Expectations and Satisfaction of Tourists towards Tourist Destinations Driven by the Philosophy of Sufficiency Economy

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Thailand has long been a favourite tourist destination amongst travellers. Recently, Thailand has promoted community tourism driven by the philosophy of Sufficiency Economy. This study investigates the level of expectations and satisfaction of tourists and analyses the competitiveness of tourist destinations by building a quadrant to determine the position that reflects the level of competitiveness of the quadrant for Travel and Tourism Competitiveness Pillars-based issues with Importance Analysis and Performance (IPA). In this study, data has been collected from tourists visiting Tourism Villages in Thailand from a population of approximately 400 samples. The study reveals that the competitive features of tourist attractions (Quadrant II and Quadrant IV) include Safety and Security, Health and Hygiene, Prioritisation of Travel & Tourism, Air Transportation Infrastructure, Ground and Port Infrastructure, Tourist Service Infrastructure, ICT Readiness, Price Competitiveness, Human Resources, Labour Market, Business Environment, Natural Resources and Cultural Resources, and Business Travel while should be exclusively focused more on improving the issues in Quadrant I by organising a variety of seasonal events.

Key words: Philosophy of *Sufficiency Economy, tourist destination, expectation, satisfaction, IPA.*

Introduction

Tourism is considered to be an industry that plays a role in direct and indirect economic development (Holzner, 2011). In developing countries, it is the main source and foundation for a country's economic growth and development (Shahzad, et. al.,2017) that promotes income distribution to the community as pro-poor policy. Particularly in countries with small economies (Schubert, Brida, & Risso, 2011), There are many directly and indirectly related tourism industries including hotels, residences, restaurants, and indirectly related industries such as banks, financial institutions and insurance companies. Moreover, tourism improves local community development and helps to reduce poverty by creating more employment. The local community can expand its earnings and socio-economic condition, causing to generate income and distributing it to communities and local areas which could lead to an improved standard of living, whichwill lead to economic stability. (Simpson, 2008 and Oh, 2005).

Thailand has relied on tourism as a source of economic growth for a long time. Its tourism revenue reached 62 USD billion in 2019, compared with 58 USD billion in the previous year. The number of tourists visiting Thailand increased from 35.35 million in 2017 to 38.28 million in 2018 and presently, 39.80 in 2019. However, there are regional differences in Thailand's tourism sector. The southern region has the highest total revenue from tourism and tourism-related services compared to other regions, which is the highest revenue from room sales, followed by income from restaurants. The southern region has the highest number of hotels/guesthouses in comparison to other regions (Intelligence Centre, Tourism Authority of Thailand, 2019).

More recently, the Thai government decided to promote community tourism driven by the philosophy of sufficiency economy: One Tumbon (Sub-district) One Product (OTOP) Tourism Village. Sufficiency Economy Philosophy (SEP) was introduced in 1974 by His Majesty the late King Bhumibol Adulyadej as an approach for sustainable development which espouses moderation, reasonableness and prudence as a development framework based on knowledge and virtue. The concept of SEP aligns with many goals and targets across the 2030 Agenda for Sustainable Development. Some of the more prominent applications of the SEP in sustainable development include the eradication of poverty, food security, sustainable economic growth, industrialisation , consumption and production. As an approach and mindset framework, SEP can be applied with all 17 Sustainable Development Goals, therefore, could support and complement the successful implementation and realisation of the 2030 Agenda on Sustainable Development (Thailand International Co-operation Agency, 2020).

Tourist satisfaction is important to destination management organisations. Increased tourist satisfaction is likely to contribute not only to tourism goods/service providers, but also local governments and residents. Thus, a great deal of effort goes into establishing strategies and operating procedures which will lead to high satisfaction and the measuring of the satisfaction index of key product/service providers through benchmarking initiatives. Naturally, tourists will have expectations from tourism destinations, in terms of attractiveness and sources. These can be increased or decreased, based on the publicity and marketing efforts of the tourism destination (Aksu, 2010). This study uses the criteria of the Travel and Tourism Competitiveness Pillars which are divided according to the World Economic Forum's Tourism Competitiveness Index to study satisfaction and expectations of tourists towards tourism destinations driven by the sufficiency economy and grouping them to analyse competitiveness by using the criteria of tourism pillars. Comprehensive competitiveness in addition to marketing issues as well as defining the fulfilment (Fulfilment value) of tourists is equal to the difference in the level of satisfaction and expectations arising from tourism in each tourist destination. This is also a guideline to develop and promote tourism businesses that are driven by the sufficiency economy.

