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Public Participation for the Development of Tourist Attraction on the Nawatwitee of Sustainable Cultural Heritage and Local Wisdom to Follow the Kings Philosophy of Sufficiency Economy

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Abstract--The objective of this study is to examine the role of public participation, local wisdom, and sufficiency economy to enhance tourism attraction. This study preferred to examine the relationship between public participation, local wisdom, sufficiency economy, sustainable tourism heritage and tourism attraction. To attain the study objective, a survey questionnaire was used for data collection. Population of the study is the government and private tourism organizations, and employees of these tourism organizations working in Thailand were considered as respondents. The survey received 205 valid responses and used in data analysis. This study used Partial Least Square (PLS) to test the relationship between variables. Results of PLS structural model proposed the important contribution of public participation in tourism attraction. Public participation has the potential to enhance local wisdom and sufficiency economy which has relationship with sustainable tourism heritage. Further, the increase in sustainable tourism heritage increases the tourism attraction.

Keywords---public participation, local wisdom, sufficiency economy, sustainable tourism heritage, tourism attraction.

Introduction

Tourism industry is the fastest growing industry worldwide and its importance is increasing day by day due to the significant contribution to various sectors (Bogunovic, Vitasovic, & Dujmovic, 2021). This industry falls under the top services industries in terms of revenue generation. The revenue from this industry is substantial globally. Worldwide, travel and tourism's direct contribution to gross-domestic product (GDP) was achieved approximately 4.7 trillion U.S.

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dollars in 2020. This contribution is higher than various other services industries. Along with the global contribution, this industry has vital importance for many countries due to the significant contribution to the various sectors. It is one of the highest revenues generating industry among several nations. The connection of tourism industry with hotel industry also has key role to promote hotel industry. Similarly, tourism industry is important to generate several livelihood opportunities (Jaxongir, Baxodir, & Aziza, 2021) which has the potential to enhance economic value.

Similar with the other nations, Thailand is a nation which is well connected with the tourism industry (Laeq Razzak Janjua, Sukjai, Rehman, & Yu, 2021). Tourism industry in Thailand has major role in economy as it has influential contribution to the economic development. Similar with other services industries in Thailand, tourism industry is leading significantly due to the huge contribution. Additionally, the importance of this industry for various other industries in Thailand cannot be neglected. Therefore, along with the key contribution of this industry directly, it has indirect contribution with the help of other industries. Thai government has special focus on this industry to promote and to meet the requirement of competitive market globally. As various other nations are focusing on tourism significantly and trying to attract the tourists (González-Torres, Rodríguez-Sánchez, & Pelechano-Barahona, 2021). Similarly, Thai government also made various strategies to promote tourism attraction. Therefore, tourism attraction is a major factor for the promotion of this industry.

However, it is not easy to attract tourists for the promotion of this industry (Bagaihing, 2020; Bhakti & Iskandar, 2020; Luo, Zhang, Qin, Yang, & Liang, 2021). Tourism attraction is one of the major challenges for the nations. Various strategies are required to enhance the tourism attraction which is a crucial challenge. Although, the growth of this industry is increasing in Thailand, however, currently, the performance of this industry is stopped in Thailand and contribution of this industry is lower than 2019. In 2020 a smaller number of tourists visits Thailand as compared to the 2019. This decrease in performance of this industry has serious effect on various other sectors. Due to the decrease in performance, welfare of people is also reduced due to the decrease in income generating opportunities. This causes to increase in the level of poverty in villages due to the less availability of business opportunities associated with the tourism. It also has effect on the overall economic development and growth of the economy. Therefore, in this situation, it is important to promote tourism attraction. Strategies to attract the tourists from different countries can increase the tourism industry performance.

To attract the tourists, the Thai government has started public participation (Kantola, Uusitalo, Nivala, & Tuulentie, 2018). The integration between public and private activities at local level can enhance the tourism industry by facilitating tourist through different services. Public participation has the potential to enhance local wisdom and sufficiency economy. Local wisdom among the local communities can promote tourism attraction by developing a good cultural heritage. Sustainability in tourism heritage is important which can be achieved through public participation. Various activities between public and private organizations lead to the good culture having positive role in local wisdom and

bring the sustainability in tourism. Its further lead to increase the attraction among tourists to visit specific places in Thailand. The concept of local wisdom and sufficiency economy (Tippong et al., 2020) can be achieved through public participation leading to sustainable tourism heritage and tourism attraction. Thus, tourism attraction is one of the tools to promote tourism activities which can be promoted with the help of public participation, local wisdom, sufficiency economy and sustainable tourism heritage.

