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Factors influencing the Selection of Spiritual Tourism Destination : A case study of the Memorial Park

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Abstract

The tourism industry plays a significant role in national and global economic development by contributing to income generation, employment, and regional growth. In recent years, spiritual tourism has emerged as an important yet underexplored tourism segment in Thailand. This study investigates the relationships among tourist motivation, destination image, and visit intention toward a spiritual tourism destination, using a Memorial Park as a case study. A mixed-method research design was employed. Quantitative data were collected through a self-administered questionnaire from 400 Thai and non-Thai tourists who had traveled in Thailand within the previous three years. In addition, 15 respondents were purposively selected for in-depth interviews to provide qualitative insights supporting the quantitative findings. Pearson correlation and multiple linear regression analyses were applied to examine relationships and causal influences among the variables. The results reveal significant positive relationships among push-pull motivation, destination image (cognitive and affective), and visit intention. Push motivation was found to significantly influence destination image, while push-pull motivation and cognitive-affective image significantly influenced visit intention. The qualitative findings further highlight the importance of emotional comfort, environmental quality, and recreational value in shaping tourists' perceptions of spiritual tourism destinations. The findings provide practical implications for the design and development of memorial parks as spiritual tourism destinations by emphasizing the integration of spiritual significance, positive destination image, and leisure-oriented experiences. This study contributes to tourism literature by extending behavioral research within the context of spiritual tourism and destination development.

Keywords : Spiritual tourism; Religious tourism; Tourist motivation; Destination image; Visit intention; Memorial park

1. Introduction

Tourism is one of the most significant industries contributing to economic growth, employment generation, regional development, and social well-being at both national and global levels. The tourism sector stimulates income creation, infrastructure development, and cultural exchange, while also supporting related industries such as transportation, hospitality, and services (World Travel & Tourism Council, 2014; Singh, 1997). In Thailand, tourism plays a particularly vital role as a key driver of the national economy and regional development.

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In recent years, spiritual and religious tourism has emerged as a growing segment of the tourism industry. Unlike conventional leisure tourism, spiritual tourism emphasizes inner fulfillment, emotional well-being, cultural values, and belief systems, while still offering opportunities for relaxation and enjoyment (Kale, 2004). Destinations such as temples, shrines, memorial parks, and pilgrimage sites increasingly attract both domestic and international tourists who seek meaning, peace, and cultural connection alongside recreational experiences.

Despite its potential, spiritual tourism faces several challenges. In Thailand, political instability, economic uncertainty, and destination image issues have affected tourist arrivals and spending patterns, particularly in non-mainstream tourism destinations. Moreover, spiritual and memorial destinations are often perceived as solemn or uncomfortable, which may limit their attractiveness as leisure tourism sites. These perceptions highlight the need for a deeper understanding of tourist behavior and decision-making in the context of spiritual tourism.

Tourist decision-making is influenced by a complex interaction of psychological and external factors. Prior studies emphasize the importance of tourist motivation, destination image, and visit intention in explaining destination selection behavior. Tourist motivation, particularly through the push–pull framework, explains why individuals travel and what attracts them to specific destinations. Destination image, consisting of cognitive and affective components, shapes tourists' perceptions and emotional responses toward a destination. Visit intention reflects tourists' likelihood of visiting and is widely used as a predictor of actual travel behavior. Although these constructs have been widely examined in general tourism research, empirical studies integrating them within the context of spiritual tourism and memorial park development remain limited.

In response to this gap, the present study investigates the relationships and influences among tourist motivation, destination image, and visit intention in the context of spiritual tourism, using a Memorial Park in Thailand as a case study. By employing both quantitative and qualitative research methods, the study aims to provide a comprehensive understanding of tourists' motivations, perceptions, and behavioral intentions toward spiritual tourism destinations.

Specifically, this research seeks to:

- (1) examine tourist behaviors toward spiritual and religious tourism;
- (2) analyze the relationships between tourist motivation, destination image, and visit intention;
- (3) identify key factors influencing tourists' decisions to visit a memorial park; and
- (4) provide practical recommendations for the design and development of a spiritual tourism destination.

