



บันทึกข้อความ

ส่วนราชการ สาขาวิชาการบริหารทรัพยากรมนุษย์ คณะวิทยาการจัดการ โทร. ๔๐๐๘

ที่ ศธ ๐๕๖๔.๐๙/๓๓๖

วันที่ ๑๔ มีนาคม ๒๕๖๐

เรื่อง ขอรับค่าตอบแทนการเผยแพร่บทความวิจัย

เรียน อธิการบดี (ผ่านผู้อำนวยการสถาบันวิจัยและพัฒนา)

ข้าพเจ้า รองศาสตราจารย์ ดร. สุนันทา เลาहनันท์ อาจารย์ประจำสาขาวิชาการบริหารทรัพยากรมนุษย์ คณะวิทยาการจัดการ ได้จัดทำบทความวิชาการที่ได้รับการเผยแพร่ใน Proceeding ในฐานะเป็น Corresponding author เรื่อง : “An Adaptation Model for Creative Tourism Businesses : A Case Study of Economic Road in Khao Yai of Thai Tourists.” ซึ่งได้นำเสนอและได้รับการเผยแพร่ใน Proceedings of the 41st National and 5th Graduate Research Conference “Research Driven Globalization” held on December 8th - 9th, 2016, Valaya Alongkorn Rajabhat University under the Royal Patronage.

ในการนี้ ข้าพเจ้าขอรับค่าตอบแทนการเผยแพร่บทความวิจัยที่ได้รับการเผยแพร่ดังกล่าว ตามประกาศคณะกรรมการวิทยาลัยราชภัฏบ้านสมเด็จเจ้าพระยา เรื่อง “ค่าตอบแทนการจัดทำบทความทางวิชาการที่ได้รับการเผยแพร่ พ.ศ. ๒๕๕๙” ประกาศ ณ วันที่ ๒๙ สิงหาคม พ.ศ. ๒๕๕๙ ข้อที่ ๕.๒ เป็นจำนวน ๒,๐๐๐ บาท (สองพันบาทถ้วน) ตามเอกสารแนบ

จึงเรียนมาเพื่อโปรดพิจารณาอนุมัติ

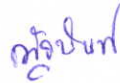
- ทราบ
- เห็นชอบมอบ.....
- นำเข้าที่ประชุม กอส. เพื่อพิจารณา
- สำเนาแจ้ง.....

จำนวน	กำหนดรับค่าตอบแทนผลงานทางวิชาการ
<input checked="" type="checkbox"/> 0.20	- สัมมนาทางวิชาการระดับนานาชาติ
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คณบดีคณะวิทยาการจัดการ
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This is to certify that Assoc. Prof. Dr. Sunanta Laohanan of Rajabhat Bansomdejchaopraya University has submitted a research article on An Adaptation Model for Creative Tourism Businesses : A Case Study of Economic Road in Khao Yai of Thai Tourists, as a corresponding author, together with Miss Natanan Limsopitpun, the author. and Assist. Prof. Dr. Theathanick Siriwoharn, a corresponding author. The article was published in the Proceedings of the 41st National and 5th Graduate Research Conference “Research Driven Globalization” held on December 8th-9th, 2016 at Valaya Alongkorn Rajabhat University under the Royal Patronage.



(Miss. Natanan Limsopitpun)

The Author



แบบขอรับคำตอบแทนการจัดทำบทความทางวิชาการ
ที่ได้รับการเผยแพร่

มหาวิทยาลัยราชภัฏบ้านสมเด็จเจ้าพระยา

วันที่ ๑๐ เดือน ธันวาคม พ.ศ. ๒๕๖๐

เรื่อง คำตอบแทนการจัดทำบทความทางวิชาการที่ได้รับการเผยแพร่

เรียน ผู้อำนวยการสถาบันวิจัยและพัฒนา

สิ่งที่ส่งมาด้วย สำเนาบทความทางวิชาการ เรื่อง An Adaptation Model for Creative Tourism Businesses: A Case Study of Economic Road in Khao Yai of Thai Tourists

