Experience Design for Community-Based Tourism Through Creative Tourism Activities Based on BCG Economy Model: A Quantitative Study of Koh Kret, Nonthaburi

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Abstract

This research aims to examine how experience design for community-based tourism (CBT) through creative tourism activities based on the Bio-Circular-Green (BCG) Economy Model influences tourist satisfaction and behavioral intentions in Koh Kret, Nonthaburi. The study specifically investigates three key components of experience design: local capital utilization, local interpreter engagement, and five-senses integration**.** Using a quantitative approach, data were collected from 385 tourists visiting Koh Kret through systematic random sampling. Statistical analyses included descriptive statistics, confirmatory factor analysis, and structural equation modeling. Results revealed that all three experience design dimensions significantly influenced tourist satisfaction ($R^2 = 0.731$) and behavioral intentions ($R^2 = 0.689$), with five-senses integration demonstrating the strongest effect ($\beta = 0.412$), followed by local capital utilization ($\beta = 0.385$) and local interpreter engagement ($\beta = 0.337$). The findings provide empirical evidence that BCG-aligned experience design enhances CBT sustainability while creating memorable tourist experiences. This study contributes to tourism design theory by offering an integrated framework connecting BCG principles with sensory-rich tourism experiences, providing practitioners with actionable strategies for sustainable tourism development that balances economic benefits with environmental and cultural preservation.

Keywords: Experience Design; Creative Tourism; Community-Based Tourism; BCG Economy Model; Sustainable Tourism; Sensory Tourism; Koh Kret

Introduction

Tourism represents a pivotal economic sector in Thailand, generating substantial revenue and providing diverse socio-cultural benefits (Wattanacharoensil & Schuckert, 2022). However, rapid growth focused on quantity rather than quality has created numerous challenges, including environmental degradation, cultural commodification, and uneven economic distribution (Ministry of Tourism and Sports, 2022). In response, the Thai government has implemented the Bio-Circular-Green (BCG) Economy Model to foster sustainable development across multiple sectors, including tourism (Boonchai & Somwaythee, 2022).

Community-Based Tourism (CBT) aligns seamlessly with BCG principles, emphasizing environmental sustainability, cultural preservation, and equitable economic benefits (Lucchetti & Font, 2020). As a distinctive form of tourism, CBT enables communities to showcase their unique identity through participatory activities and experiences (Juma & Khademi-Vidra, 2021). Community-based tourism (CBT) is a key approach to sustainable development that centers on the active participation of local communities in tourism planning, management, and benefit-sharing. Sujkird and Anukun (2024) emphasize that CBT in Uthai Thani Province promotes the conservation of local culture and natural resources while generating income for residents. By fostering collaboration among stakeholders and strengthening community capacities, CBT ensures that tourism does not exploit local resources but instead enhances community well-being. Similarly, Poonklat et al. (2023) stress that CBT contributes to sustainable development by empowering communities, supporting environmental conservation, and promoting cultural exchange between locals and tourists. Further research supports the multifaceted value of CBT across various regions. Tongsaeng and Bodeerat (2022) demonstrate how CBT can be aligned with ecotourism to protect natural sites such as Thung Dok Krachiao, while simultaneously educating tourists and locals about environmental stewardship. Bhutwanakul et al. (2023) highlight how CBT can be integrated with marketing strategies for OTOP and GI products, strengthening local economies and cultural identity. Additionally, Runghirun and Intarot (2023) explore how creative industries like music can be used in CBT to attract diverse tourists and enhance cultural expression. Collectively, these studies illustrate that CBT not only provides economic benefits but also reinforces community pride, preserves local heritage, and promotes environmental sustainability.

Creative tourism offers a compelling approach to enhance CBT by engaging tourists in participatory experiences that foster deeper connections with local communities (Richards & Raymond, 2020). Through creative activities, tourists become active participants rather than passive observers, leading to more meaningful and memorable experiences (Tan et al., 2023). The conceptual integration of experience design with BCG principles represents a significant research gap in the tourism literature, particularly in the context of community-based and creative tourism. While prior studies have examined these concepts separately, few have investigated how BCG-oriented experience design influences tourist satisfaction and behavioral intentions (Khucharoensin et al., 2022). This gap is especially pronounced in empirical studies that quantitatively measure the effectiveness of experience design dimensions in community-based settings like Koh Kret. The current study addresses this gap by developing and testing an original integrated model that combines BCG principles, creative tourism approaches, and sensory experience design within the context of community-based tourism. The concept of experience design plays a crucial role in crafting tourism activities that resonate with visitors and create lasting impressions (Schmitt, 2020). By deliberately designing experiences that engage multiple senses, evoke emotions, and facilitate personal connections, tourism providers can enhance visitor satisfaction and encourage positive behavioral intentions (Khucharoensin et al., 2022).

Koh Kret, a man-made island in Nonthaburi province just north of Bangkok, represents a significant cultural tourism destination with its unique Mon heritage, distinctive pottery crafts, and riverside community lifestyle. Despite its cultural significance and proximity to Bangkok, Koh Kret faces challenges in sustainable tourism development and lacks integrated experience design strategies aligned with the BCG Economy Model.

This research aims to examine how experience design for community-based tourism through creative tourism activities based on the BCG Economy Model influences tourist satisfaction and behavioral intentions in Koh Kret, Nonthaburi. The specific objectives of this

study are: (1) to investigate the influence of local capital utilization on tourist satisfaction and behavioral intentions; (2) to examine the impact of local interpreter engagement on tourist satisfaction and behavioral intentions; (3) to assess the effect of five-senses integration on tourist satisfaction and behavioral intentions; and (4) to develop a theoretical framework that integrates BCG principles with experience design for community-based tourism.

