

A Study on the Influence of Architectural Elements on Tourist Satisfaction at Shanqing Shrine

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Abstract

The objectives of this study were: (1) To investigate Thailand Shrine building and its cultural significance. (2) To describe architectural elements in detail, including components, style. And (3) To research key factors influencing tourist satisfaction in searching for architectural elements of Thai Shrine. This study employs literature research methods, reviewing and collating studies related to Chinese shrine architectural elements and those of Thai-Chinese shrines, defining the details of the elements, and styles of Thai-Chinese architecture. Additionally, the study utilizes field surveys, conducting site visits to the Shanqing Temple in Ayutthaya, Thailand—a Thai-Chinese shrine.

The results of this study were as follows: (1) The architectural elements of Shanqing Shrine are detailed in terms of spatial layout, roof structure, ridge decoration, columns and capitals, wall decoration, carving decoration, door and window design, ceiling decoration, floor decoration, and decorative objects. The artistic styles of Shanqing Temple's architectural elements are elaborated upon in terms of roof style, column and capital style, carving style, ridge decoration style, wall decoration style, spatial layout style, main door and window style, decorative material style, and color style. (2) By constructing a conceptual model of the relationship between factors affecting tourist satisfaction with the architectural elements of Shanqing Shrine, designing a survey questionnaire, and predicting the reliability and validity indices of the questionnaire, the questionnaire was distributed. Valid questionnaires were collected and processed using SPSS software. Key factors influencing tourist satisfaction with the architectural elements of Shanqing Shrine were identified from the SPSS data analysis, and suggestions for enhancing satisfaction based on these key factors were provided.

Keywords: Architectural Elements; Tourist Satisfaction; Shanqing Shrine

Introduction

With the implementation of the visa exemption policy between China and Thailand, an increasing number of Chinese tourists are visiting Thailand to explore its culture. As a predominantly Buddhist country, shrines are ubiquitous in Thailand, and many devout tourists visit characteristic shrines during their travels. Thai travel agencies design tour routes for Chinese tourists that include shrines as destinations, enhancing the tourist experience. Upon arriving in Thailand, Chinese tourists not only focus on Thai-style shrines but also pay attention to Thai-Chinese shrines. This interest is particularly evident among scholars studying architecture, managers in the architectural field, and students of architecture. In addition to exploring the origins of Chinese culture, they examine the details and styles of Chinese shrine architecture, which can contribute significantly to their professional development and the broader architectural industry. examined the adaptation and evolution of

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Chinese temple elements in Thai temple architecture from a cross-cultural perspective, with a particular emphasis on the integration of materials and spatial layouts (Chao, 2019).

Shanqing Shrine in Ayutthaya, Thailand, is a typical example of a Teochew-style Chinese shrine. By analyzing its architectural elements and artistic styles, it serves as a model of Thai-Chinese shrine tourism resources. Establishing a satisfaction model, analyzing key influencing factors, and devising reasonable tourism development strategies can promote high-quality development of Thai tourism and better meet the needs of shrine tourists. Architectural Factors Influenced on Physical Environment different effects of material properties, atrium geometry, atrium shape, roof structure, and adjoining spaces on the daylighting, acoustics, natural ventilation, and thermal environment have been revealed. Consequently, common factors which have influenced on two or more aspects of physical environment have been identified, along with their tendency of influence. It is expected that the results would help to optimize, at the early design stage, the physical environment (Zhao, W., Kang, & Jin, 2015).

In summary, the flourishing relationship between Chinese tourists and Thai cultural sites, especially shrines, underscores the importance of strategic tourism development. By harnessing cultural insights and architectural studies, stakeholders can enhance the quality of tourism offerings while preserving the integrity and significance of these heritage sites.

Research Objectives

The objectives of this study were: (1) To investigate Thailand Shrine building and its cultural significance. (2) To describe architectural elements in detail, including components, style. And (3) To research key factors influencing tourist satisfaction in searching for architectural elements of Thai Shrine.

Literature Review

1. Literature on the Protection and Management of Cultural Heritage

ICCROM (International Centre for the Study of the Preservation and Restoration of Cultural Property) is dedicated to the sustainable protection and dissemination of cultural heritage. The Burra Charter (ICOMOS, 1988) describes the multifaceted value of cultural heritage from historical, artistic, architectural, scientific, and social perspectives. Aesthetic value encompasses aspects such as form, proportion, color, pattern, structure, scale, and building materials, as well as sensory elements like smell and sound associated with location and use. The Charter on the built vernacular heritage (ICOMOS, 1999) emphasizes the cultural significance and conservation principles of traditional buildings and settlements. The World Heritage Protection Organization provides a legal framework and management guidelines for the protection of globally significant cultural and natural heritage. These documents offer both theoretical foundations and practical guidance for the protection and management of traditional architectural heritage, such as Chinese shrines, in Thailand and the People's Republic of China.

