



UNIVERSITI PUTRA MALAYSIA

***PERCEPTION, MOTIVATION, SATISFACTION AND REVISIT INTENTION ON
MUAY THAI EVENT AS A SPORT TOURIST ATTRACTION***

ARPORN POPA

FPP 2015 17



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By

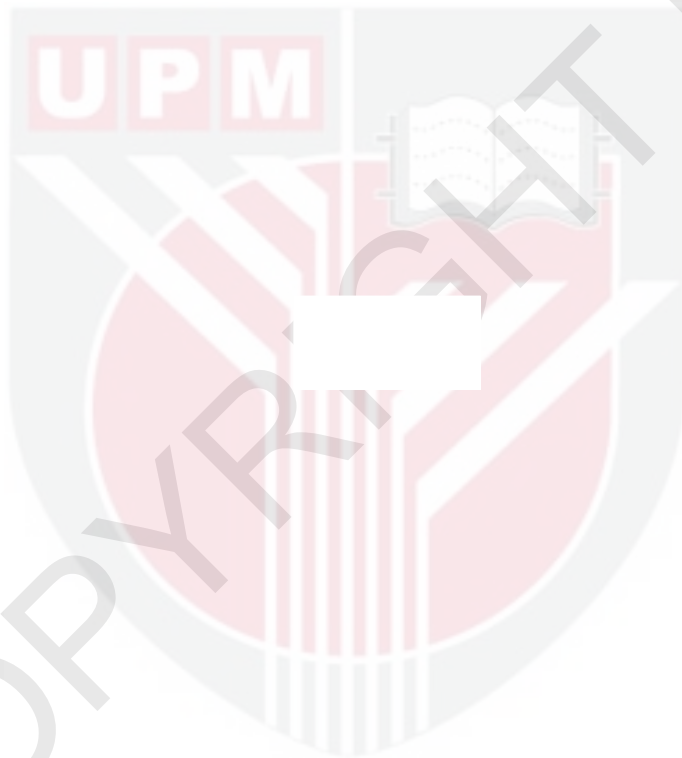
ARPORN POPA

**Thesis Submitted to the School of Graduate Studies,
Universiti Putra Malaysia, in Fulfillment of the
Requirement for the Degree of Doctor of Philosophy**

May 2015

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DEDICATED

To

Those who have enhanced my life in untold ways





Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of the requirement for the Degree of Doctoral Philosophy

**PERCEPTION, MOTIVATION, SATISFACTION AND REVISIT INTENTION
ON MUAY THAI EVENT AS A SPORT TOURIST ATTRACTION**

By

ARPORN POPA

May 2015

Chair: Prof. Aminuddin Bin Yusof, PhD

Faculty: Educational Studies

The purpose of this study was to investigate foreign and domestic tourists' perception, experience, satisfaction, motives and revisit intentions on Muay Thai event in Thailand. This study used the Leiper theory and the Theory of Planned Behavior (TPB), to examine tourists' satisfaction, sport event attributes and sport motivation. Data were collected from 417 subjects, comprising foreign (50.1%) and domestic (49.9%) tourists attending Muay Thai events at Sanam Muay Rajadamnern stadium and Sanam Muay Lumpini stadium in Thailand. Foreign tourists' monthly income was higher than domestic tourists. Event information sources (Marker Element) in Thailand among foreign and domestic tourists showed that both foreign and domestic tourists received Muay Thai information at their home or office via using several types of information sources such as from word of mouth communication, electronic communication, and mass communication. The mean scores of Muay Thai attributes actually experienced by foreign tourists ranged from 2.77 (SD = 1.95) to 5.92 (SD = 1.22), while mean scores for Muay Thai attributes for domestic tourists ranged from 4.00 (SD = 1.98) to 5.79 (SD = 1.21). The mean scores of Muay Thai attributes for both tourists were similar with the mean scores of tourists' Motives for Attending Muay Thai events in Thailand from 2.38 (SD = 1.86) to 6.16 (SD = 1.55) for foreign tourists and from 4.07 (SD = 2.08) to 5.81 (SD = 1.50) for domestic tourists. In addition, the finding also indicated that all attributes dimensions were significantly correlated with behavioral intention to attend the Muay Thai event for both foreign and domestic tourists. However, the relationship between the attributes of Muay Thai experienced by foreign tourists were not significantly correlated with their attitudes, subjective norms and perceived behavioral control towards the event, while for domestic tourists, Muay Thai attributes were significantly correlated with these variables. The finding of this study suggests the best predictor of behavioral intentions in attending future Muay Thai event for domestic tourists was satisfaction ($R^2_{\text{change}} = 0.502$), while foreign tourists was subjective norm ($R^2_{\text{change}} = 0.251$).

