



## RESEARCH ARTICLE

# Factors Influencing the Demand for Services Among Management and Facilitators for Creative Tourism in the Next Normal Era: A Case Study of Three Religions, Three Rivers, Phra Nakhon Si Ayutthaya, Thailand

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This entitled " Three Religions, Three Rivers " was motivated by the interrelation of these societies and their dependence on the fluvial systems, underscoring Ayutthaya's intricate multicultural milieu and its harmonious, spiritual cohabitation. Inquiry in this domain is constrained, rendering it challenging to devise effective creative tourism strategies for this locale and neighboring areas. This research aims to study factors influencing the demand for services among management and facilitators for creative tourism in the Next Normal era. Data was gathered from 400 respondents using convenience sampling. This study used multiple regression analysis to analyze the data. The research results showed that two factors (economic and environmental) positively influenced management and facilitators for creative tourism in the next normal era. The findings of this investigation will contribute to developing strategies for developing creative tourism in this area and surrounding areas.

**1. INTRODUCTION**

The inaugural verified instance of COVID-19 was documented in December 2019 in Wuhan, China (Gao et al., 2022). The World Health Organization (WHO) acknowledged the potential global threat posed by the virus and commenced the orchestration of international initiatives aimed at mitigating its dissemination. However, it became evident that the virus could not be effectively restricted within national boundaries as it permeated various continents and oceans, resulting in public health emergencies in numerous nations that subsequently precipitated widespread economic turmoil (Huang et al., 2020). By January 13, 2020, the inaugural confirmed case outside of China was documented in Thailand, underscoring the swift propagation of the virus. By March 2020, the COVID-19 virus had disseminated across numerous nations, resulting in a marked escalation in both confirmed cases and fatalities (Olalekan et al., 2023). The determination made by the World Health Organization to categorize the situation as a pandemic was shaped by the extensive propagation of the virus and the prospects for additional global transmission (Allan et al., 2022; World Health Organization, 2020).

Prior to the onset of the COVID-19 pandemic in Thailand, the nation was distinguished by its distinctive cultural characteristics, including traditionalism and an inherent charm, which rendered it attractive to both local and international travelers, thereby establishing it as one of the most

sought-after travel destinations globally (Auemsuvarn and Ngamcharoenmongkol, 2022). The tourism and hospitality industries played a vital role in the Thai economy, contributing substantially to GDP (Srisawat et al., 2023). Thailand's tourism industry experienced significant growth, positioning the nation as the eighth leading destination globally for international tourist arrivals. The interplay between international tourism and foreign direct investment (FDI) has enduring beneficial effects on the economic advancement of the country. This correlation highlights the critical role of tourism as a fundamental element of economic dynamism in Thailand (Mehmood et al., 2024). In 2019 alone, Thailand welcomed nearly 40 million foreign visitors, generating significant revenue and supporting a diverse range of businesses. The tourism sector accounted for approximately 20% of the national GDP (Saxon, 2021). Small and medium-sized enterprises (SMEs) in the hospitality industry were also instrumental in catering to both domestic and international visitors (Promnil and Polnyotee, 2023). Thailand's appeal lies in its diverse attractions, offering something for everyone. The country boasts pristine beaches in locations like Phuket and Krabi (Phayap et al., 2024), bustling urban centers such as Bangkok, and culturally rich cities like Phra Nakhon Si Ayutthaya. The experience economy paradigm underscores the significance of devising captivating and appealing environments for consumers, which is essential for regional advancement within the leisure and tourism industries (Jeannerat, 2013). Consequently, each region offers distinct experiences, ranging from the exploration of historical temples and lively marketplaces to the enjoyment of gourmet cuisine and opulent resorts. Festivals like Songkran (Thai New Year) and Loy Krathong further enhance Thailand's allure, offering visitors immersive cultural experiences (Chansuk et al., 2022). The tourism and hospitality industries constituted pivotal sources of employment in Thailand, making substantial contributions to the nation's gross domestic product and workforce engagement, thereby offering employment opportunities to millions of individuals (Madhyamapurush, 2023). Encompassing a diverse array of roles, including hotel personnel, tour guides, restaurant employees, and skilled artisans, a considerable segment of the population relied on the tourism sector as the foundation of their economic sustenance. The growth of the tourism industry also stimulated the development of related sectors, such as retail, entertainment, and transportation, benefiting the broader economy (Bank of Thailand, 2021).