ข้าพเจ้า ร.อ.ดร. สุทัศน์ เลานันท์ ตำแหน่งทางวิชาการ ร.อ.ศาสตราจารย์

สังกัดโปรแกรมวิชา/สาขาวิชา การบริหารทรัพยากรบุคคล คณะ/หน่วยงาน วิทยาลัยการจัดการ

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ได้จัดทำบทความทางวิชาการที่ได้รับการเผยแพร่ เรื่อง An adaptation Model for Creative Tourism Businesses: A Case Study of Economic Road in Khao Yai of Thai Tourists

ซึ่งได้รับการเผยแพร่ทางสื่อ ต่อไปนี้

๑. บทความฉบับสมบูรณ์ที่ได้รับการตีพิมพ์ในรายงานสืบเนื่องจากการประชุมวิชาการระดับชาติ
ชื่อการประชุมวิชาการระดับชาติ.....
.....สถานที่.....
ฉบับที่.....ปีที่.....วันที่.....
หรือ วารสารทางวิชาการที่ไม่อยู่ในฐานข้อมูล ชื่อวารสาร.....
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ฉบับที่.....ปีที่.....วันที่.....
๒. บทความฉบับสมบูรณ์ที่ได้รับการตีพิมพ์ในรายงานสืบเนื่องจากการประชุมวิชาการระดับนานาชาติ
หรือในวารสารที่มีชื่ออยู่ใน TCI กลุ่ม ๒ (พร้อมเอกสารหลักฐานที่แสดงการปรากฏของชื่อแหล่งตีพิมพ์ใน
ฐานข้อมูลดังกล่าว) หรือมีผลงานที่ได้รับการจดอนุสิทธิบัตร
ชื่อการประชุมวิชาการระดับนานาชาติ the 5th International Graduate
Research Conference สถานที่ ม.ราชภัฏจลลนกรศรีในทศวรรษที่ ๖๐

ชื่อวารสาร... Proceeding

ฉบับที่.....ปีที่.....วันที่ 8th-9th December, 2016

๓. บทความที่ได้รับการตีพิมพ์ในวารสารระดับชาติตามประกาศ ก.พ.อ. เฉพาะวารสารที่มีชื่ออยู่ใน TCI กลุ่ม ๑ (พร้อมเอกสารหลักฐานที่แสดงการปรากฏของชื่อแหล่งตีพิมพ์ในฐานข้อมูลดังกล่าว)

ชื่อวารสาร.....

ฉบับที่.....ปีที่.....วันที่.....

๔. บทความที่ได้รับการตีพิมพ์ในวารสารระดับนานาชาติตามประกาศ ก.พ.อ. หรือระเบียบคณะกรรมการอุดมศึกษาว่าด้วยหลักเกณฑ์การพิจารณาวารสารทางวิชาการสำหรับการเผยแพร่ผลงานทางวิชาการ (พร้อมเอกสารหลักฐานที่แสดงการปรากฏของชื่อแหล่งตีพิมพ์ในฐานข้อมูลดังกล่าว)

ชื่อวารสาร.....

ฉบับที่.....ปีที่.....วันที่.....

ข้าพเจ้าขอรับค่าตอบแทนการจัดทำบทความวิชาการที่ได้รับการเผยแพร่ตามประกาศ มหาวิทยาลัยราชภัฏบ้านสมเด็จเจ้าพระยา เรื่อง “ค่าตอบแทนการจัดทำบทความทางวิชาการที่ได้รับการเผยแพร่ พ.ศ. ๒๕๕๙” ประกาศ ณ วันที่ ๒๙ สิงหาคม พ.ศ.๒๕๕๙ ข้อที่.....๕.๑.....จำนวน.....๑,๐๐๐บาท
(ด้วยเงินเดือน.....)

