



Sustainable Creative Tourism Development of Ban Khlong Bang Phai Community, Nonthaburi Province, Thailand



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ABSTRACT

Objective – This study aims to explore the potential for developing sustainable creative tourism in Ban Khlong Bang Phai, Nonthaburi, by analyzing both supply and demand factors. The research adopts an empirical approach to assess the integration of local cultural and natural resources into tourism planning and the influence of tourist motivations on satisfaction.

Methodology – A mixed-methods design was employed, combining qualitative interviews with 12 key community stakeholders and quantitative surveys of 169 tourists. Qualitative data identified local resources, cultural activities, and development opportunities, while quantitative data assessed tourist motivations, satisfaction, and decision-making factors using structured questionnaires, descriptive statistics, and multiple regression analysis.

Findings – Ban Khlong Bang Phai possesses rich cultural and natural resources, including traditional arts, crafts, agricultural practices, and religious activities, which can serve as the basis for creative tourism. Tourists were primarily motivated by the uniqueness of the destination and the cultural activities it offered. High satisfaction was reported with cultural experiences, local hospitality, and destination authenticity, while infrastructure challenges such as transportation and signage were identified as areas for improvement. Significant correlations were found between tourist motivations and satisfaction.

Novelty – The study offers an empirical framework linking community cultural resources with tourist motivations and satisfaction to guide sustainable creative tourism development. It provides actionable insights for planning tourism activities that preserve cultural authenticity while promoting local economic growth, addressing a research gap in community-based creative tourism in Thailand.

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Keywords: Sustainable tourism; Creative tourism; Tourist satisfaction; Cultural heritage; Community-based tourism; Thailand; Tourist motivation

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Introduction

Creative tourism has emerged globally as a tourism form that allows tourists to engage with local culture through participatory learning experiences (Richards, 2011) (OECD, 2014).

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Following the COVID-19 pandemic, travelers increasingly seek meaningful, sustainable, and authentic experiences, promoting cultural preservation and local development (UNWTO, 2023). In Thailand, the Third National Tourism Development Plan (2023–2027) emphasizes creative tourism to enhance competitiveness and ensure equitable income distribution to local communities (Ministry of Tourism and Sports, 2023). Ban Khlong Bang Phai, located in Nonthaburi Province, Thailand, possesses a rich cultural and historical heritage. Local resources, including traditional arts, crafts, religious practices, and agricultural activities, provide a strong foundation for creative tourism development. Effective planning must strike a balance between modern tourist demands and the preservation of cultural authenticity.

This study examines both supply and demand aspects of creative tourism development in Ban Khlong Bang Phai. The supply side explores the integration of cultural and natural resources into tourism activities, while the demand side investigates tourist motivations, satisfaction, and decision-making factors. The research aims to provide a sustainable framework for tourism development, aligned with national and global trends.

Conceptual Framework

History and General Information about Ban Khlong Bang Phai Community, Nonthaburi Province, Thailand

The Ban Khlong Bang Phai community is located in the Bang Bua Thong District of Nonthaburi Province. This community has a long historical background tied to the settlement along the banks of the Bang Phai canal, which forms part of the waterway system connected to the Chao Phraya River. Historically, Khlong Bang Phai served as a major transportation route for the trade of agricultural products and handicrafts, a characteristic that has been preserved through the years (Department of Fine Arts, 2019). The community embodies a rich cultural heritage and continues to uphold traditional practices, such as basket weaving, handicraft production, and the use of traditional agricultural methods (Department of Tourism, 2020).

Ban Khlong Bang Phai is a notable tourism destination with a diverse array of resources for both cultural and natural attractions. The Khlong Bang Phai canal remains a vital water source for the community and has been carefully maintained to preserve its natural environment. Additionally, the community preserves its traditional way of life, offering authentic experiences that attract both local and international tourists. The Wat Bang Phai temple serves as the spiritual and cultural center of the community, hosting various arts and crafts activities, including basket weaving and pottery, which are integral to the local livelihood (Ministry of Culture, 2021). Furthermore, traditional agricultural activities, such as harvesting vegetables, making sugar from coconut sap, and producing products from local plants, not only impart valuable skills but also foster an environmentally sustainable lifestyle (Community Tourism Promotion Office, 2020).

