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Structural equation model of the demand for services in Buddhist tourist attractions in Ubon Ratchathani

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Article Info

Abstract

This research aims to: (1) study behaviors and demands of tourists in Buddhist tourist attractions in Ubon Ratchathani; and (2) analyze the structural equation of the model of the demand for services in Buddhist tourist attractions in Ubon Ratchathani. Questionnaires were used to collect data. The samples were: 385 general tourists, people with disabilities, the elderly, families with young children, and pregnant women, who traveled to Buddhist tourist attractions in Ubon Ratchathani. The confirmatory factor analysis of tourist behaviors of the model of demands for services in Buddhist tourist attractions in Ubon Ratchathani showed that most tourists came to the temple to make merit, and they traveled with their families. The factor with the biggest impact was the service. The result of the structural equation analysis of the model of the demand for services in Buddhist tourist attractions in Ubon Ratchathani could be concluded that it was consistent with the empirical data and was statistically significant. It was found that the factor of environment, the building, and the architecture had a positive direct effect on the service, and it had the greatest effect on the change with a coefficient of 0.84.

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Introduction

Thailand has created various development plans related to Tourism for All, including the previous National Economic and Social Development Plans that focused on restructuring the service sector to be the main source of income for the country and the development plans of a barrier-free tourism for all. For example, the 2008–2011 plan focused on providing equal services to people with disabilities, elderly, and families with young children, and pregnant women. The National Strategy (2018–2037) focuses on creating the opportunities and social equality. The Second National Tourism Development Plan (2017–2021) focused on the development of infrastructure and facilities to support the expansion of the tourism industry and standardize the facilities and public services

that are accessible and advantageous. Tourism for All is equally accessible to everyone in different places. The government, therefore, sees this as an opportunity for the Thai tourism industry to push all sectors to jointly develop facilities and environments that enable everyone to get the benefits and happiness of tourism equally. In addition, with the increasing trend of the elderly and the entering of the aging society, the facilities to access various tourist attractions are needed (Department of Tourism, 2018). These tourist attractions are also equally accessible. According to World Tourism Organization (UNWTO), the increasing number of people with disabilities and the elderly, combined with the number of children, pregnant women, or other people with disabilities will represent a higher proportion of the general population. Thus, a suitable environment for everyone has become a widespread campaigning issue all over the world to create facilities for all ages and groups, which allows these people to live and travel freely and equally with others (Afacan, 2011; Mcguire et al., 2006).

The government has promoted Tourism for all; however, some people think that the lives of people with disabilities, the elderly, families with young children, and pregnant women are inconvenient because of their physical limitations. Traveling may cause their lives and health to be at risk of danger. It is believed that people with disabilities, the elderly, families with young children, and pregnant women should only stay at home and the area of their lives should be limited within their houses. It is recommended that human beings should stimulate themselves to learn all the time, especially people with disabilities, the elderly, families with small children, and pregnant women. They should have the opportunity to learn and experience the world and life by traveling to different places and to appreciate the beauty of the world like other people in the society, which will affect both physical and mental health (Riuphaiboon et al., 2009). In addition, people with disabilities have the need to travel because tourism contributes to self-esteem and enables them to adapt to society (Daniels et al., 2005).

Ubon Ratchathani is a relatively fertile province with beautiful and unusual nature. It is a city situated on the banks of the Moon River with a long history and culture and is an important tourist city of the South of Northeastern Thailand, especially Pha Taem National Park, which has 3,000-year-old pre-historic paintings and the first sunrise in Thailand. The Candle Festival of Ubon Ratchathani is a famous festival in Thailand, and tourists often come to see the carved candle parade and also visit the candle-making communities of each temple. In the past, Ubon Ratchathani had the largest number of temples in the country. Currently, it ranks second after Nakhon Ratchasima (National Office of Buddhism, 2020). It is known as the city of philosophers according to the provincial motto because there are many noble monks and senior monks. Therefore, the majority of tourist attractions in Ubon Ratchathani are Buddhist tourist attractions.

