

## Building Tourist Confidence and Perceived Value through Social Development and Local Engagement in Thai Tourism

Jitthapat Niyomthanawat<sup>1</sup> Ntapat Worapongpat<sup>2</sup>  
<sup>1,2</sup> Eastern Institute of Technology Suvarnabhumi (EIT)  
\*Corresponding Author. E-mail: dr.thiwat@gmail.com

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### Abstract

This study examines tourist confidence and perceived value in Thai tourism through participation in social development activities and engagement with local personnel and administrative organizations in Thailand's lower central region. The research focuses on Chinese, Indian, and Malaysian tourists and aims to (1) assess their level of trust in the destination, (2) evaluate the perceived value derived from social development and community engagement activities, and (3) examine differences in satisfaction based on selected demographic factors. A quantitative approach was employed using a structured questionnaire administered to 1,200 tourists (400 from each nationality) who had prior experience with social development activities or interactions with local stakeholders. Data were analyzed using descriptive statistics, independent samples t-tests, and one-way ANOVA. The findings indicate that tourists reported high levels of confidence in destination health and safety management and perceived substantial value from participation in community-based and social development activities. Income was found to significantly influence perceived value and revisit intention, while gender and age showed no significant differences. Overall, tourist confidence and perceived value were positively associated with intentions to revisit the destination. The study contributes to the literature on community-based tourism and destination trust by providing empirical evidence from an emerging tourism context. Practically, the findings suggest that local authorities and tourism operators should prioritize social development initiatives and strengthen collaboration with local communities to enhance tourist confidence, perceived value, and long-term destination sustainability.

**Keywords:** Community-based tourism; Destination trust; Perceived value; Local engagement; Revisit intention; Thailand tourism

## Introduction

Tourism plays a crucial role in Thailand's economic and social development, serving as one of the country's primary engines for income generation, employment creation, and cross-cultural exchange (Chinawat, 2024). As a leading tourism destination in Southeast Asia, Thailand has increasingly emphasized sustainable and community-oriented tourism models to enhance its international competitiveness while ensuring long-term socio-economic benefits for local communities (Kanchanathaveekul et. al., 2024; Thananusak & Suriyankietkaew, 2023). In this context, the lower central region of Thailand including provinces such as Ratchaburi, Nakhon Pathom, Samut Songkhram, Samut Sakhon, and Suphan Buri has emerged as an important area due to its rich cultural heritage, natural landscapes, and lifestyle-based tourism attractions. Previous studies suggest that tourism development in this region not only stimulates local economies through visitor spending but also strengthens community identity and promotes sustainable resource management.

In recent years, community-based tourism (CBT) has gained increasing attention as an effective approach for achieving sustainable tourism outcomes (Kanchanathaveekul et. al., 2025). CBT emphasizes the active participation of local residents in tourism planning, management, and benefit-sharing, thereby fostering cultural preservation, environmental protection, and meaningful host-guest interactions (Kontogeorgopoulos et. al., 2014). Aligning with global trends toward responsible and experiential tourism, CBT allows tourists to engage more deeply with local cultures while enhancing the perceived value of their travel experiences (Morgan, 1994). Prior research has shown that authentic community engagement contributes positively to tourist satisfaction, destination trust, and revisit intention, particularly in culturally rich destinations.

The growing integration of tourism development with community engagement has also highlighted the importance of social development activities and relationship-building among tourists, local personnel, and local administrative organizations (LAOs). Social development initiatives such as cultural exchange programs, environmental conservation projects, and improvements in public infrastructure play a critical role in strengthening mutual trust and cooperation between local stakeholders and visitors. (Murphy, 1985). These activities not only enhance tourists' confidence in destination management and safety but also increase the perceived value of tourism experiences, making destinations more attractive and competitive in the long term (Pine & Gilmore, 1999). Consequently, incorporating social development dimensions into tourism management has become a strategic tool for reinforcing trust and sustainability in tourism destinations.

International tourists from China, India, and Malaysia represent high-potential markets for Thailand's tourism industry due to their rapidly growing outbound travel demand and increasing interest in cultural, wellness, and lifestyle-based tourism experiences. (Rasoolimanesh et al., 2021; Soh et al., 2024). Recent studies indicate that tourists from these countries place high importance on authenticity, social responsibility, and meaningful interactions with local communities (Scheyvens, 1999). As such, strategies that integrate social development activities with relationship-building among local stakeholders are particularly relevant for enhancing tourist confidence and strengthening Thailand's destination image among these markets.