Creative Tourism

Creative tourism is a concept that emphasizes interactive experiences where tourists engage with the local culture through participatory activities. This form of tourism represents an evolution from traditional cultural tourism, shifting from merely visiting cultural sites to actively engaging in local activities (OECD, 2014). It caters to the modern tourist's desire for unique, immersive experiences and fosters deeper connections with destinations and their people. In contrast to mass tourism, which focuses on passive consumption of culture, creative tourism allows visitors to actively participate and create lasting memories (Richards, 2011).

The benefits of creative tourism are manifold. Beyond generating income for local communities, it also plays a crucial role in preserving and promoting local culture through tourist participation. Moreover, it encourages sustainable development by focusing on the efficient use of local resources and minimizing environmental impact (Richards, 2011). However, challenges exist in ensuring the sustainability of the local communities involved in creative tourism, as well as addressing issues such as inadequate infrastructure development or insufficient marketing efforts (Bakas et al., 2019). For instance, Spain and Portugal have significantly developed creative tourism by prioritizing experiential learning with local communities, such as cooking classes, local art workshops, and music culture immersion (Tan et al., 2013).

Tourism Motivation and Satisfaction

(Dann, 1977) push and pull theory of tourism motivation offers a widely accepted framework for understanding the factors that motivate travelers to visit certain destinations. Push factors are internal motivations that drive individuals to travel, such as the desire for relaxation, adventure, and escape from everyday life. Pull factors, on the other hand, are external attributes of a destination that attract tourists, such as the availability of amenities, services, and the quality of the experience (Yuan & McDonald, 1990).

According to (Dann, 1977), push factors may include the need for escapism, novelty, relaxation, and the desire to enhance social and family relationships, while pull factors often relate to the destination's appeal, including service quality, cultural offerings, and ease of access. This model is further expanded by (Yuan & McDonald, 1990), who emphasize the role of novelty and stress relief in shaping travelers' motivations.

Tourist satisfaction is a multifaceted concept that varies widely across disciplines, encompassing sociology, economics, psychology, and marketing (Sirgy, 2012). In tourism studies, satisfaction is generally defined as the emotional response that arises from a tourist's experience, influenced by their expectations and the actual experience encountered. (Shelley, 2001) differentiates between positive and negative feelings, suggesting that positive feelings contribute to happiness and satisfaction, while negative feelings lead to dissatisfaction. The balance of these emotions determines the overall satisfaction.

The satisfaction-dimensions theory posits that satisfaction should be analyzed across multiple life aspects, including health, relationships, work, and personal development (Shelley, 2001). Key to this theory is the examination of the alignment between a person's expectations and their environment, such as workplace satisfaction or the satisfaction derived from travel experiences.

