

Developing and upgrading creative tourism by creating value through tourism activities in Phuket province

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Abstract: This study explores and advances creative community-based tourism in Phuket, Thailand, using a mixed-methods design. Quantitative data were collected from 385 tourists (sample size via W.G. Cochran's formula, 95% confidence) using structured questionnaires and analyzed with descriptive statistics and multiple regression. Qualitative insights from in-depth interviews with 17 tourism entrepreneurs and officials were examined through content analysis to contextualize and validate the survey results. Tourists assessed creative tourism across three value dimensions: functional (practical benefits and service utility), social (cultural exchange and interaction), and emotional (enjoyment and meaningful engagement). Local communities deliver experiences in cultural heritage, arts and crafts, everyday lifestyles, media-related activities, and personalized offerings. Key drivers of enhanced experiences include community participation ($R^2 = .553$), destination uniqueness and identity ($R^2 = .612$), balance of tourist satisfaction and host benefits ($R^2 = .631$), sustainability ($R^2 = .334$), and the quality of tourist–host relationships ($R^2 = .386$). Practical guidelines emphasize safeguarding local identity, deepening community participation, strengthening marketing communication, and promoting long-term cultural and environmental stewardship. The findings offer actionable strategies for policymakers and community leaders to co-create resilient, inclusive models positioning Phuket as a leading creative tourism destination.

Keywords: Community-based tourism activities, Creative tourism, Phuket Province.

1. Introduction

The Ministry of Tourism, through the Department of Tourism, has developed the 3rd Tourism Development Plan (2022–2027) and the associated 5-year Thailand Tourism Development Plan under the vision: “Thailand’s tourism is a value-based industry that is adaptable, grows sustainably, and promotes participation.” The plan outlines four key strategies: (1) building resilience and ensuring balanced tourism, (2) enhancing tourism connectivity and infrastructure, (3) creating high-value and trustworthy tourism experiences, and (4) advancing sustainable tourism development [1]. In line with global shifts in tourism behavior, these strategies respond to the growing demand for new, meaningful travel experiences. Modern tourists often seek lesser-known destinations and off-peak travel periods, preferring authentic interactions with local ways of life [2]. Creative tourism has emerged as a promising direction for sustainable and experience-based tourism. It enables visitors to engage with local knowledge, traditions, and innovation through immersive, hands-on activities. This form of tourism emphasizes interaction with tangible and intangible cultural elements—such as crafts, cuisine, heritage, and local wisdom—offering travelers enriched experiences that stimulate the five senses and inspire creativity. The Ministry of Tourism and Sports has actively promoted creative tourism through campaigns highlighting memorable experiences, while also supporting the establishment of the Sustainable Tourism Area Development Administration Organization (SAO) to empower local communities in managing and promoting creative tourism initiatives.

Despite its potential, a Nainet [3] found that many community-based tourism activities currently lack participatory elements. Most experiences involve passive observation rather than active involvement, which limits the opportunity to foster deeper engagement and learning. The SAO [4] and Tourism Authority of Thailand [5] stress the importance of designing tourism activities rooted in distinctive cultural capital, emphasizing authenticity, creativity, and multisensory experiences to enhance visitor satisfaction and community pride. Creative tourism provides opportunities for tourists to participate in the creation of culturally inspired works, fostering emotional and intellectual connections with the host community. Activities that allow tourists to learn, create, and interact—such as art workshops, cooking classes, or storytelling—help build understanding and appreciation of local culture. According to Tariya [6] such experiences leave lasting impressions and can transform visitors into cultural ambassadors. Phuket Province, known for its multicultural heritage and vibrant local identity, holds considerable potential for creative tourism. The Tourism Authority of Thailand (TAT) has identified the Phuket Old Town community as a model for creative community tourism, capable of attracting quality travelers and supporting inclusive economic growth. The creative tourism potential of Phuket can be categorized into three dimensions: stories, tastes, and styles. The activities offered generally fall into three formats: visiting, experimenting, and learning. Development guidelines for creative tourism in Phuket Old Town include seven focus areas: (1) cultural knowledge transfer, (2) integration of modern technology, (3) hands-on learning experiences, (4) establishment of creative public spaces, (5) tailoring activities to specific target groups, (6) expanding booking channels, and (7) promoting locally made souvenirs [7]. These elements aim to enhance the tourist experience while preserving the identity and sustainability of the community.

In conclusion, creative tourism represents a strategic approach for Phuket Province to evolve into a high-quality, sustainable tourist destination. By leveraging cultural assets, community involvement, and innovative experience design, Phuket can enhance its global competitiveness and ensure long-term tourism sustainability.

1.1. Research Objectives

1. To explore the perception of the value of creative tourism activities by communities in Phuket Province.
2. To study the types of creative tourism activities by communities in Phuket Province.
3. To study the factors affecting the elevation of creative community tourism experiences in Phuket Province.
4. To study the guidelines for developing and elevating creative tourism by creating value through community tourism activities in Phuket Province.

1.2. Research Questions

Guidelines for developing and upgrading creative tourism by creating value through community tourism activities in Phuket Province.