The findings of this study are expected to contribute to both academic literature and managerial practice. Academically, the study extends tourism behavior research by integrating motivational, perceptual, and intentional constructs within a spiritual tourism context. Practically, the results provide actionable insights for tourism planners, developers, and policymakers in designing memorial parks that balance spiritual significance with comfort, accessibility, emotional appeal, and recreational value. Such insights are particularly relevant for enhancing destination image and encouraging sustainable development of spiritual tourism in Thailand.

1.1. Statement of the Research Problem

Tourism is a critical contributor to Thailand's economic growth; however, fluctuations in international tourist arrivals and declining domestic tourism spending—caused by political instability, economic uncertainty, and destination image concerns—have negatively affected the performance of the tourism sector. These challenges are particularly evident in non-mainstream tourism segments, including spiritual and religious tourism, which remain underutilized despite their cultural and economic potential.

Spiritual and religious tourism destinations such as memorial parks, cemeteries, and ancestral worship sites are often perceived as solemn or emotionally uncomfortable, limiting their attractiveness as leisure tourism destinations. This negative or ambiguous destination image may reduce tourists' willingness to visit, even when such destinations offer cultural significance, emotional value, and opportunities for relaxation and reflection. Consequently, there is a need to

better understand how tourist motivation and destination image influence visit intention within the context of spiritual tourism.

Although prior tourism studies have examined tourist motivation, destination image, and visit intention, limited empirical research has integrated these constructs within the specific setting of spiritual tourism and memorial park development in Thailand. Furthermore, there is insufficient evidence on how internal motivations (push factors), external destination attributes (pull factors), and cognitive–affective images interact to shape tourists’ behavioral intentions.

Addressing these gaps, this study seeks to analyze tourist behavior toward spiritual tourism by examining the relationships and influences among tourist motivation, destination image, and visit intention. The findings are intended to provide evidence-based insights to support the design and development of a memorial park that balances spiritual meaning with emotional comfort, recreational value, and positive destination image.

1.2. Research Objectives and Hypotheses

Research Objectives

The objectives of this study are as follows:

To examine tourist behaviors toward religious and spiritual tourism destinations.

To analyze the relationships between tourist motivation, destination image, and visit intention in the context of spiritual tourism.

To investigate the key factors influencing tourists’ decisions to visit a Memorial Park.

To propose practical directions and recommendations for the design and development of a Memorial Park as a spiritual tourism destination.

Research Hypotheses

Based on the literature review and conceptual framework, the following hypotheses are formulated:

H1: Pull motivation is significantly related to destination image.

H2: Push motivation is significantly related to destination image.

H3: Tourist motivation is significantly related to destination image.

H4: Tourist motivation is significantly related to visit intention.

H5: Cognitive image is significantly related to visit intention.

H6: Affective image is significantly related to visit intention.

H7: Destination image is significantly related to visit intention.

H8: Push motivation and pull motivation significantly influence destination image.

H9: Push motivation and pull motivation significantly influence visit intention.

H10: Cognitive image and affective image significantly influence visit intention.

1.3. Significance of the study

This study offers both theoretical and practical significance. From an academic perspective, it contributes to tourism literature by integrating tourist motivation, destination image, and visit intention within the underexplored context of spiritual and religious tourism. The study also extends existing behavioral tourism models by examining both relational and causal effects among key variables.

From a practical perspective, the findings provide valuable insights for tourism planners, developers, and policymakers involved in the design and development of spiritual tourism destinations. Specifically, the results support evidence-based decision-making in developing a memorial park that accommodates spiritual practices while offering a comfortable, emotionally appealing, and recreationally attractive environment.

The proposed memorial park is envisioned as a multifunctional destination where tourists can relax, gather with family and friends, engage in spiritual and cultural activities, enjoy nature-based recreation, and reflect on meaningful life experiences. By aligning destination design with tourists' motivations and perceptions, the study supports sustainable development and enhanced competitiveness of spiritual tourism destinations in Thailand.

2. Literature Review

This section reviews relevant theories and empirical studies related to tourist motivation, destination image, visit intention, and spiritual–religious tourism. The review is structured to directly support the research objectives and hypotheses, and to justify the proposed conceptual framework.