Factors Affecting Tourist Satisfaction

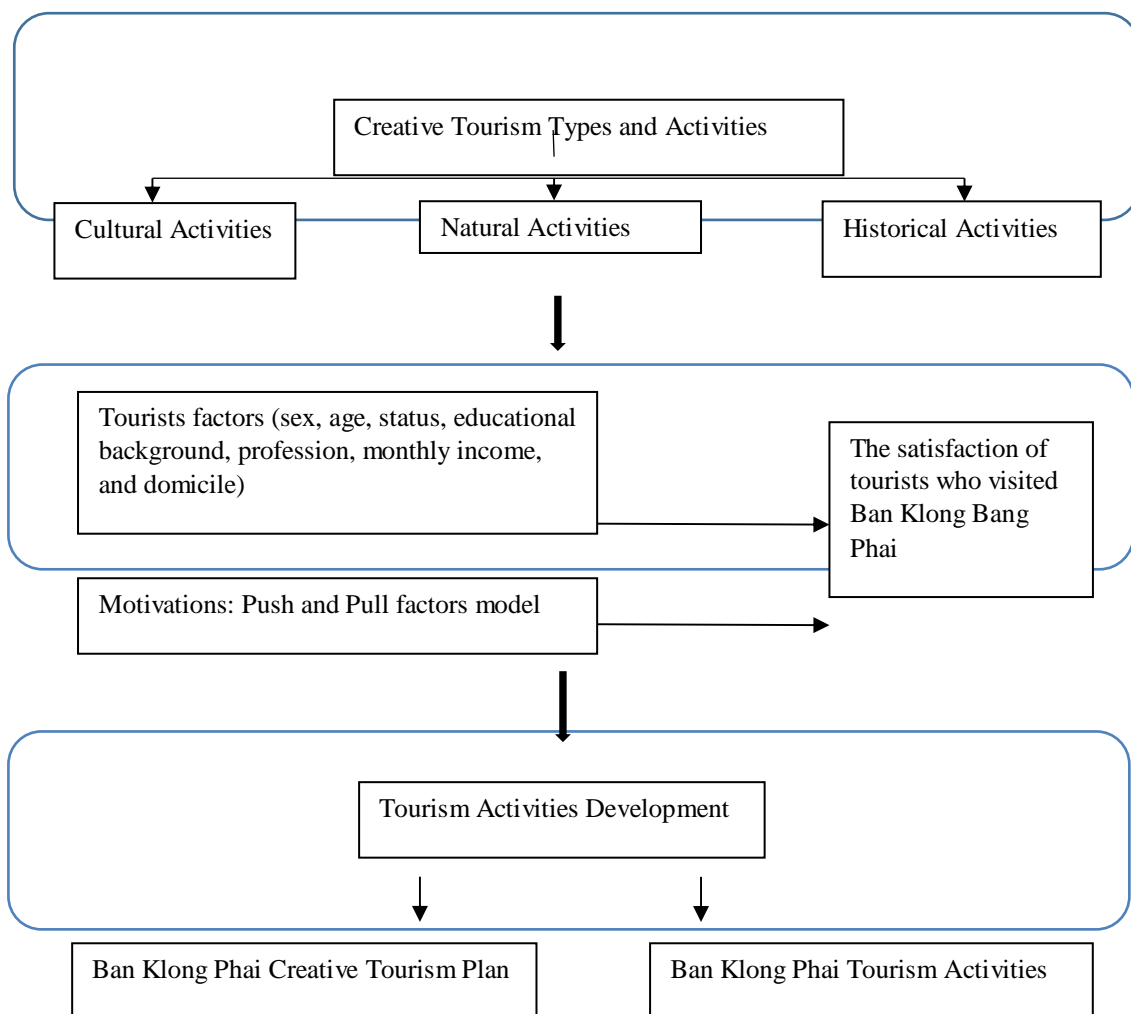
Several factors influence tourist satisfaction, which can be categorized as service quality, experiences, environment, pricing, and communication. According to (Prebensen et al., 2013), service quality, including aspects such as hotel reception, food service, and overall hospitality—plays a significant role in shaping tourist satisfaction. In addition, tourists often base their satisfaction on the experiences they encounter during their travels, particularly those that create lasting positive memories (Choi, 2017).

The physical environment of a destination also has a substantial impact on satisfaction, with picturesque and well-maintained surroundings contributing to a positive experience (Kim & Park, 2017). Pricing, particularly the perceived value relative to cost, also significantly influences tourist satisfaction (Kozak, 2001), while effective communication between tourists and service providers further enhances the overall experience (Beerli & Martin, 2004).

Tourist Decision Making

Tourist decision-making refers to the process by which individuals choose travel destinations. This decision-making process is complex, involving numerous factors including the tourist’s motivations, expectations, and the destination’s attributes. According to (Cohen et al., 2014), the decision to travel is influenced by the destination's characteristics, while (Dellaert et al., 2014) suggest that travelers often compile a list of potential destinations before making a choice.

Factors that influence decision-making can include cultural and social influences, such as family and peer recommendations, as well as personal characteristics like age, occupation, and income (Kotler et al., 1999). Moreover, psychological factors such as motivations and perceptions, along with the availability of information, play a crucial role in shaping travel decisions (Gartner, 1994) (Kotler et al., 2013).



