

A STRUCTURAL MODEL ANALYSIS OF CREATIVE COMMUNITY BASED TOURISM IN NAKHON NAYOK PROVINCE, THAILAND

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Abstract: This article aims to study the tourism potential, analyze related factors, and propose a creative community-based tourism development plan for Nakhon Nayok Province, Thailand. The sample was 400 tourists to learn in this way: Components of Tourism (9As), Components of Community-Based Tourism (CBT), and Elements of Influence on the Performance of Creative Tourism Management are the three factors that comprise the structural model of community-based components towards creative tourism in Nakhon Nayok Province, Thailand. The model is developed by feeding quantitative data into statistical software, such as the AMOS and SPSS applications. The first statistical method to confirm factors was confirmation factor analysis (CFA). A measurement model was then used to assess the model fit. Thus, structural equation modeling (SEM) was then used to analyze the correlations between the relevant parameters. The model exhibited a strong fit, as shown by Chi-square = 66.862, df = 56, p = .152 (>.05), CMIN/DF = 1.194 (<3), GFI = .978 (>.90), and RMSEA = .022 (<.08). The researcher's final model for managing creative community tourism in Nakhon Nayok Province incorporates the theory's conclusions and offers recommendations for tourism development to help future travelers. Three development approaches are discussed: First Method: Context and community resources. Second Method: Process-based development should Third Method: Partnerships for expansion.

Keywords: a structural model, community-based tourism, creative tourism, tourism management, components of tourism (9As)

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INTRODUCTION

A revolutionary method to travel and cross-cultural interaction, Creative Community-Based Tourism has become popular in a time when tourists are choosing genuine experiences over prefabricated trip packages (Richards & Raymond, 2000). Local communities are central to the visitor experience thanks to this creative tourism model, which gives locals the authority to share their distinctive cultural assets, traditional knowledge, and artistic expressions while retaining control over how their legacy is portrayed and appreciated (Saarinen & Lenao, 2014). Sustainable development, cultural preservation, and creative economies come together in Creative Community-Based Tourism (UNESCO, 2018). Travellers become active participants in local customs, crafts, the arts, and daily life as it transcends the passive consumption of locations and cultivates meaningful interactions between hosts and guests (Pine & Gilmore, 2011). In addition to providing tourists with immersive, unforgettable experiences, this strategy strengthens local identity and preserves customs by generating economic benefits that go directly to the community (Salazar, 2012). In contrast to traditional mass tourism, which frequently devalues travel locations while providing little benefit to locals (Goodwin, 2011), Creative Community-Based Tourism strengthens local economies by utilising the unique cultural and creative resources of local communities (UNWTO, 2020). These initiatives, which include everything from joint craft-making and cultural performances to interactive art classes and culinary demonstrations, enable tourists to engage with authentic expressions of place while ensuring that communities retain authority over their cultural histories and assets (Duxbury et al., 2021).

Thailand's 2020–2025 policy framework, which prioritizes creative community tourism as a pillar of the country's economic recovery and sustainable growth strategy, represents a fundamental paradigm shift in the country's strategic approach to tourism development (Ministry of Tourism and Sports, 2020). Thailand's response to the COVID-19 pandemic's worldwide disruptions to tourism, which required a fundamental reexamination of tourism models that had previously prioritized the number of foreign visitors over community resilience and cultural sustainability, is reflected in this policy evolution (Srisawat et al., 2023; Janprasit, 2023). In order to achieve more balanced tourism development that distributes economic benefits beyond traditional tourism hubs and strengthens local cultural identity and environmental stewardship, the

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Second National Tourism Development Plan (2020–2025) specifically positions creative community tourism (National Economic and Social Development Council, 2020). The current policy framework incorporates new emphasis on digital transformation, creative economy principles, and integration with the Bio-Circular-Green (BCG) economic model promoted under Thailand's 20-Year National Strategy, while also building upon Thailand's extensive experience with community-based tourism initiatives (Thailand Board of Investment [BOI], n.d.; Thailand Government, 2025). A key component of this strategy is the "5Ps Strategy" created by the Designated Areas for Sustainable Tourism Administration (DASTA), which emphasizes Place (unique local assets), People (development of human capital), Process (participatory governance), Product (creative tourism experiences), and Partnerships (multi-stakeholder collaboration) as crucial elements of a successful implementation of creative community tourism (DASTA, 2021). These policy dimensions are operationalized through specific initiatives such as the Thailand Tourism Standard system, which now includes specific criteria for community tourism enterprises that focus on creativity, cultural authenticity, and sustainability practices, and the Creative District Network, which identifies areas of cultural significance for integrated development support (UNESCO Creative Cities Network, n.d).