2. Review of Literature on Architectural Elements of Thai-Chinese Shrines

analyzed the application of Chinese architecture in Thai temples and, through case studies, demonstrated how traditional Chinese architectural elements, especially in roof design, carvings, and decorative arts, are integrated into Thai temples. The integration of Chinese architectural styles and elements within Thai temples highlights a profound cultural exchange

that has shaped the architectural landscape of Thailand. Through the adoption of symmetrical layouts, distinctive roof forms, innovative gables, and decorative features from Chinese traditions, Thai artisans have created a harmonious blend that reflects both cultural identities. This synthesis is not merely aesthetic; it carries deep symbolic meanings rooted in philosophical concepts such as the harmony between humans and nature. The incorporation of Chinese motifs and artistic techniques enriches the narrative quality of Thai temple art, while simultaneously showcasing local craftsmanship and cultural themes.

Moreover, the historical context of these architectural influences underscores the enduring yielding a unique Thai identity that embraces diversity (Sukanya, 2016). Tan, M. (2018) discussed the blending of Chinese and Thai architectural styles, particularly in Buddhist temples. The article provides a detailed analysis of how various Chinese elements, such as wood carvings, beam and column shapes, and temple paintings, are incorporated into traditional Thai architecture. This synthesis is evidenced not only in structural design but also in artistic expressions such as ceramic decorations, wood carvings, and murals, which highlight a blend of craftsmanship and thematic narratives from both cultures. The use of traditional Chinese motifs and symbols within Thai temple decor further illustrates the deep-rooted connections between these two nations, symbolizing mutual aspirations and cultural affinities. the philosophical concepts inherent in Chinese traditions have found resonance in Thai architecture, fostering respect for nature and spiritual harmony. This shared understanding between the two cultures enhances their architectural narratives and underscores their historical ties., the collaboration between Chinese and Thai architectural styles serves as a testament to their long-standing friendship and multicultural ethos, reinforcing the importance of cultural dialogue in shaping identities. This ongoing interaction not only enriches the cultural landscape of Southeast Asia but also contributes to a richer global architectural heritage, paving the way for future generations to appreciate and learn from this remarkable cultural synthesis. Explored the influence of Chinese architecture on Thai religious buildings, particularly in terms of structural layout, decorative details, and cultural symbolism in temple architecture. The structural friendship and mutual respect between China and Thailand. As a result of centuries of interaction, this relationship has fostered an environment ripe for multicultural exchange, layout of Thai religious buildings showcases a profound influence from Chinese architectural traditions. By adopting principles such as symmetrical configurations, hierarchical zoning, and integration with nature, Thai architecture not only honors its own cultural identity but also reflects a rich tapestry of influences that enhance its spiritual depth and communal significance. This architectural dialogue between China and Thailand continues to be a testament to their historical connections and the enduring power of cultural exchange (Wang, & Su, 2014).

Research Methodology

This research used qualitative research method which collected data by interview and survey method formatted according to a five-point Likert scale to collect valid data.

Data collection instruments: A total of 200 questionnaires were distributed, mainly through QR code scans to access a pre-designed online platform "Questionnaire Star."

Data analysis: All 200 valid questionnaires were collected and analyzed using SPSS24.0 software. The results exported from SPSS24.0 were used for comprehensive data analysis to draw conclusions.