Despite the growing recognition of the importance of social development and community engagement in tourism, empirical research examining their influence on tourist trust and perceived

value remains limited, especially in the context of emerging destinations within Southeast Asia. (Siripipatthanakul, 2024). In particular, there is a lack of empirical evidence focusing on international tourists from China, India, and Malaysia in Thailand's lower central region. Furthermore, differences in tourists' perceptions and satisfaction based on demographic and travel-related factors such as age, income, and travel experience have not been sufficiently explored. This gap in the literature constrains the ability of policymakers and local administrative organizations to formulate data-driven tourism strategies that effectively align social development objectives with visitor expectations.

To address these gaps, the present study aims to examine tourist trust and perceived value in Thai tourism derived from social development activities and relationship-building with local personnel and local administrative organizations in the lower central region of Thailand. Additionally, the study seeks to compare differences in tourist satisfaction and perceptions among Chinese, Indian, and Malaysian tourists based on selected personal and travel-related factors. By providing empirical evidence from an underexplored regional and cross-cultural context, this research contributes to the literature on community-based tourism and destination trust, while offering practical insights for policymakers and tourism practitioners seeking to enhance sustainable tourism development, visitor confidence, and community well-being.

### Research Objectives

1. To examine the level of tourist trust among Chinese, Indian, and Malaysian tourists toward revisiting Thailand's lower central region, particularly in relation to social development activities and engagement with local stakeholders.
2. To assess the perceived value that tourists derive from their travel experiences and participation in social development and community-based activities in the lower central region of Thailand.
3. To analyze the influence of personal factors (gender, age, and income) on tourist satisfaction and revisit intention among Chinese, Indian, and Malaysian tourists.

### Literature Review

This study is grounded in prior literature on tourist behavior, particularly the roles of trust, perceived value, and revisit intention within community-based and socially responsible tourism contexts. Existing research indicates that tourists' revisit decisions are influenced not only by functional service quality but also by emotional, social, and relational experiences derived from meaningful engagement with local communities.

#### Tourist Trust and Revisit Intention

Tourist trust is a fundamental determinant of satisfaction and revisit intention, reflecting confidence in a destination's safety, reliability, and management effectiveness (Stylidis et. al.). In tourism settings, trust reduces perceived risk and uncertainty, thereby strengthening tourists' willingness to revisit and recommend a destination (Suriyankietkaew et. al., 2025). Recent studies emphasize that in post-crisis and post-pandemic contexts, trust in health, safety, and crisis management has become particularly critical. Destinations demonstrating transparency, preparedness, and social stability are more likely to sustain tourist confidence and loyalty.

Within community-based tourism, trust is further reinforced through cooperation among local administrative organizations (LAOs), tourism operators, and residents. (Tavitiyaman, Qu, 2013). Such collaboration signals social responsibility and accountability, enhancing tourists' emotional attachment and confidence in the destination.

**Perceived Value in Social Development and Community-Based Tourism.** Perceived value extends beyond price and service quality to encompass functional, emotional, and social benefits (Unhasuta et al., 2021). In community-based and social development tourism, value is often derived from meaningful experiences that promote cultural understanding, social contribution, and personal fulfillment. (Zhang et al., 2014). Participation in activities such as cultural exchange, local festivals, environmental conservation, and community product support has been shown to enhance tourists' perceived value, satisfaction, and loyalty.

Socially responsible and authentic tourism experiences generate lasting impressions and strengthen destination image, thereby increasing revisit intention and positive word-of-mouth (Zeithaml, 1988). These findings align with experience-oriented tourism perspectives, which emphasize that memorable and meaningful experiences create greater value than conventional tourism services (Selem et al., 2025).

#### Local Engagement and Tourist Experience

The quality of interactions between tourists and local stakeholders plays a crucial role in shaping tourism experiences. Positive host-guest interactions foster emotional attachment, trust, and satisfaction, leading to stronger revisit intention. Engagement with local personnel and LAOs enhances perceptions of professionalism, hospitality, and inclusiveness, transforming destinations into meaningful social spaces rather than mere travel locations.

#### Personal Factors and Research Gap

Previous studies suggest that while gender and age often show limited influence on satisfaction, income significantly affects tourists' preferences, activity participation, and perceived value. According to the Travel Career Ladder theory, tourists with higher resources tend to seek deeper, experience-oriented and socially meaningful tourism activities.

