Ecotourism Preferences of Shanghai Senior Tourists Visiting Thailand

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ABSTRACT

Title : Ecotourism Preferences of Shanghai Senior Tourists Visiting Thailand

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The objectives of this study are: 1) To study the demographic factors (gender, age, education level, income and marital status) of PRC seniors visiting Thailand; 2) To investigate demographic factors influence on cultural differences (taste and values of perception), food preferences (nutrition, organic food, food ornamental and localism), sports preferences (entertainment, health, adventure and environment) and to ecotourism of PRC seniors visiting Thailand (experience and sustainability); 3) To explore potential causal relationships modeling of demographic factors, cultural differences, food preferences, sports preferences and to ecotourism among PRC seniors visiting Thailand.

This study adopted a quantitative method and collected a total of 867 questionnaires from senior tourists from Shanghai who had visited in ecotourism in Thailand. The data were subjected to descriptive analysis, linear analysis, factor analysis and path analysis using SPSS 29.0 and AMOS 23.0.

The majority of the respondents, the senior tourists from Shanghai, PRC, are well-educated women aged between 65 and 70, with a moderately high

and prefer to join the traditional activity. And studies have found that educational level significantly influence ecotourism visiting Thailand. The analysis results show that the equation formula is following: PRC Seniors' Ecotourism Visiting Thailand = 0.375 (Cultural Differences) + 0.208 (Food Preferences) + 0.230 (Sports Preferences), the determination coefficient is 75%. The development model is consistent with the empirical evidence, which exceeds the standard level of 60% ($X^2/df = 2.126$, $P < 0.05$;RMSEA = 0.044; RMR = 0.030 GFI = 0.976 AGFI = 0.961; CFI = 0.969) .

The results show that cultural differences, food preferences and sports preferences have a significant impact on the ecotourism preferences of senior tourists from Shanghai. This study provides practical suggestions for the development of tourism products in Thailand's tourism industry, and proposes measures such as multilingual and cultural guides, personalized catering services, and diversified sports activities. This is the contribution to attracting more senior tourists from PRC, promoting the development of Thailand's tourism industry, and facilitating exchanges between the two countries. It has enriched the concept of senior ecotourism preferences academically, provided a basis for policymaking implementation, and promoted the sustainable development of tourism between China and Thailand.

Keywords: Ecotourism visiting Thailand, PRC Senior Tourists, Cultural Differences, Food Preferences, Sports Preferences

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CHAPTER 1

INTRODUCTION

The introduction chapter provides a comprehensive research background designed to delve into key areas such as the demographic characteristics of PRC seniors, cultural differences, food and sports preferences in ecotourism visiting Thailand. The problem statement highlights the importance of the research, and the research objective clarifies the directionality and realistic relevance. Specific research questions help to define the scope and depth of the research. The introduction of the research context provides a context for understanding the research environment, while the conceptual framework describes the relationships between variables and lays the foundation for theoretical discussion. Operational definitions ensure consistency in key terms, and finally, research contributions highlight the potential value of scholarship and practice, providing unique insights for knowledge enhancement and practical application.

Statement of the Problem

The population of seniors in the People's Republic of China (hereinafter referred to as PRC) is growing rapidly, triggering challenges in various aspects such as old-age care, medical care, and economy (Liu, 2011). The trend of population aging has led to changes in the social structure, and the construction of seniors' services and social support systems has become crucial (Lin, Wang, Luo, Liu, Zhong, & Cheng, 2019). As the risk of chronic diseases increases, the health needs of seniors are becoming more prominent, and the demand for medical services and healthcare rises (Lu, Chen, Long, & Duan, 2023). At the same time, social isolation and the digital divide have become social issues for seniors, requiring more attention and support. Effectively responding to the needs

of the senior's population and improving their quality of life is a direction that society and the government need to work together on (Nong & Li, 2022).

Following the post-pandemic border reopening in early 2023, PRC seniors have emerged as a major demographic in Thailand's ecotourism market. Their primary concerns include health security, medical facilities, and the availability of culturally suitable activities (Guo, 2023). Due to long periods of isolation from home, they are eager to engage in outdoor sports activities and adventure, and Thailand's rich ecological resources will appeal to them. The current situation of PRC seniors traveling to Thailand is influenced by a combination of factors (Guo, 1997; Guo, 2023). PRC's booming economy and the improvement of senior tourists' living standards, seniors' interest in traveling has gradually increased, making Thailand a popular travel destination that has attracted much attention (Gibson, Kaplanidou, & Kang, 2012; Su & Laksitamas, 2022). Among them, seniors pay more attention to health and leisure, and include ecotourism in Thailand in their choices, as its warm climate, rich natural resources and cultural landscapes meet the seniors' pursuit of tranquility, comfort, and health care (Wang & Niu, 2023). Moreover, seniors are even choosing to stay in Thailand for a longer period to enjoy the pleasant living environment and relatively low cost of living. This trend may further drive more PRC seniors to visit Thailand destination, not just for short-term ecotourism, but to integrate into the local community (Patterson & Balderas-Cejudo, 2023).

Furthermore, the food preferences of seniors in Thai ecotourism show a general tendency to incorporate local specialty foods; however, cultural differences and health needs may influence their eating habits to some extent (Hsu, Cai, & Wong, 2007). Meanwhile, PRC seniors demonstrated a positive willingness to participate in sports activities, especially active in visiting in cultural experiences and outdoor activities (Liang & Cheng, 2021). Although seniors showed enthusiasm for sports activities, cultural differences and individual sports conditions might impose some degree of limitations on their

choice of sports activities and level of visiting Thailand (Mao & Li, 2022). This highlights the fact that in ecotourism, the food and sports activity preferences of seniors are influenced by multiple factors, posing certain challenges to providing ecotourism services and experiences that better meet their needs (Niu, Li, & Han, 2022).

However, with the increase in ecotourism exchanges and collaboration between the PRC and Thailand, PRC seniors' ecotourism visiting Thailand have yet to integrate more actively into the local culture to better experience and pass on the traditional food and sports activities (Zhang, 2000; Zhang, 2021). Although seniors are concerned about their health in ecotourism, their health awareness needs to be further enhanced to more actively choose sports activities and foods that are in line with the concept of sustainable development (Yu & Xue, 2010; Yao, 2023). Currently, the ecotourism service industry has some shortcomings in meeting the needs of seniors in terms of food and sports activities (Liu & Shi, 2021). Future improvements lie in the provision of more personalized and customized services to address the problems seniors may encounter in ecotourism services to better meet their needs in ecotourism (Smith, 2021; Zhang & Wang, 2021). At present, there are still some research gaps and practice deficiencies in how to improve the inclusive sense and ecotourism experience quality of senior tourists. Due to the particularity of physical conditions and needs, the senior are more inclined to choose low-intensity and high-safety activities and have higher requirements for barrier-free facilities and health protection. However, many ecotourism products and services are mainly designed for young tourists, ignoring the needs of the seniors, resulting in them may feel excluded or difficult to enjoy during travel. This situation illustrates that while recognizing the importance of inclusion, there is a lack of in-depth research and clear guidance on how specifically to provide a better travel experience for seniors. Therefore, how to develop more intimate ecotourism products and services for the seniors and fill the gap in this field has become a direction worthy of attention (Su & Run, 2023).

Research Objectives

1. To study the demographic factors (gender, age, education level, income and marital status) of PRC seniors visiting Thailand.

2. To investigate demographic factors influence on cultural differences (taste and values of perception), food preferences (nutrition, organic food, food ornamental and localism), sports preferences (entertainment, health, adventure and environment) and to ecotourism of PRC seniors visiting Thailand (experience and sustainability).

3. To explore potential causal relationships modeling of demographic factors, cultural differences, food preferences, sports preferences and to ecotourism among PRC seniors visiting Thailand.

Research Questions

1. What are the demographic factors among PRC seniors visiting Thailand?

2. What demographic factors influence on cultural differences, food preferences, sports preferences and to ecotourism among PRC seniors visiting Thailand?

3. What is the causal model development of demographic factors, cultural differences, food preferences, sports preferences and to ecotourism among PRC seniors visiting Thailand?

Background of the Research

PRC is one of the largest number of countries in the world in terms of population, and at the same time one of the most seriously aging countries. According to statistics, the population aged 60 and above in PRC will exceed 260 million in 2023, accounting for more than 18% of the total population (Niu, Li, & Han, 2022). This provides a huge potential customer base for the ecotourism market, especially the ecotourism market. At the same time, with the improvement of living standards and the enhancement of health awareness, more

and more seniors in PRC have begun to pursue high-quality travel experiences and actively participate in ecotourism activities. In PRC, it is predicted that by 2025, the domestic income of the senior's ecotourism is expected to reach 1.14 trillion yuan, and the market share of the senior's ecotourism is showing a rapid growth trend. About 81% of the seniors express their willingness to travel, and 64% of them travel twice or more times a year. The double growth of consumption power and ecotourism frequency has enabled PRC to occupy an important position and expand its share in the senior's ecotourism market. In Thailand, with the growth trend of the senior's population to account for more than 20% of the total population by 2030, Thailand attracts senior tourists with rich natural resources and cultural heritage, and its ecotourism market share is gradually increasing, especially in the ecotourism products related to health, cultural experiences and religious activities. The market share of senior's ecotourism in southeast Asia has increased significantly. The expansion of the market share of senior's ecotourism in both countries is due to factors such as the growth of senior's population and the improvement of consumption power, and both countries are further expanding market share and development space through policy support and other means. In addition, the spending power and travel frequency of PRC senior tourists are also showing a growing trend, with about 81 percent of them saying they are willing to travel, and 64 percent of them making two or more trips per year. This provides a huge potential customer base for the ecotourism market. Meanwhile, with the improvement of living standards and health awareness, more and more PRC seniors are pursuing a high-quality lifestyle and have a growing demand for ecotourism (Liang & Cheng, 2021). They tend to choose ecotourism products that offer physical and mental health and cultural experiences. The spending power of PRC senior population has been increasing, and their spending on ecotourism is becoming an important force driving the development of the ecotourism industry. Through ecotourism, local

traditional culture and beautiful landscapes are showcased to the world, promoting cultural exchange, and understanding (Mao & Li, 2022).

In Thailand, the proportion of seniors is also gradually increasing, and according to the United Nations' forecast, by 2030, Thailand's population aged 65 and above will account for more than 20% of the total population (Balderas-Cejudo, Patterson, & Leeson, 2021). The interest of Thai seniors in ecotourism is mainly focused on health and wellness, cultural experience, and religious activities. Thailand's rich natural resources and cultural heritage provide excellent conditions for meeting this demand. Thailand attracts tourists from all over the world, including seniors, with its unique culture and beautiful natural scenery (Hsu, Cai, & Wong, 2007). Through ecotourism, Thailand's destination can not only enhance its international image but also promote international cultural exchange. This provides growth opportunities for the ecotourism market, and the Thai government and ecotourism industry are striving to use ecotourism as a tool to promote sustainable development, especially in terms of protecting the environment and promoting community development.

The ecotourism markets in PRC and Thailand show tremendous potential for growth as their senior populations continue to grow and their spending power increases. According to the United Nations Population Fund and the National Statistical Office, the number of seniors is expected to increase further, providing a broader customer base for the ecotourism market. At the same time, studies have shown that there is a growing demand for health and culture experience ecotourism products among the senior population, who are willing to choose destinations with rich natural and human resources for their travels. With the support of government policies, the ecotourism industries in PRC and Thailand are also growing and providing more choices and services for seniors. Therefore, it is foreseeable that the ecotourism market for seniors in PRC and Thailand will become an important growth point for the future development of ecotourism, bringing new vitality and opportunities to the ecotourism industry of the two

countries (Hu, 2022). Both countries are actively developing and promoting ecotourism to meet the needs of seniors, while also promoting the goals of economic development, cultural exchange, and sustainable development through this avenue (Heo & King, 2009; Jiang, Cao, & Cai, 2021). This trend places higher demands on the development and product design of the ecotourism industry, which needs to consider the cultural preferences and needs of PRC senior citizens to provide services that are more personalized and closer to the psychological expectations of seniors (Gibson, Kaplanidou, & Kang, 2012; Su & Laksitamas, 2022).

Research Conceptual Framework

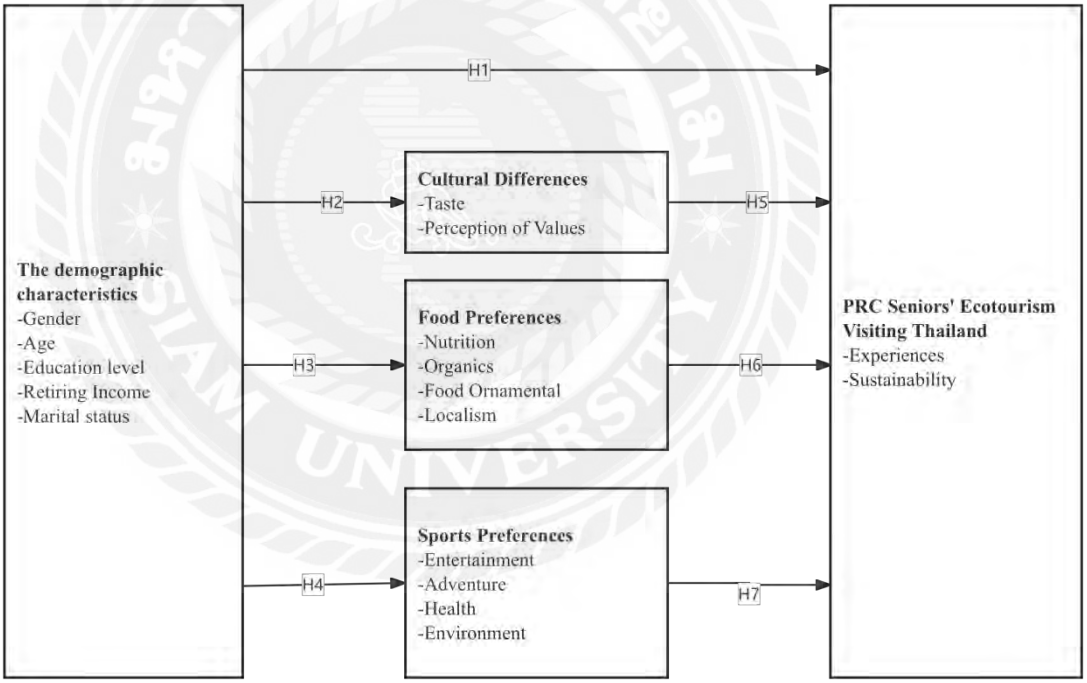

Figure 1: Research framework of the study based on the findings of Heo and King (2009), Chen and Shiemaker (2014), Yu et al. (2015), Xia and Li (2022) and Huang et al. (2021)

Figure 1 shows the research framework of this study, which aims to explore a comprehensive model of the relationship between ecotourism, food and sports among PRC seniors going to Thailand. The construction of this model is based on

the interweaving influence of several important factors. Firstly, the demographic model is the starting point of the study. Heo & King (2009) and Huang et al. (2021) pointed out that factors such as the age, retirement income level, education level and marital status of the senior in PRC largely determine their interest and ability to participate in ecotourism, food and sports activities. These factors provide key clues for in-depth understanding of the travel preferences and behavior patterns of the senior group.

Further, Chen & Shiemaker (2014) emphasized that sports and health are important considerations for PRC senior tourists to visit Thailand. As the health awareness of the senior increases, so does their demand for sports and fitness activities, therefore, understanding the health status, sports preferences and fitness awareness of PRC senior tourists is crucial to designing ecotourism programs that meet their needs. In addition, Yu et al. (2017) proposed that PRC seniors have a deep cultural identity for food, and they have a strong preference for food that meets health needs and tastes, especially during travel. Therefore, providing a gastronomic experience that meets their taste and health standards will significantly boost their travel interest and overall satisfaction.

Xia & Li (2022) emphasized the importance of sustainable development. With the increasing awareness of environmental protection, PRC senior tourists are increasingly concerned about environmental protection and social responsibility when choosing ecotourism products, so designing Thailand eco-ecotourism projects with sustainable development as the core can not only meet their ecotourism needs but also enhance their sense of identity with the destination.

Taking the above factors into account, a comprehensive demographic model covering multiple dimensions such as population, culture, food, health and sustainable development will help to more comprehensively understand the ecotourism behaviors and needs of PRC senior tourists visiting Thailand. This causal model can not only promote the physical and mental health of the senior tourists but also improve their sense of identity to the tourist destination by

optimizing the ecotourism projects, thus achieving a win-win situation in the regional and local ecotourism markets.

Operational Definitions

Pattern of preferences means the factors that influence the preferences and composition of the population of an area or group, including gender, age, level of education, retiring income and marital status.

Cultural differences means the differences and similarities that exist between different cultural groups, which cover a wide range of aspects such as language, values, belief systems, social etiquette, food habits, artistic expression, customs, and traditions. Cultural differences usually stem from a variety of factors, such as history, geography, religion, social systems and so on, which form their own unique cultural preferences.

Nutritional preferences means preferences and composition of nutrients in food, including proteins, carbohydrates, fats, vitamins, minerals, and others.

Organic food means the agricultural products that are produced without the use of synthetic chemical pesticides, fertilizers, or other artificial additives. They also do not use genetically modified organisms and emphasize the importance of natural ecological farming.

Food ornamental means the foods and beverages that are both aesthetically and visually appealing and edible.

Localism which includes all aspects of food production, inheritance, consumption habits, and table manners. It is one of the traditional cultural preferences of a country or region.

Sports entertainment means the enjoyment and pleasure derived from sports or sports activities, emphasizing the fun and entertainment of sports.

Sports adventure means the sports or outdoor activities with a certain degree of risk and challenge, emphasizing the courage and determination to face the unknown and risks in the activities.

Sports health means the positive effects of sports and sport on sports and mental health. It includes sports fitness, disease prevention, and stress relief.

Sports environment means the places and conditions in which sports and outdoor activities take place, including indoor sports facilities, parks, and natural landscapes.

Ecotourism experience refers to the travel activities carried out by tourists in a natural environment, emphasizing respect and protection for the ecological environment. At the same time, through getting close to nature and learning ecological knowledge, they can gain a comprehensive feeling of physical and mental pleasure and enhanced environmental awareness.

The sustainability of ecotourism refers to a development model that meets the current needs of tourists without harming the interests of the natural environment, ecosystems and local communities, ensuring that ecotourism resources can be maintained for a long time and continuously provide value for future tourists.

PRC senior ecotourism means a form of ecotourism that combines the visiting Thailand of PRC seniors with the preservation of and respect for natural ecosystems. It emphasizes environmental protection and sustainable ecotourism.

Research Contribution of the Research

1. Expand Tourism Theory Research

This study focuses on the ecotourism behaviors of Chinese seniors traveling to Thailand, which will fill the gap in the research of senior ecotourism behaviors in a cross-cultural context and provide new research perspectives and theoretical supplements for the field of tourism studies. Meanwhile, by constructing a relationship model among demographic characteristics, cultural differences, dietary preferences, exercise preferences and ecotourism experiences, the theoretical framework of the influencing factors of tourism behaviors is enriched, and the understanding of the behavioral characteristics of the senior tourism group

is further deepened.

2. Support the Creation of Tourism Products

The research results will provide tourism practitioners with detailed information about PRC seniors' ecotourism in Thailand, including their dietary and nutritional needs, preferences for organic food, and demands for sports and entertainment, thereby providing a strong basis for the development of customized eco-tourism products that better meet the needs of the senior group. It helps tourism enterprises optimize the planning of travel destinations and itinerary arrangements, and enhance the travel satisfaction and market competitiveness of senior tourists.

3. Support Local Governments in Creating Policies

Provide references for the PRC in formulating policies related to senior, help develop characteristic food-themed ecotourism products, improve the infrastructure for senior ecotourism, and promote the healthy development of the senior industry. It also provides strategic suggestions for the Thai government to attract senior tourists from PRC and improve the quality of ecotourism services by leveraging its own cultural and natural resources, and promotes cooperation between the two countries in the development of tourism resources and ecological protection.

4. Promote Community and Cultural Exchange and Development

Boost the sales of local agricultural products, meet the seniors' demand for healthy food, increase farmers' income, inject vitality into community economic development, and at the same time drive employment in accommodation, transportation and other service industries, promote cultural exchange and innovation between China and Thailand, and enrich the local cultural connotation.

5. Improving the Quality of Seniors' Life

By studying the integration model of diet, exercise and eco-tourism, providing new choices for a healthy lifestyle for the seniors can help enhance their physical fitness, enrich their spiritual and cultural life, and improve the quality of

life in their later years. Furthermore, pay attention to the special needs of the senior group in eco-tourism, promote the creation of an elderly-friendly tourism environment in society, enable the seniors to better integrate into society and enjoy life, and promote the harmonious development of society.

This chapter provides a comprehensive introduction to the research on PRC seniors' ecotourism visiting Thailand. It begins with the problem statement, highlighting the growing senior population in PRC and their increasing participation in ecotourism in Thailand. The research objectives are clarified, aiming to explore the demographic factors, cultural differences, food and sports preferences influencing PRC seniors' ecotourism behaviors. Specific research questions are proposed to guide the study. The research background emphasizes the potential of the ecotourism market in both PRC and Thailand, driven by the expanding senior population and rising consumption power. A conceptual framework is presented to illustrate the relationships between variables, and operational definitions are provided to ensure clarity. Finally, the research contributions are outlined, indicating the study's potential to advance tourism theory, inform tourism product development, assist policy-making, promote cultural exchange, and enhance the quality of life for seniors.

CHAPTER 2

LITERATURE REVIEW

This chapter will review the literature related to the demographic profile of PRC seniors on food preferences, sports preferences, ecotourism while visiting Thailand. The study explores cultural differences between PRC and Thailand nations to gain insight component variables in the model. The current literature review will also assist to identify a precise information of relevant concepts and profound research in these areas, providing a more comprehensive background and crucial direction study for further research.

Patterns of Seniors' Demographic Preferences

Globally, population ageing has become a significant trend with far-reaching social and economic implications (Wang, 2004). In PRC, the population of seniors aged 60 and above has reached 249 million, accounting for 17.9% of the total population, and the demand for senior ecotourism continues to grow (Wang & Niu, 2023). The number of senior tourists in PRC continues to rise, with the average travel time reaching 5 days and per capita spending exceeding 3,870 RMB (19,350Bht) (Patterson & Balderas, 2023), and the senior ecotourism market has become a market worth about 1 trillion RMB (4.9 trillion baht) (Lu et al., 2023). Recent data released by Chinese Donkey Mothers Travel Network shows that in 2023, the number of trips taken by "silver-haired senior tourists" on the platform accounted for more than 32% of the number of trips taken by the all-age group (Teng, 2023), an increase of 5%compared with the same period in 2019 (Wang, 2023). This group is more inclined to choose high-speed rail tours and group tours as their favorite way to travel (Zhu & Ma, 2023). As "silver-haired senior tourists" usually have sufficient discretionary time, they are more inclined

to choose staggered trips in terms of travel time (Su & Run, 2023). In addition, the “silver-haired” also have a higher demand for forest recreation, mountain experience, immersive learning and other ecotourism functions (Wang et al., 2023). This trend shows that seniors pay more attention to sports and mental health, and cultural experience in their travel choices (Liu, 2023).

The increase in the number of senior tourists is not only due to the growing senior population but also attributed to the improvement in their living standards and the enhancement of health awareness (Mao & Li, 2022). With economic development and improved medical conditions, seniors in PRC enjoy better health and financial status, enabling them to travel more frequently and spend more on tourism (Liu, 2023). According to a report by the PRC National Tourism Administration, senior tourists have become an important force in the domestic tourism market, with their consumption capacity and travel frequency showing a rapid upward trend (Jiang et al., 2021). This has led to the expansion of the senior tourism market and the diversification of tourism products (Collier, 2020). The senior tourism market is characterized by its unique demand features, such as a preference for culturally rich destinations, comfortable travel arrangements, and health-related activities. These features distinguish it from the tourism market targeting younger demographics (Lao et al., 2023).

Furthermore, the senior population in PRC is diverse in terms of educational background, income level, and marital status, all of which influence their travel preferences and behaviors (Ma et al., 2023). For instance, seniors with higher education levels may show greater interest in cultural and historical tourism, while those with higher income levels may be more willing to participate in luxury or customized travel experiences (Huang, 2023). Meanwhile, seniors who are married might prefer traveling with their spouses, while single seniors might be more inclined to join group tours to enjoy social interactions with fellow travelers (Chen & Ren, 2023).

In conclusion, there is a lack of research on how these demographic factors comprehensively affect the ecotourism behaviors of Chinese seniors, especially in cross-cultural contexts such as traveling to Thailand. Most studies only focus on single demographic factors or general tourism behaviors, rather than the complex interplay of multiple demographic factors on the specific ecotourism experiences of Chinese seniors in Thailand. For instance, how gender, age, education level, income, and marital status jointly influence the choice of ecotourism destinations, travel modes, and activity preferences among Chinese seniors traveling to Thailand remains under explored (Zhang, 2021).

Cultural Differences between PRC and Thailand

Socialization and Relationships Differences

PRC, as a country with a rich philosophical tradition, focuses on family and social hierarchy (Cui, 2021). The interplay of Confucianism, Buddhism and Taoism has shaped the Chinese senior tourists' deep sense of respect for elders and authority (Ding & Zhao, 2009; Fan et al., 2011). In contrast, Thailand is an important spreading place of Buddhism, which occupies a central position in Thai society and culture, influencing senior tourists' moral concepts and values (Su & Run, 2023). Social etiquette is a part of PRC and Thai culture that cannot be ignored (Su & Laksitamas, 2022). PRC emphasizes respect for elders and family traditions, while Thailand also pays attention to respect for elders and authority but expresses it through unique ways such as the "wai" (Wang & Niu, 2023). This reflects the different views on socialization and relationships in the two cultures, as well as the differences in the way respect is expressed (Sien et al., 2023).

The Chinese culture places a strong emphasis on the concept of "face", which relates to social standing, dignity, and respect (Cai, 2000; Guest et al., 2006; Zou et al., 2022). Maintaining face is crucial in social interactions, and Chinese seniors are often mindful of this when engaging with others (Huang et al., 2021).

In contrast, Thai culture is characterized by the value of “mai pen rai,” which translates to “never mind” or “take it easy” (Skowronek et al., 2012). This reflects a more relaxed and less confrontational approach to social situations. Thai people generally prioritize harmony and avoid conflict, which can lead to a more laid-back and accommodating social environment (Richards, 2012). The differences in these social values can influence how Chinese senior tourists interact with Thai locals and adapt to Thai social norms during their travels (Nong & Li, 2022).

Perception of Cultural Value

In terms of communication styles, Chinese culture tends to be more indirect and reserved, with an emphasis on maintaining harmony and avoiding confrontation (Zhang, 2000). On the other hand, Thai culture is generally more direct and open, with people being friendly and easygoing (Yu & Xue, 2010). This difference in communication styles may affect the interaction between Chinese senior tourists and local people in Thailand, as well as their perception and acceptance of Thai culture. Furthermore, the role of family in travel decision-making also varies between the two cultures (Zhang, 2021). In PRC, family opinions often play a significant role in travel decisions, while in Thailand, individuals may have more autonomy in choosing travel destinations and activities (Zhang & Wang, 2023).

Thai society also places a high value on community and collective well-being. Decisions, including travel plans, are often made with the consideration of the greater good and the impact on the community (Su & Liu, 2022; Su et al., 2024). This contrasts with the more individualistic approach that can be found in some other cultures (Zhang & Wang, 2023). Additionally, the concept of “kreng jai” in Thai culture emphasizes the importance of being considerate and mindful of others' feelings, which can influence the hospitality and service industry in Thailand, creating a warm and welcoming environment for tourists (Savelli et al., 2022).