ทั้งนี้ ข้าพเจ้าขอยืนยันว่าบทความวิจัย / บทความวิชาการดังกล่าว มิได้ขอรับค่าตอบแทนการจัดทำบทความหรือค่าตอบแทนใดๆ ที่เทียบเคียงได้กับกรณีดังกล่าว กับหน่วยงานอื่นในมหาวิทยาลัย และขอรับรองว่าข้าพเจ้าเป็นผู้มีสิทธิ์ขอรับค่าตอบแทนการจัดทำบทความทางวิชาการฯ ตามประกาศดังกล่าวทุกประการดังหลักฐานที่แนบมาด้วยพร้อมนี้

จึงเรียนมาเพื่อโปรดพิจารณาอนุมัติ

ลงชื่อ.....ดร. สันตนา เคนหันทน.....ผู้ขออนุมัติ
(ดร. สันตนา เคนหันทน.....)



22 November, 2016

Dear Natanan Limsopitpun, Theathanick Siriwoharn and Sunanta Laohanan,

We are pleased to inform you that, after the peer review, your paper,

“ADAPTATION MODEL OF CREATIVE TOURISM BUSINESS: A CASE STUDY OF ECONOMIC ROAD IN KHAO YAI OF THAI TOURISTS”, has been accepted for oral presentation in the coming 41st National and 5th International Graduate Research Conference (NIGRC41, 2016), which will be held in Valaya Alongkorn Rajabhat University under the Royal Patronage, Thailand during December 8-9, 2016.

You will have 15 minutes for presentation and 5 minutes for audience discussion and questions. Electronic devices such as computer and projector will be provided in the presentation room.

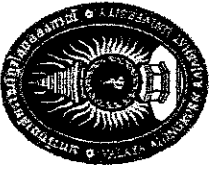
Please submit your Powerpoint presentation to the conference website: <http://grad.vru.ac.th/nigrc2016> before December 1, 2016. Should you make any changes after submission, it is the presenter's responsibility to upload the updated presentation ahead of the scheduled time on the day of presentation. The conference and presentation schedule will be announced via the conference website by November 30, 2016.

Thank you for submitting a paper to NIGRC41, 2016 and congratulations on its acceptance. We look forward to meeting you at the conference.

Yours Sincerely,

Assistant Professor Dr. Theathanick Siriwoharn
Conference Chair
Dean of Graduate School
Valaya Alongkorn Rajabhat University under the Royal Patronage

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Certificate of Presentation

presented to

Natanan Limsopitpun Theathanick Siriwoharn and Sunanta Laohanana

For the oral presentation

41st National and 5th International Graduate Research Conference 2016

Valaya Alongkorn Rajabhat University under the Royal Patronage Pathum Thani, Thailand

December 8 – 9, 2016

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Assoc. Prof. Dr. Sombath Kotchasit
VRU President

A. Akachai Sang-in

Assoc. Prof. Dr. Akachai Sang-in
President of the Council of the Graduate Studies
Administrators of Thailand

T. Theathanick

Asst. Prof. Dr. Theathanick Siriwoharn
Dean of Graduate school



~The 41st National and 5th International Graduate Research Conference

“Research Driven Globalization”

December 8th - 9th , 2016

Valaya Alongkorn Rajabhat University under the Royal Patronage

**ADAPTATION MODEL OF CREATIVE TOURISM BUSINESS:
A CASE STUDY OF ECONOMIC ROAD IN KHAO YAI OF THAI TOURISTS**

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ABSTRACT

The objectives of this study are 1) to investigate the activities of creative tourism affecting the adaptation of creative tourism business, 2) to study the opinions level of Thai tourists towards the activities of creative tourism and the adaptation of creative tourism business, and 3) to propose a model for adaptation of creative tourism business: A case study of economic road in Khao Yai of Thai tourists. The main approach of this study is quantitative research. Data collected from 390 Thai tourists' respondents were analyzed in percentage, mean, standard deviation and multiple regression analysis. The qualitative research was supplemented by interviewing process of 13 key entrepreneurs of the creative tourism business on economic road in Khao Yai zones. The proposed model was reviewed and recommended by experts during the seminar organized by all parties involved in the project. The interview outcome indicates that the 5 most important factors of tourists' adaptation activities are learning, participation, networking, cooperation and guide. The tourists' opinion regarding activities and adaptation of tourism business are at very high level. The study reveals that personal factors of Thai tourists and activities of creative tourism-affecting the 5 aspects of adaptation of creative tourism business are 1) sightseeing, 2) contemplating, 3) learning, 4) participation, and 5) co-creation. The result is 74.50 percent ($R^2 = 0.745$) of the variation of the adaptation at the statistical significance level of 0.05