The objective of this study is to examine the role of public participation, local wisdom and sufficiency economy to enhance tourism attraction. Therefore, this study preferred to examine the relationship between public participation, local wisdom, sufficiency economy, sustainable tourism heritage and tourism attraction. This study proposed a key role of local wisdom and sufficiency economy between public participation and sustainable tourism heritage to promote tourism attraction which is not highlighted by other studies. Although, literature provides several evidence to examine the tourism attraction among several countries (Lerdsuchatavanich, Pradatsundarasar, Pattanakiat, & Utarasakul, 2016; Luo et al., 2021), but tourism attraction is not measured by using local wisdom, sufficiency economy and public participation which is unique in nature.

Literature Review Framework Development

This study developed the framework by considering the gap in the literature. Although several studies considered the tourism industry, however, still several areas are needed to study which are not considered by the previous studies. First of all, this study considered public participation which is rarely considered in literature. Most importantly, it is not considered in relation to sustainable tourism heritage. Therefore, this study considered public participation in relation to the sustainable tourism heritage. Additionally, the combination between public participation, sustainable tourism heritage and tourism attraction is not addressed in literature in the context of Thailand. Majorly, this study considered two important elements in study framework which makes the whole model unique. These two factors include; local wisdom and sufficiency economy. Local wisdom and sufficiency economy are those factors which are very rare in the tourism industry. Especially, these two elements have not considered in relation to the tourism attraction and sustainable tourism. As several studies examined tourism attraction (Bhakti & Iskandar, 2020; Malakar, Pal, Roy, & Vaid, 2021; Ruastiti, Pradana, Purnaya, & Parwati, 2018), however, local wisdom and sufficiency economy is not addressed. Finally, this study considered the relationship between public participation, local wisdom, and sufficiency economy to enhance tourism attraction which is highlighted in Figure 1.

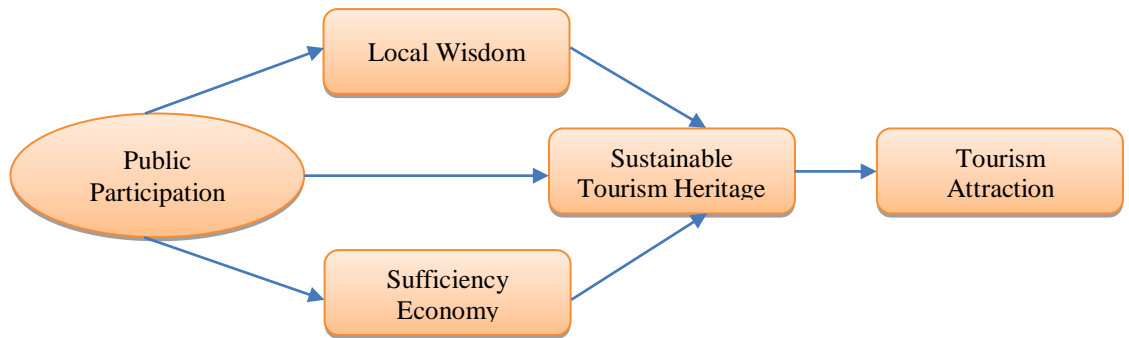


Figure 1. The relationship between public participation, local wisdom, and sufficiency economy to enhance tourism attraction (Framework of the study)

Hypotheses development

Public participation is the phenomenon which is connected with the activities of local people related to the business including tourism (Gani, Awang, Mohamad, & Samdin, 2015; Kantola et al., 2018; Strickland-Munro, Kobryn, Moore, & Brown, 2016). It is the collaboration between government bodies and private bodies which lead to the welfare of people. Government supports the initiatives of local people through various services. At local level people start various activities related to the tourism and the government support to these activities enhances the success rate. Public participation encourages the people to take part in decision making in relation to various activities such as tourism development. Therefore, public participation is the collaboration between government-based organizations and local initiatives by the people. This study proposed that public participation is connected with local wisdom and sufficiency economy.