The religious landscape also contributes to the distinct cultural differences between the two nations (Xia & Li, 2016). In PRC, while Buddhism has a substantial following, there is also a rich tapestry of other beliefs and philosophies that have coexisted throughout history. This diversity has led to a more integrated approach to spirituality among Chinese seniors, who may incorporate various elements from different traditions into their worldview (Sun & Xu, 2003). In Thailand, Buddhism is not only the dominant religion but also deeply intertwined with the national identity and daily life of the people. Thai Buddhism, specifically Theravada Buddhism, permeates social norms, artistic expressions, and cultural practices, creating a cohesive cultural framework that is distinct from the more pluralistic religious environment in PRC (Yamamoto, 2022).

Thai Buddhism has a significant influence on the country's festivals and traditions, such as Songkran (Thai New Year) and Loykrathong, which are deeply rooted in Buddhist teachings and practices. These festivals often involve communal participation and religious ceremonies, offering a unique cultural experience that can be both enlightening and enriching for Chinese senior tourists (Xu, 2023). Understanding and respecting these religious and cultural practices can enhance the travel experience and foster greater cultural appreciation (Yu et al., 2003).

To sum up, although the cultural differences such as taste and value between PRC and Thailand are well documented, their specific influences on the travel behaviors, preferences and overall travel experiences of seniors have not been fully explored. Most studies focus on general cultural differences rather than their specific impact on senior tourism in a cross-cultural context. These cultural differences affect Chinese seniors' choices of travel destinations, activities, and interactions with local people in Thailand remains unclear. Additionally, there is limited research on how Chinese seniors adapt to and engage with Thai cultural practices during their ecotourism experiences, and how these interactions shape their perceptions and satisfaction with the trip (Zhang & Wang, 2023).

Current Food Preferences of PRC Seniors

Nutritional Concerns

The food preferences and needs of Chinese seniors in the context of ecotourism have undergone significant transformations, driven by factors such as population growth, health considerations, and leisure requirements, and are currently exhibiting a robust growth trend (Yu & Ren, 2003; Yang & Wang, 2021). Extensive research has revealed that during ecotourism activities, senior citizens tend to place a higher emphasis on the nutritional value, freshness of food, and show a marked preference for local traditional specialties (Zhang & Wang, 2023). Their food preferences encompass a range of concerns, including the variety of food options, nutritional content, and the availability of healthy eating choices. This necessitates that tour operators introduce a diverse array of food alternatives, carefully considering the distinct taste preferences and health requirements of different seniors (Chen, Han, & Zheng, 2022). As seniors' demand for essential nutrients such as protein, vitamins, and minerals continues to rise, food service providers must focus on delivering balanced nutrition. They should also pay close attention to seniors' physical activity levels and their specific needs for health-oriented foods (Zou et al., 2023; Yang, 2006; Xu & Chen, 2001).

Chinese senior tourists are increasingly cognizant of the pivotal role that nutrition plays in maintaining optimal health. They actively seek out foods that are abundant in vital nutrients like protein, calcium, iron, and vitamin C. For instance, foods such as tofu, leafy green vegetables, and citrus fruits are highly prized for their rich nutritional profiles (Zhang, 2023). This growing focus on nutrition is propelled not only by personal health concerns but also by recommendations from the medical fraternity and health campaigns that underscore the significance of proper nutrition in preventing chronic ailments such as osteoporosis, anemia, and scurvy (Niu et al., 2022).

Organic Food Alternative

In recent years, there has been a remarkable and steady increase in the preference for organic foods among Chinese seniors. This growing fondness for organic products can be attributed to several factors that have significantly influenced the food choices of the elderly population (Jiang et al., 2021). As seniors become more and more concerned about food safety, they are naturally drawn to organic foods, which are cultivated without the use of synthetic pesticides and fertilizers (Nong & Li, 2022). The potential health advantages of such foods have also contributed to the surge in demand (Savelli et al., 2022). Organic foods are not only perceived as healthier alternatives but also as more natural options that align with the seniors' increasing desire to maintain a healthy lifestyle through their food choices (Teng, 2023).

The shift towards organic consumption has been so significant that local farmers 'markets and specialized organic food stores have witnessed a substantial rise in popularity (Wang et al., 2023). These venues have become the go-to places for Chinese seniors who are willing to pay a premium price for organic produce, dairy products, and meats. The willingness to pay extra for organic foods reflects the seniors' prioritization of health and quality in their food choices (Wang & Niu, 2023). This trend also mirrors a broader movement in characterized by heightened environmental awareness and a collective desire to minimize exposure to chemicals in food. As people become more conscious of the impact of chemicals on their health and the environment, organic foods offer a safer and more sustainable alternative (Zhang & Wang, 2023).

The growing preference for organic foods among Chinese seniors is not just a passing trend but a significant shift in consumer behavior (Zhu et al., 2023). It reflects a deeper understanding of the importance of food quality and safety in maintaining good health. The elderly population is more susceptible to health issues, making them more discerning about the foods they consume (Chen et al.,

2022). Organic foods, with their minimal exposure to harmful chemicals, provide a sense of security and assurance of quality that resonates with seniors. This increasing awareness and demand for organic products are likely to continue shaping the food market in Percussing for more organic options and influencing the food habits of the population, especially among the senior citizens who are becoming more health-conscious and environmentally aware with each passing day (Chen et al., 2020).

Food Ornamental Familiarity

The food behaviors and habits of Chinese seniors are crucial considerations in the realm of ecotourism. Considering the food taboos and established habits of seniors, ecotourism businesses are obliged to offer catering services that cater to their specific needs (Niu, Li, & Song, 2021). Research has underscored the importance of exercising stringent control over the procurement and storage of ingredients to enhance seniors 'trust and satisfaction regarding healthy food options (Yan, 2021; Wang, Zhang & Ye, 2012). Furthermore, gaining an understanding of the factors that seniors prioritize when dining out, such as the ambiance, quality of service, and value for money, is of paramount importance in delivering exceptional service (Liu, 2021).

Chinese senior tourists share a deep-seated connection with their culinary heritage, which often serves as a source of comfort and familiarity during their travels (Balderas-Cejudo et al., 2021). When venturing abroad, they may actively seek out food that mirrors their native cuisine or strikes a balance between familiar and novel flavors (Chen & Ren, 2023). For example, while their preference for staple foods like rice and noodles may persist, they might also be open to experimenting with local Thai dishes that incorporate comparable ingredients or textures (Guo, 2023). This inclination towards culinary experiences that are both familiar yet distinctive can considerably influence their choice of restaurants, their willingness to engage in food-related activities, and their overall satisfaction with

the trip (Hu, 2022). Additionally, Chinese seniors place a high premium on the social aspects of dining. Meals are frequently viewed as opportunities to strengthen bonds with family and friends. This social dimension of eating can significantly enhance their travel experience when they can share meals with companions or interact with local communities through food (Jiang et al., 2021).

Local Availability

The role of food as a component of cultural identity is another significant aspect to consider (Jiao, 2017). For Chinese seniors, food transcends its basic function as nourishment and becomes an integral part of their cultural identity and heritage (George & Mallery, 2003). Traditional Chinese cuisine is steeped in a rich historical tapestry and regional diversity, with each dish often carrying symbolic meanings and cultural narratives. When traveling, especially to a foreign country like Thailand, the ability to access familiar foods can provide a sense of continuity and connection to their cultural roots. On the flip side, the willingness to try new foods can also be interpreted as an expression of cultural curiosity and adaptability (Fan et al., 2011). This intricate interplay between food, identity, and cultural exploration significantly shapes the food choices and preferences of Chinese seniors when they engage in ecotourism abroad (Hennink et al., 2017).

Chinese seniors traveling to Thailand may actively seek out local Chinese restaurants or establishments that offer a fusion of Chinese and Thai cuisines. This allows them to savor the familiarity of certain Chinese dishes while simultaneously immersing themselves in the distinctive flavors of Thai cuisine (Zhu & Ma, 2023). The availability of such localized food options can influence their choice of travel destinations and accommodations, as well as their overall travel satisfaction (Gibson et al., 2012). Moreover, the incorporation of local ingredients and cooking techniques into Chinese-style dishes can create a unique

culinary experience that appeals to both their cultural preferences and their adventurous spirit (Heo & King, 2009; Hu, 2022).

To sum up, the current food preferences of seniors in PRC against the background of ecotourism reflect multiple approaches such as nutrition, organic, food ornamental, and localism. Despite these insights, there are still some research gaps that need to be further explored. For instance, how Chinese seniors' food preferences are shaped by their demographic background and how these preferences affect their adaptation to and enjoyment of Thai food culture during ecotourism remains under-researched. Additionally, there is limited research on how food preferences influence the choice of ecotourism destinations, travel companions, and the overall travel itinerary among Chinese seniors traveling to Thailand (Zhang, 2023).

Current Sports Preferences of PRC Seniors

Health Awareness

Chinese seniors' sports preferences in ecotourism are a huge factor in ecotourism development and seniors' health (Zou, 2023). The research covers a wide range of aspects such as sports needs, sports mode and frequency, sports environment, and facilities, highlighting the importance of sports in the lives of seniors. Literature cited covers research on the transition from youth to senior adult sport, analysis of IDH (sport high potential) results in sport publications, and in-depth research of changes in sports and leisure behaviors (Li & Li, 2005; Patterson & Balderas, 2020). The research found that Chinese seniors were more likely to engage in sports activities of a social nature, such as recreational sports like dancing, Tai Chi, table tennis, and walking. This type of sport is usually simple and entertaining and is closely associated with increased health awareness (Huang et al., 2021).

Participation in sports activities not only benefits physical health but also provides opportunities for social interaction and mental relaxation. Chinese senior tourists often engage in group sports activities, which helps them build connections with fellow travelers and locals, thereby enhancing their travel experience (Hu, 2007). However, the availability and suitability of sports facilities and programs in ecotourism destinations can significantly influence their willingness and ability to participate in such activities. For example, the lack of accessible sports facilities or the absence of sports programs that cater to their physical conditions and interests may hinder their engagement in sports during ecotourism (Kamis & Lynch, 2020).

Entertainment Opportunity

The social aspect of sports holds immense importance for Chinese seniors, as it provides them with a sense of belonging and connection that is crucial for their well-being (Lao et al., 2023). Engaging in group activities such as Tai Chi classes, hiking clubs, or badminton games offers seniors the opportunity to interact with their peers regularly. These interactions are not merely physical exercises but also social gatherings where they can share personal experiences, exchange stories, and form lasting friendships (Collier, 2020). Through these activities, seniors develop a strong sense of community, which is essential for their mental and emotional health (Hu, 2022).

This social dimension of sports is particularly valuable in alleviating feelings of loneliness and isolation that some seniors may experience, especially during travel (Huang, 2023). When away from familiar surroundings and their usual social networks, seniors can feel disconnected and vulnerable. Participating in group sports activities helps bridge this gap by providing a familiar and welcoming environment where they can meet new people who share similar interests. This sense of camaraderie can make the travel experience much more enjoyable and less stressful (Jiang et al., 2021).

In addition to the physical benefits, these activities also have a positive impact on mental health. The combination of physical exercise, social interaction, and cultural engagement helps to reduce stress, improve mood, and enhance overall quality of life (Liu & Shi, 2021). For many seniors, these sports activities have become an integral part of their daily routine, providing them with a sense of purpose and fulfillment (Savelli et al., 2022). Through these activities, they not only stay physically fit but also remain mentally and emotionally engaged, contributing to a more vibrant and fulfilling life (Sijing, 2022).

Adventuring Activities

Adventure sports and activities have emerged as a significant trend among Chinese seniors, particularly as they seek new and exciting ways to enrich their lives and travel experiences (Su & Run, 2023). These activities are not just about physical exertion; they are about stepping out of one's comfort zone, embracing the unknown, and discovering new aspects of oneself and the world (Liang et al., 2021). For Chinese seniors, adventure sports have become a means of personal growth, cultural exploration, and physical rejuvenation (Ma et al., 2023).

When Chinese seniors participate in adventure sports, they are often drawn to activities that combine physical challenge with cultural immersion (Savelli et al., 2022). For example, hiking through the scenic trails of Thailand allows them to explore the natural beauty of the country while also learning about its unique flora and fauna (Deng, 2021). Bird watching in remote, pristine areas offers a peaceful yet adventurous experience, where they can observe the diverse wildlife and gain insights into local ecosystems. Mild rock climbing, on the other hand, provides a thrilling yet manageable challenge that tests their physical abilities and mental resilience (Cui, 2021).

These adventure activities are particularly appealing because they allow seniors to challenge themselves within the bounds of their physical capabilities. Unlike more extreme sports, which might be too risky or demanding for older

individuals, adventure sports like hiking, bird watching, and mild rock climbing are designed to be accessible and enjoyable for a wide range of ages and fitness levels (Ding & Zhao, 2009). They offer a sense of accomplishment and excitement without overwhelming the participants (Fan, 2021).

Furthermore, adventure sports offer a sense of exploration and discovery that can be particularly rewarding for seniors. These activities often involve visiting new places, encountering unfamiliar challenges, and learning new skills (Guest et al., 2006). This sense of adventure can help seniors maintain a youthful spirit and a sense of curiosity about the world around them. It also provides a way for them to stay physically active and mentally engaged, contributing to their overall health and well-being (Hennink et al., 2017).

In conclusion, adventure sports have become an increasingly popular choice for Chinese seniors, offering a unique combination of physical challenge, cultural exploration, and personal growth. These activities allow seniors to step out of their comfort zones, experience new adventures, and create lasting memories. By engaging in adventure sports, Chinese seniors can enrich their lives, stay active, and continue to explore the world with a sense of excitement and wonder (Skowronek et al., 2012).

Environmental Preference

In the context of ecotourism, the sports environment is a critical factor that significantly influences the participation and enjoyment of seniors in physical activities (Chen & Shoemaker, 2014). Seniors, like all individuals, have specific needs and preferences when it comes to engaging in sports, and these needs must be carefully considered to ensure a positive and safe experience. According to Xia & Li (2022), concerns about the sports environment, including safety, comfort, and convenience, need to be fully integrated into the planning and design of ecotourism initiatives. This holistic approach not only enhances their enjoyment but also ensures their well-being.

The natural environment plays a pivotal role in attracting seniors to participate in sports activities (Chen et al., 2021). Scenic spots such as mountains, forests, and beaches are particularly popular destinations for sports activities due to their beautiful landscapes and fresh air (Liu et al., 2021). These natural settings provide a serene and invigorating backdrop for physical exercise, which can be especially appealing to seniors who seek a peaceful and rejuvenating experience (Liu, 2023). The combination of physical activity with the aesthetic and therapeutic benefits of nature creates a unique and enjoyable experience that goes beyond mere exercise (Ma et al., 2023).

Seniors generally prefer sports environments that are quiet, clean, and in harmony with nature (Nong & Li, 2022). These preferences reflect a desire for a peaceful and undisturbed setting where they can focus on their physical activities without distractions. Quiet environments allow for better concentration and a more relaxed state of mind, which can enhance the overall experience and make it more enjoyable (Savelli et al., 2022). Cleanliness is also a significant concern, as it reflects the quality and safety of the environment. Seniors are more likely to feel comfortable and safe in well-maintained and clean areas, which can encourage them to engage in sports activities more frequently (Su & Laksitamas, 2022).

Moreover, the harmony with nature is a crucial aspect that seniors value highly. They appreciate environments where they can connect with the natural world and experience its beauty firsthand. This connection with nature can have a profound impact on their mental and emotional well-being, providing a sense of peace and tranquility that is hard to find in urban settings (Sun & Xu, 2003). Engaging in sports activities in such environments allows seniors to combine physical exercise with the therapeutic benefits of nature, creating a holistic experience that promotes both physical and mental health (Wang & Niu, 2023).

Furthermore, the integration of natural elements into sports environments can enhance the overall experience for seniors (Wang et al., 2023). For example,

incorporating natural landscapes such as gardens, water features, or scenic views into sports facilities can create a more pleasant and inviting atmosphere. This can make the environment more appealing and encourage seniors to engage in physical activities more regularly (Teng, 2023). Additionally, the use of eco-friendly materials and sustainable practices in the construction and maintenance of sports facilities can align with growing environmental consciousness, making the experience more meaningful and enjoyable (Wang, 2023).

In summary, the sports environment is a critical component of ecotourism for seniors. By addressing their concerns about safety, comfort, and convenience, and by providing natural, quiet, and clean environments, ecotourism initiatives can create a more enjoyable and safer sports experience for seniors. The natural environment, with its scenic beauty and therapeutic benefits, plays a crucial role in attracting seniors to participate in sports activities. By carefully considering these factors in the planning and design of ecotourism, it can ensure that seniors have access to high-quality sports experiences that promote their well-being and enhance their quality of life (Wang, 2004).

In total conclusion, most studies have focused on the general exercise preferences of the seniors, including health, entertainment, adventure, and the environment. However, there is a lack of in-depth exploration of how these sports preferences affect ecotourism behaviors in the context of PRC and Thailand. Furthermore, the correlations between exercise preferences and other factors, such as overall ecotourism satisfaction, have not been fully studied. For instance, it remains unclear how the preferences of Chinese seniors for certain types of sports influence their choices of ecotourism destinations, travel companions, and the duration of their stay in Thailand (Zhang, 2021).

Ecotourism Destination for PRC Seniors

Memorable Experience

An in-depth understanding of the travel behaviors and motivations of Chinese seniors is essential for designing attractive ecotourism products and services (Xu, 2023). This understanding is not merely about identifying preferences and needs but also about uncovering the underlying desires and expectations that drive their travel decisions. Chinese seniors are a diverse group with varied interests, and their travel experiences are often influenced by a combination of factors, including their desire for cultural enrichment, natural beauty, and meaningful interactions (Yan, 2021). By delving into these motivations, ecotourism practitioners can gain valuable insights that will help them better meet the expectations of senior tourists and create truly memorable experiences (Yamamoto, 2022).

The travel experiences of Chinese seniors are often characterized by a deep-seated desire for cultural enrichment. They seek destinations that offer a rich tapestry of historical sites, traditional festivals, and authentic local experiences (Cai, 2000). For example, Thai temples such as Wat Phra Si Rattana Satsadaram in Bangkok and the ancient city of Ayutthaya provide seniors with a profound historical and cultural experience (Hsu et al., 2007). These sites are not just tourist attractions but living testaments to Thailand's rich heritage. Visiting these places allows seniors to immerse themselves in the history and spirituality of the region, offering a sense of connection to the past that is both educational and emotionally resonant (Liang & Cheng, 2021).

Similarly, the vibrant colors and intricate designs of Thai silk weaving in Chiang Mai offer a glimpse into the country's traditional craftsmanship. Chinese seniors are often fascinated by the skill and artistry involved in these traditional practices and witnessing them firsthand can be a highlight of their trip. Such experiences provide a deeper understanding of Thai culture and its unique contributions to the world, making the travel experience more meaningful and enriching (Richards, 2012).

Thai local markets and street food stalls are also highly appealing to Chinese seniors, as they provide an immersive sensory experience through diverse aromas, tastes, and visual displays. These markets are bustling hubs of activity, where seniors can engage with local vendors, sample exotic foods, and observe the vibrant daily life of the community. Participating in local cooking classes or tea ceremonies allows seniors to engage with Thai culture on an even deeper level. These activities are not just about learning new skills but about experiencing the warmth and hospitality of the Thai people, which is a crucial aspect of their travel experience (Sien et al., 2023).

The warmth and hospitality of the Thai people play a significant role in enhancing the travel experience for Chinese seniors. Thai culture is known for its emphasis on kindness and respect, and this is often reflected in the way locals interact with tourists (Xu, 2022). Seniors, who may feel more vulnerable when traveling, appreciate the sense of welcome and value that comes from being treated with kindness and respect. This positive interaction can make a significant difference in their overall enjoyment of the trip and leave a lasting impression (Yao, 2023).

Moreover, the emphasis on creating memorable and emotionally resonant experiences is crucial in attracting Chinese seniors to Thailand's ecotourism destinations (Yu & Xue, 2010). These experiences should go beyond the superficial and provide a deeper connection to the local culture and environment. Therefore, staying in eco-friendly accommodations that blend seamlessly with the natural surroundings can enhance the sense of immersion. Participating in community-based tourism projects, such as visiting local villages or engaging in conservation activities, can also provide a sense of purpose and fulfillment (Zhang et al., 2023).

In conclusion, the travel experiences of Chinese seniors are shaped by a complex interplay of factors, including their desire for cultural enrichment, natural beauty, and meaningful interactions (Zou et al., 2022). By understanding

these motivations and preferences, ecotourism practitioners can design products and services that meet their expectations and create truly memorable experiences. The warmth and hospitality of the Thai people, combined with the rich cultural heritage and natural beauty of Thailand, make it an ideal destination for Chinese seniors seeking a fulfilling and enriching travel experience (Yang & Wang, 2021).

Ecotourism Sustainability

Understanding the food and sports needs of Chinese seniors in ecotourism can help develop more relevant products and services and increase the satisfaction of Chinese seniors, while promoting the sustainable development of the entire ecotourism industry (Yang, 2006). To promote the overall experience of Chinese seniors in ecotourism, it is recommended that ecotourism companies pay attention to and cater to the food and sports needs of Chinese seniors and introduce customized and personalized products and services to better meet the unique needs of different groups of Chinese seniors (Zou, 2023). This personalized attention will not only help improve the travel experience of Chinese seniors but also motivate them to participate more actively in ecotourism activities (Li et al., 2005; Su & Laksitamas, 2025).

The concept of sustainability is deeply embedded in Thailand's ecotourism development strategy. The Thai government and tourism industry have been actively promoting sustainable tourism practices to ensure the long-term preservation of the country's natural and cultural resources (Lin et al., 2019). This includes initiatives such as protecting national parks and wildlife reserves, supporting local communities through fair trade practices, and minimizing the environmental impact of tourism infrastructure (Niu et al., 2022). For instance, Khao Sok National Park has implemented strict regulations to limit the number of visitors and reduce plastic usage, ensuring the conservation of its pristine rainforests and wildlife. These sustainable practices not only protect the

environment but also enhance the quality of the tourism experience for visitors, including Chinese seniors (Niu et al., 2021).

All in all, research on how the specific needs and preferences of seniors in PRC translate into their ecotourism behaviors in Thailand is limited. Existing studies often focus on general ecotourism trends rather than delving into the unique needs and experiences of PRC seniors in the ecotourism environment of Thailand (Wang, 2003). For instance, how the demographic characteristics, cultural background, food and exercise preferences of seniors in PRC influence their destination loyalty, travel frequency, and consumption patterns in Thailand remains to be studied. Furthermore, there is a lack of research on how to optimize destination marketing strategies and policy interventions to better serve the seniors' ecotourism markets in Thailand and the PRC, as well as how these factors jointly promote the sustainable development of ecotourism in both countries (Xia & Li, 2016).

CHAPTER 3

RESEARCH METHODOLOGY

This chapter will detail the research methodology of the research, including the research design, the population and sample size, the hypotheses, the scope of the research, the data construction and collection steps, the statistical analysis tools, descriptive and the SEM (Structural Equation Modelling) analysis methods and their interpretation. Statistical analysis of multiple linear regression that the researcher plans to use in the research, includes confirmatory factor analysis (CFA), correlation analysis through SPSS (vision 29.0). In the research images, it will be clearly stated which analytical methods are used. This chapter will clearly explain the specification of the research methods and how they will apply and analyze to ensure precise understanding the research design and data analysis processes.

Research Design

This study aims to deeply explore the cultural differences, food preferences and sports preferences of PRC seniors in ecotourism in Thailand. To this end, this study adopts quantitative analysis methods, combined with expert verification and questionnaire surveys, to ensure the reliability and effectiveness of the research tools.

To gain a deeper understanding of the dietary and sports activity preferences of PRC seniors during ecotourism in Thailand, this study interviewed nine industry experts who have extensive knowledge and experience in the senior tourism market, cultural differences, food preferences, and sports activity preferences. These interviews reveal the current situation of PRC seniors in ecotourism in Thailand, pointing out possible opportunities, current conditions and new trends. Through these dialogues, the study collected the content

information that influenced the views of PRC seniors on ecotourism in Thailand, providing a theoretical basis for subsequent quantitative research.

The study designed a questionnaire based on the 5-point Likert scale, aiming to assess the overall impact of different independent factors on ecotourism (experience and sustainability) of PRC seniors in Thailand. These factors include cultural differences (tastes and perception of values), food preferences (such as nutrition, organic food, food ornamental and localism), and preferences for physical activities (such as health, entertainment, adventure and environment).

Hypothesis

H1: Demographic preferences (gender, age, education level, income, and marital status) have a positive influenced on senior ecotourism visiting Thailand (experience, sustainability).

H2: Demographic preferences have a positive influenced on cultural differences (taste and perception of value).

H3: Demographic preferences have a positive influenced on food preferences (nutrition, organic, food appreciation and localization).

H4: Demographic preferences have a positive influenced on sports preferences (entertainment, adventure, health, and environment).

H5: Cultural differences have a positive influenced on senior ecotourism visiting Thailand.

H6: Food preferences have a positive influenced on senior ecotourism visiting Thailand.

H7: Sports preferences have a positive influenced on senior ecotourism visiting Thailand.

The Scope of the Research

The researcher will clarify the scope of the research in the following ways to make the scope of the research clearer.

a) Content of the Research

Based on the conceptual framework, the researcher will research the demographic preferences (gender, age, education level, income, and marital status), food preferences (nutrition, organic, food appreciation, and localization), sports preferences (entertainment, adventure, health, and environment), and to senior ecotourism visiting Thailand (experience, sustainability) among PRC seniors who had participated in ecotourism in Thailand.

b) Location

Shanghai has been chosen as the location for this research because it is one of the largest cities in PRC with a resident population of 24,758,900 and a diverse population structure with 16 administrative districts. Its age structure is relatively balanced, and as an economic center, Shanghai has a high average salary level, which provides a material basis for seniors to travel for ecotourism (Huang & Li, 2020).

c) Time of the Date Collecting

The researcher initially planned to collect the questionnaires within three months. However, to ensure the validity and reliability of the data, the collection process was extended to six months, during which 867 valid questionnaires were successfully collected.

Population and Sample Size

The population is the seniors from Shanghai, PRC over 60 years of age who have visited ecotourism in Thailand before.

Shanghai, the city with the largest number of seniors in the PRC, will be selected as the geographical scope of this research. The 2022 data released by the Shanghai Municipal Bureau of Statistics showed that the aging of the population in Shanghai continues to deepen, with the proportion of senior tourists aged 60 and above reaching 25.0% (Wang, 2023) and the proportion of senior tourists aged 65 and above reach 18.7%, which was an increase of 1.0 percentage point and 1.3 percentage point from 2021, respectively (Xu Ying, 2023). Therefore, Shanghai's

population is aging and entering a slowly aging society, compared with the four municipalities directly under the central government in the PRC. In addition, Shanghai has the highest aging rate (percentage of the population aged 65 and above) (Zhang, 2023). The main reason for this trend is the decrease in the urban migrant population, which leads to a decrease in the urban resident population and a faster rise in the balance of the senior population. The Shanghai municipal government has actively responded to the challenges of senior aging by strengthening the seniors service system, improving social security, encouraging the seniors to participate in socio-economic activities (Zhang & Wang, 2023), and taking full advantage of the resources of the seniors' population as an opportunity for development (Zhu & Ma, 2023).

The Shanghai Quality Association recently revealed that Shanghai seniors love traveling. In the past year, 77.8% of the interviewed Shanghai seniors had traveled, among which seniors aged 60-70 have the highest enthusiasm for traveling, which is the main force of seniors traveling at present. In terms of the number of trips, 37.4% of PRC seniors traveled twice in a year, and 22.4% traveled three times or more in a year. At the same time, there is a clear trend in the field of outbound ecotourism, with the economically developed city of Shanghai becoming the main source of outbound ecotourism. In terms of outbound travel, the Asia-Pacific region is the preferred destination, with Thailand, Japan, Singapore, and South Korea being particularly popular (Teng, 2023).