A number of issues have arisen during the 2020–2025 creative community tourism policy's implementation, such as disruptions to planned initiatives caused by the pandemic, disparities in rural communities' digital readiness, and ongoing coordination issues between the goals of national policy and local governance structures. However, initial assessments show encouraging results in a number of areas, such as more domestic travel to destinations in creative communities, better digital visibility for local tourism businesses, closer ties between tourism and creative industries like performing arts and crafts, and better community ownership of tourism development processes (Tourism Authority of Thailand, 2022). The 2020–2025 creative community tourism policy framework is a strategic commitment to creating a more resilient, inclusive, and culturally vibrant tourism economy that capitalizes on Thailand's rich cultural diversity while advancing the country's larger development goals of reduced inequality, increased economic self-sufficiency, and sustainable resource management as the country continues to navigate the post-pandemic tourism landscape (Ministry of Culture, 2021). In order for the community to flourish sustainably in the future, it is crucial that creative community tourism including Thailand's official strategy to support creative tourism be a driving force behind the expansion of the tourism sector and the creative area. Examining whether and how tourism community factors affect creative tourism is of interest to the research team.

LITERATURE REVIEW

1. Components of Tourism (9As)

The 9As framework, which offers a thorough analytical framework for comprehending destination competitiveness and visitor experience design amid revolutionary global changes like the COVID-19 pandemic, digital transformation, and increased sustainability imperatives, has remained relevant in today's tourism research (Lu, 2025). The framework's adaptability to new tourism contexts is highlighted by recent research, which also highlights the significance of integrated approaches that strike a balance between environmental sustainability, community well-being, and economic development goals (Capucho et al., 2025). For destination planners, tourist managers, and researchers looking for comprehensive approaches to tourism system analysis and development strategy creation, the framework is still a useful resource (Cooper et al., 2021).

Attractions continue to be the primary driver of visitor travel, and new research shows that their conceptualization is evolving beyond static physical resources to include immersive, experiential, and digitally mediated attractions that cater to modern traveler preferences (Biswas et al., 2020). Attractions, which include natural features, cultural heritage sites, events, and distinctive experiences that set destinations apart, are the main pull factors that drive tourists to visit. Recent research highlights the significance of attraction diversity, authenticity, and accessibility in determining visitor satisfaction outcomes (Orgaz-Agüera et al., 2020). Accessibility is fundamentally about the inclusion of people with disabilities in tourism and in society, with main barriers concerning access to information, communication, infrastructure and transportation, buildings, attractions, and sightseeing activities reflecting the framework's evolution toward equity and universal access considerations (Buhalis et al., 2020). Accessibility encompasses the entire transportation system comprising routes, terminals, and vehicles, though contemporary research extends this definition to include visa facilitation, digital connectivity, and multimodal transportation integration that affects destination competitiveness (Deng et al., 2010).

Activities have gained prominence in contemporary tourism research as travelers increasingly seek participatory, co-creative experiences rather than passive consumption of standardized offerings (Richards, 2021). Activities include everything that is offered at the location and what visitors will do while there, from adventure and cultural immersion to wellness experiences and educational initiatives that produce unique engagement opportunities (Juicharoen & Tresirichod, 2025). Particularly among millennial and Gen-Z tourists looking for meaningful interaction with local cultures and surroundings, recent research highlights activity diversity as a crucial feature impacting visitor satisfaction, destination loyalty, and propensity to recommend (Prebensen et al., 2021). Amenities include accommodation and catering facilities, retailing, and other tourist services, with contemporary studies demonstrating strong relationships between amenity quality and visitor satisfaction across diverse tourism contexts (Ardiansyah et al., 2023). Amenities represent supporting infrastructure and services facilitating tourist experiences, encompassing accommodation, food services, information centers, and recreational facilities, with research confirming their critical role in destination functionality and experience quality (Murphy et al., 2020). Ancillary services have undergone significant transformation through digital platform integration, with contemporary research emphasizing the role of online booking systems, mobile applications, virtual reality previews, and artificial intelligence-powered customer service in facilitating seamless visitor experiences (Buhalis & Sinarta, 2019). Studies emphasize the intermediary role of ancillary services in connecting visitors with destination resources while ensuring quality standards and visitor protection (Holloway & Humphreys, 2021).

Advertising has shifted dramatically toward digital marketing strategies, content creation, social media engagement, and influencer partnerships that reflect changing consumer media consumption patterns and peer influence in travel decision-making (Xiang et al., 2021). The COVID-19 pandemic accelerated adoption of virtual tourism experiences and digital marketing innovations that continue to shape advertising strategies in the post-pandemic recovery period (Sharma et al., 2021).

Awareness extends beyond promotional activities to encompass comprehensive information ecosystems that educate visitors about destination offerings, cultural protocols, sustainability practices, and responsible travel behaviors (Morrison, 2021). Studies demonstrate that well-informed visitors contribute to reduced negative impacts, enhanced cultural exchange, and improved destination-community relationships through appropriate preparation and realistic expectation management (Weaver, 2021). Available packages reveal increasing sophistication in experience bundling, with successful packages incorporating local authenticity, sustainability credentials, and personalisation options that address diverse market segments while supporting local economic development (Neuhofer et al., 2015).