2. Conceptual Framework

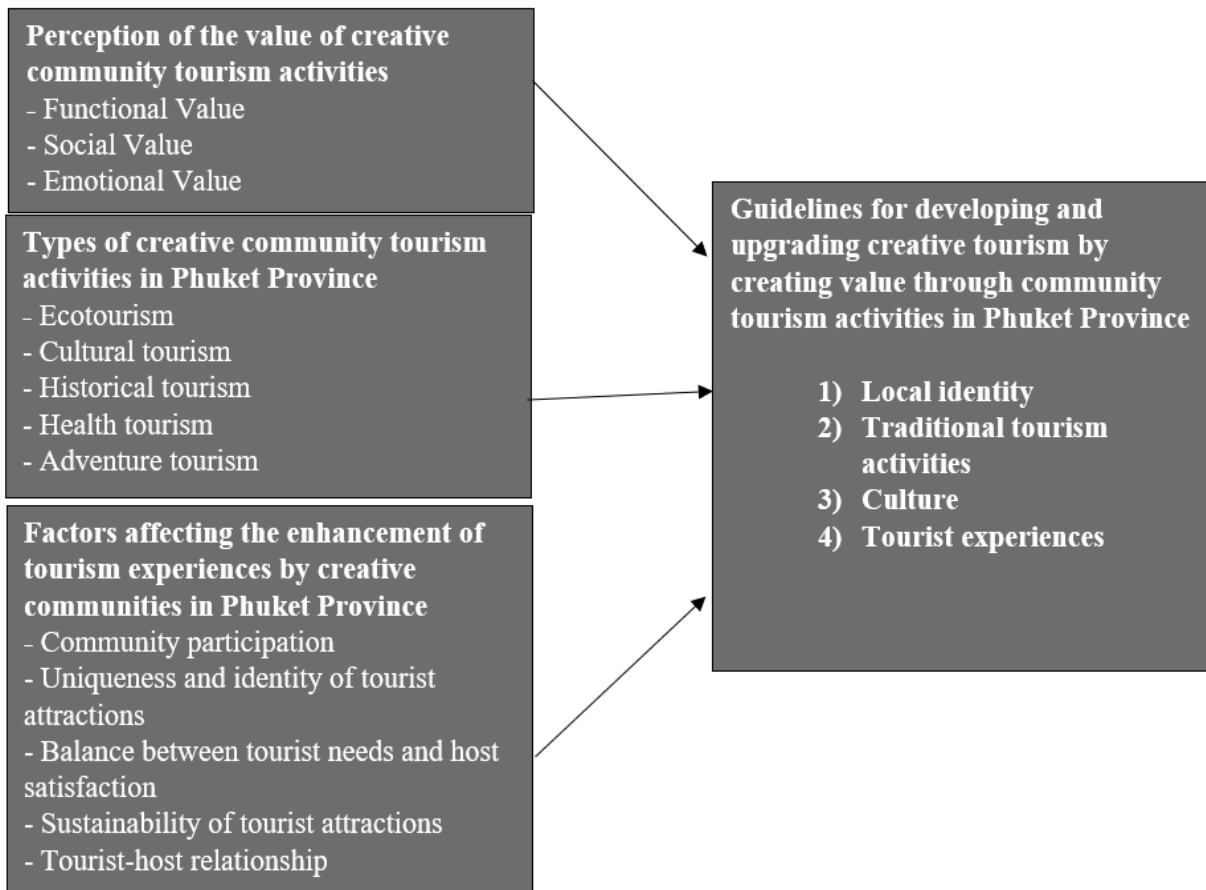


Figure 1.
Conceptual Framework.

2.1. Creative Tourism

Richards and Raymond [8] introduced the concept of *creative tourism* by defining it as a form of tourism that enables tourists to develop their creative potential through active participation and immersive learning experiences unique to their holiday destination. This form of tourism allows visitors to engage directly with local culture, history, art, and the lifestyle of the host community. Rather than focusing solely on generating income for the community, creative tourism aims to enhance the intrinsic value of local identity, offering tourists the chance to live alongside and learn from the cultural custodians of the destination. Similarly, the Thailand Development Research Institute [9] described creative tourism as a process that adds value and fosters differentiation through creativity. It emphasizes building upon existing social and cultural capital to enhance the identity of Thai tourism products. By creating new and innovative experiences grounded in local culture, creative tourism supports the broader goal of developing a competitive creative economy. Overall, creative tourism, also known as value-based tourism or experiential tourism, places strong emphasis on learning and meaningful interactions between tourists and communities. It fosters mutual understanding, personal growth, and cultural appreciation by encouraging tourists to engage in participatory, hands-on activities rooted in local traditions.

The Group of Academic and Tourism Standards [10] further outlined the principles of creative tourism across three key dimensions:

Dimension 1: Tourists and Tourism Resources – Focuses on three core aspects: (1) the uniqueness and identity of tourism resources (Identity, Unity, Authenticity); (2) local participation and engagement (Cross-Cultural Exchange, Participation); and (3) tourist experiences that are interactive and memorable (Hands-on, Memorable Experience).

Dimension 2: Balanced Management – Emphasizes the need to balance tourist satisfaction with the well-being of the host community. This equilibrium ensures that development meets the needs of both visitors and residents, fostering long-term sustainability.

Dimension 3: Governance and Community Management – Advocates for transparent, fair, and inclusive tourism governance. Effective management involves strong local leadership, clear regulations, equitable benefit-sharing, and participation from all relevant stakeholders, including civil society, government agencies, and community members.

In conclusion, the essence of creative tourism lies in co-creation, cultural authenticity, and shared experiences. The presence of unique, identity-rich tourism resources and meaningful community engagement are central to successful creative tourism development, ensuring not only economic benefits but also cultural preservation and sustainability.

2.2. Perceived Value of Tourism Activities

Perceived value of tourism activities refers to the perception or appreciation of tourism and value for money in tourism, which leads to tourism behavior patterns. This study focuses on gaining experiences that are worth the money spent or the time spent, and gaining more knowledge and understanding. In this study, it refers to the value in terms of the value received from products and services (Functional Value), social value (Social Value), and emotional value (Emotional Value) [11, 12].

The value received from products and services (Functional Value) refers to the benefits gained from tourism in Phuket Province. Including the value of reducing effort, avoiding hassles, quality, variety, sensory appeal, informing useful information, saving time, simplifying, making money, reducing risk, organizing, integrating, and connecting. Social value refers to the benefits and perspectives that the target group of the business has towards society, presenting products or services that promote local values in terms of culture, conservation, creating added value for the community and products, branding, and creating community engagement. Emotional value refers to the benefits of feelings and thoughts, giving importance to various experiences. The main factors that affect the mind are: Wellness, Therapeutic, Fun/Entertain, Attractive, Provide Access, Reduce Anxiety, Reward, Nostalgia, Aesthetic, and Badge Value.