The population weights of Shanghai's 16 administrative districts are diversified, with Pudong New District being the largest number; the city center districts of Huangpu, Xuhui, Changning, and Jing 'an having relatively small populations; Yangpu, Baoshan, Minhang, and Jiading districts being in the middle of the pack; and outlying districts or suburbs, such as Qingpu, Fengxian, and Chongming districts, having relatively small populations (Chen, Han, & Zheng, 2022). This is shown in the table 1 below:

Table 2: Population Data of Shanghai Cities

Rank	Administrative Districts	Population(million)
1	Pudong New District	578.20
2	Minhang District	265.35
3	Baoshan District	223.52
4	Songjiang District	195.45
5	Jiading District	183.43
6	Qingpu District	127.14
7	Putuo District	123.98
8	Yangpu District	119.92
9	Fengxian District	112.63
10	Xuhui District	111.31
11	Jing'an District	94.05
12	Jinshan District	82.37
13	Hongkou District	75.75
14	Changning District	69.31
15	Huangpu District	66.2
16	Chongming District	63.79
	(Grand) total	2,475.89

Sample size determination is a critical part of research design, and a reasonable sample size ensures the reliability and validity of the results (Israel, 1992). The AMOS formula is a practical guide for determining the sample size required for structural equation modeling (SEM). It suggests estimating the minimum sample size by multiplying the number of observed variables in the model by a factor (usually around 15-20) (Collier, 2020). To give a more complete picture of the data, in this example, for a model with 58 observed variables, the formula is 58 * 15, giving a total recommended sample size of 870. This approach helps to ensure that the sample size is sufficient to cope with the complexity of the structural equation model under consideration.

In determining the population of Shanghai as the research population, stratified random sampling was used. The sample will be stratified according to

the proportionate distribution of the population in the administrative district. Stratified sampling is a sampling method that draws samples from the total population. In stratified sampling, the total population is divided into several non-overlapping sub-populations or strata and samples are then drawn independently from each sub-population. During the sampling process, probability random sampling is used within each stratum to ensure that each respondents has an equal chance of being selected. Ultimately, by collecting data from each stratum, an overall sample is formed that represents the diversity of the population that characterizes Shanghai. The purpose of this method is to ensure that the sample adequately represents the Preferences of each stratum of the population so that statistical analyses and inferences can be made more accurately (Trost, 1986).

In stratified sampling, the total sample size (N) is distributed to different strata (S), each with its own sample size (ns). The formula for stratified sampling can be expressed as: $N = \sum_{s=1}^{S} n_s$

Then, based on the pattern of demographic preferences distribution of Shanghai city, the number of planned sample selections will be as shown in the table below:

Table 4: Sampling Plan Table

Administrative district	Population Share	Sampling Plan	Sample Size
Pudong New Area	Maximum	40%	348
Yangpu, Baoshan, Minhang, Jiading	Medium	30%	261
Huangpu, Xuhui, Changning, and Jing'an	Less	20%	174
Qingpu, Fengxian, and Chongming	Least	10%	87

In researching the pattern of preferences of the Shanghai population, we used stratified random sampling to ensure the representativeness and diversity of the sample. First, based on the purpose of the research, we chose an appropriate stratification ratio and divided the total population into four strata representing

subgroups with different pattern of preferences in the ratio of 4:3:2:1. Subsequently, based on the principle of probabilistic random sampling and with a total sample size of 870, it calculated and allocated sample sizes for each stratum of 348, 261, 174, and 87, respectively. Probabilistic random sampling was used within each stratum during the sampling process to ensure that everyone had the same chance of being selected. This stratified sampling scheme covers different administrative districts in Shanghai, considering the population proportion of each district. For example, Pudong New Area, the district with the highest proportion of population, accounts for 40% of the total population, which is equivalent to 348 samples. As for the districts with medium population proportions, such as Yangpu, Baoshan, Minhang and Jiading, 261 samples are planned to be selected. Regions with relatively small population proportions, such as Huangpu, Xuhui, Changning and Jing'an districts, will receive 20% of the sample, totaling 174samples. Finally, districts with the smallest population proportions, such as Qingpu, Fengxian, and Chongming, will receive 10% of the sample, totaling 87 samples. This stratified sampling scheme dissects to ensure that the research sample is fully representative of the entire city of Shanghai, improving the reliability and representativeness of the results.

Steps in Construction and Test of Research Tools

Research Tools

This research used a questionnaire, which was carefully designed based on the opinions and suggestions of experts. The questionnaire was specifically targeted at PRC seniors who had participated in ecotourism activities in Thailand, with an age threshold of 60 years and above. The experts believed that this selection criterion would ensure that respondents had a wealth of relevant experience and insights, thus increasing the accuracy and reliability of the research results. The questionnaire will be divided into five main sections:

Demographic preferences of the respondents: This includes basic information such as gender, age range, education level, retirement income, marital status, and type of sports visiting Thailand. Data will be collected using an online questionnaire with stratified sampling by geographical location. Subsequently, the demographic data collected will be analyzed using descriptive statistics such as frequencies, means, percentages and standard deviations using SPSS version 23.0 software to gain insight into the basic profile of the respondent group, comprising a total of 6 questions.

Factors influencing cultural differences among PRC seniors in Thailand: These questions aimed to understand seniors' preferences in terms of food, living habits, and cultural activities, as well as their personal beliefs and social perceptions, comprising a total of 10 questions.

Factors influencing food preferences of seniors: this section will explore the influence of nutritional factors, organic factors, food appreciation factors and localization factors on the food preferences of seniors, comprising a total of 16 questions.

Factors influencing seniors' sports preferences: factors influencing seniors' preferences for sports activities will be assessed in terms of entertainment, adventure, health, and environment, comprising a total of 16 questions.

Factors influencing PRC seniors' ecotourism visiting Thailand: a total of 10 questions were set up to consider the influence of experiential and sustainability factors on PRC seniors' ecotourism visiting Thailand activities.

In the questionnaire, a 5-point Likert scale was used for the assessment as suggested by Zhou (2010), which was selected based on the following mean score criteria proposed by Jenkins (2007): 1-2 for low agreement, 3 for moderate agreement and 4-5 for high agreement. The scale was designed to accurately reflect respondents' attitudes and perceptions on each issue, thus providing a rich data base for in-depth analyses.

Table 5: Interpretation of the Five-point Likert Scale

Weight/Scale	Mean rating	Interpretation
5 scores	4.21-5.00	Strongly Agree
4 scores	3.41-4.20	Agree
3 scores	2.61-3.40	Neutral
2 scores	1.81-2.60	Disagree
1 score	1.00- 1.80	Strongly Disagree

Source: Jenkins (2007);

Validity of the Questionnaire

The Index of Item-Objective Consistency (IOC) is a statistical indicator used to assess the content validity of a measurement instrument, such as a test or survey (Rovinelli & Hambleton, 1977; Zhang, 2000). It measures the consistency between the items or questions in the instrument and the objectives or constructs they are intended to measure (Zhou & Wei, 2009; Yan et al., 2022). The IOC score is calculated based on the following formula:

$$\text{IOC} = \frac{\text{Number of agreements between judges}}{\text{Number of judges} \times (\text{Number of items} - 1)}$$

Where:

Number of agreements between judges: the number of times judges agree on the appropriateness of an item for measuring the intended construct.

Number of judges: the total number of judges or experts involved in the content validity assessment.

Number of items: the total number of items or questions in the measurement instrument.

IOC scores range from 0 to 1, with higher scores indicating greater alignment between items and objectives. According to Feng (2007), a commonly used criterion for content validity is an IOC score above 0.60, a threshold that ensures that the measurement instrument adequately reflects the underlying structure or objectives it is designed to assess. The IOC will be selected to test the content of the questionnaire of nine experts and scholars, including (1) a lecturer of the DBA program in marketing business administration at Siam University, one person; (2)

officials from the National ecotourism Administration of PRC, two persons; (3) senior professionals in the sports ecotourism industry in PRC, three persons; (4) senior sports ecotourism guides, three persons.

Furthermore, considering that the IOC (item-object correlation) scores for each of the challenge items in this research exceeded the criterion of 0.6, it suggests that these specific challenge items effectively reflect the items tested in the expert review.

Reliability of the Questionnaire

After passing the IOC test, the research team will start distributing the 50 online questionnaires. This step aims to ensure that the questionnaires are easy to understand, clear and well-designed. The data collected from the 50 pilot questionnaires will then be used to test the reliability of the questionnaire using statistical methods, and preliminary analyses will be carried out and the questionnaire will be adjusted again with the input of nine experts.

The final questionnaire assessed its internal consistency using Cronbach's Alpha (α), with a value exceeding 0.7. This threshold aligns with George & Mallery's (2003) guidelines: >0.9 (good to excellent), >0.8 (good), >0.7 (acceptable), >0.6 (problematic), and >0.5 (deficient). Additionally, the Kolmogorov-Smirnov test ($p>0.05$) was employed to verify data normality, ensuring the model's data were normally distributed.

Method of Collecting Data

The main survey will be conducted in Shanghai, PRC to investigate the proposed hypotheses. 870 online plans were sent to the target population through WJX, a professional online questionnaire collection platform in PRC, to ensure that valid data were collected in accordance with the collection requirements (Hsu, Cai, & Wong, 2007)

Data Analysis

Analytical Tools

The collected data were imported into two statistical software tools, SPSS

version 29.0 and AMOS version 23.0 for data analysis and hypothesis testing.

Descriptive Analyses

A series of descriptive analyses were conducted for this research, including the calculation of frequency and percentage distributions of respondents' preferences (e.g., gender, age group, retirement income, education level, and marital status), means to assess the propensity of respondents to be in the data center, and standard deviations to measure the degree of dispersion of the data.

Factor Analysis

Confirmatory factor analysis (CFA) was used in this research to verify the significance of the effect of the independent variables on the dependent variable. Confirmatory factor analysis (CFA) is a statistical technique used to validate measurement models (Cui, 2021). Unlike exploratory factor analysis (EFA), CFA is used when the researcher has a clear hypothesis or theoretical basis. It aims to verify whether a previously proposed factor structure is consistent with the data collected. In CFA, the researcher first proposes a hypothetical model of the relationship between the observed variables and the underlying factors and then uses statistical methods to test the fit of this model. Usually, this hypothetical model is proposed based on theory or previous research. The researcher assesses the fit of the hypothetical model based on the results of the CFA and can revise the model to improve the fit (Zhu & Ma, 2023).

Correlation and Linear Regression

Multiple linear regression analyses were used in this research to explore the relationship between the independent and dependent variables and to use the independent variables to predict changes in the dependent variables. The adjusted R-squared value is used to indicate the degree of fit of the data to the regression model, and according to previous studies, an adjusted R-squared value of more than 0.50 is considered acceptable in social science research, indicating a relatively high degree of fit (Wang, 2003; Yao, 2023). Correlation analysis and linear regression are two other common techniques used to research the

relationship between variables. Correlation analysis measures the direction and strength of the relationship between two variables, while linear regression further analyses the causal relationship between variables and predicts how the response of one variable to another will change (Hu, 2022).

Correlation analysis uses Pearson, Spearman, or Kendall correlation coefficients to measure the strength of linear or monotonic relationships between variables (Balderas, Patterson, & Leeson, 2021).

Linear regression can be simple linear regression (one independent variable and one dependent variable) or multiple linear regression (multiple independent variables and one dependent variable). Regression analysis explains researchers to understand how the independent variable influences the dependent variable and to build predictive models (Hsu, Cai, & Wong, 2007).

Structural Equation Modeling and Interpretation

In this study, AMOS software was used for SEM analysis to explore the relationship between independent variables and ecotourism of PRC tourists visiting Thailand. SEM combines factor analysis with multiple regression analysis to construct a causal relationship model and evaluate its reliability (Joreskog, 1970; Wang, 2003; Yao, 2023).

The goodness-of-fit evaluation of the model includes the following indicators: The chi-square statistic (χ^2) is not significant ($p>0.05$), which supports the model; the degree of freedom (df) value should be less than or equal to 3.0; a standardized chi-square value (CMINDF) between 1.00 and 1.50 indicates a good fit, and between 2 and 3 indicates an acceptable value (Arbuckle). A goodness-of-fit index (GFI) greater than 0.90 is acceptable, and close to 0.95 is good. The adjusted goodness-of-fit index (AGFI) greater than 0.90 is the recommended value, and greater than 0.08 is acceptable. A root mean square residual (RMR) of less than 0.08 is acceptable. A root mean square error approximation (RMSEA) of less than 0.08 indicates a reasonable value, while a value greater than 0.10 indicates a problem. It is recommended that the normal fit index (NFI),

incremental fit index (IFI), comparative fit index (CFI), and Tucker-Lewis index (TLI) all exceed 0.90, and a value close to 0.95 indicates good fitting. The parsimonious goodness-of-fit index (PGFI) and a parsimonious normed fit index (PNFI) greater than 0.50, and a PNFI close to 0.60 indicates good fitting (Chen, Huang & Hu, 2021; Cui, 2021; Fan, 2021); a critical sample size (CN) greater than 200 indicates acceptance. These indicators are used to verify the validity of the model as shown in table 4.

Table 4： Summary of Acceptable Values for SEM Model Fit

Acceptable levels and descriptions of Criteria		Sources
Chi-square statistic	Not significant value for chi-square supports the model (p>0.05).	Wang (2003); Yao (2023)
df	Not more than 3.0 value	
CMINDF	Values less than 1.50 and more than 1.00 indicate a good fit. Arbuckle suggested a ration in a range of 2 to 1 or 3 to 1 indicates an acceptable fit between the proposed model and sample data.	
p-value	>0.05	
GFI	Values from 0.00 to 1.00, where 1.00 indicates perfect fit. Values greater than 0.90 an acceptable fit; values close to 0.95 represent a good fit.	Chen, Huang & Hu (2021); Cui (2021); Fan (2021)
AGFI	Values adjusted for df. Values greater 0.08 are acceptable. Values close to or > 0.90 are recommended for a good fit.	
RMR	Values closer to 0.00 represent a better model fit. Values < 0.08 indicate acceptable fit.	
RMSEA	Values 0.05 or less indicate a close fit of the model in relation to degrees of freedom. Values < 0.08 are reasonable; values > 0.10 indicate a problem.	
NFI	Values greater than 0.90 are acceptable; values close to 0.95 indicate a good fit.	
IFI	Values greater than 0.90 are acceptable; values close to 0.95 indicate a good fit.	
CFI	Values greater than 0.90 are recommended; values close to 0.95 indicate a good fit.	

Table 4: Summary of Acceptable Values for SEM Model Fit (Continued)

Acceptable levels and descriptions of Criteria		Sources
TLI	Values greater than 0.90 are recommended; values close to 0.95 indicate a good fit.	
PGFI	Values greater than 0.50 are recommended.	
PNFI	Values greater than 0.50 are recommended; values close to 0.6 indicate a good fit.	
CN	Values greater than 200 are Acceptable.	Chen, Huang & Hu (2021)
Note: * t-value>1.96 had significant at.05 level (*p<.05, ***p<0.001) and supported the hypotheses		

CHAPTER 4

RESEARCH RESULTS

This chapter introduces the process and results of data analysis. The total target sample composed of this research is 870. The questionnaire was sent and collected online through WJX, a professional questionnaire platform in PRC, to a specific target group (PRC seniors aged 60 and above who had participated in Thailand ecotourism). This included 348 respondents in Pudong new district Area; Located in Yangpu, Baoshan, Minhang and Jiading, 261 respondents; 174 respondents in Huangpu, Xuhui, Changning and Jing 'an districts; 87 respondents from Qingpu, Fengxian and Chongming districts. The average time for all respondents to answer the 58 questions was 7.5 minutes. A total of 870 questionnaires were issued and 867 valid questionnaires were received. SPSS 29.0 and AMOS 23.0 software were used as measurement tools in this research. First, the methods of data collection and editing were discussed, and descriptive analysis and statistical analysis were carried out. Then, from the perspective of constructing reliability and validity, the preliminary results of confirmatory factor analysis were presented. Finally, the structural equation model containing all the variables in this research was introduced.

Statistics and Descriptive Analysis

Demographic Factors

The demographic information of the respondents was summarized and described by category and frequency, as shown in Table 1:

Table 1: Demographic Factors

Variables	Classification	Frequency	Respondent Percentage
Gender	Male	321	37.0
	Female	546	63.0
	Total	867	100.0
Age	60- 65 years old	175	20.2
	65-70 years old	623	71.9
	70-75 years old	45	5.2
	76 years old or higher	24	2.8
	Total	867	100.0
Educational Level	High school or lower	223	25.7
	Bachelor's degree level	570	65.7
	Master's degree level or higher	74	8.5
	Total	867	100.0
Income	Less than or equal to 3000	24	2.8
	3001-5000	236	27.2
	5001-7000	586	67.6
	More than 7000	21	2.4
	Total	867	100.0
Marriage statue	Single & living alone	14	1.6
	Single & living with families	228	26.3
	Married, no children	20	2.3
	Married with one kid or more kids	605	69.8
	Total	867	100.0
Activities	PRC sports activities	633	73.0

Table 2: Demographic Factors (Continued)

Variables	Classification	Frequency	Respondent Percentage
	International sports activities	234	27.0
	Total	867	100.0

Table 1 shows the results of the demographic analysis. The total number of respondents was 867, of whom 321 were male (37.0%) and 546 were female (63.0%). In terms of age distribution, there were 175 respondents aged 60-65 (20.2%), 623 respondents aged 65-70 (71.9%), 45 respondents aged 70-75 (5.2%), and 24 respondents aged 76 and above (2.8%). In terms of education level, 223 respondents (25.7%) have a high school degree or below, 570 respondents (65.7%)

have a bachelor's degree or above, and 74 respondents (8.5%) have a master's degree or above. In terms of income, 24 respondents (2.8%) have a monthly income of 3,000 yuan or less, 236 respondents (27.2%) have a monthly income of 3,001-5,000 yuan, 586 respondents (67.6%) have a monthly income of 5,001-7,000 yuan, and 21 respondents (2.4%) have a monthly income of more than 7,000 yuan. In terms of marital status, 14 respondents were single and living alone (1.6%), 228 were single and living with their families (26.3%), 20 were married but without children (2.3%), and 605 were married with one or more children (69.8%). Finally, in terms of activity types, 633 respondents participated in traditional sports activities (73.0%), and 234 participants participated in international sports activities (27.0%).

Descriptive Statistics and Normality Tests

The analytical methods used in this research include descriptive statistical analysis and interpretive procedures. Structural equation modeling (SEM) was used as an investigative tool to examine conceptual models and evaluate hypotheses, using SPSS 29.0 and AMOS 23.0 version. Table 2 provides descriptive statistics for all measured items. A key step before SEM analysis is to assess normality by skewness and kurtosis (Hsu, Cai, & Wong, 2007). Negative skewness values indicate of that most scores exceed the mean, while positive skewness values indicate that scores were primarily below the mean. In terms of kurtosis, a positive value indicated a heavy tail distribution, the peak was elevated compared to normal data, and a negative value indicates the opposite. The results of the normal distribution analysis shown in Table 2 show that, according to Awang (2015), the skewness values of all items range from -0.563 to -0.753, and the kurtosis values range from -0.724 to -0.226. These values are all within the acceptable range, namely skewness ±2 and kurtosis ±3. This indicates that the data distribution basically conforms to the assumption of normal distribution and is suitable for subsequent statistical analysis (Wang, 2003; Yao, 2023). In terms of the descriptive statistics and normality tests are shown in Table 2.

Table 4: Descriptive Statistics and Normality Test

Descriptive Statistics							
Observe Variables	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
TAS1: Willing to taste traditional Thai food.	867	3.55	1.223	-0.563	0.083	-0.724	0.166
TAS2: Be able to adapt to local living habits.	867	3.57	1.319	-0.643	0.083	-0.774	0.166
TAS3: Will be able to accept local food habits.	867	3.49	1.329	-0.565	0.083	-0.878	0.166
TAS4: Will be willing to participate in local food and cultural festivals or sports activities.	867	3.54	1.317	-0.595	0.083	-0.802	0.166
TAS5: Will be willing to buy local products.	867	3.52	1.257	-0.571	0.083	-0.775	0.166
POV1: Be able to accept the behavioral concepts of Thai senior tourists.	867	3.68	1.187	-0.721	0.083	-0.395	0.166
POV2: Can accept Thai customs.	867	3.68	1.161	-0.650	0.083	-0.496	0.166
POV3: Be able to adapt to Thai social etiquette.	867	3.72	1.192	-0.670	0.083	-0.574	0.166
POV4: Accept the Thai way of life.	867	3.68	1.150	-0.670	0.083	-0.442	0.166
POV5: Agree with Thai environmental protection behavior.	867	3.71	1.144	-0.607	0.083	-0.552	0.166
NUT1: Food nutrition is important for your health.	867	3.51	1.263	-0.586	0.083	-0.653	0.166
NUT2: Will pay attention to the nutritional information on food labels.	867	3.56	1.229	-0.633	0.083	-0.525	0.166
NUT3: Will consider the nutritional value provided by food.	867	3.52	1.296	-0.537	0.083	-0.807	0.166
NUT4: Will actively seek out foods rich in specific nutrients.	867	3.59	1.240	-0.620	0.083	-0.635	0.166

Table 5: Descriptive Statistics and Normality Test (Continued)

Descriptive Statistics							
Observe Variables	N	Mean	Std. Deviation	Skewness		Kurtosis	
ORG1: Know very well about organic food.	867	3.44	1.308	-0.520	0.083	-0.842	0.166
ORG2: Tend to choose organic food.	867	3.45	1.308	-0.517	0.083	-0.839	0.166
ORG3: Organic food ingredients are more natural.	867	3.43	1.317	-0.512	0.083	-0.885	0.166
ORG4: Organic food appeal on specific brand or logo.	867	3.52	1.226	-0.496	0.083	-0.697	0.166
FOR1: The color, presentation and garnish of the food are important.	867	3.73	1.099	-0.667	0.083	-0.282	0.166
FOR2: Watching the food being prepared is enjoyable.	867	3.77	1.094	-0.704	0.083	-0.263	0.166
FOR3: Sampling local Thai food is necessary for ecotourism destinations.	867	3.77	1.114	-0.701	0.083	-0.347	0.166
FOR4: Decorative food is more appetizing.	867	3.78	1.066	-0.675	0.083	-0.226	0.166
LOC1: Consider the preparation method is traditional or not.	867	3.51	1.190	-0.441	0.083	-0.764	0.166
LOC2: Enjoys different foods in daily life, especially foods from other cultures.	867	3.55	1.221	-0.488	0.083	-0.807	0.166
LOC3: Believe that food has important symbolic meanings in different cultures.	867	3.58	1.158	-0.446	0.083	-0.776	0.166
LOC4: Cultural factors have a strong influence on the choice of everyday food.	867	3.50	1.167	-0.469	0.083	-0.685	0.166
ENT1: Sports can be relaxing and fun.	867	3.83	1.069	-0.753	0.083	-0.040	0.166
ENT2: Participate regularly in social sports and entertainment.	867	3.76	1.114	-0.721	0.083	-0.205	0.166
ENT3: Believe that sports and entertainment contribute to social cohesion and cultural exchange.	867	3.79	1.112	-0.784	0.083	-0.037	0.166

Table 6: Descriptive Statistics and Normality Test (Continued)

Descriptive Statistics							
Observe Variables	N	Mean	Std. Deviation	Skewness		Kurtosis	
ENT4: Believes that sports and entertainment have a positive impact on maintaining sports health and mental well-being.	867	3.81	1.046	-0.854	0.083	0.170	0.166
ADV1: Sports can challenge physical fitness.	867	3.73	1.221	-0.738	0.083	-0.423	0.166
ADV2: Will participate in sports activities that are adventurous in nature.	867	3.66	1.194	-0.814	0.083	-0.248	0.166
ADV3: Willing to learn new skills and reach their sports limits in sports adventures.	867	3.65	1.230	-0.682	0.083	-0.478	0.166
ADV4: Sports adventure promotes cultural exchange and understanding.	867	3.67	1.258	-0.644	0.083	-0.660	0.166
HEA1: Sports can lead to better health.	867	3.89	1.109	-0.843	0.083	-0.045	0.166
HEA2: visiting in activities improves fitness skills.	867	3.86	1.091	-0.867	0.083	0.086	0.166
HEA3: Keep fit by playing sports or exercising regularly.	867	3.83	1.101	-0.848	0.083	0.100	0.166
HEA4: Focus on the mental health benefits of sports, such as reducing stress and improving mood.	867	3.88	1.104	-0.847	0.083	-0.023	0.166
ENV1: Activities let you breathe more fresh air.	867	3.57	1.253	-0.670	0.083	-0.520	0.166
ENV2: Activities allow you to enjoy nature.	867	3.61	1.214	-0.638	0.083	-0.508	0.166
ENV3: Sports ecosystems have a positive impact on sports health.	867	3.65	1.218	-0.707	0.083	-0.431	0.166
ENV4: Consider the impacts on ecological conservation and sustainability when choosing sport locations.	867	3.62	1.216	-0.652	0.083	-0.450	0.166
EXP1: Enjoy the moment of visiting in ecotourism.	867	3.80	1.110	-0.742	0.083	-0.210	0.166

Table 7: Descriptive Statistics and Normality Test (Continued)

Descriptive Statistics							
Observe Variables	N	Mean	Std. Deviation	Skewness		Kurtosis	
EXP2: Will continue to participate in ecotourism activities in the future.	867	3.78	1.114	-0.711	0.083	-0.294	0.166
EXP3: Senior ecotourism has changed life patterns.	867	3.83	1.124	-0.755	0.083	-0.281	0.166
EXP4: Ecotourism promotes cultural exchange and understanding.	867	3.79	1.100	-0.737	0.083	-0.147	0.166
EXP5: Have received some comments or suggestions from seasoned ecotourists.	867	3.80	1.114	-0.711	0.083	-0.336	0.166
SUS1: Would recommend ecotourism to friends and family.	867	3.67	1.249	-0.737	0.083	-0.409	0.166
SUS2: Willing to support the implementation of sustainable ecotourism practices.	867	3.69	1.221	-0.732	0.083	-0.383	0.166
SUS3: Prioritize environmental and sustainability factors when choosing accommodation.	867	3.75	1.213	-0.820	0.083	-0.239	0.166
SUS4: Support the government or organizations to support more policies to promote the sustainable development of ecotourism.	867	3.77	1.207	-0.816	0.083	-0.270	0.166
SUS5: Concerned about the social responsibility of ecotourism destinations and their impact on local communities.	867	3.74	1.184	-0.839	0.083	-0.089	0.166

Table 2 shows the descriptive statistics and normality test results of 867 observed values. The data presents the overall level through the mean value, the standard deviation reflects the differences between individuals, and the skewness and kurtosis provide a understanding of the distribution pattern. In the relevant aspect of Thailand, the mean value of willingness to taste traditional food was 3.55, indicating a certain tendency to try, and the standard deviation was 1.223, indicating differences among individuals. The negative skewness (-0.563) and kurtosis (-0.724) indicated that the data was skewed to the left and the distribution was relatively flat. The average willingness to adapt to local life and food ranges from 3.49 to 3.57, indicating that senior tourists generally held a medium to high acceptance attitude. The skewness and kurtosis analysis showed obvious individual differences. In terms of cultural acceptance, the mean value of accepting respondents' behavior was 3.68, reflecting respondents' high identification with Thai culture. The analysis of skewness and kurtosis further confirmed the distribution Preferences of the data. The data related to food nutrition and organic food also showed a similar trend. The average value of the importance of food nutrition was 3.51, indicating that the public generally recognized the relationship between food nutrition and health, while the average value of understanding of organic food was 3.44, indicating a significant difference in understanding degree. In terms of food appearance, the average importance of food color and presentation was 3.73, reflecting the diversity of individual evaluation. The mean values of sports entertainment and sports health ranged from 3.83 to 3.89, indicating that senior tourists recognized the functions of sports entertainment and health promotion, and the relationship between ecological environment and sports was also supported by a high mean value. Finally, the average experience and attitude of ecotourism is between 3.67 and 3.80, indicating a positive view of sustainable ecotourism. On the whole, these statistical results provided important information for the follow-up research of the relationship between variables, the analysis of related phenomena and the

strategies formulation.