Attitude has gained prominence as a critical success factor, with studies demonstrating that positive host community attitudes, collaborative stakeholder relationships, and service excellence culture significantly influence destination reputation, visitor satisfaction, and long-term tourism sustainability (Zhu et al., 2017).

2. Community-Based Tourism (CBT)

The concept of community-based tourism village development becomes important in the sustainable tourism development strategy part (Arintoko et al., 2020). The cornerstones of community-based tourism efforts are natural and cultural resources, which, as recent studies have shown, have two functions: they are both tourist destinations and community assets that need to be managed and cared for carefully (García-Hernández et al., 2017). Community organisations have become essential intermediary institutions that support the growth of CBT, organise stakeholder participation, and guarantee that the advantages of tourism are distributed fairly throughout the community. Community ownership and control over tourist development decisions must be maintained, while complex coordination of various stakeholders, resources, and goals is required for management in community-based tourism contexts (Jackson, 2025). A key component of effective community-based tourism is learning, which includes both official capacity-building programmes and unofficial knowledge-sharing procedures that improve community capacities and the calibre of tourism services (Cole, 2006). Participation and expansion in community tourist activities are also positively impacted by locals' sense of identity and pride. Unlike a destination managed by a big corporation or the government, community destinations are managed by the community and rely on environment and culture (Priatmoko et al., 2025).

3. Creative Tourism

Elements that Influence Creative Tourism Management's Performance The foundational element, according to Richards (2010), is context, which includes the particular cultural, social, political, and economic setting in which innovative tourist projects emerge. The participatory aspect of creative tourist development is represented by local involvement, which calls for genuine community participation in the processes of planning, carrying out, and benefit-sharing. For complicated creative tourism projects, which usually involve numerous stakeholders with varying interests and capacities, partnerships make it easier to coordinate and mobilise resources.

The strategic framework required for the development of sustainable creative tourism that strikes a balance between present demands, long-term sustainability, and community well-being is provided by long-term planning.

While allowing stakeholders to comprehend their duties and track progress towards common objectives, clear objectives guarantee that innovative tourism initiatives stay focused and on course. Strong content stands for the genuine cultural resources and artistic manifestations that are the main draw and selling point of experiences in creative tourism. Political independence and artistic autonomy allow cultural practitioners to preserve their artistic integrity while taking part in the growth of tourism and shield creative tourist projects from political meddling. Innovative tourism projects can target the right consumers with effective marketing and communication while faithfully capturing the local way of life and controlling guest expectations. The foundation for sustainable creative tourism growth is provided by enough funds, which include initial investment, continuing operational assistance, and reinvestment in the development of cultural assets and community capacity building. A dedicated team and strong leadership provide the human capital required to manage challenging development phases, organise intricate creative tourism projects, and overcome obstacles. The institutional and governmental backing required for creative tourist efforts to get past regulatory obstacles, access public resources, and preserve stability throughout political shifts is known as political will.

Creative tourism is well positioned to significantly contribute to post-pandemic tourism, designed by nature for small groups (e.g., families and social bubbles), and aligns well with the growing focus on domestic tourism and longer stays in one place (Goncalves et al., 2020). The activities and characteristics of heritage, cultural, and creative tourism are notably distinct despite the fact that they are frequently confused and misunderstood, with these types of tourism significantly affected by the COVID-19 pandemic prompting systematic reviews that propose sustainable solutions incorporating co-creation, creative cities, sustainability, and technology innovation (Cabeca, 2022). The nature of activities within creative tourism is diverse, and its transversality is also a key strength, complementing and extending the offers of other types of tourism, enabling destinations to diversify offerings while maintaining cultural authenticity (Goncalves et al., 2020). Knowing the macro characteristic map of the types of tourist villages will help make development strategies that are more comprehensive and interrelated. Moreover, identifying the types of tourism villages will provide an accurate regional picture of the socio-economic meaning of rural CBT activities in developing countries.

METHODS

1. Research Instrument

In this study, a questionnaire was employed as an instrument to collect data among tourists who visited Nakhon Nayok Province, Thailand. The sample size for this study was 400 in total. The questionnaire was structured; the questions were closed-ended items, which allowed the respondents to express their opinions fully and the researcher to obtain the most accurate data. The questions were divided into five parts, as listed below. Part 1: Personal Information of the Respondents; Part 2: Components of Tourism (9As) in Nakhon Nayok Province; Part 3: Components of Community-Based Tourism (CBT) in Nakhon Nayok Province; Part 4: Elements of Influence on the Performance of Creative Tourism Management in Nakhon Nayok Province; Part 5: Opinions and Suggestions. According to the literature review, the factors and items of creative community-based tourism in Nakhon Nayok Province, are listed in Table 1.