Although international literature highlights the importance of trust, perceived value, and local engagement, empirical research examining these relationships remains limited in Southeast Asian contexts, particularly among international tourists from China, India, and Malaysia visiting Thailand's lower central region. This study addresses this gap by empirically examining how social development activities and local stakeholder relationships influence tourist trust, perceived value, and revisit intention, thereby contributing to sustainable tourism development and destination competitiveness.

## Research Methodology

### Conceptual Framework

The conceptual framework of this study is grounded in theories of community-based tourism, destination trust, and perceived value. As illustrated in Figure 1, the framework proposes that social development activities and relationships with local stakeholders act as key independent variables influencing tourists' trust and perceived value toward Thai tourism in the lower central region.

Social development activities refer to tourism initiatives that promote community well-being, cultural preservation, environmental sustainability, and social responsibility. Relationships with local stakeholders encompass tourists' interactions with local personnel and local administrative organizations (LAOs), including information provision, cooperation in tourism activities, and relationship-building efforts.

The framework further posits that tourist trust and perceived value function as mediating variables that transmit the effects of social development activities and local engagement to revisit intention, the primary dependent variable. Trust reflects tourists' confidence in destination safety and management effectiveness, while perceived value represents tourists' overall evaluation of experiential benefits relative to costs.

Overall, the framework explains how social development initiatives and positive local engagement enhance tourists' emotional attachment, trust, and perceived value, thereby increasing their likelihood of revisiting the destination. This integrated perspective provides a theoretical foundation for examining destination loyalty and sustainable tourism development in Thailand's lower central region.

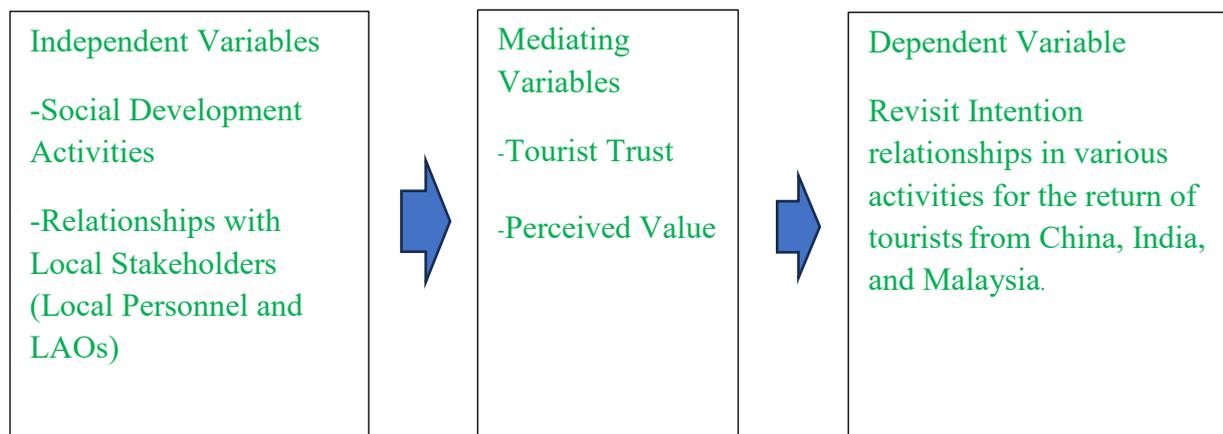


Figure 1. Conceptual Framework of the Study

## Research Methodology

### Research Design

This study employs a quantitative research design using a survey-based approach to examine the relationships among social development activities, relationships with local stakeholders, tourist trust, perceived value, and revisit intention in Thailand's lower central region. Quantitative methods were selected to allow for systematic measurement, statistical testing, and generalization of findings across international tourist groups.

The research process is guided by both descriptive and inferential statistical techniques to ensure the reliability and validity of the results.

### Research Scope

The study focuses on analyzing the influence of social development activities and relationships with local personnel and local administrative organizations (LAOs) on tourists' trust, perceived value, satisfaction, and revisit intention. Emphasis is placed on both the economic and social dimensions of tourism, particularly the interaction between tourists and

local communities within the framework of sustainable and community-based tourism development.