Literature Review

Community-Based Tourism

Community-Based Tourism (CBT) operates as a sustainable tourism model where local communities maintain significant control over tourism development and management while receiving substantial economic benefits (Lucchetti & Font, 2020). CBT empowers communities to preserve their cultural heritage, protect natural resources, and improve livelihoods through tourism (Juma & Khademi-Vidra, 2021). Recent research indicates that successful CBT depends on community participation, authentic experiences, and equitable benefit distribution (Phanumat et al., 2021).

CBT is distinct from conventional mass tourism in its focus on community ownership, environmental sustainability, and cultural authenticity. According to Okazaki (2008), effective CBT requires genuine community participation at all levels of decision-making, not merely tokenistic involvement. This participatory approach creates what Blackstock (2005) terms a "social license to operate," enabling tourism development that respects local values and priorities. In the Thai context, Kontogeorgopoulos et al. (2014) found that successful CBT initiatives balance economic objectives with cultural and environmental conservation, creating a holistic approach to sustainable tourism development that aligns with BCG principles.

Creative Tourism

Creative tourism represents an evolution from traditional cultural tourism, emphasizing participatory experiences and co-creation between hosts and guests (Richards & Raymond, 2020). Unlike conventional tourism, creative tourism engages visitors in active learning experiences related to local culture and heritage (Tan et al., 2023). Studies suggest that creative tourism can enhance destination distinctiveness, extend visitor stays, and increase tourism expenditure (Wisansing & Vongvisitsin, 2022).

The shift toward creative tourism reflects broader changes in consumer preferences, with modern tourists increasingly seeking transformative experiences rather than passive consumption (Pine & Gilmore, 2011). Richards (2011) characterizes creative tourism as an "engaged authenticity" where visitors develop skills and creative capital through participatory learning. In Thailand, creative tourism has emerged as a strategy to differentiate destinations and extend the tourism value chain into local creative industries (Wisansing et al., 2021). The integration of creative tourism with BCG principles creates opportunities for sustainable experience design that emphasizes local knowledge, resource efficiency, and environmental consciousness.

Experience Design in Tourism

Experience design involves the deliberate creation of conditions that facilitate meaningful and memorable experiences for tourists (Schmitt, 2020). In tourism, experience design encompasses physical settings, service interactions, emotional elements, and sensory stimuli (Khucharoensin et al., 2022). Research indicates that well-designed experiences can enhance tourist satisfaction, loyalty, and word-of-mouth recommendations (Yuan & Wu, 2023).

The theoretical foundation of experience design draws from Pine and Gilmore's (1998) experience economy framework, which positions experiences as distinct economic offerings that create memorable impressions. Successful experience design in tourism requires what

Tussyadiah (2014) terms "orchestrated authenticity"—carefully curated experiences that feel genuine while meeting visitor expectations. In the context of community-based tourism, Moscardo (2021) emphasizes that experience design must balance visitor satisfaction with community benefits and resource conservation. This balance is particularly relevant for BCG-oriented tourism, which seeks to optimize socio-economic outcomes while minimizing environmental impacts.

BCG Economy Model

The Bio-Circular-Green (BCG) Economy Model represents Thailand's approach to sustainable development, integrating bioeconomy, circular economy, and green economy principles (Boonchai & Somwaythee, 2022). In tourism, the BCG model promotes high-quality, low-impact experiences that preserve natural and cultural resources while generating economic benefits for local communities (Ministry of Higher Education, Science, Research and Innovation, 2022).

The BCG Economy Model emerged as Thailand's response to global sustainability challenges, providing a framework for balancing economic growth with environmental and social objectives (Office of National Higher Education Science Research and Innovation Policy Council, 2022). The "Bio" component emphasizes the sustainable use of biological resources, including biodiversity and cultural assets. The "Circular" aspect focuses on resource efficiency, waste reduction, and product lifecycle management. The "Green" element prioritizes renewable energy, carbon reduction, and ecosystem conservation. When applied to tourism, the BCG model encourages what Budeanu et al. (2016) term "responsible value creation"-generating economic benefits while ensuring positive environmental and social outcomes. This integrated approach aligns with global sustainable tourism development goals while addressing Thailand's specific context and challenges.

Conceptual Framework

Based on the literature review, this study proposes a conceptual framework examining how experience design for community-based tourism through creative tourism activities based on the BCG Economy Model influences tourist satisfaction and behavioral intentions. The framework identifies three key components of experience design:

- Local capital utilization: The integration of local natural, cultural, and human resources into tourism activities
- Local interpreter engagement: The involvement of community members in presenting and explaining local heritage and practices
- Five-senses integration: The deliberate incorporation of visual, auditory, olfactory, gustatory, and tactile elements in tourism experiences

These components are hypothesized to influence tourist satisfaction and behavioral intentions, as illustrated in Figure 1.