Table 1. Factors and Items

Factor	Item
Components of Tourism (9As)	ATTR: Attractions
	AMEN: Amenities
	ACCE: Accessibility
	ACTI: Activities
	ANCI: Ancillary Service
	ADVE: Advertising
	AWAR: Awareness
	AVAI: Available Packages
	ATTI: Attitude
Components of Community-Based Tourism (CBT)	RESO: Natural and Cultural Resources
	COMM: Community Organizations
	MANA: Management
	LEAR: Learning
Elements of Influence on the Performance of Creative Tourism Management	CONT: Context
	LOCA: Local Involvement
	PART: Partnerships
	LONG: Long-Term Planning
	CLEA: Clear Objective
	STRO: Strong Content
	POLI: Political Independence and Artistic Autonomy
	GOOD: Good Communication and Marketing
	SUFF: Sufficient Funds
	LEAD: Strong Leadership And Committed Team
WILL: Political Will	

2. Conceptual research model and hypothesis

Hypotheses were developed according to the review of literature on the model of creative community-based tourism in Nakhon Nayok Province, Thailand, namely Components of Tourism (9As), Components of Community-Based Tourism (CBT), and Elements of Influence on the Performance of Creative Tourism Management. Below are the research hypotheses.

H1: Components of Tourism (9As) influence Elements of Influence on the Performance of Creative Tourism Management in Nakhon Nayok Province, Thailand.

H2: Components of Community-Based Tourism (CBT) influence Elements of Influence on the Performance of Creative Tourism Management in Nakhon Nayok Province, Thailand.

After formulating the hypotheses, researchers constructed a conceptual research model based on the above hypotheses, and therefore the model could be drawn as shown in Figure 1.

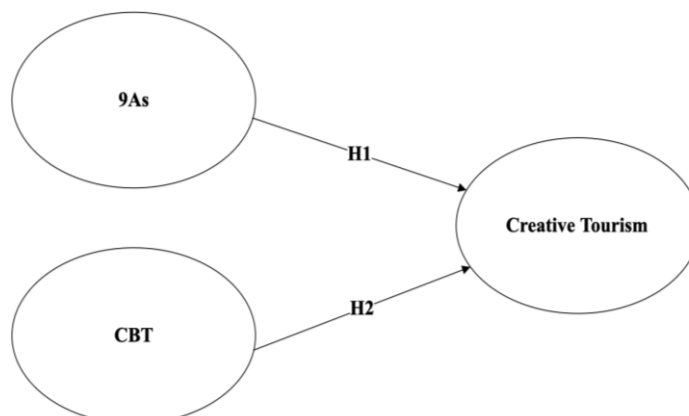


Figure 1. Research Hypotheses

3. Validity and Reliability Test

The forty questions were refined through testing with visitors in Thailand's Nakhon Nayok Province. Therefore, the researcher attempts to recover and analyse the data to assure dependability by determining the number of sample questionnaires that will be used for testing. Questionnaires are verified using Cronbach's alpha to increase the reliability coefficient of internal consistency using the formula (Cronbach, 1970) to ensure their quality. The Cronbach's alpha analysis of the questionnaires' parts 2, 3, and 4 revealed a value of 0.964.

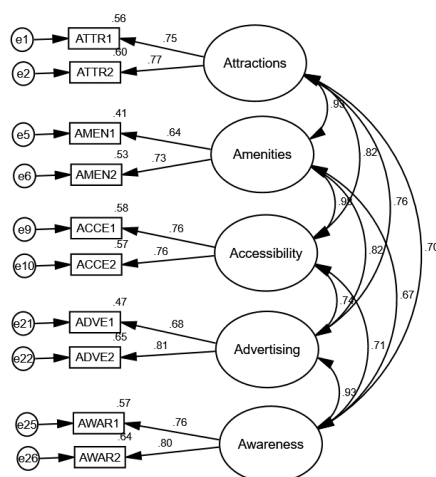
4. Model Development

The model is developed by feeding quantitative data into statistical software, such as the AMOS and SPSS applications. The first statistical method to confirm factors or model items was confirmation factor analysis. A measurement model was then used to assess the model fit. To create a model that fit, measurement models and endogenous elements were combined.