Literature Review

Several papers have employed the Tourism Competitiveness Index to examine tourism competitiveness, (Abdul, Khan, Qianli& So, 2017; Kayar & Kozak, 2010; Webster & Ivanov, 2014; Jovanović a , Janković–Milića, & Ilića, 2015). Most research was evaluated at the macro-level such as Kayar & Kozak (2010) who evaluated 13 key factors that affect destination competitiveness and compares the competitiveness levels of EU countries. Travel and Tourism Pillars (TTP) are divided into 14 criteria according to the Tourism Competitiveness Index produced by the World Economic Forum (2013,2015,2017), which include 1) Policy rules and regulations 2) Environmental sustainability 3) Safety and Security 4) Health and Hygiene 5) Prioritisation of Travel and Tourism 6) Air Transportation Infrastructure 7) Ground and Port Infrastructure 8) Tourism Infrastructure 9) ICT Readiness 10) Price competitiveness 11) Human Resources and Labour Market 12) Affinity for Travel and Tourism 13) Natural resources 14) Cultural resources. Moreover, the Travel and Tourism Competitiveness Index was indicated as a tool for Economic Development and Poverty Reduction (Dwyer, Forsyth , & Dwyer, 2011).

The philosophy of Sufficiency Economy of His Majesty the late King Bhumibol Adulyadej g Bhumibol Adulyadej (Rama IX) has been applied in the economic sector in Thailand. Some literature such as Chartrungruang, 2015; Sungkhamanee, 2016; Mongkhonchairoek, 2018 were applied in the tourism sector. This research applies the management framework of an Organisation according to the Philosophy of Sufficiency Economy proposed by Puntasen (2019) to be the criterion of tourist destinations driven by the Sufficiency Economy

Philosophy. This criterion, composed with the dimension of planning and creating participatory plan infrastructure development, natural resource management, sustainable environment and ecology, conservation, restoration and continuation of art, culture, tradition, and local wisdom improves people's quality of life and organises the community and society while maintaining order. However, community tourism management remains a competitive challenge in the tourism market.

There are several methods to evaluate the performance of tourist destinations(Bălan, Balaure, & Vegheş, 2009; Blanke & Mia, 2012; Somchan & Panyarien, 2019; Alberti & Giusti, 2012; Chin, Lo , Songan, & Nair, 2014; Lee, 2015; Tonge & Moore, 2007). Somchan & Panyarien (2017) use the triangulation technique to discover the overall perception of Thai tourists which revealed that the following aspects are the most important: 1) accessibility, 2) tourism amenities, 3) administration and 4) attractions. In this research, we have employed Importance Performance Analysis (IPA) to analyse the characteristics of products and services in order to measure or assess tourists' expectations and satisfaction (Martilla and James, 1977). IPA is widespread in marketing and it is commonly applied as a form of analysis within tourism research due to its clear managerial implications. Azzopardi & Nash (2013) recognise that "The methodological technique is surrounded by conceptual, methodological, and measurement ambiguity." Various methods of analysis are used in tourism consumer industry research (Boley, McGehee, & Hammett, 2017; Coghlan, 2012; Taplin, R. H., 2012; Murdy & Pike, 2012). However, a study by Dabphet (2017), Esichaikul (2012), and Supachit (2007) found that in Thailand there are still a few applications in the tourism industry. The last researcher conducted a study in a homestay business. In previous studies, marketing mix criteria were used in analysing issues.The marketing mix criterion is used as a marketing tool by Organisations to achieve marketing objectives for the target group. However, sometimes it cannot be used in non-profit destinations, such as cultural tourism or community experience tourism, which has allowed the sufficiency economy to drive Thailand. Therefore, in order to fill the gap in the literature, a qualitative method including the Likert scale according to Tourism Competitiveness Index has been employed to evaluate expectation and satisfaction.

Research Methodology

Research Methodology: In this section, population and data sampling, data analysis, and the research process are presented as follows:

Population and Sample: No statistical data exists about the number of tourists arriving at tourist destinations driven by the Sufficiency Economy Philosophy. Hence, the number of study samples were calculated from an unknown number by Cochran (2007) using approximately 400 samples and 425 samples collected by the researcher.

