The Structural Equation Model of Artificial Neural Networks for Thailand Domestic Tourists' Image in Lifestyle Tourism : Case Study of Charoen Krung and Yaowarat Areas

Napat Samranrat[1] and Issarapong Poltanee[2*]

[1,2*]Faculty of Hospitality Industry, Kasetsart University, Thailand

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Abstract

The objectives of this research were to study 1) The behavior of tourists that related to their image in lifestyle tourism 2) Causal Relationship Model and examine the coherence of the model with the empirical data of Thai tourists' image in lifestyle tourism 3) Analyze the model of Artificial Neural Networks (ANN) for Thai tourists' image in lifestyle tourism, case of Charoen Krung and Yaowarat areas. The quantitative data was conducted with the sample of 462 participants. The accidental sampling technique was applied to Thai tourists who traveled to the targeted area. The data were analyzed through the Structural Equation Model (SEM) and the Artificial Neural Networks (ANN).

The results found that, according to their tourism experience, they are enjoyed and impressed with the new things in destination, such as food and activities. Travel experience also increases self-awareness of tourists. The Causal Relationship Model and the coherence of the model were examined. It was found that (CMIN/DF) was 1.96, while the GFI was 0.92, CFI was 0.97, (RMSEA) was 0.04, and (NFI) was 0.95, which is greater than 0. 90. It shows that the result conforms to empirical data, and positively affecting the tourism experience and satisfaction. Therefore, image, travel experience and satisfaction of tourists are positively influence on their revisit intention and willingness to recommend the place to others. According to the number of input layers in a three-level of the ANN, were ranked in descending order of the importance, which are satisfaction, image, and experience, are affecting their intention and willingness to recommend to others, at statically significant level of 0.01.

Keywords: 1) Image 2) Experience 3) Satisfaction 4) Revisit 5) Recommend

[1] Lecturer, Department of Hotel and Restaurant; E-mail: napat8827@ku.th

[2*] Lecturer, Department of Hotel Management and Tourism Program; E-mail: isarapong_aaa@hotmail.com (Corresponding Author)

Introduction

The changing in social and society in all countries, affecting the different types of restaurants in these days (Chuah, et al., 2017, p. 617). The hustle and bustle of life, dine out, the need for relaxation atmosphere, and spending time with family and friends. These reasons are boost up the massive growth in restaurants in past few years, which allow the emergence of new entrepreneurs on supply side to cater the demand of dining out (Dawi, et al., 2018, pp. 198-215). The study of Neuhofer and Buhalis (2014, p. 135) show that the international travel in ASEAN is still under the recovery, however, the domestic tourism is taking place. The government was encouraging domestic tourism with some active policies, such as the allowance of travel expenditures. As a result of this growth, the popularity in the café business has increased among the tourists, as a place to serve their lifestyle. Café has become a privacy place, co-working space, or meeting area (Marz and Geotzke, 2022, pp. 1-21). Nowadays, café has also become a new tourism destination and being a part of lifestyle tourism. Lifestyle tourism is attractive to tourists for some reasons. The physical appearance of the place is main motive for decision making, including information, Picture No. s, and online reviews. Image of the destination is influencing to their decision making, based on the features of place, for example, an aesthetic place with distinctive decoration style is very interesting to tourists (Marz and Goetzke, 2022, pp. 1-21). The contemporary decoration style has brought into the selling point for café, even the one with poor scenery or bad location. There is a trend of café with modern or contemporary decoration style in these days (Marz and Goetzke, 2022, pp. 1-21). In recent years, there was a trendy style for café decoration and structure that using valid materials, like bricks, steel, or raw concrete, that makes café in these days look similar. Therefore, atmosphere is a key that influencing tourist experience. The previous studies show that study tourists' image could be focus on the behavior and lifestyle, that demonstrated through socialization, consumption, entertainment, recreation, leisure time, and dressing style, which become individual habit for regular basis, and shaping the new form of tourism known as 'Lifestyle tourism'. In the area of Charoen Krung and Yaowarat, there are full of cultural diversity, architecture, and buildings that suitable for tourism routes and tourism activities. The study of lifestyle tourism is still lacking in the field. Thus, the researcher recognizes the beneficial of this study to the development of the area in the future. The study of tourist behavior is the first step, through their perception on image of destination and perceived experience, which affecting their satisfaction, revisit, and recommend to others. The Structural Equation Model (SEM) and the Artificial Neural Networks (ANN) were applied for the analysis, to confirm the use of model for the future development. This research was aim to study Thai tourists' Image in lifestyle tourism in Charoen Krung and Yaowarat, by analyzing the consistency of the Causal Relationship Model for tourist attraction in Charoen Krung and Yaowarat and synthesizing the data with the ANN to propose

the theoretical models for the tourism activities development and related stakeholders in the areas.