2.1. Tourist Motivation

Tourist motivation is a fundamental concept in tourism research as it explains why individuals decide to travel and choose specific destinations. Motivation influences destination selection, travel behavior, satisfaction, and future behavioral intentions (Wall & Mathieson, 2006). Understanding tourist motivation is therefore essential to achieving Research Objectives 1 and 2, which focus on tourist behavior and its relationship with destination image and visit intention.

The most widely accepted framework for explaining tourist motivation is the Push–Pull theory.

Push motivations originate from internal psychological needs such as escape, relaxation, prestige, self-development, novelty seeking, social interaction, and cultural learning (Correia & Valle, 2007).

Pull motivations refer to external destination attributes that attract tourists, including accessibility, safety, natural environment, facilities, cultural and religious attractions, price affordability, and destination image (Crouch et al., 2004).

Previous studies confirm that push and pull motivations not only influence destination choice but also shape tourists' perceptions of destinations. Tourists who are strongly motivated are more likely to develop favorable destination images and stronger intentions to visit (Bigné et al., 2001). Accordingly, this study examines both relationships and causal influences between tourist motivation, destination image, and visit intention, leading to Hypotheses H1–H4, H8, and H9.

2.2. Destination Image

Destination image refers to the overall perception, beliefs, impressions, and emotional evaluations that tourists hold toward a destination (Chon, 1990; Echtner & Ritchie, 1991). Destination image plays a crucial role in destination selection and is directly linked to tourist satisfaction and behavioral intention, thereby supporting Research Objectives 2 and 3.

Destination image is commonly conceptualized as consisting of two dimensions:

Cognitive image, which reflects tourists' knowledge and beliefs about destination attributes such as environment, facilities, accessibility, cleanliness, safety, and attractions (Boo & Busser, 2006; Pike & Ryan, 2004).

Affective image, which represents tourists' emotional responses and feelings toward a destination, such as whether it is perceived as relaxing, pleasant, exciting, or peaceful (Baloglu & Brinberg, 1997; Walmsley & Jenkins, 1993).

Empirical research indicates that cognitive image often precedes affective image, and together they form an overall destination image that significantly influences visit intention (Govers et al., 2007). In spiritual and religious tourism contexts, destination image is particularly important because such destinations may be associated with solemnity or fear, which can negatively affect tourists' emotional perceptions unless carefully designed and managed.

Therefore, this study investigates the relationships and influences between cognitive image, affective image, overall destination image, and visit intention, leading to Hypotheses H5–H7 and H10.

2.3. Tourist Visit Intention

Visit intention represents a tourist's willingness or likelihood to visit a destination and is widely used as a predictor of actual travel behavior (Zeithaml et al., 2009). Visit intention is shaped by tourists' motivations, perceptions, attitudes, and emotional responses toward a destination.

Prior studies demonstrate that tourists are more likely to intend to visit destinations that they perceive positively and that align with their personal motivations (Bigné et al., 2001). In tourism marketing, visit intention is considered a critical outcome variable because it reflects the effectiveness of destination planning, image formation, and marketing strategies.

In the context of spiritual tourism, visit intention is influenced not only by religious beliefs but also by destination attractiveness, comfort, recreational opportunities, and emotional appeal. This supports the study's focus on visit intention as the key dependent variable in achieving Research Objectives 2 and 3.

2.4 Spiritual and Religious Tourism

Spiritual and religious tourism has gained increasing attention due to changes in tourists' lifestyles and growing interest in inner well-being, meaning, and emotional fulfillment (Kale, 2004). Spiritual tourism is often associated with pilgrimage, religious rituals, ancestral worship, and merit-making activities, while religious tourism focuses on travel motivated by faith, religious practices, and sacred sites (SIGA, 2012).

Unlike mass tourism, spiritual and religious tourists are not solely motivated by leisure or luxury but also by emotional attachment, cultural values, and belief systems. However, recent studies suggest that modern spiritual tourists also seek relaxation, aesthetic environments, and recreational experiences alongside religious practices.

In Thailand, spiritual and religious tourism is deeply embedded in cultural norms, particularly among Buddhist and Thai-Chinese communities. This cultural context makes spiritual tourism an appropriate setting for examining tourist motivation, destination image, and visit intention, and directly supports Research Objectives 1, 3, and 4.