Factors related to tourism experience include the feelings gained from traveling to Phuket. This study included the concepts of Hedonism, Local Culture, Meaningfulness, Knowledge, Novelty, Refreshment, and Adverse Feelings.

The summary of the principles of creating tourism activities that promote creative tourism includes taking into account the value that tourists receive from products and services. These values are values that provide taste, benefit, increase income, and are integrated. Social values refer to the value of preserving culture, the value of creating added value for culture, and creating a bond between the community and tourists. Emotional and emotional value includes experiences that tourists create for themselves, such as entertainment experiences, health experiences, nostalgic experiences, or aesthetic experiences. Experiential tourism includes the happiness gained from participating in community life, awareness of local culture, recognition of the value and meaning of life, and the novelty and freshness gained from creative tourism experiences.

3. Research Methodology

3.1. Population and Sample are Divided Into 2 Groups as Follows

The population studied in this study is tourists who travel to Phuket Province. The exact population is unknown. Therefore, the researcher determined the sample group using the W.G. Cochran formula at a 95% confidence level, resulting in 385 people. The researcher randomly selected the group without a system using the accidental method.

Qualitative research data source In-depth interviews and focus group discussions The main data source is 1) Government agencies involved in creative community tourism in Phuket Province 2) Creative community tourism entrepreneurs in Phuket Province 3) Academics involved in creative community tourism in Phuket Province. Purposive sampling was used, with 7 people. The appropriate sample size is 6-10 [13]. The selection criteria are as follows: Having knowledge of creative community tourism in Phuket Province for 5 years

3.2. Research Instruments

Quantitative research in collecting tourist data on the development and upgrading of creative community tourism in Phuket Province, the research instrument is a questionnaire, which is divided into 5 parts: Part 1: Tourists' personal data is a closed-ended question for selection. Part 2: Perception of the value of tourism activities by creative communities in Phuket Province. Part 3: Guidelines for developing the value of tourism activities by creative communities in Phuket Province. 4. Other suggestions are open-ended questions for respondents to describe. 2.2 Qualitative research: In-depth interviews and focus group discussions to collect data on the perception of the value of creative community tourism activities in Phuket Province in various aspects. 2. Factors affecting tourism experiences in creative communities in Phuket Province in various aspects. 3. Types of creative community tourism activities in Phuket Province. 4. Forms of creative community tourism experiences in Phuket Province. By interviewing relevant groups using a semi-structured interview form.

3.3. Instrument Validation

Quantitative research instrument check Content validity The questionnaire was checked for accuracy, comprehensiveness, and appropriateness by checking the quality of the research instrument by finding the IOC (Index of Congruence) value from the assessment of 5 experts. It is a quantitative data analysis using the index of consistency between the questions and the objectives, which is equal to 0.88, in the form of a 5-level rating scale under the consistency of the questions and the objectives. Each question must have an IOC value of not less than 0.5 [14]. It was found that all variables had an alpha coefficient between 0.80-0.91, which is more than 0.70 [15]. Therefore, it can be concluded that the research instrument is reliable and can be used to collect data with the sample group. Quality check for reliability by checking from the statistical value The Cronbach's coefficient (α Cronbach Coefficient) was analyzed from a sample group of 30 people who were not real samples, resulting in a reliability of 0.94, which is considered to be highly reliable.

Qualitative research instrument examination The researcher used the in-depth interview guideline for experts to examine the comprehensiveness and accuracy of the content to be academically correct. The in-depth interview guideline and the focus group discussion guideline (FGD) were revised according to the suggestions of experts who examined the research instruments. The guideline was then tested with government officials and revised before being used in the field. Triangulation was used, consisting of 1) Data triangulation, 2) Theory triangulation, and 3) Methodological triangulation.

3.4. Statistics Used in Data Analysis

The researcher analyzed data according to the hypothesis and the specified objectives, with details as follows:

Quantitative data analysis General data analysis on the status of the respondents using descriptive statistics presented data by finding frequency and percentage, analyzing tourist behavior by finding

mean and standard deviation (SD), analyzing with statistical values, and proving the hypothesis using multiple regression analysis.

Qualitative data analysis the researcher analyzed data from the data analysis form using descriptive analysis and then conducted content analysis, which will organize data according to the main issues specified in the interview. The obtained data will be organized into categories to find the relationship that links them. Developing and upgrading creative tourism by creating value through community tourism activities, Phuket Province In this research, quantitative and qualitative data were obtained, which must be synthesized from both parts to create guidelines for developing and upgrading creative tourism by creating value through community tourism activities, Phuket Province.

4. Results

4.1. Research Objective 1: Perception of the Value of Creative Community Tourism Activities in Phuket Province

Value received from products and services (Functional Value) Phuket Province has natural resources on land and in the sea, along with history, arts, culture, traditions, and lifestyles of various communities. It is considered the center of tourism in the Andaman provinces, generating a large amount of income for the country. The potential of creative community tourism in Phuket is a tourism method that emphasizes sustainability and participation of local communities. Tourists will receive value from products and services as follows: natural resources, religious activities, old city architecture, UNESCO creative city, local community lifestyles, and creative economy.

Social Value The government has given more importance to community tourism by announcing Thai tourism as a national agenda. A strategic plan for community tourism has been developed to develop community tourism in a sustainable direction. Tourists who visit marine communities or visit Phuket will receive social value, which is to promote the image of tourists as caring for the community and wanting to travel to areas that are different from general tourist areas, including strengthening communities, preserving and continuing culture, enhancing knowledge and education, and enhancing connections and understanding between people. Supporting environmental conservation

Emotional value Community-based tourism is a clear example of community resource management, by the community and for the community. It is also a bridge between the community and tourists in exchanging knowledge about the way of life, understanding cultural differences, and creating pride among local people, ultimately leading to sustainable happiness. Community-based tourism is a clear example of community resource management, by the community and for the community. It is also a bridge between the community and tourists in exchanging knowledge about the way of life, understanding cultural differences, creating pride among local people, ultimately leading to sustainable happiness, including deep and meaningful experiences, creating impressive experiences, creating warm and friendly feelings, stimulating feelings of nostalgia and connection, creating lasting memories, strengthening ties with the community, promoting mental and emotional health, and creating pride and identity of the community.