Materials and Methods

This research employs a mixed-methods design, integrating both qualitative and quantitative approaches to examine the development of a creative tourism plan in the Ban Khlong Bang Phai community. The qualitative research focuses on the identification and analysis of tourism resources, activities, and development opportunities through interviews and observations, to gather data regarding community tourism.

Meanwhile, the quantitative component assesses tourist satisfaction and factors influencing their decision to visit the community. This is done by administering structured questionnaires, which will be analyzed statistically to identify factors affecting satisfaction, such as service quality, the diversity of cultural activities, and infrastructure availability. Data from both qualitative and quantitative approaches will be combined to inform the development of a creative tourism plan and related activities, which can guide marketing strategies and enhance tourism promotion for the targeted demographic (Creswell, 2009).

The target population for this research comprises Thai tourists who have visited the Ban Khlong Bang Phai community. For the qualitative research, the researcher followed (Boddy, 2016) recommendation that at least 12 key informants should be interviewed to achieve data saturation. The key informants include the head of the local administrative organization, the council president, the village headman, the municipality mayor, community leaders, and other stakeholders involved in tourism planning and activities. For the quantitative research, interviews were conducted with the village headman to determine the number of tourists visiting the community in the previous year (2023), estimated at around 300 individuals. Based on this estimate, the sample size was determined using Krejcie and Morgan's (1970) table for sample size determination, with a 5% margin of error and a 95% confidence level. The required sample size was calculated to be 169 tourists.

The main instrument for data collection in the qualitative phase was a semi-structured interview guide, which facilitated in-depth interviews with the key informants. The process of instrument development involved several steps, including reviewing relevant literature, theories, principles, and previous studies. Defining the study's scope, objectives, research variables, and conceptual framework. And developing the interview guide based on these theoretical frameworks, ensuring it addresses the research objectives. A draft of the interview questions was prepared and reviewed by three experts to ensure content validity (Polit & Beck, 2008). The final version of the interview guide was then refined based on expert feedback.

The quantitative data collection used a closed-ended questionnaire administered to Thai tourists visiting the Ban Khlong Bang Phai community. The questionnaire was divided into three sections: a) Demographic Information: Six closed-ended questions regarding gender, age, marital status, education level, occupation, and income. b) Motivation to Visit: Fourteen questions measuring tourists' motivations for visiting the community. c) Satisfaction: Twelve questions assessing tourist satisfaction across different aspects of their experience in the community. The second and third sections employed a Likert scale with five levels (Mirahmadizadeh et al., 2018). The questionnaire's validity was assessed using the Index of Item-Objective Congruence (IOC) method, with a minimum IOC value of 0.5 (Waltz et al., 2010). Reliability was tested through a pilot survey with 30 respondents, and the Cronbach's alpha coefficient (Cronbach, 1949) was used to assess the internal consistency of the items.

Data were collected through various methods, including secondary Data: a literature review of relevant theories, research reports, theses, and articles. Qualitative data: In-depth and semi-structured interviews were conducted with key informants, including local community leaders and officials, until data saturation was reached (Boddy, 2016) and quantitative Data: A Google form-based questionnaire was distributed to 169 Thai tourists using purposive sampling. QR codes were printed and placed at various tourist hotspots, such as rest areas and restaurants, to facilitate easy access for respondents. Additionally, emails containing the survey were sent to tourists who had previously visited the community, based on contact information collected from the village headman.

Data analysis was separated into qualitative and quantitative data Analysis. The qualitative data was processed through thematic analysis (Patton, 2002). The steps involved: data reduction: transcribing and coding interview responses, categorizing them based on key themes. Data display: organizing the data into a

format that is easily interpretable. And conclusion drawing: summarizing and validating the results by cross-referencing with the key informants to ensure data accuracy and completeness. Quantitative data analysis: descriptive statistics, including mean, percentage, and standard deviation, were used to summarize the demographic characteristics and tourist satisfaction levels. Inferential statistics, specifically multiple regression analysis, were employed to examine the relationships between the factors influencing tourist satisfaction (Tabachnick & Fidell, 2013).