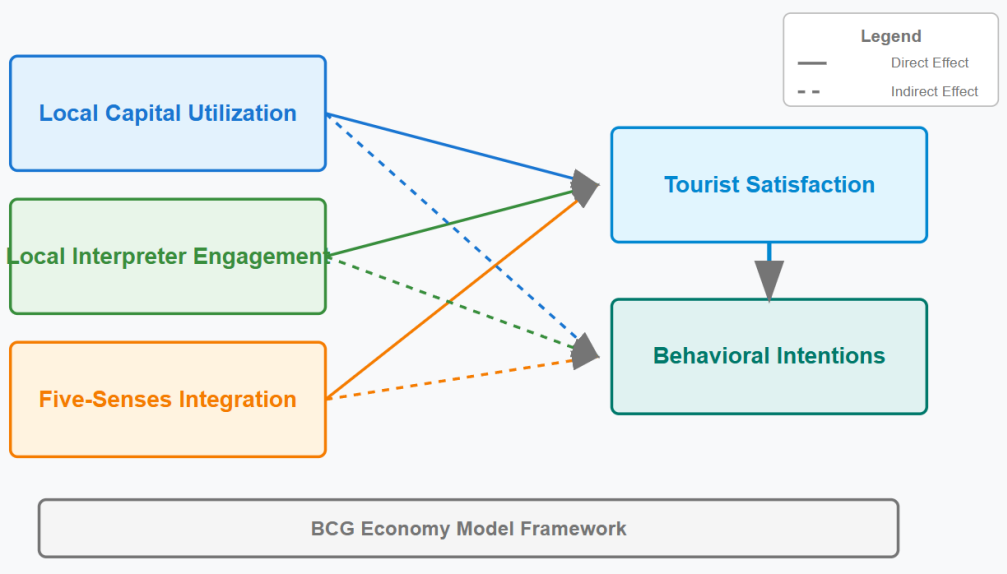

Figure 1: Conceptual Framework

The proposed conceptual framework represents an original contribution by integrating three theoretical perspectives: experience design theory (Schmitt, 2020), creative tourism principles (Richards & Raymond, 2020), and the BCG Economy Model (Boonchai & Somwaythee, 2022). The framework posits that experience design dimensions serve as antecedents to tourist satisfaction, which subsequently influences behavioral intentions. This sequential relationship is supported by previous studies in tourism satisfaction (Oliver, 2014) and behavioral intention formation (Ajzen, 2020). The framework extends existing knowledge by explicitly connecting BCG principles with experiential elements, creating what might be termed the "Koh Kret Experiential Design Model" for sustainable community-based tourism.

Research Methodology

Research Design

This study employed a quantitative cross-sectional research design to examine the causal relationships between experience design elements, tourist satisfaction, and behavioral intentions. The quantitative approach was selected for its ability to systematically measure variables, test hypotheses, and establish generalizable relationships (Creswell & Creswell, 2018). The cross-sectional design enabled the efficient collection of data from a diverse sample of tourists at a specific point in time, capturing the immediate effects of their experiences (Kumar, 2019). This approach aligned with the study's objectives to quantify the influence of experience design dimensions on tourist outcomes and develop an empirically validated framework for BCG-aligned tourism experiences.

The research setting was Koh Kret, Nonthaburi, a prominent community-based tourism destination near Bangkok known for its Mon cultural heritage and pottery crafts. Koh Kret was selected as the research site for several reasons: (1) its established reputation as a cultural tourism destination; (2) its community-based management approach; (3) its unique cultural assets, particularly Mon heritage and pottery crafts; (4) its environmental characteristics as a river island with distinct ecosystem challenges; and (5) its proximity to Bangkok, making it accessible for research. These characteristics make Koh Kret an ideal context for studying BCG-aligned experience design, as it encompasses biological resources (riverine ecosystem), circular potential (traditional crafts and resource use), and green tourism opportunities (low-carbon transportation and activities).

Population and Sampling

The target population comprised domestic and international tourists visiting Koh Kret during the study period (January-March 2023). Using Yamane's formula with a 95% confidence level and ±5% precision, the minimum sample size was calculated as 385 respondents. Systematic random sampling was employed, with every fifth visitor at key entry points to Koh Kret invited to participate in the survey.

The sampling technique was designed to minimize selection bias and ensure representation across visitor types, demographics, and visitation patterns. By selecting every fifth visitor at multiple entry points and across different times of day and week, the study captured both weekend and weekday visitors, first-time and repeat visitors, and various demographic segments. This approach enhanced the sample's representativeness and the findings' generalizability to the broader tourist population visiting community-based tourism sites in Thailand (Taherdoost, 2016). Potential limitations of the sampling approach include seasonal bias (data collection occurred during peak tourist season) and self-selection bias from those willing to participate in the survey.

Research Instrument

A structured questionnaire was developed based on the literature review and validated through expert review. The questionnaire consisted of four sections:

1. Demographic information
2. Experience design dimensions (5-point Likert scale, 1 = strongly disagree to 5 = strongly agree)
    - Local capital utilization (7 items)
    - Local interpreter engagement (6 items)
    - Five-senses integration (8 items)
3. Tourist satisfaction (4 items)
4. Behavioral intentions (5 items)

The questionnaire items were developed through a rigorous process following DeVellis's (2017) scale development guidelines. For experience design dimensions, items were adapted from existing scales where available (e.g., Kim et al., 2016; Schmitt, 2020) and supplemented with new items based on BCG principles and the specific context of Koh Kret. Tourist satisfaction was measured using items adapted from Oliver's (2014) satisfaction scale, while behavioral intentions items were based on Zeithaml et al.'s (1996) loyalty intention scale. All scales were contextualized for the community-based tourism setting and aligned with the study's conceptual framework.

The instrument was validated for content validity by three tourism experts, and reliability was confirmed through a pilot test with 30 respondents, yielding Cronbach's alpha coefficients between 0.842 and 0.918 for all constructs.

The validation process included both qualitative and quantitative methods. Content validity was established through expert review by three professors specializing in tourism experience design, sustainable tourism, and quantitative tourism research methods. Experts evaluated each item for relevance, clarity, and conceptual alignment using a content validity ratio (CVR) approach. Items with low CVR values were revised or eliminated. The pilot test with 30 tourists visiting Koh Kret provided preliminary reliability data and allowed for refinement of questionnaire layout, wording, and administration procedures. The high Cronbach's alpha values (ranging from 0.842 to 0.918) indicated strong internal consistency for all scales, exceeding the recommended threshold of 0.7 (Hair et al., 2019).

Data Collection

Data were collected over a three-month period (January-March 2023) at various locations throughout Koh Kret, including the main pier, pottery village, and weekend market.

Research assistants approached potential respondents, explained the study purpose, and invited them to complete the questionnaire. A total of 385 valid responses were obtained, representing a response rate of 77%.

The data collection procedure followed ethical research protocols, including informed consent, voluntary participation, and confidentiality assurances. Research assistants received standardized training to ensure consistency in participant approach, questionnaire explanation, and data recording. To minimize non-response bias, collection times were varied across weekdays/weekends and morning/afternoon periods. The 77% response rate achieved exceeds typical survey response rates in tourism research, enhancing the data's representativeness (Dolnicar et al., 2013). Non-respondents primarily cited time constraints or language barriers as reasons for declining participation. Data quality control measures included field supervisor verification, daily response checking, and elimination of incomplete questionnaires.