#### Population and Sample Scope

The population of this study consists of international tourists from China, India, and Malaysia who have visited Thailand's lower central region. Using Yamane's formula with a 95% confidence level and a 5% margin of error, a total sample size of 1,200 respondents was determined, comprising 400 tourists from each nationality.

A non-probability purposive sampling technique was employed to target tourists who had prior experience participating in social development activities, community-based tourism programs, or interactions with local personnel and LAOs. Demographic characteristics examined in this study include gender, age, education level, occupation, and income.

#### Area Scope

The research was conducted in key provinces within Thailand's lower central region, including Suphanburi, Chainat, Ratchaburi, and Phetchaburi. These provinces were selected due to their active engagement in community-based tourism initiatives, corporate social responsibility (CSR) projects, and cultural tourism activities that promote local participation and social development.

#### Time Scope

Data collection was conducted throughout 2025, a period characterized by tourism recovery and post-pandemic development. This timeframe allowed for capturing current trends in tourists' perceptions, satisfaction, and behavioral intentions under evolving tourism conditions.

#### Documentary Research

Documentary research was undertaken to establish the theoretical and conceptual foundations of the study. Academic journals, peer-reviewed research articles, government reports, and tourism-related publications were reviewed, with particular focus on:

- Community-based tourism and social development initiatives
- Tourist behavior, trust, perceived value, satisfaction, and revisit intention
- Tourism policies and development strategies related to Thailand's lower central region

These sources informed the development of the conceptual framework and the construction of the research instrument.

#### Field Research and Data Collection

Field research was conducted through on-site surveys administered to international tourists at selected destinations, including community-based tourism sites, local cultural festivals, and CSR or social development project locations within the study area. Data were collected using a structured questionnaire consisting of four sections:

1. Personal and demographic information
2. Perceptions of and participation in social development activities
3. Relationships with local personnel and local administrative organizations
4. Tourist trust, perceived value, and revisit intention

To ensure content validity, the questionnaire was evaluated by three experts in tourism and social development using the Index of Item-Objective Congruence (IOC) method. The overall IOC score was 0.88, indicating a high level of content validity

### Data Analysis

Data were analyzed using both descriptive and inferential statistical techniques. Descriptive statistics including frequency, percentage, mean, and standard deviation were used to summarize respondent characteristics and key variables. Inferential statistical analyses included independent samples t- tests, one- way ANOVA, correlation analysis, and regression analysis to examine relationships among variables and test the proposed research hypotheses. All statistical analyses were conducted in accordance with accepted quantitative research standards to ensure the accuracy and robustness of the findings.

### Research Finding

#### Objective 1: Levels of Tourist Trust and Perceived Value

This objective examined the levels of tourist trust and perceived value derived from social development activities and relationships with local personnel and local administrative organizations (LAOs) in Thailand's lower central region. The results, summarized in Tables 1–3, indicate consistently high levels of trust, perceived value, and satisfaction among tourists from China, India, and Malaysia.

Nationality	Trust (%)	Primary Reasons
China	91.2	Ongoing SHA standards / Ready public health system
India	88.5	Ongoing SHA standards / Ready public health system
Malaysia	93.4	Ongoing SHA standards / Ready public health system
Overall Average	91.0	Social and political stability (85.7%)

As presented in Table 1, the overall level of tourist trust in returning to the lower central region was high, with an average trust level of 91.0%. Malaysian tourists reported the highest trust level (93.4%), followed by Chinese (91.2%) and Indian (88.5%) tourists. Respondents across all nationalities identified the continuous implementation of SHA (Safety and Health Administration) standards and the readiness of local public health systems as the primary factors contributing to their confidence. Additionally, 85.7% of tourists cited social and political stability as a fundamental element supporting trust in the destination.

Table 2: Analysis of Perceived Value from Tourism and Social Development Activities

Nationality	Perceived Value (%)	Frequently Mentioned Social Activities	Average Satisfaction Score (out of 5)
China	89.6	Tree planting, local festival participation, traditional cooking, OTOP support	4.45
India	86.2	Tree planting, local festival participation, traditional cooking, OTOP support	4.45
Malaysia	92.5	Tree planting, local festival participation, traditional cooking, OTOP support	4.45
Overall Average	89.4	Cultural and community development activities enhance tourism value	4.45

Regarding perceived value, the findings in Table 2 show that tourists reported high levels of value derived from tourism experiences integrated with social development activities, with an overall average of 89.4%. Frequently mentioned value-enhancing activities included tree planting, participation in local festivals, traditional cooking experiences, and support for OTOP products. The overall satisfaction score related to these activities was 4.45 out of 5, indicating that community-based and socially responsible tourism initiatives substantially enhanced tourists' perceived value and overall experience.