Data Collection: Data was collected from tourists who visited tourist destinations driven by the concept of sufficiency economy. The location scope is OTOP Tourism Villages which have been registered and recorded in government databases located in the upper southern region of Thailand including Chumphon, Surat Thani, and Nakhon Si Thammarat province which have a variety of tourist attractions, including natural attractions, forests, islands, archaeological sites, and cultural and sacred destinations, attracting both domestic and international tourists. Lastly, to obtain the sample, a convenience sampling technique was used to collect tourist data.

Data Analysis: To analyse the competitiveness of tourist destinations by Importance Analysis and Performance (IPA), the study used expectations and satisfaction to create a quadrant in order to understand the position that reflects the level of quadrant competitiveness. The results include each of the four quadrants and the below four characteristics can be explained as follows:

1)**Quadrant I** (Concentrate Here) is a feature that is important to tourists and has not been adequately responded to or frustrated by tourists.
2) **Quadrant II** (Keep up the Good Work) is a tourist destination that can respond very well to tourist characteristics which are important, or where the tourists feel as good as expected.
3) **Quadrant III** (Low Priority) is a tourist attraction of either low quality or low response to features that are not important to tourists. Policymakers can postpone the update first.
4) **Quadrant IV** (Possible Over Skill) is a tourist attraction that places emphasis on higher performance than a feature that is less important to tourist decisions, or tourists receiving more services than expected.

Based on the definition by quadrant, the characteristics of competitive destinations include features that fall into Quadrant II and Quadrant IV, while if desiring to encourage more tourists, it is important to improve issues in Quadrant I.

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Figure 1. Analysis of Competitiveness of Tourist Destinations
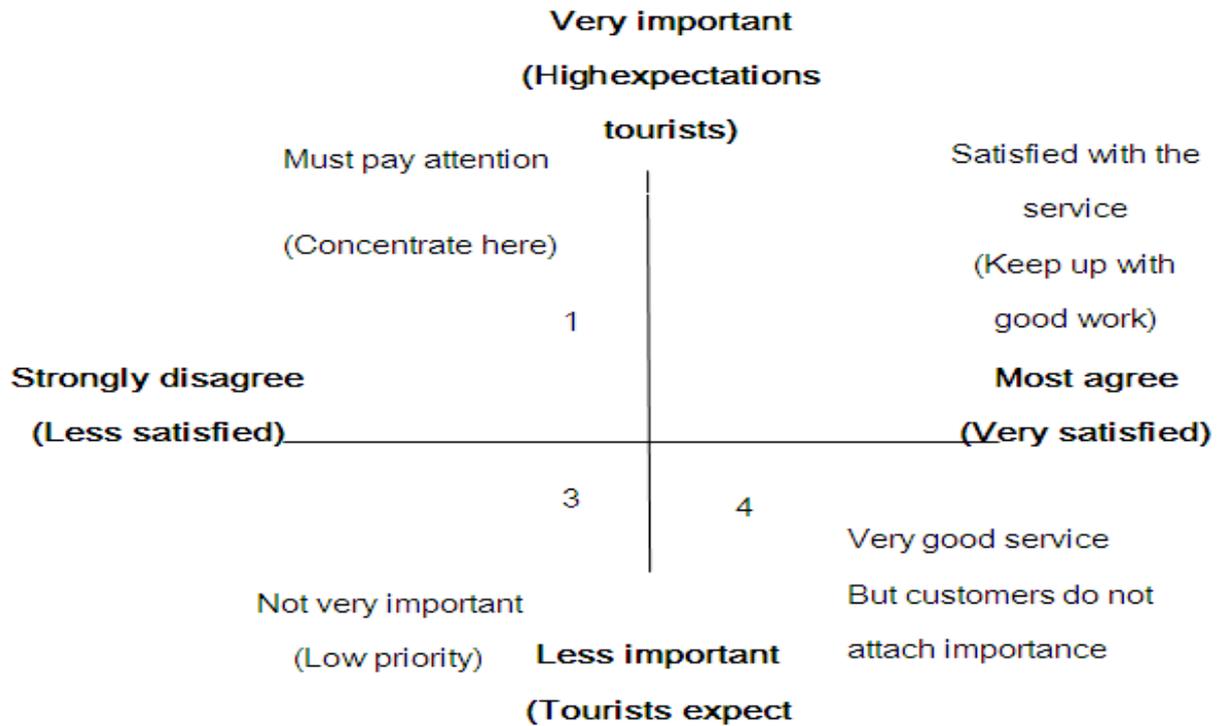
Figure 2. Research Process