Although there have been some tourism development plans that involve people with disabilities, the elderly, families, and pregnant women and the establishment of various organizations to help these groups of people to get equal social rights as normal people, the interesting issue is how many people with disabilities have the opportunity to participate in tourism activities. It is hoped that the study of behaviors and needs of tourists and the structural equation model of the demands for services in Buddhist tourist attractions in Ubon Ratchathani will promote services and facilitate travel to Buddhist tourist attractions in Ubon Ratchathani and help people with disabilities, the elderly, families with young children, pregnant women, and general tourists to travel to Buddhist tourist attractions more conveniently. It will give the mentioned groups a better quality of life, and it supports the objectives of Tourism for All.

Objectives

1. To study the behaviors and demands of tourists in Tourism for All in Buddhist tourist attractions in Ubon Ratchathani.
2. To analyze structural equation model of the demands for services in Buddhist tourism attractions in Ubon Ratchathani.

Methodology

Quantitative and descriptive methods were used in this research. Questionnaires were used as a tool in data collection on behavior and demands in famous Buddhist tourist attractions in Ubon Ratchathani. The questionnaire was adapted from the theoretical concepts of cultural tourist attraction standards of the Department of Tourism, Ministry of Tourism and Sports, sustainable tourism development criteria, universal design Principles, general tourist service standards for the elderly, people with disabilities, families with young children, and pregnant women of the Department of Tourism, Ministry of Tourism and Sports; and the

concept of tourist behaviors of 5W1H. The questionnaire checked for content validity was tested on thirty samples who were similar to the population to examine the confidence by finding Cronbach's alpha coefficient with the confidence level of the questionnaire 0.81. The population included general tourists, people with disabilities, the elderly, families with young children and pregnant women who travel or have traveled to Buddhist tourist attractions in Ubon Ratchathani. Because it was a study of population proportion that the exact number of the population was unknown and it was known that there was a large population, the sample size formula to determine the population proportion of Khazanie was used. As a result, there were 385 samples over the age of 18. Selective sampling and Snowball sampling were used to obtain the same sample proportion. The scope used for data collection was ten famous temples in Ubon Ratchathani. The selection criteria were that they were temples recommended in the tourism guide of Ubon Ratchathani and government agencies, and were popularly visited.

Descriptive statistics were used in data analysis including the frequency distribution with number, percentage, arithmetic mean, standard deviation, range, skewness, kurtosis and Coefficient of Variation (CV), and Inferential Statistics. The Pearson's Correlation Coefficient was used to test the Correlation Coefficient. The Multiple Regression Analysis was also used in the study. Variables were selected by entering all variables. The multicollinearity was analyzed using Tolerance and VIF to analyze the model of the demand for services in Buddhist tourist attractions in Ubon Ratchathani Province. The statistics used in the analysis included Confirmatory Factor Analysis (CFA) and System Equation Model (SEM). The Model Fit was examined with the empirical data. The Assessment of Model Fit was also examined with empirical data. The indexes used to verify the goodness of fit with empirical data included Chi-Square, CMIN/df., CFI, GFI, IFI, NFI, AGFI, RMSEA, and RMR. The criteria were used to verify the Goodness of Fit and data were processed from the statistical software package.

Results

1. The study of the behaviors of tourists in Buddhist tourist attractions in Ubon Ratchathani from 385 samples found that, for the purpose of traveling, 199 people went to the temple for merit making, representing 51.69 percent and 56 people went to the temple for recreation, representing 14.55 percent. For traveling companions, it was found that 229 people went with family/relatives, representing 59.48 percent, followed by 74 people who went with friends, representing 19.22 percent. For the vehicles used for travel, 288 people traveled by private cars, representing 74.81 percent, and 68 people traveled by tour buses, representing 17.66 percent. For the number of times traveling, 222 people visited the place more than 3 times, representing 57.66 percent, followed by 77 people who visited the place for the first time, representing 20.00 percent. 183 people knew most tourist attractions from friends, relatives, and family members, accounting for 47.53 percent, followed by 116 people who knew them from the internet, accounting for 30.13 percent. For the temples that the samples used to visit, 110 people visited Wat Phra That Nong Bua, representing 28.57 percent, followed by 68 people who visited Wat Maha Wanaram, representing 17.66 percent, respectively.