4.2. Research Objective 2: To Study the Types of Creative Tourism Activities by Communities in Phuket Province

Creative tourism is a form of tourism that emphasizes the participation of tourists in learning and exchanging cultures with local communities. Phuket Province consists of 3 districts: Mueang Phuket District, Kathu District and Thalang District. Each district is outstanding in terms of culture and history with interesting stories and identities. These activities can be divided into several types according to the nature of the activity and related content, as follows: 1. Cultural Heritage Activities related to history, archaeology, cultural traditions and beliefs of the community, including: Phuket Old Town Community, Talat Yai Subdistrict, Mueang Phuket District, Phuket Province Sino-Portuguese architecture and admiring the classic beauty. Currently, Phuket Municipality and the community have jointly promoted tourism by organizing a walking route to see the Phuket Old Town. Sino-Portuguese architecture combines Chinese and Malay cultures. Phuket Old Town is a center of Sino-Portuguese

architecture that has been preserved to the present day. There is the Phuket Thai Hua Museum, a collection of stories of the old town and the way of life and culture of overseas Chinese who migrated to mine. The old town community has jointly preserved and restored culture, architecture, and local food. Festivals and Traditions

Bang Rong Community, Pa Klok Subdistrict, Thalang District, Phuket Province “Ban Bang Rong Community” is a community of diverse nationalities who came to trade via junks in this area. It is a Thai Muslim community with an important history and is located in an area that is a source of abundant natural mangrove forests. They work in agriculture and fisheries. Activities such as “Ecotourism from the Mountains to the Sea” include cruising the Bang Rong Canal, viewing the mangrove forest, groups of macaques and fiddler crabs, planting mangrove fish, taking a fishing boat to fish, catching squid with the villagers at night, kayaking to study the ecosystem of the Bang Rong Canal, viewing the beauty of the abundant mangrove forest, “Two Wheels of Culture”, cycling to see nature and the way of life of the community for a distance of 2 km., viewing ancient houses, 100-year-old ancient walls, historical signs of Thalang City, Ban Bang Rong, visiting a goat farm and trying goat milking, stopping to see and taste Phuket pineapples.

Arts (Arts) Activities related to art and performances, learning to draw or make art, watching and participating in local music or dance performances, learning to cook local food or local desserts, including.

Ban Khaen Community, Thep Krasattri Subdistrict, Thalang District, Phuket Province It is a source of learning about Thalang culture, community lifestyles, and living according to the sufficiency economy philosophy. There are exercise activities in the form of "Norabic" that combines the ancient Phuket Nora dance with modern exercise, developed into 19 different postures invented by Khru Kalaya Chanthawong. The Ban Khan community, Thep Krasattri Subdistrict, Thalang District, Phuket Province, has a history related to the Thai heroines Thao Thep Kasattri and Thao Si Sunthon. There has been a collection and revival of local cultures, including local food, offering ceremonies, music, and many other ancient performances, resulting in the Thalang Cultural Village, which continues and preserves the culture of the original Thalang people for future generations to continue as an original community that preserves Thao Thep's culture and still maintains the Thalang way of life tightly. There are local recipes from local plants and vegetables that are abundant, plus cooking methods. Make food that is good for your health, such as Nam Phrik, Nam Chup 9 types (Nam Chup Yam, Nam Chup Yao, Nam Chup Wan, Nam Chup Kae, Nam Chup Krai, Nam Chup Siak, Nam Chup Mok, Nam Chup Mueang), types of curry, such as Gaeng Rieng, Tom Som, Tom Yum. There is a Thai Cultural Center, a community connection, a place to learn about Thalang culture and community lifestyles. Ban Kamala community, Kamala sub-district, Kathu district, the largest old Thai Muslim community in Phuket, linked to the history of the Phramai Suri. Villagers grow fruit orchards such as mangosteen, which are grown naturally. There are ancient orchards such as durian, jackfruit, champada, and garcinia. Muslim lifestyle, mosque, and fishing lifestyle. See the lifestyle of the old Thai Muslim community in Phuket. In the fruit orchards, there are groups of housewives who make curry paste, chili paste, and ancient desserts such as sticky rice takraw and Apong desserts.

Lifestyles Activities that allow tourists to experience and learn about the community's way of life. Participating in agricultural activities such as rice planting, harvesting, learning about making handicrafts or local products, participating in community activities.

Pa Klok Community, Pa Klok Subdistrict, Thalang District, Phuket Province The area is home to a large mangrove forest and has established the Pa Klok Conservation Group and the Pa Klok Eco-Tourism Group to restore and manage marine and coastal resources to be complete. Develop it into a learning center for the next generation of people. It is the most abundant sea grass source in Phuket Province. Dugongs can be seen on occasion. There is the Pa Klok Marine Nature Conservation Museum. Processing rubber latex Eco-tourism activities such as releasing turtles. Maintaining the community forest Supporting souvenir products made from rubber.

Kathu Community, Kathu Subdistrict, Kathu District, Phuket Province A community of mixed Thai-Chinese people. Located in a non-coastal area, similar to a pan. It has a long history of settlement. Because it is an abundant source of tin, many Chinese people came to live and mine tin. Later, during one era, there was an epidemic, so the opera house was used as a place for Chinese worship to eliminate these diseases. One of the rituals is “eating vegetables”, which has been passed down to become the origin of the tradition of observing the vegetarian diet (Jia Chai) of the Kathu people. The houses are in the Sino-Portuguese architecture. The houses are in the Sino-Portuguese architecture. The first famous vegetarian festival in Phuket Province is held.