Research Findings

General information regarding tourists who visited tourist destinations driven by the sufficiency economy concept are mainly female (55.07%) whose age is between 31-40 years

old (30.40%) with marital status (52.33%) and the study level of a Bachelor's degree (56.73%) with the occupation of state enterprise employees (23.82%). Their average monthly income is10,001-20,000 baht (30.62%), and the purpose of the trip is tourism or leisure (88.11%). OTOP travel is mostly undertaken on the weekend (90.29%), travelling with families (59.73%) with an average number of 6.31 people per group.

According to the survey of tourist expectations regarding tourist destinations that are driven by the sufficiency economy concept, tourists in general had high expectations concerning OTOP Tourism Villages by considering the 14 pillars of tourism criteria. The most important of these include: **13) Natural resources**: *Integrity of natural resources* **14) Cultural resources:** *The integrity of cultural attractions and antiquities/ diversity of cultural resources and maintaining traditional identity* (score 3.99). Less important ones include **3) Safety and Security***: Disaster relief equipment and tools* (score 3.68).

Tourist satisfaction and destinations driven by the concept of sufficiency economy had a high performance regarding **14) Cultural resources:** *The integrity of cultural attractions and antiquities / diversity of cultural resources and maintaining traditional identity* (score 4.07) **14) Cultural resources:** *Integrity of natural resources* (score 4.06), while having low performance on pillar **7) Ground and Port Infrastructure:** *Able to travel in and out of tourist attractions easily from many routes* (score 3.51) and **8) Tourism Infrastructure**: *Sufficient public utility systems in tourist attractions such as electricity, water and telephone* (score 3.56).

In order to analyse using the Importance Performance Analysis (IPA), the four quadrant areas as shown in Figure 3, are divided by the average levels of expectations by total number of respondents (equal to 3.81) along axis Y and the average level of overall satisfaction of respondents (equal to 3.72) along axis X. After taking the average of expectations and satisfaction levels of each of sub-factors determined on the graph, understanding tourist expectation and the level of satisfaction towards tourist destinations, driven by the concept of sufficiency economy in OTOP tourism villages regarding each sub-factors within any quadrant are summarised in Table 1 and Figure 3.

Based on the IPA analysis, sub-factors appear within the 4 quadrants: 6 sub-factors within quadrant IV followed by 4 sub-factors in quadrant II. In addition, one of these appears within quadrant I. One sub-factor appears on axis X-axis between Quadrant I and III. Another is placed on axis Y between Quadrants III and IV. One sub-factor is at the intersection between the axes X and Y. Furthermore, as shown in Table 1, IPA analysis provides another dimension which takes all sub-factors into groups according to factors within various quadrants.