The COVID-19 pandemic in Thailand has led to substantial economic repercussions and posed significant challenges for companies within the hospitality and tourism sectors. The drastic reduction in passenger numbers, driven by travel restrictions and stringent government regulations, has severely impacted the financial health of numerous businesses in these industries (Suthatorn and Charoensukmongkol, 2023). In September 2021, international flights to Thailand were down by a staggering 95% compared to the previous year. (Saxon, 2021). Afterwards, The COVID-19 pandemic dealt a severe blow to Thailand's tourism industry, with lockdown measures, travel restrictions, and health concerns causing significant declines (Thaicharoen et al., 2023). The tourism sector exhibited heightened susceptibility to the economic disruptions instigated by the pandemic. The demand shock resulting from enforced lockdowns profoundly affected their capacity for adaptability and overall financial viability (Ali et al., 2024). Hotels, restaurants, and other tourism-related businesses struggled to stay afloat, with many facing closure or significant financial difficulties (Chaiyakot et al., 2024). The tourism-accommodation subsector underwent considerable disturbances, culminating in considerable fiscal losses and heightened indebtedness among small and medium-sized enterprises (SMEs), particularly those heavily dependent on tourism, which were profoundly affected, resulting in significant employment reductions within the tourism and hospitality industries (Mangwane and Tshipala, 2024). This situation engendered extensive repercussions, precipitating economic distress for an innumerable number of households. Specifically, heads of households impacted by these employment contractions encountered formidable obstacles in their efforts to provide for their families amid this crisis. (World Bank, 2020).

This predicament has additionally functioned as a catalyst for multiple alterations, necessitating the sector to reassess its recuperation strategies and the involvement of societal participants to delineate social and economic opportunities for the future to concentrate on sustainable development in the extended term (Wells et al., 2020). The travel sector has progressively concentrated on emergency administration, encompassing calamity and peril administration, to cultivate enduring resilience. Adaptive reactions, innovations, and transformation paradigms are pivotal themes in administering and reacting to emergencies (Hendhana et al., 2024). The sector is likewise adjusting to modifications

in consumer behavior, including the inclination towards less densely populated locales and more intimate travel cohorts (Orindaru et al., 2021). The crisis underscored the imperative of incorporating environmentally sustainable practices, mitigating carbon emissions, and fostering eco-tourism initiatives. Empowering local communities and safeguarding cultural heritage have emerged as vital elements of sustainable tourism frameworks (Chakraborty, 2024; Hikiренко, 2024).

The "Next Normal" era for creative tourism in Thailand is distinguished by a methodical transition towards the amalgamation of cultural, technological, and sustainable methodologies aimed at rejuvenating the tourism industry in the aftermath of the pandemic (Chongkittavorn, 2021). This era underscores the significance of cultural immersion, innovative economic strategies, and sustainable tourism methodologies to captivate and involve tourists in substantive manners while advocating for environmentally conscious tourism practices that mitigate ecological repercussions and bolster local communities (Chullaphan, 2021). This transition is explicitly directed towards the enhancement of community-managed tourism, in which the local populace assumes responsibility for the oversight and stewardship of their tourism assets. This methodology aspires to facilitate equitable income distribution and mitigate the adverse effects of over-tourism on communities by employing local cooperative mechanisms as a strategic management instrument (Srisawat et al., 2023). Moreover, the efficacy of creative tourism is contingent upon robust community engagement, innovative practices, and ongoing operations to uphold sustainability and cultural authenticity. As Thailand undertakes this transition, the equilibrium of economic, social, and environmental factors will be imperative for attaining sustained success within the creative tourism domain (Singsomboon, 2014).