The Conceptual Framework

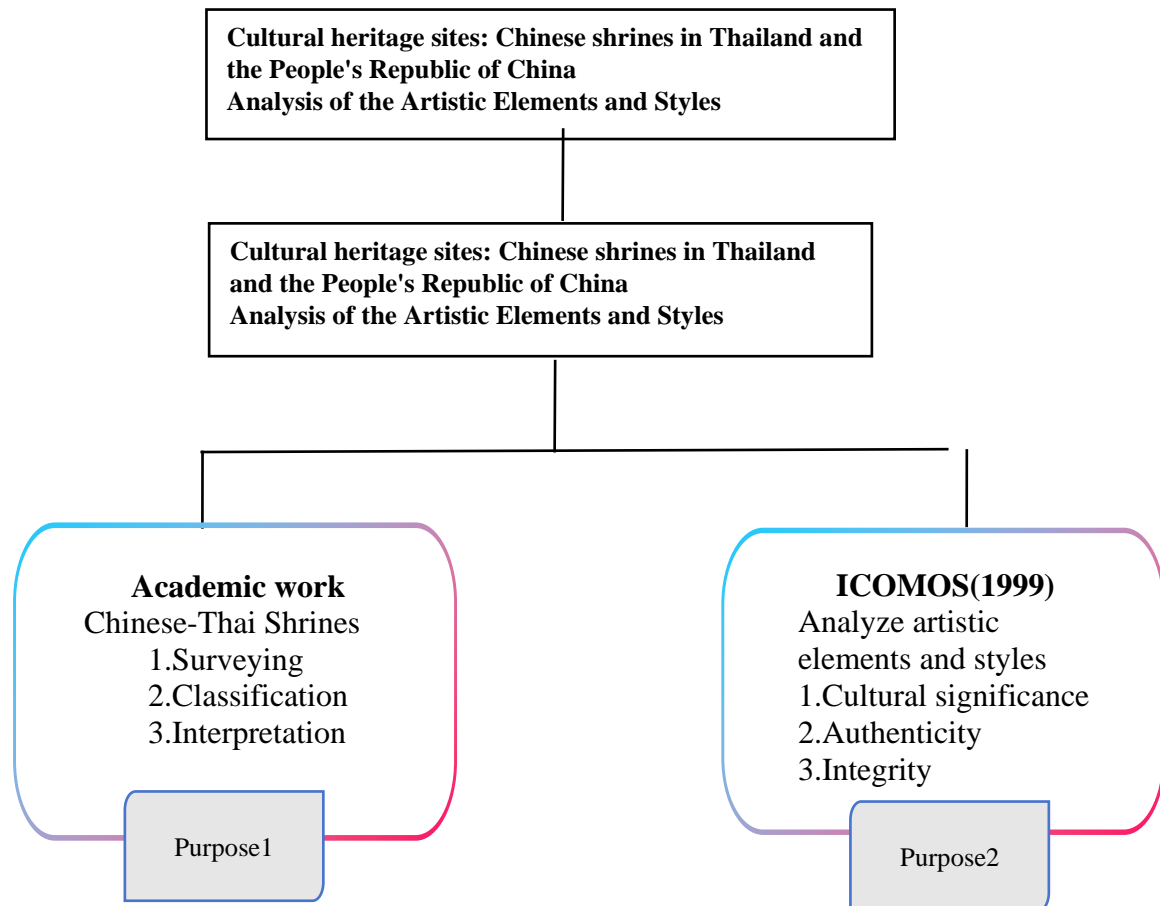


Figure 1: Conceptual Framework

Research Results

1. Investigate Thailand Shrine building and its cultural significance.

Shanqing Shrine (also known as Shanqing Shrine of Ayutthaya) is located in Ayutthaya, Thailand, and is an important Teochew shrine within the Teochew community there. Situated in the southern part of the city of Ayutthaya, near the old town and several famous historical sites, the shrine's specific address is: Soi 6, Ban Ko, Ayutthaya, Thailand. See Figure 2 below for details.



Figure 2: Location Map of Shanqing Shrine

This street is near one of Ayutthaya's main tourist attractions, the Ayutthaya Historical Park, giving the temple a prime geographical location that is accessible to the Teochew community and visitors. It is located in a quiet neighborhood, surrounded by a tranquil environment, with a broad open space in front of the shrine used for shrine fairs and religious activities. The shrine serves not only as a center of religious faith but also carries the culture and history of the Teochew people in Thailand. It symbolizes the transmission and promotion of Teochew culture in Thailand, with the shrine's architectural style, structure, and decorations reflecting a blend of Chinese and Thai cultures and their uniqueness.

Shanqing Shrine was established by Teochew immigrants at the end of the 19th century or the beginning of the 20th century with the purpose of venerating Mazu, the City God, and other deities from Teochew folk beliefs. It also serves as the center of religious and cultural activities for the Teochew community. Located in Ayutthaya, which was once one of Thailand's ancient capitals, the area has a rich historical background and cultural heritage. With the arrival of Teochew immigrants, Shanqing Shrine gradually became a spiritual sanctuary for the Teochew people and a symbol of Teochew traditional culture.

The main functions of the temple include:

Religious Activities: The shrine conducts worship ceremonies for deities such as Mazu and the City God, attracting Teochew devotees from the local and surrounding areas to pray for blessings, home safety, and peace.

Community Gatherings: The shrine fairs and festival activities are important gathering places for the local Teochew community. During shrine fairs, activities like dragon and lion dances and Teochew opera performances are held, serving both as religious ceremonies and community cultural events.

Cultural Heritage: Shanqing Shrine is not only a center of religion but also a venue for the transmission of Teochew traditional culture. The shrine regularly hosts cultural education and artistic displays, such as Teochew music, calligraphy, and painting.

Here is an analysis of the significance of Shanqing Shrine from historical, social, cultural, artistic, and scientific perspectives:

(1) Historical Significance

1) Overseas Spread of Teochew Culture: Shanqing Shrine is an important heritage of the historical culture of the Teochew community in Thailand, marking the profound influence of Teochew culture in Thailand. The shrine's history dates back to the 19th or early 20th century when Teochew immigrants settled in Ayutthaya, making it the center of their faith and culture.

2) Immigration History and Social Change: The establishment of Shanqing Temple by Teochew immigrants in Thailand reflects not only religious needs but also the efforts of the immigrant community to establish a community in a foreign land. The shrine has become a crucial place for them to root themselves in Thailand, pass on family culture, and unite the community.