Figure 3. Expectations and Satisfaction Levels of Tourists towards Tourist Destinations Driven by the concept of The Sufficiency Economy, and OTOP Tourist Villages, using IPA Techniques
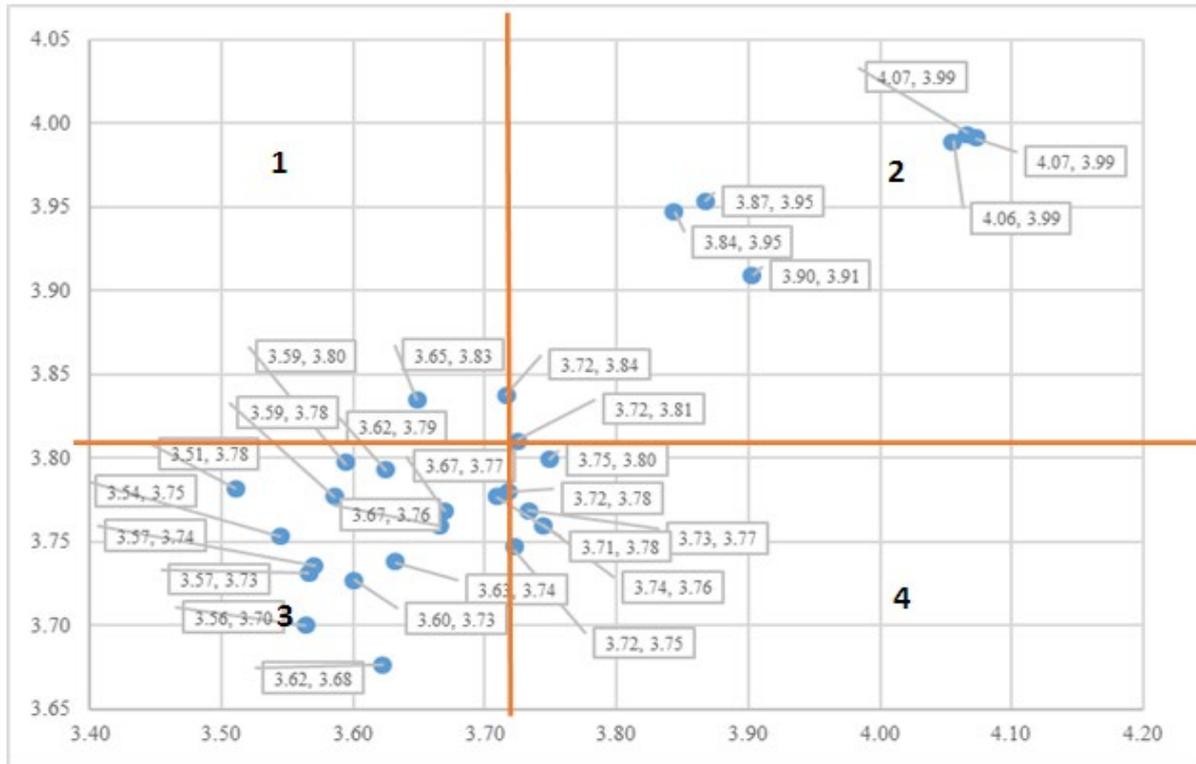
Table 1: Analysis of Tourist Satisfaction towards Tourist Destinations driven by the concept of the Sufficiency Economy using IPA Techniques, grouped by Quadrant

Rank	Sub-factor	Key factor	Expectation level (Y)	Satisfaction level (X)	IPA Quadrants	Difference (Y-X)
1	Various seasonal travel events	5) Prioritisation of Travel and Tourism	3.83	3.65	I	0.19
2	Natural resources of community management.	13) Natural resources	3.95	3.84	II	0.10
3	Attractive in art and culture	12) Affinity towards Travel and Tourism	3.95	3.87	II	0.09
4	Unique	12) Affinity towards Travel and Tourism	3.91	3.90	II	0.01
5	Diversity of cultural resources while still having traditional identity	14) Cultural resources	3.99	4.07	II	-0.07
6	The integrity of natural resources	13) Natural resources	3.99	4.06	II	-0.07

7	The integrity of cultural attractions and various antiquities	14) Cultural resources	3.99	4.07	II	-0.08
8	Disaster relief equipment and tools	3) Safety and Security	3.68	3.62	III	0.05
9	Sufficient and clean bathroom	4) Health and Hygiene	3.74	3.63	III	0.11
10	Many cultural tourism activities	5) Prioritisation of Travel and Tourism	3.73	3.60	III	0.13
11	Convenient and safe air travel	6) Air Transportation Infrastructure	3.80	3.59	III	0.20
12	Suitable travel time from the airport	6) Air Transportation Infrastructure	3.75	3.54	III	0.21
13	Easy entry to/exist from many routes s	7) Ground and Port Infrastructure	3.78	3.51	III	0.27
14	Clear road marking, traffic signs, direction signs, distance sign, good road quality and smooth traffic surface	7) Ground and Port Infrastructure	3.78	3.59	III	0.19
15	Tourist service centre or tourist information signs are available.	8)Tourism Infrastructure	3.79	3.62	III	0.17
16	Sufficient public utility systems in tourist destinations, such as electricity, water, and telephone	8)Tourism Infrastructure	3.70	3.56	III	0.14
17	Website of OTOP Village Tourism	9) ICT Readiness	3.74	3.57	III	0.17
18	Information systems and public community relations	9) ICT Readiness	3.73	3.57	III	0.17
19	Enough shops selling food and beverages with reasonable price/clean	10)Price competitiveness	3.78	3.71	III	0.07
20	Having enough staff	11) Human Resources and Labour Market	3.77	3.67	III	0.10
21	Systematic service	1)Policy rules and Regulation	3.76	3.67	IV	0.09
22	Overall travel expenses are appropriate.	10)Price competitiveness	3.80	3.75	IV	0.05
23	Away from industrial areas, urban communities, or noisy activities	4) Health and Hygiene	3.77	3.73	IV	0.04
24	Sign installation/	3) Safety and Security	3.76	3.74	IV	0.02