Phra Nakhon Si Ayutthaya, a UNESCO World Heritage city, was once a prominent capital and a cradle of civilization. Today, it remains a major tourist attraction, driving the local economy (Poovarodom et al., 2023). One of the most notable features is its multicultural society. Dating back to the seventeenth century when it functioned as a principal commercial nexus. The metropolis was recognized for its ecclesiastical and ethnic forbearance, permitting international individuals to assimilate and establish intercultural networks among a heterogeneous populace with diverse linguistic, religious, and cultural heritages. This historical establishment laid the groundwork for the city's multifaceted cultural terrain today (Chabrowski, 2022). Notably, the communities of Klong Takian and Sampao Lom exemplify religious pluralism, where Buddhist, Christian, and Islamic populations coexist peacefully (Roisri and Khunram, 2018). This harmonious interfaith community serves as a model for fostering interreligious understanding, promoting goodwill, and building peace. This heterogeneity cultivated a distinctive milieu of spiritual coexistence and cultural interchange. By conforming to the fundamental tenets of their respective belief systems—benevolence in Buddhism, philanthropy in Christianity, and generosity in Islam—these societies illustrate the capacity for spiritual coexistence (Joll, 2023). Furthermore, the communities of Sampao Lom and Klong Takian have strong connections to the waterways. Klong Khun Lak Chai, also known as Klong Takian, cuts through the Chao Phraya River near St. Joseph's Church and intersects with the Pata Khoo Cham Canal at the Kuttee Chaofa Mosque before rejoining the Chao Phraya River north of the Takia Mosque. This canal historically served as a shortcut for boats navigating the Chao Phraya River, as the waters around Phet were treacherous due to the confluence of the Pa Sak and Chao Phraya rivers. Frequent ship capsizing in this area led to the name Sampao Lom (meaning 'overturned ship') (Roisri and Khunram, 2018).

This entitled "Three Religions, Three Rivers" was inspired by the interconnectedness of these communities and their reliance on the waterways, highlighting Ayutthaya's complex multicultural society and its harmonious, spiritual coexistence. Investigation in this area is restricted, rendering it arduous to formulate efficacious creative tourism methodologies for this locality and adjacent regions. The objective of this research is to study factors influencing the demand for services among management and facilitators for creative tourism in the Next Normal era. The findings of this investigation will contribute to developing strategies for developing creative tourism in this area and surrounding areas.

## LITERATURE REVIEW

### Creative tourism

Creative tourism represents an innovative form of tourism focused on active participation in creative endeavors, setting it apart from conventional cultural tourism. It promotes immersion in local cultures through engaging activities, thereby enhancing the connection between tourists and the local community. This form of tourism prioritizes active involvement in cultural experiences over mere observation. A prime example is the Prague Fringe Festival, which cultivates a collaborative and inclusive environment among diverse cultural participants (Richards and Wilson, 2007; Hollands, 2010). At the core of creative tourism lies the principle of multicultural engagement, which facilitates interactions among a variety of cultures. This interaction enables tourists to value distinct cultural viewpoints, thereby cultivating a sense of reciprocal understanding and reverence between travelers and local inhabitants (Barker, 2014). By engaging with local traditions, tourists acquire genuine experiences and contribute to the preservation of cultural heritage. Community-based heritage tourism in the old city of Nazareth has the potential to foster intercultural dialogue and peace (Gelbman and Laven, 2016). This approach emphasizes the potential of tourism to cultivate reciprocal interests among various cultural cohorts, thereby advancing community empowerment and the preservation of cultural heritage. By harmonizing corporate and civic advantages, strategic philanthropy can function as a mechanism for the sustainable advancement of tourism, facilitating constructive interactions between tourism stakeholders and local communities (Polonsky et al., 2013).