Keywords: Adaptation of Creative Tourism Business, Creative Tourism Business, Creative Tourism

Introduction

Tourism of Thailand has been continuously developing amid the smooth rides with occasional obstacles. However, the growth of tourism of Thailand faces dilemma in sustainability because of challenges of the change in tourist's behavior. Today, the tourist's behavior tends to be experience pursuit rather than plain sightseeing. Creative tourism therefore offers opportunity for tourists to experience and participate in tourism activities, learning the arts, history, heritage and special character of a place; for example, the tourist can be cow milking, grapes picking, mushrooms picking in the farm etc. Tourism industries should offer innovative idea and activity from their knowledge and practice to tourists for unique and unforgettable experience. This research study seeks to provide guidance to the entrepreneurs about how the growth of the tourism industry of Thailand should be adjusted in proper direction in the future. Therefore, this research attempts to study the activities of creative tourism affecting the adaptation of creative tourism business, to study the opinions level of Thai tourists towards the activities of creative tourism and the adaptation of creative tourism business: a case study of economic road in Khao Yai Zones for Thai tourists.

Research Objectives

1. To investigate the activities of creative tourism affecting the adaptation of creative tourism business
2. To study the opinions level of foreign tourists towards the activities of creative tourism and the adaptation of creative tourism business
3. To propose a model for adaptation of creative tourism business: A case study of economic road in Khao Yai of Thai tourists

Research Conceptual Framework

The authors selected 3 variables for this research. The first variable was adapted from the study of conceptual model of creative tourism by Richards (2011). The second was obtained from review of 40 related literatures and publications. The third was the activity of creative tourism component which was adapted from the study of adaptation of creative tourism components by Pine and Gilmore (1999).

Independent Variables

Creative Tourism Activities

- Sightseeing
- Contemplating
- Souvenirs purchase
- Learning
- Participation
- Co-creation

Dependent Variables

Adaptation Activity of Creative Tourism Business

- Events
- Networks
- Partnerships
- Creative Entrepreneurs
- Guide



Figure 1. Conceptual Framework

Research Scope

1. This study covers the area of 3 main roads in Khao Yai: Thanarachata Road, Pansuek-Gudkla (Veteran) Road and Khao Yai-Wang Nam Keaw Road # 2304.
2. Two sampling groups are targeted as
 - Group 1: 13 creative tourism business entrepreneurs (data as of February 2015)
 - Group 2: 390 Thai tourists from 13 locations with 30 tourists per location

Methodology

The authors mainly employed quantitative research which was based on indefinite population by data collection of 390 foreign tourists. Sampling population calculated using Cochran formula (Cochran, 1953) was 384 samples. The authors added another 6 samples for total of 390 samples so that each group from 13 locations yielding the same 30 samples. Stratified random sampling was applied. Tool for data collection was questionnaires. Validity test showed IOC (Index of Correspondence) of 0.62.

The implemented questionnaires were tried out with 30 creative tourists in population. Cronbach's Alpha Coefficient (Vanichbancha, 2003) was found to be 0.96 and therefore regarded as a reliable tool according to the pre-defined criteria. Statistical analysis was expressed in terms of percentage (%), mean (\bar{x}) and standard deviation (S.D.). Multiple Regression Analysis was obtained by statistical software program and supplemented with qualitative research by in-depth interviews of 13 creative tourism business entrepreneurs of economic road in Khao Yai. The authors specifically selected certain data to build a prototype which was reviewed and approved with recommendations of business experts during the seminar organized for this purpose.