The overall analysis results of the confirmatory factors of the model of the demand for services in Buddhist tourist attractions in Ubon Ratchathani included the potential for tourism attraction, the service, the environment, building, surrounding and architecture, and the staff. The consistency with empirical data was good. Chi–Square was 421.264 and df was 387.0. Sig. was .181 > .05 and CMIN/df. was 1.065 < 2.0 according to Hair et al. (2006), Bollen (1989); Sorbon (1996). CFI was 0.997 > 0.90 according to Hair et al. (2006). GFI was 0.946 > 0.90 according to Hair et al. (2006); Mueller (1996). AGFI was 0.907 > 0.80 according to Durande-Moreau and Usunier (1999). RMSEA was 0.013 < 0.05 according to Hair et al. (2006); Browne and Cudeck (1993). NFI was 0.955 > 0.90 according to Hair et al. (2006); Diamantopoulos and Siguaw (2000). IFI was 0.997 > 0.90 according to Hair et al. (2006). RMR was 0.018 < 0.05 according to Diamantopoulos and Siguaw (2000) with the coefficients of 0.59–0.83. Each multiple correlation coefficient was between 35.0 percent to 68.0 percent. For the factors in the potential for tourism attraction, the coefficients were 0.66–0.78. Squared Multiple Correlations were between 44.0 percent to 61.0 percent. For the demand for services in Buddhist tourist attractions in Ubon Ratchathani in general for all factors, the potential for tourism attraction showed a coefficient of 0.76 with a correlation effect of 58.0 percent. For the factor in service, the coefficients were 0.59–0.74 and the coefficients of the squared multiple correlation were between 35.0 percent to 55.0 percent. For the demand for services in Buddhist tourist

attractions in Ubon Ratchathani in general for all factors, the service providing showed a coefficient of 0.95 with a correlation effect of 91.0 percent. For the factor in environment, building, surrounding, and architecture, the coefficients were 0.68–0.77 and the coefficients of the squared multiple correlation were between 46.0 percent to59.0 percent. For the demand for services in Buddhist tourist attractions in Ubon Ratchathani in general for all factors, the factor in the environment, building, surrounding, and architecture showed a coefficient of 0.90 with a correlation effect of 81.0 percent. For the factor in staff, the coefficients were 0.69–0.83 and the coefficients of the squared multiple correlation were between 48.0 percent to 68 percent. For the demand for services in Buddhist tourist attractions in Ubon Ratchathani in general for all factors, the factor in the staff showed a coefficient of 0.82 with a correlation effect of 67.0 percent. It showed that the most affected factor was the service with the coefficient of 0.95, followed by the factor in the environment, building, surrounding, and architecture with the coefficient of

