the tourist, which affects their perceptions, satisfaction, and behavior regarding their intentions.

Misilei & Liew (2018) identify five components of perceived value in destinations: 1) Value from products and services – This concept arises from the use of goods or services, where the benefits gained justify the value of the time and money spent. 2) Social value – This concept relates to the benefits tourists derive from products and services that influence psychological aspects, such as gaining social acceptance or improving social standing. 3) Emotional value – This focuses on the feelings or emotions triggered by the products or services selected, which influence the overall experience. 4) Novelty value – This concept arises from the use of products or services that are unique, exciting, or surprising, providing tourists with satisfaction and enjoyment through new experiences. 5) Situational value – This concept suggests that circumstances affect the value, such as time constraints or significant life events, with basic factors including time, location, environment, and society, among others.

### **2.3 Tourists' Behavioral Intentions**

Kruger & Saayman (2017) define behavioral intention as a reflection of predicting future behavior regarding purchasing or using services. This can serve as a reliable predictor of behavior after evaluating both internal sources of information, such as personal experiences or learning from others' experiences, and external sources of information, such as various online media. Once tourists understand this information, they can decide which destinations to visit. Positive behavioral intentions may arise from effective advertising campaigns or support. This aligns with Meeprom & Silanoi (2020), who define future behavioral intention as the behavior that occurs after a visit, leading to a positive impression. Tourists' behavioral intentions include three aspects: the intention to revisit, recommending the destination to others, and the willingness to spend more. Scholars have studied the dimensions of behavioral intention to understand tourists' future behavior and presented three key components (Namahoot & Laohavichien, 2018): 1) Intention to Revisit refers to the emotional attachment tourists have towards a destination. It involves a future intention to return to the place after being impressed by the destination's image, recognizing its value, and being satisfied with the quality of service. This leads to a positive attitude towards the destination, making it the first choice when they think about traveling again. Tourists may also recommend the destination to friends or relatives, resulting in repeat visits. 2) Intention to Recommend refers to recommending the destination to friends or relatives and sharing positive experiences about the visit, such as attractions, facilities, and service quality. This positive word-of-mouth promotion, sharing experiences with family or acquaintances, enhances tourists' satisfaction and encourages repeat visits. 3) Willingness to Pay refers to tourists who feel satisfied with the destination and are willing to purchase additional products, regardless of whether the goods or services are priced reasonably. They may overlook the potential increase in costs, such as accommodation, services at the destination, and transportation costs to the destination.

### **2.4 Relationship of Variables**

#### **The process of developing cultural tourism communities and Perceived Value of Destinations.**

Clements (2024) studied Culture, community and tourism: the transformation of a regional coastal town. Found that the development of a cultural tourism community in Byron Bay significantly influences the perception of destination values. The town's grassroots origins and alternative community have positioned it as an attractive tourism destination, enhancing its cultural vibrancy. However, the influx of tourists, driven by social media and celebrity culture, strains local infrastructure and affordability, impacting residents' quality of life. Consequently, the pressures on the community affect local cultural forms, which are essential in shaping and defining the town's attractiveness as a destination. Corresponds to Garg & Patil (2024) studied Exploring the Socioeconomic and Cultural Effects of Tourism Development on Pushkar's Local Community. Found that the development of a cultural tourism community significantly influences the perception of destination values by fostering cultural exchange, enhancing social interaction, and promoting diversity. In Pushkar, tourism development has led to increased employment opportunities and improved infrastructure, positively impacting local society. However, it also brings challenges such as rising prices and inadequate sustainable practices. To ensure a balanced perception of destination values, it is crucial to implement community-based projects and empower locals to actively participate in tourism development. This synthesis of literature leads to Hypothesis 1.

Hypothesis H1: The process of developing cultural tourism communities has a direct positive effect on Perceived Value of Destinations.