Literature Review

Image, Experience, Satisfaction, Intention to Revisit, and Willingness to recommend to others

Tourism is experience-based created by the business entrepreneur, or by the destination. Creating experience for tourists is very crucial (Tan, 2017, p. 234). Most of tourism activities were created for enjoyment and impression (Foster, 2014, pp. 165-177) for tourist who demanding to experience something from destination, which match their purchase decisions (Pine and Gilmore 1999, pp. 549-560). There are many tourism products offering in the tourism market and factors influencing decision making, perception and image of tourists, which are socially constructed according to their previous experience in travelling (Curtin, 2005, pp. 7-8).

Experiential concepts or findings are useful in determining destination locations and helping destinations have a competitive advantage in each region (Neuhofer and Buhalis, 2014, pp. 124-139). In which Dmitrovic, et al. (2009, p. 117) describe the experiential economy as an area where the combination of consumers and tourism products provides a holistic experience (Goldsmith and Tsiotsou, 2012, pp. 207-214; Laing, et al., 2014, pp. 180-192). To create different experiences for tourists, the tourist experience involves interactions between tourist and the destination, which tourist perceived based on their different experiences (Richards, 2001, pp. 55-69). Refer to their past experience, most of tourists are willing to expense for experience in the same location, but for different experience (Fesenmaier and Xiang, 2014, pp. 549-560).

According to the concept of perceived experience of Pine and Gilmore (1999, pp. 549-560) that a destination will offer an experience that differs from everyday life, which sometimes is an escape from the life's boredom and monotony. In addition, sometimes tourists are gaining experience in the form of learning and education. This happens when tourists learn to develop their knowledge or skills. They have different contexts and overall dimensions to provide the best travel experience (Loureiro, 2014, pp. 1-9). From literature reviews show that tourist experience will directly influence to their revisit intention (Kim, Hallab and Kim, 2012, p. 489), which also influence to image of destination (Beerli and Martin, 2004, p. 661). This is the complex relationship between service products and its features that lead to the impression and beneficial for the area, which are cognitive (ie. beliefs, individual perception, and feeling about destination) (Sonmez and Sirakaya, 2002, pp. 185-196; Beerli and Martin, 2004, pp. 667-681). Indirect experience influences their revisit intention through the destination's image (Kim, Hallab and Kim, 2012, p. 490; Zhang, et al., 2014, pp. 213-223). The past research show that image of destination is affecting tourists' intention to recommending to others and repeat visitation. Therefore, the hypothesis has been theoretical identified into 4 hypotheses as follows:

H1 Experiences positively influence

the image of lifestyle destination; Charoen Krung and Yaowarat areas

H2 Experiences positively influence tourist satisfaction in lifestyle destination; Charoen Krung and Yaowarat areas

H3 Experiences positively influence tourists' repeat visitation to lifestyle destination; Charoen Krung and Yaowarat areas

H4 Experiences positively influence tourists' willingness to recommend to others to visit lifestyle destination; Charoen Krung and Yaowarat areas

In addition, tourist satisfaction is crucial for tourist-centric in products and services improvement. In this case, tourists' perception is required for the development planning and prioritizing the tourists' willingness to recommend to others and their satisfaction (Chuah, et al., 2017, p. 624; Dawi, et al., 2018, p. 200). The quality of products and services influence the tourists' satisfaction and willingness to recommend to others. Word of mouth is recognized as the most influential way for sharing information to tourists, which related to the decision making for visit (Shi, et al., 2016, pp. 397-400).

H5 Image of lifestyle destination; Charoen Krung and Yaowarat areas, positively influence tourists' intention to revisit

Tourist satisfaction is the key for marketing assessment to enhance destination's branding and their repeat visitation (Chuah, et al., 2017, p. 625). Services that the tourist received will become experienced and satisfaction of individual tourist, which differentiate according to experience in services and destination (Dawi, et al., 2018, pp. 198-199), that could positively or negatively affect to their satisfaction and their repeat visitation.