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk Ijazah Doktor Falsafah

**PERSEPSI, MOTIVASI, KEPUASAN DAN KEINGINAN MELAWAT
SEMULA ACARA MUAY THAI SEBAGAI DAYA TARIKAN
PELANCONG SUKAN**

Oleh

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Pengerusi: Prof. Aminuddin Bin Yusof, PhD
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Tujuan kajian ini adalah untuk mengkaji persepsi, pengalaman, kepuasan, motif dan keinginan melawat semula pelancong sukan asing dan domestik untuk menghadiri acara Muay Thai di Thailand. Kajian ini menggunakan Teori Leiper dan Teori Tingkah Laku Terancang (TPB), termasuk mengkaji kepuasan, atribut acara sukan dan motivasi pelancong. Data melibatkan seramai 417 pelancong sukan asing (50.1%) dan domestik (49.9%) yang menghadiri acara Muay Thai di Stadium Muay Sanam Sanam Rajadamnern dan Muay Lumpini di Thailand. Pendapatan bulanan pelancong sukan asing adalah lebih tinggi daripada pelancong domestik. Sumber maklumat acara (Elemen Penanda) Muay Thai di Thailand dalam kalangan pelancong sukan asing dan domestik menunjukkan bahawa kedua-dua pelancong sukan asing dan domestik menerima maklumat tentang Muay Thai di rumah atau pejabat mereka melalui beberapa jenis sumber maklumat seperti percakapan melalui mulut, komunikasi elektronik, dan komunikasi massa. Skor min atribut Muay Thai bagi pelancong sukan asing adalah di antara 2.77 (SP = 1.95) hingga 5.92 (SP = 1.22), manakala bagi pelancong sukan domestik di antara 4.00 (SP = 1.98) hingga 5.79 (SP = 1.21). Skor min atribut Muay Thai untuk kedua-dua pelancong adalah sama dengan skor min motif pelancong menghadiri acara Muay Thai di antara 2.38 (SP = 1.86) hingga 6.16 (SP = 1.55) untuk pelancong sukan asing dan di antara 4.07 (SP = 2.08) hingga 5.81 (SP = 1.50) untuk pelancong sukan domestik. Selain itu, dapatan juga menunjukkan bahawa semua dimensi atribut mempunyai hubungan yang signifikan dengan tingkah laku keinginan untuk menghadiri semula acara Muay Thai bagi kedua-dua pelancong sukan asing dan domestik. Walau bagaimanapun, hubungan di antara atribut Muay Thai pelancong sukan asing tiada perkaitan yang signifikan dengan sikap, norma subjektif dan tanggapan kawalan tingkah laku terhadap acara itu, manakala atribut Muay Thai pelancong sukan domestik terdapat perkaitan yang signifikan dengan pemboleh ubah ini. Dapatan kajian ini juga menunjukkan peramal terbaik tingkah laku keinginan bagi menghadiri semula acara Muay Thai dalam kalangan pelancong sukan domestik ialah kepuasan ($R^2_{\text{change}} = 0.502$), manakala bagi pelancong sukan asing adalah norma subjektif ($R^2_{\text{change}} = 0.251$).