Fieldwork was conducted to collect data directly from the community. Semi-structured interviews were arranged in advance, with interviewees receiving the questions beforehand. Additionally, quantitative data were gathered from tourists through online questionnaires via QR codes placed at strategic locations in the community. The process ensured ease of access for respondents and timely data collection.

The scope of the research was divided into population scope: the qualitative research included in-depth interviews with at least 12 key informants, as recommended by (Boddy, 2016), including local officials and community leaders, and the quantitative research surveyed 169 Thai tourists using an online questionnaire. The content scope: The qualitative study focused on developing a creative tourism plan for the community, while the quantitative research aimed to assess tourist satisfaction and the factors influencing their decision to visit the community.

Results and Discussion

This study aimed to explore the potential for developing sustainable creative tourism in Ban Klong Bang Phai, Nonthaburi, through an analysis of both supply and demand factors. Data were collected from a sample of 169 tourists visiting the community, as well as from interviews with key stakeholders, including local business owners, cultural leaders, and tourism management professionals. The findings are presented below:

1. Sustainable Creative Tourism Development

Table 1 Types and Activities of Ban Khlong Bang Phai Community

Ranking	Types/Activities	\bar{x}	S.D.	Result
1	Art & Cultural attractions	4.50	0.725	High
2	Wisdom heritage in agriculture	4.20	0.765	High
3	Wisdom heritage in food and agricultural products	4.10	0.848	High
4	Wicker-ware from water-hyacinth	4.00	0.702	High
5	Mushroom farming training	3.90	0.687	Medium
6	Buddhist pathways & spiritual activities	3.80	0.585	Medium
7	Agricultural attractions	3.70	0.654	Medium
8	Traditional massage at Molee Temple	3.60	0.686	Medium
9	Visit Molee Temple, merit-making, fish feeding	3.50	0.677	Medium
10	Organic fertilizer making	3.20	0.687	Medium

Types and activities of Ban Khlong Bang Phai Community in high level: no. 1 is art & cultural attractions ($\bar{x} = 4.50$), no. 2 is wisdom heritage in agriculture ($\bar{x} = 4.20$), no. 3 is wisdom heritage in food and agricultural products ($\bar{x} = 4.10$), and the last one is wicker-ware from water-hyacinth ($\bar{x} = 4.00$). Types and activities of Ban Bang Phai Community in medium level: no. 5 is mushroom farming training ($\bar{x} = 3.90$), no. 6 is Buddhist pathways & spiritual activities ($\bar{x} = 3.80$), no. 7 is agricultural attractions ($\bar{x} = 3.70$), no. 8 is traditional massage at Molee Temple ($\bar{x} = 3.60$), no. 9 is visit Molee Temple, merit-making, fish feeding ($\bar{x} = 3.50$), and the last one (no. 10) is organic fertilizer making ($\bar{x} = 3.20$). The supply-side analysis revealed that the Ban Klong Bang Phai community has a wealth of cultural and natural resources that can be leveraged for creative tourism. Traditional arts, crafts, and religious practices were identified as the primary attractions.

Stakeholders emphasized the importance of incorporating these local elements into tourism offerings, with a particular focus on art & cultural attractions, wisdom in heritage agriculture, wickerware from water hyacinth, and guided tours showcasing the history and traditions of the community. Additionally, the development of sustainable tourism practices, such as waste management and conservation efforts, was highlighted as key to ensuring the long-term viability of creative tourism in the region.

2. Motivations Influencing Tourists' Decisions

Table 2: Push factors influencing tourists who visited the Ban Khlong Bang Phai community

Ranking	Push Factors	\bar{x}	S.D.	Result
1	Learning about different cultures	4.03	0.767	High
2	Experiencing new ways of lives	4.01	0.751	High
3	Seeking a new atmosphere for new experiences	3.95	0.866	Medium
4	Learning new things	3.94	0.867	Medium
5	Time sharing with the family	3.85	0.851	Medium
6	Going to the new place	3.77	0.844	Medium
7	Entertainment and enjoyment need	3.68	0.842	Medium

Push factors influencing tourists who visited the Ban Khlong Bang Phai community were ranked from no. 1 to no. 7 as follows: learning different cultures ($\bar{x} = 4.03$), experiencing new ways of lives ($\bar{x} = 4.01$), seeking a new atmosphere for new experiences ($\bar{x} = 3.95$), learning new things ($\bar{x} = 3.94$), time sharing with family ($\bar{x} = 3.85$), going to the new place ($\bar{x} = 3.77$), ($\bar{x} = 4.1$).