3) Interweaving of Religion and History: Deities worshiped in the shrine, such as Mazu and the City God, are integral to Teochew cultural beliefs. The construction of the temple and its ceremonial activities are closely linked, historically using these activities to commemorate historical figures and pass on culture.

(2) Social Significance

1) Community Cohesion: Shanqing Shrine serves as a social focal point among the Teochew community in Ayutthaya. Annual shrine fairs, religious ceremonies, and festival activities become significant platforms for community interaction, connection, and cohesion. The shrine fair is the center of social activities for the Teochew people, fostering connections and cooperation among neighbors.

2) Interweaving of Faith and Daily Life: The shrine serves not only as a venue for religious activities but also as a part of everyday life. It has become the core of cultural identity and spiritual support for the Teochew people, while also providing a space for socializing and mutual assistance for the local Teochew community, further strengthening group identity and social responsibility.

3) Cultural Integration and Inclusivity: As part of Thailand, Shanqing Temple has deeply integrated with the local Thai culture, particularly visible during shrine fairs and religious ceremonies. The mutual influence and integration of traditional Thai religions (such as Buddhism) with Teochew traditional beliefs illustrate a cross-cultural symbiosis.

(3) Cultural Significance

1) Heritage of Teochew Culture: Shanqing Shrine is a crucial carrier of Teochew culture in Thailand. The worship activities and cultural ceremonies held in the shrine, such as shrine fairs, reflect the religious beliefs, customs, and local characteristics of the Teochew region. Traditional cultural expressions such as Teochew opera and Chaozhou music, commonly seen at shrine fairs, serve as important means of cultural transmission.

2) Cultural Identity and Pride: As a symbol of Teochew culture, the shrine helps the descendants of immigrants maintain identification with their homeland culture. Through participation in shrine fairs and worship activities, Teochew immigrants in a foreign land have established a strong sense of cultural belonging and passed this culture on to the next generation.

3) Fusion of Multicultural Elements: Shanqing Shrine not only preserves traditional Teochew culture but also incorporates local Thai religious and cultural elements. The activities and rituals within the shrine display a blend of Buddhism, Taoism, and folk beliefs, reflecting the diversity and inclusiveness of culture.

(4) Artistic Significance

1) Fusion of Architectural Art: The architectural style of Shanqing Temple merges traditional Teochew shrine designs with local Thai architectural elements. The structure, decorations, and detailed design of the shrine showcase the exquisite craftsmanship of traditional Teochew architecture, such as upturned eaves and intricately carved beams, while also incorporating influences from Thai culture, creating a building with cross-cultural architectural features.

2) Carving and Decorative Arts: The shrine's carving art, including wood and stone carvings, is distinctly Teochew. The carvings on the statues, altars, and pillars are intricate, typically reflecting Teochew folk beliefs and mythological stories, and display the exquisite skills of traditional Teochew carving art.

3) Murals and Paintings: The murals and paintings within the shrine reflect Teochew culture and religious stories, with common motifs and scenes including mythological stories, historical figures, and traditional festivals. These murals are not only artistic displays but also carry religious and cultural symbolic meanings, conveying spiritual beliefs.

(5) Scientific Significance

1) Adaptation of Architecture to Environment: The architectural design of Shanqing Shrine considers the local natural environment and climatic conditions, demonstrating the ancient architects' scientific adaptation to the environment. For instance, the shrine's roof design and drainage system are designed to cope with the high temperatures and rainy seasons typical of tropical climates, reflecting a harmony between architecture and the natural environment.

2) Feng Shui and Spatial Layout: Like other Teochew shrines, the site selection and architectural layout of Shanqing Temple likely adhere to Feng Shui principles. The orientation of the shrine and the arrangement of the deities are meticulously planned, reflecting the ancient Chinese awareness of environment and scientific thinking in architecture and spatial design.







3) Community Feng Shui and Environmental Adjustment: The construction of the shrine not only serves religious needs but also considers Feng Shui principles, particularly in site selection. The spatial layout and positioning of deities within the shrine often correlate closely with natural elements like sunlight and air circulation to achieve optimal environmental effects.

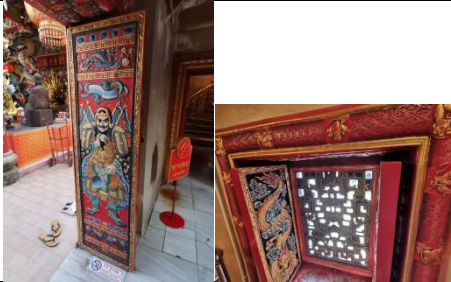



Shanqing Shrine, as a Teochew shrine in Ayutthaya, Thailand, is an important symbol of Teochew culture abroad. It is not only a center of religious faith but also a place for cultural heritage, community unity, and artistic expression. Studying this shrine provides deep insights into the history and culture of the Thai Teochew community and how the Teochew people maintain and pass on their traditions in a global context.