Local wisdom is the important type of knowledge earned with the help of a series of practices by a group of people in a specific region or location, and then passed on from generation to generation verbally (Firdaus, 2017). It is like a tradition which passes on from generation to generation which positive effect on the society. Local wisdom itself, not only contains knowledge, however, it is also the values of life. It can be further explained as, local wisdom is the part of culture among nations which lead to the positive outcomes. It really means well-adjusted to local or cultural norms. It is connected with the public in such as way that people start various initiatives and collaborate with public organizations, learn knowledge to promote activities and achieve the success through participation in decision making. This becomes the part of culture or norms which transfer from generation to generation and shows positive outcomes. Therefore, the public participation has positive role to enhance local wisdom.

Furthermore, sufficiency economy is a philosophy that emphasizes the middle path as an overriding principle for suitable conduct by the population at all levels. Self-sufficiency economics encourages the different ideas of limited production for the sake to safeguard the environment as well as preserve scarce resources. Therefore, it is majorly based on the use of resources for production in such as way to no or less harm to the environment. Thus, this philosophy majorly focuses

on to protect the environment through less production. As the more production of goods lead to the more use of resources which may affect the environment. Although several studies considered sufficiency economy (Chaloemvivatkit & Jaikengkit, 2020; Jaihao, Nieamsup, & Akakulanan, 2020) but it is not considered with public participation and tourism attraction. Public participation fulfils the objective of sufficiency economy because the collaboration of private organizations with government organizations limits them to harm the environment. Government organization integrate with the private organizations and protect the environment through limited use of resources. Therefore, public participation can promote the sufficiency economy. Furthermore, public participation also led to the sustainable tourism heritage. Heritage tourism can be described as "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past", and "heritage tourism can contain cultural, historic as well as natural resources". Heritage tourism which include natural resources, cultural and historic which can be protected through public participation (Rasoolimanesh, Seyfi, Rather, & Hall, 2021). Thus, this discussion led to the following hypotheses;

Hypothesis 1. Public participation has relationship with local wisdom.

Hypothesis 2. Public participation has relationship with sufficiency economy.

Hypothesis 3. Public participation has relationship with sustainable tourism heritage.

Furthermore, the positive role of public participation on local wisdom can increase the improvement in sustainable tourism heritage. The knowledge learnt by the people towards tourism in form of local wisdom can effect positively to protect the culture, historic places and natural resources. Positive norms and values among the societies has always the potential to protect natural resources, historic places as well as culture which can enhance the sustainability in tourism heritage. It is evidence from the literature, local wisdom is already connected and identified in literature (Demolinggo, Darmawan Damanik, & Adnyana, 2020), however, its role in sustainable tourism heritage is not addressed. Similarly, the effect of sufficiency economy is also addressed in relation to the tourism (Khaokhrueamuang, 2017), but it is limited in relation to the sustainable tourism heritage. The philosophy of sufficiency economy is important to address in relation to the tourism heritage because sufficiency economy focuses to the less use of resources for environmental protection which also lead to save heritage by protecting natural resources, historic places as well culture. Additionally, positive role of local wisdom in sustainable tourism heritage also causes to increase tourism attraction. The protection of natural resources, historic places, and culture lead to the improvement in tourism heritage which causes to attract the tourists. Hence, it is proposed that;

Hypothesis 4. Local wisdom has relationship with sustainable tourism heritage.

Hypothesis 5. Sufficiency economy has relationship with sustainable tourism heritage.

Hypothesis 6. Sustainable tourism heritage has relationship with tourism attraction.

Hypothesis 7. Local wisdom mediates the relationship between public participation and sustainable tourism heritage.

Hypothesis 8. Sufficiency economy mediates the relationship between public participation and sustainable tourism heritage.

Methodology

The current study measured the variables with the help of questionnaire. A questionnaire was designed by using scale items of variables; public participation, local wisdom, sufficiency economy, sustainable tourism heritage and tourism attraction. Public participation is measured by considering the participation of government in various activities of the local people related to the tourism activities. It is based on the collaboration between government organizations and private organizations. Local wisdom is considered to measure by using knowledge gained by the local people from various activities and its use in the benefits of tourism activities. Sufficiency economy is considered by using scale items related to the limited production to save the environment. Furthermore, sustainable tourism heritage is measured by considering the sustainability in cultural tourism. Finally, tourism attraction is examined by using scale items related to revisit of tourists to same place.