Ban Bo Rae Community, Khlong Mudong, Wichit Subdistrict, Mueang District, Phuket Province. Khlong Mudong is a small canal in Phuket Province that still has a complete mangrove forest remaining. It is combined with the simple lifestyle of the local fishermen of the Bo Rae people. The Muslim community has the Kiyamutdin Mosque (Bo Rae Mosque) as the center of their minds and religious ceremonies. It is a community with a simple fishing lifestyle.

Thai Mai Community, Rawai Local Fisheries, Rawai Subdistrict, Mueang District, Phuket Province. The Rawai Fishing Community is home to the sea people or the so-called Thai Mai people, the Urak Lawoi group. Here, you will see the sea people’s lifestyle, who still make a living by catching shrimp, shellfish, crabs, and fish. You will see them untangling nets and bring fresh seafood to sell on stalls, so you can shop happily. The prices are cheaper than the market. And there are souvenirs made from seashells made by the sea people. It is the original sea people community of Phuket, the Urak Lawoi group, who still maintain their traditional fishing lifestyle. But they have adapted to the new Thai lifestyle according to the changes in the growth of Phuket. Interesting activities: Fishing boat trips Taking tourists to various islands Demonstrating the search for marine animals and diving of the Urak Lawoi people.

Media type Activities related to communication and the use of media to promote tourism Learning to take photos or make videos about local culture Creating public relations media about tourist attractions Learning to use social media to promote tourism.

Phuket Old Town Community, Talat Yai Subdistrict, Mueang Phuket District, Phuket Province There are activities with tourists in the Spirit of Phuket - Photogenic Exhibitions in Phuket Oldtown project. By taking pictures, the Spirit of Phuket exhibition has picked up tools such as photography to record the multicultural lifestyle in Phuket Old Town by inviting local photographers, Mr. Ekkawat Chansamutwattana (Ko Eak) and Mr. Apiwat Thongyuan, to convey the story of Phuket by telling stories of daily culture such as lifestyle, food, religion, occupation, clothing, art, traditions and celebrations. to the spirit of Phuket people under 3 main themes: Old town Reflections presenting photographs reflecting history and traditional way of life from the past to the present; Healing the Soul, photographs using culture as a spiritual center; Phuket Unseen, photographs of Unseen culture in Phuket to promote tourism.

Functional Creation: Activities that focus on creating products or services that meet the needs of tourists, designing souvenirs with local identity, developing accommodations or facilities that reflect local culture, and creating unique tourism experiences, including: Mai Khao Subdistrict, Thalang District, Phuket Province, a community located in a peat swamp forest area of Phuket Province, which can study biodiversity and is a bird watching area, a sea turtle nesting area, and sea cicadas. Organizing tourism activities in collaboration with the Sea Turtle Conservation Association, organizing camping, demonstrating sea cicada collection, sand massage for health, women's waist-tying batik, as well as batik and sarongs that are consistent with the culture of the Muslim community. Most of the community is engaged in fishing, sewing, and is famous for making both wax-printed and wax-painted batik. They are skilled at drawing patterns.

Ban Kamala Community, Kamala Subdistrict, Kathu District, Phuket Province, a Thai-Muslim community. The majority of the population, 85 percent, is Muslim, with a minority being Buddhists. Currently, tourism has expanded. Many flat areas that used to be rice fields have been transformed into accommodations for tourists. Ban Kamala has therefore established an Islamic religious ethics training

center. The youth were able to learn about religious practices and set up a community learning center to teach housewives how to make local desserts, how to weave coconut leaves to make coconut leaf dumplings, and to instill a love of local wisdom in the young generation and help preserve it so that it continues to exist in the community. It is the largest and oldest Thai Muslim community in Phuket, connecting the history of the Phramai Suri.

Ban Bang Khondi, Rawai Subdistrict, Mueang Phuket District, Phuket Province, in the Rawai Beach area, there is a community that has come together to form a community enterprise network, creating products and services from wisdom, such as cold-pressed coconut oil, embroidered batik cloth, products from coconut shells, Muslim spa massage. It is a close-knit Thai Muslim community that produces and selects interesting community products, such as cold-pressed coconut oil, made from coconut meat without heating, rich in lauric acid, which is found in breast milk, has special properties to enhance health and beauty, and increases immunity. It is suitable for eating, applying to the skin, and hair. - Products from coconut shells, such as key chains, ladles, bags, embroidered cloth - embroidered batik cloth, which uses batik cloth embroidered with colorful sequins and has a unique identity. Both are the type of cloth worn by the Baba or Peranakan people of Phuket on important days and modern-style bags.

Ban Bo Rae Community, Klong Mudong, Wichit Subdistrict, Mueang Phuket District, Phuket Province is a community with a simple fishing lifestyle. There are boat trips to see the Klong Mudong mangrove forest, choose to buy community products and watch a demonstration of the production of artificial flowers from fish scales, batik cloth.

4.3. Objective 3 Factors Affecting the Development of Creative Community Tourism Experiences in Phuket Province

Personal data of the majority of respondents were female, accounting for 52.2 percent, aged between 31-40 years, accounting for 37.1 percent, having a vocational certificate/associate degree, accounting for 38.4 percent, being married, accounting for 52.2 percent, being a civil servant/employee, accounting for 17.9 percent, having visited Phuket twice, accounting for 43.4 percent, having the purpose of vacation, accounting for 53.8 percent, traveling with family, accounting for 30.6 percent, traveling by car, accounting for 42.6 percent, and staying in a hotel in Phuket, accounting for 37.2 percent.

Table 1.

Factors affecting the development of creative community tourism experiences in Phuket Province.