Result

1. The findings are as follows creative tourist activities affecting the adaptation of creative tourism business.

Table 1 Regression analysis to predict the adaptation of creative tourism business entrepreneurs by creative tourism activities of Thai tourists

Constant/Variable	b	SE _b	β	t	p-value
Constant	.657	.111			
Sightseeing	.253	.035	.279	7.283	.000*
Contemplating	.183	.033	.211	5.466	.000*
Souvenirs purchase	-.001	.029	-.001	-0.033	.973
Learning	.135	.032	.172	4.200	.000*
Participation	.115	.036	.137	3.146	.002*
Co-creation	.169	.026	.240	6.483	.000*

$n = 390$; $SE_{est} = \pm .234$; $R = .863$; $R^2 = .745$; $F = 186.726$; $p\text{-value} = .000$

* Statistical significance level of 0.05

Notations:

b = Regression coefficient
SE = Standard error

β	=	Unknown parameters
t	=	Student's t variable
p-value	=	The attained value of significance
n	=	Number of samples
R	=	Sample correlation coefficient
R^2	=	Multiple correlation coefficient
F	=	Degree of freedom

Table 1 demonstrates 5 aspects of activities of creative tourism affecting creative business entrepreneurs:

- (1) Sightseeing
- (2) Contemplating
- (3) Learning
- (4) Participation
- (5) Co-creation

Souvenirs purchase does not affect adaptable of creative tourism business. The correlation between adaptation of creative tourism business entrepreneurs and personal factors together with activities of creative tourism was 86.30% ($R = 0.863$). Predictive value of adaptation of creative tourism business entrepreneurs was 74.50% ($R^2 = 0.745$), of adaptive variability with statistical significance level of 0.05 and standard error of ± 0.234 by the following equation:

$$\hat{Y} = 657 + 253X_1 + 183X_2 + 135X_3 + .115X_4 + .169X_5$$

Where:

- \hat{Y} = Adaptation of Creative Tourism Business
- X_1 = Sightseeing
- X_2 = Contemplating
- X_3 = Learning
- X_4 = Participation
- X_5 = Co-creation

The interview outcome reveals that the two most important factors of activities of creative tourism are (1) learning and (2) participation. The 3 most important aspects of activities of adaptation of creative tourism of business entrepreneurs are (1) networking, (2) cooperation, and (3) guide.

2. Opinion levels of Thai tourists towards the activities of creative tourism and adaptation of creative tourism business entrepreneurs are shown in Table 2 and 3.

Table 2 Opinion of Thai tourists towards the activities of creative tourism

Opinion of Thai Tourists Towards Activities of Creative Tourism		\bar{x}	S.D.	Satisfaction Level	Order
1.	Sightseeing	4.26	.506	Highest	1
2.	Contemplating	4.18	.530	Highest	2
3.	Souvenirs purchase	4.03	.554	High	5
4.	Learning	4.09	.587	High	4
5.	Participation	4.12	.548	High	3
6.	Co-creation	3.96	.652	High	6
Overall		4.11	.459	High	