2.5 Feng Shui Theory and Five-Element Concept in Tourism Design

Feng Shui is an ancient environmental planning philosophy that emphasizes harmony between humans and their surroundings (Lip, 1990). It has traditionally been applied in site selection, building orientation, and landscape design, particularly in cemeteries and memorial parks.

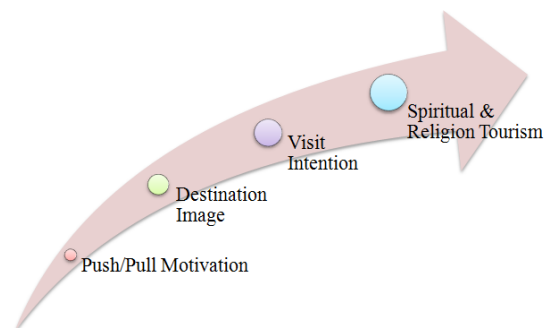


Figure 1: Theoretical Framework

The Five-Element Concept—wood, fire, earth, metal, and water—explains the dynamic interactions of natural forces and is commonly integrated with Feng Shui principles to create balanced and harmonious environments. In spiritual tourism destinations, these principles influence tourists’ perceptions of peace, comfort, safety, and emotional well-being.

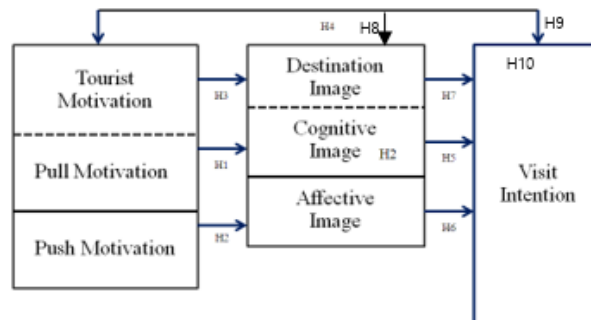


Figure 2: Conceptual Framework

In this study, Feng Shui theory and the Five-Element Concept provide a contextual and design-oriented foundation that complements behavioral theories. They support Research Objective 4, which focuses on translating empirical findings into practical recommendations for designing and developing the Memorial Park.

2.6. Summary and Research Gap

The literature confirms that tourist motivation, destination image, and visit intention are strongly interrelated. However, limited empirical research integrates these constructs within the context of spiritual and religious tourism combined with destination design considerations.

This study addresses this gap by:

Examining both relationships and causal influences among key variables, and

Applying findings to the practical design and development of a spiritual tourism destination (Memorial Park).

These gaps justify the proposed conceptual framework and the formulation of the ten research hypotheses.

3. Research Methods and Materials

3.1. Research Design

This study adopted a mixed-method research design with a dominant quantitative approach, complemented by qualitative inquiry to enrich interpretation and support practical implications. The quantitative method was selected to empirically examine the relationships and causal influences among tourist motivation, destination image, and visit intention, as proposed in the conceptual framework and hypotheses.

Data were collected using a self-administered structured questionnaire, chosen for its cost efficiency and suitability for collecting large-scale data within a limited timeframe. The questionnaire consisted of three main sections:

(1) demographic characteristics of respondents;

(2) screening questions and tourist behavior related to spiritual and religious tourism; and

(3) measurement of key research variables, including push motivation, pull motivation, cognitive image, affective image, destination image, and visit intention.

All measurement items were assessed using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree, which is widely used in tourism and consumer behavior research for capturing attitudes and perceptions.

Quantitative data were analyzed using Pearson's Product-Moment Correlation Coefficient to examine the strength and direction of relationships among variables. In addition, Multiple Linear Regression (MLR) analysis was employed to test the influence of push and pull motivation on destination image, as well as the influence of push motivation, pull motivation, cognitive image, and affective image on visit intention.

To complement the quantitative findings, qualitative data were collected through in-depth interviews and analyzed using content analysis. This qualitative component provided deeper insights into tourists' perceptions, motivations, and expectations, particularly in relation to the design and development of the memorial park.

3.2 Population, Sampling, and Measurement of Variables

Population and Sampling

The target population of this study consisted of Thai and non-Thai tourists who had traveled in Thailand within the previous three years. This population was selected to ensure that respondents possessed relevant and recent travel experience and were capable of evaluating spiritual and religious tourism destinations.