#### **Cultural Image and Perceived Value of Destinations.**

Shakeela & Jose (2024). studied Cross-cultural perceptions and tourist satisfaction in the Middle Eastern context: a case study of Abu Dhabi's destination image. Found that Cultural image significantly influences the perception of destination values, as highlighted in the study. Schwartz's universal values and cultural beliefs shape how tourists perceive and experience Abu Dhabi. Asian tourists exhibited a greater awareness of the destination's attributes, while Western tourists often held preconceived notions based on comparisons with Dubai. This indicates that cultural backgrounds play a crucial role in shaping tourist satisfaction and perceptions, ultimately affecting their overall experience in Abu Dhabi. Corresponds to Mele & Lobinger (2018) studied A Framework to Analyze Cultural Values in Online Tourism Visuals of European Destinations. Found that Cultural images significantly influence the perception of destination values by shaping travelers' expectations and experiences. The research paper proposes a framework that analyzes how visual content and style reflect cultural values in online tourism visuals. By examining 95 images from UK and Portuguese destination management organizations, the study highlights the

relationship between cultural values and visual representation, suggesting that these images play a crucial role in inspiring and informing potential visitors about the unique attributes of European destinations. This synthesis of literature leads to Hypothesis 2.

Hypothesis H2: Cultural Image has a direct positive effect on Perceived Value of Destinations.

#### **Storytelling and Perceived Value of Tourism Destination.**

Feng et al. (2024) studied Exploring the influence of historical storytelling on cultural heritage tourists' revisit intention: A case study of the Mogao Grottoes in Dunhuang. Found that Historical storytelling significantly enhances tourists' perception of the destination's value. The research indicates that effective storytelling improves the overall tourism experience, which in turn positively influences the destination image and perceived value. This enhancement leads to increased tourist participation and satisfaction, ultimately stimulating revisit intention. Thus, storytelling plays a crucial role in shaping how tourists perceive the value of a destination, particularly in the context of cultural heritage tourism, as demonstrated by the case study of the Mogao Grottoes. Corresponds Wright & Salah (2024) studied Methods and value of storytelling for stakeholders in post-disaster tourism scenarios. Found that storytelling significantly affects destination value perception by allowing victims to share their experiences in various formats, which can enhance rehabilitation and create powerful narratives for tourists. This approach not only fosters a deeper understanding of the challenges faced by communities in post-disaster scenarios but also enriches the tourism experience. By integrating traditional, digital, and immersive storytelling methods, destinations can convey their unique stories, ultimately influencing how visitors perceive and connect with these places of tragedy. This synthesis of literature leads to Hypothesis 3.

Hypothesis H3: Storytelling has a direct positive effect on Perceived Value of Destinations

#### **Perceived Value of Destinations and Tourists' Behavioral Intentions.**

Sardana & Rahanatha (2024) studied Pengaruh Citra Destinasi, Perceived Value dan Experiential Marketing Terhadap Minat Berkunjung Kembali. Found that the research indicates that perceived value significantly influences tourists' behavioral intentions, specifically their intention to revisit a destination. In the context of Bali Dive Resort and Spa Tulamben, the study found that perceived value, along with destination image and experiential marketing, has a positive effect on the intention of domestic customers to return. This suggests that enhancing the perceived value of a destination can effectively encourage tourists to plan repeat visits. Corresponds to Wen & Phakdeephrot (2024) studied Perceived Value and Behavioral Intention of Chengde homestay tourists based on Cognition-Affection-Conation. Found that perceived value significantly impacts tourists' behavioral intentions, as demonstrated in the study. It directly influences place dependence and place identity, which in turn affect behavioral intentions. Additionally, satisfaction acts as an indirect influence on these intentions. The research highlights that tourists evaluate the benefits and losses of their experiences, leading to emotional connections that shape their future behaviors regarding homestays in Chengde. Thus, destination value perception is crucial in determining tourists' intentions to revisit or recommend the destination. Li et al. (2024) studied Modelling tourists' travel intention: Role of tourism destination image, perceived value and situational involvement. The paper does not specifically address "destination value perception," but it highlights that destination image significantly influences tourists' behavioral intentions. Positive travel experiences enhance the likelihood of revisiting and increase word-of-mouth recommendations, while negative experiences diminish intentions to return. Additionally, media exposure plays a crucial role in shaping perceptions of the destination, ultimately affecting travel intentions. Thus, while destination value perception is not explicitly mentioned, related factors do impact tourists' behavioral intentions. This synthesis of literature leads to Hypothesis 4.