After the development of survey questionnaire, it is distributed among the respondents. Population of the study is the government and private tourism organizations, and employees of these tourism organizations were considered as respondents. Thus, the survey questionnaires are filled by the employees of tourism organizations in Thailand. 450 questionnaires were distributed among the employees of tourism organizations. First part of questionnaire was developed to collect information related to the demographic and second part of the questionnaire was developed to ask various questions related to the public participation, local wisdom, sufficiency economy, sustainable tourism heritage and tourism attraction. Finally, the survey received 205 valid responses and used in data analysis. After the completion of survey, the data transferred from questionnaires to excel sheet for data analysis. In this process, there is always the chances of mistakes which may cause errors in the data and lead to the different results. Therefore, to handle this problem, the current study used preliminary data analysis (Babagana, Mat, & Ibrahim, 2019). In this part of data analysis, various types of errors were observed and fixed to ensure the data quality. Missing value is also observed along with the outlier in the data (Yang et al., 2020). Furthermore, normality of the data was also examined. The data statistics after preliminary data analysis are given in appendix (Table 1). Data statistics shows that data has no error, therefore, it is accurate to proceed for further steps of data analysis.

Findings

There are various statistical tools to analyze the data, however, the selection of most appropriate tool is important to get accurate results. As the current study is related to the primary data, therefore, the most famous software's include; SPSS, AMOS and Partial Least Square (PLS). PLS is the latest and most reliable statistical tool which is recommended by several previous studies (Hair et al., 2014; García-Fernández et al., 2018). Therefore, this study considered PLS which is based on two major parts; outer model and inner model. Outer model is used to examine the individual item's reliability by using factor loadings. Composite reliability (CR) and average variance extracted (AVE). PLS outer model is given in Figure 2.

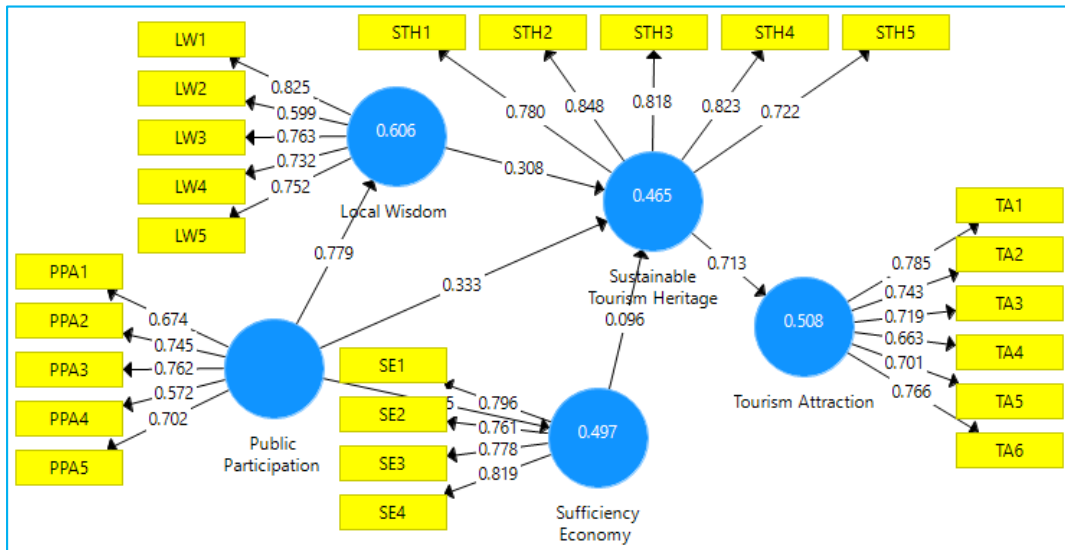


Figure 2. Measurement Model

Note: PPA = Public Participation, LW = Local Wisdom, SE = Sufficiency Economy, STH = Sustainable Tourism Heritage, TA = Tourism Attraction

Table 1 shows the results of PLS outer model in which the factor loadings, CR and AVE is highlighted. It is clear from the Table 1; publication participation is examined by using five questions and all loadings are above 0.5. Public participation is an independent variable. Mediating variables; local wisdom and sufficiency economy is measured through five items and four items, respectively. These factor loadings for both the variables are above 0.5. Furthermore, sustainable tourism heritage is examined by using five items and tourism attraction is measured by using six items having factor loadings higher than 0.5. Additionally, CR and AVE are also given in Table 1. It is found that, CR is above 0.7 and AVE is above 0.5 for public participation, local wisdom, sufficiency economy, sustainable tourism heritage and tourism attraction.