Table 3: Relationships with Local Personnel and Local Administrative Organizations (LAOs)

Nationality	Percentage Citing Importance (%)	Friendliness and Helpfulness Score (out of 5)	Key Areas of Praise
China	94.3	4.6	Clear tourism information, multilingual communication, organized welcome activities
India	94.3	4.5	Clear tourism information, multilingual communication, organized welcome activities
Malaysia	94.3	4.7	Clear tourism information, multilingual communication, organized welcome activities
Overall Average	94.3	4.6	Positive interactions with local personnel enhance the quality of the tourist experience

Table 3 presents findings related to tourists' relationships with local personnel and LAOs. Overall, 94.3% of respondents emphasized the importance of positive interactions with local stakeholders in shaping their tourism experience. Tourists reported high levels of satisfaction with the friendliness and helpfulness of local personnel (average score 4.6 out of 5), particularly highlighting clear tourism information, multilingual communication, and well-organized welcoming activities. These findings underscore the critical role of local engagement and interpersonal hospitality in strengthening tourist trust and perceived value.

Collectively, the results for Objective 1 demonstrate that tourist trust, perceived value, and local stakeholder relationships are closely interrelated. High levels of trust and meaningful participation in community-oriented activities contribute significantly to tourist satisfaction, perceived authenticity, and positive destination image.

Objective 2: Differences in Tourist Satisfaction and Revisit Intention Based on Personal Factors

The second objective examined differences in tourist satisfaction and revisit intention based on personal factors, specifically gender, age, and income. The comparative results are summarized in Tables 4 and 5

Nationality	Percentage of Intention to Revisit (%)	Primary Reasons
China	82.4	Impressions of safety, value, and the warmth of community hospitality
India	79.8	Impressions of safety, value, and the warmth of community hospitality
Malaysia	87.1	Impressions of safety, value, and the warmth of community hospitality
Overall Average	83.1	Impressions of safety, value, and the warmth of community hospitality

As shown in Table 4, a high proportion of tourists expressed intentions to revisit the lower central region within the next two years, with an overall average of 83.1%. Malaysian tourists reported the highest revisit intention (87.1%), followed by Chinese (82.4%) and Indian (79.8%) tourists. Across all groups, the primary reasons for revisit intention were perceptions of safety, high tourism value, and the warmth of community hospitality.

Table 5: Analysis of Personal Factors and Tourist Satisfaction

Personal Factor	Effect on Satisfaction	Significance Level (p-value)	Additional Findings
Gender	No effect	$p > 0.05$	No statistically significant difference found
Age	No effect	$p > 0.05$	No statistically significant difference found
Income	Has an effect	$p < 0.05$	High-income groups (China and India) perceived more value, were more likely to participate in social development activities, and spent more per trip.

Hypothesis testing results presented in Table 5 indicate that gender and age did not have a statistically significant effect on tourist satisfaction ( $p > 0.05$ ). In contrast, income level demonstrated a statistically significant influence on satisfaction, perceived value, and revisit intention ( $p < 0.05$ ). Higher-income tourists particularly from China and India were more likely to participate in social development activities, perceive greater value from their travel experiences, and report higher levels of expenditure and revisit intention.

These findings are consistent with the Travel Career Ladder theory, which suggests that tourists with higher financial resources tend to seek more self-actualizing, meaningful, and experience-oriented tourism activities. The results confirm that income serves as an important moderating factor influencing how tourists evaluate social development initiatives and their overall satisfaction with the destination.

Summary of Key Findings

The key findings of this study can be summarized as follows:

Tourists from China, India, and Malaysia reported high levels of trust (average 91.0%) and high perceived value (average 89.4%) toward tourism in Thailand's lower central region.

Positive relationships with local personnel and LAOs (94.3%) played a pivotal role in enhancing tourist satisfaction, trust, and perceived value.

Revisit intention was relatively high (83.1%), primarily driven by perceptions of safety, community warmth, and meaningful social and cultural experiences.

Income was the only personal factor found to have a statistically significant effect on tourist satisfaction, perceived value, and revisit intention ( $p < 0.05$ ), while gender and age showed no significant influence ( $p > 0.05$ ).