Table 3: Pull factors influencing tourists who visited the Ban Khlong Bang Phai community

Ranking	Pull Factors	\bar{x}	S.D.	Results
1	The differences in the culture in the community	4.32	0.758	High
2	The activities of the community	4.22	0.741	High
3	Local food of the community	4.10	0.854	High
4	New Atmosphere of the community	3.89	0.844	Medium
5	The accessibility of the community	3.64	0.836	Medium
6	The reputation of the community	3.55	0.830	Medium
7	Online social media	3.42	0.826	Medium

Pull factors influencing tourists who visited the Ban Khlong Bang Phai community were ranked from no. 1 to no. 7 as follows: the differences of the culture in the community ($\bar{x} = 4.32$), the activities of the community ($\bar{x} = 4.22$), local food of the community ($\bar{x} = 4.10$), new atmosphere of the community ($\bar{x} = 3.89$), the accessibility of the community ($\bar{x} = 3.64$), the reputation of the community ($\bar{x} = 3.55$), and online social media ($\bar{x} = 3.42$). The demand-side analysis identified several key motivations influencing tourists' decisions to visit Ban Klong Bang Phai. The most significant motivations were related to the uniqueness of the destination and the quality of cultural activities. Other motivations included the desire for authentic cultural experiences and the opportunity to engage in sustainable tourism practices. This suggests that tourists are increasingly seeking destinations that offer genuine and enriching cultural experiences, in line with global tourism trends following the pandemic.

Table 4: Effect of weight of tourists on push factors at Ban Bang Phai community

Predictor variable	Information search			Push factors		
	DE	IE	TE	DE	IE	TE
Learning different cultures	0.589**	1.034**	1.563**	0.539**		0.589**
Experiencing new ways of lives	0.826**		0.817**			
Seeking new atmosphere for new experiences	0.743**		0.748**			
Learning new things	0.654**		0.637**			
Time sharing with the family	0.721**		0.713**			
Going to the new place	0.811**		0.759**			
Entertainment and enjoyment need	0.743**		0.735**			

In Table 4, the results show the weight of the direct effect, indirect effect, and total effect of learning different cultures, experiencing new ways of life, seeking new atmospheres for new experiences, learning new things, sharing time with family, and visiting new places. Entertainment and enjoyable needs, push factors which influence travelling to Ban Klong Bang Phai, and in terms of direct effect, learning about different cultures, experiencing new ways of life, seeking new atmospheres for new experiences, learning new things, sharing time with family, visiting new places, and enjoying entertainment and enjoyment at a level of 0.01. The coefficients of direct effect weight were learning different cultures 0.589 ($p < 0.01$), experiencing new ways of lives 0.826 ($p < 0.001$), seeking new atmosphere for new experiences 0.743 ($p < 0.01$), learning new things 0.654 ($p < 0.01$), time sharing with the family 0.721 ($p < 0.01$), going the new place 0.811 ($p < 0.01$), and entertainment and enjoyable need 0.743 ($p < 0.01$), and also, regarding to indirect effect, learning different cultures, experiencing new ways of lives, seeking new atmosphere for new experiences, learning new things, time sharing with the family, going the new place, and entertainment and enjoyable need had an indirect effect on travelling to Ban Bang Klong Phai at the statistical significance level of 0.01 and the coefficient of total effect weight 1.563 respectively. For the total effect influencing travelling to Ban Klong Bang Phai, it was found that learning different cultures had the highest coefficient of total effect weight at 1.563 ($p < 0.01$), in first place, and learning new things had the coefficient of total effect weight at 0.637 ($p < 0.01$), in last place.