### Demand for Services for Creative Tourism

The requirement for services within the factors of creative tourism during the Next Normal epoch is shaped by many determinants, encompassing historical, educational, social, economic, and environmental dimensions. As global society adjusts to the realities that follow the pandemic, these determinants are pivotal in influencing the inclinations and conduct of travelers pursuing creative and immersive experiences (Cho et al., 2023). Historically, the Festival Med serves as a significant medium for the dissemination of Mediterranean culture and history, drawing tourists who are enthusiastic to interact with the traditions of the diverse nations showcased at the festival (Silva et al., 2011). This cultural engagement not only amplifies the experience of the visitors but also promotes a more profound comprehension of the region's heritage, thereby augmenting the educational dimension of tourism. This analysis delves into these dimensions, extracting insights from contemporary research to comprehend how they contribute to the transforming landscape of creative tourism.

Historical Factor: Cultural tourism has developed to satisfy the inclinations of travelers for genuine experiences, transitioning from mass tourism towards more individualized interactions with local communities and their cultural heritage (Richards & Wilson, 2007). The contemporary tourist demographic is progressively inclined towards pursuits that facilitate profound engagement with local cultures and knowledge acquisition, corresponding with the escalating demand for innovative tourism offerings that prioritize experiential education (Korez-Vide, 2013). Narrative construction serves as a formidable vehicle for the articulation of the historical context and collective identity of communities, as exemplified in the catchment areas. These communities deploy the art of storytelling as a means to galvanize environmental transformation and restoration initiatives, underscoring the significance of esteemed storytellers and the veracity of their accounts (Doehring et al., 2023). In the context of tourism, interpersonal communication, especially through oral narratives, significantly impacts the experiences of travelers. This modality fosters a more substantial connection between the narrator and the audience, thereby enriching the overall experience of tourism (Fang et al., 2023). Therefore, the core of the community's philosophical framework lies the principle of multicultural leadership, wherein individuals from a multitude of cultural and religious origins engage in collaborative efforts to foster coexistence and enhance community welfare. These leaders exemplify the potential for diverse communities to coexist in a state of harmony, thereby offering visitors tangible manifestations of interfaith concord and social integration (Helly et al., 2003; Mahmud and Hossain, 2013).

**Educational factors:** It plays a significant role, as tourists exhibit an increasing interest in acquiring knowledge about the traditions and histories of the locales they visit. This educational engagement enhances the travel experience and contributes to the preservation of cultural heritage, rendering it an essential element of creative tourism (Silva et al., 2011; Korez-Vide, 2013). Such as educational excursions, particularly within academic institutions such as the University of Padova, play a pivotal role in societal development and significantly impact travel demand. The advocacy for sustainable mobility alternatives, including cycling and carpooling, is imperative in influencing future travel behaviors (Ceccato et al., 2021). Learning centers that focus on religious multiculturalism may utilize the concept of "phronesis," or practical wisdom, to formulate curricula incorporating indigenous knowledge and cultural narratives. This methodology could enhance tourists' comprehension of various religious traditions' profound philosophical and ethical dimensions (Allen et al., 2022). The Buddhist pilgrimage circuit in India exemplifies how religious sites can serve as platforms to educate tourists regarding religious heritage. While domestic tourists predominantly frequent these locations for leisure activities, they present opportunities for profound engagement with Buddhist teachings and practices, contingent upon practical implementation (Shinde, 2022).

**Social factor,** the demand for creative tourism services is bolstered by the desire for community engagement and social interaction. Tourists are looking for opportunities to connect with local populations, which fosters a sense of belonging and enhances the overall travel experience (Richards, 2011). The aspiration for community involvement and social interaction significantly enhances the demand for creative tourism services. Tourists are inclined to pursue avenues for establishing relationships with local inhabitants, which promotes a sense of belonging and enriches the overall travel experience. Conversely, the festival facilitates community engagement and promotes well-being among residents and visitors. By diversifying the local economy through creative tourism initiatives, the festival supports local artisans and enterprises, nurturing community pride and fostering social cohesion (Richards, 2011). Engaging tourists in religious multiculturalism can serve as a significant platform for advancing social justice, particularly within contexts that involve refugees and displaced populations. Undertaking roles as tour guides, they are afforded opportunities for self-representation and societal integration (Burrai et al., 2022). The incorporation of many cultural values within the tourism sector can also be observed in the domain of protected areas, where the cultural significance and sense of place of local communities are considered during tourism planning (Perren et al., 2024). Tourism development is performed in a way that recognizes and integrates the shifting cultural values of indigenous communities, consequently enhancing sustainability and inclusivity (Li et al., 2023).