H6 Satisfaction positively influence the tourists' willingness to recommend to others about lifestyle destination; Charoen Krung and Yaowarat areas

H7 Satisfaction positively influence tourists' intention for repeat visitation in lifestyle destination; Charoen Krung and Yaowarat areas

Conceptual Framework

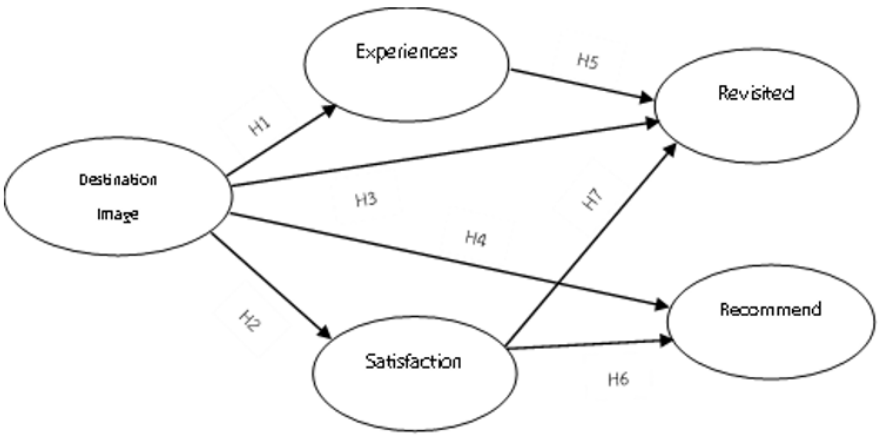

Figure 1 presents the conceptual framework of the Structural Equation Model (SEM) of Thai Tourists' Image in Lifestyle Tourism: Case Study of Charoen Krung and Yaowarat Areas, Which Synthesized from Literature Review

Methods

In this research, the researcher determined the population and sample group by randomly sampling. To identify the sample size Neuhofer and Buhalis (2014, p. 135) suggest that the appropriate sample size depends on several factors. One factor is the analysis technique. For this research, the Structural Equation Model (SEM) was applied, which required samples at least 18 times of observed variables. There are 25 of observed variables for this research, therefore, the sample size was 450 samples (25 X 18). However, the total of 462 samples were obtained, which comprehensive and conform with population in the study area. The samples were sampling from subgroup of targeted population (Proportional Allocation), thus, the samples size in Yaowarat area was 255 samples and Charoen Krung area was 225 samples.

The variables consisted of exogenous variables and endogenous variables; section 1 the exogenous variable mean the variables that are not influenced by any other variable, was the image of destination. By synthesizing the research components in first step with related concepts and theories, found that there were 7 of observed variables for this research. Section 2 the endogenous variable, which refers to the variables that influenced by other variables. There were 4 endogenous variables in this research; 1) tourist experience, 7 of observed variables, 2) Overall satisfaction, 5 of observed variables, 3) Repeat visitation, 3 of observed variables, and 4) Word of mouth, 3 of observed variables.

Research Instrument

The questionnaire was consisted of 3 parts; Part 1: The general information by using closed-ended question with only one answer for demographic information such as sex, age, status, educational level, occupation, etc. Part 2: The tourist behavior, such as the frequency of travel, traveling motivation, traveling party, period of traveling, etc. Part 3: The image of lifestyle tourism, which are the tourism experience, image of destination, the overall satisfaction, the intention of revisit, and willingness to recommend to others, by using closed-ended questions with 7-point scale, degrees range from one extreme to another; the most agreed to the least agreed. The interval scale was used and applied Cronbach's alpha coefficient for the reliability of the research instrument, which found that all variables were greater than 0.70 and the reliability of the entire questionnaire was 0.93, thus the instrument as considered reliable and acceptable (Hair, et al., 2010, p. 268). The item total correlation of all variables was between 0.82-0.90, which is more than 0.4 and therefore acceptable (Best and Kahn, 1998, p. 371).

The Ethical Considerations

The research was approved by the Human Research Ethics Committee of the Research and Development Bureau of Kasetsart University, code KUREC-SS64/236. At the time of data collection for this research, the participants gave informed consent and were reminded that their participation was voluntary, could be withdrawn any time without giving a reason from any active data collection or intervention program any point without

pressure or fear of retaliation, and that all information would be treated confidentially.