Table 5: Effect of the weight of tourists on pull factors at the Ban Khlong Bang Phai community

Predictor variable	Information search			Pull factors		
	DE	IE	TE	DE	IE	TE
The differences of the culture in the community	0.489**	1.047**	1.483**	0.552**		0.578**
The activities of the community	0.735**		0.822**			
Local food of the community	0.768**		0.726**			
New Atmosphere of the community	0.644**		0.648**			
The accessibility of the community	0.738**		0.739**			
The reputation of the	0.853**		0.801**			

community		
Online social media	0.756**	0.722**

In Table 5, the results showed the weight of direct effect, indirect effect and total effect of the differences of the culture in the community, the activities of the community, local food or the community, new atmosphere of the community, the accessibility of the community, the reputation of the community, and online social media, pull factors which influences travelling to Ban Klong Bang Phai. In terms of direct effect, the differences of the culture in the community, the activities of the community, local food, the new atmosphere of the community, the accessibility of the community, the reputation of the community, and online social media at the level of 0.01 .The coefficients of direct effect weight were the differences of the culture in the community 0.489 (p < 0.01), the activities of the community 0.735 (p < 0.01), local food or the community 0.768 (p < 0.01), new atmosphere of the community 0.644 (p < 0.01), the accessibility of the community 0.738 (p < 0.01), the reputation of the community 0.853, and online social media 0.756 (p < 0.01) and also, regarding to indirect effect, the differences of the culture in the community, the activities of the community, local food or the community, new atmosphere of the community, the accessibility of the community, the reputation of the community, and online social media at the statistical significance level of 0.01 and the coefficient of total effect weight 1.483 respectively. For the total effect influencing the satisfaction of travelling in adventure tourism, it was found that of the differences of the culture in the community had the highest coefficient of total effect weight at 1.483 (p < 0.01), the first place, and new atmosphere of the community had the coefficient of total effect weight at 0.648 (p < 0.01), the last place.

3. Tourists’ Satisfaction

Table 6 Levels of tourists’ satisfaction with types and activities of Ban Khlong Bang Phai Community

Ranking	Types/Activities	\bar{x}	S.D.	Results
1	Art & Cultural Attractions	4.40	0.793	High
2	Wisdom Heritage in Agriculture	4.38	0.773	High
3	Wisdom Heritage in Food and Agricultural Products	4.35	0.682	High
4	Agricultural Attractions	4.20	0.650	High
5	Buddhist pathways & spiritual activities	4.11	0.410	High
Ranking	Types/Activities	\bar{x}	S.D.	Results
6	Wicker-ware from water hyacinth	4.02	0.715	High
7	Mushroom farming training	3.95	0.682	Medium
8	Visit Molee Temple, Making Merit, Fish feeding	3.93	0.490	Medium
9	Organic Fertilizer Making	3.86	0.486	Medium
10	Traditional Massage at Molee Temple	3.73	0.471	Medium
11	Amenities	3.68	0.433	Medium
12	The activities participation	3.65	0.420	Medium
13	Infrastructures such as pedestrian ways, bike routes, parking lots, toilets, food shops, rest areas, trash bins, etc.	3.60	0.414	Medium
14	The traveling and activities fees	3.55	0.360	Medium

Satisfaction levels among tourists visiting Ban Klong Bang Phai were generally high, with a majority of respondents reporting satisfaction with their overall experience. The highest levels of satisfaction were associated with the quality of cultural activities, followed by the hospitality of local residents and the uniqueness of the destination. However, some areas of improvement were identified, particularly in the quality of infrastructure, including transportation and signage, which were rated lower by tourists.

4. Differences in Personal Factors and Satisfaction

Analysis of the differences in personal factors revealed that age, income level, and educational background influenced tourists' satisfaction levels. Younger tourists (under 30 years old) reported higher satisfaction with cultural activities and interactions with local artisans, while older tourists (over 50 years old) expressed a greater appreciation for the serenity and authenticity of the community. Additionally, tourists with higher income levels tended to be more satisfied with the quality of accommodations and services.