According to Cochran's (1963) sample size determination formula, a minimum of 384 respondents is required at a 95% confidence level. To enhance statistical reliability and account for potential non-response or incomplete questionnaires, the study aimed to collect data from 400 respondents.

A non-probability purposive sampling technique was employed to select respondents who met the predefined criteria, including prior travel experience in Thailand and familiarity with spiritual or religious tourism activities. Purposive sampling was considered appropriate due to the specialized nature of the study context and the absence of a comprehensive sampling frame for spiritual tourists (Zikmund, 2003).

In addition to the quantitative survey, 15 respondents were purposively selected from the survey participants to participate in in-depth interviews. These respondents were chosen based on their travel experience and ability to provide meaningful insights. The qualitative data were used to support and contextualize the quantitative findings, particularly for destination design and development implications.

Measurement of Variables

The questionnaire was developed based on established tourism and consumer behavior literature and consisted of validated measurement items adapted to the context of spiritual and religious tourism. All constructs were measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree.

The key variables and their operational definitions are as follows:

Tourist Motivation

Tourist motivation was conceptualized using the push-pull framework.

Push motivation reflects internal psychological drivers such as escape, self-esteem, novelty seeking, cultural learning, relaxation, and social interaction.

Pull motivation represents external destination attributes, including accessibility, safety, natural environment, facilities, religious attractions, and price affordability.

Destination Image

Destination image was measured as a multidimensional construct consisting of:

Cognitive image, referring to tourists' beliefs and knowledge about destination attributes such as environment, facilities, cleanliness, location, and accommodation.

Affective image, reflecting tourists' emotional responses toward the destination, including feelings of relaxation, comfort, attractiveness, and enjoyment.

Visit Intention

Visit intention was measured by respondents' stated likelihood of visiting the memorial park, willingness to recommend the destination to others, and intention to include the destination in future travel plans.

All measurement items were designed to align with the research objectives and hypotheses, enabling the examination of both relationships and causal influences among tourist motivation, destination image, and visit intention.

Data Analysis

Quantitative data were analyzed using descriptive statistics to summarize respondent characteristics and overall perceptions. Pearson's Product–Moment Correlation Coefficient was applied to test the relationships among variables. Multiple Linear Regression (MLR) analysis was used to examine:

- (1) the influence of push and pull motivation on destination image, and
- (2) the influence of push motivation, pull motivation, cognitive image, and affective image on visit intention.

Qualitative data obtained from in-depth interviews were analyzed using content analysis, allowing for the identification of recurring themes and deeper interpretation of tourists' perceptions and expectations regarding the memorial park.

4. Results and Findings

4.1 Demographic Profile and Tourist Behavior of Respondents

The demographic analysis indicates that male respondents and those aged between 41 and 60 years reported higher levels of engagement in spiritual and religious activities, including visits to cemeteries, tombs, and columbaria, as well as participation in the Tomb Sweeping Day. These respondents also showed stronger agreement that Pak Chong is an appropriate location for the development of a Feng Shui–oriented memorial park.

In terms of cultural and religious background, the findings reveal that a substantial proportion of respondents identified as Buddhist with Thai-Chinese heritage. This group demonstrated significantly higher levels of experience with ancestral worship practices, visits to cemeteries and columbaria, and participation in religious ceremonies. They also expressed a more favorable perception of Pak Chong as a suitable site for memorial park development. These results highlight the influence of religious beliefs and cultural background on tourists' engagement with spiritual tourism activities.

4.2 Quantitative Analysis of Tourist Motivation, Destination Image, and Visit Intention

Descriptive statistics reveal that visit intention recorded the highest overall mean score (mean = 4.34), followed by tourist motivation (mean = 4.02) and destination image (mean = 3.80). These findings indicate a generally strong intention among respondents to visit the memorial park, supported by positive motivational and perceptual evaluations.

Regarding pull motivation, the highest-rated factors were ease of travel (mean = 4.62), safety and security (mean = 4.55), favorable atmosphere and natural surroundings (mean = 4.38), availability of affordable pricing options (mean = 4.22), and the presence of religious objects and spaces for ceremonial activities (mean = 4.14). These results suggest that accessibility, safety, environmental quality, and religious facilities are key external drivers attracting tourists to spiritual destinations.