Table 1
Factor Loadings

Variables	Items	Loadings	Alpha	CR	AVE
Local Wisdom	LW1	0.825	0.789	0.856	0.545
	LW2	0.599			
	LW3	0.763			
	LW4	0.732			
	LW5	0.752			
Public Participation	PPA1	0.674	0.729	0.822	0.501
	PPA2	0.745			
	PPA3	0.762			
	PPA4	0.572			

	PPA5	0.702			
Sufficiency Economy	SE1	0.796	0.798	0.868	0.622
	SE2	0.761			
	SE3	0.778			
	SE4	0.819			
Sustainable Tourism Heritage	STH1	0.78	0.858	0.898	0.639
	STH2	0.848			
	STH3	0.818			
	STH4	0.823			
	STH5	0.722			
Tourism Attraction	TA1	0.785	0.826	0.873	0.534
	TA2	0.743			
	TA3	0.719			
	TA4	0.663			
	TA5	0.701			
	TA6	0.766			

Note: PPA = Public Participation, LW = Local Wisdom, SE = Sufficiency Economy, STH = Sustainable Tourism Heritage, TA = Tourism Attraction

Moreover, along with the reliability, the current study also examined the validity. In PLS outer model, convergent validity and discriminant validity is examined. Achievement of minimum level for CR and AVE have achieved the convergent validity. As previous studies have highlighted that convergent validity can be attained by achieving the minimum threshold level of CR and AVE. Discriminant validity is attained by using cross-loadings which is given in Table 2 (Henseler et al., 2015).

Table 2
Cross-Loadings

	Local Wisdom	Public Participation	Sufficiency Economy	Sustainable Tourism Heritage	Tourism Attraction
LW1	0.825	0.568	0.569	0.518	0.488
LW2	0.599	0.455	0.491	0.398	0.424
LW3	0.763	0.575	0.504	0.435	0.346
LW4	0.732	0.559	0.628	0.388	0.457
LW5	0.752	0.68	0.678	0.59	0.517
PPA1	0.474	0.674	0.413	0.414	0.489
PPA2	0.577	0.745	0.447	0.494	0.47
PPA3	0.638	0.762	0.661	0.586	0.527

PPA4	0.475	0.572	0.505	0.382	0.381
PPA5	0.497	0.702	0.341	0.261	0.397
SE1	0.562	0.532	0.796	0.401	0.339
SE2	0.649	0.538	0.761	0.438	0.347
SE3	0.642	0.616	0.778	0.534	0.47
SE4	0.611	0.523	0.819	0.41	0.38
STH1	0.48	0.478	0.367	0.78	0.59
STH2	0.607	0.588	0.51	0.848	0.556
STH3	0.455	0.495	0.465	0.818	0.524
STH4	0.651	0.541	0.53	0.823	0.592
STH5	0.338	0.444	0.402	0.722	0.587
TA1	0.58	0.53	0.391	0.618	0.785
TA2	0.355	0.439	0.21	0.572	0.743
TA3	0.456	0.474	0.44	0.479	0.719
TA4	0.419	0.565	0.431	0.373	0.663
TA5	0.376	0.363	0.279	0.397	0.701
TA6	0.463	0.531	0.434	0.602	0.766

Note: PPA = Public Participation, LW = Local Wisdom, SE = Sufficiency Economy, STH = Sustainable Tourism Heritage, TA = Tourism Attraction

PLS inner model is presented in Figure 3 which shows the relationship between public participation, local wisdom, sufficiency economy, sustainable tourism heritage and tourism attraction. PLS inner mode is important to examine the relationship and testing the hypotheses by using t-value and beta value (Hair et al., 2013; Hair et al., 2012; Henseler et al., 2014). In this step of data analysis, the effect of public participation is examined in relation to the local wisdom and sufficiency economy. Results in Table 3 shows that public participation has significant effect on local wisdom. It also has significant effect on sufficiency economy. Moreover, the effect of local wisdom is examined in relation to the sustainable tourism heritage which is significant. The relationship between sufficiency economy and sustainable tourism heritage is also significant. Finally, PLS inner model examined the effect of sustainable tourism heritage on tourism attraction. The relationship between sufficiency economy and tourism attraction is insignificant.