	Appropriate alarms					
25	Clear instructions (documents, personnel, signs, etc.)	1) Policy rules and Regulation	3.78	3.72	between III & IV	0.06
26	Systematic management of tourist volumes	2)Environmental sustainability	3.75	3.72	between III & IV	0.02
27	Systematic cleaning management	2)Environmental sustainability	3.84	3.72	between I & II	0.12
28	Staff are courteous and friendly.	11) Human Resources and Labour Market	3.81	3.72	Origin	0.09

Table 1 shows the average level of expectation and satisfaction level of tourists towards tourist destinations, driven by the Sufficiency Economy, in accordance with the criteria of tourism principles. According to the groups of sub-factors that appeared within each quadrant, sub-factors appearing inside **Quadrant I (Concentrate Here)** are important traits for tourists. However, they are not adequately responded consisting of sub-factor one that is **5) Prioritisation of Travel and Tourism**: *Various seasonal travel events* (the difference is equal to 0.19).

Sub-factors appearing in **Quadrant II (Keep up the good Work)** include the facts that attractions can respond well to characteristics which tourists attach great importance to. There are a total of 6 sub-factors (as shown in Table 1), which are fully expected and should maintain the level of satisfaction, sorted by differences between levels of expectations and satisfaction: **13) Natural resources:** *Natural resource management of the community* (difference = 0.10); **12) Affinity for Travel and Tourism**: *Attractive in art and culture* (difference = 0.09); **12) Affinity for Travel and Tourism**: *unique* (difference = 0.01); **14) Cultural resources:** *Diversity of cultural resources while still maintaining traditional identity* (difference = -0.07); **13) Natural resource:** *Integrity of natural resources* (difference = -0.07); 6) **14) Cultural resources:** *The integrity of cultural attractions and various antiquities* (difference is -0.08) respectively.

Sub-factors in **Quadrant III (Low Priority)** consist of responses which are not important to tourists and still perform poorly, policymakers can first postpone updates as expected by tourists as described by the 13 sub-factors.

The sub-factors that appear within **Quadrant IV (Possible Over skill)** have high performance while they are less important to tourist decisions (or tourists receive greater than expected service). There are a total of 4 sub-factors which include **1) policy rules and regulations:** *Systematic service and step by step* (difference = 0.09); **10) Price competitiveness:** *The overall cost of tourism is appropriate.* (difference = 0.05); **4) Health**

and Hygiene: *Far from industrial areas, urban communities or noisy activities* (difference = 0.04); **3) Safety and Security:** *Sign installation/ Appropriate alarms* (difference = 0.02).

Discussion

Based on the results, the travel attribute of tourist destinations driven by the concept of Sufficiency Economy of OTOP tourism villages which should be maintained is Pillar **5) Prioritisation of Travel and Tourism**: *Various seasonal travel events* which is the most important factor that needs to be improved (performance) as soon as possible. This factor falls within Quadrant I, as a result respondents expect a lot but at the same time, they still have low level of satisfaction, which can be seen from averages. Although the level of expectation is high, the average level of satisfaction level is still low. This point implies that the seasonal travel event is important for tourist destinations, driven by Sufficiency Economy of OTOP tourism villages. Tourists expect to experience consuming fresh fruit or participate in the fruit harvest, rice-growing and fishing seasons. Connell, Page, & Meyer (2015) explore how attraction managers develop and use special events as a tool to address issues of seasonality at a national level. The results show that 39% of attractions that stay open to hosting special events and the local community is a key source market for special events; the regularity of events and themes effectively engage visitors. . Furthermore, festivals may have the potential to provide opportunities for sustainable local economic development. Nevertheless, some festival scenarios indicate a closer match to the model of sustainable local economic development than other kinds of activities (O'Sullivan & Jackson, 2002). As a result, managers should be creating a seasonal event calendar and promote them to the target group.