Factors		Mean	S.D.	Ranking
1	Community participation	4.3130	0.53439	Highest
2	Identity and identity of tourist attractions	4.2383	0.53479	Highest
3	Balance of tourist needs and host satisfaction	4.3234	0.45960	Highest
4	Sustainability of tourist attractions	4.3039	0.46476	Highest
5	Tourist-host relations	4.2831	0.40268	Highest
Total		4.29234	0.479244	Highest

From Table 1 it was found that tourists had the highest opinion on the enhancement of creative community tourism experiences in Phuket Province ($M = 4.29$, $S.D. = .479$). They had the highest opinion on community participation ($M = 4.31$, $S.D. = 0.53$), the highest opinion on the identity and identity of tourist attractions ($M = 4.23$, $S.D. = 0.53$), the highest opinion on the balance of tourist needs and host satisfaction ($M = 4.32$, $S.D. = 0.45$), the highest opinion on the sustainability of tourist attractions ($M = 4.30$, $S.D. = 0.46$), and the highest opinion on the relationship between tourists and hosts ($M = 4.28$, $S.D. = 0.40$).

4.4. Objective 4: Guidelines for the Development and Enhancement of Creative Community Tourism Experiences in Phuket Province

Table 2.

Guidelines for the development and enhancement of creative community tourism experiences in Phuket Province.

Developing and enhancing creative community tourism experiences in Phuket Province		Mean	S.D.	Ranking
1	Local identity	4.2344	0.47130	Highest
2	Authenticity and originality	4.0900	0.58381	High
3	Cultural differences	4.2364	0.46754	High
4	Tourist experience	4.2173	0.57064	High
Total		4.194525	0.523323	High

From Table 2, it shows that opinions on the development and upgrading of creative community tourism experiences in Phuket Province were at a high level overall ($M = 4.19$, $S.D. = 0.523$), opinions on local identity were at the highest level ($M = 4.23$, $S.D. = 0.47$), opinions on authenticity and originality were at a high level ($M = 4.09$, $S.D. = 0.58$), opinions on cultural differences were at a high level ($M = 4.23$, $S.D. = 0.46$), and opinions on tourist experiences were at a high level ($M = 4.21$, $S.D. = 0.57$).

4.5. Results of Hypothesis Testing

Hypothesis 1: Community participation affects the enhancement of creative community tourism experiences.

Table 3.

Community participation in enhancing creative community tourism experiences.

Community participation	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
Constant	0.524	0.160		25.35	.000
X ₁₁ Participation in decision-making	0.730	0.61	0.421	1.20	00.02*
X ₁₂ Participation in implementation	0.118	0.68	0.762	1.73	0.04*
X ₁₃ Participation in benefit-taking	0.451	0.62	0.831	3.71	0.05*
X ₁₄ Participation in evaluation	0.205	0.15	0.293	3.96	0.03*
R ² =.553, Adjusted R ² =.527	F=59.24	Sig.=0.04			

Note: *Significant level of .05.

From Table 3, it was found that community participation had an effect on the elevation of creative community tourism experiences at 55.3 percent. Therefore, the hypothesis of the comparison of opinions of community participation that had an effect on the elevation of creative community tourism experiences was accepted, consisting of participation in decision-making, participation in practice, participation in receiving benefits, and participation in evaluating results at a statistical significance level of 0.05. Therefore, the hypothesis was accepted.

Table 4.

The Authenticity and identity of tourist attractions had an effect on the elevation of tourist experiences.

The Authenticity and identity of tourist attractions	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
Constant	0.408	0.355		26.39	0.000
X ₂₁ Exchange of knowledge on the conservation of arts, culture, wisdom and way of life	0.830	0.61	0.351	3.02	0.03*
X ₂₂ Identity	0.348	0.62	0.632	5.48	0.04*
X ₂₃ Integrity	0.491	0.66	0.117	10.08	0.01*
X ₂₄ Authenticity	0.672	0.65	0.134	5.68	0.05*
R ² =.612, Adjusted R ² =.587	F=36.49	Sig.=0.03			

Note: *Significant level of .05.

Hypothesis 2: The Authenticity and identity of tourist attractions had an effect on the elevation of creative community tourism experiences

From Table 4, it was found that the comparison of opinions on the identity and identity of tourist attractions affected the elevation of creative community tourism experiences by 61.2 percent. Therefore, the hypothesis of the comparison of opinions on the identity and identity of tourist attractions affected the elevation of creative community tourism experiences consisted of the exchange of knowledge on the conservation of arts, culture, wisdom and way of life, identity (Identity), integration and unity (Integrity) and authenticity (Authenticity) at the statistical significance level of 0.05, therefore, the hypothesis was accepted.

Hypothesis 3 The balance of tourist needs and host satisfaction affected the elevation of creative community tourism experiences.

Table 5.

The balance of tourist needs and host satisfaction affected the elevation of creative community tourism experiences.

The balance of tourist needs and host satisfaction	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	4.199	0.183		22.94	0.000
X ₃₁ Creating communication channels between tourists and hosts	0.280	0.54	0.551	5.25	0.05*
X ₃₂ Developing products and services that meet the needs of tourists	0.448	0.64	0.732	6.94	0.05*
X ₃₃ Managing the number of tourists to not exceed the capacity of the community	0.811	0.48	0.147	1.67	0.05*
X ₃₄ Managing the fair sharing of income from tourism with the community	0.422	0.44	0.304	1.66	0.05*
R ² =0.631, Adjusted R ² =0.612	F=37.5	Sig.=0.03			

Note: *Significant level of .05.

From Table 5, it was found that the comparison of opinions on the balance of tourist needs and host satisfaction affects the elevation of creative community tourism experiences by 63.1 percent. Therefore, the hypothesis is accepted. The results of the comparison of opinions on the balance of tourist needs and host satisfaction affect the elevation of creative community tourism experiences include creating communication channels between tourists and hosts, developing products and services that meet the needs of tourists, managing the number of tourists not to exceed the capacity of the community, and managing the sharing of tourism income with the community fairly at a statistical significance level of 0.05. Therefore, the hypothesis is accepted.