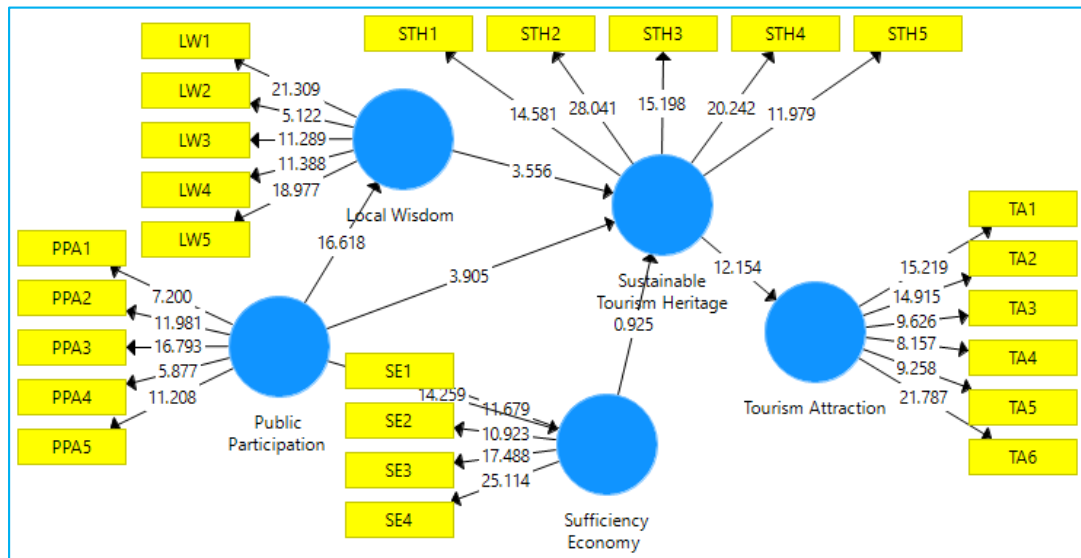


Figure 3. Structural Model

Note: PPA = Public Participation, LW = Local Wisdom, SE = Sufficiency Economy, STH = Sustainable Tourism Heritage, TA = Tourism Attraction

Table 3
Direct Effect Results

	(O)	(M)	SD	T Statistics	P Values
Local Wisdom -> Sustainable Tourism Heritage	0.308	0.299	0.087	3.556	0
Public Participation -> Local Wisdom	0.779	0.78	0.047	16.618	0
Public Participation -> Sufficiency Economy	0.705	0.71	0.049	14.259	0
Public Participation -> Sustainable Tourism Heritage	0.333	0.345	0.085	3.905	0
Sufficiency Economy -> Sustainable Tourism Heritage	0.096	0.091	0.104	0.925	0.355
Sustainable Tourism Heritage -> Tourism Attraction	0.713	0.716	0.059	12.154	0

In addition to the direct effect, mediation effect is presented in Table 4. Two mediation effect are considered between public participation and sustainable tourism heritage. First, the mediation effect of local wisdom is addressed between public participation and sustainable tourism heritage. Second, the mediation effect of sufficiency economy is addressed between public participation and sustainable tourism heritage. According to the results of the study, local wisdom between public participation and sustainable tourism heritage is significant, however, sufficiency economy between public participation and sustainable tourism heritage is not significant. While examining these two indirect effects, various other indirect effects are also found. For instance, Sustainable Tourism Heritage is found a mediating variable between local wisdom and tourism

attraction. Sustainable Tourism Heritage is found as mediating variable between public participation and tourism attraction. Histogram related to the indirect effect of local wisdom between public participation and Sustainable Tourism Heritage is given in Figure 4.