2. Describe architectural elements in detail, including components and style

The analysis of the architectural elements of Shanqing Shrine focuses on spatial layout, roof structure, ridge decoration, columns and capitals, wall decoration, carving decoration, design of doors and windows, ceiling decoration, floor decoration, and decorative objects. See Table 1 below for details.

Table 1: Architectural Element Analysis of Shanqing Shrine

Architectural Elements	Photos of Architectural Elements of Shanqing Shrine	Analysis of Architectural Elements of Shanqing Shrine
Spatial Layout		The central hall is prominent with a simple layout, primarily focusing on the placement of Buddha and deity statues.
Roof Structure		Multi-layered pointed roofs with elegant curves, commonly using gold and colored ceramic tiles.
Ridge Decoration		Tall pointed ridges decorated with lotus flowers, Buddhist motifs, and featuring smooth lines and bright colors.
Columns and Capitals		Granite and marble columns, with capitals typically shaped like lotuses or Buddha figures, commonly adorned in gold.
Wall Decoration		Gold-decorated walls featuring bas-relief and inlaid Buddhist patterns, blending with local Thai styles.
Carving Decoration		Combines wood and stone carvings of Buddha figures, lotus flowers, and gold patterns, creating a strong Buddhist cultural atmosphere.

Design of Doors and Windows		Typically made from wood or metal, featuring Buddhist symbols, with a simple and elegant window design.
Ceiling Decoration		The ceiling is relatively simple with minimal decoration, but sometimes gold or inlaid decorations are used to add a sense of luster.
Floor Decoration		Commonly features marble or ceramic tiles laid out with gold patterns or Buddhist symbols.
Decorative Objects		Includes religious symbols such as Buddha statues, incense burners, golden lanterns, and lotus flowers.

1) . Analysis of the Artistic Style of Architectural Elements of Shanqing Shrine

The analysis of the artistic style of the architectural elements of Shanqing Shrine includes the style of the roof, columns and capitals, carvings, ridge decorations, wall decorations, spatial layout, style of doors and windows, decorative materials, color scheme, and religious symbols. See Table 2 below for details.

Table 2: Style Analysis of Architectural Elements of Shanqing Shrine

Architectural Element Style	Analysis of Architectural Element Style of Shanqing Shrine
Roof Style	Multi-layered Pointed/Streamlined Roofs: The roofs feature multiple levels of pointed shapes, with each level extending upward. The streamlined ridge decoration is simple, emphasizing verticality and spaciousness, with modern gold decorations at the top. The overall roof is high, creating a sense of openness.
Column and Capital Style	Stone Columns: The columns are made of durable materials such as granite and marble, with simple capitals frequently featuring carvings of lotuses or Buddha figures, conveying a solemn religious presence. The design of the columns tends toward minimalism, reducing decorative elements to highlight a modern, simplistic style.
Carving Style	Minimalist Carvings: The carvings feature predominantly Buddhist symbols such as Buddha figures, lotus flowers, and mandalas. The carvings are delicate yet simplistic, minimal but with profound religious symbolism. Carvings are often found on walls and capitals.
Ridge Decoration Style	Streamlined Ridge Decoration: The ridge decorations are relatively simple, with smooth shapes and numerous gold decorative elements, focusing on a minimalist and modern overall form. Decorative patterns predominantly feature Buddhist symbols, with an overall design that is simple and modern.
Wall Decoration Style	Gold Relief and Buddhist Symbols: Wall decorations extensively use gold relief, typically depicting Buddhist elements like Buddha figures and lotus flowers, symbolizing the sanctity of Buddhist culture. The wall decorations are simple yet solemn, with the gold relief enhancing the religious ambiance and opulence.
Spatial Layout Style	Simple Layout: The central main hall is the core, typically surrounded by spacious open areas. The overall layout is more open, emphasizing the flow and comfort of the space. The space is simple yet imbued with a sense of religious ceremony, with a strong modern design influence.
Style of Doors and Windows	Metal or Wooden Doors and Windows: The design of doors and windows is simple, typically featuring wooden or metal frames, with pane designs often being gridded or elongated, focusing on simplicity, practicality, and a modern feel.
Decorative Material Style	Marble, Granite, Gold Leaf: The materials are smooth and sturdy, commonly using marble and granite for decorating walls and floors, while gold leaf is used for roofs and walls, giving the overall style a more modern and luxurious appearance.
Color Style	Gold, Orange, White: The color palette is warm, dominated by gold and orange, creating a warm and harmonious tone that highlights a tranquil and comfortable religious atmosphere, with an overall more restrained style.

Religious Symbol Style	Buddhist Symbols: Predominantly uses elements like Buddha figures, lotus flowers, and mandalas, emphasizing Buddhist culture and sanctity. The strong religious symbolism enhances the shrine's religious atmosphere.
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3. Key factors influencing tourist satisfaction in searching for architectural elements of Thai Shrine

(1) Variable Design and Hypotheses

1) Service Quality Variable

H1 Environment Satisfaction: Hypothesizes a positive relationship with the overall satisfaction variable.