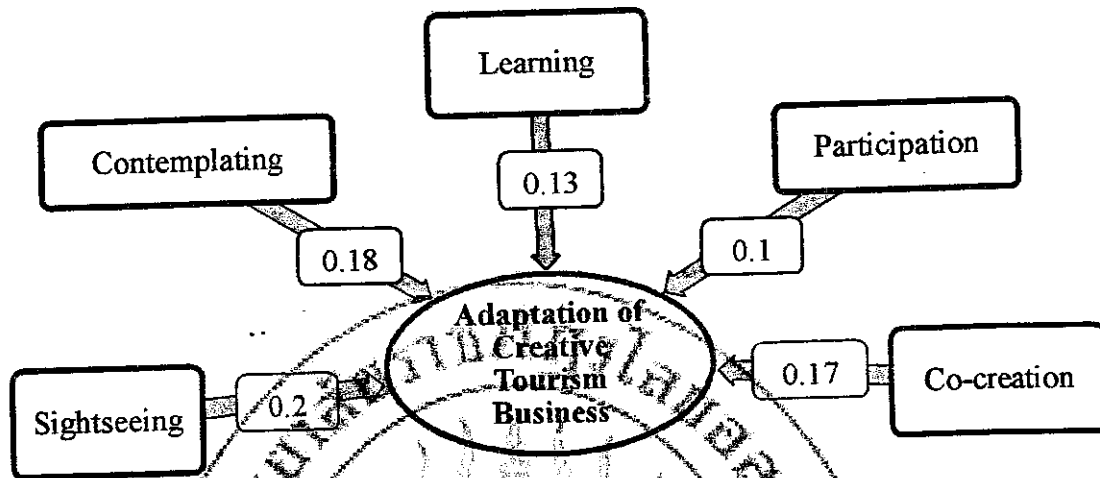
Table 2 demonstrates the overall opinion of Thai tourists towards the activities of creative tourism is at high satisfaction level ($\bar{x} = 4.11$, S.D. = .459); whereas sightseeing aspect received the highest satisfaction level ($\bar{x} = 4.26$, S.D. = .506) and co-creation aspect received the least satisfaction level ($\bar{x} = 3.96$, S.D. = .652).

Table 3 Opinion of Thai tourists towards adaptation activity of creative tourism

Opinion of Thai Tourists Towards Adaptation Activity of Creative Tourism		\bar{x}	S.D.	Satisfaction Level	Order
1.	Events	4.12	.493	High	5
2.	Networks	4.15	.581	High	4
3.	Partnerships	4.30	.533	Highest	1
4.	Creative Entrepreneurs	4.15	.503	High	3
5.	Guide	4.22	.568	Highest	2
Overall		4.19	.459	High	

Table 3 demonstrates the overall opinion of Thai tourists towards adaptation activity of creative tourism is also at high satisfaction level ($\bar{x} = 4.19$, S.D. = .459) whereas partnerships received highest satisfaction level ($\bar{x} = 4.30$, S.D. = .533) and events received the least satisfaction level ($\bar{x} = 4.12$, S.D. = .493).

3. A model for adaptation of creative tourism business: A case study of economic road in KhaoYai of Thai tourists is shown in figure 2.



**Figure 2 Diagram showing Adaptation Model of Creative Tourism Business :
A Case Study of Economic Road in Khao Yai of Thai Tourists**

Figure 2 demonstrates a model of adaptation of creative tourism business: A case study of economic road in Khao Yai of Thai tourists consists of the following 5 aspects: (1) sightseeing, (2) contemplating, (3) learning, (4) participation, and (5) co-creation. Sightseeing affects the most adaptable of creative tourism business ($b = 0.25$) and Souvenirs purchase does not affect adaptable of creative tourism business.

Discussion

All activities of creative tourism have some influences the adaptation of model of creative tourism business except "souvenirs purchase" in this study of economic road in Khao Yai. (Table 1) This result is consistent with the interview outcome which reveals that all activities of creative tourism have some influences on the adaptation of model of creative tourism business except "souvenirs purchase". Opinion of one of entrepreneurs of the creative tourism business about Thai tourists claims "Thai tourists also have little interest in souvenirs purchase". Moreover, the Thai tourists are not happy with the price and the design. This finding is also consistent with the research by Pine and Gilmore (1999), who discovered that the key elements of tourism include five factors; namely, sightseeing, contemplating, learning, participating and co-creation.

Opinion of Thai tourists towards activities of creative tourism appears that sightseeing received highest satisfaction level (Table 2) which correlates to the research of a model of adaptation of creative tourism business: A case study of economic road in Khao Yai of Thai tourists (Figure 2) shows that sightseeing affects the most adaptable of creative tourism business ($b = 0.25$) Table 2 shows that co-creation received the least satisfaction level which is consistent with the research of Tan, Kung and Luh (2014) who studied the Taxonomy or an assortment of creative tourists. Creative tourist is a co-producer, whose opinions and different emotions and different experience. So the experience of the needs and creativity of the tourists and the people and events. This is consistent with the interview outcome revealing that for Thai tourists. Participation has effect on the least adaptable of creative tourism because tourists have the feeling that

they were not involved in recommendation. In the event they are attending, there is no chance that they will do to help entrepreneurs developed the activity. The activities organized by tour operators do not give them the opportunity to have direct experience and participate in the activities.