RESULTS

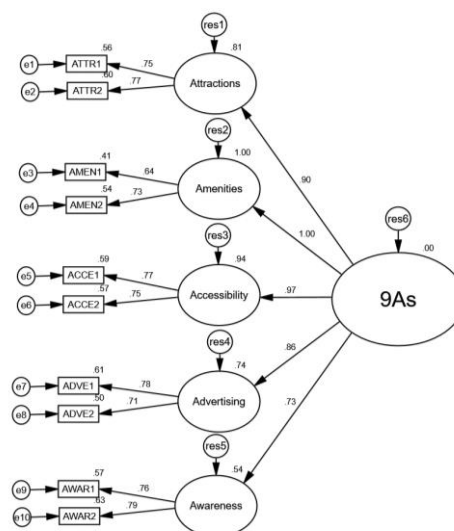
1. Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) on tourism components (9As) to confirm that the grouping of variables into 9 factor groups consists of factor group 1 named ATTR, factor group 2 named AMEN, factor group 3 named ACCE, factor group 4 named ACTI, factor group 5 named ANCI, factor group 6 named ADVE, factor group 7 named AWAR, factor group 8 named AVAI, and factor group 9 named ATTI, respectively. The data were entered into a ready-made program. The analysis results showed that the model was not yet close (not fit). Therefore, it was necessary to improve the model. From considering the MI (Modification Indices) values, it was found that some pairs of variables in the model gave related analysis results. The researcher therefore used the method of eliminating variables. By removing the factors ACTI, ANCI, AVAI and ATTI, the results resulted in a good fit of the model with Chi-square = 32.069, df = 23, p = .099 (>.05), CMIN/DF = 1.394 (<3), GFI = .985 (>.90), RMSEA = .031 (<.08) (Arbuckle, 2011). The results of the 1st Order Confirmatory Factor Analysis (1st Order CFA) are shown in Figure 2, and the results of the 2nd Order Confirmatory Factor Analysis (2nd Order CFA) are shown in Figure 3, respectively. The confirmatory factors in terms of tourism components (9As) consist of 1) Attractions: ATTR 2) Amenities: AMEN 3) Accessibility: ACCE 4) Advertising: ADVE and 5) Awareness: AWAR.



Chi-square = 32.069, df = 23, p = .099
CMIN/DF = 1.394, GFI = .985, RMSEA = .031

Figure 2. The 1st order confirmatory factor of tourism components (9As) (Source: Developed by the authors)

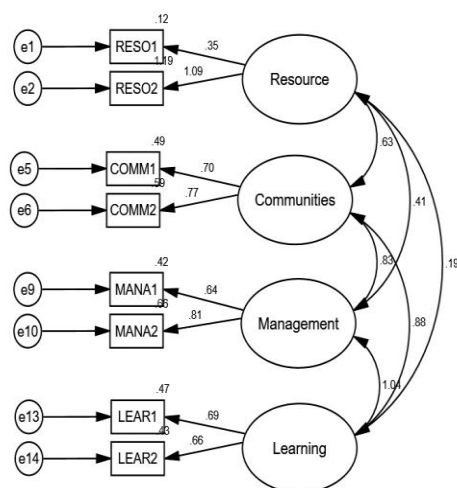


Chi-square = 27.840, df = 26, p = .366
CMIN/DF = 1.071, GFI = .986, RMSEA = .013

Figure 3. The 2nd order confirmatory factor of tourism components (9As) (Source: Developed by the authors)

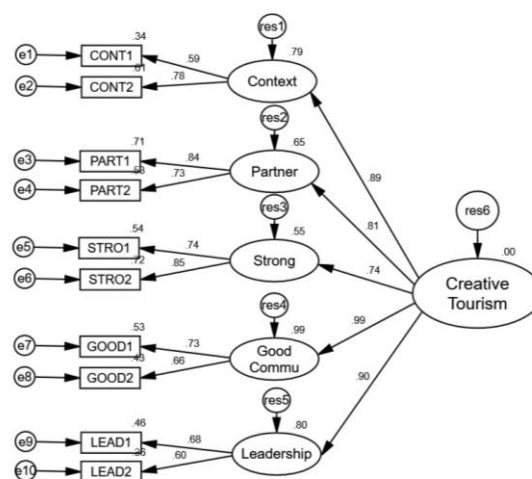
Confirmatory Factor Analysis (CFA) on community-based tourism components was conducted to confirm that the grouping of variables into 4 factor groups consisted of factor group 1 named RESO, factor group 2 named COMM, factor group 3 named MANA, and factor group 4 named LEAR, respectively. The data was entered into a ready-made program. The analysis results showed that the model was not yet complete (not fit). Therefore, it was necessary to improve the model. From considering the MI (Modification Indices) values, it was found that there were error values (Error: e) of some pairs of variables of some factors that were still related. The researcher therefore used the method of eliminating variables by eliminating e3, e4, e7, e8, e11, e12, e16 and e16. The results resulted in a well-fitting model with Chi-square = 6.106, df = 6, p = .411 (>.05), CMIN/DF = 1.018 (<3), GFI = .996 (>.90), RMSEA = .007 (<.08) (Arbuckle, 2011). The results of the 1st Order Confirmatory Factor Analysis (1st Order CFA) are shown in Figure 4, and the results of the 2nd Order Confirmatory Factor Analysis (2nd Order CFA) are shown in Figure 5, respectively. The confirmatory factors of community-based tourism consist of 1) natural and cultural resources (RESO), 2) community organisations (COMM), 3) management (MANA), and 4) learning (LEAR). Confirmatory Factor Analysis (CFA) on Creative Tourism Components to confirm that the variables are grouped into 11 factor groups, consisting of Factor Group 1 named CONT, Factor Group 2