Hypothesis 4 Sustainability of tourist attractions affects the elevation of creative community tourism experiences.

Table 6.

Results of the comparison of opinions on the sustainability of tourist attractions affecting the elevation of creative community tourism experiences by type.

Sustainability of tourist attractions	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
Constant	4.284	0.179		23.99	0.000
X ₄₁ Environmental conservation	0.632	0.58	0.801	10.99	0.05*
X ₄₂ Promotion of local culture	0.334	0.52	0.574	6.34	0.05*
X ₄₃ Development and maintenance of tourist attractions	0.551	0.61	0.911	9.05	0.05*
X ₄₄ Development of infrastructure supporting tourism	0.642	0.45	0.824	4.57	0.05*
R ² =0.334, Adjusted R ² =0.312	F=13.5	Sig.=0.01			

Note: *Significant level of 0.05.

From Table 6, it was found that the comparison of opinions on the sustainability of tourist attractions affected the elevation of creative community tourism experiences by 33.4 percent. Therefore, the hypothesis of the comparison of opinions on the sustainability of tourist attractions affected the elevation of creative community tourism experiences, consisting of environmental conservation, promotion of local culture, development and maintenance of tourist attractions, and development of infrastructure supporting tourism was accepted at the statistical significance level of 0.05.

Hypothesis 5 The relationship between tourists and hosts affected the elevation of creative community tourism experiences.

Table 7.

The relationship between tourists and hosts affected the elevation of community tourism experiences.

The relationship between tourists and hosts	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
Constant	3.686	0.206		17.93	0.000
X ₅₁ Learning about local lifestyles	0.163	0.47	0.254	3.36	0.05*
X ₅₂ Respecting the community	0.254	0.47	0.435	5.36	0.05*
X ₅₃ Pride in community identity	0.841	0.58	1.463	1.46	0.05*
X ₅₄ Increasing opportunities for economic stability	0.762	0.29	0.821	5.88	0.05*
R²=0.386, Adjusted R²=0.367	F=3.42	Sig.=0.05			

Note: *Significant level of 0.05.

From Table 7, it was found that the comparison of opinions on the relationship between tourists and hosts had an effect on the elevation of creative community tourism experiences by 38.6 percent. Therefore, the hypothesis of the comparison of opinions on the relationship between tourists and hosts had an effect on the elevation of creative community tourism experiences was accepted, consisting of learning about local lifestyles, respecting the community, being proud of the community's identity, and increasing opportunities for economic stability at the statistical significance level of 0.05 was accepted.

5. Discussion

The research tested five key hypotheses related to factors influencing the elevation of creative community tourism experiences. The findings revealed the following:

Hypothesis 1: Community participation affects the elevation of creative community tourism experiences.

The study found that community participation plays a crucial role in enhancing creative tourism experiences. This includes participation in decision-making, implementation, benefit-sharing, and evaluation. These findings align with research by Wongbuangam and Thiantaworn [16] who studied community participation in managing and developing creative tourism in Phetchaburi Province. They emphasized the necessity of involving local residents in various aspects of tourism management—venue planning, policy discussions, and infrastructure development. Community participation fosters ownership and pride, contributing to sustainable tourism experiences.

Hypothesis 2: The identity and uniqueness of tourist attractions affect the elevation of creative community tourism experiences.

Results indicate that aspects such as knowledge exchange, preservation of arts, culture, and traditional wisdom, along with strong local identity, unity, and authenticity, contribute significantly to improving tourism experiences. This corresponds with findings by Phiemkhum and Chubchuwong [17] who studied creative tourism participation in Suphan Buri. Their research concluded that participating in activities rooted in community identity directly impacts tourist satisfaction and loyalty. The distinctiveness and authenticity of the destination enhance the depth and memorability of tourist experiences.

Hypothesis 3: The balance of tourist needs and host satisfaction affects the elevation of creative community tourism experiences.

The research found that aligning the expectations of tourists with the capacity and satisfaction of local hosts significantly enhances the quality of the tourism experience. Key components include establishing communication between tourists and hosts, developing appropriate products and services, managing visitor numbers to prevent over-tourism, and ensuring fair income distribution within the community. This supports the research of Promkan, et al. [18] which identified participation in planning and decision-making as central to managing creative tourism. A balanced approach ensures that tourism benefits both visitors and the local community.

Hypothesis 4: Sustainability of tourist attractions affects the elevation of creative community tourism experiences.

The study revealed that sustainable practices—such as environmental conservation, promotion of local culture, continuous development of tourist attractions, and supportive infrastructure—are vital for enhancing creative tourism. These findings are consistent with research by Anantamonkolkul [19] who investigated the behavior of cultural tourists in Phuket. The study identified key motivations for tourists, such as learning new experiences and engaging in authentic cultural activities. It also found that sustainable, participatory tourism activities—especially those rooted in local traditions like food, religion, and the arts—help maintain the destination's appeal and promote community involvement.

Hypothesis 5: The relationship between tourists and hosts affects the elevation of creative community tourism experiences.

A strong and respectful relationship between tourists and community members significantly contributes to creative tourism development. This includes learning about local lifestyles, showing respect for the host culture, and fostering pride among locals in their cultural identity. Moreover, such relationships create economic opportunities and improve the community's overall stability. The findings echo the work of Maneerat and Pasunon [20] who explored how cultural heritage values influenced food tourism in Phuket's old town. They concluded that stronger heritage values lead to richer, more meaningful tourist experiences.

In conclusion, the research supports all five hypotheses and confirms that successful creative community tourism must involve the community actively, maintain a strong sense of identity and sustainability, balance the interests of all stakeholders, and foster positive host-guest relationships. These elements together create deeper, more memorable, and more valuable tourism experiences that benefit both tourists and host communities.

5.1. New Knowledge

The researcher explains the development and upgrading of creative tourism by creating value through community tourism activities in Phuket Province.