Statistical Analysis

The Structural Equation Model (SEM) was applied and consisted of 2 steps. The first step was to analyze SEM, which is an inferential statistic to test the congruence of SEM with empirical data. The researcher statistical analyzed the data by using the Structural Equation Model, estimated the model parameters by the Maximum Likelihood Estimates method and used various index values. It is a statistical value to check the consistency between the model and the empirical data, according to the reviewed that derived from (Sowers, Arbuckle and Shoyinka, 2016, pp. 379-386). The index used by the researcher to consider, there are 5 indices of the coherence between the model and the empirical data as follows:

Table 1 Conformity assessment criteria between SEM and the empirical data

Conformity Assessment Statistics	Criteria accepted for conformance
CFI	≥ 0.90
CMIN/DF	≤ 3
GFI	≥ 0.90
NFI	≥ 0.90
RMSEA	≤ 0.08

In second step, the Artificial Neural Networks (ANN) was used to highlight the importance of the priority of the input data, and the ANN are used for simulating predictions of complicated from the input data. Appling the ANN is therefore the new option for controlling the system, which applied in various analysis. According to Sharma (2019, pp. 815-827) created a multilayer perceptron character training algorithm that was used to train ANN models and validation for suitable adjustment (Chong, 2013, p. 1244). In the ANN model, 80% of data was used to train the ANN model, while 20% of the data was used to test the efficiency of performance sensitivity, which calculated by using mean of variables that affecting the willingness to recommend to others and repeat visitation (Chong, 2013, pp. 1241-1244). The standard variable can be calculated by dividing the standard variable with the highest number of the variables (Liébana Cabanillas, Marinković and Kalinić, 2017, pp. 20-21) to show the priority of the ANN.

Results

Thai tourists 'image in lifestyle tourism: case study of Charoen Krung and Yaowarat areas, most of participants were 379 females, representing 82.00%, and 68 males, representing 14.70%. Most participants were aged between 18-22 years old (73.40%), and 67.70% were 346 undergraduate students (74.90%).

For the highlight of Charoen Krung and Yaowarat areas, the highest-ranking perception of tourists is the unique architecture design of buildings, restaurants, café, and accommodation business, 21.70%. For the tourist behavior, most of tourists traveled with friends (59.80%),

during weekend (62.20%), more that 2 times (46.90%), and average expenditure between 501-1,000 baht (48.20%).

The overall tourists' perception was at the highest agreement ($\bar{x}$=6.29, S.D.=0.74). The items with the highest mean were 1) tourists were satisfied with experience in destination ($\bar{x}$=6.35, S.D.=.669), 2) tourists have discovered new experiences from food and activities in destination ($\bar{x}$=6.32, S.D.=.767), and 3) tourists gained self-awareness from their experience in the destination ($\bar{x}$=6.29, S.D.=.759), respectively.

The overall satisfaction was at the highest agreement ($\bar{x}$=6.31, S.D.=0.71). The items with the highest mean were 1) tourists enjoyed the experience from destination ($\bar{x}$=6.39, S.D.=.699), 2) tourists were satisfied with the experience from destination ($\bar{x}$=6.38, S.D.=.699), and 3) tourists were impressed with the experience from destination ($\bar{x}$=6.25, S.D.=.730), respectively.

The overall revisit intention was at the highest agreement ($\bar{x}$=6.21, S.D.=0.81). The items with the highest mean were 1) tourists will try to revisit within a year ($\bar{x}$==6.24, S.D.=.776) 2) tourists will plan to revisit within a year ($\bar{x}$==6.20, S.D.=.789), and 3) tourists have revisit intention within a year ($\bar{x}$==6.19, S.D.=.857), respectively.

The overall of willingness to recommend to others was at the highest agreement ($\bar{x}$==6.29, S.D.=0.77). The items with the highest mean were 1) tourists will convince friends/family to visit the destination ($\bar{x}$==6.29, S.D.=0.798), and 2) tourists will recommend places I've visited to friends/family ($\bar{x}$==6.29, S.D.=.732).