H2 Transportation Satisfaction: Hypothesizes a positive relationship with the overall satisfaction variable.

H3 Parking Satisfaction: Hypothesizes a positive relationship with the overall satisfaction variable.

H4 Sanitation Satisfaction: Hypothesizes a positive relationship with the overall satisfaction variable.

H5 Tour Guide Satisfaction: Hypothesizes a positive relationship with the overall satisfaction variable.

H6 Staff Attitude Satisfaction: Hypothesizes a positive relationship with the overall satisfaction variable.

2) Culture and Religious Experience Variable

H7 Religious Atmosphere Satisfaction: Hypothesizes a positive relationship with the overall satisfaction variable.

H8 Religious Activities Satisfaction: Hypothesizes a positive relationship with the overall satisfaction variable.

H9 Cultural Value of Architecture Satisfaction: Hypothesizes a positive relationship with the overall satisfaction variable.

H10 Cultural Interpretation Satisfaction: Hypothesizes a positive relationship with the overall satisfaction variable.

3) Activity Participation Satisfaction Variable

H11 Cultural Experience Satisfaction: Hypothesizes a positive relationship with the overall satisfaction variable.

H12 Religious Activity Participation Satisfaction: Hypothesizes a positive relationship with the overall satisfaction variable.

H13 Souvenir Quality and Price Satisfaction: Hypothesizes a positive relationship with the overall satisfaction variable.

4) Overall Satisfaction Variable

H14 Overall Experience Satisfaction: Hypothesizes a positive relationship with the overall satisfaction variable.

H15 Likelihood of Recommendation: Hypothesizes a positive relationship with the overall satisfaction variable.

H16 Likelihood of Revisiting: Hypothesizes a positive relationship with the overall satisfaction variable.

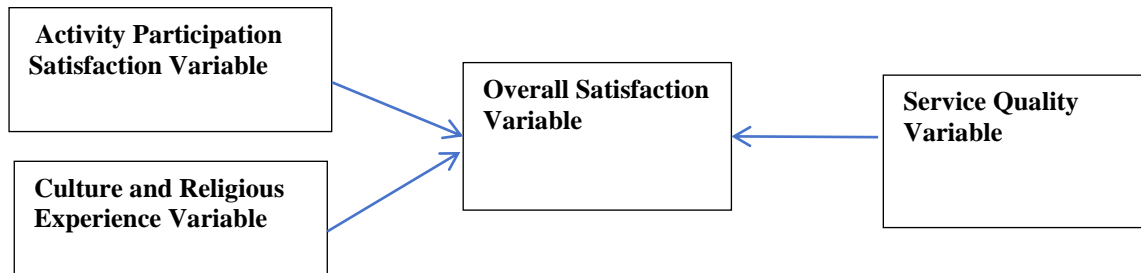


Figure 3: Satisfaction Conceptual Model

(2) Data Result Analysis

1) Reliability Analysis

Table 3: Reliability Analysis Table

Cronbach's Alpha Reliability Analysis			
Name	Corrected Item-Total Correlation (CITC)□	Alpha if Item Deleted□	Cronbach's Alpha□
Attraction Services and Facilities Satisfaction 1	0.613	0.912	0.917
Attraction Services and Facilities Satisfaction 2	0.717	0.908	
Attraction Services and Facilities Satisfaction 3	0.667	0.91	
Attraction Services and Facilities Satisfaction 4	0.69	0.909	
Attraction Services and Facilities Satisfaction 5	0.732	0.908	
Attraction Services and Facilities Satisfaction 6	0.821	0.906	
Cultural and Religious Experience Satisfaction 1	0.506	0.915	
Cultural and Religious Experience Satisfaction 2	0.493	0.915	
Cultural and Religious Experience Satisfaction 3	0.538	0.914	
Cultural and Religious Experience Satisfaction 4	0.519	0.915	
Tourist Activity Participation Satisfaction 1	0.546	0.914	
Tourist Activity Participation Satisfaction 2	0.56	0.913	
Tourist Activity Participation Satisfaction 3	0.45	0.916	

Overall Satisfaction 1	0.613	0.912	
Overall Satisfaction 2	0.703	0.909	
Overall Satisfaction 3	0.602	0.912	
Note: Standardized Cronbach's Alpha = 0.917□			

From Table 3 above, the reliability coefficient is 0.917, which is greater than 0.9, indicating very high reliability of the research data. Regarding the "Alpha if Item Deleted," the reliability coefficient does not significantly increase after any item is deleted, hence items should not be removed. Regarding the "CITC values," all item CITC values are greater than 0.4, indicating a good correlation among the items and thus good reliability. In summary, the research data reliability coefficient is above 0.9, collectively indicating high data reliability suitable for further analysis.