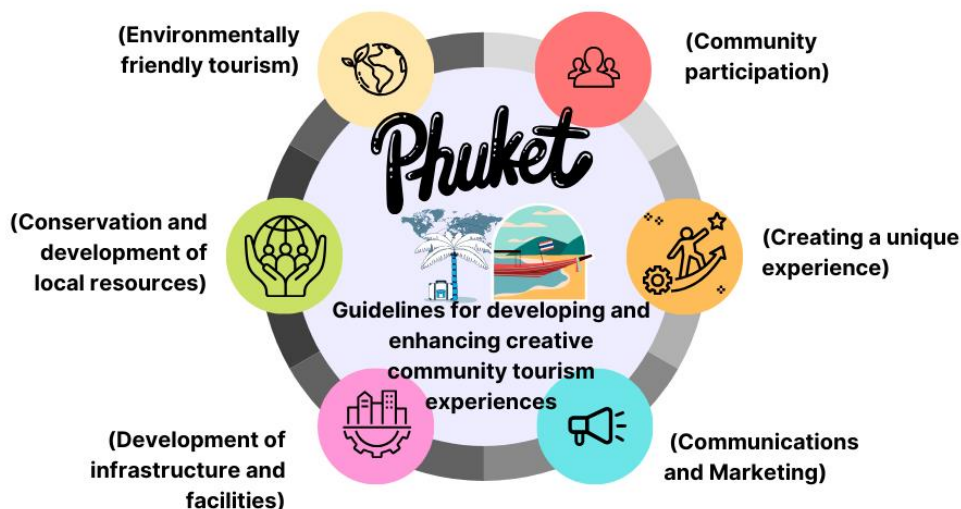


Figure 2.

Guidelines for developing and upgrading creative tourism by creating value through community-based tourism activities in Phuket Province.

Guidelines for developing and upgrading community-based tourism experiences by creating value for creative community-based tourism activities in Phuket Province should have the following appropriate characteristics:

1. Community participation by promoting community participation from planning, managing, and implementing tourism activities to create a sense of ownership and shared responsibility; creating a mechanism for meetings and communication within the community to collect opinions and suggestions for developing tourism activities; developing skills and knowledge by organizing training and developing necessary skills for people in the community, such as customer service, marketing, and tourism management; promoting learning and training on cultural and environmental conservation.
2. Creating a unique experience by developing unique tourism activities that emphasize participation, such as learning to cook local food, make handicrafts, and participate in local traditional activities; presenting diverse experiences and emphasizing learning to create differences from general tourism.
3. Communication and Marketing by planning and implementing marketing campaigns that focus on promoting community-based tourism activities; Through various media such as social media, websites and travel blogs, create partnerships with tourism companies and online booking platforms to increase the opportunity to attract tourists.
4. Development of infrastructure and facilities by improving and developing necessary infrastructure, such as roads, accommodation, and other facilities, to meet standards and be safe.

Support the creation of areas for tourist activities, such as tourist service centers and event venues.

5. Conservation and development of local resources by promoting the use of natural and local cultural resources to create sustainable tourism activities. Develop measures to protect and conserve natural and cultural resources to maintain local values.
6. Environmentally friendly tourism by supporting tourism that reduces environmental impacts, such as using renewable energy, reducing waste and using environmentally friendly materials. Campaign for tourists and communities to be aware of the importance of environmental conservation.
7. These guidelines will help develop creative community-based tourism in Phuket to be more sustainable and effective by creating value for unique and meaningful tourism activities for tourists and local communities.

6. Recommendations

6.1. Policy Recommendations

1. Institutionalize Community Participation in Tourism Planning. Government agencies should mandate community involvement in all phases of tourism planning—policy formulation, budgeting, implementation, and evaluation. Legal frameworks should support community representation in tourism committees at provincial and district levels to ensure inclusive governance.
2. Promote Cultural Heritage Protection and Interpretation. Policies should emphasize the protection, documentation, and transmission of local cultural heritage, with support for training cultural interpreters and creating heritage-based educational programs. Guidelines must ensure that cultural representation in tourism activities reflects authenticity and respects local identity.
3. Implement Sustainable Tourism Certification and Standards. Introduce provincial-level sustainability standards or certification systems for community-based tourism operators to ensure environmental conservation, waste reduction, and resource efficiency. Incentives (e.g., tax relief, funding) should be offered to businesses that adopt eco-friendly practices.
4. Support Infrastructure Development in Underdeveloped Tourism Areas. Allocate targeted government investment for rural or heritage communities to upgrade infrastructure such as roads, waste management systems, and public utilities to meet tourism demands without compromising community welfare.
5. Encourage Public–Private–Community Partnerships (PPCPs). Facilitate collaboration between local governments, private tour operators, and community enterprises to co-develop tourism products, marketing strategies, and capacity-building initiatives.

6.2. Practical Recommendations

1. Develop Community Tourism Leadership and Training Programs. Organize continuous skill development workshops for local residents in hospitality, digital marketing, customer service, and storytelling. Training local guides to share authentic cultural knowledge will enrich the visitor experience and boost community confidence.
2. Design Unique and Participatory Tourism Activities. Communities should create experiential tourism packages that allow visitors to participate in local traditions—e.g., cooking local cuisine, joining traditional festivals, and crafting local products—ensuring activities are both educational and interactive.
3. Create Visitor Management and Feedback Mechanisms. Implement tools for monitoring tourist volume and collecting feedback, such as mobile applications, suggestion boxes, and community-tourist dialogue sessions. This helps adapt services and prevent over-tourism in fragile areas.
4. Enhance Digital Promotion and Branding of Community Experiences. Local tourism clusters should actively use social media, video content, and influencer marketing to promote their

identity. Creating storytelling-based digital content in multiple languages will improve international appeal.

5. Establish Environmental Awareness Programs. Engage both locals and tourists in conservation activities (clean-up campaigns, tree planting, eco-workshops). Signage, guidelines, and incentive programs can encourage sustainable behavior during tourism activities.

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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