Results of the Confirmatory Factor Analysis (CFA)

The analysis results of the first-order confirmatory factor analysis, found that factor loading: b, Standard Error: SE, t Values, and Coefficient of Determination: R2, were the tourist perceived experience memory (PM), image of destination (IM), overall satisfaction (SAT), revisit (REV), and word of mouth (WOM). The analysis results found that the factor loading: b was 0.76-0.92, Standard Error: SE was 0.03-0.10, t Value was 19.92-30.57 with statistical significance ($p<0.01$), and coefficient of determination was 0.58-0.85.

The analysis results of the second-order confirmatory factor analysis revealed that factor loading: b was statistically significance at 0.01 for all values. The highest was the item of tourist satisfaction, revisit, and convincing friends and family to visit destination, at 0.89, followed by impressed with the experience from destination, and tourists will try to revisit within a year, at 0.88 and 0.87, respectively. The standard error (SE) was 0.05-0.11, and reliability coefficient (R2) was 0.58-0.80,

These were clearly indicating that the tourist perceived experience memory (PM), image of destination (IM), overall satisfaction (SAT), revisit (REV), and word of mouth (WOM), all the 5 components, are the indicators of the study of the Thai tourists' image in lifestyle destination: case of Charoen Krung and Yaowarat areas.

The analysis results of the second-order confirmatory factor analysis also revealed that factor loading: b, Standard Error: SE, t Values, and Coefficient of Determination:

R2, were memorable tourism, destination, satisfaction, revisit, and recommend. The analysis results found that the factor loading: b was 0.84-0.96, Standard Error: SE was 0.05-0.10, t Value was 17.66-20.21 with statistical significance ($p<0.01$), and coefficient of determination was 0.70-0.92.

Table 2 Measurement Model Analysis

Variables	Indicators	Factor Loading
Memorable Tourism (KMO = 0.930, CR= 0.677, AVE = 0.936)		
	1.You can enjoy the experience from the services in restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (exp1)	0.803
	2. You feel refreshed, revitalized, and recovered from experience in restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (exp2)	0.830
	3. You realized that you admire the experience in restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (exp3)	0.814
	4. You have been impressed by visiting to restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (exp4)	0.836
	5. You can experience the service atmosphere in restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (exp5)	0.828
	6. You can experience the new things in restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (exp6)	0.814
	7. You can feel important from experience in restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (exp7)	0.842
Destination (KMO = 0.940, CR= 0.683, AVE = 0.938)		Factor Loading
	1. Degree of your attitude towards the image of restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (des1)	0.852
	2. Degree of your attitude towards the enjoyment image of restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (des2)	0.851
	3. Degree of your attitude towards the aesthetic image of restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (des3)	0.836
	4. Degree of your attitude towards the image of accessibility, such as public transportation, parking area, tourist information signs, size, and information of restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (des4)	0.767
	5. Degree of your attitude towards the novelty image of services in restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (des5)	0.847

Variables	Indicators	Factor Loading
	6. Degree of your attitude towards the image of architecture and buildings in in Charoen Krung and Yaowarat areas. (des6)	0.807
	7. Degree of your attitude towards the image of excitement feeling in restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (des7)	0.812
Satisfaction (KMO = 0.899, CR= 0.733, AVE = 0.932)		Factor Loading
	1. Degree of your satisfaction towards services in restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (sa1)	0.871
	2. Degree of your enjoyment towards services in restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (sa2)	0.842
	3. Degree of your delight towards services in restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (sa3)	0.866
	4. Degree of your fascination towards services in restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (sa4)	0.829
	5. Degree of your satisfaction towards the atmosphere and aesthetic in restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (sa5)	0.855
Revisited (KMO = 0.752, CR= 0.822, AVE = 0.933)		Factor Loading
	1. You desire to revisit restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas by this year. (IN1)	0.887
	2. You are planning to revisit restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas by this year. (IN2)	0.932
	3. You have intention to revisit restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas by this year. (IN3)	0.894
Recommend (KMO = 0.761, CR= 0.792, AVE = 0.920)		Factor Loading
	1. You will recommend restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas, that have been visited to friends and relatives. (SUG1)	0.905
	2. You will convince friends, family, and relatives to visit restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (SUG2)	0.883
	3. You are proud to share feelings after the visiting in restaurants, café, accommodation, or tourism activities in Charoen Krung and Yaowarat areas. (SUG3)	0.886