named LOCA, Factor Group 3 named PART, Factor Group 4 named LONG, Factor Group 5 named CLEA, Factor Group 6 named STRO, Factor Group 7 named POLI, Factor Group 8 named GOOD, Factor Group 9 named SUFF, Factor Group 10 named LEAD, and Factor Group 11 named WILL, respectively. The data were entered into a ready-made program. The analysis results showed that the model was not yet complete (not fit). Therefore, it is necessary to improve the model. From considering the MI (Modification Indices) values, it was found that there were some pairs of variables in the model that gave related analysis results. The researcher therefore used the method of eliminating variables. By removing the factors LOCA, LONG, CLEA, POLI, SUFF and WILL, the results resulted in a good fit of the model with Chi-square = 26.631, $df = 21$, $p = .183 (>.05)$, $CMIN/DF = 1.268 (<3)$, $GFI = .987 (>.90)$, $RMSEA = .026 (<.08)$ (Arbuckle, 2011). The results of the 1st Order Confirmatory Factor Analysis (1st Order CFA) are shown in Figure 6, and the results of the 2nd Order Confirmatory Factor Analysis (2nd Order CFA) are shown in Figure 7, respectively. The confirmatory factors of creative tourism include 1) Context: CONT 2) Partnerships: PART 3) Strong Content: STRO 4) Good Communication and Marketing: GOOD and 5) Strong Leadership and Committed Team: LEAD



Chi-square = 6.106, $df = 6$, $p = .411$
 $CMIN/DF = 1.018$, $GFI = .996$, $RMSEA = .007$

Figure 4. The 1st order confirmatory factor of community-based tourism (Source: Developed by the authors)



Chi-square = 24.594, $df = 23$, $p = .372$
 $CMIN/DF = 1.069$, $GFI = .988$, $RMSEA = .013$

Figure 7. The 2nd order confirmatory factor of creative tourism (Source: Developed by the authors)

2. Structural Model

The structural model (Byrne, 2010) uses empirical data gathered from the sample group to "show the influence" between factors or latent variables that affect other factors. The well-fitting (model fit) of this structural model is evaluated by comparing it to the conceptual model that has been examined. Nakhon Nayok Province's creative community-based tourism structural model was analysed by the researcher, and the findings indicate that it is not well-fitting (not fit). To get a well-fitting structural model (goodness of fit), the model is then enhanced by taking into account the MI (Modification Indices) value. The results of RMSEA (Root Average Square Error of Approximation) $< .08$, $CMIN-p$ (Chi-square Probability Level) > 0.05 , and $CMIN/DF$ (Relative Chi-square) < 3 are all within the acceptable range (Arbuckle, 2011). The following are the outcomes of the examination of the structural model:

The Sample Correlation values for Nakhon Nayok Province's Structural Model of Creative Community Tourism are displayed in Table 2. Each pair of late variables' correlation values were determined to be less than 0.8, suggesting that the variables' association was adequate (Hair et al., 2010). All factors and variables significantly influence each other according to the hypothesis (at the 0.05 level, $***P$ -value < 0.001), according to Table 3's Regression Weights and Significant values of the Structural Model of Creative Community Tourism in Nakhon Nayok Province. The only exception is the tourism components (9As), which have no effect on the creative tourism components (Creative Tourism) (p -value = 0.637). The Standardised Regression Weights of the Structural Model of Creative Community Tourism in Nakhon Nayok Province are displayed in Table 4 along with the influence values (Standardised Regression Weights) that are distributed among the variables and factors that are present in all structural models.

Three components make up the findings of the structural model of creative community tourism in Nakhon Nayok Province, as shown in Figure 8: community-based tourism components, creative tourism components, and tourist components (9As). By entering data into the ready-made program, it was found that there are some variables and some factors that are still partially related. And the program has provided recommendations to cut the relationship lines of those variables according to the Modification Indices values, consisting of the tourism element factor group (9As) cutting out the variables ADVE and AWAR, the community-based tourism element factor group (Community-Based Tourism) cutting out the variables RESO and LEAR, and the creative tourism element factor group (Creative Tourism) cutting out the variables CONT, GOOD, and LEAD. The results made the model have a good fit with the values of Chi-square = 66.862, $df = 56$, $p = .152 (>.05)$, $CMIN/DF = 1.194 (<3)$, $GFI = .978 (>.90)$, and $RMSEA = .022 (<.08)$ (Arbuckle, 2011).