Overall, the findings provide strong empirical support for the role of social development activities and local engagement in fostering tourist trust, enhancing perceived value, and encouraging revisit intention in community-based tourism destinations.

## Discussions

The findings of this study provide important insights into the roles of trust, perceived value, and community engagement in shaping revisit intention among international tourists in Thailand's lower central region. Overall, the results support the proposed conceptual framework and reinforce existing theories in community-based tourism and destination trust.

**Discussion of Objective 1: Tourist Trust and Local Engagement.** The results reveal consistently high levels of trust among Chinese, Indian, and Malaysian tourists toward revisiting the lower central region, with Malaysian tourists reporting the highest level of trust, followed by Chinese and Indian tourists. This finding highlights the effectiveness of Thailand's post-pandemic tourism management, particularly the continued implementation of Safety and Health Administration (SHA) standards and the readiness of local public health systems. Destinations perceived as well-managed and safe are more likely to inspire confidence and reduce perceived travel risk, which is essential in the post-crisis tourism environment. The higher trust levels observed among Malaysian tourists may be explained by geographical proximity, cultural familiarity, and frequent travel experience to Thailand, which reduce uncertainty and enhance destination familiarity. Chinese tourists, meanwhile, demonstrated strong confidence influenced by Thailand's effective COVID-19 recovery measures and transparent health communication. Although Indian tourists reported slightly lower trust levels, their overall confidence remained high, indicating a generally positive destination image. These findings are consistent with prior research emphasizing the importance of health safety, political stability, and crisis management in building tourist trust and encouraging revisit intention (Ahn & Back, 2018). The results further suggest that trust in tourism destinations is not formed solely through infrastructure or services but also through visible governance, preparedness, and collaboration between local administrative organizations and communities.

**Discussion of Objective 2: Perceived Value from Social Development Activities.** The findings related to perceived value demonstrate that tourists derive significant value from tourism experiences integrated with social development and community-based activities. Malaysian tourists reported the highest perceived value, followed by Chinese and Indian tourists. Importantly, tourists emphasized that perceived value extended beyond price or service quality to include emotional satisfaction, cultural immersion, and a sense of meaningful contribution to local communities. Participation in activities such as tree planting, local festivals, traditional cooking, and support for OTOP products enhanced tourists' emotional attachment and strengthened their connection with local residents. This result aligns with the

Experience Economy theory, which argues that memorable and meaningful experiences generate higher perceived value than purely functional benefits. It also supports previous studies in community-based tourism suggesting that socially responsible and participatory activities enhance satisfaction, destination image, and loyalty. The findings indicate that social development activities function as a strategic mechanism for increasing perceived value while (Butcher & Chomvilailuk, 2022) Simultaneously supporting cultural preservation and sustainable tourism development. By embedding tourism experiences within local social and cultural contexts, destinations can differentiate themselves in an increasingly competitive tourism market.

Discussion of Objective 3: Personal Factors and Revisit Intention. The analysis of personal factors revealed that gender and age did not significantly influence tourist satisfaction or revisit intention, whereas income level had a statistically significant effect, particularly among Chinese and Indian tourists. Higher-income tourists were more likely to participate in social development activities, perceive higher value, and express stronger intentions to revisit. This finding supports the Travel Career Ladder theory, which posits that tourists with greater financial resources and travel experience seek self-actualizing, meaningful, and experience-oriented tourism activities. High-income tourists tend to value authenticity, learning, and social contribution, making them more receptive to community-based and socially responsible tourism initiatives. The results suggest that income moderates the relationship between social development activities, perceived value, and revisit intention. Consequently, (Chen, Phou, 2013). Destination managers should consider market segmentation strategies that target experience-seeking and high-value tourist segments while maintaining inclusivity for broader markets.

## Conclusion

This study confirms that tourist trust, perceived value, and meaningful engagement with local communities are interrelated factors that significantly influence revisit intention in Thailand's lower central region. Tourist trust is primarily shaped by effective health and safety management, transparent governance, and destination stability. Simultaneously, participation in social development activities and positive relationships with local personnel and administrative organizations enhance perceived value and strengthen tourists' emotional attachment to the destination.

Among personal factors, income was the only variable with a statistically significant effect on satisfaction and revisit intention. This finding indicates that targeted strategies aimed at high-value, experience-oriented tourists, particularly from China and India, can further support tourism recovery and destination competitiveness.