Table 4
Indirect Effect Results

	(O)	(M)	SD	T Statistics	P Values
Public Participation -> Local Wisdom -> Sustainable Tourism Heritage	0.24	0.233	0.069	3.465	0.001
Public Participation -> Sufficiency Economy -> Sustainable Tourism Heritage	0.068	0.064	0.074	0.919	0.359
Local Wisdom -> Sustainable Tourism Heritage -> Tourism Attraction	0.219	0.214	0.064	3.404	0.001
Public Participation -> Local Wisdom -> Sustainable Tourism Heritage -> Tourism Attraction	0.171	0.167	0.053	3.239	0.001
Public Participation -> Sustainable Tourism Heritage -> Tourism Attraction	0.237	0.25	0.073	3.255	0.001
Sufficiency Economy -> Sustainable Tourism Heritage -> Tourism Attraction	0.068	0.062	0.072	0.953	0.341
Public Participation -> Sufficiency Economy -> Sustainable Tourism Heritage -> Tourism Attraction	0.048	0.044	0.051	0.941	0.347

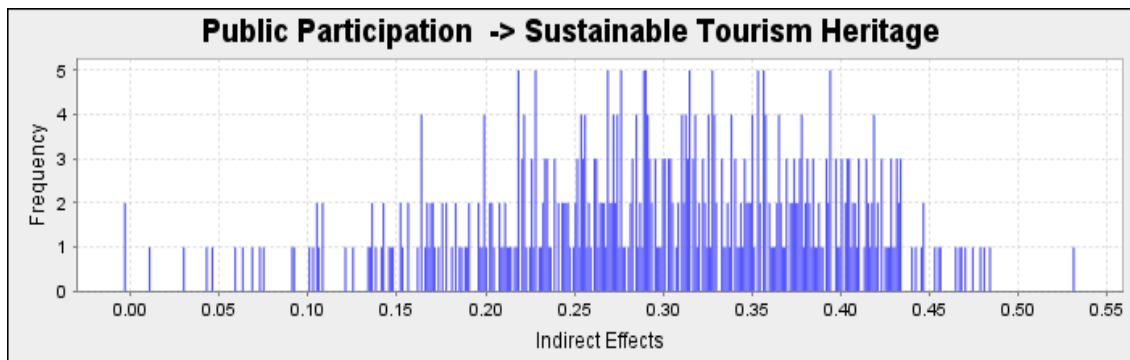


Figure 4. Histogram: Indirect effect of Local Wisdom

Finally, the current study addressed the quality of the model by using predictive relevance (Q^2). Predictive relevance (Q^2) is calculated with the help of PLS blindfolding technique. According to the literature, to achieve a certain level of model quality, predictive relevance (Q^2) must not be less than zero. Results are given in Table 5. It shows that, predictive relevance (Q^2) for tourism attraction is 0.238, predictive relevance (Q^2) for local wisdom is 0.28, predictive relevance (Q^2) for sufficiency economy is 0.274 and predictive relevance (Q^2) for sustainable

tourism heritage is 0.262. Hence, predictive relevance (Q^2) for all the variables is above zero which shows that model has achieved satisfactory level of quality.

Table 5
Predictive Relevance (Q^2)

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Local Wisdom	785	565.443	0.28
Public Participation	785	785	
Sufficiency Economy	628	456.126	0.274
Sustainable Tourism Heritage	785	579.655	0.262
Tourism Attraction	942	718.147	0.238

Conclusion and Discussion

This study examined the relationship between public participation, local wisdom, sufficiency economy, sustainable tourism heritage and tourism attraction. This relationship is examined by using a questionnaire which is used for data collection from the government and private tourism organizations, and employees of these tourism organizations working in Thailand were considered as respondents. Finally, this study identified the relationship between variables by using PLS. Total eight hypotheses are used to attain the study objective. From these eight hypotheses, six hypotheses were direct hypotheses and two were based on the mediating effect.