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I certify that a Thesis Examination Committee has met on 29 May 2015 to conduct the final examination of Arporn Popa on her thesis entitled "Perception, Motivation, Satisfaction and Revisit Intention on Muay Thai Event as a Sport Tourist Attraction" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U. (A) 106] 15 March 1998. The Committee recommends that the student be awarded the Degree of Doctor of Philosophy.

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LIST OF ABBREVIATIONS/ NOTATIONS/ GLOSSARY OF TERMS

TPB	Theory of Planned Behavior
BI	Behavioral Intention
SN	Subjective Norms
PBC	Perceived Behavioral Control
PEE	Past Experience with the Sport Event
PVD	Past Visitation Destination
SEI	Sport Event Image
DI	Destination Image
Attri	Attributes of Muay Thai
Enter	Entertainment value
Aes	Aesthetics value
Eus	Eustress value
Self	Self-esteem value
G	Group affiliation value
Fam	Family value
Eco	Economic value
Esc	Escape value

CHAPTER 1

INTRODUCTION

1.1 Background of Study

The relationship between sport and tourism is a subject of increasing interest in tourism academic extent. Sport-related travel has emerged as a popular form of tourism where people travel to participate in sports or attending sports events. In Thailand, sport tourism has increased in popularity. The most popular sport tourism attraction in Thailand is the PTT Thailand Open, it is part of the ATP World Tour 250 series of the ATP Tour (tennis event) held annually in the third week of September. Another popular event is the Thailand Open, a professional golf tour tournament held every year at Suwan Golf and Country Club. The Tourism Authority of Thailand and the Tourism Department of Thailand (2011) indicated that both of these events are able to attract sport tourists to visit Thailand. Another type of sport event which has been popular among foreign tourist is known as Muay Thai. A form of combat sports, Muay Thai has historically been practiced by Thai soldiers as a form of self-defense. This sport is recognized as one of Thai's traditional sports. In this martial art, all parts of the body are used as both offensive and defensive tools such as feet, knees, calves, and elbows (Sirisompan, 2010). However, few studies have been undertaken to understand the perception, motivation, satisfaction and revisit intention of sport tourists attending Muay Thai events in Thailand. This lack of data on tourists' perception, motivation, satisfaction and revisit intention makes it difficult for tourism authorities in Thailand to implement effective market planning, targeting, and promotion to develop Muay Thai events as a form of sport tourist attractions.

The literature suggests understanding sport tourists' perception, motivation, satisfaction and revisit intention are very important to aid in the development of marketing strategies in sport tourism. Understanding sport tourists perception, motivation, satisfaction and revisit intention has been shown to increase consumers demand for tourist products and services as well as consumers' satisfaction and motivation (Funk, 2008). Gibson (1998) suggested the key component of understanding the experiences and satisfactions of tourists was by studying their motivations, preferred destination attributes and type of vacation. One theory that can be used as a framework to understand how Muay Thai event may function as a tourist attraction is Leiper's (1990) Tourist Attraction System. According to Leiper "A tourist attraction is a system comprising three elements: a tourist or human element, a nucleus or central element, and a marker or informative element. A tourist attraction comes into existence when the three elements are connected" (Leiper, 1990, p.371). It means that tourists are motivated to experience a nucleus and its markers when a marker reacts positively with their needs and wants. This definition of a tourist attraction system is consistent with MacCannell (1976) who suggests that a tourist, a nucleus, and a marker can be considered to become a tourist attraction. Lew (1987) suggests that a framework of tourist attraction research can be used for evaluation and comparison of tourist attraction.

Another theory which is useful in understanding tourists' behavior is the Theory of Planned Behavior (TPB). This theory has been applied for predictions of attitude and

behavioral intention, and it is an extension of the theory of reasoned action developed by Martin Fishbein and Icek Ajzen (1980). A key proposition of this theory is that if a person intends to engage in a behavior then it is likely that she or he will do it. It means that a person's behavioral intention depends on the person's attitude about the behavior and subjective norm ($\text{Behavior Intention} = \text{Attitude} + \text{Subjective Norm}$). In this study, the theory of planned behavior is used to predict tourist's behavioral intention to attend Muay Thai events. This theory postulates three conceptually independent determinants of intention: Firstly, Attitudes toward behavior refers to a favorable or unfavorable evaluation of behavior in question. Secondly, Subjective norms refer to the perceived social pressure to perform or not to perform the behavior, and the last is Perceived behavioral control which refers to the perceived ease or difficulty of performing the behavior, and assumed to reflect past experience.