0.90, the factor in the staff with a coefficient of 0.82 and the factor in the potential for tourism attraction with a coefficient of 0.76 respectively (Figure 2). Classified by tourist groups, for people with mobility impairment or physical disabilities, it was found that the most affected factor was the service, with a coefficient of 0.84. For visually impaired people, the most affected factor was the environment, building, surrounding, and architecture, with a coefficient of 0.95. For hearing or communication impaired people, the most affected factor was the service, with a coefficient of 96. For the elderly, the most affected factor was the environment, building, surrounding, and architecture, with a coefficient of 0.84. For the families with young children, the most affected factor was the service, with a coefficient of 0.96. For pregnant women, the most affected factor was the environment, building, surrounding, and architecture, with a coefficient of 0.91. Lastly, for general tourists, the most affected factor was the staff, with a coefficient of 0.96 (Figure 1 and Table 1).
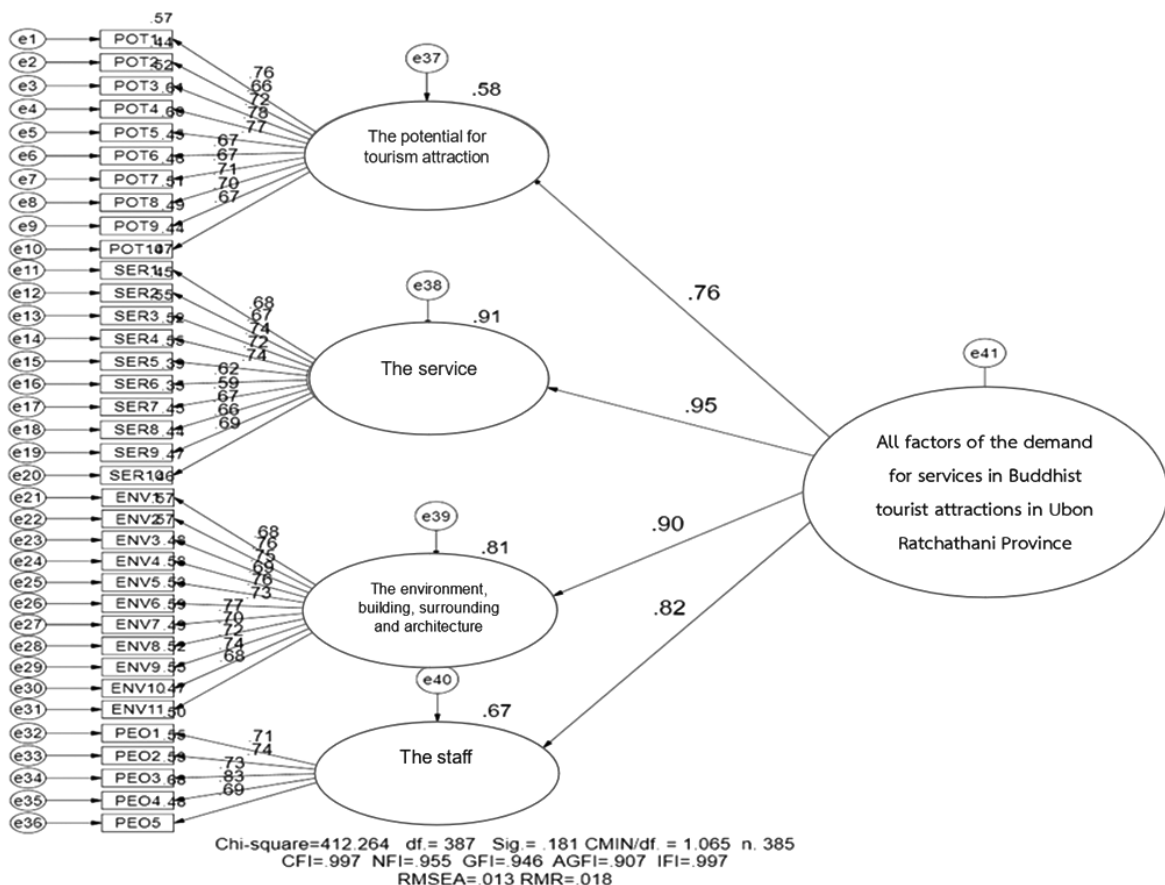

Figure 1 All confirmatory factors of the model of the demand for services in Buddhist tourist attractions in Ubon Ratchathani

Table 1 The result analysis of the first confirmatory factor of the demand for services in Buddhist tourist attractions in Ubon Ratchathani from all groups of tourists