For push motivation, the highest mean scores were associated with the desire to enhance social status (mean = 4.42), seek excitement and new experiences (mean = 4.40), visit unfamiliar destinations (mean = 4.19), learn and exchange cultural and religious knowledge (mean = 4.11), and relax and enjoy leisure time (mean = 4.09). These findings indicate that spiritual tourism is motivated not only by religious beliefs but also by self-development, novelty seeking, and leisure-oriented needs.

In terms of destination image, good environmental conditions, location, and accommodation recorded the highest mean score for cognitive image (mean = 4.51), while relaxing spaces and on-site attractions achieved the highest mean score for affective image (mean = 3.79). With respect to visit intention, the statement “I will definitely travel to this memorial park” received the highest agreement (mean = 4.61), reflecting strong behavioral intention among respondents.

4.2.1 Pearson’s Correlation Analysis

The Pearson correlation analysis indicates that all variables are significantly and positively correlated, with all p-values below the 0.01 significance level. The strongest relationship was observed between destination image and affective image ($r = 0.926$, $p < 0.01$), followed by the relationships between destination image and cognitive image ($r = 0.882$), tourist motivation and pull motivation ($r = 0.881$), destination image and pull motivation ($r = 0.852$), and tourist motivation and push motivation ($r = 0.806$).

These results confirm the close interrelationships among motivational, perceptual, and intentional constructs, providing strong empirical support for Hypotheses H1–H7.

4.2.2 Multiple Linear Regression Analysis

Multiple Linear Regression (MLR) analysis was conducted to examine the causal influences among the study variables. The results indicate that push motivation significantly influences destination image, suggesting that tourists’ internal psychological drivers play a crucial role in shaping their perceptions of spiritual tourism destinations.

Furthermore, the findings reveal that push motivation, pull motivation, cognitive image, and affective image significantly influence visit intention. This suggests that tourists’ intention to visit the memorial park is jointly determined by internal motivations, external destination attributes, and both cognitive and emotional perceptions. These results provide empirical support for Hypotheses H8–H10.

4.3. Qualitative Findings

The qualitative findings provide deeper insight into tourists’ perceptions and expectations regarding spiritual tourism. Respondents emphasized that attending religious ceremonies, visiting spiritual places, and paying respect to ancestors or departed loved ones are considered important practices, regardless of religious affiliation. These activities were associated with emotional fulfillment, moral responsibility, and cultural tradition.

However, respondents noted that their motivation to visit spiritual and religious destinations varies depending on personal interests and situational factors. Prior to visiting, most respondents actively seek information through online platforms, television programs, magazines, and news media to ensure that the destination aligns with their expectations.

Importantly, respondents expressed that memorial parks are often perceived as somber or frightening, which discourages them from considering such destinations for leisure travel. To overcome this perception, respondents suggested that spiritual tourism destinations should offer comfortable environments, attractive landscapes, recreational activities, and a relaxing atmosphere. When these elements are present, tourists are more likely to perceive memorial parks as appealing destinations and express stronger intentions to visit.

5. Conclusion and Discussion

This study examined tourist behavior toward spiritual tourism by analyzing the relationships and influences among tourist motivation, destination image, and visit intention in the context of a memorial park in Thailand. The findings confirm that these constructs are strongly interrelated and jointly influence tourists’ destination decision-making, thereby supporting the proposed conceptual framework.

Consistent with Thailand's cultural and religious context, the results indicate that a large proportion of respondents were influenced by Buddhist beliefs and Thai-Chinese cultural traditions, particularly practices related to ancestral worship and merit-making activities. These cultural factors shape tourists' engagement with spiritual and religious destinations and reinforce the importance of aligning destination development with local values, norms, and belief systems.

The empirical results demonstrate that tourist motivation—both push and pull factors—plays a crucial role in shaping destination image, which in turn significantly affects visit intention. Importantly, visit intention was influenced not only by religious or spiritual motivations but also by leisure-oriented, emotional, and experiential factors, such as relaxation, novelty, environmental quality, safety, and accessibility. This finding suggests that spiritual tourism destinations should not be positioned solely as sacred or ceremonial spaces but also as emotionally comfortable and experiential environments.