Table 2. The standardized residual covariance of the model of Creative Community-Based Tourism in Nakhon Nayok Province, Thailand

	STRO 2	STRO 1	PART 2	PART 1	MANA 1	MANA 2	COMM 1	COMM 2	ACCE 1	ACCE 2	AMEN 1	AMEN 2	ATTR 1	ATTR 2
STRO2	1.000													
STRO1	.624	1.000												
PART2	.278	.266	1.000											
PART1	.389	.372	.603	1.000										
MANA1	.213	.203	.352	.337	1.000									
MANA2	.332	.317	.549	.526	.522	1.000								
COMM1	.153	.146	.417	.399	.354	.457	1.000							
COMM2	.176	.168	.480	.370	.408	.526	.539	1.000						
ACCE1	.236	.226	.391	.375	.365	.359	.339	.390	1.000					
ACCE2	.280	.268	.463	.444	.409	.440	.396	.349	.584	1.000				
AMEN1	.171	.163	.282	.271	.281	.249	.248	.286	.502	.466	1.000			
AMEN2	.190	.182	.315	.302	.313	.278	.277	.319	.560	.520	.469	1.000		
ATTR1	.276	.161	.278	.266	.276	.245	.317	.281	.494	.458	.448	.499	1.000	
ATTR2	.282	.164	.284	.272	.283	.251	.325	.288	.505	.469	.458	.511	.575	1.000

Table 3. Regression Weight and Significant Value of the model of Creative Community-Based Tourism in Nakhon Nayok Province, Thailand

Factors (Cause – Effect)	Estimate	S.E.	C.R.	P	Hypothesis
Creative <--- 9As	-.029	.061	-.472	.637	Rejected
Creative <--- CBT	.563	.090	6.281	***	Accepted
ATTR <--- 9As	.972	.079	12.334	***	Accepted
AMEN <--- 9As	1.000				Accepted
ACCE <--- 9As	1.059	.088	12.076	***	Accepted
PART <--- Creative	1.575	.206	7.651	***	Accepted
STRO <--- Creative	1.000				Accepted
COMM <--- CBT	.825	.071	11.685	***	Accepted
MANA <--- CBT	1.000				Accepted
ATTR2 <--- ATTR	1.000				Accepted
ATTR1 <--- ATTR	.844	.062	13.661	***	Accepted
AMEN2 <--- AMEN	1.000				Accepted
AMEN1 <--- AMEN	.861	.071	12.106	***	Accepted
ACCE2 <--- ACCE	1.000				Accepted
ACCE1 <--- ACCE	.933	.067	13.994	***	Accepted
COMM2 <--- COMM	1.000				Accepted
COMM1 <--- COMM	.922	.077	11.947	***	Accepted
MANA2 <--- MANA	1.000				Accepted
MANA1 <--- MANA	.663	.071	9.380	***	Accepted
PART1 <--- PART	1.000				Accepted
PART2 <--- PART	1.019	.074	13.732	***	Accepted
STRO1 <--- STRO	1.000				Accepted
STRO2 <--- STRO	1.040	.106	9.840	***	Accepted

note: *** P < 0.001

Table 4. Standardized regression weights of the model of Creative Community-Based Tourism in Nakhon Nayok Province, Thailand

Factors (Cause – Effect)	Estimate
Creative <--- 9As	-.041
Creative <--- CBT	.886
ATTR <--- 9As	.885
AMEN <--- 9As	1.040
ACCE <--- 9As	.938
PART <--- Creative	1.032
STRO <--- Creative	.613
COMM <--- CBT	.864
MANA <--- CBT	.864
ATTR2 <--- ATTR	.767
ATTR1 <--- ATTR	.749
AMEN2 <--- AMEN	.724
AMEN1 <--- AMEN	.649
ACCE2 <--- ACCE	.736
ACCE1 <--- ACCE	.793
COMM2 <--- COMM	.788
COMM1 <--- COMM	.684
MANA2 <--- MANA	.895
MANA1 <--- MANA	.583
PART1 <--- PART	.760
PART2 <--- PART	.793
STRO1 <--- STRO	.773
STRO2 <--- STRO	.808

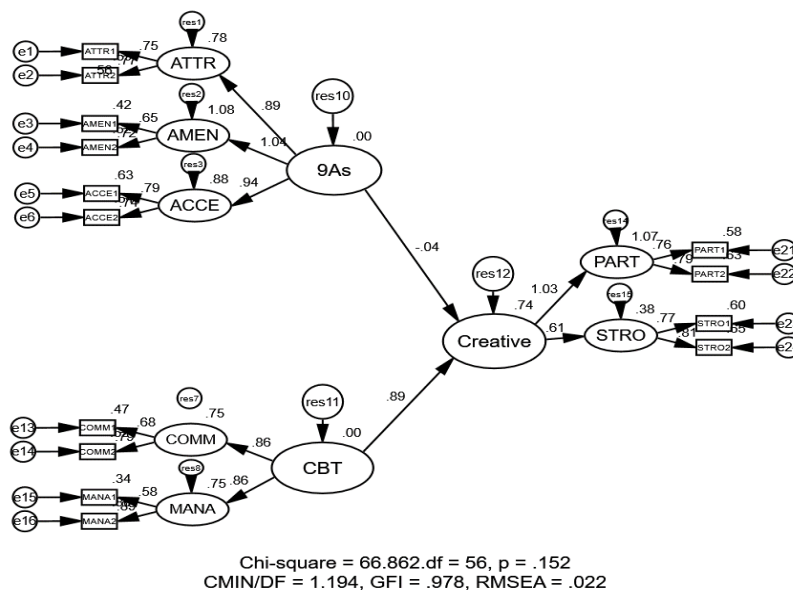


Figure 8. The Structural Model (Source: Developed by the authors)