Factors		Observed variables	λ	SE	t-value	R^2
The potential for tourism attraction			0.76	-	-	58.0%
	POT1	The respondent wants the temple to have a distinctive and eye-catching identity. (parameters)	0.76	-	-	57.0%
	POT2	The respondent wants the temple area to be tidy and beautiful.	0.66	0.06	13.856**	44.0%
	POT3	The respondent wants the works of Buddhist art in the temple to be appropriately and systematically organized.	0.72	0.06	15.732**	52.0%
	POT4	The respondent wants the main temple and important places to be opened for people to visit, pay homage, and worship.	0.78	0.06	15.298**	61.0%
	POT5	The respondent wants to feel relaxed and peaceful when he or she visits the temple.	0.77	0.06	14.995**	60.0%
	POT6	The respondent wants the temple to organize Buddhist activities with the tourists and people in the community on a regular basis.	0.67	0.07	13.098**	45.0%
	POT7	The respondent wants a calendar for Buddhist activities throughout the year to be displayed.	0.68	0.07	13.066**	46.0%
	POT8	The respondent wants a variety of tourism activities.	0.71	0.07	13.948**	51.0%
	POT9	The respondent wants a peaceful and clean meditation place.	0.70	0.07	13.820**	49.0%
	POT10	The respondent wants the travel safety.	0.67	0.06	12.210**	44.0%
The service			0.95	0.10	10.908**	91.0%
	SER1	The respondent wants the advertisement to invite the people to practice Dharma through modern means of communication. (parameters)	0.68	-	-	47.0%
	SER2	The respondent wants the service points for the flowers, incense, and candle that are easily accessible for people with disabilities, the elderly, pregnant women, families with young children, and common people.	0.67	0.08	12.042**	45.0%
	SER3	The respondent wants various forms of information providers to people with disabilities such as sound system and language interpreter service.	0.74	0.08	13.269**	55.0%
	SER4	The respondent wants an information center for people with disabilities, the elderly, pregnant women, families with young children, and common people.	0.72	0.08	12.332**	52.0%
	SER5	The respondent wants the wheelchair and stroller service.	0.74	0.08	13.273**	55.0%
	SER6	The respondent wants the light and sound signals for help for people with disabilities.	0.62	0.07	11.396**	39.0%
	SER7	The respondent wants a building or a place to sit and rest in the temple.	0.59	0.09	10.039**	35.0%
	SER8	The respondent wants a link to the network of clinics and hospitals to provide the efficient and rapid health services.	0.67	0.08	12.091**	45.0%
	SER9	The respondent wants a service to lift the vehicle up and down.	0.66	0.09	11.770**	44.0%
	SER10	The respondent wants a first aid service point.	0.69	0.07	12.383**	47.0%
The environment, building, surrounding and architecture			0.90	0.08	10.612**	81.0%
	ENV1	The respondent wants the travelling to the temple to be convenient and suitable for all. (parameters)	0.68			46.0%
	ENV2	The respondent wants the parking spaces for people with disabilities, the elderly, pregnant women, families with young children, and common people.	0.76	0.08	14.214**	57.0%
	ENV3	The respondent wants the parking spaces for people with disabilities, the elderly, pregnant women, and families with small children that are closest to the entrance and the exit of the building.	0.75	0.08	14.363**	57.0%
	ENV4	The respondent wants hygienic toilets for people with disabilities, the elderly, pregnant women, families with young children, and common people.	0.69	0.07	12.374**	48.0%
	ENV5	The respondent wants the tactile surface for visually impaired people.	0.76	0.10	13.450**	58.0%
	ENV6	The respondent wants a ramp for people with disabilities, the elderly, and small children with a stroller.	0.73	0.09	12.945**	53.0%
	ENV7	The respondent wants enough handrails or walls to prevent falling.	0.77	0.09	13.248**	59.0%

Table 1 Continued

Factors		Observed variables	λ	SE	t-value	R^2
	ENV8	The respondent wants a wide door for people with disabilities, the elderly, and small children with a stroller to access easily.	0.70	0.08	13.260**	49.0%
	ENV9	The respondent wants clear and easy-to-see signs and symbols providing information that does not cause confusion for people with disabilities in the location.	0.72	0.08	12.935**	52.0%
	ENV10	The respondent wants a passageway for visually impaired people.	0.74	0.09	13.204**	55.0%
	ENV11	The respondent wants an area for children such as a playground.	0.68	0.11	11.563**	47.0%
The staff			0.92	0.10	10.509**	67.0%
	PEO1	The respondent wants the monks to be available to discuss Dharma and give advice about Dharma. (parameters)	0.71	-	-	50.0%
	PEO2	The respondent wants the staff to serve people with disabilities, the elderly, pregnant women, families with young children, and common people equally.	0.74	0.07	13.055**	55.0%
	PEO3	The respondent wants the staff to provide services in various parts with a smile and politeness.	0.73	0.07	12.906**	54.0%
	PEO4	The respondent wants the service providers to have the knowledge and ability to provide services.	0.83	0.07	13.879**	68.0%
	PEO5	The respondent wants a training to develop the service staff.	0.69	0.08	11.727**	48.0%