The results of the Structural Equation Model (SEM) for the study of Thai tourists' image in lifestyle destination: case of Charoenkrung and Yaowarat areas

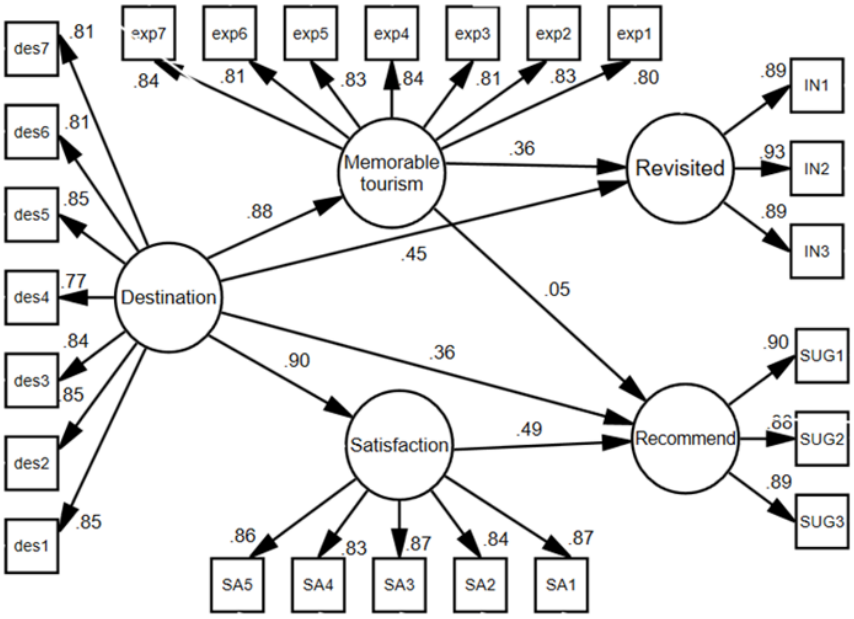

Figure 2 Presents the Structural Equation Model (SEM) for the Study of Thai Tourists' Image in Lifestyle Destination: Case of Charoenkrung and Yaowarat Areas

Table 3 Statistical results of the Structural Equation Model (SEM)

Variables	Estimate		Variance	R^2	C.R.	P
	Standard	Unstandardized				
Destination			0.35			
- Satisfaction	0.90	0.91	0.07	0.80	21.14	***
- Memorable Tourism	0.88	0.93	0.09	0.65	19.68	***
- Revisited	0.45	0.50	0.16	0.62	5.29	***
- Recommend	0.36	0.40	0.11	0.77	4.13	***

*** statistically significant at 0.01

Table 4 Discriminant Validity and AVE Square Root Matrix

Variables	Memorable	Destination	Satisfaction	Revisited	Recommend
Memorable	(0.890)				
Destination	.816	(0.907)			
Satisfaction	.819	.840	(0.856)		
Revisited	.704	.712	.771	(0.826)	
Recommend	.741	.785	.800	.800	(0.823)

Convergent and discriminant validity were investigated using the model tested and validated in this study. From table 4, the results of discriminant validity revealed that the correlation between latent variables was .704-.840, which less than .90, means that all latent variables had discriminant validity at an appropriate level, or the individual latent variable are not too highly correlated. Convergent validity was analyzed by comparing the average variance extracted (AVE) for each factor with the factor's correlation with other constructs and discriminant validity was evaluated by comparing the average variance extracted square root (AVE) and the square of the correlation between the factors.

From table 3 presents the SEM of casual relationship in the study of Thai tourists' image in lifestyle destination: case of Charoenkrung and Yaowarat areas, after adjusted the model, which consisted of 5 latent variables; 4 of exogenous latent variables (Memorable Tourism, Revisited, Recommend, Satisfaction). There was positive correlations between (Critical Ratio: C.R.) all variables are greater than 1.96, satisfying the specified criteria (Hair, et al., 2010, p. 368) and 1 endogenous latent variable.