Quadrant II (Keep up the good Work) outlines that attractions can respond well to characteristics that tourists attach great importance to. There are six sub-factors three 3 pillars; those are pillars **12) Affinity for Travel and Tourism 13) Natural resources, and 14) Cultural resources**. All these are social capital which take time to accumulate and maintain. These three pillars are the main tourist attractions, similar to tourism destinations around the world such as Greece because it also has a high range in the pillar of natural, cultural and heritage resources (Sotiriadis, 2015). Moreover, some findings show that there are several drivers of efficiency within French regions. The principal driver comprises of the sea, sun, and strategies based on beach culture. The development of theme parks, monuments, museums, ski resorts, and natural parks in the mentioned regions should also be improved if they can increase the tourists' length of stay (Pestana, et. al., 2011). Moreover, there is plenty of research to support that maintaining natural resources has a positive effect. Karmini (2020) reveals that the management of ecotourism accompanied by efforts to preserve local village forests is able to support sustainable tourism, including development that ensures economic and ecological sustainability, and socio-cultural viability of the local

community. Furthermore, natural resources should also be promoted to eco-friendly targets to create value-added features from tourism since eco-friendly values have a direct impact on responsiveness to eco-friendly advertising and purchasing behaviour (Mukema, Yamab, & Jermsittiparsert, 2019). Pillar **12) Affinity for Travel and Tourism** as a focus on cultural tourism is supported by culinary research in Klungkung City which advocates that tourist attractions can be built through uniqueness, originality, authenticity and diversity. The results indicate that traditional food of local culinary culture consisting of *Serombotan*, is a kind of traditional food that can attract tourists. Tourists were interested in *Serombotan due to* its uniqueness, originality, authenticity and diversity (Prasiasa, et. al., 2020).

There are 13 factors that do not need to be prioritised which may be considered for improvement when there are no conditions or restrictions of time and budget. As these factors fall within **Quadrant III**, which respondents consider less important and therefore policymakers can postpone the update. Pillars within this status include **6) Air Transportation Infrastructure, 7) Ground and Port Infrastructure,** and **8) Tourism Infrastructure.** Therefore, the attraction of tourist destinations, driven by the concept of Sufficiency Economy is not suitable.. Tourists want to experience and learn the basic way of life. Local communities are often presented by the tourist industry as an inherent value to be recognised and protected. Tourists visiting distant places are, therefore, frequently encouraged to 'go local' through having 'real life' experience with local people and communities. They are also invited to behave responsibly and appreciate the value of responsible management (Sin & Minca, 2014).

The last **Quadrant IV** shows that the tourist destination manager has been given more importance than necessary. Therefore, this sub-factor must be reduced in importance due to resource constraints. They should be kept as a standard without improvement, as outlined in pillar **10) Price competitiveness:** *Overall travel expenses are appropriate*. That means tourism destinations should have appropriate tourism products with the right set of activities and reasonable prices since they will feel that they are receiving good value for the money (Williams & Soutar, 2009). Masiero and Nicolau (2012) propose that price is a key element in decision-making regarding travel and tourist enjoyment depends on the price and quality of tourism products and attributes in terms of predisposition to pay for activities at the destination. Regarding pillar **9) ICT Readiness** also supports the idea that tourist destinations have a high performance level which also has a positive effect on tourism. According to Haseeb, et. al., 2019 identifying the role of Industry 4.0 to promote sustainable business performance in SMEs in Thailand and revealing elements such as big data, Internet of Things, and smart factory have a positive role in promoting the implementation of information technology (IT), which contributes to sustainable business performance. Moreover, pillar **4) Health and Hygiene** does not have significance in the opinion of community tourists. Nevertheless, it should reach the standard since some literature supports

its importance. Jovanović a , Janković–Milića, & Ilića (2015) examined the recognition of travel and tourism in Serbia. **Health and Hygiene** are crucial for many tourists choosing in choosing a destination to visit.

Conclusion and Implications

The study examined fourteen pillars of travel and tourism competitiveness to analyse the competitiveness of tourist destinations by using methods of Importance and Performance Analysis to evaluate tourism competitiveness of tourist destinations, driven by the Sufficiency Economy.

According to the definition of the quadrant, the characteristics of competitive tourist destinations fall into the Quadrants II and IV, while if wanting to motivate and attract tourists' interests, it is important to improve issues in Quadrant I.