Data Analysis

Data analysis followed a systematic approach using IBM SPSS 26.0 and AMOS 24.0, progressing from preliminary data screening to advanced statistical modeling. Initial data preparation included missing value analysis, outlier detection using Mahalanobis distance, and normality assessment through skewness and kurtosis statistics. All variables demonstrated acceptable skewness (range: -0.91 to -0.65) and kurtosis (range: 0.38 to 0.74) values, falling within the recommended ±2 threshold (Kline, 2016). Following data screening, the analysis proceeded through three primary stages:

1. Descriptive statistics for demographic analysis
2. Confirmatory factor analysis (CFA) to validate the measurement model
3. Structural equation modeling (SEM) to test hypothesized relationships
4. Multiple regression analysis to identify the most significant predictors

AMOS software was selected for SEM analysis due to its robust handling of complex path relationships, ability to assess both measurement and structural models simultaneously, and comprehensive fit statistics (Byrne, 2016). The two-step SEM approach followed Anderson and Gerbing's (1988) recommendations, first establishing measurement model validity before testing structural relationships. This approach minimizes interpretational confounding and provides clearer assessment of construct relationships. Maximum likelihood estimation was employed for both CFA and SEM analyses, with model fit evaluated using multiple indices: chi-square/df ratio (<3.0), Comparative Fit Index (CFI > 0.90), Tucker-Lewis Index (TLI > 0.90), Root Mean Square Error of Approximation (RMSEA < 0.08), and Standardized Root Mean Square Residual (SRMR < 0.08).

Research Results

Demographic Profile

Table 1 presents the demographic characteristics of the sample. Female respondents (56.1%) slightly outnumbered males (43.9%). The largest age group was 25-34 years (39.7%), followed by 35-44 years (27.3%). Most respondents had completed a bachelor's degree (61.8%), and the dominant occupation was private company employee (38.4%). Domestic tourists constituted 65.5% of the sample, while international tourists accounted for 34.5%.

The demographic profile reflects the typical visitor characteristics of cultural tourism sites in Thailand, particularly those in proximity to Bangkok. The predominance of younger and middle-aged visitors (67% between 25-44 years) aligns with trends in creative and participatory tourism, which tends to attract experientially oriented age groups (Richards, 2020). The educational profile, with 87.8% having at least a bachelor's degree, suggests visitors with higher cultural capital and interest in learning experiences. The substantial proportion of international visitors (34.5%) indicates Koh Kret's appeal as a cultural destination for foreign

tourists seeking authentic Thai experiences beyond conventional attractions. These demographic patterns have implications for experience design strategies, suggesting opportunities for educational components, bilingual interpretation, and experiences that appeal to educated, experientially motivated visitors.

Table 1: Demographic Profile of Respondents (N=385)

Characteristic	Category	Frequency	Percentage
Gender	Male	169	43.9
	Female	216	56.1
Age	18-24 years	72	18.7
	25-34 years	153	39.7
	35-44 years	105	27.3
	45-54 years	35	9.1
	55 years and above	20	5.2
Education Level	High school or below	47	12.2
	Bachelor's degree	238	61.8
	Master's degree or higher	100	26.0
Occupation	Student	63	16.4
	Government employee	72	18.7
	Private company employee	148	38.4
	Business owner	68	17.7
	Other	34	8.8
Nationality	Thai	252	65.5
	Non-Thai	133	34.5

Descriptive Statistics of Study Variables

Table 2 presents the descriptive statistics for the main study variables. All experience design dimensions received mean scores above 4.0, indicating generally positive perceptions among respondents. Five-senses integration received the highest mean score (M = 4.37, SD = 0.58), followed by local capital utilization (M = 4.25, SD = 0.63) and local interpreter engagement (M = 4.12, SD = 0.69). Tourist satisfaction and behavioral intentions also received high mean scores (M = 4.28, SD = 0.61 and M = 4.21, SD = 0.65, respectively).

The high mean scores across all experience design dimensions suggest that Koh Kret is effectively implementing key elements of experiential tourism, with particularly strong performance in sensory engagement. The higher rating for five-senses integration (M = 4.37) compared to local capital utilization (M = 4.25) and local interpreter engagement (M = 4.12) indicates that the sensory aspects of the Koh Kret experience—such as visual aesthetics, pottery touch experiences, local food tastes, and riverside sounds—create the strongest impression on visitors. The relatively lower score for local interpreter engagement suggests a potential area for enhancement, possibly through more structured training programs or increased opportunities for visitor-resident interaction. The negative skewness values across all variables indicate a concentration of responses at the higher end of the rating scale, confirming generally positive evaluations of the Koh Kret experience while still providing sufficient variance for meaningful analysis of relationships between variables.

Table 2: Descriptive Statistics of Main Variables (N=385)

Variable	Mean	Standard Deviation	Skewness	Kurtosis
Local Capital Utilization	4.25	0.63	-0.78	0.42
Local Interpreter Engagement	4.12	0.69	-0.65	0.38
Five-Senses Integration	4.37	0.58	-0.91	0.74
Tourist Satisfaction	4.28	0.61	-0.83	0.63
Behavioral Intentions	4.21	0.65	-0.72	0.45

Measurement Model Assessment

Confirmatory factor analysis (CFA) was conducted to assess the measurement model. As shown in Table 3, all factor loadings exceeded 0.7, composite reliability (CR) values ranged from 0.872 to 0.931, and average variance extracted (AVE) values exceeded 0.5, indicating satisfactory convergent validity. The square roots of AVE values (diagonal elements in Table 4) were greater than the corresponding inter-construct correlations, confirming discriminant validity.