Cultural Difference Factors

The cognition level of PRC tourists on the cultural differences between PRC and Thailand was summarized and classified according to taste and values, as shown in Table 3.

Table 9: Perception on Cultural **Differences Factors (n=867)**

Cultural Difference	percentage (%) of total percentages agreement →					Mean $\overline{X}$	S.D.	Agreeable Level	Agreeable Ranking
	5	4	3	2	1				
TAS1: Willing to taste traditional Thai food.	24.6	36.2	15.8	16.3	7.2	3.55	1.223	Agree	5
TAS2: Be able to adapt to local living habits.	10.6	13.4	13.6	33.0	29.4	3.57	1.319	Agree	4
TAS3: Will be able to accept local food habits.	26.9	32.8	14.8	14.0	11.6	3.49	1.329	Agree	7
TAS4: Will be willing to participate in local food and cultural festivals or sports activities.	28.8	31.0	16.5	12.8	10.8	3.54	1.317	Agree	6
TAS5: Will be willing to buy local products.	24.7	36.2	14.4	16.1	8.5	3.52	1.257	Agree	2
POV1: Be able to accept the behavioral concepts of Thai senior tourists.	27.9	37.1	16.1	12.5	6.3	3.68	1.187	Agree	3
POV2: Can accept Thai customs.	27.5	36.7	16.8	14.1	5.0	3.68	1.161	Agree	3
POV3: Be able to adapt to Thai social etiquette.	31.5	33.6	15.5	14.5	5.0	3.72	1.192	Agree	1
POV4: Accept the Thai way of life.	26.9	37.9	16.5	13.8	4.8	3.68	1.150	Agree	3
POV5: Agree with Thai environmental protection behavior.	29.6	33.7	19.0	13.7	3.9	3.71	1.144	Agree	2

Remarks: Mean=4.21-5.00: strongly agree // Mean=3.41-4.20: agree //Mean= 2.61-3.40: neutral // Mean=1.81-2.60: disagree // Mean=1.00-1.80: strongly disagree (Wang, 2003; Yao, 2023).

The table 3 summarizes the views of 867 respondents on cultural differences, and the table content Outlines the participants' views on cultural differences, focusing primarily on their attitudes towards adapting to and accepting Thai culture. Each line represents a specific factor associated with Thai culture, including acceptance of traditional foods, adaptation to local habits, visiting Thailand in local festivals, etc. The proportion of different ratings (1 to 5) reflected participants' views on each factor, and the proportion of ratings of 5 (strongly agree), as well as the distribution of other ratings, showed generally overall positive attitudes among participants. The average score of each factor ranged from 3.49 to 3.72, with higher values indicating stronger agreement, and the standard deviation of most factors ranged from 1.144 to 1.329, reflecting the consistency of the scores. Judged by the mean, all factors were at the "agree" level, indicating the participants' positive willingness to acculturate. According to the ranking, POV3 (adapting to Thai social etiquette) ranks No.1, indicating the highest acceptance in this aspect, while TAS3 (accepting local eating habits) ranks the last one, indicating relatively little agreement. These results indicated that participants had a high overall acceptance of Thai culture, especially in terms of social etiquette and environmental protection, and a relatively low acceptance of eating habits.

Food Preferences Factors

The cognition level of PRC tourists on food Preferences was summarized and classified according to nutrition, organic, ornamental and local, as shown in Table 4.

Table 11: Perception on Food Preferences Factors (n=867)

Food Preferences	percentage (%) of total percentages agreement →					Mean $\overline{X}$	S.D.	Agreeable Level	Agreeable Ranking
	5	4	3	2	1				
NUT1: Food nutrition is important for your health.	24.9	32.8	22.9	11.1	10.4	3.51	1.263	Agree	9
NUT2: Will pay attention to the nutritional information on food labels.	25.3	34.3	20.6	10.8	9.0	3.56	1.229	Agree	6
NUT3: Will consider the nutritional value provided by food.	28.1	29.0	20.0	12.8	10.1	3.52	1.296	Agree	8
NUT4: Will actively seek out foods rich in specific nutrients.	27.1	34.0	17.4	13.4	8.1	3.59	1.240	Agree	4
ORG1: Know very well about organic food.	24.2	30.8	19.7	12.5	11.8	3.44	1.308	Agree	12
ORG2: Tend to choose organic food.	25.3	30.8	19.7	12.5	11.8	3.45	1.308	Agree	11
ORG3: Organic food ingredients are more natural.	24.3	32.3	17.8	13.4	12.2	3.43	1.317	Agree	13
ORG4: Organic food appeal on specific brand or logo.	25.8	29.6	23.6	12.9	8.0	3.52	1.226	Agree	8
FOR1: The color, presentation and garnish of the food are important.	27.3	37.1	20.3	11.3	3.9	3.73	1.099	Agree	3
FOR2: Watching the food being prepared is enjoyable.	29.1	37.5	18.5	11.5	3.5	3.77	1.094	Agree	2
FOR3: Sampling local Thai food is necessary for ecotourism destinations.	29.8	36.9	17.2	12.6	3.6	3.77	1.114	Agree	2
FOR4: Decorative food is more appetizing.	28.7	37.3	20.5	10.5	3.0	3.78	1.066	Agree	1
LOC1: Consider the preparation method is traditional or not.	23.5	32.5	21.5	16.4	6.1	3.51	1.190	Agree	9
LOC2: Enjoys different foods in daily life, especially foods from other cultures.	26.0	32.3	18.6	16.7	6.5	3.55	1.221	Agree	7
LOC3: Believe that food has important symbolic meanings in different cultures.	24.9	33.3	20.4	17.1	4.3	3.58	1.158	Agree	5
LOC4: Cultural factors have a strong influence on the choice of everyday food.	21.3	35.4	21.1	16.1	6.0	3.50	1.167	Agree	10

Remarks: Mean=4.21-5.00: strongly agree // Mean=3.41-4.20: agree // Mean= 2.61-3.40: neutral // Mean=1.81-2.60: disagree // Mean=1.00-1.80: strongly disagree (Wang, 2003; Yao, 2023).

The table 4 shows the survey of 867 respondents, food preferences were grouped into four main categories: Nutrition (NUT), Organic food (ORG), food presentation (FOR) and Local Food Culture (LOC). The survey results showed that respondents attach great importance to the appearance and presentation of food, among which "decorative food was more attractive" ranks No.1 with an average of 3.78, indicating that visual effects play an important role in food selection. In addition, respondents also gave high recognition to "the pleasure of watching the food preparation process" and "the necessity of tasting local food in the ecotourism destination", with an average of 3.77, reflecting the importance they attach to the food experience.

In terms of nutrition factors, respondents generally agreed on the importance of food nutrition to health, and the average value of related items was 3.51, ranking No.9; They also pay attention to nutrition information on food labels (average 3.56, No. 6) and actively seek out food's rich in specific nutrients (average 3.59, No. 4). However, in terms of understanding and preference for organic food, respondents' evaluation was relatively low, and "understanding degree of organic food" and "tendency to choose organic food" were not reach a high level, with average values of 3.44 and 3.45 respectively, indicating that knowledge and acceptance in this respect should be improved.

Among the factors of local food culture, respondents highlighted the importance of traditional preparation methods (mean 3.51, ranked No.9) and the appeal of food from different cultures (mean 3.55, ranked No.7). Awareness of the symbolic meaning of food in different cultures (mean 3.58, ranking No.5) shows that the respondents attach importance to cultural context. At the same time, respondents believe that cultural factors have a strong influence on daily food choices (mean 3.50, ranking No.10).

Overall, the survey results suggest that the appearance and presentation of food was a key factor influencing respondents' food choices, while their concern for nutritional value and recognition of cultural influences were equally

significant, especially in food choices in ecological and social settings, which together shaped their food preferences.

Sport Preferences Factors

The cognition level of PRC tourists on sports Preferences was summarized and classified according to entertainment, adventure, health and ecological environment, as shown in Table 5.

Table 13: Perception on Sport Preferences Factors (n=867)

Sport Preferences	percentage (%) of total percentages agreement →					Mean $\overline{X}$	S.D.	Agreeable Level	Agreeable Ranking
	5	4	3	2	1				
ENT1: Sports can be relaxing and fun.	31.4	35.6	21.2	8.3	3.5	3.83	1.069	Agree	4
ENT2: Participate regularly in social sports and entertainment.	29.8	35.5	20.3	10.0	4.4	3.76	1.114	Agree	8
ENT3: Believe that sports and entertainment contribute to social cohesion and cultural exchange.	30.8	35.3	20.9	8.2	4.8	3.79	1.112	Agree	7
ENT4: Believes that sports and entertainment have a positive impact on maintaining sports health and mental well-being.	26.6	44.5	15.2	10.3	3.3	3.81	1.046	Agree	6
ADV1: Sports can challenge physical fitness.	25.6	41.9	13.4	11.5	7.6	3.73	1.221	Agree	9
ADV2: Will participate in sports activities that are adventurous in nature.	29.5	32.1	20.0	10.4	8.1	3.66	1.194	Agree	11
ADV3: Willing to learn new skills and reach their sports limits in sports adventures.	29.5	32.1	20.0	10.4	8.1	3.65	1.230	Agree	11
ADV4: Sports adventure promotes cultural exchange and understanding.	32.6	29.1	18.8	12.8	7.5	3.67	1.258	Agree	10

Table 14: Perception on Sport Preferences Factors (n=867) (Continued)

Sport Preferences	percentage (%) of total percentages agreement →					Mean $\overline{X}$	S.D.	Agreeable Level	Agreeable Ranking
	5	4	3	2	1				
HEA1: Sports can lead to better health.	36.1	33.1	18.1	8.9	3.8	3.89	1.109	Agree	1
HEA2: visiting in activities improves fitness skills.	32.6	37.6	16.8	9.0	3.9	3.86	1.091	Agree	3
HEA3: Keep fit by playing sports or exercising regularly.	32.1	36.2	19.4	7.7	4.6	3.83	1.101	Agree	4
HEA4: Focus on the mental health benefits of sports, such as reducing stress and improving mood.	35.1	34.5	17.5	9.1	3.8	3.88	1.104	Agree	2
ENV1: Activities let you breathe more fresh air.	26.6	33.8	19.8	9.8	9.9	3.57	1.253	Agree	16
ENV2: Activities allow you to enjoy nature.	27.2	33.2	20.5	11.3	7.7	3.61	1.214	Agree	14
ENV3: Sports ecosystems have a positive impact on sports health.	28.7	34.3	18.5	10.8	7.7	3.65	1.218	Agree	11
ENV4: Consider the impacts on ecological conservation and sustainability when choosing sport locations.	27.9	31.8	22.5	9.6	8.2	3.62	1.216	Agree	14

Remarks: Mean=4.21-5.00: strongly agree // Mean=3.41-4.20: agree // Mean= 2.61-3.40: neutral // Mean=1.81-2.60: disagree // Mean=1.00-1.80: strongly disagree (Wang, 2003; Yao, 2023).

Table 5 shows that participants hold a positive attitude towards the overall sports preference factor, and all items are at the "agree" level (mean between 3.41 and 4.20). Health-related items scored highest, with "physical activity helps to improve health" (HEA1) ranking No.1 with a mean of 3.89, and "focusing on mental health benefits" (HEA4) ranking No.2 with a mean of 3.88, reflecting that fitness was the core driver of participants' participation in physical activity. Among recreational items, "physical activity can be relaxing and fun" (ENT1) has an average of 3.83, ranking No.4, indicating its high recognition. The average score of "physical activity can challenge physical fitness" (ADV1) was 3.73, ranking No.9, and “Sports adventure promotes cultural exchange and understanding (ADV4)” was 3.67, ranked NO.10, while the average value of "willing to learn new skills and push the limits of exercise" (ADV3) was 3.65, ranking No.11, indicating that some subjects had certain concerns about risk-taking activities. The scores of environmental items are generally low. The mean values of "activities can enjoy nature" (ENV2) and "activities contribute to ecological protection" (ENV4) are 3.61 and 3.62 respectively, both ranking at the bottom of the rankings, indicating low attention to the ecological benefits of sports. The standard deviation was between 1.046 and 1.258, indicating that participants' opinions on each item were somewhat different but concentrated. Overall, health is the primary concern of the subjects, entertainment and adventure are secondary attractions, and environmental factors need further attention.

Ecotourism Participation Factors

PRC tourists' cognitive level of ecotourism visiting Thailand is summarized and classified according to experience and sustainability, as shown in Table 6.

Table 16: Perception on Ecotourism Visiting Factors (n=867)

Ecotourism Visiting	percentage (%) of total percentages agreement →					Mean $\overline{X}$	S.D.	Agreeable Level	Agreeable Ranking
	5	4	3	2	1				
EXP1: Enjoy the moment of visiting in ecotourism.	31.4	35.3	19.0	10.4	3.9	3.80	1.110	Agree	2
EXP2: Will continue to participate in ecotourism activities in the future.	30.4	35.8	18.6	11.4	3.8	3.78	1.114	Agree	4
EXP3: Senior ecotourism has changed life patterns.	33.9	33.6	17.8	11.1	3.7	3.83	1.124	Agree	1
EXP4: Ecotourism promotes cultural exchange and understanding.	30.8	35.2	20.6	9.3	4.0	3.79	1.100	Agree	3
EXP5: Have received some comments or suggestions from seasoned ecotourists.	31.6	35.2	17.9	11.9	3.5	3.80	1.114	Agree	2
SUS1: Would recommend ecotourism to friends and family.	31.5	30.8	20.3	8.4	9.0	3.67	1.249	Agree	9
SUS2: Willing to support the implementation of sustainable ecotourism practices.	31.0	32.1	19.6	9.6	7.7	3.69	1.221	Agree	8
SUS3: Prioritize environmental and sustainability factors when choosing accommodation.	33.1	33.0	17.5	9.0	7.4	3.75	1.213	Agree	6
SUS4: Support the government or organizations to support more policies to promote the sustainable development of ecotourism.	33.7	33.2	16.3	10.1	6.7	3.77	1.207	Agree	5
SUS5: Concerned about the social responsibility of ecotourism destinations and their impact on local communities.	30.3	35.8	18.7	7.8	7.4	3.74	1.184	Agree	7

Remarks: Mean=4.21-5.00: strongly agree // Mean=3.41-4.20: agree // Mean= 2.61-3.40: neutral // Mean=1.81-2.60: disagree // Mean=1.00-1.80: strongly disagree (Wang, 2003; Yao, 2023).

Table 6 clearly illustrates the data regarding PRC tourists' awareness of ecotourism in Thailand. In terms of experience, the average score for "enjoying the moment of visiting in ecotourism" (EXP1) was 3.80. Among respondents, 31.4% gave the highest rating of 5 points, and 35.3% rated it 4 points, indicating that over 60% of tourists had clear positive feelings about enjoying the ecotourism experience. The data dispersion was moderate, reflecting a concentrated perception among tourists. The average score for "advanced ecotourism changes life patterns" (EXP3) reached 3.83, the highest among experience-related items, with 33.9% of tourists giving 5 points and 33.6% choosing 4 points. This showed that over 60% of tourists recognized ecotourism's role in altering life patterns. The average score for "continuing to participate in ecotourism activities in the future" (EXP2) was 3.78, with 30.4% of senior tourists assigning 5 points and 35.8% giving 4 points, indicating a strong willingness among over 60% of respondents to participate again, supporting the sustainability of ecotourism.

In the sustainability dimension, the average score for "supporting the government or organizations to promote sustainable ecotourism policies" (SUS4) was 3.77, with 33.7% of respondents giving 5 points and 33.2% assigning 4 points. This demonstrated that more than 60% of tourists positively supported policies aimed at promoting sustainable ecotourism. For "prioritizing environmental and sustainability factors when choosing accommodation" (SUS3), the average score was 3.75, with 33.1% choosing 5 points and 33.0% opting for 4 points. This reflected that over 60% of tourists had heightened environmental awareness in their accommodation choices, showing a shift in consumption patterns toward sustainability.

Overall, PRC tourists exhibited a high level of awareness regarding ecotourism experiences and sustainability. The data revealed that tourists not only valued their personal experiences during ecotourism activities but also actively supported the concept of sustainable development, fostering a positive perception

of ecotourism's growth.

Causal Modeling and Verification

Validity and reliability Test

The article Item-Objective Consistency (IOC) index was proposed by Rovinelli and Hambleton (1977) as a criterion for evaluating the quality and validity of articles. The index is scored on a scale of -1,0,1. The nine experts and scholars, including (1) a professor of the DBA program in marketing business administration at Siam University; (2) two officials from the National ecotourism Administration of PRC; (3) three senior professionals in the sports ecotourism industry in PRC; (4) three senior sports ecotourism guides. The experts are tasked with assigning a content validity score to each entry based on the IOC score. A score of 1 means that experts agree that the entry measures a specific goal and does not measure other goals. Conversely, a score of -1 indicates that experts agree that the entry fails to measure the assumed goal. A score of 0 indicates expert uncertainty about whether the entry is effectively measuring a particular goal. In this research, IOC > 0.6 was set as the content validity criterion. Any entry with an IOC score below 0.6 must be revised or considered for deletion. According to table 4, these experts stated that all questions clearly measured the intended goals and met IOC validity requirements as shown in appendix c.

In this research, the internal consistency of each variable was assessed using Cronbach's Alpha as an indicator of reliability. The results showed that the Cronbach's Alpha values for different variables were as follows: Taste contained 5 items, with a Cronbach's Alpha of 0.809, indicating good reliability. Value also included 5 items, achieving a Cronbach's Alpha of 0.810, reflecting very good internal consistency. Nutrition consisted of 4 items, with a Cronbach's Alpha of 0.799, which, although slightly below 0.8, was still within the acceptable range. Organics was composed of 4 items, with a Cronbach's Alpha of 0.809, showing good reliability. Food Ornamental consisted of 4 items, with a Cronbach's Alpha of 0.818, demonstrating high consistency. Localism, comprising 4 items, had the

highest Cronbach's Alpha of 0.821, indicating the strongest internal consistency among all variables. Entertainment included 4 items, with a Cronbach's Alpha of 0.805, indicating good reliability. Similarly, Adventure, which also consisted of 4 items, had a Cronbach's Alpha of 0.810, reflecting good internal consistency. Health, with 4 items, had a Cronbach's Alpha of 0.805, while Eco-environmental, also with 4 items, achieved a Cronbach's Alpha of 0.808, both demonstrating good reliability. Experience, consisting of 5 items, had a Cronbach's Alpha of 0.814, showing good reliability. Finally, sustainability, with 5 items, had a Cronbach's Alpha of 0.798, slightly lower than 0.8 but still within the acceptable range. According to the literature, a Cronbach's Alpha value of $0.50 < \alpha < 0.80$ is considered medium reliability, where α values between $0.60 \leq \alpha \leq 0.79$ indicate good reliability, and $\alpha \geq 0.80$ reflects high reliability. α values below 0.50 are considered poor and unacceptable (Kutukcu et al., 2021). In summary, all variables in this study achieved Cronbach's Alpha values above 0.7, indicating good reliability in measuring various dimensions and suitability for subsequent statistical analysis and research. The questionnaire was predicted based on representative samples (n = 867), and Cronbach's α test was used for reliability in Table 7.

Table 17: Cronbach's Alpha for Variables in the model

Variables	Number of items	Cronbach's Alpha
Taste	5	.809
Value	5	.810
Nutrition	4	.799
Organics	4	.809
Food Ornamental	4	.818
Localism	4	.821
Entertainment	4	.805
Adventure	4	.810
Health	4	.805
Eco-environmental	4	.808
Experience	5	.814
Sustainability	5	.798

A KMO value of 0.864 indicated that the sample was suitable for factor analysis, as a value above 0.6 was generally considered acceptable. At the same time, the significant result of Bartlett's test ($p < 0.001$) indicates that the correlation matrix was not an identity matrix, which also supports factor analysis as shown in table 8.

Table 18: Summary of KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.864
Bartlett's Test of Sphericity	Approx. Chi-Square	2716.804
	df	66
	Sig.	<.001

Multicollinearity Test

Collinearity refers to the problem that arises when two or more independent variables have a strong linear relationship when running a regression model. Multicollinearity is described as a statistical concept in which three or more independent variables are related (with a strong linear relationship) in a model. When there is a correlation between two independent variables (predictors), since both variables change at the same time, scholars cannot determine the effect of one without holding the predictors constant. As a result, collinearity or multicollinearity between independent variables will become less precise and difficult to interpret, leading to unreliable statistical inferences. Therefore, attention must be paid to collinearity or multicollinearity before testing a hypothetical conceptual model. Methods to assess the likelihood of multicollinearity between research variables include conducting a correlation analysis. If the correlation coefficient matrix shows a correlation of 0.9 or higher between variables ($r > 0.90$), it may indicate the presence of multicollinearity (Hsu, Cai, & Wong, 2007).

Table 9 presents the Pearson correlation coefficients for TAS1–TAS5, revealing significant positive correlations among them. TAS1 showed strong

correlations with TAS2 (0.649), TAS3 (0.636), TAS4 (0.612), and TAS5 (0.658), all significant at the 0.01 level (two-tailed test). Similar high correlations were observed among the other variables, reinforcing their strong interrelationship.

Table 20: Implied Pearson Correlations (Taste Factors)

Correlations						
		TAS1	TAS2	TAS3	TAS4	TAS5
TAS1	Pearson Correlation	1	.649**	.636**	.612**	.658**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	867	867	867	867	867
TAS2	Pearson Correlation	.649**	1	.670**	.650**	.647**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	867	867	867	867	867
TAS3	Pearson Correlation	.636**	.670**	1	.647**	.618**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	867	867	867	867	867
TAS4	Pearson Correlation	.612**	.650**	.647**	1	.620**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	867	867	867	867	867
TAS5	Pearson Correlation	.658**	.647**	.618**	.620**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	867	867	867	867	867
Note: ** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).						

Table 10 shows Pearson correlation coefficients for perceived value factors. There was a significant positive correlation between POV1 and POV5. The correlation coefficients between POV1 and other variables were 0.644 with POV2, 0.641 with POV3, 0.612 with POV4, and 0.617 with POV5, and were significant at 0.01 level. On the one hand, the close positive correlation between the variables indicates that they have a high degree of consistency in the trend of change as shown in table 10.

Table 22: Implied Pearson Correlations (Perceptive of Value Factors)

Correlations						
		POV1	POV2	POV3	POV4	POV5
POV1	Pearson Correlation	1	.644**	.641**	.612**	.617**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	867	867	867	867	867
POV2	Pearson Correlation	.644**	1	.630**	.617**	.614**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	867	867	867	867	867
POV3	Pearson Correlation	.641**	.630**	1	.627**	.629**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	867	867	867	867	867
POV4	Pearson Correlation	.612**	.617**	.627**	1	.604**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	867	867	867	867	867
POV5	Pearson Correlation	.617**	.614**	.629**	.604**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	867	867	867	867	867
Note: ** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).						

Table 11 presents Pearson correlation coefficients for nutritional factors. The correlation coefficients between NUT1 and NUT2 were 0.589 (significant at 0.01 level), 0.550 (significant at 0.01 level) with NUT3, and 0.582 (significant at 0.01 level) with NUT4. The correlation coefficient between NUT2 and NUT3 was 0.566 (significant at 0.01 level), and between NUT4 and NUT4 was 0.531 (significant at 0.01 level). The correlation coefficient between NUT3 and NUT4 was 0.549 (significant at 0.01 level). This indicates that there is a significant positive correlation between NUT1 and NUT4 variables as shown in table 11.

Table 23: Implied Pearson Correlations (Nutrition Factors)

Correlations					
		NUT1	NUT2	NUT3	NUT4
NUT1	Pearson Correlation	1	.589**	.550**	.582**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	867	867	867	867
NUT2	Pearson Correlation	.589**	1	.566**	.531**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	867	867	867	867
NUT3	Pearson Correlation	.550**	.566**	1	.549**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	867	867	867	867
NUT4	Pearson Correlation	.582**	.531**	.549**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	867	867	867	867
Note: ** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).					

Table 12 shows Pearson correlation coefficient data for organic factors. The correlation coefficient between ORG1 and ORG2 was 0.610, which was significant at 0.01 level. The correlation coefficient with ORG3 was 0.614 and with ORG4 was 0.580, both of which were significant at 0.01 level. The correlation coefficient between ORG2 and ORG3 was 0.588 and that between ORG4 and ORG4 was 0.589, both of which were significant. The correlation coefficient between ORG3 and ORG4 was 0.605, which was significant at the level of 0.01. This indicates a significant positive pairwise relationship between the variables ORG1 to ORG4 as shown in table 12.

Table 24: Implied Pearson Correlations (Organics Factors)

Correlations					
		ORG1	ORG2	ORG3	ORG4
ORG1	Pearson Correlation	1	.610**	.614**	.580**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	867	867	867	867
ORG2	Pearson Correlation	.610**	1	.588**	.589**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	867	867	867	867
ORG3	Pearson Correlation	.614**	.588**	1	.605**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	867	867	867	867
ORG4	Pearson Correlation	.580**	.589**	.605**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	867	867	867	867
Note: ** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).					

Table 13 shows the Pearson correlation coefficients between different variables (FOR1, FOR2, FOR3, FOR4). For example, the correlation coefficient between FOR1 and FOR2 was 0.514**, the correlation coefficient between FOR1 and FOR3 was 0.526**, and the correlation coefficient between FOR1 and FOR4 was 0.481**. The "Sig. (2-tailed)" part indicated the significance level of a two-tailed test. All the correlation coefficients here correspond to a significance level of less than 0.001, indicated a significant correlation at the 0.01 level, which means that the organic factors were closely related to each other as shown in table 13.

Table 25: Implied Pearson Correlations (Food Ornamental Factors)

Correlations					
		FOR1	FOR2	FOR3	FOR4
FOR1	Pearson Correlation	1	.514**	.526**	.481**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	867	867	867	867
FOR2	Pearson Correlation	.514**	1	.532**	.493**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	867	867	867	867
FOR3	Pearson Correlation	.526**	.532**	1	.495**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	867	867	867	867
FOR4	Pearson Correlation	.481**	.493**	.495**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	867	867	867	867
Note: ** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).					

Table 14 implies Pearson correlation coefficient of localism factor) between different variables (LOC1, LOC2, LOC3, LOC4). For example, LOC1 has a 0.621** correlation with LOC2, LOC1 has a 0.608** correlation with LOC3, and LOC1 has a 0.596** correlation with LOC4. The "Sig. (2-tailed)" section indicated the significance level of the two-tailed test. All correlation coefficients here correspond to a significance level of less than 0.001, meaning a significant correlation at the 0.01 level, which means that the organic factors were closely related to each other as shown in table 14.

Table 26: Implied Pearson Correlations (Localism Factors)

Correlations					
		LOC1	LOC2	LOC3	LOC4
LOC1	Pearson Correlation	1	.621**	.608**	.596**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	867	867	867	867
LOC2	Pearson Correlation	.621**	1	.621**	.601**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	867	867	867	867
LOC3	Pearson Correlation	.608**	.621**	1	.589**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	867	867	867	867
LOC4	Pearson Correlation	.596**	.601**	.589**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	867	867	867	867
Note: ** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).					