**Economic factor:** Economic indicate that the efficacy of creative tourism endeavors can result in heightened expenditures and investments at the local level, thereby providing advantages to regional enterprises and the hospitality sector (Nomeikaite, 2010). The surge of tourists during festival periods significantly enhances consumer spending, which has the potential to yield sustained economic advantages for the local community (Cox, 2009). The incorporation of communal activities within the realm of tourism has the potential to yield considerable economic advantages by drawing in visitors who possess an inclination towards cultural and experiential tourism. This methodology is substantiated by the framework of complex adaptive systems, which underscores the capacity of community networks to generate novel opportunities and stimulate economic expansion through strategic alliances and resource allocation (Murphy et al., 2021). Furthermore, the participation of tourists in local endeavors can enhance social cohesion and bolster community resilience, as demonstrated in cross-cultural assessments of resilience that emphasize the significance of community-level attributes in fostering well-being (Terrana and Al-Delaimy, 2023). Creative tourism possesses the potential to advance sustainable development by fostering economic assistance for indigenous cultures. The notion of "serious tourists" posits that individuals who pursue genuine cultural experiences are more inclined to invest in culture-related goods and services, thus bolstering local economies (Wu et al., 2014).

**Environmental factor:** Environmental considerations are increasingly important in shaping the demand for creative tourism services. Tourists are more conscious of their environmental impact and seek sustainable travel options that respect local ecosystems and communities. From an environmental perspective, the rise of creative tourism necessitates a focus on sustainability. As

cultural tourism grows, addressing the sustainability challenges accompanying increased visitor numbers is essential. Additionally, it includes promoting responsible tourism practices that protect the local environment while still allowing for cultural exchange and economic growth (Korez-Vide, 2013; Richards, 2011; Calhoun, 2000). Especially, The 3Rs—Reduction, Reuse, and Recycling—must be incorporated into operational practices. This strategy is consistent with sustainable development goals and strengthens the resilience and sustainability of tourism-related initiatives. The integration of the 3R principles within the sphere of creative tourism necessitates utilizing cutting-edge technologies, encouraging cultural and creative industries, and implementing circular economy frameworks. Like eco-friendly accommodation, these methodologies incentivize tourists to adopt environmentally responsible behaviors, including recycling and energy conservation. A comprehensive understanding of the determinants influencing these behaviors can facilitate the customization of strategies to promote sustainability within tourism accommodations (Kim et al., 2021). Such initiatives possess the potential to alleviate environmental repercussions while advancing sustainable tourism methodologies. Despite the myriad advantages of incorporating 3R principles into creative tourism, persistent challenges are evident. The interplay between tourism advancement and environmental sustainability presents a multifaceted dilemma illustrated by regions such as China, wherein tourism may simultaneously contribute to and undermine ecological integrity (Rauf et al., 2021). Effectively addressing these challenges mandates a comprehensive strategy encompassing technological innovation, cultural involvement, and the strategic implementation of policies.