Hypothesis H4: Perceived Value of Destinations has a direct positive effect on Tourists' Behavioral Intentions.

From the study of these theories, the researcher developed a conceptual framework to illustrate the relationships between all variables and links them to hypotheses, as shown in the fig.1

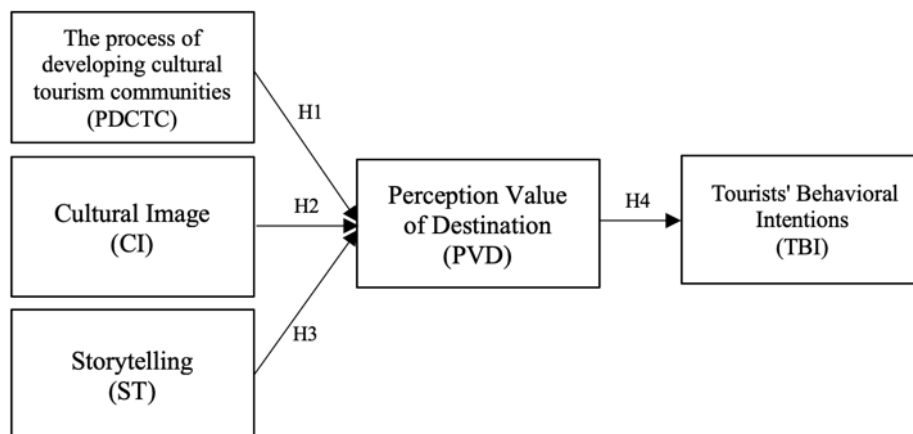


Fig.1. Conceptual Framework Showing Proposed Hypothesis

### 3. RESEARCH METHODOLOGY

#### 3.1 Sample and Population

The population for this study consists of both Thai and foreign tourists visiting the Pak Nam Chumphon community in Chumphon Province, which has been selected by the Ministry of Culture as one of the top 10 model communities for "Community Tourism, Explore the Way of Life" in 2023, and tourists visiting RattanaRangsan Palace in Mueang District, Ranong Province, Thailand.

The sample size for the analysis of the causal structural model with latent variables (Causal Structural Models with Latent Variable) is determined based on Wiratchai (1999), who suggested that an appropriate sample size should be 10-20 times the number of observed variables. The minimum acceptable sample size can be determined based on Holster's statistic, which should be greater than 200 (Hoelter, 1983). In this study, there are 22 observed variables, so if we use a sample size 20 times the number of observed variables, a sample of 440 is required. The sample size must also be larger than 200 according to Holster's criterion (Hoelter, 1983). Simple Random Sampling is used based on probability theory.

#### 3.2 Measure of Constructs

The development and validation of instruments involved the use of a questionnaire designed based on the intended conceptual framework and operational definitions. The questionnaire is divided into 6 sections: Section 1 Consists of questions related to general information about tourist, utilizing checklist formats. Section 2 The process of developing cultural tourism communities Process, including (1) Management of cultural heritage and local resources, (2) Sustainable management, (3) Participation, (4) Organizing activities and learning processes, and (5) Preservation, restoration, dissemination, and value creation. Section 3 Cultural Image, including (1) Architectural image (2) Artistic image (3) Religious image (4) Traditional image (5) Community lifestyle image. Section 4 Storytelling, including (1) Brand Storytelling (2) Business Storytelling (3) Personal Storytelling (4) Digital Storytelling. Section 5 Perception Value of Destination, including (1) Value from products and services (2) Social value (3) Emotional value (4) Novelty value and, (5) Situational value. Section 6 Tourists' Behavioral Intentions, including (1) economic (2) social (3) environment. Variables of section 2 - 5 using a 5-point Likert-type scale (1 = not at all, 5 = very much), and validated questionnaires from previous studies were modified and adapted to fit the context of this study.