Note: ** Statistically significant at 0.001

2. The overall analysis results of the structural equation of the model of the demand for services at Buddhist tourist attractions in Ubon Ratchathani included the potential for tourism attraction, the service, the environment, building, surrounding, and architecture, and the staff. They were consistent with the empirical data. Chi–Square was 429.931 and *df* was 409.0. *p* = .229 > .05 and CMIN/*df.* was 1.051 < 2.0, which is consistent with Hair et al. (2006), Bollen (1989), and Sorbon (1996). CFI was 0.998 > 0.90 according to Hair et al. (2006). GFI was 0.943 > 0.90 according to Hair et al. (2006); Mueller (1996). AGFI was 0.908 > 0.80 according to Durande-Moreau and Usunier (1999). RMSEA was 0.012 < 0.08 according to Hair et al. (2006); Browne and Cudeck (1993). NFI was 0.953 > 0.90 according to Hair et al. (2006). IFI was 0.998 > 0.90 according to Hair et al. (2006). RMR was 0.017 according to Diamantopoulos and Siguaw (2000) (Figure 2).

By examining the structural equation model of demands for services in Buddhist tourist attractions in Ubon Ratchathani, it was found that the factor in the environment, building, surrounding and architecture had positive direct effects on the service with a coefficient of 0.84, explaining the effect on change of 70.0 percent, followed by the staff with a coefficient of 0.31, explaining the effect on change of 65.0 percent, and the potential for tourist attraction with a coefficient of 0.27, explaining the effect on change of 53.0 percent. The factor in the environment, building, surrounding and architecture also had a positive indirect effect on the staff with the service as a mediator variable with a coefficient of 0.45. This factor had a positive indirect effect on the potential for tourist attraction with the service as a mediator variable with a coefficient of 0.38. The factor in the service had direct effects on the structural equation model of demands for services in Buddhist tourism attractions in Ubon Ratchathani in two ways. In short, the factor in the service had a positive direct effect on the staff with a coefficient of 0.53 and the factor in the service had a positive direct effect on the potential for tourist attraction with a coefficient of 0.45 (Figure 2 and Table 2).

Table 2 The result analysis of the structural equation of the model of the demand for services in Buddhist tourist attractions in Ubon Ratchathani

Variables (ways)			λ	SE	t-value	p	R^2
The service	<--	The environment	0.84	0.08	11.231	.000*	70.0%
The staff	<--	The environment	0.31	0.10	3.613	.000*	65.0%
The staff	<--	The service	0.53	0.10	5.772	.000*	65.0%
The potential for attraction	<--	The service	0.45	0.13	4.374	.000*	53.0%
The potential for attraction	<--	The staff	0.05	0.09	0.584	.559	53.0%
The potential for attraction	<--	The environment	0.27	0.12	3.028	.002*	53.0%

Note: * Statistically significant at .05.