### **Creative tourism management and facilitation**

From a management framework, the Management and Facilitators for Creative Tourism follow attraction, accessibility, accommodations, access, and activities. Inclusive tourism practices are essential for catering to individuals of all abilities (Bhattacharya and Ganguly, 2014). Attractions should adhere to universal design principles to ensure usability for everyone, including individuals with disabilities. Activities Using the innovative implementation of metaphors in audio descriptions within art museums increases accessibility and engagement for varied audiences. This methodology enhances visitor experiences and promotes art education (Colmenero & Gallego, 2020). The ramifications of COVID-19 on cultural tourism underscore the necessity for inventive measures to rejuvenate the industry. Regional areas can capitalize on their distinctive cultural resources to draw tourists, contributing to a comprehensive revival of the creative economy (Flew & Kirkwood, 2021). Integrating technology in tourism, particularly in dispersed accommodations, improves access through tailored experiences. This strategy rejuvenates local economies and mitigates the adverse effects of over-tourism (Golja & Paulišić, 2021). During the COVID-19 pandemic, digital recreational options present an accommodating arena for children with disabilities. Such activities require adaptive schedules and explicit guidance to promote inclusivity (Movahed et al., 2023). Accommodation at Scattered Hotels These establishments provide a distinctive lodging experience by repurposing abandoned residences within the tourism framework. This approach fosters local culture and identity while affording tourists a unique experience (Golja & Paulišić, 2021). Accessibility information is crucial for informing travelers about the features of tourism services. Such information should be easily accessible online and offline to aid decision-making. In Norway, crisis resolution teams are built to exemplify service accessibility. They deliver prompt interventions, frequently within a day of referral, and provide services at home and team sites to accommodate varied needs (Ruud et al., 2022). Amenities Cultural amenities significantly influence tourism demand by offering essential infrastructure (Noonan, 2022). In natural settings, amenities like transit accessibility and obstacle aids are crucial for fostering inclusive tourism (Pasca et al., 2022).

A literature review reveals five main factors regarding the demand for services in creative tourism: historical, educational, social, economic, and environmental. The following discussion delves into these factors.

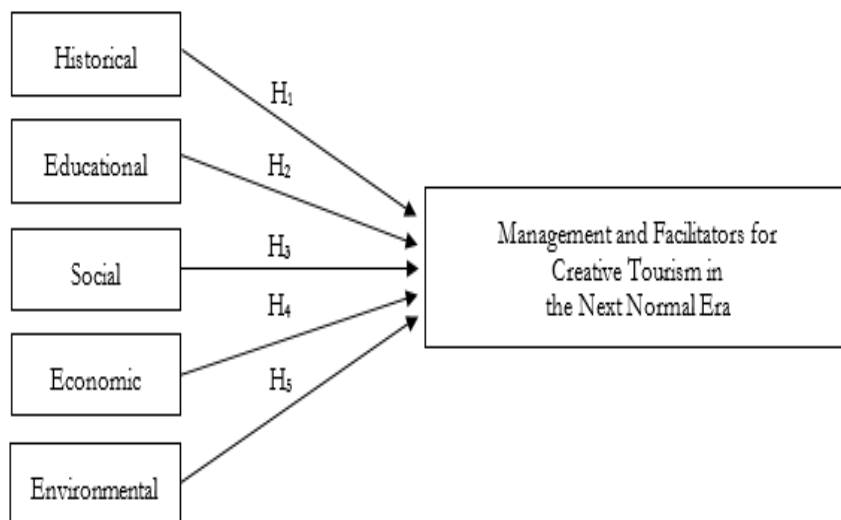
H<sub>1</sub>: Historical Influence Management and Facilitators for Creative Tourism in the Next Normal Era

H<sub>2</sub>: Educational Influence Management and Facilitators for Creative Tourism in the Next Normal Era

H<sub>3</sub>: Social Influence Management and Facilitators for Creative Tourism in the Next Normal Era

H<sub>4</sub>: Economic Influence Management and Facilitators for Creative Tourism in the Next Normal Era

H<sub>5</sub>: Environmental Influence Management and Facilitators for Creative Tourism in the Next Normal Era



**Figure 1. Conceptual framework**

**RESEARCH METHODS**

**Population and Sample**

This study employed a quantitative research design, targeting tourists who traveled to visit Phra Nakhon Si Ayutthaya Province, Thailand. A non-probability sampling technique, grounded in the formula proposed by W.G. Cochran (Cochran, 1953) with a confidence level of 95%, was employed. Upon the substitution of the requisite values, it was ascertained that the sample size consisted of 385 individuals. However, to ensure convenience and stability, the research team increased the sample size to 400. A total of 400 respondents were selected through convenience sampling.