#### 3.3 Data Analysis

To validate the proposed research model, we used partial least squares structural equation modeling (PLS-SEM, also referred to as composite-based structural equation modeling). Generally, PLS is frequently utilized in exploratory studies as it necessitates a more conservative interpretation of results compared to traditional PLS-SEM (Hair et al. 2017). A PLS path model analysis was conducted using SmartPLS (V.4, Smart PLS GmbH, Bönningstedt, Germany). First, confirmatory factor analysis was performed to eliminate all items with a value below the 0.7 threshold. Next, the internal consistency, reliability, and validity of the theoretical model were assessed with the remaining items. Finally, the structural model was estimated, and the proposed model was verified. To evaluate reliability, Cronbach's alpha and composite reliability were utilized, while convergent validity was assessed. The average variance extracted (AVE) was examined to ensure it exceeded the 0.5 threshold. Additionally, discriminant validity was analyzed by comparing the correlation value and the square root of AVE to determine if the square root of AVE was

greater than the correlation value between the latent variables. The comprehensive research hypothesis test was conducted using bootstrapping (5,000 iterations, 95% significance level) with the PLS algorithm.

#### 4. RESULTS

##### 4.1 Evaluation of the Measurement Model

Analysis results descriptive statistic, normality assessment, and validity variables as shown in the table 1 shows that data from all observed variables have a normal distribution. For the convergent validity of the latent variables based on the average of the extracted variables (AVE), it was found that every latent variable had a value higher than 0.50 (Henseler et al, 2015). Therefore, it can be concluded that every scalable variable of the variable model is valid in its own use as a latent variable. And when considering confidence (reliability) by considering the Cronbach's alpha coefficient ( $\alpha$ ), component reliabilities (Composite reliability). Therefore it can be concluded that the observed variables used to measure each latent variable have high internal relationships and are suitable for explaining the latent variable well.

**Table 1:** Descriptive statistic, Normality assessment, and Validity of variables

Validity	Loading	R-sq	Conbach's alpha	AVE
PDCTC1	0.851	0.724	0.941	0.810
PDCTC2	0.928	0.861		
PDCTC3	0.880	0.774		
PDCTC4	0.908	0.824		
PDCTC5	0.930	0.864		
CI1	0.893	0.797	0.969	0.890
CI2	0.976	0.952		
CI3	0.974	0.948		
CI4	0.908	0.824		
CI5	0.962	0.925		
ST1	0.860	0.739	0.875	0.728
ST2	0.863	0.744		
ST3	0.883	0.779		
ST4	0.805	0.648		
PVD1	0.883	0.779	0.942	0.810
PVD2	0.893	0.797		
PVD3	0.869	0.755		
PVD4	0.927	0.859		
PVD5	0.926	0.857		
TBI1	0.932	0.868	0.899	0.728
TBI2	0.865	0.748		
TBI3	0.932	0.868		

From the analysis to predictive power, verifying that the model had substantial predictive power. In this study, the overall goodness-of-fit (GOF) of the structural model is assessed by calculating the square root of the product of the mean coefficient of determination (R<sup>2</sup>) and the mean communality (AVE value). A GOF value of 0.763 was obtained. In PLS-PM analysis, the GOF is typically employed to evaluate the overall model fit. A higher GOF value indicates a better model fit; a GOF between 0.1 and 0.25 signifies a low model fit, a GOF between 0.25 and 0.36 indicates a medium model fit, and a GOF of 0.36 or higher represents a high model fit (Tenenhaus et al., 2005). As shown in Table 2, all GOF indices exceeded the threshold, leading to the conclusion that the structural fit of this research model was excellent.

**Table 2:** Goodness-of-Fit (GO) results

Variables	AVE	R-sq
PDCTC	0.810	
CI	0.890	
ST	0.728	
PVD	0.810	0.867
TBI	0.728	0.711
Mean value	0.793	0.789

Variables	AVE	R-sq
Multiply of mean value	0.583	
GOF	0.763	

Note. AVE, average variance extracted. GOF = low (0.10 - 0.02), medium (0.25 - 0.36) and high (> 0.36) From the analysis to assess discriminant validity between latent variables by Fronell-Larcke method. The results of the analysis appear in table 3. Shows that Relationships between latent variables (Cross-latent variables) have values no higher than the diagonal values. (The square root of the AVE of the latent variable). Therefore, it can be concluded that all latent variables have discriminant validity.