Regarding sport events, many researchers in sport event tourism have concentrated on mega sporting events such as the Olympic Games and the FIFA World Cup. Some authors (Dansero & Puttilli, 2010; Malfas, Theodoraki, & Houlihan, 2004; Florek, Breitbarth, & Conejo, 2008; Lee Choong-Ki & Taylor, 2005) have pointed out the benefits of hosting mega sporting events in terms of political, social, economical, physical, and cultural impacts on the host country. Specifically, mega sporting events like Olympic Games can promote economic activities both in local and urban setting such as creating jobs and constructing sports facilities, and from the vast number of tourists visiting that city before, during and after the events (Malfas, Theodoraki, & Houlihan, 2004). Lee and Taylor (2005) found that FIFA World Cup in 2002 held by South Korea had generated an economic impact of US\$713 million of value added, US\$1.35 billion of output, and US\$307 million of income. In addition to this, Dansero and Puttilli (2010) suggest that the mega sporting events have a great opportunity to generate new territory as its legacies that remain after the event has finished.

On the other hand, other researchers argued that mega sporting events have huge negative impacts. For example, mega sporting events frequently result in huge debts for host communities (Whitson & Macintosh, 1993), corrupt practices arise during the bidding process (Jennings, 1996) and there is often displacement of local residents (Hiller, 1998). Malfas, Theodoraki, and Houlihan (2004) found that mega-events often resulted in the increase of land and property value during and after the event. This situation can lead to a problem for a poor people who live in this area because the cost of house and rental are increased.

The problems associated with mega sport events has led Higham (1999) to suggest there should be more emphasis on organizing small-scale sport events as a form of tourist attraction. Small scale sport events include regular season sporting competitions in a community such as soccer, rugby or ice-hockey or adventure/outdoor events such as cyclotron or skiing. It can also include traditional sport events such as the Muay Thai. According to Higham (1999), small-scale sport events require reduced investment of funds, usually operate within existing infrastructure and are more manageable in terms of crowding and congestion compared to mega sport events. The few studies on small scale sport events showed some benefits to the hosting communities. For example, Gibson, Willming, & Holdnak (2003) studied college sports events as small-scale event sport tourism and their findings suggested that college sports events were able to attract

a proportion of fans from outside of the local community. They suggested small-scale event sport tourism might hold more advantages for a community than hosting mega events. Furthermore, traditional sports events such as Muay Thai, operated as small sport events, can be beneficial in terms of the preservation of local traditional cultures (Ratanapaiwong, 2006).

1.2 The Statement of Problem

It has been known that the numbers of tourist in Thailand are increasing from year to year. Some of these international tourists have traveled to Thailand to attend Muay Thai events (Tourism Department of Thailand, 2011). Muay Thai is a traditional sport in Thailand; it can be considered as a small-scale sport event. Higham (1999) and Ritchie (1996) noted the lack of research in the field of small-scale sport events as sport tourism products. Similarly, no studies have been conducted within Thailand to examine the characteristics of sport tourists attending Muay Thai events. It has not been clearly analyzed why a tourist travels to Thailand to attend a Muay Thai event during a vacation (Yuvanont, Buristrakul, & Kittimetheelkul, 2010) and what are the sport tourists perception, motivation, satisfaction and revisit intention on Muay Thai as a sport tourist attraction. Several questions remain unanswered, such as who the tourists are, how a tourist receives event information, what are their perceptions of Muay Thai as a form of tourist attraction, what are their levels of satisfaction and what experiences they may have had while attending the event. Finally, there is the question of whether a tourist will revisit any Muay Thai events in Thailand again in the future. Information on sport tourists' perception, motivation, satisfaction and revisit intention while attending Muay Thai events is important to help Thai tourism authorities plan and develop market segmentation and tourist development strategies.