There was 0.35 of variance in model of the Destination image, which directly affected to satisfaction at a standardized regression weight of 0.90, at a statistically significant level of 0.001, a squared of the multiple correlation (R2) of 0.80 and a variance of 0.07, followed by the direct influenced to the Memorable tourism at a standardized regression weight of 0.88, at a statistically significant level of 0.001, a squared of the multiple correlation (R2) of 0.65, and a variance of 0.09, which directly affected to the Revisit at a standardized regression weight of 0.45, at a statistically significant level of 0.001, a squared of the multiple correlation (R2) of 0.62, and a variance of 0.16, and directly affected to Recommend at a standardized regression weight of 0.36, at a statistically significant level of 0.001, a squared of the multiple correlation (R2) of 0.77, and a variance of 0.11.

Table 5 Statistical test of Goodness of Fit

Statistic	Criteria	Before adjustment	Adjusted
CFI	≥ 0.90	0.70	0.97
CMIN/DF	≤ 3	5.03	1.96
GFI	≥ 0.90	0.72	0.92
NFI	≥ 0.90	0.67	0.95
RMSEA	≤ 0.08	0.10	0.04

Table 5 shows the statistical test of Goodness of Fit before the adjustment, which revealed Comparative Fit Index (CFI) of 0.70, Relative Chi-Square (CMIN/DF) of 5.03, Goodness of Fit (GFI) of 0.72, Norm Fit Index (NFI) of 0.67, and Root Mean Square Error of Approximation (RMSEA) of 0.10, which in some indicators did not meet the criteria for harmonization with the empirical data or there is not enough good consistency.

Therefore, the researcher has done the adjustment of model by considering the conditions for improvement based on the Modification Indices by Sowers, Arbuckle and Shoyinka (2016, pp. 379-386), and by considering the value of the results obtained from the program with theoretical academic principles, to either eliminate some improper observational variables one by one or develop a relation of the variables and perform a new model processing, and found CMIN/DF of 1.96 (< 3), GFI of 0.92 (> 0.90), CFI of 0.97 (>0.90), RMSEA of 0.04 (< 0.08), and NFI of 0.95 (>0.90). All 5 statistics passed the criteria, thus model of the study of Thai tourists' image in lifestyle destination: case of Charoenkrung and Yaowarat areas, after the adjustment, conformed with the empirical data.

Table 6 The Hypothesis Test Results

Hypothesis	Coefficient	Decision
1. Experiences positively influence the image of lifestyle destination; Charoen Krung and Yaowarat areas	0.93	Accepted
2. Experiences positively influence tourist satisfaction in lifestyle destination; Charoen Krung and Yaowarat areas	0.91	Accepted
3. Experiences positively influence tourists' repeat visitation to lifestyle destination; Charoen Krung and Yaowarat areas	0.50	Accepted
4. Experiences positively influence tourists' willingness to recommend to others to visit lifestyle destination; Charoen Krung and Yaowarat areas	0.40	Accepted
5. Image of lifestyle destination; Charoen Krung and Yaowarat areas, positively influence tourists' intention to revisit	0.38	Accepted
6. Satisfaction positively influence the tourists' willingness to recommend to others about lifestyle destination; Charoen Krung and Yaowarat areas	0.05	Accepted
7. Satisfaction positively influence tourists' intention for repeat visitation in lifestyle destination; Charoen Krung and Yaowarat areas	0.53	Accepted

Note: *Statistically significant at 0.05 (t-value>1.960)*, ** statistically significant at 0.01 (t-value>2.576)

The hypothesis testing results can be concluded that image has a positive influence on the experience, satisfaction, revisit and recommend to others or word of mouth. Experience also has a positive influence on the repeat visitation and positively influence on willingness to recommend to others, and satisfaction positively influenced the recommendation, at a statistically significant level of 0.01.