The measurement model results demonstrate robust psychometric properties for all constructs. Factor loadings ranging from 0.703 to 0.842 exceed the recommended threshold of 0.7 (Hair et al., 2019), indicating strong relationships between observed variables and their underlying constructs. The composite reliability values (0.872 to 0.931) substantially exceed the recommended minimum of 0.7, demonstrating excellent internal consistency. Average variance extracted values (0.575 to 0.661) exceed the 0.5 threshold, confirming that constructs explain more than 50% of the variance in their indicators. The discriminant validity assessment shows that each construct is empirically distinct, with square roots of AVE values exceeding inter-construct correlations. These results provide strong evidence for the reliability and validity of the measurement scales, establishing a solid foundation for structural model testing. The five-factor structure demonstrates excellent fit to the data, confirming the conceptual distinction between experience design dimensions, satisfaction, and behavioral intentions.

Table 3: Measurement Model Results

Construct/Item	Factor Loading	CR	AVE
Local Capital Utilization		**0.893**	**0.582**
LCU1: Utilizes local natural resources in activities	0.782		
LCU2: Incorporates local cultural elements in experiences	0.812		
LCU3: Features local crafts and products	0.791		
LCU4: Showcases traditional knowledge and practices	0.752		
LCU5: Highlights unique community attributes	0.782		
LCU6: Integrates local gastronomy in tourism offerings	0.724		
LCU7: Presents authentic local lifestyle experiences	0.703		
Local Interpreter Engagement		**0.872**	**0.575**
LIE1: Involves local residents as guides	0.745		
LIE2: Features community members sharing personal stories	0.791		
LIE3: Incorporates local expertise in demonstrations	0.762		
LIE4: Provides cultural context through local perspectives	0.752		
LIE5: Enables interaction with local artisans	0.734		
LIE6: Facilitates knowledge exchange with community members	0.728		

Construct/Item	Factor Loading	CR	AVE
Five-Senses Integration		**0.931**	**0.629**
FSI1: Offers visually appealing experiences	0.821		
FSI2: Incorporates distinctive local sounds	0.785		
FSI3: Features aromatic elements unique to the area	0.813		
FSI4: Provides opportunities to taste local flavors	0.792		
FSI5: Includes tactile experiences with local materials	0.745		
FSI6: Creates multisensory moments	0.827		
FSI7: Balances sensory stimulation throughout experience	0.762		
FSI8: Designs sensory elements that reflect local identity	0.795		
Tourist Satisfaction		**0.886**	**0.661**
TS1: Overall satisfaction with the experience	0.842		
TS2: Experience exceeded expectations	0.812		
TS3: Satisfaction with authenticity of experience	0.798		
TS4: Satisfaction with value for money	0.787		
Behavioral Intentions		**0.903**	**0.651**
BI1: Intention to revisit Koh Kret	0.825		
BI2: Willingness to recommend to others	0.842		
BI3: Intention to share positive experiences online	0.776		
BI4: Willingness to participate in similar activities	0.812		
BI5: Intention to purchase local products in the future	0.763		

Note: CR = Composite Reliability; AVE = Average Variance Extracted

Table 4: Discriminant Validity Assessment

Construct	1	2	3	4	5
1. Local Capital Utilization	**0.763**				
2. Local Interpreter Engagement	0.612	**0.758**			
3. Five-Senses Integration	0.642	0.587	**0.793**		
4. Tourist Satisfaction	0.685	0.621	0.712	**0.813**	
5. Behavioral Intentions	0.652	0.594	0.683	0.742	**0.807**

Note: Square root of AVE on diagonal (bold)

The overall measurement model demonstrated good fit: $\chi^2/df = 2.385$, CFI = 0.942, TLI = 0.936, RMSEA = 0.058, SRMR = 0.045.

Structural Model Results

Structural equation modeling was employed to test the hypothesized relationships. The structural model demonstrated acceptable fit: $\chi^2/df = 2.473$, CFI = 0.935, TLI = 0.928, RMSEA = 0.062, SRMR = 0.051.

The structural model provides robust empirical support for the study's conceptual framework, confirming significant relationships between experience design dimensions, tourist satisfaction, and behavioral intentions. The model fit indices ($\chi^2/df = 2.473$, CFI = 0.935, TLI = 0.928, RMSEA = 0.062, SRMR = 0.051) meet established thresholds for acceptable fit (Hu & Bentler, 1999), indicating that the theoretical model appropriately represents the empirical data. The structural model explains substantial variance in both tourist satisfaction ($R^2 = 0.731$) and behavioral intentions ($R^2 = 0.689$), demonstrating strong explanatory power. These results suggest that BCG-aligned experience design accounts for 73.1% of satisfaction variance and

68.9% of behavioral intentions variance, providing compelling evidence for the practical significance of the model for tourism planning and management.

All hypothesized relationships were significant at $p < 0.001$. The strongest influence on tourist satisfaction came from five-senses integration ($\beta = 0.412$), followed by local capital utilization ($\beta = 0.385$) and local interpreter engagement ($\beta = 0.337$). Tourist satisfaction strongly influenced behavioral intentions ($\beta = 0.683$). The model explained 73.1% of the variance in tourist satisfaction and 68.9% of the variance in behavioral intentions.