Opinion of Thai tourists towards adaptation activity of creative tourism appears that partnerships were perceived at the highest satisfaction level (Table 3) which correlates to the research of Community Based Tourism: Tools for Sustainable Local Development – (Phisunt Tinakhat, 2013). Government allows people to make decisions on local activities and arranges a Bottom-up planning for themselves. These create a participation amongst members as they are able to decide for each activity. A sense of ownership is created and income is distributed through all members. According to the interview, Thailand has a culture of social dependence. They are generous to each other. For this reason, tourists feel safe to travel in Thailand. Moreover, the people in each locality are very friendly and they feel comfortable to travel from place to place. Also, they believe that the authorities are able to facilitate them when having problems. Conforming with “Developing a Platform for Eventfulness in Brokhos” (Laugesen, 2011), Thai tourists were least satisfied with “events”. Brokhos not unique and there is a risk of imitation by other tourist attractions. There should be a strategy to create a new identity. There are different activities to attract tourists. This is consistent with the research of Duan (2012) who studied the weaknesses of creative tourism development found that there is no variety and no of the product and service. Thus, tourists did not pay identity much interest on them. Manyanont (2013) who studied the religious tourism; a case study of temple in Bangkok. The results showed that the majority of the tourists had a problem with the events, due to less publicity and the holidays mismatch. So the tourists did not know and were not able to come to the event. The interview results of Thai tourists show that the places of attraction have organized a variety of events for the tourists to choose. However the themes of the activities of some business do not reflect the local culture and some activities are even repetitive. Worse than that, the tourists are not informed of it and are not curious to know more about it.

A model of adaptation of creative tourism business: A case study of economic road in Khao Yai of Thai tourists (Figure 2) shows that sightseeing affects the most adaptable of creative tourism business ($b = 0.25$) which is consistent with the research by Kulchai and Kulchai (2006) who also examined reasons relating to decisions in tourism concluded that decision making in tourism was due to the beautiful scenery with uniqueness and attractive features to tourists, respectively this finding is also consistent with the research by Poojaroen (2007) asserting that the tourists' selections of tourism in Mae Salong Nork District Amphur Faluang, Chiang Rai Province were mainly based on the natural beauty and recreational atmosphere of the locales. This result also shows that souvenir purchase does not affect the adaptable of creative tourism business. This finding is also consistent with the research by the interview outcome revealing that opinion of Thai tourists activities of creative tourism appears that souvenirs purchase are mated to have satisfaction at the high level (Table 2) However, when considering in details, it revealed that the pattern and the style of the souvenirs are not attractive enough for the Thai tourists to buy. They are willing to buy souvenirs for to someone else, and want to buy back home. But because the price of the souvenirs is not appropriate review, so even Thai tourists are satisfied with the high level, but probably because their favorites resulted in the purchase of souvenirs. This