Table 15 implies the Pearson correlation coefficients between different variables (ENT1, ENT2, ENT3, ENT4). For example, ENT1 has a correlation coefficient of 0.570** with ENT2, ENT1 had a correlation coefficient of 0.557** with ENT3, and ENT1 had a correlation coefficient of 0.551** with ENT4. The "Sig. (2-tailed)" part indicates the significance level of a two-tailed test. All the correlation coefficients here correspond to a significance level of less than 0.001, indicated a significant correlation at the 0.01 level, which means that the organic factors were closely related to each other as shown in table 15.

Table 27: Implied Pearson Correlations (Entertainment Factors)

Correlations					
		ENT1	ENT2	ENT3	ENT4
ENT1	Pearson Correlation	1	.570**	.557**	.551**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	867	867	867	867
ENT2	Pearson Correlation	.570**	1	.576**	.582**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	867	867	867	867
ENT3	Pearson Correlation	.557**	.576**	1	.558**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	867	867	867	867
ENT4	Pearson Correlation	.551**	.582**	.558**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	867	867	867	867
Note: ** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).					

Table 16 implies Pearson correlation coefficients between different variables (ADV1, ADV2, ADV3, ADV4). For example, the correlation coefficient between ADV1 and ADV2 was 0.600**, the correlation coefficient between ADV1 and ADV3 was 0.591**, and the correlation coefficient between ADV1 and ADV4 was 0.608**. The "Sig. (2-tailed)" section indicated the significance level of the two-tailed test. All correlation coefficients here correspond to a significance level of less than 0.001, meaning a significant correlation at the 0.01 level, which means that the organic factors were closely related to each other as shown in table 16.

Table 28: Implied Pearson Correlations (Adventure Factors)

Correlations					
		ADV1	ADV2	ADV3	ADV4
ADV1	Pearson Correlation	1	.600**	.591**	.608**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	867	867	867	867
ADV2	Pearson Correlation	.600**	1	.626**	.609**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	867	867	867	867
ADV3	Pearson Correlation	.591**	.626**	1	.600**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	867	867	867	867
ADV4	Pearson Correlation	.608**	.609**	.600**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	867	867	867	867
Note: ** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).					

Table 17 implies the Pearson correlation coefficients between different variables (HEA1, HEA2, HEA3, HEA4). For example, the correlation coefficient between HEA1 and HEA2 was 0.523**, the correlation coefficient between HEA1 and HEA3 was 0.522**, and the correlation coefficient between HEA1 and HEA4 was 0.536**. The "Sig. (2-tailed)" part indicated the significance level of a two-tailed test. All the correlation coefficients here correspond to a significance level of less than 0.001, indicating a significant correlation at the 0.01 level, which means that the organic factors were closely related to each other as shown in table 17.

Table 29: Implied Pearson Correlations (Health Factors)

Correlations					
		HEA1	HEA2	HEA3	HEA4
HEA1	Pearson Correlation	1	.523**	.522**	.536**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	867	867	867	867
HEA2	Pearson Correlation	.523**	1	.540**	.535**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	867	867	867	867
HEA3	Pearson Correlation	.522**	.540**	1	.516**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	867	867	867	867
HEA4	Pearson Correlation	.536**	.535**	.516**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	867	867	867	867
Note: ** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).					

Table 18 implies Pearson correlation coefficient of environmental factors shows the Pearson correlation coefficients between different variables (ENV1, ENV2, ENV3, ENV4). For example, the correlation coefficient between ENV1 and ENV2 was 0.602**, the correlation coefficient between ENV1 and ENV3 was 0.643** and the correlation coefficient between ENV1 and ENV4 was 0.573**. The "Sig. (2-tailed)" section indicated the significance level of the two-tailed test. All correlation coefficients here correspond to a significance level of less than 0.001, meaning a significant correlation at the 0.01 level, which means that the organic factors were closely related to each other as shown in table 18.

Table 30: Implied Pearson Correlations (Environment Factors)

Correlations					
		ENV1	ENV2	ENV3	ENV4
ENV1	Pearson Correlation	1	.602**	.643**	.573**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	867	867	867	867
ENV2	Pearson Correlation	.602**	1	.621**	.557**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	867	867	867	867
ENV3	Pearson Correlation	.643**	.621**	1	.609**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	867	867	867	867
ENV4	Pearson Correlation	.573**	.557**	.609**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	867	867	867	867
Note: ** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).					

Table 19 implies Pearson correlation coefficients between different variables (EXP1, EXP2, EXP3, EXP4, EXP5). For example, the correlation coefficient between EXP1 and EXP2 was 0.567**, the correlation coefficient between EXP1 and EXP3 was 0.571**, the correlation coefficient between EXP1 and EXP4 was 0.536**, and the correlation coefficient between EXP1 and EXP5 was 0.586**. The "Sig. (2-tailed)" part indicated the significance level of a two-tailed test. All the correlation coefficients here correspond to a significance level less than 0.001, indicating a significant correlation at the 0.01 level. The close positive correlation between the variables indicates that they were highly consistent in the trend of change as shown in table 19.

Table 31: Implied Pearson Correlations (Experience Factors)

Correlations						
		EXP1	EXP2	EXP3	EXP4	EXP5
EXP1	Pearson Correlation	1	.567**	.571**	.536**	.586**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	867	867	867	867	867
EXP2	Pearson Correlation	.567**	1	.580**	.564**	.584**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	867	867	867	867	867
EXP3	Pearson Correlation	.571**	.580**	1	.574**	.596**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	867	867	867	867	867
EXP4	Pearson Correlation	.536**	.564**	.574**	1	.567**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	867	867	867	867	867
EXP5	Pearson Correlation	.586**	.584**	.596**	.567**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	867	867	867	867	867
Note: ** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).						

Table 20 implies Pearson correlation coefficient of sustainability factor presents the Pearson correlation coefficients between different variables (SUS1, SUS2, SUS3, SUS4, SUS5). For example, SUS1 has a correlation coefficient of 0.589** with SUS2, SUS1 had a correlation coefficient of 0.539** with SUS3, SUS1 had a correlation coefficient of 0.560** with SUS4, and SUS1 had a correlation coefficient of 0.519** with SUS5. The "Sig. (2-tailed)" section indicated the significance level of the two-tailed test. All correlation coefficients here correspond to a significance level of less than 0.001, meaning a significant correlation at the 0.01 level. The close positive correlation between the variables indicates that they were highly consistent in the trend of change as shown in table 20.

Table 32: Implied Pearson Correlations (Sustainability Factors)

Correlations						
		SUS1	SUS2	SUS3	SUS4	SUS5
SUS1	Pearson Correlation	1	.589**	.539**	.560**	.519**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	867	867	867	867	867
SUS2	Pearson Correlation	.589**	1	.552**	.547**	.560**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	867	867	867	867	867
SUS3	Pearson Correlation	.539**	.552**	1	.551**	.523**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	867	867	867	867	867
SUS4	Pearson Correlation	.560**	.547**	.551**	1	.533**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	867	867	867	867	867
SUS5	Pearson Correlation	.519**	.560**	.523**	.533**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	867	867	867	867	867
Note: ** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).						

Tolerance and Variance Inflation Factor (VIF)

In this study, the presence of multicollinearity was assessed by examining the tolerance and variance inflation factor (VIF). The dependent variable was not included in the collinearity test. To evaluate the multicollinearity problem among the independent variables, regression analysis was conducted using SPSS to check tolerance and VIF values, as outlined in Table 21. According to the criteria from Hsu, Cai, and Wong (2007), a tolerance value below 0.1 and a VIF score exceeding 10 would indicate sensitivity to multicollinearity in the regression equation.

Table 21 shows that the tolerance values of the variables were close to 1.000, and the VIF values ranged between 1.269 and 1.782, both well below the threshold of 10. This suggested that the correlation among the independent variables was low, and there was no significant multicollinearity issue. Consequently, the independent variables in the model were not found to be highly correlated with one another. The regression coefficient estimation was deemed

reliable, and multicollinearity was determined not to have a significant impact on the model as shown in table 21(Hsu, Cai, & Wong, 2007).

Table 34: Tolerance and Variance Inflation Factor (VIF)

Coefficients(a)								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
1		B	Std. Error	Beta			Tolerance	VIF
	(Constant)	4.987E-15	.000		.000	1.000		
	TAS	-2.243E-16	.000	.000	.000	1.000	.680	1.471
	POV	-6.196E-16	.000	.000	.000	1.000	.690	1.450
	NUT	-6.338E-16	.000	.000	.000	1.000	.561	1.782
	ORG	5.686E-18	.000	.000	.000	1.000	.664	1.507
	FOR	5.203E-16	.000	.000	.000	1.000	.788	1.269
	LOC	-7.697E-17	.000	.000	.000	1.000	.768	1.302
	ENT	7.415E-16	.000	.000	.000	1.000	.629	1.589
	ADV	8.909E-17	.000	.000	.000	1.000	.687	1.455
	HEA	-2.502E-15	.000	.000	.000	1.000	.599	1.670
	ENV	-6.986E-17	.000	.000	.000	1.000	.690	1.449
Note: Dependent Variable: SEP								

Confirmatory Factor Analysis

Cultural Difference Factor

In this research, the measurement model was examined using confirmatory factor analysis (CFA) before conducting the path analysis of the structural model. CFA, a variant of the structural equation model, was specifically used to clarify the relationship between observed variables (indicators) and underlying variables (often referred to as factors). The main objective of factor analysis was to identify the number and nature of factors that contributed to the variance and covariation among the indicators. Confirmatory factor analysis was performed using Amos 23.0.

Evaluating model fit in the CFA was crucial to assessing how well the proposed measurement model aligned with the data. Various metrics, including the $\chi 2/df$ statistic, root mean square residual (RMR), root mean square error of approximation (RMSEA), goodness of fit index (GFI), comparative fit index (CFI), and Tucker-Lewis Index (TLI), were reported to evaluate the model's fit (Hsu, Cai, & Wong, 2007). Table 22 presents the acceptable threshold levels for the goodness of fit index.

Table 35: Goodness-of-fit Indices for the CFA/SEM Model

Fit Indies Estimates	Recommend Level
Normed Chi-square (CMIN/DF)	<3.00 good fit
Root Mean Square Residual (RMR)	<0.05 good fit
Root Mean Square Error of Approximation (RMSEA)	<0.05 good fit between 0.05 and 0.08 reasonable fit
Goodness of Fit Index (GFI)	>=0.90 acceptable >0.95 excellent
Adjusted Goodness of Fit Index (AGFI)	>=0.85acceptable >=0.90 good fit
Comparative Fit Index (CFI)	>=0.90 acceptable >0.95 excellent
Normed Fit Index (NFI)	>=0.90 acceptable >0.95 excellent
Incremental Fit Index (IFI)	>=0.90 acceptable >0.95 excellent
Tucker-Lewis Index (TLI)	>=0.90 acceptable >0.95 excellent

Confirmatory factor analysis (CFA) was used to validate the measurement model, aiming to determine the underlying structure of the hypothesis through a set of observed (metric) variables and to confirm the fit of the theoretical model. The results of the CFA analysis were as follows:

Ten observed variables (TAS1, TAS2, TAS3, TAS4, TAS5, POV1, POV2, POV3, POV4, POV5) were used for cultural differences. As shown in figure 1.

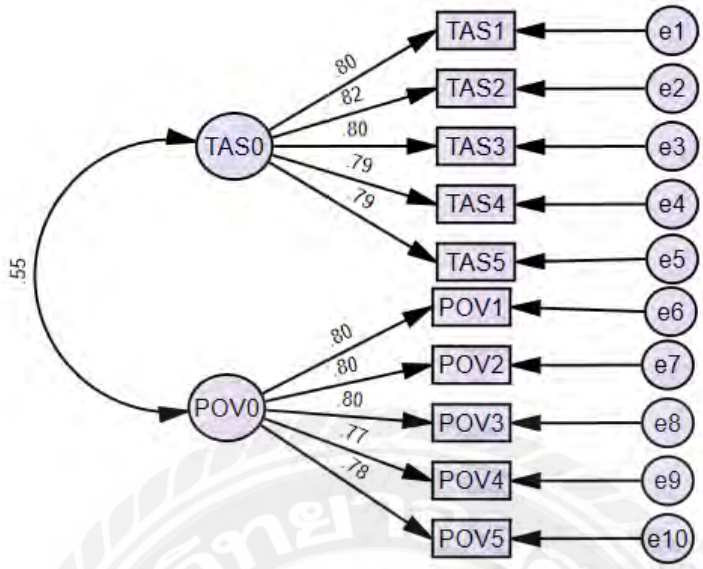

Figure 1: CFA Analysis of Perceptions of Cultural Differences

The evaluation of the measurement model showed a good fitness index (X^2=47.1; P = 0.067 > 0.05; RMSEA = 0.021 < 0.1; RMR = 0.024< 0.05; GFI = 0.990 > 0.90; AGFI = 0.983 > 0.90; NFI = 0.991 > 0.90; RFI = 0.988 > 0.90; CFI = 0.997 > 0.90). All these indexes exceeded the established benchmarks of acceptable model fitting, indicated that the measurement model had a high reliability and validity in measuring the cultural difference cognition of PRC seniors in Thailand's ecotourism visiting Thailand.

Food preference was measured with 20 observed variables (NUT1, NUT2, NUT3, NUT4, ORG1, ORG2, ORG3, ORG4, FOR1, FOR2, FOR3, FOR4, LOC1, LOC2, LOC3, LOC4,). As shown in figure 2.

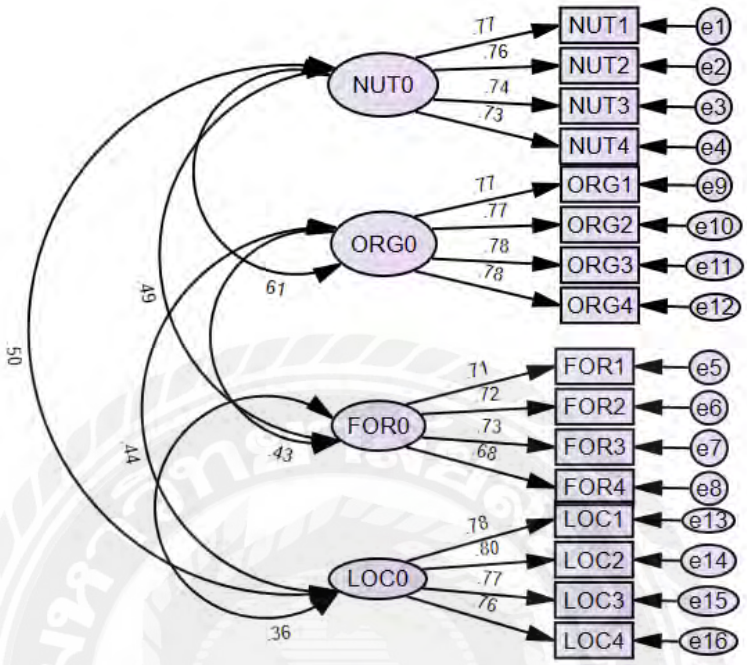

Figure 2: CFA Analysis of Food Preferences

The evaluation of the measurement model showed a good fitness index (X^2=119.3; P = 0.071 > 0.05; RMSEA = 0.016 < 0.1; RMR = 0.032 < 0.05; GFI = 0.983 > 0.90; AGFI = 0.976 > 0.90; NFI = 0.981 > 0.90; RFI = 0.976 > 0.90; CFI = 0.996 > 0.90). All these indexes exceeded the established benchmarks of acceptable model fitting, indicating that the measurement model has a high reliability and validity in measuring the food preference of PRC seniors in Thailand ecotourism.

Sports preference was measured with 20 observed variables (ENT1, ENT2, ENT3, ENT4, ADV1, ADV2, ADV3, ADV4, HEA1, HEA2, HEA3, HEA4, ENV1, ENV2, ENV3, ENV4,). As shown in figure 3.

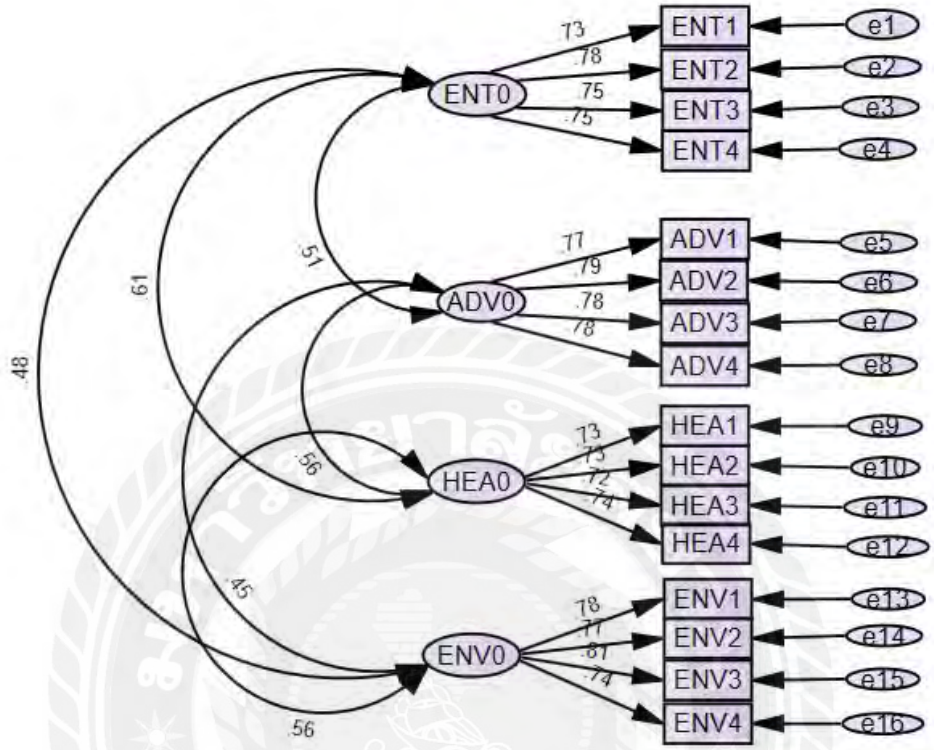

Figure 3: CFA Analysis of Sports Preference

The evaluation of the measurement model showed a good fitness index (X^2=111.4; P = 0.168 > 0.05; RMSEA = 0.013 < 0.1; RMR = 0.028 < 0.05; GFI = 0.985 > 0.90; AGFI = 0.979 > 0.90; NFI = 0.983 > 0.90; RFI = 0.979 > 0.90; CFI = 0.998 > 0.90). All these indexes exceeded the established benchmarks of acceptable model fitting, indicating that the measurement model has a significant performance in measuring the sports preference of PRC seniors in Thailand's ecotourism visiting Thailand, and has high reliability and validity.

10 observation variables (EXP1, EXP2, EXP3, EXP4, EXP5, SUS1, SUS2, SUS3, SUS4, SUS5) were used. As shown in figure 4.

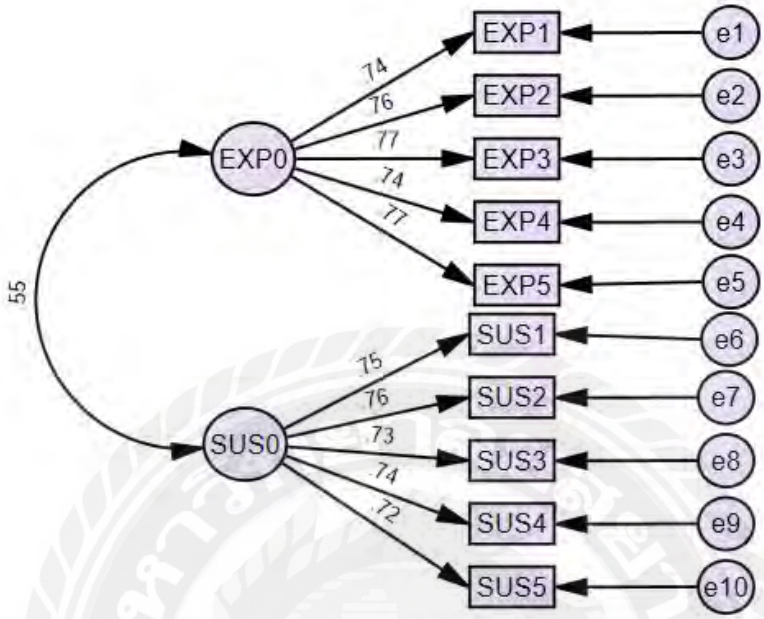

Figure 4: Ecotourism-Visiting-Thailand CFA Analyses

The evaluation of the measurement model showed a good fitness index (X^2=36.7; P = 0.346 > 0.05; RMSEA = 0.010 < 0.1; RMR = 0.022 < 0.05; GFI = 0.992 > 0.90; AGFI = 0.987 > 0.90; NFI = 0.991 > 0.90; RFI = 0.988 > 0.90; CFI = 0.999 > 0.90). All these indexes exceeded the established benchmarks of acceptable model fitting, indicated that the measurement model had a high reliability and validity in measuring the visiting Thailand of PRC seniors in Thailand's ecotourism.

Factor Loading

Because there were no items with factor loadings less than 0.40, the measurement model was tested using a sample size of N=867 after a successful validation process. The results, presented in Table 19, show the factor loadings for product value, individual value, ecosystem value, attitude, and consumer behavior in the model. The results of the confirmatory factor analysis (CFA) indicated that the overall fit indexes were satisfactory. However, due to the sensitivity of Chi-square values to sample sizes, other fit measures proved to be more informative when evaluating the models (Choe & Kim, 2018). The standardized factor loadings for each item ranged from 0.400 to 0.688, all exceeding the threshold of 0.4. The mean variance extraction (AVE) results for all variables were above 0.50, confirming convergent validity. Additionally, all composite reliability (CR) values ranged from 0.601 to 0.823, surpassing the specified cutoff value of 0.6. Therefore, the primary data sets met the criteria of the proposed model. In conclusion, the model demonstrated sufficient reliability and validity to proceed with structural model testing. Finally, 46 observed variables were identified in the framework of structural equation modeling (SEM), making them suitable for further analysis. Comprehensive details are provided in Table 23.

Table 37: Factor Loading (n=867)

Variables	Observed variables	Factor Loading: λ				
		Average Variance Extracted（AVE）	Composite Reliability（CR）	St. Loading Factor	Z value	P value
Cultural Differences	TAS1	0.795	0.945	0.796	--	--
	TAS2			0.824	26.394	***
	TAS3			0.805	25.636	***
	TAS4			0.785	24.863	***
	TAS5			0.793	25.157	***
	POV1			0.800	--	--
	POV2			0.796	25.230	***
	POV3			0.799	25.342	***
	POV4			0.774	24.379	***
	POV5			0.779	24.580	***
Food Preferences	NUT1	0.579	0.747	0.766	--	--
	NUT2			0.764	21.492	***
	NUT3			0.738	20.781	***
	NUT4			0.728	20.510	***
	FOR1			0.713	--	--
	FOR2			0.725	18.000	***
	FOR3			0.728	18.057	***
	FOR4			0.684	17.206	***
	ORG1			0.768	--	--
	ORG2			0.769	22.160	***
	ORG3			0.776	22.361	***
	ORG4			0.778	22.406	***
	LOC1			0.784	--	--
	LOC2			0.795	23.390	***
	LOC3			0.774	22.767	***
	LOC4			0.761	22.535	***
Sport Preferences	HEA1	0.619	0.903	0.726	--	--
	HEA2			0.731	19.256	***
	HEA3			0.716	18.916	***
	HEA4			0.735	19.363	***
	ENV1			0.780	--	--
	ENV2			0.767	22.510	***
	ENV3			0.813	23.865	***
	ENV4			0.743	21.757	***
	ENT1			0.730	--	--
	ENT2			0.777	20.773	***
	ENT3			0.748	20.099	***

Table 38: Factor Loading (n=867) (Continued)

	ENT4			0.753	22.160	***
	ADV1			0.771	--	--
	ADV2			0.789	22.406	***
	ADV3			0.776	22.361	***
	ADV4			0.777	23.390	***
Ecotourism Visiting Thailand	EXP1	0.568	0.908	0.742	--	--
	EXP2			0.762	20.781	***
	EXP3			0.773	20.510	***
	EXP4			0.736	21.492	***
	EXP5			0.769	18.000	***
	SUS1			0.748	--	--
	SUS2			0.764	21.492	***
	SUS3			0.728	20.781	***
	SUS4			0.741	20.510	***
	SUS5			0.718	18.057	***

Structural Equation Construction Simulation

A robust measurement model was established using confirmatory factor analysis (CFA) to ensure the adequacy of model fit, reliability, and validity. Subsequently, a structural equation model (SEM) was employed to evaluate the primary conceptual model, which contained the three main hypotheses of this research. The hypothetical model was estimated using Maximum Likelihood Estimation (MLE) in AMOS version 23.0 to assess its alignment with the collected data.

The structural model describes the assumed relationships between the model structures, which are classified into three distinct sections. The independent variables include Cultural differences (CD), consisting of TAS1 to TAS5 and POV1 to POV5; FOOD preferences (FOOD), consisting of NUT1 to NUT4, FOR1 to FOR4, ORG1 to ORG4, and LOC1 to LOC4; and sports preferences (SPOR), which include HEA1 to HEA4, ENV1 to ENV4, ENT1 to ENT4, and ADV1 to ADV4. The dependent variable is the participation of PRC seniors in eco-sports ecotourism in Thailand (ECO), which includes EXP1 to EXP5 and SUS1 to SUS5.

After ensuring that the preconditions of the measurement model were

satisfied, the structural relationships of the hypothesis were tested systematically. Thus, all seven assumptions were selected to test and convert the conceptual framework into a testable format, as depicted in figure 5.