Despite the cultural acceptance of spiritual practices, memorial parks are still not widely perceived as recreational tourism destinations. This perception presents a challenge for destination developers and planners. However, the study also reveals an opportunity: tourists are more willing to visit memorial parks when these destinations offer positive cognitive and affective images, supported by appealing physical design, recreational activities, and a welcoming atmosphere. These insights provide a foundation for transforming memorial parks into multifunctional spiritual tourism destinations that integrate spirituality, leisure, and emotional well-being.

5.1 Practical Implications and Recommendations

The findings provide several practical implications for the design, development, and management of memorial parks as spiritual tourism destinations.

First, destination design should emphasize modern architecture, a friendly and peaceful atmosphere, convenient accessibility, well-equipped facilities, distinctive aesthetic elements, and appropriate land-use planning. These physical attributes directly contribute to positive cognitive destination image.

Second, memorial parks should incorporate recreational and experiential elements, such as nature-based activities, scenic landscapes, food and beverage outlets, resting areas, and cultural attractions. These features enhance affective image by creating feelings of relaxation, comfort, and enjoyment.

Third, service quality is critical. High standards of security, cleanliness, communication, customer service, and professional death-care services significantly influence tourists' trust and emotional comfort, thereby strengthening visit intention.

Finally, marketing and communication strategies should be carefully designed to reshape public perception. Promotional messages should emphasize the memorial park as a place for reflection, relaxation, and meaningful experiences rather than solely as a site for mourning. Targeted communication that aligns with specific cultural, age, and motivational segments can increase public awareness and encourage tourists to consider memorial parks as part of their leisure travel choices.

5.2 Directions for Future Research

5.2.1 Academic Directions

Future research may expand this study by incorporating additional behavioral and psychological variables, such as perceived value, satisfaction, emotional attachment, and loyalty. Comparative studies across different types of spiritual tourism destinations or across countries with different cultural and religious contexts would also enhance generalizability.

Further research could apply advanced analytical techniques, such as structural equation modeling (SEM), to examine more complex causal relationships among variables. Longitudinal studies may also provide insights into changes in tourists' perceptions and intentions over time.

5.2.2 Directions for the Design and Development of the Memorial Park Project

The Memorial Park is envisioned as a harmonious, peaceful, and multifunctional destination that accommodates both spiritual practices and leisure activities. It serves as a respectful resting place for departed loved ones while offering descendants and visitors opportunities for reflection, relaxation, and cultural engagement. By integrating natural landscapes, spiritual symbolism, and recreational facilities, the memorial park can enhance emotional well-being and create meaningful tourism experiences.

5.2.3 Master Plan and Landscape Development

The overall master plan of the Memorial Park comprises six development phases across a total area of approximately 1,000 Rai. This study focuses specifically on Phase One, which covers an area of 150 Rai and serves as the foundational development stage.

Phase One consists of the following key components:

- Praying Ground (ลานขอพรฟ้า): A designated area for prayer, meditation, and making wishes.
- Seven-Storey Columbarium (เจดีย์เก็บอัฐิ): A central structure for the respectful preservation of remains.
- Pae Kong Shrine (อาคารเป็ะกง): A sacred space reflecting traditional beliefs and cultural heritage.
- Ceremony Hall and Columbarium (อาคารประกอบพิธี และบรรจุอัฐิรวม): Facilities for religious ceremonies and communal remembrance.
- Private Family Columbarium (อาคารเก็บอัฐิส่วนตัว): Personalized spaces for family remembrance.
- Family Burial Plots (แปลงครอบครัว): Designated areas for family burials.
- Standard Burial Plots (แปลงมาตรฐาน): Standardized burial areas designed for efficient land use.
- Environmental and Landscape Areas: Green spaces, walking paths, and scenic zones that enhance tranquility and visitor comfort.

These components collectively support a balanced integration of spiritual significance, functional design, and tourism appeal, as illustrated in Figures 3 and 4.



Figure 3: The Master Plan and Landscape of the Memorial Park Phase One



Figure 4: Environment and Landscape

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