2) Exploratory Factor Analysis

After meeting the reliability criteria, we now examine the validity indicators. Only after the validity indicators are confirmed can we proceed with the analysis of data results.

Table 4: Validity Table

KMO Value□		0.864
Bartlett's Test of Sphericity	Approximate Chi-Square□	2423.389
	<i>df</i>	120
	<i>p</i> -value	0

From Table 4, it can be seen that for factor analysis studies that concentrate information, the suitability of the research data for factor analysis must first be assessed. From the table above: the KMO value is 0.864, which is greater than 0.6, meeting the prerequisite requirements for factor analysis, indicating that the data is suitable for factor analysis. Moreover, the data passes the Bartlett's Test of Sphericity ($p < 0.05$), indicating that the research data is appropriate for factor analysis.

From the following Table 5, it can be preliminarily seen that four factors have been extracted.

Table 5: Rotated Factor Loadings Table

Table of Rotated Factor Loadings					
Name	Factor Loadings				Communalities (Common Factor Variance)
	Factor 1	Factor 2	Factor 3	Factor 4	
Attraction Services and Facilities Satisfaction 1	0.755	0.077	0.186	0.137	0.629
Attraction Services and Facilities Satisfaction 2	0.796	0.183	0.178	0.196	0.737

Attraction Services and Facilities Satisfaction 3	0.852	0.107	0.092	0.161	0.772
Attraction Services and Facilities Satisfaction 4	0.792	0.108	0.178	0.222	0.719
Attraction Services and Facilities Satisfaction 5	0.855	0.189	0.148	0.151	0.812
Attraction Services and Facilities Satisfaction 6	0.93	0.144	0.19	0.216	0.969
Cultural and Religious Experience Satisfaction 1	0.156	0.856	0.012	0.132	0.775
Cultural and Religious Experience Satisfaction 2	0.147	0.822	0.063	0.107	0.713
Cultural and Religious Experience Satisfaction 3	0.132	0.795	0.159	0.175	0.705
Cultural and Religious Experience Satisfaction 4	0.101	0.822	0.148	0.162	0.735
Tourist Activity Participation Satisfaction 1	0.241	0.126	0.813	0.153	0.759
Tourist Activity Participation Satisfaction 2	0.234	0.123	0.825	0.184	0.785
Tourist Activity Participation Satisfaction 3	0.145	0.084	0.83	0.115	0.73
Overall Satisfaction 1	0.218	0.21	0.203	0.817	0.801
Overall Satisfaction 2	0.332	0.278	0.269	0.703	0.754
Overall Satisfaction 3	0.289	0.168	0.1	0.829	0.81
Note: In the table, if numbers are colored: blue indicates factor loadings with absolute values greater than 0.4, red indicates communalities (common factor variance) less than 0.4.					
Rotation Method: Varimax.					

Figure 4's scree plot is used to assist in determining the number of factors to extract. When the line changes abruptly from steep to flat, the number of factors corresponding to this change from steep to flat is taken as the reference for extracting factors. The scree plot is only used to assist in deciding the number of factors; actual determination often relies more on professional knowledge and the relationship between factors and research items, with a comprehensive assessment leading to the decision of four factors.

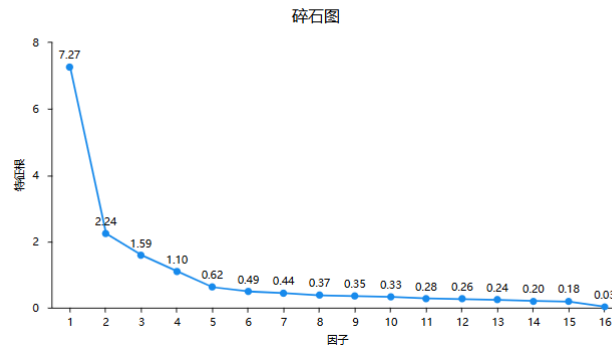


Figure 4: Scree Plot

This analysis involves a Confirmatory Factor Analysis (CFA) for four factors and sixteen analysis items. From the above table, it is evident that the AVE values for all four factors are greater than 0.5, and the CR values are all above 0.7, indicating that the analysis data possesses good convergent validity. For discriminant validity, for the attraction services and facilities, the square root of the AVE value is 0.864, which is greater than the highest absolute value of the inter-factor correlation coefficients, 0.563, indicating good discriminant validity. For cultural and religious experiences, the square root of the AVE value is 0.798, greater than the highest absolute value of the inter-factor correlation coefficients, 0.463, also indicating good discriminant validity. For tourist activity participation, the square root of the AVE value is 0.800, greater than the highest absolute value of the inter-factor correlation coefficients, 0.467, indicating good discriminant validity. For overall satisfaction, the square root of the AVE value is 0.815, which is greater than the highest absolute value of the inter-factor correlation coefficients, 0.563, indicating good discriminant validity, as shown in the following Table 6.