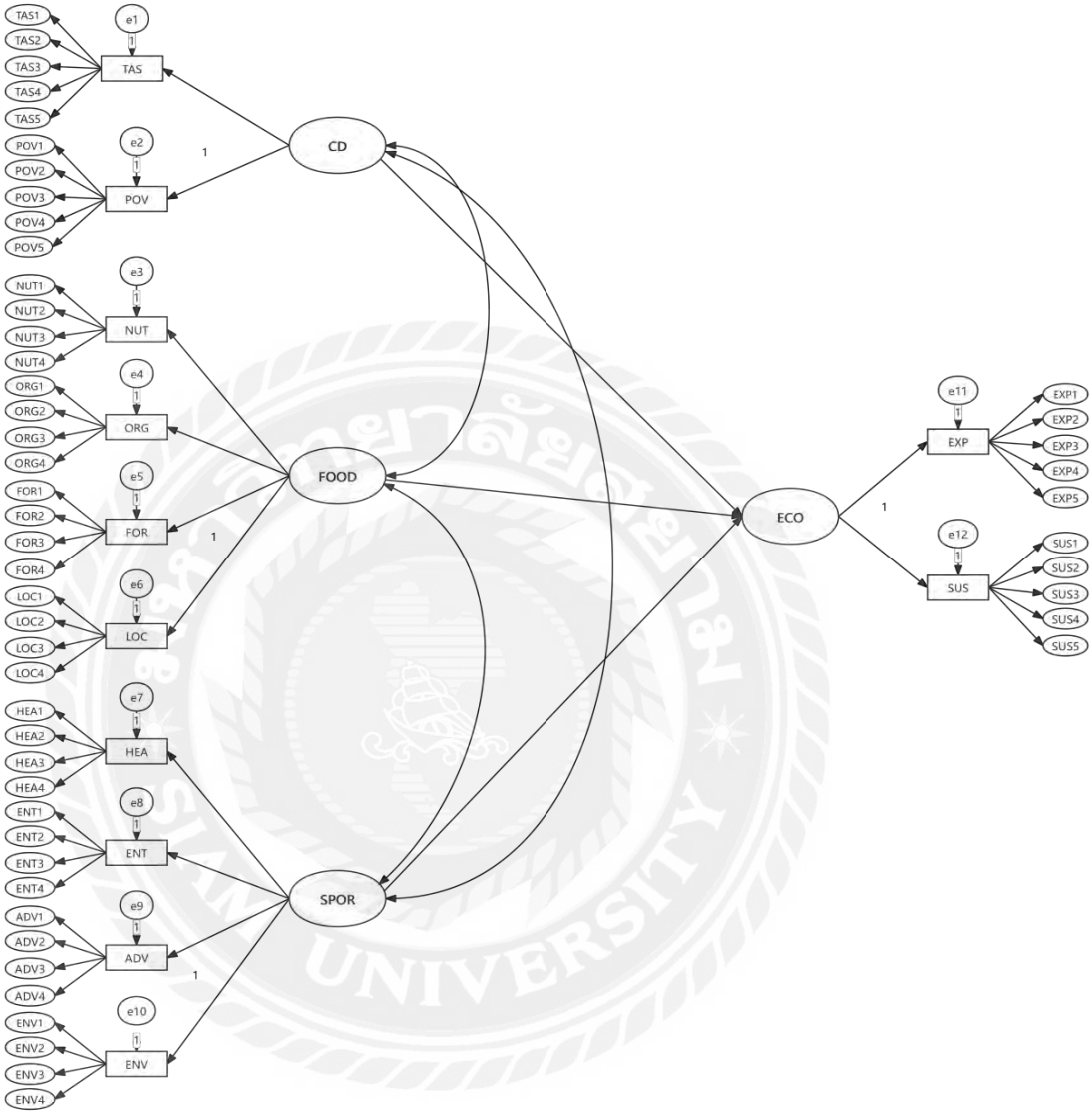

Figure 5: Hypothesis Model for Goodness-of-fit Testing

Then, the analysis results are as follows as figure 6:

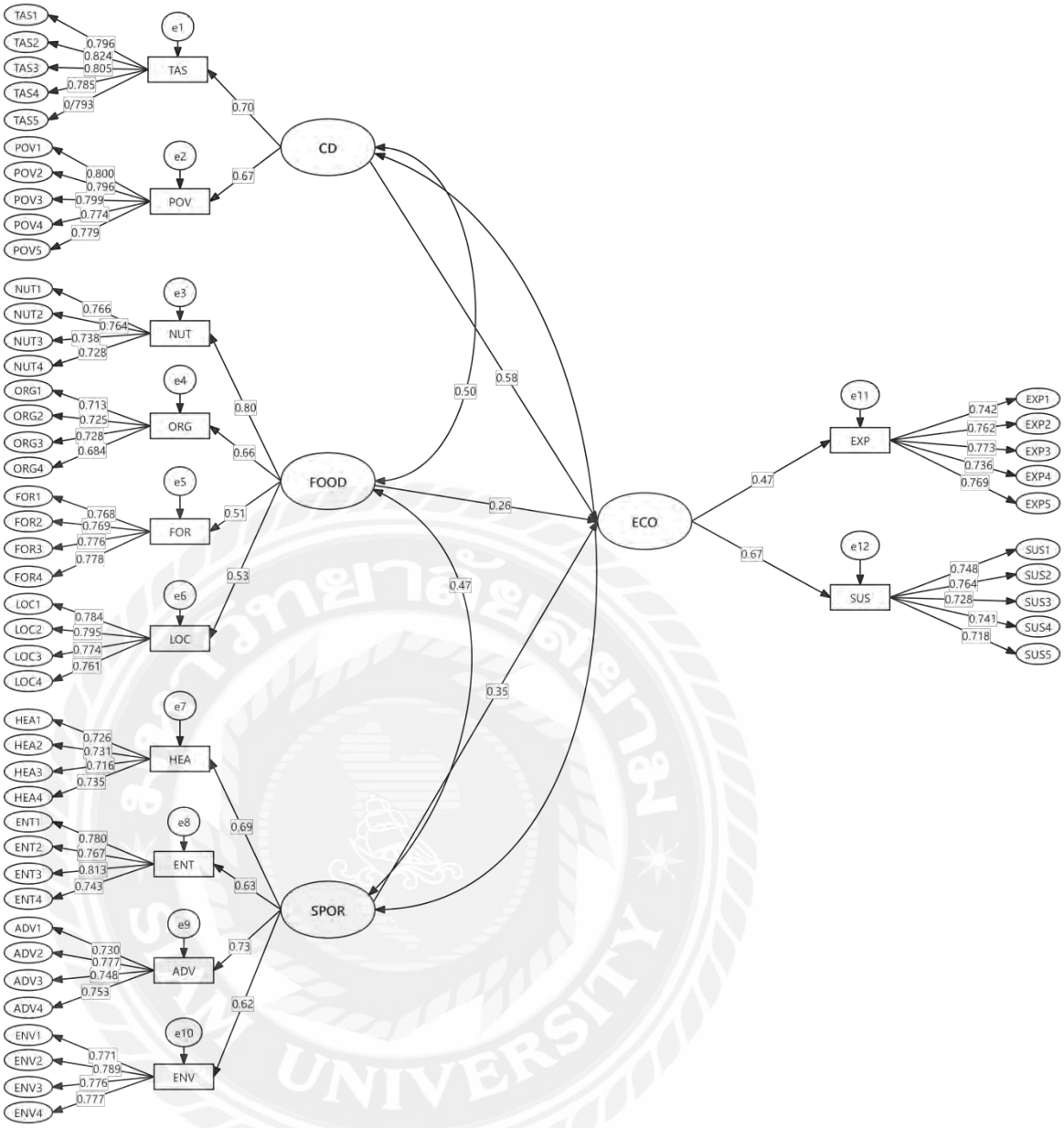

Figure 6: Goodness-of-fit Testing

The regression weights, critical ratios (C.R.), and significance P-values for each path in the hypothetical model, reflecting the strength of causality between the latent variables. The results indicated that cultural differences (CD) had significant positive effects on TAS, POV, and ECO. Food preferences (FOOD) had significant effects on NUT, ORG, FOR, LOC, and ECO. Sports preferences (SPOR) significantly impacted ENT, ADV, HEA, ENV, and ECO. The significance P-values for all paths were less than 0.001 (denoted as ***), highlighting the strong statistical significance of the relationships.

The normalized regression weights for each path ranged between 0.26 and 0.80, and the critical ratio values were mostly above 10, suggesting that the positive relationships between these latent variables were highly statistically significant. These findings support the rationality and validity of the model's hypotheses.

Furthermore, the goodness-of-fit indicators for the hypothetical model, displayed in Figure 9, demonstrated that the model fit the data well. The chi-square statistic (131.0) with 49 degrees of freedom resulted in a chi-square to degrees of freedom ratio (CMIN/DF) of 2.126, indicating a relatively good fit. The significance level ($p = 0.061$) was greater than 0.05, suggesting that the deviation between the model and the data was not significant. Both the fit index (GFI = 0.976) and the adjusted fit index (AGFI = 0.961) surpassed the required standards, while the root mean square error (RMSEA = 0.044) and root mean square residual (RMR = 0.030) fell within a reasonable range, further confirming the good fit. Additionally, other fit indices such as CFI, IFI, NFI, RFI, and TLI all exceeded 0.90, while the program fit index (PGFI) and program routine fit index (PNFI) also met the standards. Therefore, the overall model demonstrated a good fit across all indices, reflecting strong explanatory power as shown in table 24.

Table 40: Structural Paths and Hypothesis Testing Results, Standard Estimates (n=867)

H	From	TO	Hypothesis model		
			Standardized regression weight: estimate	Critical Ratio	P value
H2a	TAS	CD	0.70	13.655	***
H2b	POV	CD	0.67	--	***
H3a	NUT	FOOD	0.80	13.487	***
H3b	ORG	FOOD	0.66	12.790	***
H3c	FOR	FOOD	0.51	10.984	***
H3d	LOC	FOOD	0.53	--	***
H4a	ENT	SPOR	0.69	15.190	***
H4b	ADV	SPOR	0.63	14.256	***
H4c	HEA	SPOR	0.73	15.616	***
H4d	ENV	SPOR	0.62	--	***
H5	CD	ECO	0.58	7.062	***
H6	FOOD	ECO	0.26	4.398	***
H7	SPOR	ECO	0.35	5.186	***
Model goodness-of-fit statistics			Acceptable levels Criteria	Hypothesis model	
Chi-square statistic			_	131.0	
df			>0	49	
CMIN/DF			<3	2.126	
p-value			>0.05	p=0.061	
GFI			>0.90	0.976	
AGFI			> 0.80	0.961	
RMR			< 0.05	0.030	

Table 41: Structural Paths and Hypothesis Testing Results, Standard Estimates (n=867) (Continued)

Model goodness-of-fit statistics	Acceptable levels Criteria	Hypothesis model
RMSEA	< 0.05	0.044
CFI	>0.90	0.969
IFI	>0.90	0.959
NFI	>0.90	0.952
RFI	>0.90	0.935
TLI	>0.90	0.959
PGFI	> 0.05	0.613
PNFI	> 0.05	0.707
Note: *p<0.05, **p<0.01, ***p<0.001		

Inferential Analysis

In this survey, gender was treated as a categorical variable with two discrete groups, while age, education, monthly income, and religion were considered categorical variables with more than three discrete groups. To analyse the impact of these demographic factors on cultural differences, food preferences, and sports preferences, as well as their influence on ecotourism visits in Thailand, an independent sample T-test and one-way analysis of variance (ANOVA) were employed. The analysis aimed to identify whether significant differences existed between demographic groups in terms of their cultural differences, food preferences, sports preferences, and their participation in ecotourism activities in Thailand. Additionally, the influence of cultural differences, food preferences, and sports preferences on the ecotourism behaviours of PRC tourists in Thailand was also examined.

Demographic factors influence ecotourism visiting Thailand

Hypothesis1: The differences in demographic factor (gender, age, education level, monthly income, and marriage status) influence the different decisions

made to Ecotourism visiting Thailand.

H1a: The differences in gender influence the different decisions made to Ecotourism visiting Thailand.

Independent sample t-test was used to test the difference of mean values between 2 groups of data at the statistically significant level of 0.05.

The independent sample T-test results of gender factors on ecotourism visiting Thailand. In terms of Ecotourism visiting Thailand, 321 men participated, with an average score of 3.826, standard deviation of 0.8087, average standard error of 0.0451, T-value of 1.785, freedom of freedom of 867, and significance level of 0.86. There were 546 female participants with a mean score of 3.725, standard deviation of 0.7999, and mean standard error of 0.0342. From these data, there is a certain difference in the average score of male and female Ecotourism visiting Thailand, but according to the result of significance level of 0.86, it indicates that gender factors have no significant impact on ecotourism visiting Thailand as shown in table 25.

Table 42 : T-test of the Gender Factor Influence on Ecotourism Visiting Thailand

Items	Gender	N	Mean	Standard deviation	Mean standard error	t-value	df	Sig.
Visiting Thailand in Ecotourism	Male	321	3.826	.8087	.0451	1.785	867	0.86
	Female	546	3.725	.7999	.0342			

One-way ANOVA was used to analyze data to test the difference of mean values among more than 2 groups of data at the statistically significant level of 0.05.

H1b: The differences in age influence the different decisions made to to Ecotourism visiting Thailand.

The impact of age on ecotourism visits to Thailand. In this analysis, the sum of squares between groups was 2.055, with 1 degree of freedom, resulting in a

mean square of 2.055. The calculated F-value was 3.185, with a significance level of 0.075. The sum of squares within the group was 558.027, with 865 degrees of freedom, and the mean square within the group was 0.645. The total sum of squares was 560.082, with 866 total degrees of freedom. These results suggested that age might have some influence on ecotourism visits to Thailand; however, the significance level of 0.075 indicated that this impact was not statistically significant at the 0.05 level. Therefore, the age differences in the analysis did not reach a high level of statistical significance as shown in table 26.

Table 43: Age Influence on Ecotourism Visiting Thailand

		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	2.055	1	2.055	3.185	.075
	Within Groups	558.027	865	.645		
	Total	560.082	866			

H1c: The differences in educational level influence the different decisions made to Ecotourism visiting Thailand.

The impact of education level on ecotourism visits to Thailand. The sum of squares between the groups was 20.859, with 2 degrees of freedom, indicating a noticeable difference between the groups based on education level. The corresponding mean square between groups was 10.430. The calculated F-value was 16.711, and the significance level was less than 0.001, indicating that the influence of education level on ecotourism visits to Thailand was highly significant. The sum of squares within the group was 539.222, with 864 degrees of freedom, and the mean square within the group was 0.624. The total sum of squares was 560.082, with a total of 866 degrees of freedom. These results suggested that within each education level group, the data dispersion was relatively small, and there were significant differences in the ecotourism visits to Thailand among senior tourists with different education levels. Therefore, multiple comparative analyses were conducted, as shown in Table 27.

Table 44: Educational Level Influence on **Ecotourism Visiting Thailand**

		Sum of Squares	df	Mean Square	F	Sig.
Educational level	Between Groups	20.859	2	10.430	16.711	<.001
	Within Groups	539.222	864	.624		
	Total	560.082	866			

The results of multiple comparisons regarding the impact of different education levels on ecotourism visits to Thailand. At a significance level of 0.05, the mean difference between the "high school and below" and "undergraduate" groups was -0.2171, with a standard error of 0.0624 and a significance level of 0.002, indicating a significant difference between these two groups. The mean difference between the "high school and below" and "graduate students and above" groups was -0.5994, with a standard error of 0.1060 and a significance level of less than 0.001, showing a very significant difference. The mean difference between the "undergraduate" and "high school and below" groups was 0.2171, with a standard error of 0.0624 and a significance level of 0.002, which also indicated significant differences. The mean difference between the "undergraduate" and "graduate students and above" groups was -0.3823, with a standard error of 0.0976 and a significance level of less than 0.001, showing a significant difference. The mean difference between the "graduate students and above" and "high school and below" groups was 0.5994, with a standard error of 0.1060 and a significance level of less than 0.001, indicating a significant difference. Finally, the mean difference between the "graduate students and above" and "undergraduate" groups was 0.3823, with a standard error of 0.0976 and a significance level of less than 0.001, which also revealed a significant difference. These results indicated that there were significant differences in ecotourism visits to Thailand among the different education groups as shown in

table 28.

Table 45: The Multiple Comparison of the Difference in Educational Level Group that Influence on Ecotourism Visiting Thailand

	(I) education	(J) education	Mean difference (I-J)	Standard error	Sig.
LSD	High school or below	Undergraduate	-.2171*	.0624	.002
		Postgraduate and above	-.5994*	.1060	<.001
	Undergraduate	High school or below	.2171*	.0624	.002
		Postgraduate and above	-.3823*	.0976	<.001
	Postgraduate and above	High school or below	.5994*	.1060	<.001
		Undergraduate	.3823*	.0976	<.001
*The significance level of the mean difference was 0.05.					

H1d: The differences in monthly income influence the different decisions made to Ecotourism visiting Thailand.

The impact of monthly income on ecotourism visits to Thailand. In this analysis, the sum of squares between groups was 0.734, with a degree of freedom of 3, and the corresponding mean square between groups was 0.245. The calculated F-value was 0.378, and the significance level was 0.769. The sum of squares within the group was 559.347, with a degree of freedom of 863, and the mean square within the group was 0.648. The total sum of squares was 560.082, and the total degree of freedom was 866. From these results, it was evident that the impact of monthly income on ecotourism visits to Thailand was not significant as shown in table 29.

Table 46: Monthly Income Influence on Ecotourism Visiting Thailand

		Sum of Squares	df	Mean Square	F	Sig.
Monthly income	Between Groups	.734	3	.245	.378	.769
	Within Groups	559.347	863	.648		
	Total	560.082	866			

H1e: The differences in marriage status influence the different decisions made to Ecotourism visiting Thailand.

The impact of marital status on ecotourism visits to Thailand. The sum of squares between the groups was 0.651, with a degree of freedom of 3, and the calculated mean square between the groups was 0.217. The calculated F-value was 0.335, and the significance level was 0.800. The sum of squares within the group was 559.431, with a degree of freedom of 863, and the mean square within the group was 0.648. The total sum of squares was 560.082, and the total degree of freedom was 866. These results indicated that marital status did not have a significant influence on ecotourism visits to Thailand, and there were no significant differences in ecotourism participation among senior tourists with different marital statuses as shown in table 30.

Table 47: Marriage Status Influence on Ecotourism Visiting Thailand

		Sum of Squares	df	Mean Square	F	Sig.
Marriage status	Between Groups	.651	3	.217	.335	.800
	Within Groups	559.431	863	.648		
	Total	560.082	866			

H1f: The differences in activities influence the different decisions made to Ecotourism visiting Thailand.

The results of the independent sample T-test, comparing the impact of two types of activities (national and international) on ecotourism visits to Thailand. The results showed that the average score for visiting Thailand in the national

activity group was 3.795, while the average score for the international activity group was 3.674. The visiting Thailand score for the national activity group was slightly higher than that of the international activity group. However, the T-value was 1.043 and the P-value was 0.496, which was much higher than the common significance level of 0.05. This indicated that there was no statistically significant difference in ecotourism visits to Thailand between the two groups. Therefore, it could be concluded that there was no significant difference in the impact of national and international activities on ecotourism visits to Thailand, and any observed difference was likely due to random variation as shown in table 31.

Table 48: T-test of the Activities Factor Influence on Ecotourism Visiting Thailand

Items	Activi-ties	N	Mean	Standard deviatio-n	Mean standar-d error	t-value	df	Sig.
Visiting Thailand in Ecotourism	Natio-nal	633	3.795	.7762	.0309	1.043	865	0.496
	Intern ationa-l	234	3.674	.8710	.0569			

The summary of the influence of demographic factors on cultural differences. For gender, a t-test was used, and the significance level was 0.86, indicating that gender had no significant effect on cultural differences. A one-way analysis of variance showed that the significance level for age was 0.075, which was close to but did not reach the usual significance level of 0.05, suggesting that age had no significant impact on cultural differences. The analysis of education level, also using one-way ANOVA, showed a significance level of less than 0.001, indicating that education level had a significant effect on cultural differences. For income, the one-way ANOVA produced a significance level of 0.769, suggesting that income had no significant impact on cultural differences. Marital status was also tested using one-way ANOVA, with a significance level of 0.800, indicating that marital status had no significant effect on cultural differences. Overall, under the statistical significance criterion of 0.05, gender, age, income, marital status, and

activity type choice had no significant impact on cultural differences, and only education level had a significant impact on cultural differences as shown in table 32.

Table 49: Summary of Demographic Factors Influence on Ecotourism Visiting Thailand

Demographic factors	Method	Sig.	Ecotourism visiting Thailand
Gender	t-test	0.860	-
Age	One-way ANOVA	0.075	-
Educational level	One-way ANOVA	<.001	√
Income	One-way ANOVA	0.769	-
Marriage status	One-way ANOVA	0.800	-
Activities	t-test	0.496	-

" - " No different effects at the statistically significant of 0.05

" √ " Having different effects at the statistically significant of 0.05.

Demographic Factors Influence Cultural Differences

H2: Demographic factors have a positive influence on cultural difference.

H2a: The differences in gender influence cultural differences.

Independent sample t-test was used to test the difference of mean values between 2 groups of data at the statistically significant level of 0.05.

The independent sample T-test results for the influence of gender factors on cultural differences. The test focused on ecotourism projects involving senior tourists of different genders. Among the participants, 321 men had an average score of 3.656, with a standard deviation of 0.8917, a standard error of 0.0654, and a T-value of 1.043, with 865 degrees of freedom. The significance level was 0.496. There were 546 female participants, with an average score of 3.591, a standard deviation of 0.8914, and a standard error of 0.0654. The results indicated that there was no statistically significant difference between the male and female groups in terms of ecotourism visiting Thailand. This suggests that gender factors

had no significant impact on cultural differences as reflected in ecotourism visiting Thailand as shown in table 33.

Table 50: T-test of the Gender Factor Influence on Cultural Differences

Items	Gen-der	N	Mean	S.D.	standa r-d deviati -on	Mean standar -d error	t-value	df	Sig.
Ecotouris -m Visiting Thailand	Mal-e	321	3.656	.8917	.0654	.0627	1.043	865	0.496
	Fem -ale	546	3.591	.8914	.0654	.0627			

One-way ANOVA was used to analyse data to test the difference of mean values among more than 2 groups of data at the statistically significant level of 0.05.

H2b: The differences in age influence cultural differences.

The influence of age on cultural differences. The analysis revealed that for the age factor, the sum of squares between groups was 4.767, with 3 degrees of freedom, resulting in a mean square between groups of 1.589. The sum of squares within the group was 683.591, with 863 degrees of freedom, and the mean square within the group was 0.792. The calculated F-value was 2.006, and the significance level was 0.112. Based on these results, it was concluded that there was no significant difference in cultural differences among senior tourists of different ages as shown in table 34.

Table 51: Age Influence on Cultural Differences

		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	4.767	3	1.589	2.006	.112
	Within Groups	683.591	863	.792		
	Total	688.358	866			

H2c: The differences in educational level influence cultural differences

The influence of education level on cultural differences. For the education

level factor, the sum of squares between groups was 16.328, with 2 degrees of freedom, resulting in a mean square between groups of 8.164. The sum of squares within the group was 672.030, with 864 degrees of freedom, and the mean square within the group was 0.778. The calculated F-value was 10.496, and the significance level was less than 0.001. This indicated that there were significant differences in cultural differences based on education level, making education level a key factor to consider in the study of cultural differences as shown in table 35.

Table 52: Educational Level Influence on Cultural Differences

		Sum of Squares	df	Mean Square	F	Sig.
Educational level	Between Groups	16.328	2	8.164	10.496	<.001
	Within Groups	672.030	864	.778		
	Total	688.358	866			

The results of multiple comparisons regarding the influence of different education levels on cultural differences, using the Least Significant Difference (LSD) method. In the comparison between high school education or below and bachelor's education, the mean difference was -0.0575, with a standard error of 0.0697 and a significance level of 0.409. This indicated that there was no significant difference between these two education levels in terms of their impact on cultural differences.

In the comparison between high school education or below and postgraduate education or above, the mean difference was -0.5245, and the significance level was less than 0.001, indicating a significant difference. Postgraduate education or above had a greater impact on cultural differences.

When comparing bachelor's degree with high school education or below, the results were reversed, but the difference was not significant. In the comparison between bachelor's degree and postgraduate education or above, the mean difference was -0.4669, with a significance level of less than 0.001,

suggesting a significant difference. Postgraduate education or above had a greater impact on cultural differences.

Overall, the results indicated that there were significant differences in cultural differences between postgraduate education and both high school education or below and bachelor's degree, with postgraduate education having a greater impact. However, there was no significant difference between high school education or below and bachelor's degree as shown in table 36.

Table 53: The Multiple Comparison of the Difference Educational Level Group that Influence on Cultural Differences

	(I) education	(J) education	Mean difference (I-J)	Standard error	Sig.
LSD	High school or below	Undergraduate	-.0575	.0697	.409
		Postgraduate and above	-.5245*	.1183	<.001
	Undergraduate	High school or below	.0575	.0697	.409
		Postgraduate and above	-.4669*	.1090	<.001
	Postgraduate and above	High school or below	.5245*	.1183	<.001
		Undergraduate	.4669*	.1090	<.001
*The significance level of the mean difference was 0.05.					

H2d: The differences in monthly income influence cultural differences.

The influence of monthly income on cultural differences. For the monthly income factor, the sum of squares between groups was 0.297, with a degree of freedom of 3, resulting in a mean square between groups of 0.099. The sum of squares within the group was 688.061, the degree of freedom was 863, and the mean square within the group was 0.797. The calculated F-value was 0.124, and the significance level was 0.946.Based on this analysis, senior tourists with different monthly income levels did not exhibit significant differences in cultural

differences as shown in table 37.

Table 54: Monthly Income **Influence on Cultural Differences**

		Sum of Squares	df	Mean Square	F	Sig.
Monthly income	Between Groups	.297	3	.099	.124	.946
	Within Groups	688.061	863	.797		
	Total	688.358	866			

H2e: The differences in marriage status influence cultural differences.

The influence of marital status on cultural differences. For the marital status factor, the sum of squares between the groups was 0.651, with a degree of freedom of 3, resulting in a mean square between the groups of 0.217. The sum of squares within the group was 559.431, the degree of freedom was 863, and the mean square within the group was 0.648. The calculated F-value was 0.335, and the significance level was 0.800.This analysis suggests that there was no significant difference in cultural differences between senior tourists of different marital status as shown in table 38.

Table 55: Marriage Status Influence on Cultural Differences

		Sum of Squares	df	Mean Square	F	Sig.
Marriage status	Between Groups	.651	3	.217	.335	.800
	Within Groups	559.431	863	.648		
	Total	560.082	866			

H2f: The differences in activities influence cultural differences.

The impact of activities on cultural differences. In the ecotourism activity, 633 national participants were distinguished from the perspective of nationality.

The average score of the national group was 3.630, with a standard deviation of 0.8926 and a mean standard error of 0.0355. The T-value was 0.831, with a degree of freedom of 865 and a significance level of 0.738. There were 234 international participants, with an average score of 3.574, a standard deviation of 0.8894, and a mean standard error of 0. 0581.The results indicated that, from the perspective of ecotourism visiting Thailand, there was no statistically significant difference in cultural differences between national and international participants. This suggests that the impact of nationality difference on cultural differences in ecotourism visiting Thailand was not significant as shown in table 39.

Table 56: T-test of Activities Influence on Cultural Differences

Items	Activities	N	Mean	standard deviation	Mean standard error	t-value	df	Sig.
Cultural Differences	National	633	3.630	.8926	.0355	.831	865	.738
	International	234	3.574	.8894	.0581			

The effects of demographic factors on cultural differences. For the gender factor, the independent sample t-test was used, and the significance level was 0.496, which showed no difference under the statistical significance level of 0.05. This indicated that gender had no significant impact on cultural differences. The age factor was analysed by one-way ANOVA, with a significance level of 0.112, which also showed no significant effects under the statistical significance level of 0.05, indicating that age had no significant effect on cultural differences.

The educational level was analyzed using one-way ANOVA, and the significance level was less than 0.001, which indicated that educational level had a significant impact on cultural differences. The income factor was analyzed by one-way ANOVA, with a significance level of 0.946, showing no difference under the statistical significance level of 0.05, meaning that income had no

significant effect on cultural differences. The significance level of marital status was 0.800 through one-way analysis of variance, indicating no difference under the statistical significance level of 0.05, which suggested that marital status had no significant impact on cultural differences. Independent sample t-tests were used for activity factors, and the significance level was 0.738, showing no difference under the statistical significance level of 0.05, which meant that activity had no significant impact on cultural differences as shown in table 40.

Table 57: Summary of Demographic Factors Influence on Cultural Difference

Demographic factors	Method	Sig.	Cultural Difference
Gender	t-test	0.496	-
Age	One-way ANOVA	0.112	-
Educational level	One-way ANOVA	<.001	√
Income	One-way ANOVA	0.946	-
Marriage status	One-way ANOVA	0.800	-
Activities	t-test	0.738	-

" - " No different effects at the statistically significant of 0.05

" √ " Having different effects at the statistically significant of 0.05

Demographic Factors Influence Food Preferences

H3: Demographic factors have a positive influence food preferences

H3a: The differences in gender influence food Preferences

Independent sample t-test was used to test the difference of mean values between 2 groups of data at the statistically significant level of 0.05.

The independent sample t-test results of the influence of gender factors on food preferences. In this test, a sample of 321 men had a mean score of 3.596 with a standard deviation of 0.7441 and a mean standard error of 0.0415 for food preferences. Women, with a sample of 546, had a mean score of 3.56 for food preferences, a standard deviation of 0.7337, and a mean standard error of 0.0314.

The t-value was 0.649, with a degree of freedom of 865 and a significance level of 0.476. This suggested that gender did not have a significant effect on food preferences in this research as shown in table 41.