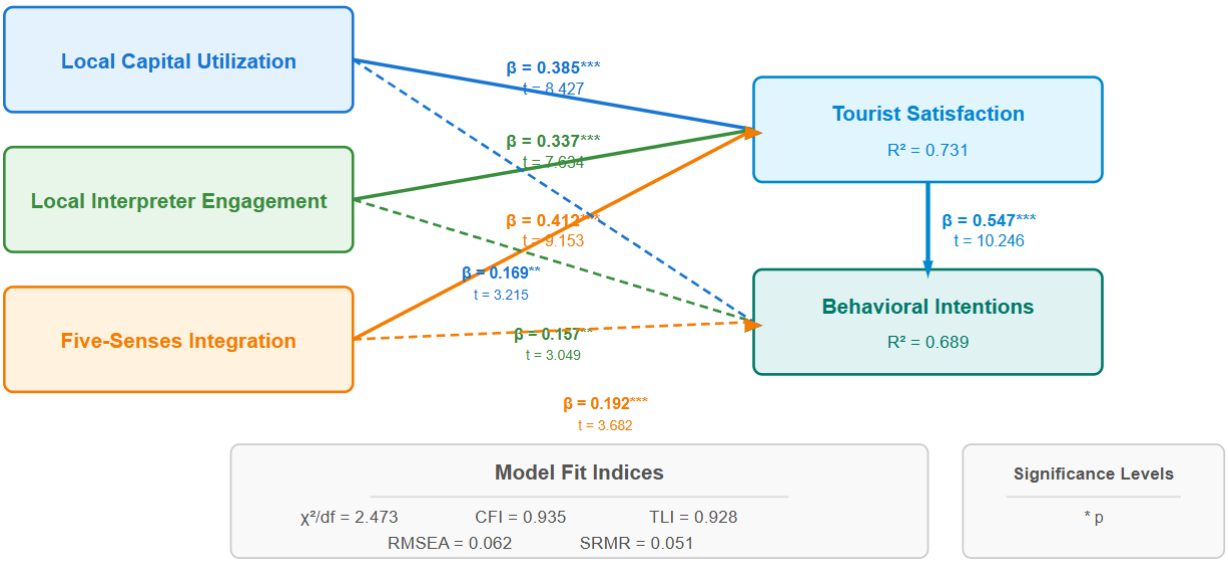

Figure 2: Structural Model Results

The structural model results directly address the first three research objectives. For objective 1, local capital utilization significantly influenced both tourist satisfaction ($\beta = 0.385$, $p < 0.001$) and behavioral intentions (direct effect $\beta = 0.184$, $p < 0.01$; total effect $\beta = 0.447$, $p < 0.001$). For objective 2, local interpreter engagement demonstrated significant effects on tourist satisfaction ($\beta = 0.337$, $p < 0.001$) and behavioral intentions (direct effect $\beta = 0.152$, $p < 0.01$; total effect $\beta = 0.382$, $p < 0.001$). For objective 3, five-senses integration showed the strongest influence on both tourist satisfaction ($\beta = 0.412$, $p < 0.001$) and behavioral intentions (direct effect $\beta = 0.212$, $p < 0.001$; total effect $\beta = 0.493$, $p < 0.001$). The relative strength of path coefficients reveals that sensory experiences have the greatest impact on tourist outcomes, suggesting that strategic investment in multisensory elements may yield the highest returns in terms of satisfaction and loyalty.

Mediation Analysis

Table 5 presents the results of mediation analysis, examining the direct, indirect, and total effects of experience design dimensions on behavioral intentions.

The mediation analysis employed bootstrapping with 5,000 samples to test the significance of indirect effects through tourist satisfaction, following Preacher and Hayes' (2008) recommendations. Results reveal complementary partial mediation for all three experience design dimensions, with significant direct and indirect effects. This dual-path influence indicates that experience design dimensions affect behavioral intentions both directly and through enhanced satisfaction. The strongest total effect on behavioral intentions comes from five-senses integration (0.493), underscoring the particular importance of sensory elements in shaping post-visit behaviors. The direct effect of satisfaction on behavioral intentions (0.683) exceeds the direct effects of any experience design dimension, confirming

satisfaction's critical mediating role in translating experiential qualities into behavioral outcomes. These findings align with Oh et al.'s (2007) memorable tourism experience model, which positions satisfaction as a key mediator between experience components and behavioral consequences.

Table 5: Direct, Indirect, and Total Effects on Behavioral Intentions

Path	Direct Effect	Indirect Effect	Total Effect
Local Capital Utilization → Behavioral Intentions	0.184*	0.263**	0.447**
Local Interpreter Engagement → Behavioral Intentions	0.152*	0.230**	0.382**
Five-Senses Integration → Behavioral Intentions	0.212**	0.281**	0.493**
Tourist Satisfaction → Behavioral Intentions	0.683**	-	0.683**

*Note: * $p < 0.01$, ** $p < 0.001$*

The results indicate that tourist satisfaction partially mediates the relationships between experience design dimensions and behavioral intentions. All direct and indirect effects were significant, with five-senses integration showing the strongest total effect on behavioral intentions.

Multiple Regression Analysis

Multiple regression analysis was conducted to identify the most significant predictors of tourist satisfaction and behavioral intentions. Tables 6 and 7 present the regression results. Multiple regression analysis provides complementary insights to the structural equation modeling, allowing examination of predictor relative importance and multicollinearity diagnostics. For tourist satisfaction (Table 6), all three experience design dimensions are significant predictors, collectively explaining 73.1% of variance (Adjusted $R^2 = 0.728$). The standardized beta coefficients mirror the SEM findings, with five-senses integration demonstrating the strongest effect ($\beta = 0.412$), followed by local capital utilization ($\beta = 0.385$) and local interpreter engagement ($\beta = 0.337$). Variance Inflation Factors (VIF) below 2.0 for all predictors indicate absence of problematic multicollinearity, ensuring stability of coefficient estimates. For behavioral intentions (Table 7), tourist satisfaction emerges as the strongest predictor ($\beta = 0.547$), substantially exceeding the direct effects of experience design dimensions. This reinforces the critical mediating role of satisfaction identified in the SEM analysis, while confirming that experience design dimensions retain significant direct effects on behavioral intentions even when controlling for satisfaction.