5. Relationship Between Motivations and Satisfaction

The relationship between motivations and satisfaction was found to be statistically significant ($p < 0.05$), indicating that tourists' motivations directly influenced their levels of satisfaction. Tourists motivated by the uniqueness of the destination and the opportunity to engage in cultural activities were more likely to express higher satisfaction with their visit.

The findings of this study underscore the significant potential for Ban Klong Bang Phai to develop into a sustainable creative tourism destination. The community's rich cultural and natural resources provide a solid foundation for the development of creative tourism. The demand-side findings highlight that tourists are increasingly drawn to destinations that offer authentic cultural experiences, aligning with global tourism trends that emphasize sustainability and cultural preservation. The high satisfaction levels reported by tourists are encouraging, suggesting that the community is on the right path to meeting the needs and expectations of modern travelers.

However, there are areas for improvement in terms of infrastructure and accessibility. The lower ratings for transportation and signage suggest that efforts should be made to enhance the community's physical infrastructure, ensuring it is accessible and welcoming to tourists. Furthermore, there is a need for better management of local resources to ensure that tourism development does not compromise the cultural and environmental integrity of the community.

The study also highlights the importance of understanding the motivations and satisfaction levels of tourists. Motivations related to uniqueness and cultural activities are fundamental in shaping tourists' experiences. Therefore, future tourism development in Ban Klong Bang Phai should focus on further enhancing the authenticity of the cultural experiences offered while ensuring that the community remains an attractive and sustainable destination for future travelers.

Conclusion and Recommendations

The findings of this study confirm that Ban Klong Bang Phai has strong potential to develop into a sustainable creative tourism destination. On the supply side, the community offers a wide range of cultural and natural assets, particularly art and cultural attractions, agricultural heritage, local wisdom, and handicrafts such as water hyacinth wicker-ware. These resources provide a strong basis for creative tourism initiatives that highlight the uniqueness of the community while promoting sustainability (Richards, 2018) (UNESCO, 2021).

On the demand side, tourists are primarily motivated by cultural distinctiveness, authentic experiences, and meaningful engagement with local traditions, consistent with global trends showing that post-pandemic tourists seek cultural immersion and sustainability (Cohen & Cohen, 2019) (UNWTO, 2022). The analysis confirmed that cultural uniqueness, community activities, and food are key drivers of satisfaction, with cultural differences having the strongest effect. Tourists expressed high satisfaction overall, particularly with cultural activities, hospitality, and authenticity, though infrastructure and accessibility remain areas for improvement.

Differences in satisfaction also reflected age and income factors, with younger tourists drawn to interactive cultural activities and older visitors appreciating authenticity and tranquility. These findings suggest the value of tailoring tourism experiences to specific segments (López-Sanz et al., 2021).

Overall, the strong link between motivations and satisfaction underscores that reinforcing authenticity, uniqueness, and cultural engagement will directly enhance visitor experiences. With careful planning, stakeholder collaboration, and sustainable management, Ban Klong Bang Phai can serve as a model for sustainable creative tourism in Thailand (Richards & Marques, 2019). The Recommendations were as follows:

1. Enhance Infrastructure and Accessibility – Improve transport, signage, and facilities while developing eco-friendly infrastructure.
2. Strengthen Cultural Experiences – Expand workshops, storytelling, food experiences, and community festivals.
3. Promote Community Participation – Involve artisans, farmers, and cultural leaders in co-creating tourism activities and provide hospitality training.
4. Develop Market Segmentation Strategies – Tailor products for different groups, e.g., youth-focused creative workshops, senior cultural retreats, and premium farm-to-table dining for higher-income tourists.
5. Strengthen Promotion and Branding – Build a destination brand emphasizing authenticity and use social media for visibility.
6. Ensure Cultural and Environmental Sustainability – Establish responsible tourism guidelines and conservation initiatives to protect heritage and ecology.

7. Policy and Research Directions – Policymakers should integrate Ban Klong Bang Phai into regional tourism planning, while future research should track long-term impacts and effectiveness of community-based tourism.

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