Table 58: T-test of the Gender Factor Influence on Food Preferences

Items	Gender	N	Mean	standard deviation	Mean standard error	t-value	df	Sig.
Food Preferences	Male	321	3.596	.7441	.0415	.649	865	.476
	Female	546	3.56	.7337	.0314			

One-way ANOVA was used to analyze data to test the difference of mean values among more than 2 groups of data at the statistically significant level of 0.05.

H3b: The differences in age influence food preferences

The influence of age on food preferences. The sum of squares between groups was 5.519, with a degree of freedom of 3, resulting in a mean square between groups of 1.840. The sum of squares within the group was 465.288, with 863 degrees of freedom, and a mean square within the group of 0.539. The calculated F-value was 3.412, and the significance level was 0.017. This indicated that age had a significant influence on food preferences as shown in table 42.

Table 59: Age Influence on Food Preferences

		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	5.519	3	1.840	3.412	.017
	Within Groups	465.288	863	.539		
	Total	470.807	866			

The results of multiple comparisons of the effects of different age groups on food preferences using the least significant difference (LSD) method. In the comparison between the 60-65 and 66-70 age groups, the mean difference was -0.1679, with a standard error of 0.0628 and a significance level of 0.008. For the 60-65 and 71-75 age groups, the mean difference was -0.3265, the standard error was 0.1227, and the significance level was 0.008. When comparing the 60-65 age group with the 76 and older age group, the mean difference was -0.0992, with a standard error of 0.1598 and a significance level of 0.535. Pairwise comparisons for other age groups were also conducted, and asterisks (*) were used to indicate significant differences at the 0.05 level. This analysis indicated that there were differences in food preferences among various age groups, with some age groups showing statistically significant differences as shown in table 43.

Table 60: The Multiple Comparison of the Difference Age Group that Influence on Food Preferences

	(I) age	(J) age	Mean difference (I-J)	Standard error	Sig.
LSD	60-65	66-70	-.1679*	.0628	.008
		71-75	-.3265*	.1227	.008
		76 years and above	-.0992	.1598	.535
	66-70	60-65	.1679*	.0628	.008
		71-75	-.1586	.1133	.162
		76 years and above	.0687	.1527	.653
	71-75	60-65	.3265*	.1227	.008
		66-70	.1586	.1133	.162
		76 years and above	.2273	.1856	.221
	76 years and above	60-65	.0992	.1598	.535
		66-70	-.0687	.1527	.653
		71-75	-.2273	.1856	.221
*The significance level of the mean difference was 0.05.					

H3c: The differences in educational level influence food preferences

The influence of education level on food preferences. The sum of squares between groups was 9.870, with 2 degrees of freedom, resulting in a mean square between groups of 4.935. The sum of squares within the group was 460.937, with 864 degrees of freedom, and a mean square within the group of 0.533. The calculated F-value was 9.250, and the significance level was less than 0.001. These results indicated that education level had a significant influence on food preferences as shown in table 44.

Table 61: Educational Level Influence on Food Preferences

		Sum of Squares	df	Mean Square	F	Sig.
Educational level	Between Groups	9.870	2	4.935	9.250	<.001
	Within Groups	460.937	864	.533		
	Total	470.807	866			

The results of multiple comparisons of the effects of different education levels on food preferences, using the least significant difference (LSD) method for analysis. In the comparison between the "high school and below" and "undergraduate" education level groups, the mean difference was -0.1555, with a standard error of 0.0577 and a significance level of 0.007. The mean difference between the "high school and below" and "graduate and above" groups was -0.4093, with a standard error of 0.0980 and a significance level of less than 0.001. Pairwise comparisons were also made for other education level groups. Differences marked with an asterisk (*) had a significance level of 0.05, indicating that there were some differences in the influence of different education levels on food preferences. Furthermore, the differences between some education level groups were statistically significant as shown in table 45.

Table 62: Multiple Comparison Difference Educational Influence on Food Preferences

	(I) education	(J) education	Mean difference (I-J)	Standard error	Sig.
LSD	High school or below	Undergraduate	-.1555*	.0577	.007
		Postgraduate and above	-.4093*	.0980	<.001
	Undergraduate	High school or below	.1555*	.0577	.007
		Postgraduate and above	-.2538*	.0903	.005
	Postgraduate and above	High school or below	.4093*	.0980	<.001
		Undergraduate	.2538*	.0903	.005
*The significance level of the mean difference was 0.05.					

H3d: The differences in monthly income influence food preferences

The analysis of the influence of monthly income on food preferences. The total sum of squares was 470.807, with a total degree of freedom of 866. For monthly income, the sum of squares between groups was 0.615, with 3 degrees of freedom, and the mean square between groups was 0.205. The sum of squares within the group was 470.191, with 863 degrees of freedom, and the mean square within the group was 0.545. The calculated F-value was 0.376, and the significance level was 0.770. These results indicated that the effect of monthly income on food preferences was not significant as shown in table 46.

Table 63: Monthly Income Influence on Food Preferences

		Sum of Squares	df	Mean Square	F	Sig.
Monthly income	Between Groups	.615	3	.205	.376	.770
	Within Groups	470.191	863	.545		
	Total	470.807	866			

H3e: The differences in marriage status influence food preferences

The analysis of the influence of marital status on food preferences. The total sum of squares was 470.807, with a total degree of freedom of 866. For marital status, the sum of squares between groups was 2.319, with 3 degrees of freedom, and the mean square between groups was 0.773. The sum of squares within the group was 468.488, with 863 degrees of freedom, and the mean square within the group was 0.543. The calculated F-value was 1.424, and the significance level was 0.234. These results suggested that marital status had no significant effect on food preferences as shown in table 47.

Table 64: Marriage Status Influence on Food Preferences

		Sum of Squares	df	Mean Square	F	Sig.
Marriage status	Between Groups	2.319	3	.773	1.424	.234
	Within Groups	468.488	863	.543		
	Total	470.807	866			

H3f: The differences in activities influence food preferences.

The analysis of food preferences from a gender perspective, dividing the groups into national and international categories. The national group consisted of 633 samples, with a mean score of 3.620, a standard deviation of 0.7161, and a mean standard error of 0.0285. The T-value was 2.995, with 865 degrees of

freedom, and the significance level was 0.025. The international group had 234 samples, with a mean score of 3.452, a standard deviation of 0.7802, and a mean standard error of 0.0510. These results indicated that there were differences in food preferences between the national and international groups, and the difference was statistically significant (significance level of 0.025) as shown in table 48.

Table 65: Activities Influence on Food Preferences

Items	Activities	N	Mean	Standard deviation	Mean standard error	t -value	df	Sig.
Food Preferences	National	633	3.620	.7161	.0285	2.995	865	.025
	International	234	3.452	.7802	.0510			

The effects of demographic factors on food preferences. For gender, a T-test was performed, and the significance level was 0.476, indicating that gender had no significant effect on food preferences. Age was analyzed using one-way ANOVA, with a significance level of 0.017, suggesting that age had a significant effect on food preferences. Education level was also analyzed by one-way ANOVA, with a significance level of less than 0.001, indicating a significant effect on food preferences. Monthly income was tested using one-way ANOVA, and the significance level was 0.770, showing that income had no significant effect on food preferences. Marital status was analyzed by one-way ANOVA, with a significance level of 0.234, indicating no significant effect on food preferences. The activity factor was tested using a T-test, and the significance level was 0.025, suggesting that activity had a significant impact on food preferences. Overall, at the 0.05 significance level, gender, income, and marital status had no significant effects on food preferences, while age, education level, and activity had varying degrees of significant effects as shown in table 49.

Table 66: Summary of Demographic Factors Influence on Food Preferences.

Demographic factors	Method	Sig.	Cultural Difference
Gender	t-test	.476	-
Age	One-way ANOVA	.017	√
Educational level	One-way ANOVA	<.001	√
Income	One-way ANOVA	.770	-
Marriage status	One-way ANOVA	.234	-
Activities	t-test	.025	√

" - " No different effects at the statistically significant of 0.05

" √ " Having different effects at the statistically significant of 0.05

Demographic Factors Influence Sport Preferences

H4:Demographic factors have a positive influence sport preferences

H4a: The differences in gender influence sport Preferences

Independent sample t-test was used to test the difference of mean values between 2 groups of data at the statistically significant level of 0.05.

The male group consisted of 321 samples, with a mean score of 3.771, a standard deviation of 0.7404, and a mean standard error of 0.0413. The T-value was 1.016, with a degree of freedom of 865, and the significance level was 0.576. The female group had 546 samples, with a mean score of 3.719, a standard deviation of 0.7261, and a mean standard error of 0.0311. Based on these results, there was little difference between males and females in motor preferences, and the difference was not statistically significant, as indicated by the significance level of 0.576 as shown in table 50.

Table 67: T-test of the Gender Factor Influence on Sport Preferences

Items	Activities	N	Mean	Standard deviation	Mean standard error	t -value	df	Sig.
Sport Preferences	Male	321	3.771	.7404	.0413	1.016	865	.576
	Female	546	3.719	.7261	.0311			

One-way ANOVA was used to analyse data to test the difference of mean values among more than 2 groups of data at the statistically significant level of 0.05.

H4b: The differences in age influence sport preferences

The total sum of squares was 463.311, with a degree of freedom of 866. For the age factor, the sum of squares between groups was 4.898, the degree of freedom was 3, and the mean sum of squares was 1.633. The sum of squares within the group was 458.413, the degree of freedom was 863, and the mean sum of squares was 0.531. The calculated F-value was 3.074, with a significance level of 0.027. These results indicated that age had a certain influence on motor preferences, and the effect was statistically significant as shown in table 51.

Table 68: Age Influence on Sport Preferences

		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	4.898	3	1.633	3.074	.027
	Within Groups	458.413	863	.531		
	Total	463.311	866			

It shows in different age groups, the mean difference between 60-65 years old and 66-70 years old was -0.0622, with a standard error of 0.0624 and a significance level of 0.32. The mean difference between 60-65 years old and 71-75 years old was -0.2402, with a significance level of 0.05. The mean difference between the 60-65 age group and the 76 and senior age group was 0.2879, with a significance level of 0.07. The mean difference between 66-70 years old and 71-75 years old was -0.1781, with a significance level of 0.11. The mean

difference was 0.3501 (significance level 0.02) when comparing the 66-70 age group with the 76 and senior age group. The mean difference between 71-75 years and 76 years and senior was 0.5281 (significance level 0.00). A "*" was used to indicate a significance level of 0.05 for the mean difference. In general, there were some differences in sports preferences among different age groups, and the differences among certain age groups were statistically significant as shown in table 52.

Table 69: Multiple Comparison Difference Age Influence on Sport Preferences

	(I) age	(J) age	Mean difference (I-J)	Standard error	Sig.
LSD	60-65	66-70	-.0622	.0624	.32
		71-75	-.2402*	.1218	.05
		76 years and above	.2879	.1586	.07
	66-70	60-65	.0622	.0624	.32
		71-75	-.1781	.1125	.11
		76 years and above	.3501*	.1516	.02
	71-75	60-65	.2402*	.1218	.05
		66-70	.1781	.1125	.11
		76 years and above	.5281*	.1842	.00
	76 years and above	60-65	-.2879	.1586	.07
		66-70	-.3501*	.1516	.02
		71-75	-.5281*	.1842	.00
*The significance level of the mean difference was 0.05.					

H4c: The differences in educational level influence sport preferences

The total sum of squares was 463.311, with a degree of freedom of 866. In terms of education level, the sum of squares between groups was 10.638, with 2

degrees of freedom, and the mean sum of squares was 5.319. The sum of squares within the group was 452.673, with a degree of freedom of 864, and the mean sum of squares was 0.524. The calculated F-value was 10.152, and the significance level was less than 0.001. This indicated that education level had a significant effect on motor preferences as shown in table 53.

Table 70: Educational Level Influence on Sport Preferences

		Sum of Squares	df	Mean Square	F	Sig.
Educational level	Between Groups	10.638	2	5.319	10.152	<.001
	Within Groups	452.673	864	.524		
	Total	463.311	866			

It shows that in different education level groups, the mean difference between senior high school and undergraduate was -0.0782, with a standard error of 0.0572 and a significance level of 0.172. When comparing high school and below to graduate school and above, the mean difference was -0.4340, with a significance level less than 0.001. Compared with high school and below, the mean difference for undergraduate was 0.0782, with a standard error of 0.0572 and a significance level of 0.172. The mean difference between undergraduate and graduate students and above was -0.3558, with a significance level less than 0.001. The mean difference between graduate students and high school students was 0.4340, with a significance level less than 0.001. The mean difference between graduate students and undergraduate students was 0.3558, with a significance level less than 0.001. An asterisk (*) indicated a significance level of 0.05 for the mean difference. In general, there were differences in sports preferences between different education groups, and some of these differences were statistically significant as shown in table 54.

Table 71: Multiple Comparison Difference Educational Level Influence on Sport Preferences

	(I) education	(J) education	Mean difference (I-J)	Standard error	Sig.
LSD	High school or below	Undergraduate	-.0782	.0572	.172
		Postgraduate and above	-.4340*	.0971	<.001
	Undergraduate	High school or below	.0782	.0572	.172
		Postgraduate and above	-.3558*	.0894	<.001
	Postgraduate and above	High school or below	.4340*	.0971	<.001
		Undergraduate	.3558*	.0894	<.001
*The significance level of the mean difference was 0.05.					

H4d: The differences in monthly income influence sport preferences

The total sum of squares was 463.311, with a degree of freedom of 866. In terms of monthly income, the sum of squares between groups was 0.750, with a degree of freedom of 3, and the mean sum of squares was 0.250. The sum of squares within the group was 462.561, with a degree of freedom of 863, and the mean sum of squares was 0.536. The calculated F-value was 0.466, and the significance level was 0.706. This indicated that the effect of monthly income on motor preferences was not significant as shown in table 55.

Table 72: Monthly Income Influence on Sport Preferences

		Sum of Squares	df	Mean Square	F	Sig.
Monthly income	Between Groups	.750	3	.250	.466	.706
	Within Groups	462.561	863	.536		
	Total	463.311	866			

H4e: The differences in marriage status influence sport preferences

The total sum of squares was 463.311, with a degree of freedom of 866. In terms of marital status, the sum of squares between groups was 1.065, with a degree of freedom of 3, and the mean sum of squares was 0.355. The sum of squares within the group was 462.246, with a degree of freedom of 863, and the mean sum of squares was 0.536. The calculated F-value was 0.663, and the significance level was 0.575. This indicated that marital status had no significant effect on motor preferences as shown in table 56.

Table 73: Marriage Status Influence on Sport Preferences

		Sum of Squares	df	Mean Square	F	Sig.
Marriage status	Between Groups	1.065	3	.355	.663	.575
	Within Groups	462.246	863	.536		
	Total	463.311	866			

H4f: The differences in activities influence sport preferences.

There were 633 samples in the national group, with a mean score of 3.771, a standard deviation of 0.7170, and a mean standard error of 0.0285. The T-value was 2.158, with a degree of freedom of 865, and the significance level was 0.309. In the international group, there were 234 samples with a mean score of 3.650, a standard deviation of 0.7638, and a mean standard error of 0.0499. The data indicated some differences in sports preferences between the national and international groups, but the differences were not statistically significant, as the significance level was 0.309 as shown in table 57.

Table 74: Activities Influence on Sport Preferences

Items	Activities	N	Mean	Standard deviation	Mean standard error	t -value	df	Sig.
Sport Preferences	National	633	3.771	.7170	.0285	2.158	865	.309
	International	234	3.650	.7638	.0499			

It shows that in terms of population factors, gender was tested using a T-test, and the significance level was 0.576, indicating that gender had no significant effect on sport preferences. Univariate ANOVA was used for age, with a significance level of 0.027, suggesting that age had a certain effect on sport preferences. For education level, one-way ANOVA showed a significance level of less than 0.001, meaning that education level had a significant effect on sport preferences. For income, one-way ANOVA gave a significance level of 0.706, indicating that income had no significant effect on sport preferences. A one-way analysis of variance was used for marital status, with a significance level of 0.575, indicating no significant effect on sport preferences. The T-test for activity showed a significance level of 0.309, meaning that activity had no significant effect on sport preferences. Overall, at the statistical significance level of 0.05, gender, income, marital status, and activity did not show significant differences, while age and education level had significant effects on sport preferences to varying degrees as shown in table 58.

Table 75: Summary of Demographic Factors Influence on Sports Preferences

Demographic factors	Method	Sig.	Cultural Difference
Gender	t-test	.576	-
Age	One-way ANOVA	.027	√
Educational level	One-way ANOVA	<.001	√
Income	One-way ANOVA	.706	-
Marriage status	One-way ANOVA	.575	-
Activities	t-test	.309	-

" - " No different effects at the statistically significant of 0.05

" √ " Having different effects at the statistically significant of 0.05.

The total, direct, and indirect effects of each path in the hypothetical model. The results indicated that the total effect of TAS on CD was 0.695, while the direct effect was 1.154, showing that TAS had a significant direct effect on CD. Similarly, the total effect of POV on CD was 0.672, and the direct effect was 1.000, also reflecting a significant effect. The effects of NUT, ORG, FOR, and LOC on FOOD were 0.803, 0.662, 0.512, and 0.528, respectively, with direct effects of 1.573, 1.359, 0.845, and 1.000, respectively, all indicating significant direct effects on FOOD. The total effects of ENT, ADV, HEA, and ENV on SPOR were 0.693, 0.629, 0.728, and 0.622, respectively, and the direct effects were 0.968, 1.015, 1.010, and 1.000, respectively, showing strong direct effects. The effects of CD, FOOD, and SPOR on ECO were also analyzed. The total effect of CD on ECO was 0.583 with a direct effect of 0.375, the total effect of FOOD on ECO was 0.260 with a direct effect of 0.208, and the total effect of SPOR on ECO was 0.349 with a direct effect of 0.230. In conclusion, the direct relationships between the latent variables were significant, and the indirect effect was zero, reflecting the intensity and direct influence of the paths in the model as shown in table 59.

Table 76: Summary of Structural Paths and Hypothesis Testing Results

H	From	To	Hypothesis results				
			Total effect	Direct effect	Indirect effect	Hypothesis relation	Hypothesis support
H5a	TAS	CD	0.695	1.154	0.000	positive	Accepted
H5b	POV	CD	0.672	1.000	0.000	positive	Accepted
H6a	NUT	FOOD	0.803	1.573	0.000	positive	Accepted
H6b	ORG	FOOD	0.662	1.359	0.000	positive	Accepted
H6c	FOR	FOOD	0.512	0.845	0.000	positive	Accepted
H6d	LOC	FOOD	0.528	1.000	0.000	positive	Accepted
H7a	ENT	SPOR	0.693	0.968	0.000	positive	Accepted
H7b	ADV	SPOR	0.629	1.015	0.000	positive	Accepted
H7c	HEA	SPOR	0.728	1.010	0.000	positive	Accepted
H7d	ENV	SPOR	0.622	1.000	0.000	positive	Accepted
H5	CD	ECO	0.583	0.375	0.000	positive	Accepted
H6	FOOD	ECO	0.260	0.208	0.000	positive	Accepted
H7	SPOR	ECO	0.349	0.230	0.000	positive	Accepted
Note: *p<0.05, **p<0.01, ***p<0.001							

Prediction Equation and Explanation

According to the research, the final equation for predicting the ecotourism situation of seniors in PRC ecotourism to Thailand is:

PRC Seniors' Ecotourism Visiting Thailand = 0.375 (Cultural Differences) + 0.208 (Food Preferences) + 0.230 (Sports Preferences)

And the coefficient of determination (R^2) of this model is 75%. After calculation, the contribution ratio was as follows: cultural differences 46.1% (0.375/0.813≈46.1%); food preferences 25.6% (0.208/0.813≈25.6%); sports preferences 28.3% (0.230/0.813≈28.3%).

The sub equation of cultural differences is:

Cultural Differences = 1.154 (Taste) + 1.000 (Perception of Values)

The coefficient of determination (R^2) of this model is 69.5%, that is, taste and value cognition explain 69.5% of the cultural differences. Among them, the contribution ratio of taste was 53.6% (1.154/2.154≈53.6%), and the contribution ratio of value cognition was 46.4% (1.000/2.154≈46.4%).

The sub equation of food preference is:

Food Preferences = 1.573 (Nutrition) + 1.359 (Organics) + 0.845 (Food Ornamental) + 1.000 (Localism)

The coefficient of determination (R^2) of this model is 80.3%. It indicates that the four factors of nutrition, organic food, food decoration and nativism can explain 80.3% of dietary preferences. The contribution ratios of each factor were as follows: nutrition 32.9% (1.573/4.777≈32.9%); organic food 28.4% (1.359/4.777≈28.4%); food ornamental 17.7% (0.845/4.777≈17.7%); localsim 20.9% (1.000/4.777≈20.9%).

The sub equation of sports preference is:

Sports Preferences = 0.968 (Entertainment) + 1.015 (Adventure) + 1.010 (Health) + 1.000 (Environment)

The coefficient of the determination (R^2) of this model is 72.8%. Among them, the contribution ratios of were as follows: entertainment 24.2% (0.968/3.993≈24.2%); adventure 25.4% (1.015/3.993≈25.4%); health 25.3% (1.010/3.993≈25.3%); and the environment 25.1% (1.000/3.993≈25.1%).

Conclusion

This chapter details the entire process and results of the research data analysis. A total of 870 questionnaires were distributed in the study, and 867 valid questionnaires were retrieved. Data analysis was conducted using SPSS 29.0 and AMOS 23.0 software. First, collect and edit the data, and carry out descriptive statistics and correlation analysis; Then, from the perspective of

constructing reliability and effectiveness, the preliminary results of confirmatory factor analysis were presented; Finally, a structural equation model containing all variables was constructed. The research conducted an in-depth analysis around demographic factors, cultural difference factors, dietary preference factors, exercise preference factors and participation factors in ecotourism. Through methods such as independent sample t-tests, one-way analysis of variance and correlation analysis, the relationships among various variables and their influences on ecotourism were explored.

CHAPTER 5

SUMMARY，DISCUSSION AND RECOMMENDATION

In this chapter, the core results of this research are summarized, and the main findings related to the research objectives are compared with previous studies (see Chapter 2 literature review for details). In addition, this chapter also describes the theoretical and practical recommendations of this research. Finally, suggestions for further improvement and future research are put forward.

Summary

The study surveyed 867 senior tourists from Shanghai, PRC. The demographic characteristics of the respondents revealed that the majority were married, middle elderly females, with a degree and a moderate-income level, and they prefer traditional activity.

Demographic analysis shows that gender has no significant influence on ecotourism in Thailand (t-test result Sig = 0.86). Age had no significant effect (ANOVA result, Sig = 0.075). However, the influence of educational level on ecotourism in Thailand is very significant (ANOVA result, Sig. < 0.001), and the difference analysis within the group indicates that the influence of postgraduate education is the greatest. Monthly income also had no significant effect (ANOVA result, Sig. = 0.769), and marital status had no significant effect (ANOVA result, Sig. = 0.800). The types of sports activities (domestic and international) had no significant impact on ecotourism in Thailand (t-test result, Sig. = 0.496). The significance values of seniors in PRC to the population factor are shown in Table 1.

Table 1: Significant PRC Seniors' Values for Demographic Factors

PRC Seniors' demographic factors	Ecotourism Visiting Thailand	Cultural difference	Food Preference	Sports Preference
Gender	-	-	-	-
Age	-	-	√	√
Education level	-	√	√	√
Income per month(yuan)	-	-	-	-
Marriage status	-	-	-	-
Activity	-	-	√	-

" - " No different effects at the statistically significant of 0.05

" √ " Having different effects at the statistically significant of 0.05.

Furthermore, research shows that in terms of cultural difference cognition, participants had the highest adaptability score to Thai social etiquette (Mean =3.72), while their acceptance of local dietary habits was relatively low (Mean =3.49). In terms of food preferences, participants attached great importance to the color, presentation and decoration of food (Mean =3.78), and the nutritional value of food also received relatively high attention (Mean =3.51). However, the cognition and preference for organic food were relatively low (Mean =3.44). In terms of participation in ecotourism, participants enjoyed every moment during the ecotourism process (Mean =3.80) and had a strong willingness to continue participating in ecotourism activities in the future (Mean =3.78). Furthermore, they show a positive attitude towards the sustainability of ecotourism, are willing to support sustainable ecotourism practices (Mean =3.69), and give priority to environmental and sustainability factors (Mean =3.75).

In this study, the theoretical hypotheses were verified through the structural equation model (SEM). The results indicated that the overall fitting degree of the model was good (CMIN/DF=2.126, 1 - 3; RMSEA=0.044<0.05; GFI=0.976 and CFI=0.969 (both >0.90), and all fitting indicators reached the acceptable standards, confirming the scientific and validity of the model. Path analysis shows that cultural differences (β=0.375, $p<0.001$) have a direct positive impact on ecotourism, indicating that adaptation and identification with Thai culture significantly promote the ecotourism experience and sustainable behaviors of

senior tourists. Food preference (β=0.208, p<0.001) and sports preference (β= 0.230, p<0.001)also have a direct positive effect on ecotourism. In addition, demographic factors (such as education level, age and activity type) have an indirect effect on ecotourism participation by influencing cultural differences, food preference and sports preference. Among them, the role of educational level is the most significant factor of all.

Discussion

Demographic Characteristics Influence on Ecotourism

This study found that gender, age, monthly income, marital status and activity type had no significant impact on ecotourism visits to Thailand, especially gender and age had no significant impact on ecotourism visits. However, educational level has a significant impact on ecotourism visits (β =0.45), among which seniors with a postgraduate degree have a higher visiting ecotourism (mean difference =-0.5994). This result is partially consistent with the viewpoints in the literature review. The literature review indicates that there is diversity among seniors in PRC in terms of educational background, income level and marital status, and these factors influence their ecotourism preferences and behaviors (Ma et al., 2023). seniors with a higher level of education may be more interested in cultural and historical tourism, while seniors with a higher income level may be more willing to participate in luxurious or customized ecotourism experiences (Huang, 2023). Furthermore, married seniors may be more inclined to ecotourism with their spouses, while single seniors are more willing to participate in group tours to enjoy social interaction with other ecotourism (Chen & Ren, 2023).

The results of this study further confirm the significant impact of educational level on ecotourism visits, especially the seniors with a postgraduate degree have a higher visiting ecotourism (β =0.45). This might be because

seniors with a higher level of education have a higher acceptance of new cultures and new experiences and are more willing to participate in ecotourism activities (Wang & Niu, 2023). However, this study found that gender, age, monthly income, marital status and activity type had no significant impact on ecotourism participation, which is different from the influence of these factors on tourism preferences and behaviors mentioned in the literature review. The literature review mentioned that gender and age have a significant impact on ecotourism preferences (Lao et al., 2023), but in this study, these factors had no significant impact on ecotourism visits. This might be because ecotourism, as a specific form of tourism, its appeal and participation are more influenced by other factors (such as cultural adaptability and personal interests) (Zhang, 2021). Furthermore, marital status has no significant influence on ecotourism choices, which is an intriguing finding considering that marital status often impacts general tourism behaviors. This lack of influence can be attributed to several factors. Firstly, ecotourism is relatively affordable compared to other forms of tourism, with costs associated with eco-friendly accommodations, guided nature tours, and local transportation being generally lower. This affordability means that most seniors, regardless of their marital status, can afford to participate in ecotourism activities. Additionally, the decision to engage in ecotourism is often driven by personal interests in nature, culture, and new experiences, which are not necessarily tied to marital status.Both married and single seniors may have a strong desire to explore natural environments and engage in eco-friendly activities (Chen & Ren, 2023).