**Table 3:** Discriminant validity

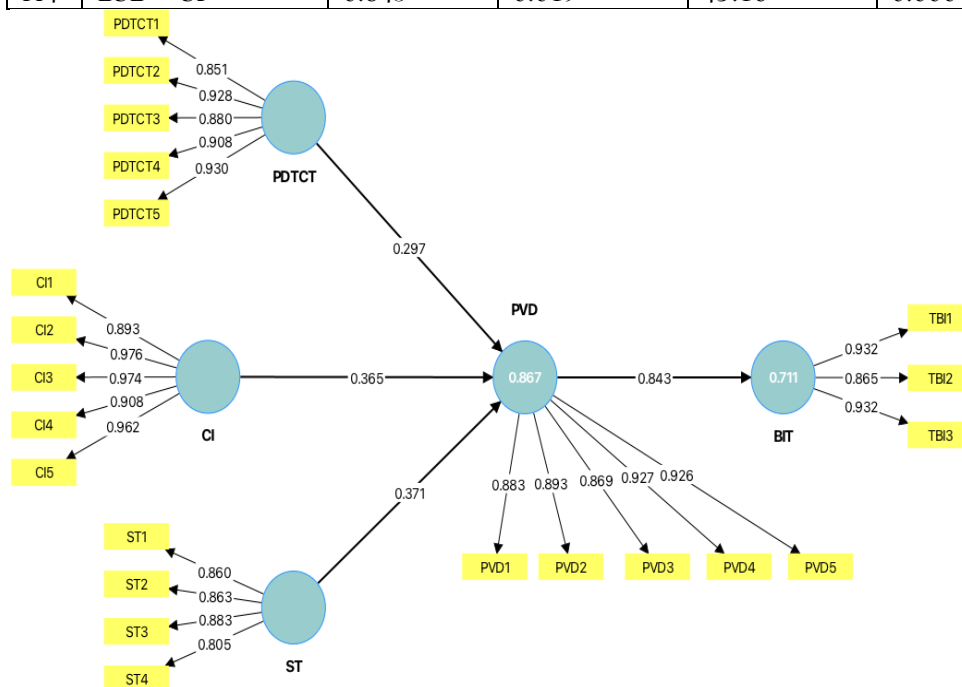
Fronell-Larcker criterion					
Variables	PDCTC	CI	ST	PVD	TBI
PDCTC	0.900				
CI	0.792	0.943			
ST	0.757	0.628	0.853		
PVD	0.866	0.833	0.824	0.900	
TBI	0.845	0.718	0.850	0.843	0.910

#### 4.2 Path Analysis and Hypothesis Testing

Examining the significance of path coefficients between the latent variables in the structural model. To determine significance, we generated a bootstrap subsample (5,000) in Smart PLS and utilized the t-value, p-value to test if the path coefficient  $\beta$  is statistically significant at a 5% error probability. As displayed in figure 2 and table 4, it was found that PDCTC, CI and ST has direct positive effect on PVD. Indicating hypothesis H1, H2, H3, were deemed statistically significant, the hypothesis is supported. In addition, PVD has direct positive effect on TBI. hypothesis H4 was deemed statistically significant, the hypothesis is supported.

**Table 4:** Results of path analysis and hypothesis testing

H	Path	B	STDEV	t-test	P value	Support
H1	PDCTC -> PVD	0.329	0.035	9.49	0.000	Yes
H2	CI -> PVD	0.363	0.032	11.31	0.000	Yes
H3	ST -> PVD	0.312	0.031	10.09	0.000	Yes
H4	ESE -> SP	0.843	0.019	45.16	0.000	Yes



**Fig. 2.** Conceptual Framework Showing Proposed Hypothesis

#### 5. CONCLUSIONS

The analysis “Model of factors affecting Perceived Value of Destination and Behavioral Intentions of cultural tourism in Chumphon, Thailand”. The results of the study are as follows.