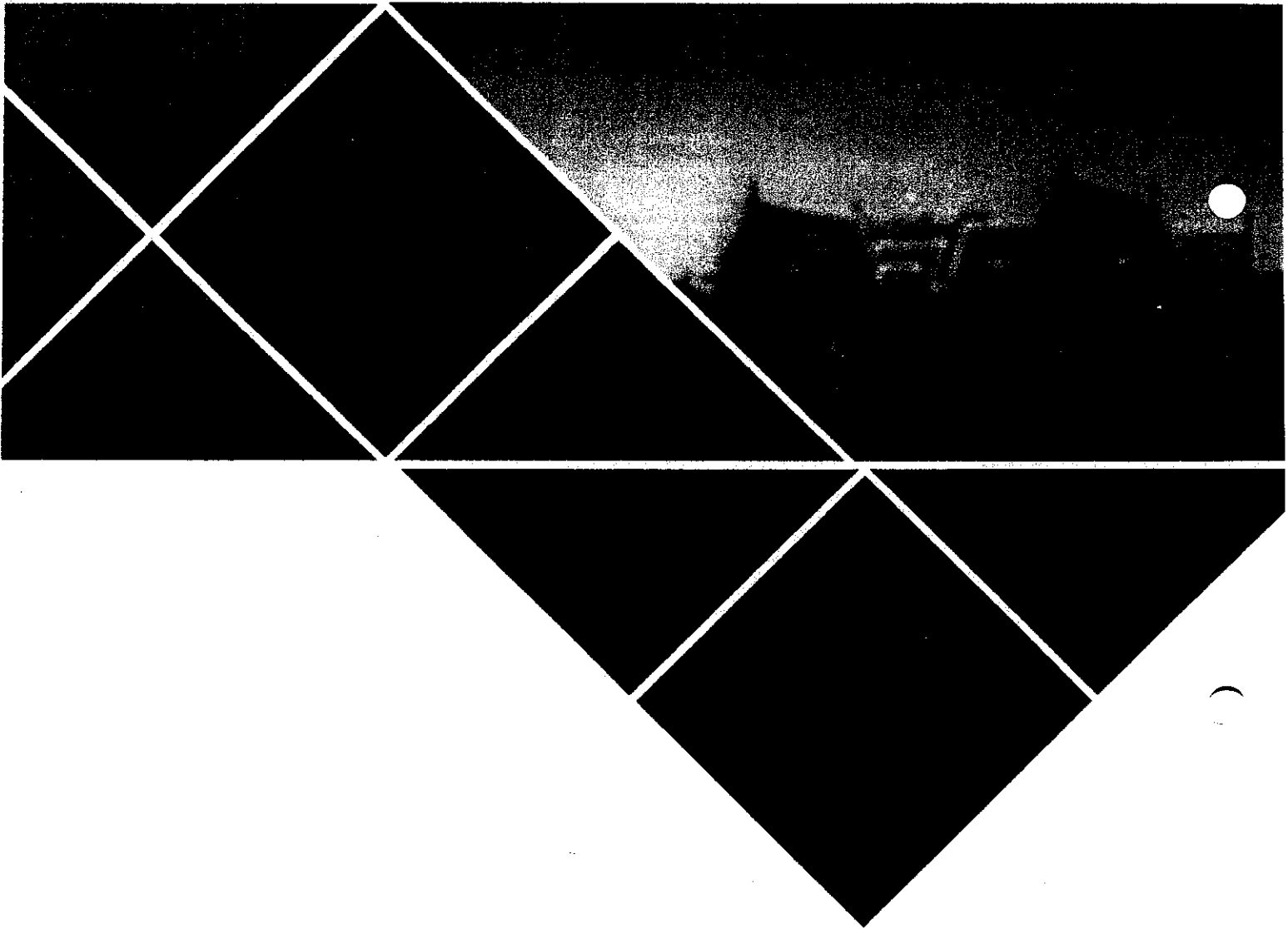
finding is also supported by the research of Chotivanich (2007) which shown that significant factors influencing demand for goods and services are prices, consumer's income, satisfied prices, predicted price and demand for those goods and services.

A model of adaptation of creative tourism business: A case study of economic road in Khao Yai of Thai tourists (figure 2) shows that sightseeing affects the most adaptable of creative tourism business ($b = 0.25$) the second was contemplating ($b = 0.18$), co-creation ($b = 0.17$), learning ($b = 0.13$), and participation ($b = 0.11$) respectively. Therefore, entrepreneurs should focus on the beautiful layout of the location which should be interesting and unique. The tourist attractions should be labeled to show the details of the facility provided in the area. Entrepreneurs should give opportunity for visitors to co-create and to learn direct experience from participating in tourism activities. On figure 2 shows that souvenirs purchase does not affect adaptable of creative tourism business. So entrepreneurs should develop a model souvenirs to attract or increase the value added of souvenirs and the souvenirs price should be reasonable to make them satisfy and willing to buy souvenirs to take home.

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