## Recommendation

Based on the findings of this study, the following recommendations are proposed, categorized into (1) practical applications and (2) directions for future research.

### 1. Recommendations for Applying the Research Findings

1.1 Tourist Trust and Confidence The high level of trust among Chinese, Indian, and Malaysian tourists is largely influenced by effective health and safety management and cooperation between local communities and local administrative organizations (LAOs).

Accordingly, it is recommended that: Tourism authorities and LAOs consistently maintain and enhance SHA ( Safety and Health Administration) standards across destinations. Clear, transparent, and multilingual communication on health, safety, and emergency preparedness be strengthened. Community-based safety and hospitality training programs be provided to local personnel to reinforce tourist confidence.

1. 2 Perceived Value from Social Development Activities. Tourists derive high perceived value from experiences integrated with social development and community-based activities. To further enhance this value: Tourism operators and communities should expand opportunities for tourists to participate in cultural, environmental, and community projects. Tourism products should emphasize authentic, emotionally engaging, and interactive experiences rather than passive sightseeing. Local governments should support community enterprises, such as OTOP and local crafts, by integrating them into tourism programs to enhance both tourist satisfaction and community income.

1.3 Personal Factors and Revisit Intention. Income was found to be the only personal factor significantly influencing satisfaction and revisit intention, particularly among Chinese and Indian tourists. Therefore: Tourism authorities should adopt market segmentation strategies targeting high-income, experience-oriented tourists through premium community-based and socially responsible tourism products. High-value offerings, such as cultural immersion, wellness, and CSR-based tourism programs, should be promoted, while maintaining inclusive tourism strategies to ensure broad accessibility and community benefits.

## 2. Recommendations for Future Research

To extend the findings of this study, future research should: Examine tourist motivations, cultural values, and psychological factors influencing engagement in social development tourism. Conduct comparative studies across different regions in Thailand or other ASEAN countries. Employ longitudinal research designs to assess changes in tourist trust, satisfaction, and revisit intention over time. Explore the role of digital platforms and social media in communicating social development activities and building destination trust.

## New Knowledge

This study contributes new knowledge to the field of tourism studies by empirically demonstrating that the integration of social development activities and structured relationship-building with local personnel and local administrative organizations (LAOs) plays a decisive role in enhancing tourist trust and experiential value, which subsequently strengthens revisit intention in Thailand's lower central region.

Unlike traditional tourism development models that emphasize infrastructure, attractions, or service quality alone, the findings of this study reveal that tourism functions as a social engagement platform where meaningful interaction between tourists and local communities generates multidimensional value. Tourism in this context is not merely an act of leisure consumption but a process of social participation that simultaneously benefits tourists and host communities.



4. Community Relationship Dimension. Positive interactions with local personnel and LAO officials were found to significantly influence tourists' intention to revisit. Friendly attitudes, multilingual communication, clear tourism information, and organized welcoming activities strengthened tourists' emotional attachment to the destination. These relationships function as a bridge between experience and behavior, transforming satisfaction and perceived value into long-term loyalty. The relational dimension humanizes tourism experiences and reinforces the sense of hospitality that characterizes Thailand's destination image.

5. Implications for Revisit Intention. The study identifies a cascading mechanism through which revisit intention is formed. Social development activities and local engagement enhance trust and experiential value. Enhanced trust reduces uncertainty and reinforces confidence in safety and ethical tourism practices. Enhanced experiential value strengthens emotional satisfaction and social connection. Together, trust and experiential value significantly increase tourists' intention to revisit. This process creates a sustainable tourism cycle in which repeat visitation supports both community development and long-term destination competitiveness.

6. Synthesis of New Knowledge. In summary, this study provides empirical evidence that socially integrated and relationship-oriented tourism management is a powerful strategy for achieving both economic and social objectives in tourism development. The proposed conceptual framework advances existing tourism theories by demonstrating that trust and experiential value are not isolated outcomes but are jointly shaped through deliberate integration of social development initiatives and high-quality local engagement. This new knowledge contributes to the sustainable tourism literature by highlighting a replicable model that strengthens tourist confidence, enhances perceived value, and promotes repeat visitation, particularly among high-potential international markets such as China, India, and Malaysia, while simultaneously supporting community well-being and social sustainability.

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