The process of developing cultural tourism communities (PDCTC) impact Perceived Value of Destination (PVD). Consistent to Clements (2024) studied Culture, community and tourism: the transformation of a regional coastal town. Found that the development of a cultural tourism community in Byron Bay significantly influences the perception of destination values. Corresponds to Garg & Patil (2024) studied Exploring the Socioeconomic and Cultural Effects of Tourism Development on Pushkar's Local Community. Found that the development of a cultural tourism community significantly influences the perception of destination values

Cultural Image (CI) impact Perceived Value of Destination (PVD). Consistent to Shakeela & Jose (2024). studied Cross-cultural perceptions and tourist satisfaction in the Middle Eastern context: a case study of Abu Dhabi's destination image. Found that Cultural image significantly influences the perception of destination values, as highlighted in the study. Corresponds to Mele & Lobinger (2018) studied A Framework to Analyze Cultural Values in Online Tourism Visuals of European Destinations. Found that Cultural images significantly influence the perception of destination values by shaping travelers' expectations and experiences.

Storytelling (ST) impact Perceived Value of Destination (PVD). Consistent to Feng et al. (2024) studied Exploring the influence of historical storytelling on cultural heritage tourists' revisit intention: A case study of the Mogao Grottoes in Dunhuang. Found that Historical storytelling significantly enhances tourists' perception of the destination's value. The research indicates that effective storytelling improves the overall tourism experience, which in turn positively influences the destination image and perceived value. Corresponds Wright & Salah (2024) studied Methods and value of storytelling for stakeholders in post-disaster tourism scenarios. Found that storytelling significantly affects destination value perception by allowing victims to share their experiences in various formats, which can enhance rehabilitation and create powerful narratives for tourists.

Perceived Value of Destination (PVD) impact Tourists' Behavioral Intentions (TBI). Consistent to Sardana & Rahanatha (2024) studied Pengaruh Citra Destinasi, Perceived Value dan Experiential Marketing Terhadap Minat Berkunjung Kembali. Found that the research indicates that perceived value significantly influences tourists' behavioral intentions, specifically their intention to revisit a destination. Corresponds to Wen & Phakdeephrot (2024) studied Perceived Value and Behavioral Intention of Chengde homestay tourists based on Cognition-Affection-Conation. Found that perceived value significantly impacts tourists' behavioral intentions, as demonstrated in the study. It directly influences place dependence and place identity, which in turn affect behavioral intentions.

### **5.1 Implications**

The implications of this research can be divided into theoretical and managerial perspectives. The overall discussion can be as follows.

First, research results provide empirical data about "Model of factors affecting Perceived Value of Destination and Behavioral Intentions of cultural tourism in Chumphon, Thailand." Expands the scope of The process of developing cultural tourism communities, Cultural Image, Storytelling are all variables that affect Perceived Value of Destination. And Perceived Value of Destination affect Tourists' Behavioral Intentions. Consistent with relevant concepts, theories and research that state.

Second, research results of managerial perspectives. From the finding that the process of developing cultural tourism communities impact Perceived Value of Destination. Should focus on (1) Management of cultural heritage and local resources, (2) Sustainable management, (3) Participation, (4) Organizing activities and learning processes, and (5) Preservation, restoration, dissemination, and value creation.

From the finding that Cultural Image impact Perceived Value of Destination. Should focus on (1) Architectural image (2) Artistic image (3) Religious image (4) Traditional image (5) Community lifestyle image.

From the finding that Storytelling impact Perceived Value of Destination. Should focus on (1) Brand Storytelling (2) Business Storytelling (3) Personal Storytelling (4) Digital Storytelling.

From the finding that Perceived Value of Destination impact Tourists' Behavioral Intentions Should focus on (1) Value from products and services (2) Social value (3) Emotional value (4) Novelty value and, (5) Situational value.

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