Table 6: Discriminant Validity Table

Discriminant Validity: Pearson Correlation and Square Root of AVE Values				
	Attraction Services and Facilities	Cultural and Religious Experiences	Tourist Activity Participation	Overall Satisfaction
Attraction Services and Facilities	0.864			
Cultural and Religious Experiences	0.354	0.798		
Tourist Activity Participation	0.455	0.296	0.8	
Overall Satisfaction	0.563	0.463	0.467	0.815
Note: Blue numbers on the diagonal represent the square root of AVE values.				

Discussion

In examining the interplay between Chinese shrine architectural elements and tourist satisfaction in Thailand, this study's findings reveal both consistencies and inconsistencies with previous research. The unique case of Shanqing Shrine, a Teochew-style Chinese shrine, offers an enriched perspective that not only complements existing literature but also identifies new dimensions of analysis.

Consistency with Previous Studies, architectural Elements and Cultural Significance, several studies have highlighted the importance of architectural elements in influencing tourist satisfaction. For instance, Wong et al. (2019) emphasize that distinctive architectural features significantly enhance the overall visitor experience by providing cultural context. This aligns with our findings, as the detailed examination of Shanqing Shrine's architectural characteristics reveals their vital role in shaping visitor perceptions and satisfaction.

Multi-Dimensional Factors Influencing Visitor Satisfaction, the research conducted by Chen & Chang (2020) supports the notion that multiple factors, such as service quality and cultural experience, contribute to visitor satisfaction at religious sites. Similarly, our study constructs a conceptual model that incorporates these multi-dimensional variables, reinforcing the idea that understanding visitor experiences requires a holistic approach. This consistency highlights the significance of integrating diverse aspects to fully comprehend visitor satisfaction.

In line with the findings from Lee & Yoon (2021), who argue for the necessity of combining qualitative and quantitative methodologies in tourism research, our mixed-methods approach—including field surveys and SPSS analysis—strengthens the reliability and depth of our insights. By triangulating data sources, we provide a more nuanced understanding of how architectural elements influence visitor satisfaction, echoing the methods advocated by previous researchers.

Inconsistency with Prior Research, Focus on Singular Architectural Elements, contrasting with studies like those by Tan & Kwan (2018), which tend to focus on isolated architectural features in broader contexts, our research emphasizes the integrated significance of multiple architectural elements within the specific context of Shanqing Shrine. This comprehensive approach reveals new insights into how the interplay of various elements contributes to the shrine's overall appeal, suggesting a gap in the existing literature regarding the need for a more interconnected view of architectural influences.

Suggestion

1. General suggestion

To enhance the overall experience for visitors at Shanqing Shrine, several key improvements can be implemented. First, enhancing accessibility and amenities is crucial; this can be achieved by collaborating with local authorities to improve transportation links and public transport routes, while also providing clear signage throughout the area. Additionally, expanding parking facilities will accommodate more visitors and ensure a seamless arrival experience. Another important aspect is maintaining the cleanliness and upkeep of the shrine; establishing a regular maintenance schedule in partnership with local services will help maintain a pleasant environment that reflects the cultural significance of the site.

Improving staff training programs is also vital to visitor satisfaction. Comprehensive training focusing on customer service excellence, cultural heritage knowledge, and effective communication skills will foster a welcoming atmosphere and enrich the visitor experience. Furthermore, enriching cultural programming and activities at the shrine will engage visitors more deeply. Developing and promoting various cultural events, such as traditional festivals, guided tours emphasizing architectural elements, and hands-on workshops showcasing Teochew culture, will provide meaningful interactions for tourists. Finally, revamping marketing strategies is essential; utilizing diverse channels, including social media, tourism websites, and print materials, will effectively promote the unique features and events of Shanqing Shrine, highlighting its architectural significance and cultural experiences to attract a wider audience.

2. Suggestion for future research

Future research should focus on several key areas to deepen the understanding of tourist satisfaction at Shanqing Shrine. Conducting comparative studies across multiple sites featuring Chinese-style shrines in Thailand would be beneficial. This research could identify common architectural influences and visitor preferences, contributing to a broader understanding of cultural tourism dynamics. Furthermore, implementing longitudinal studies to track changes in visitor behavior and satisfaction over time will provide insights into how perceptions evolve with changing conditions, such as renovations or environmental factors, thereby elucidating the long-term impact of architectural elements on visitor experiences.

Additionally, investigating the integration of emerging technologies, such as augmented reality (AR) and virtual reality (VR), can reveal their potential to enhance visitor experiences at Shanqing Shrine. This research could explore how these technologies might offer immersive educational opportunities regarding the shrine's architectural elements and cultural significance. Another promising avenue for future research involves exploring visitor demographics and their influence on satisfaction levels. By examining how different demographic groups—such as age, nationality, and cultural background—perceive and respond to the architectural elements, researchers can tailor marketing and programming efforts to meet the diverse needs of visitors effectively.

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