A theory that can be used to study Muay Thai as a form of sport tourist attraction is Leiper's Tourist Attraction Theory which is generally used to examine tourism as a system (Leiper, 1990). It is defined as an empirical connection of a tourist or human element, a nucleus or central element, and a marker or information element (Leiper, 1990; Lew, 1987; MacCannell, 1976). Many papers have been published in different topics by referencing Leiper's tourist attraction system. For example, Smith and Hinch (1996) have done a paper on Canadian Casinos as Tourist Attractions in the case of chasing the pot of gold and this study was based on the theory of Leiper's tourist attraction. The finding of this article suggested that Canadian Casinos were not a great tourist attraction. In it, they also identified the characteristic of typical tourist attractions and how each differed from each other. This study showed the utility of Leiper's tourist attraction theory in identifying the characteristic of typical tourist attractions, there were also able to show how a destination place attracts tourists. However, this theory has never been used to examine Muay Thai events. Leiper's tourist attraction has been used to study mega events and international sport event tourism (Hinch & Higham, 1999; Gibson, Willming, & Holdnak, 2003; Yusof, Shah & Geok, 2010) such as football, rugby, and hockey, but it has never been examined within the context of small scale traditional sport events such as Muay Thai events.

In order to know more about the perception of those tourists attending Muay Thai events regarding their, satisfaction, experience and behavioral intentions to revisit Muay Thai

events, it is important to study Leiper's Tourist Attraction theory in combination with the Theory of Planned Behavior (Ajzen, 1991). This theory was often used for prediction of attitude and behavioral intention. Many papers have used the Theory of Planned Behavior to predict behavioral intentions of sport tourists. For example, Kaplanidou and Gibson (2010) have done an article of predicting behavior intentions of active event sport tourists in case of a small-scale recurring sport event. They have added some determinants of the Theory of Planned Behavior into their analytical model in order to predict the influence upon the decision of active sport tourists to attend that event again. They showed that attitudes toward event participation revealed the mediation impact of satisfaction and destination image upon intention which clearly suggests that attitudes and satisfaction are significant predictors of a participant's intention to revisit an event again. Previously, Kaplanidou and Vogt (2007) have also done a paper of the interrelationship between sport event and destination image and sports' behavior by taking the part of the Theory of Planned Behavior. They suggested that destination image and past experiences with a destination and how these had influenced the intention to revisit the destination for a sport tourism activity. However, no studies had examined how tourist attraction system interacts with prediction of tourist behavior in understanding tourists' perceptions, experiences and satisfaction with an event. Hence, the purpose of the current study is to combine Leiper's tourist attraction system and the Theory of Planned Behavior (Ajzen, 1991) to know how the variables of each theory were related to each other in order to examine sport tourists perception, motivation, satisfaction and revisit intention on Muay Thai as a sport tourist attraction

1.3 Research Objectives

- 1) To identify domestic and foreign tourists motives for attending Muay Thai events
- 2) To examine the relationship among the Muay Thai attributes actually experienced, event satisfaction and behavioral intention to attend Muay Thai events between domestic and foreign tourists.
- 3) To examine the relationship among the attributes of Muay Thai that domestic and foreign tourists actually experienced, their attitudes, subjective norms and perceived behavioral control towards the events.
- 4) To examine which factors among the determinant of the Theory of Planned Behavior (attitudes, subjective norms and perceived behavioral control), attributes actually experienced and event satisfaction were the best predictor of behavioral intentions for attending future Muay Thai event between domestic and foreign tourists.
- 5) To investigate the demographic characteristics of domestic and foreign tourists (human element) attending Muay Thai events, the attributes of Muay Thai events (nuclear element) that tourists actually experienced, and the sources of Muay Thai event information that they had received (marker element).

1.4 Research Questions

- 1) What are the domestic and foreign tourists' motives for attending the Muay Thai event?