**Data Collection**

The process of data collection was executed through a dual approach comprising a physical questionnaire and a digital form (Google Form), thereby facilitating an exhaustive data acquisition methodology as conducted by the research team. The results revealed that most respondents were female (63.00%) and identified as LGBTQ+ (6.50%). The majority of respondents were aged 31-40 (33.50%), and most were single (49.50%). In terms of education, the most common degree was a Bachelor’s (58.50%), the most frequent occupation was company employee (28.50%), and the most common income range was 10,001-20,000 THB (32.00%), as shown in Table 1.

**Table 1. Respondents’ demographic profile**

Demographic Characteristics		Frequency (N = 400)	Percentage
Gender	Male	122	30.50
	Female	252	63.00
	LGBTQ+	26	6.50
Age	< 20	38	9.50
	21-30	96	24.00
	31-40	134	33.50
	41-50	44	11.00
	51-60	44	11.00
	>61	44	11.00
Marital Status	Single	198	49.50
	Married	190	47.50
	Divorced/Separated/Windowed	12	3.00

Education	Primary - High school/ Diploma	116	29.00
	Bachelor's Degree	234	58.50
	Postgraduate	50	12.50
Occupation	Student	58	14.50
	Company employee	114	28.50
	Government officials	62	15.50
	Self-employed	40	10.00
	Business owner/Freelance/Influencer	92	23.00
	Retired	34	8.50
Income	Less than or equal to 10,000 THB	64	16.00
	10,001-20,000 THB	128	32.00
	20,001-30,000 THB	102	25.50
	Higher than 30,001 THB	106	26.50

### Research Instrument

The independent variables were five factors related to the demand for services, adapted from the instrument developed by Bumrungrsilp (2019). The dependent variables was management and facilitators for creative tourism, adapted from the instruments developed by Somjai and Na Lamphoon (2020), and Mirzaei et al. (2023). The questionnaire instrument employed a 5-point Likert scale to assess independent and dependent variables, with participant responses varying from 1 (Strongly Disagree) to 5 (Strongly Agree). To ensure the protection of respondents' rights and interests, the research team submitted applications for ethics reviews to the Ethics Committee at Rajamangala University of Technology Suvarnabhumi. Data collection commenced only after receiving ethics approval, with the project's ethics review batch number being IRB-RUS-2566-035. All the scales were tested for reliability and acceptable scores were found for Cronbach's alpha (Table 2)

### Data Analysis

Multiple Regression Analysis (MRA) was used to analyze hypotheses 1–5 and the statistical significance level was set at the .05 level to test the influence of independent variable factors that affect the dependent variable factor. Data analysis was performed using Jamovi version 2.4 (The Jamovi Project, 2023), a statistical software package. Jamovi constitutes an open-source software framework that is fundamentally derived from the R programming language (R Core Team, 2022).

## RESULTS

**Table 2. Mean, Standard Deviation, and Reliability**

Variables	No. of items	Mean (N = 400)	S.D.	Cronbach's Alpha
Historical	3	4.17	0.617	0.889
Education	3	4.12	0.622	0.921
Social	3	4.12	0.636	0.922
Economic	3	4.23	0.601	0.913
Environment	3	4.41	0.694	0.937

Table 2: The mean, standard deviation, and reliability assessments. It delineates the average and standard deviation for each constituent of the five variables. Furthermore, Cronbach's alpha surpasses 0.7 (Cronbach, 1951), signifying acceptable content reliability (Ventura-León and Peña-Calero, 2021).

Prior to assessing the factors influencing the demand for services among management and facilitators for creative tourism in the next normal era, the study conducted multicollinearity tests among the independent variables using the Pearson correlation coefficient matrix. The results revealed that all correlation coefficients were below 0.8. A coefficient of 0.8 may still be regarded as substantial within the realms of social and medical sciences, wherein a considerable array of individual variables may exist (Armstrong, 2019), indicating no strong correlation between



the independent variables. As a result, the independent variables mentioned earlier are categorized as exogenous and considered suitable for use in the upcoming regression analysis phase.