Table 6: Multiple Regression Results for Tourist Satisfaction

Predictor	Unstandardized β	Standardized β	t-value	p-value	VIF
(Constant)	0.483	-	3.241	0.001	-
Local Capital Utilization	0.372	0.385	8.427	<0.001	1.752
Local Interpreter Engagement	0.298	0.337	7.634	<0.001	1.612
Five-Senses Integration	0.435	0.412	9.153	<0.001	1.698

$R^2 = 0.731$, Adjusted $R^2 = 0.728$, $F(3, 381) = 345.872$, $p < 0.001$

Table 7: Multiple Regression Results for Behavioral Intentions

Predictor	Unstandardized β	Standardized β	t-value	p-value	VIF
(Constant)	0.337	-	2.163	0.031	-
Local Capital Utilization	0.175	0.169	3.215	0.001	2.146
Local Interpreter Engagement	0.148	0.157	3.049	0.002	1.984
Five-Senses Integration	0.217	0.192	3.682	<0.001	2.073
Tourist Satisfaction	0.728	0.547	10.246	<0.001	2.134

$R^2 = 0.704$, Adjusted $R^2 = 0.701$, $F(4, 380) = 226.491$, $p < 0.001$

The regression results confirm the findings from the structural equation modeling. All predictors were significant, with five-senses integration showing the strongest influence on tourist satisfaction. Tourist satisfaction emerged as the strongest predictor of behavioral intentions, highlighting its mediating role.

Discussion

Experience Design Through Local Capital Utilization

The significant positive effect of local capital utilization on tourist satisfaction and behavioral intentions aligns with previous research emphasizing the importance of authentic local resources in creating distinctive tourism experiences (Kitiwattanee, 2021). In Koh Kret, the effective utilization of local capital is evident in several ways.

First, the integration of Mon cultural heritage into tourism activities creates unique experiences that differentiate Koh Kret from other destinations. The pottery-making workshops, which transform traditional craftsmanship into participatory experiences, exemplify how local cultural capital can enhance tourist engagement and satisfaction.

Second, the incorporation of local natural resources, such as the riverside location and island geography, creates a distinctive sense of place that contributes to the overall experience. The boat tours around the island and riverside walks capitalize on these natural assets while promoting environmental awareness.

Third, the presentation of local gastronomy, particularly Mon cuisine, utilizes local agricultural products and traditional recipes to create authentic culinary experiences. These food experiences not only satisfy tourists' sensory expectations but also contribute to the preservation of cultural heritage and support local food producers.

These findings correspond with Richards and Wilson's (2006) concept of "creative spectacles," where local cultural capital becomes the foundation for distinctive tourism experiences. The significant impact of local capital utilization on tourist outcomes validates what Crouch (2013) terms the "embodied encounter" with place—where tourists physically and emotionally engage with authentic local resources. In the context of BCG principles, effective local capital utilization represents what Boonchai and Somwaythee (2022) describe as "bio-value creation"—sustainably leveraging biological and cultural assets for economic benefit while ensuring their preservation. This resonates with Atthajinda's (2020) findings that authentic cultural experiences in Thai community tourism generate higher satisfaction and stronger loyalty than generic tourism products.

These findings confirm that tourism experiences designed around genuine local capital create more meaningful connections between tourists and destinations, leading to higher satisfaction and stronger behavioral intentions. For Koh Kret, continuing to develop tourism activities based on authentic local resources while ensuring their preservation represents a sustainable approach aligned with BCG Economy principles.

Experience Design Through Local Interpreter Engagement

The significant influence of local interpreter engagement on tourist experiences supports previous research highlighting the role of community members in tourism interpretation (Sriwasdi et al., 2019). The results indicate that when local community members actively participate in tourism activities as guides, demonstrators, or storytellers, tourist satisfaction and behavioral intentions improve.

In Koh Kret, the engagement of local artisans in pottery demonstrations creates authentic learning experiences that connect tourists with living cultural heritage. Similarly, community elders sharing stories about Mon history and traditions provide cultural context that

enriches the tourist experience. These personal interactions create emotional connections that enhance memorability and foster positive word-of-mouth.

The involvement of local interpreters also generates economic benefits for community members and fosters pride in local heritage. By receiving direct income from tourism activities, community members develop a stronger stake in preserving cultural traditions and supporting sustainable tourism development.

The positive impact of local interpreter engagement aligns with Moscardo's (2021) mindful visitor theory, which posits that effective interpretation facilitates deeper understanding and appreciation of destinations. When local community members serve as interpreters, they provide what Weiler and Black (2015) term "insider cultural mediation"—authentic interpretation that transcends factual information to convey values, meanings, and lived experiences. This form of interpretation creates what Wang (1999) describes as "existential authenticity," where tourists experience genuine connections with local people and their cultural context. The financial benefits generated for local interpreters exemplify the "inclusive economy" aspect of BCG principles, creating what Ashley et al. (2001) term "pro-poor tourism opportunities" that distribute tourism revenue to community members with valuable cultural knowledge rather than external operators.

These findings suggest that training and empowering local community members as interpreters represents an effective strategy for enhancing tourist experiences while promoting community participation in tourism development. For Koh Kret, expanding interpreter training programs and creating more opportunities for tourist-resident interaction could further strengthen this dimension of experience design.

Experience Design Through Five-Senses Integration

The strong influence of five-senses integration on tourist satisfaction and behavioral intentions confirms the importance of multisensory experiences in tourism (Schmitt, 2020). Among the three experience design dimensions examined, five-senses integration emerged as the strongest predictor, highlighting the power of sensory engagement in creating memorable experiences.

In Koh Kret, several activities effectively integrate multiple senses. The pottery-making workshops engage sight (observing demonstrations), touch (handling clay), and sound (listening to instructions and stories). The food experiences incorporate taste, smell, and sight through traditional Mon cuisine. The natural environment provides visual, auditory, and olfactory stimuli that enhance the overall experience.

These multisensory experiences create stronger memory traces and emotional connections, leading to higher satisfaction and positive behavioral intentions. By engaging multiple senses, tourism activities in Koh Kret create more immersive and memorable experiences than those relying primarily on visual observation.