- 2) What is the relationship between the attributes actually experienced and behavioral intention to attend the Muay Thai event between domestic and foreign tourists?
- 3) What is the relationship between attributes actually experienced and event satisfaction between domestic and foreign tourists?
- 4) What is the relationship between event satisfaction and behavioral intention to attend the Muay Thai event between domestic and foreign tourists?
- 5) What is the relationship between the attributes of Muay Thai that domestic and foreign tourists actually experienced and their attitudes towards the event?
- 6) What is the relationship between the attributes of Muay Thai that domestic and foreign tourists actually experienced and their subjective norms towards the event?
- 7) What is the relationship between the attributes of Muay Thai that domestic and foreign tourists actually experienced and their perceived behavioral control towards the event?
- 8) Which factors among the determinant of the Theory of Planned Behavior (attitudes, subjective norms and perceived behavioral control), attributes actually experienced and event satisfaction are the best predictor of behavioral intentions for attending future Muay Thai event between domestic and foreign tourists?
- 9) What are the demographic characteristics of domestic and foreign tourists (human or tourist element) attending Muay Thai event in Thailand?
- 10) What are the attributes of Muay Thai (nuclear element) that domestic and foreign tourists actually experienced?
- 11) What are the domestic and foreign tourists' sources of information about the Muay Thai event (marker element)?

1.5 Significance of Study

Muay Thai events need to be promoted and supported in more professional ways because it was a popular traditional sport event which attracts tourists travelling to Thailand (Yuvanont, Buristrakul, & Kittimetheelul, 2010; Tourism Department of Thailand, 2011). The current study focuses on this traditional sport event as a form of tourist attraction in order to understand tourist motivation and travel behavior (Leiper, 1990; MacCannell, 1976; Lew, 1987). By using Leiper's Tourist Attraction and the Theory of Planned Behavior as a framework, this study seek to understand the perception of tourists of Muay Thai as a form of tourist attraction, their satisfactions and experiences with event attendance, and how these experiences and satisfactions were related with their behavioral intentions in future events.

The results of present study had many advantages for Tourism Department of Thailand and sport marketing companies. It is hoped that this study can benefit both agencies to promote Muay Thai and to design successful promotional plans to bring more tourists to attend Muay Thai sport events in Thailand in the future. An accurate understanding of tourist motivation and travel behavior is beneficial in developing effective market

planning, targeting, promotion and development of tourist destination services for small scale traditional sport events as well as international sport events (Anna, 2010).

Understanding the behaviors of sport tourists and consumers are very important to aid in the development of marketing strategies in sport tourism. Because of marketing is any established exchange for business dealing among sellers and buyers, and it is involving high competition from other organizations in the market place. Therefore, developing marketing strategies in tourism, including planning, directing, organizing, and controlling of tourist decision-making have to concentrate mostly on tourists' wants and needs. Marketers have to educate tourists about the most important features of an event to persuade them to attend the event, and then to enhance their satisfaction with the event. In the sport tourism situation, the knowledge of consumer's behaviors is also useful for planning and promotion to increase the number of people at sport events, and enhancing the satisfaction of tourists by identifying their needs and wants at the destination place. In addition to this, understanding the behaviors of sport tourists or sport consumers has been shown to increase the demand for tourists' products and services as well as consumers' satisfaction and motivation (Funk, 2008).

The findings of the current study contributed to the sport tourism body of knowledge both theoretically and practically by combining two different theories towards understanding tourist attraction, tourists' motivation and tourist' behavioral intention on traditional sport event tourism using Leiper tourist attraction theory and the Theory of Planned Behavior. These results of this study was also useful for future research that can now combine two theories to be the research framework towards understanding tourist attraction, tourists' motivation and tourist' behavioral intention on traditional sport event tourism by using both Leiper tourist attraction and the Theory of Planned Behavior. It is hoped that researchers, sport event managers and Ministry of sports and tourism officers in Thailand can apply the findings of this study to other situations in which a culturally meaningful traditional sport can be enhanced in terms of its public image through the skillful use of tourism resources for future research and development of traditional sport event tourism.