**Table 3. Regression coefficient**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	Intercept	1.171	.146		7.998			
	Historical	.072	.047	.079	1.540	.124	.356	2.808
	Educational	.037	.047	.041	.792	.429	.355	2.816
	Social	-.050	.046	-.056	-1.087	.278	.353	2.832
	Economic	.149	.005	.160	2.801	.005*	.286	3.500
	Environmental	.535	.003	.652	16.725	.001*	.612	1.635

R = .796; R<sup>2</sup>=.634; R<sup>2</sup><sub>adj</sub>=.629; F=136.440

Table 3: The table shows the estimated influence of demand for services factors among management and facilitators for creative tourism in the next normal era. The model can predict 62.9% of the variation in the dependent variable, as indicated by the adjusted R-squared value of 0.629, while the remaining 37.1% may be attributed to other factors that are not within the scope of this study. According to the t-tests, the Economic variable (Beta = 0.160, t = 2.801, p = 0.005) and Environmental variable (Beta = 0.652, t = 16.725, p = 0.001) exhibit a significance values of less than 0.05, indicating that these independent variables are statistically significant and have an impact on the dependent variable management and facilitators for creative tourism in the next normal era. On the other hand, the Historical variable has a significance value of 0.124, the Educational variable has a significance value of 0.429, and the Social variable has a significance value of 0.278, all of which are greater than 0.05. This suggests that these variables do not significantly affect the dependent variable management and facilitators for creative tourism in the next normal era. Moreover, upon examining the variance inflation factor (VIF), it is observed that all VIF values are less than 4 and tolerance values are more than 0.2 (Menard, 1995; Marcoulides and Raykov, 2019). This confirms that the independent variables do not have multicollinearity issues.

**Table 4. Hypothesis results**

No. of hypothesis	Hypothesis regarding demand for service factors	Results
H <sub>1</sub>	Historical Influence Management and Facilitators for Creative Tourism in the Next Normal Era	Rejected
H <sub>2</sub>	Educational Influence Management and Facilitators for Creative Tourism in the Next Normal Era	Rejected
H <sub>3</sub>	Social Influence Management and Facilitators for Creative Tourism in the Next Normal Era	Rejected
H <sub>4</sub>	Economic Influence Management and Facilitators for Creative Tourism in the Next Normal Era	Accepted
H <sub>5</sub>	Environmental Influence Management and Facilitators for Creative Tourism in the Next Normal Era	Accepted

Table 4: The results of the hypothesis regarding the demand for service factors influencing management and facilitators for creative tourism in the next normal era are presented in the table above.

## DISCUSSION

The study shows two factors in the Demand for Services that influence management and facilitators for creative tourism in the next normal era. If considering the management according to economic needs, which is caused by the context of the community not being aware of the management to create tourism in the community and most communities have not formed groups to generate income to

create the economy in the community, which is consistent with Pawarit Anusornphanich et al. (2023) who studied the management of tourism and services in Hua Hin District, Prachuap Khiri Khan Province. It was found that the community has yet to form groups to do business even though most communities have additional income from tourism. In addition, the management according to the economic needs of the community by organizing activities within the community or creating various networks that occur in the community to create added value in the basic economy of the three religions, three rivers community, which is in the same direction as Kulkaew Klaikaw and Surangkana Pipatchokechaiyo (2024) who studied the cultural landscape and local wisdom with the promotion of camping tourism in Pak Nam Poi Community, Phitsanulok Province to find ways to promote camping tourism in Pak Nam Poi Community, Phitsanulok Province by organizing tourism activities along with providing camping accommodation and selling agricultural products. Emphasis on the transfer of local wisdom, which tourists are interested in, promotes income for the community. Management according to environmental needs is a new-age creative tourism development that reflects tourism that preserves the local environment and creates sustainability awareness. Consistent with Muhamad et al. (2021) explained the factors that can fuse creativity to attract creative tourism, including a creative environment.

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