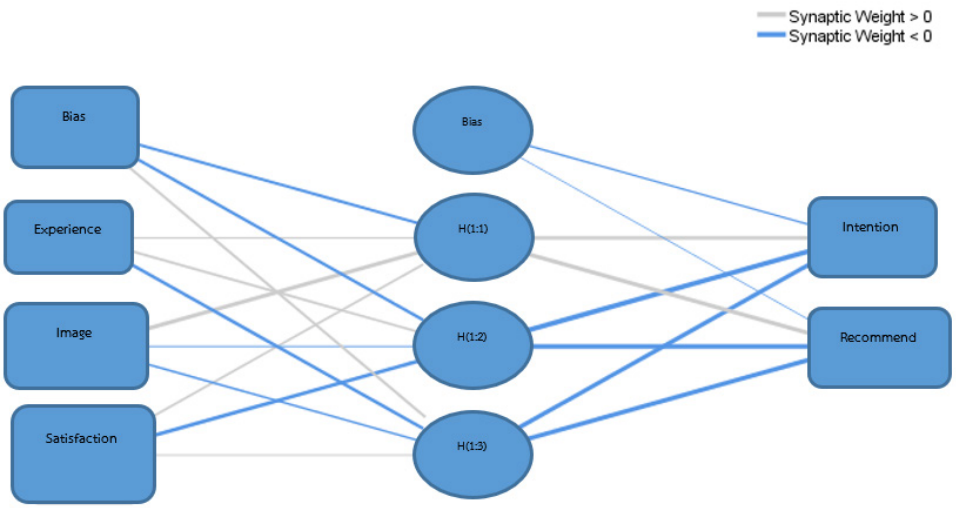

Figure 3 Hidden layer activation function: Hyperbolic tangent Output Layer Activation Function: Identity

Table 7 RMSE for Artificial Neural Network Model

Hidden nodes	Training	Testing
1	0.611	0.466

Table 8 The Importance of Variables in Artificial Neural Networks (ANN)

Variables	Importance	Normalized Importance
Experience	.129	24.8%
Image	.352	67.6%
Satisfaction	.520	100.0%

Table 3 shows the model of Artificial Neural Networks (ANN), which statistically significant variables are assigned as inputs to the ANN model in three layers. Those can be prioritized in descending order; satisfaction, image, and experience, which affect the willingness to recommend to others, at a statistically significant level of 0.01.

Discussion

If the study areas aim to enhance the opportunity of success in tourism development, they could apply the research results in the destination. To create tourist experience, destination should focus on creating the emotional involvement for tourists' feeling important from their experience in restaurants, café, accommodation, and activities, through the image of enjoyment, novelty, aesthetics, excitement, and decorations of restaurants, café, accommodation, and activities in Charoen Krung and Yaowarat areas, which directly influence on their satisfaction, pleasure of services restaurants, café, accommodation, and activities and fascinate with the history of destination (Yu and Sun, 2019, pp. 257-268). These could be confirmed by the results of Artificial Neural Networks, which can be prior-

itized in descending order; satisfaction, image, and experience, which affect the willingness to recommend to others, respectively. These motivations are influencing on tourists' planning for repeat visitation by this year and related to their wiliness to recommend destination to their friends, family, and relatives. The image that directly influenced the intention of revisit had a higher influence than indirect influence, which shows that the revisit will come from the image that tourists pay more attention to themselves from experience before coming to the destination (Wang, Xu and Huang, 2020, pp. 124-137). Therefore, the study in the future, should focus on developing image of destination. Zhang and Xu (2019, p. 86) studied model of the structure of the liminal experience in tourism, the repeat visitation is based on the image of destination and experience can be a push factor to travel in different destination. There are also interesting points from the results of a study by Zenker and Kock (2020, p. 288) that examined the outbreak of Coronavirus affects travel and tourism experience. It was found that to create tourist experience in different destination, it is more important to focus on tourists' emotion than trying to create the impression of tourists from the entrepreneurs themselves. These results strongly confirmed that designing experience in services is crucial for encouraging the repeat visitation of tourists.

Research Suggestion

1. Tourist experience can be conceived as a learning process or self-awareness, thus the entrepreneur should create experience through the development of physical atmosphere and decoration to cater tourist preferences, such as Picture No. taking spots or offering some products for tourists who share feelings from their experiences.

2. From the results shows that tourists' perception towards architecture/buildings were at the lowest of the ranking, indicating that development planning of entrepreneur or government agencies should focus on enriching tourist experience and impression with the identity of the area through the design of physical environment to conform with authentic cultural assets

Research Implementation

Due to the rapid changes in technology in many aspects, local business may not be able to meet changing demand of tourists. Thus, the study of tourist insight for successful strategy will lead to effective goal achievement. The findings from empirical testing to confirm the correlations used in the study were considered to fill gaps in the changing research on the subject matter studied. This will lead to the performance of the business in the area that meets the needs of the target market. Therefore, service business operators in the area be able to apply the knowledge gained in planning, identify visions and operating policies of the marketing mix and strategies to enhance operational efficiency by focusing on the implementation of communication technology and research results that will effectively reach the target market.

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