Hypothesis 1 and hypothesis 2 examine the effect of public participation on local wisdom and sufficiency economy. These two hypotheses are significant and shows that public participation has positive role to promote local wisdom. The increase in the participation of government with the private organizations can enhance local wisdom among the people. Similarly, it is found that increase in participation by the government can increase the sufficiency economy. The collaboration between the government organizations can enhance better knowledge among people and it can increase the intention to use less resources to save the environment. It led to promote the environmental protection. Furthermore, hypothesis 3 shows the effect of public participation on sustainable tourism heritage. Similar with the current study, previous studies also identified the positive relationship between public participation and tourism sustainability (Gani, Awang, & Mohamad, 2017; Gani et al., 2015). The results of this hypotheses showing the better role of public to enhance sustainability in tourism heritage. Therefore, public participation is the important element which can lead to the local wisdom, sufficiency economy and sustainable tourism heritage. In a similar way, the effect of local wisdom is examined on sustainable tourism heritage in hypothesis 4. It indicates the increase in local wisdom increase the heritage tourism sustainability. On the other hand, the effect of sufficiency economy on tourism heritage sustainability is insignificant which is highlighted through hypothesis 5. The final direct effect is related to the sustainable heritage tourism and tourism attraction which is based on hypothesis 6. The result of this hypothesis shows the positive effect of sustainable tourism heritage on tourism

attraction. Therefore, increase in tourism heritage increases the tourism attraction in Thailand. Previous studies also reported a significant relationship between heritage tourism and tourist attraction (Wei, Liu, & Park, 2021). Finally, hypothesis 7 and hypothesis 8 shows the mediating effect of local wisdom and sufficiency economy, respectively. Hypothesis 7 shows that local wisdom has indirect effect which reflect the positive effect of public participation on sustainable heritage tourism. Hence, public participation increases the local wisdom which lead to the sustainable heritage tourism.

Study Implications

This study has vital contribution which has several implications for literature along with the practice. For instance, this study considered the relationship between public participation, local wisdom, sufficiency economy, sustainable tourism heritage and tourism attraction which is a unique relationship as it is not addressed in previous studies. More importantly, several studies have addressed public participation in tourism, however, the role of local wisdom along with the sufficiency economy is not addressed. Therefore, this study attempted to fill important literature gap which has vital implications for practitioners. Results of the study are important to make various strategies for the promotion of tourism attraction and sustainable tourism heritage in Thailand. It is recommended to the practitioners to promote local wisdom and sufficiency economy through public participation to enhance sustainable tourism heritage and tourism attraction.

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Appendix

Table 1
Data Statistics

Items	No.	Missing	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
PPA1	1	0	1.879	2	1	5	0.884	3.031	1.525
PPA2	2	0	1.783	2	1	5	0.953	2.749	1.606
PPA3	3	0	1.866	2	1	5	0.897	2.819	1.499
PPA4	4	0	1.758	2	1	5	1.006	3.127	1.792
PPA5	5	0	1.917	2	1	5	0.881	1.407	1.122
LW1	6	0	1.904	2	1	5	1.075	2.135	1.557
LW2	7	0	1.739	2	1	5	0.807	1.913	1.246
LW3	8	0	1.694	2	1	5	0.834	2.776	1.491
LW4	9	0	1.962	2	1	5	1.099	1.838	1.499
LW5	10	0	1.955	2	1	5	1.085	2	1.511
SE1	11	0	1.758	2	1	5	0.84	3.524	1.591
SE2	12	0	1.777	2	1	5	0.935	2.754	1.547
SE3	13	0	1.949	2	1	5	0.943	2.499	1.437
SE4	14	0	1.879	2	1	5	1.085	1.936	1.544
STH1	15	0	1.981	2	1	5	1.228	1.041	1.41
STH2	16	0	1.924	2	1	5	1.062	1.247	1.281
STH3	17	0	1.847	2	1	5	1.004	1.092	1.227
STH4	18	0	1.924	2	1	5	1	1.937	1.427
STH5	19	0	1.847	2	1	5	0.911	1.178	1.227
TA1	20	0	1.987	2	1	5	1.022	1.396	1.291
TA2	21	0	1.764	2	1	5	0.972	1.742	1.457
TA3	22	0	1.86	2	1	5	1.043	2.086	1.508
TA4	23	0	1.656	1	1	5	0.865	4.378	1.865
TA5	24	0	1.86	2	1	5	0.947	1.947	1.374
TA6	25	0	2.127	2	1	5	1.063	0.273	0.963

Note: PPA = Public Participation, LW = Local Wisdom, SE = Sufficiency Economy, STH = Sustainable Tourism Heritage, TA = Tourism Attraction