1.6 Limitations

- 1) Field research was always limited by the skill of research assistants to approach a participant during data collection. For example, research assistants had different skills for explaining information and answering questions even though they were trained at the same strategy.
- 2) Respondents answers to the questionnaires are considered a limitation because this study assumes respondents to honestly self-report their answers.
- 3) Respondents may difficulty understanding the question items because of the language and education barriers.

1.7 Delimitation

This study only focused on tourists who attended two separate Muay Thai events held in two selected stadiums in Bangkok, Thailand. It did not include all Muay Thai events in Thailand or any Muay Thai events outside Bangkok. Thus the results can only be generalized to tourists attending the events at these two stadiums.

1.8 Definition of Terms

Tourist Attraction: A tourist attraction is a place of interest where tourists come to visit such as environmental landmarks, commercial venues and historical places. In this study, the tourist attraction of focus is defined as a Muay Thai event attended by tourists (Leiper, 1990).

Tourist Attraction System: Tourist Attraction System is defined as a system comprising three elements: a tourist or human element, a nucleus or central element, and a marker or informative element. A tourist attraction comes into existence when the three elements are connected (Leiper, 1990, p. 371).

Tourists: Tourist is defined by Ross (1994) as a person who travels away from their normal place of residence and work in a limited time of at least 24 hours, and he or she takes on different activities and roles from their normal working lives during their stay at the destination.

Domestic tourist: A domestic tourist is a person with permanent residence in the local country (in this study, Thailand) who temporarily stays away from home but in the same country and spends at least 24 hours in a collective or private accommodation for leisure, business and other purposes.

Foreign tourist: In this study, a foreign tourist is a person with non Thai nationality who temporarily stays in some other place in Thailand and in that place spends at least 24 hours in a collective or private accommodation for leisure, business and other purposes.

Generating Marker: Generating Marker is defined as Muay Thai information that tourists received in their home environment before travelling to attend a Muay Thai event (Leiper, 1990).

Transit Marker: Transit Marker is defined as Muay Thai information received during going to the Muay Thai events such as at the airport, hotel, and bus/train station (Leiper, 1990).

Contiguous Marker: Contiguous Marker is defined as Muay Thai information received during attending the Muay Thai event at stadium such as event program, event schedule, and time table of event (Leiper, 1990).

Nucleus: Nucleus is defined as any feature or attributes of Muay Thai event that tourists have experienced on it (Leiper, 1990).

Traditional Sports: Traditional sports are part of the cultural heritage of a society and filled with symbolic meaning for members of that society. UNESCO has promoted a

broad range of cultural traditions to convey values of solidarity, diversity, inclusiveness and cultural awareness (UNESCO, 2011).

Muay Thai: Muay Thai, a Thailand's national sport is a martial art and a combat sport from Thailand using stand-up striking along with various clinching techniques and using all parts of the body as both offensive and defensive tools such as feet, knees, calves, and elbows (Royal Thai Government 2005; Sirisompan, 2010).

Attitudes: Attitudes refer to a favorable or unfavorable evaluation or appraisal of behavior in question (Ajzen, 1991).

Subjective norms: Subjective norms refer to the perceived social pressure to perform or not to perform the behavior (Ajzen, 1991).

Perceived behavioral control: Perceived behavioral control refers to the perceived ease or difficulty of performing the behavior, and it is assumed to reflect past experience (Ajzen, 1991).

Intention: Intention is defined as the concept of trying to perform a behavioral goal or a given behavior (Ajzen, 1991). In this study is focused on the tourist's behavioral intention on attending Muay Thai event.

Perception: Perception is defined as the extraction of perceptual information from a stimulus without assumption about whether or not this information is experienced consciously is typical (Kanwisher, 2001, p 90).

Satisfaction: Satisfaction is defined as an individuals' feeling of pleasure or disappointment with the perceived performance of a product from comparing to individuals' expectation (Oliver, 1980).

Motivation: Motivation is defined by Romando (2008) as internal drive which stimulate people into action and direction to behavior.

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