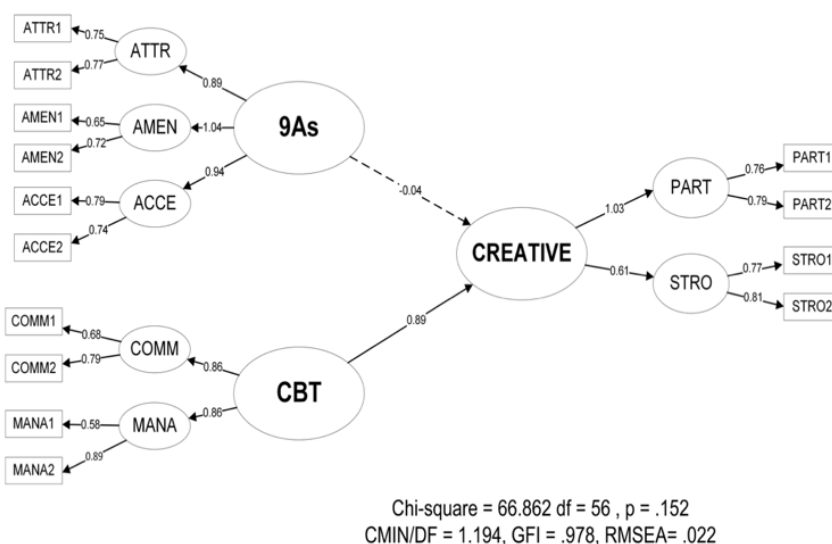


Figure 9. The final structural model of creative community tourism in Nakhon Nayok Province (Source: Developed by the authors)

According to the hypothesis testing results, the creative tourism component elements (Reject H1) were not significantly impacted by the tourist component factors (9As). Table 5 indicates that the creative tourism component elements (Sig H2) were strongly impacted by the community-based tourism component factors (Community-Based Tourism).

Table 5. The result of hypothesis testing of the model (note: *** = P < 0.001)

Hypothesis	Relationship	Standardized Path Coefficient	Result	Significant (p)
H ₁	Creative <--- 9As	-.041	Rejected	.637
H ₂	Creative <--- CBT	.886	Supported	***

H1: The tourism components (9As) in Nakhon Nayok Province do not influence the creative tourism components.

H2: The community-based tourism components in Nakhon Nayok Province influence the creative tourism components.

CONCLUSION

Based on the structural model, the final model of creative community tourism in Nakhon Nayok Province, as shown in Figure 9, discovered that:

- 1) The components of tourism (9As) were Amenities (AMEN), which had the highest weight (1.04); Accessibility (ACCE), which had the second-highest weight (0.94); and Attractions (ATTR), which had the lowest weight (0.89).
- 2) The Community Organisations (COMM) and Management (MANA) components of Community-Based Tourism had the same weight (0.86).
- 3) Partnerships (PART) had the highest weight (1.03) among the components of creative tourism, while Strong Content (STRO) had the second-highest weight (0.61).

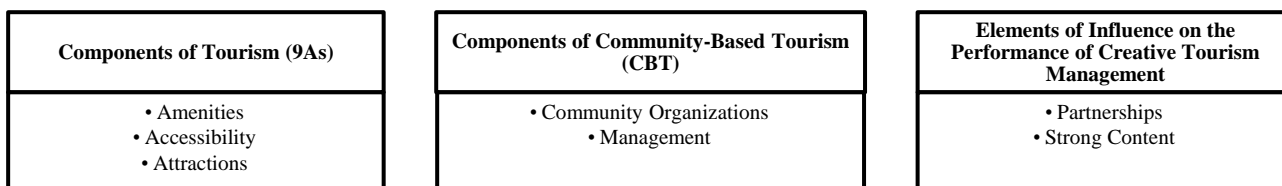


Figure 10. The theory's findings

This study identified the structural model, which is the final model for managing creative community tourism in Nakhon Nayok Province. Figure 10 illustrates the theory's findings. Therefore, in order to support future tourists, the researcher suggests guidelines for tourism development in Nakhon Nayok Province, where government agencies, the private sector, and the community can implement innovative community-based tourism development approaches. The guidelines emphasise collaboration across all three sectors. There are three development approaches described:

Method 1: Community resources and context, as well as identity and distinctiveness, should be addressed in spatial development. The concepts of community-based tourist management (community involvement in planning, decision-making, benefit sharing, monitoring, and assessment)

Method 2: Process-based development ought to cater to: Create and design activities that are rooted in the local culture and take into account the actual experiences of visitors. The concepts of creative tourist development (creation, sharing, differentiation, extending, and adding value)

Method 3: Collaborations for growth: Create an association to promote cooperation that includes the following groups: Local artists, academics, and residents, Travelers and The government, the private sector, and educational institutions.

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