Chi-square=429.931 df.= 409 Sig.= .229 CMIN/df. = 1.051 n. 385
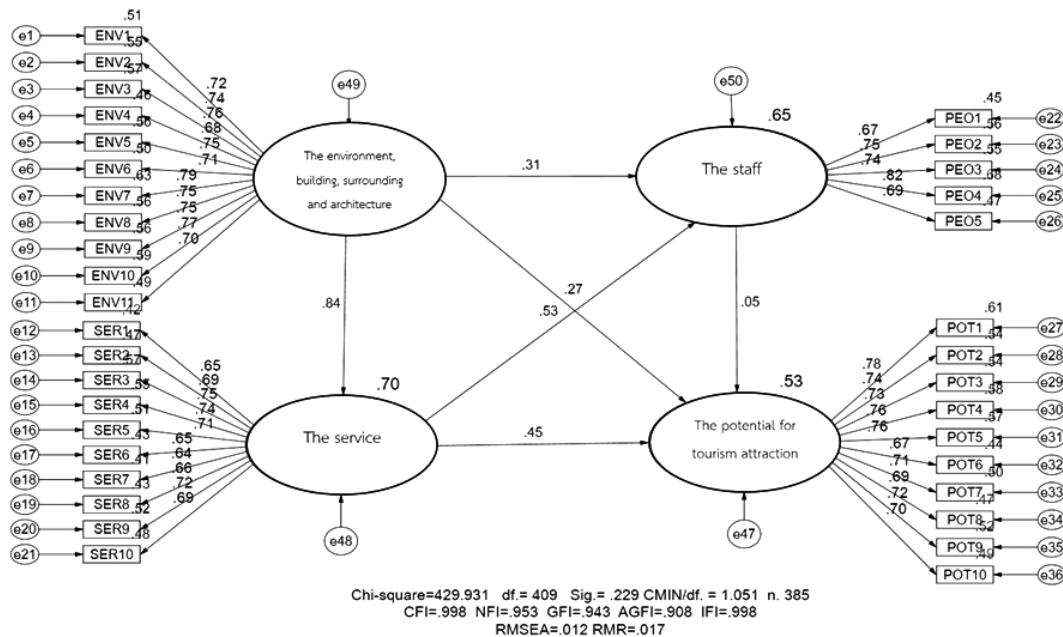CFI=.998 NFI=.953 GFI=.943 AGFI=.908 IFI=.998
RMSEA=.012 RMR=.017

Figure 2 Structural equation model of demands for services in Buddhist tourist attractions in Ubon Ratchathani

Conclusion and Discussion

1. Results of the study of tourists' behavior in Tourism for All in Buddhist tourist attractions in Ubon Ratchathani showed that the main purposes of traveling were for merit-making, followed by recreation. Most tourists traveled with their families and relatives because most of the samples were unable to travel by themselves due to the lack of caretakers. This is consistent with the study of Ozogul and Baran (2016) that the shortage of skilled personnel in tourism services was a major factor preventing people with disabilities from traveling. Tourists traveling with friends ranked second. Most of the vehicles used for traveling were private cars, followed by tour buses. Tourists visited the temple more than three times. They knew most tourist attractions from friends, relatives, and family members. The temples that they used to visit were Wat Phra That Nong Bua and Wat Maha Wanaram respectively.

The result analysis of the confirmatory factors of the model of demand for services in Buddhist tourist attractions in Ubon Ratchathani from all groups of tourists showed that the most affected factor is the service. This is consistent with the research by Bowtell (2015), which revealed that more than 25 percent of people with disabilities in Europe chose not to travel because

of the limitations in the service of the entrepreneurs. These limitations resulted in unequal services for people with disabilities compared with normal people and it influenced their decision not to travel. The following affected factors were the environment, building, surrounding and architecture, the staff, and the potential for tourism attraction respectively. This is in accordance with the study of Junlasikkee (2019) that for the Buddhist tourism management in service providing, a throughout public utility system, enough parking spaces, clean toilets, and activities for tourists during the festivals surely would satisfy the visitors. In addition, Sawangsook (2022) stated that problems and obstacles for cultural tourism sites were the service of facilities for people with disabilities at the sites that were insufficient to the needs, inconsistent with the application, and made it impossible to be practically used. It was found that the most affected factor for tourists with mobility impairment or physical disabilities was the service. This is consistent with the research of Sawangkhong (2020) that tour guides wanted to develop aiding and service skills to help people with disabilities properly. For visually impaired tourists, the most affected factor was the environment, building, surrounding, and architecture. This is consistent with Changsanoh (2020) who stated that public buildings with universal design should provide an application to support learning via listening. The most affected factor