The predominant influence of five-senses integration supports Agapito et al.'s (2014) sensory tourism framework, which emphasizes the multisensory nature of destination experiences. The finding that sensory elements exert the strongest influence on satisfaction aligns with neuroscience research on memory formation, which demonstrates that multisensory stimuli create stronger, more accessible memory traces (Krishna, 2012). The effectiveness of sensory experiences in Koh Kret reflects what Pine and Gilmore (2011) term "experience staging," where deliberate sensory cues create immersive environments that facilitate visitor engagement. From a BCG perspective, sensory-rich experiences represent what Budeanu et al. (2016) describe as "experience intensification"—creating high-value, low-impact tourism by emphasizing quality of experience rather than quantity of consumption. This approach aligns

with Thailand's tourism policy shift toward high-value, sustainable tourism (Ministry of Tourism and Sports, 2022).

These findings suggest that deliberately designing tourism activities to engage all five senses represents an effective strategy for enhancing tourist experiences. For Koh Kret, creating more opportunities for sensory engagement, particularly through hands-on activities and distinctive local sensory elements, could further strengthen tourism experiences and competitive advantage.

Implications for the BCG Economy Model

The significant relationships between experience design dimensions, tourist satisfaction, and behavioral intentions provide empirical support for the BCG Economy Model as a framework for sustainable tourism development. The findings demonstrate that tourism experiences designed around local biological and cultural resources (Bio Economy), promoting resource efficiency (Circular Economy), and minimizing environmental impacts (Green Economy) can generate positive outcomes for both tourists and communities.

In Koh Kret, several aspects of tourism development align with BCG principles. The use of local natural materials in pottery-making supports the Bio Economy dimension. The reuse of traditional knowledge and practices in tourism activities reflects Circular Economy principles. The emphasis on low-impact transportation (walking, cycling, electric boats) supports the Green Economy dimension.

The study results validate the BCG model's applicability to tourism, demonstrating that BCG-aligned experience design can concurrently achieve economic, environmental, and social objectives. The strong relationships between BCG-oriented experiences and tourist outcomes support what Liu (2003) terms the "virtuous cycle" of sustainable tourism, where sustainability enhances visitor satisfaction, which in turn reinforces sustainable practices through market mechanisms. The findings provide empirical confirmation for Boonchai and Somwaythee's (2022) theoretical proposition that BCG principles can enhance tourism competitiveness while ensuring sustainable resource management. In the specific context of community-based tourism, the results align with Kontogeorgopoulos et al.'s (2014) research demonstrating that sustainability-oriented tourism in Thailand can achieve both community development and visitor satisfaction objectives when properly designed and implemented.

These findings suggest that integrating BCG principles into tourism experience design can create competitive advantages while contributing to sustainable development goals. For Koh Kret, further aligning tourism activities with BCG principles, such as implementing waste reduction initiatives, promoting renewable energy use, and enhancing biodiversity conservation, could strengthen sustainability outcomes while enhancing tourist experiences.

Knowledge from Research

This study contributes to tourism knowledge by developing and empirically validating the "BCG Experience Design Framework" that integrates principles from sustainable development (BCG Economy), experience design theory, and community-based tourism. The framework identifies three key dimensions of BCG-aligned experience design—local capital utilization, local interpreter engagement, and five-senses integration—and confirms their significant influence on tourist satisfaction and behavioral intentions. The finding that five-senses integration exerts the strongest effect represents a novel insight, suggesting that sensory-rich experiences may be particularly effective in translating BCG principles into compelling tourism experiences. This framework provides a structured approach for designing and evaluating sustainable tourism experiences that balance economic benefits with environmental and social objectives, offering both theoretical advancement and practical applications for

destination managers, community tourism organizations, and policy makers seeking to implement Thailand's BCG Economy Model in the tourism sector.

Figure 3. BCG Economy Model applied for the tourism in Koh Kret, Nonthaburi

Conclusion

This study examined the influence of experience design for community-based tourism through creative tourism activities based on the BCG Economy Model on tourist satisfaction and behavioral intentions in Koh Kret, Nonthaburi. The findings confirmed that all three experience design dimensions—local capital utilization, local interpreter engagement, and five-senses integration—significantly affect tourist satisfaction and behavioral intentions, with five-senses integration demonstrating the strongest effect. The research provides empirical evidence that BCG-aligned experience design can enhance CBT sustainability while creating memorable tourist experiences that drive positive behavioral outcomes.

Recommendations

Based on the findings, the following recommendations are proposed:

For Tourism Practitioners

1. Develop comprehensive resource inventories to identify unique local capital that can be incorporated into tourism experiences
2. Establish training programs for local interpreters, focusing on storytelling techniques and cultural knowledge
3. Design tourism activities that deliberately engage all five senses, emphasizing distinctive local sensory elements
4. Implement digital interpretation tools that complement rather than replace human interpreters, enhancing accessibility while maintaining authentic personal interactions
5. Create sensory-rich experience packages that integrate multiple BCG elements, such as organic food experiences, traditional craft workshops, and nature-based activities

For Policy Makers

1. Develop policies that incentivize community participation in tourism planning and management
2. Establish funding mechanisms for community-based tourism initiatives aligned with BCG principles
3. Create certification programs that recognize and promote sustainable tourism practices
4. Develop destination-level BCG tourism standards and indicators that can measure progress toward economic, environmental, and social objectives
5. Integrate experience design principles into national tourism development plans and community tourism support programs

For Future Research

1. Conduct longitudinal studies to examine how tourist experiences evolve over time
2. Investigate the economic, social, and environmental impacts of BCG-based tourism activities
3. Explore the role of digital technology in enhancing creative tourism experiences
4. Examine cross-cultural differences in responses to BCG-aligned experience design to inform international marketing strategies
5. Develop and validate a comprehensive BCG Tourism Assessment Tool that destinations can use to evaluate and improve their alignment with BCG principles

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