Table 2: Summary of competitiveness of tourist destinations driven by the sufficiency economy classified by pillars of tourism.

Key factor	Sub-factor	IPA Quadrants	Competitiveness
1) Policy rules and Regulations	Clear instructions (documents, personnel, signs, etc.)	between III & IV	
1) Policy rules and Regulations	Systematic service	III	
2)Environmental sustainability	Systematic management of tourist volumes	between I & II	
2)Environmental sustainability	Systematic management of tourist volumes	between III & IV	
3) Safety and Security	Sign installation/ Appropriate alarms	III	
3) Safety and Security	Having disaster relief equipment and tools	IV	✓
4) Health and Hygiene	Far from industrial areas, urban communities or noisy activities	III	
4) Health and Hygiene	Sufficient and clean bathroom	IV	✓
5) Prioritisation of Travel and Tourism	Various seasonal travel events	I	X
5) Prioritisation of Travel and Tourism	Preparing many cultural tourism activities	IV	✓
6) Air Transportation Infrastructure	Convenient and safe air travel	IV	✓
6) Air Transportation	Suitable travel time from the airport	IV	✓

Infrastructure			
7) Ground and Port Infrastructure	Ease of entry into//existing from many routes	IV	✓
7) Ground and Port Infrastructure	Clear road marking, traffic signs, directions signs, distance sign, good road quality and smooth traffic surface	IV	✓
8)Tourism Infrastructure	Tourist service centre or a tourist information explanatory signs are available.	IV	✓
8)Tourism Infrastructure	Sufficient public utility systems in tourist attractions, such as electricity, water and telephone	IV	✓
9) ICT Readiness	Having a website of OTOP Village tourism	IV	✓
9) ICT Readiness	Information systems and community public relations	IV	✓
10)Price competitiveness	Sufficient shops selling food and beverages with reasonable prices/hygiene	IV	✓
10)Price competitiveness	Overall travel expenses are appropriate	III	
11) Human Resources and Labour Market	Having enough staff	IV	✓
11) Human Resources and Labour Market	Staff are courteous and friendly	Origin	
12) Affinity for Travel and Tourism	Unique	II	✓
12) Affinity for Travel and Tourism	Attractive in art and culture	II	✓
13) Natural resources	Natural resources of community management	II	✓
13) Natural resources	Integrity of natural resources	II	✓
14) Cultural resources	Integrity of cultural attractions and various antiquities	II	✓
14) Cultural resources	Diversity of cultural resources while maintaining traditional identity	II	✓

Based on the quadrant's definition, the characteristics of competitive tourist destinations include characteristics that fall into **Quadrants II and IV**. The study reveals that pillar **12) Affinity for Travel and Tourism 13) Natural resources and 14) Cultural resources** are located in 'Keep Up the Good Work' in **Quadrant II** of the IPA grid, while pillars **6.) Air Travel Facilities, 7.) Ground and Port Infrastructure, 8.) Other Tourism Infrastructure, 9.) ICT Readiness** and sub-pillar **3.) safety:** *Having equipment and tools for disaster relief,* **4.) Health and Hygiene:** *The bathroom is sufficient and clean,* **5.) Prioritisation of Travel and Tourism**: *Numerous cultural tourism activities*, **10.) Price competitiveness**: *Enough food and beverage shops / reasonable prices / cleanliness* and **11.) Human Resources and Labour Market:** *Enough staff who can look after customers* are located in Quadrant IV 'Possible Over Skill'**.**

Tourist destinations driven by Sufficiency Economy Concept 'Must Pay Attention' must be developed to increase competitiveness of tourist destinations in **Quadrant I**. **Pillar 5.) Prioritisation of Travel and Tourism**: *There are many unique seasonal events* which are expected by tourists. However, at present it still does not provide tourist satisfaction.

Stakeholders of community tourism management should be encouraged to arrange local traditions in various seasons. Moreover, they should organise activities so that tourists can also participate in various traditions, which may be created and presented in the form of a cultural event calendar for the tourists, then promoted through various media, including of the OTOP Tourism Village website.

This research is advantageous not only for community tourism management but also government support staff. Tourist destination stakeholders should be creating and promoting unique seasonal events, followed by communicating to potential target tourists to reach high levels of travel and tourism competitiveness which leads to increased levels of community income and standards of rural community living.

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