for hearing or communication impaired people was the service. This is consistent with the research of Weerajai et al. (2016) that the average score of the perception level of the quality of tourism services was high for hearing and communication impaired people. For the elderly, the most affected factor is the environment, building, surrounding, and architecture. This is consistent with the study of Sinworn and Wiriyawat (2015) that tourists and communities agreed that facilities and physical environments should be designed and added to accommodate elderly tourists. For families with young children, the most affected factor was the service. For pregnant women, the most affected factor was the environment, building, surrounding, and architecture. This is consistent with Zajac (2016) who stated that the principles of universal design were similar around the world, including equality, flexibility, simplicity, easiness, fewer mistakes, noticeability, safety, and suitable size and space. For general tourists, the most affected factor was the staff. This is consistent with Haruensong (2017) that the average of the factor in staff was at a high level, in other words, the monks behaved well and were respectable; the staff were polite, courteous, and friendly; and there were knowledgeable staff available to give advice. This is consistent with the study of Taengkliang (2019) that the people involved in tourist attractions did not have much knowledge about the development of tourist attractions. Therefore, there should be agencies to help educate the people. It is also consistent with the research of Phrakhru Udornpawanakhun (Sujjasapho) (2020) that there should be a training to create an understanding of the temple staff.

2. The result analysis of the structural equation model of demands for services in Buddhist tourist attractions in Ubon Ratchathani could be concluded that there is a statistically significant concordance with the empirical data. It showed that the factor in the environment, building, surrounding, and architecture had the most positive direct effect on the service. This is consistent with the research of Sonchaem et al. (2019), which showed that the factor of facilities was linked to the development of temples as tourist attractions. The facilities included toilets, parking lots, garbage bins, public billboards, cleanliness and maintenance, and the environment. The second and third affected factors were the staff and the potential for tourism attraction. The factor in the environment, building, surrounding and architecture had a positive indirect effect on the staff, with the services as a mediator variable. This factor also had a positive indirect effect on the potential for tourism attraction, with the services as a mediator variable. This is in accordance with

the study of Phra Nakorn Pragnrit (2022), which found that the tourist attractions management of ten temples in Chiang Mai focused on increasing convenience and good service for general tourists and people with disabilities. Facilities were built to increase efficiency and provide tourism services according to universal design. The factor in the services had a direct effect on the structural equation model of demands for services in Buddhist tourist attractions in Ubon Ratchathani. It also had a positive direct effect on the staff. It is consistent with the research of Sawangkhong (2020) that the problem in organizing tours for people with disabilities was a lack of knowledge and various skills in communicating and taking care of each type of disabled person. This is also in accordance with Kadira, Jamaludin and Rahim (2012), who mentioned that the problems found were the perception and attitude of local people towards people with disabilities. The factor in the services had a positive direct effect on the potential for tourism attraction, consistent with Nian (2019), who stated that service quality had a positive impact on place attachment and it affected tourists of Mount Sanqingshan National Park, China.

Recommendations

1. For tourist behaviors in Tourism for All in Buddhist tourist attractions in Ubon Ratchathani, it was found that the main purpose of traveling was mainly to make merit, and they traveled with their family and relatives. Therefore, activities should be designed for all groups of tourists to travel on their own. Educating and training local staff at all levels to have knowledge about providing services and proper assistance for all groups of tourists in Buddhist tourist attractions should be emphasized.

2. By analyzing the confirmatory factors of the model of demands for services in Buddhist tourism destinations in Ubon Ratchathani of all groups, it was found that the element with the greatest impact is the services. Therefore, there should be a service center for all groups of people to provide information such as audio systems and language interpretation services.

3. For the structural equation model of demands for services in Buddhist tourist attractions in Ubon Ratchathani, it was found that the environment, buildings, surrounding and architecture had a positive direct effect on the services with the highest effect on the change. Therefore, the development of the service potential of the Buddhist tourist attractions in Ubon Ratchathani

should be given priority to be ready in terms of public utilities. Basic infrastructures and facilities in tourist attractions such as parking lots, hygienic restrooms, signs, symbols, and publicizing information should be available for all.

Limitation of the Study

Data from the samples were collected during the coronavirus disease (COVID-19) pandemic. Therefore, it may affect behaviors and demands for services in Buddhist tourism destinations. Those who are interested in applying research results should consider this limitation.

Conflict of Interest

The authors declare that there is no conflict of interest.

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