Cultural Differences Influence on Ecotourism

This study found that cultural differences have a significant positive impact on ecotourism (β =0.375). Among them, the adaptability score to Thai social etiquette is the highest (Mean =3.72, λ =0.799), while the acceptance of local

dietary habits is relatively low (Mean = 3.49, λ= 0.785). This indicates that although the participants have a relatively high adaptability to Thai culture, there are still certain challenges in terms of dietary habits. This result is consistent with the viewpoints in the literature review, emphasizing the influence of cultural differences on the tourism experience. The literature review points out that there are significant differences between PRC and Thailand in terms of social etiquette, values and religious beliefs. For instance, PRC emphasizes "face" and respecting the elderly, while Thailand expresses respect for elders and authority through unique rituals (such as the "kneeling ceremony") (Su & Laksitamas, 2022). Furthermore, values particularly "mai pen rai" (it's okay, relax) and "kreng jai" (Consider others' feelings) in Thai culture are different from collectivism and family concepts in PRC culture (Sien et al., 2023).

The results of this study further quantified the participants' adaptability to Thai culture, especially in terms of social etiquette and dietary habits. This echoes the viewpoint mentioned in the literature review that cultural differences influence tourism preferences. However, the research results more specifically indicate that although cultural adaptability is relatively high in some respects (such as social etiquette), more attention and adaptation strategies are still needed in certain specific cultural practices (such as diet) (Zhang & Wang, 2023). The literature review mentions that cultural differences have a significant impact on ecotourism preferences (Su & Run, 2023), but the adaptability of dietary habits in this study is relatively low. This might be because dietary habits are a rather deeply rooted cultural practice that is difficult to change in a short period of time (Huang et al., 2021).

Food Preferences Influence on Ecotourism

This study found that food preferences have a significant positive impact on ecotourism (β =0.208). Among them, participants attach great importance to the

color, plating and decoration of food (Mean =3.78, λ=0.684), and also pay high attention to the nutritional value of food (Mean =3.51, λ=0.728). However, the cognition and preference for organic food were relatively low (Mean =3.44, λ =0.768). This result is basically consistent with the viewpoints in the literature review, both emphasizing the importance that seniors in PRC attach to the nutritional value of food. The literature review indicates that in ecotourism activities, the food preferences and demands of seniors in PRC have undergone significant changes, with a greater emphasis on the nutritional value, freshness and healthy choices of food (Zhang & Wang, 2023). Furthermore, organic food, as a healthy option, is increasingly favored by the seniors (Nong & Li, 2022).

The results of this study further indicate that although there is a high level of concern for the appearance and nutritional value of food, the cognition and preference for organic food are relatively low. This might be because in PRC, the popularity and accessibility of organic food are relatively low, or the seniors have insufficient awareness of the health benefits of organic food (Wang et al., 2023). The preference trends for organic food mentioned in the literature review have been partially verified in this study, and at the same time, the limitations in practical applications have also been revealed. This indicates that although organic food has received attention as a healthy option, more efforts are still needed in terms of promotion and popularization (Chen et al., 2022). Furthermore, the literature review mentioned that food preferences have a significant impact on the ecotourism experience, but the preference for organic food was relatively low in this study. This might indicate that the influence of food preferences in ecotourism is moderated by other factors, such as cultural adaptability and personal interests (Huang et al., 2021).

Sports Preferences on Influence Ecotourism

This study found that exercise preference has a significant positive impact

on ecotourism (β =0.230). Among them, participants highly recognized the promoting effect of exercise on health (Mean =3.89, λ=0.735), and the recreational value of exercise (Mean = 3.83, λ= 0.748) is also an important aspect. In contrast, the attention paid to the ecological and environmental impacts of sports is relatively low (Mean =3.62, λ=0.743). This result is consistent with the viewpoints in the literature review, both emphasizing the importance of health and entertainment in exercise preferences. The literature review indicates that the exercise preferences of seniors in PRC in ecotourism are diverse, including health, entertainment and adventure activities. For example, participating in social sports (such as dancing, Tai Chi, table tennis and walking) is not only beneficial to physical health, but also provides opportunities for social interaction and mental relaxation (Huang et al., 2021).

The results of this study further quantify these preferences, indicating the appeal of health and recreational exercise to the seniors. However, the research results also reveal that the attention paid to the ecological and environmental impacts of sports is relatively low. This might be because in ecotourism, seniors pay more attention to personal health and recreational experiences, while their awareness of environmental impact is relatively weak (Kamis & Lynch, 2020). The positive impact of exercise preference on tourism experience mentioned in the literature review was verified in this study, but it was also pointed out that environmental awareness needs to be further enhanced (Lao et al., 2023). Furthermore, the literature review mentioned that exercise preferences have a significant impact on ecotourism experience, but the attention paid to the impact of the exercise ecological environment in this study was relatively low. This might indicate that the influence of exercise preferences in ecotourism is moderated by other factors, such as cultural adaptability and personal interests (Huang et al., 2021).

Ecotourism Experience and Sustainability

This study finds that the ecotourism experience has a significant positive impact on the sustainability of ecotourism ($\beta = 0.55$), indicating that participants enjoy every moment during the ecotourism process (Mean = 3.80, $\lambda = 0.762$), and had a strong willingness to continue participating in ecotourism activities in the future (Mean =3.78, $\lambda=0.773$). Furthermore, they hold a positive attitude towards the sustainability of ecotourism, are willing to support sustainable ecotourism practices (Mean =3.69), and give priority to environmental and sustainability factors (Mean =3.75, $\lambda=0.741$). This result is consistent with the viewpoints in the literature review, both emphasizing the positive attitude and willingness to participate in ecotourism among seniors in PRC. The literature review indicates that the demand for ecotourism among seniors in PRC is constantly increasing, and they are more inclined to choose tourist destinations that are culturally rich, comfortable and related to health (Wang et al., 2023). Furthermore, the literature also emphasizes the importance of ecotourism sustainability to the tourism experience (Xia & Li, 2016).

The results of this study further quantified these attitudes, indicating that the participants not only enjoyed every moment during the ecotourism process but also had a strong willingness to participate in the future. Furthermore, the positive attitude towards the sustainability of ecotourism has also been verified. This echoes the importance of ecotourism sustainability to the tourism experience mentioned in the literature review. However, the research results more specifically point out that sustainability is not only a conceptual understanding but also reflected in practical actions, such as supporting sustainable practices and giving priority to environmental factors. This indicates that the participation and sustainability awareness of seniors in PRC in ecotourism are gradually increasing, but further guidance and education are still

needed to enhance their environmental responsibility awareness (Zhang, 2021). Furthermore, the literature review mentions that the sustainability of ecotourism has a significant impact on the tourism experience, but the positive attitude towards sustainability in this study may indicate that the sustainability impact of ecotourism is moderated by other factors (such as cultural adaptability and personal interests) (Xia & Li, 2016).

In brief, this study, through quantitative analysis, has revealed the influencing factors and their interrelationships of PRC seniors visiting Thailand for ecotourism. The research results are consistent with the viewpoints in the literature review in some respects but also reveal new insights and differences in other aspects. These findings offer practical suggestions for the development of Thailand's tourism industry, such as providing multilingual and cultural tour guides, personalized catering services, and diverse sports activities, to attract more PRC senior tourists and promote exchanges and cooperation between the two countries. Meanwhile, this study has academically enriched the concept of senior ecotourism preferences, provided a basis for policymaking, and promoted the sustainable development of tourism in both China and Thailand.

Recommendations

Recommendations For Thailand’s Tourism Practitioners

As a popular Asian tourist destination, the number of international tourists visiting Thailand has increased significantly, especially senior tourists from PRC. This is in line with the global trend of population aging and the growing interest of seniors in traveling. In Thailand's continuously developing tourism market, PRC play an important role, and online reservations are also on the rise. Subsectors such as health and wellness tourism, cultural immersion, and ecotourism are becoming increasingly popular among senior tourists, reflecting

the shift towards sustainable tourism. senior tourists usually choose to stay for a longer time and spend more on high-quality accommodation, food and cultural experiences. To cater to this valuable group of people, tourism practitioners in Thailand need to understand the preferences of senior tourists. The following are the key aspects that need attention.

Given that research shows that gender, income and marital status have no significant impact on ecotourism behavior, while age, educational level and activity type have significant influence, tourism marketers should focus on formulating marketing strategies based on age and educational level. Specifically, differentiated tourism products should be designed for tourists of different age groups, such as providing more adventurous sports activities for the young and seniors groups, and offering culturally rich and relaxing experience projects for the seniors. Meanwhile, considering the influence of educational attainment on cultural differences and food preferences, tourism routes with greater cultural depth and cuisine characteristics should be created for senior tourists with high educational attainment. In addition, tourism operators should actively collect detailed data on the participation of senior tourists in activities, so as to more accurately grasp their preferences, thereby providing more ecotourism options that match their interests and enhancing their travel experience.

Tourism practitioners should prioritize activities that highlight the unique aspects of Thai culture, considering that cultural differences account for 46.1% of the influence on Chinese senior tourists' ecotourism participation. Specifically, the sub - equation shows that taste contributes approximately 53.6% and perception of values approximately 46.4% to cultural differences. Organizing activities such as cultural exchange workshops, language classes, and traditional Thai performances can enhance Chinese seniors' appreciation of Thai culture. For example, incorporating traditional Thai customs like the "Songkran" water festival, which symbolizes purification and renewal and resonates with Chinese

values of family and tradition, can be highly effective. Similarly, promoting Thai classical dance performances and traditional music, which have rich historical and cultural connotations, can attract the interest of Chinese senior tourists. By emphasizing elements that align with Chinese seniors' cultural tastes and values, tourism practitioners can create a more culturally enriching experience and improve travel satisfaction.

Thai restaurants and food suppliers should focus on offering nutritious and healthy food options, as food preferences account for 25.6% of the influence on Chinese senior tourists' ecotourism participation. The sub - equation indicates that nutrition has the most significant impact at approximately 32.9%, followed by organic food at approximately 28.4%, food ornamental at approximately 17.7%, and localism at approximately 20.9%. Prioritizing the nutritional value of food and providing detailed nutritional information can help seniors make informed dietary choices. Sourcing ingredients from local organic farms and highlighting the origin of the food can enhance its appeal, as Chinese seniors prefer organic and local products. Additionally, promoting Thai cuisine that uses fresh, seasonal ingredients can provide a unique culinary experience that aligns with the seniors' preference for localism. By focusing on these aspects, tourism practitioners can better cater to the food preferences of Chinese senior tourists and improve their overall dining satisfaction during their ecotourism experiences in Thailand.

Tourism practitioners should provide a variety of sports activities that cater to the diverse needs of senior tourists, as sports preferences account for 28.3% of the influence on Chinese senior tourists' ecotourism participation. The sub - equation shows that health has the most significant impact at approximately 25.3%, followed by entertainment at approximately 24.2%, adventure at approximately 25.4%, and environment at approximately 25.1%. Activities that combine entertainment and adventure elements, such as water sports, hiking, and cultural exploration tours, are particularly attractive. Emphasizing the health and

environmental aspects of sports activities can align with the health and environmental awareness of senior tourists. For example, promoting eco - friendly hiking trails, cycling routes through natural parks, and water sports that emphasize environmental conservation can enhance the appeal of ecotourism in Thailand. This approach not only meets the seniors' health and environmental concerns but also aligns with the principles of sustainable ecotourism. Developing sports programs that highlight both health benefits and environmental consciousness can significantly boost the appeal of ecotourism for Chinese senior tourists and contribute to their positive travel experiences in Thailand.

Policy Recommendations for PRC and Thailand

As the tourism industry between PRC and Thailand continues to flourish, especially with the rising trend of senior tourism, it is imperative for both nations to collaborate and implement policies that enhance the travel experience while ensuring sustainability and cultural enrichment. Here are some policy recommendations designed to strengthen the ecological tourism sector and promote a more fulfilling travel experience for senior tourists.

The cultural department of Thailand and private sectors should continue to promote and preserve its rich cultural heritage, including traditional festivals, social etiquette, and environmental practices. By strengthening cultural exchange programs, Thailand can attract more senior tourists from China who are interested in cultural experiences. This can be achieved through initiatives such as cultural festivals, workshops, and performances that highlight Thai traditions and values. Similarly, the tourism department of PRC should encourage cultural exchange programs that provide senior citizens with opportunities to learn about and experience Thai culture before traveling. This can be done through community centers, senior universities, and cultural organizations. Educational programs can help seniors deeply understand and appreciate Thai culture

likewise, thereby enhancing their ecotourism experience.

The tourism department of Thailand should invest and private sectors in health and sports infrastructure suitable for senior tourists. This includes developing barrier-free sports facilities, promoting health-related sports activities, and providing medical examination services and traditional therapies. Cooperating with healthcare providers can ensure that senior visitors receive necessary medical support during their visit. The population development and resources department of PRC should promote health and sports activities among the seniors and prepare them for experiencing ecotourism. This can be achieved through community health programs, sports clubs and educational activities that emphasize the importance of physical activities for the seniors. Furthermore, cooperation with health and sports organizations in Thailand can help tailor programs for senior tourists from PRC.

The food safety department of Thailand should strengthen food safety regulations and organic food certification procedures. This will help build trust in food quality and safety among senior tourists in PRC. Promoting organic agricultural practices and providing certification support for local farmers can increase tourists' choices of organic food. The department of foreign affairs of PRC should enhance cooperation with the Thai side to promote food safety standards and organic food certification. This can be achieved through bilateral agreements and joint initiatives to ensure that the food sold to senior tourists meets high safety and quality standards. In addition, educational visit programs can help seniors make wise food choices during their travels.

The tourism development sector and the private sector in Thailand should continue to implement sustainable tourism measures, such as protecting national parks, wildlife reserves and promoting eco-friendly tourism infrastructure. Policies supporting sustainable tourism, such as tax incentives for green hotels and eco-tourism projects, help protect natural resources and enhance the travel experience of the seniors. In addition, the tourism administration of Thailand

should simplify the visa application process and extend the validity period of visas for PRC senior tourists. This can make it easier for the seniors to plan and undertake multiple trips to Thailand. In addition, providing special travel packages and discounts for senior tourists can enhance their travel experience.

The tourism development department of PRC should encourage citizens to carry out sustainable tourism activities. This can be achieved through educational campaigns that promote environmental awareness and responsible tourism behavior. Furthermore, supporting sustainable tourism projects in Thailand through bilateral agreements helps protect the environment and ensure the long-term growth of the tourism industry. This could include organizing tourism fairs, providing travel guides, and offering financial incentives to seniors to explore international destinations such as Thailand.

Future Research Directions

1. In-depth Research on Intergenerational and Regional Differences

This study takes the senior population in Shanghai as the sample. In the future, comparative analyses of seniors in rural areas and other first-tier cities (such as Beijing and Guangzhou) can be included to verify whether there are urban-rural or regional differences in the influence of factors such as education level and lifestyle on ecotourism behavior. For example, the differentiated needs of seniors in different regions for cultural adaptation, dietary preferences and types of exercise can be explored to test the universality of the cultural adaptation model. Meanwhile, in view of the preference differentiation among seniors of different age groups (such as the risk-taking tendency of younger groups and the health orientation of older groups), cohort studies can be introduced to track the evolution of preferences among seniors of different generations due to factors such as social changes and the degree of technological exposure.

2. Research on the Dynamic Mechanism and Intervention of Cultural Adaptation

This study reveals the significant impact of cultural differences on participation in ecotourism but does not involve the time dimension and intervention path of cultural adaptation. In the future, a longitudinal tracking design can be adopted to explore the dynamic process of cultural adaptation of senior tourists before, during and after the trip, and to analyze the influence of intervention measures such as pre-trip cultural training and real-time guidance at the destination on the speed and depth of cultural adaptation. In addition, neurocognitive research methods (such as eye-tracking and Biosensing technologies) can be combined to quantify the subconscious responses of the seniors to cultural symbols and deepen the understanding of the internal mechanisms of cultural preferences.

3. Analysis of the Mediating and Moderating Effects of Sustainable Behaviors

This study finds that educational level indirectly affects participation in ecotourism through dietary/exercise preferences. In the future, the mediating roles of variables such as sustainable values and ecological responsibility awareness can be further analyzed to construct a more complete behaviorally driven model. Meanwhile, situational variables (such as destination ecological policies and crisis events) are introduced to analyze their moderating effects on relationships such as "cultural differences - sustainable behaviors" and "education - ecological participation", providing a more precise theoretical basis for policymaking.

4. Technology Empowerment and Senior Innovation

Research shows that senior tourists have potential demands for technological experiences such as virtual previews and intelligent navigation. In the future, efforts can be focused on aging-friendly technological innovations, such as developing intelligent health and wellness systems and intergenerational collaborative platforms, to explore how digital tools can lower the participation threshold for senior tourists and enhance their acceptance of international

ecotourism activities. Meanwhile, the dissemination mechanisms of social media and short-video platforms among the senior can be studied, and the digital marketing strategies for eco-tourism can be optimized.

5. A Long-term Evaluation Framework for Policy Effects

In response to the policy suggestions such as the promotion of ecological certification and educational intervention proposed in this study, a long-term assessment mechanism needs to be established in the future to track the actual impact of policy implementation on the behavior of senior tourists (such as the guiding role of ecological certification projects in destination selection) and compare the policy sensitivity of different groups' segmentation. The theory of health behaviors can be drawn upon to develop a policy acceptance scale suitable for the senior group and improve the quantitative evaluation system of policy effects.

Conclusion

This study has provided a comprehensive understanding of the preferences and influencing factors related to senior tourists from Shanghai participating in ecotourism in Thailand. By examining demographic characteristics, cultural differences, food preferences, and sports preferences, the research has identified key factors that shape the ecotourism experiences of this demographic. The findings offer valuable insights for tourism practitioners and policymakers to enhance the ecotourism offerings and create more satisfying and culturally enriching experiences for senior tourists. The recommendations provided aim to guide the development of more inclusive and sustainable ecotourism practices that cater to the specific needs and preferences of senior tourists from PRC.

The research has also highlighted the importance of cultural differences, food preferences, and sports preferences in influencing the ecotourism visiting Thailand of senior tourists. By addressing these factors, tourism providers and policymakers can better meet the needs of this growing demographic and

contribute to the sustainable development of the ecotourism industry. Future research should continue to explore these areas and expand the scope of study to include other regions and variables, further enriching the body of knowledge on senior ecotourism.

The discussion and recommendations presented in this chapter are based on the detailed analysis of the research data and the contextualization of the findings within the existing academic literature. It is hoped that this study will serve as a valuable reference for both academic researchers and industry practitioners, providing a foundation for further advancements in the field of senior ecotourism.

The research results summary framework as shown in figure 2, and the overall suggestions is shown in Figure 3 as follow:

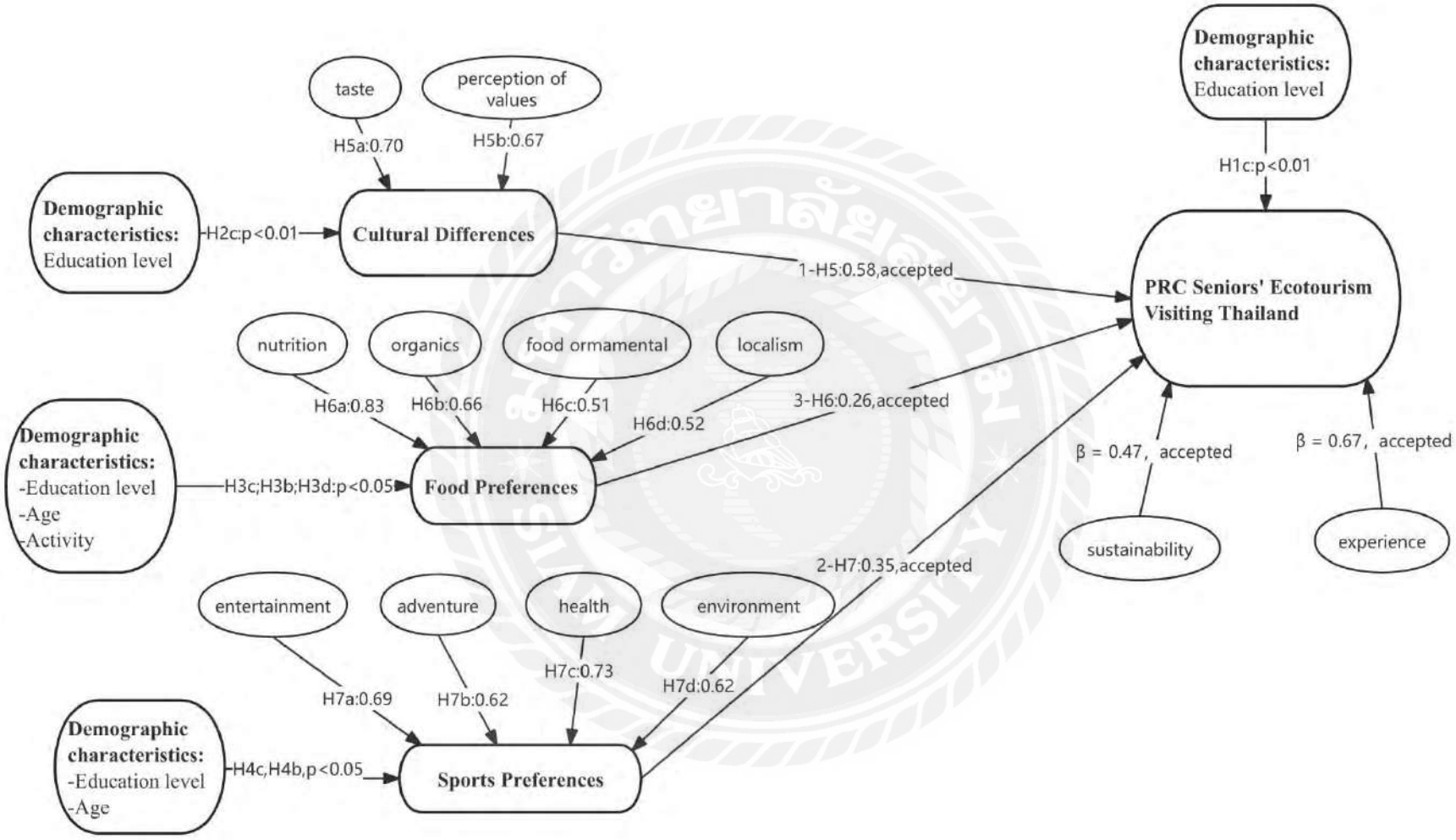

Figure 2: Summary Framework

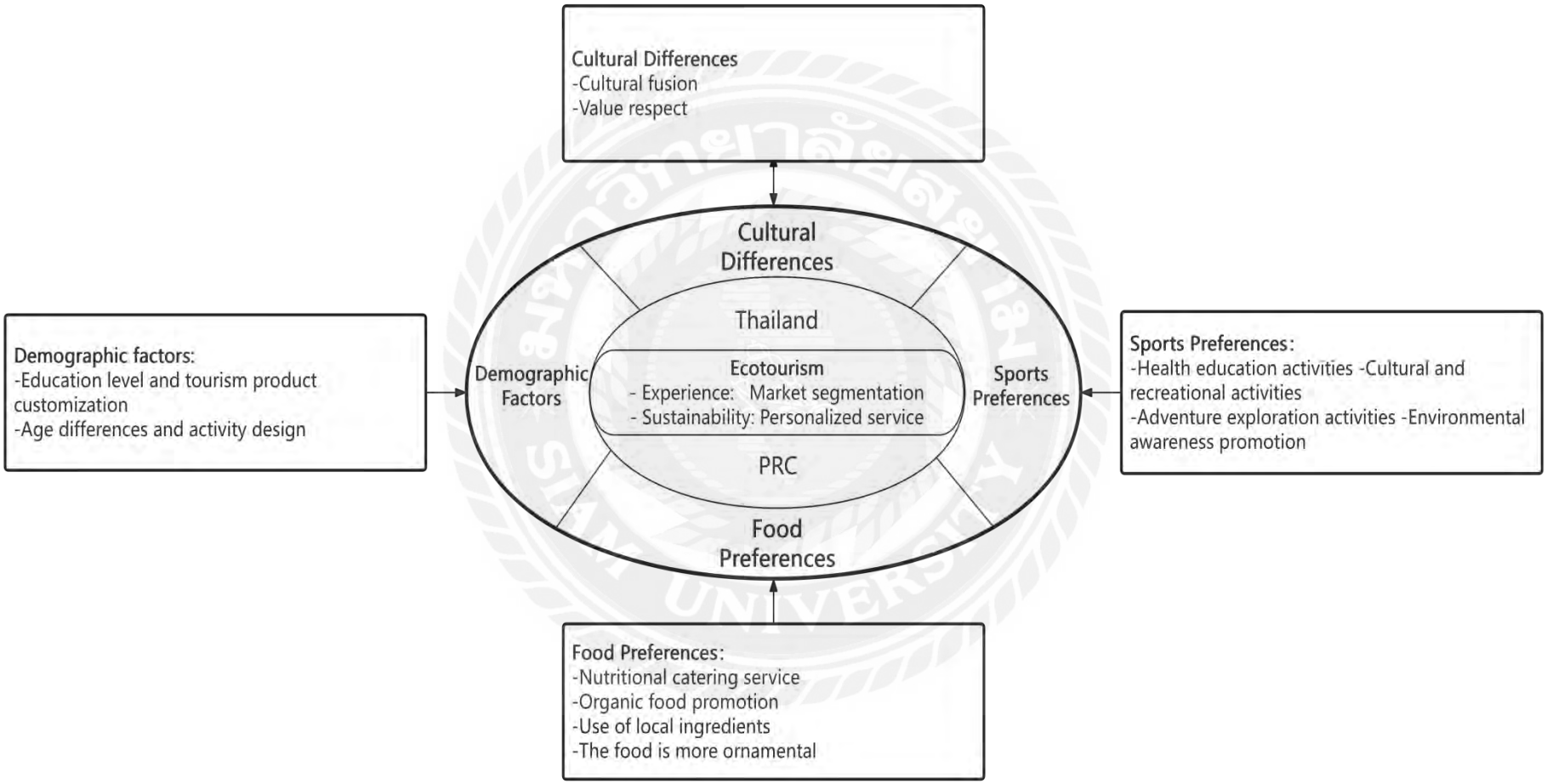

Figure 2: Recommendations Framework

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Appendix A：English Version of the Questionnaire

This research will be used to complete a doctoral dissertation in Marketing at Siam University. The purpose of this research is to develop a Structural Equation Modeling (SEM) to investigate the preferences and influencing factors that influence the preferences of PRC seniors to participate in food and sports activities in ecotourism in Thailand.

Questionnaire

Q: Have you ever been visiting to an ecotourism event in Thailand?

□yes (you can go forward, please)

□ no (you can stop here, thank you)

Part 1. Demographics of PRC seniors

Please mark ✓on the item that is most appreciated.

1.Gender	
Male □	Female □
2.Age Group	
60-65 □	66-70 □
71-75 □	76 years and above □
3.Education level	
High school or below □	Undergraduate □
Postgraduate and above □	
4.Income per month(yuan)	
Under 3000 □	3001-5000 □
5001-7000 □	Above 7001 □
5.Marriage status	
Single & living alone □	Single & living with families □
Married, no children □	Married with one kid or more kids □
6.Please mark ✓ on ecotourism sports activity that you participate in most often.	
Traditional PRC sports activities □ (Identified)_____	International sports activities □ (Identified)_____

Part 2: Factors influencing cultural differences among PRC seniors in Thailand

Please mark ✓on the item that is most appreciated.

(1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Item	Factor	Agreement level				
		1	2	3	4	5
Taste	Willing to taste traditional Thai food.	□	□	□	□	□
	Be able to adapt to local living habits.	□	□	□	□	□
	Will be able to accept local food habits.	□	□	□	□	□
	Will be willing to participate in local food and cultural festivals or sports activities.	□	□	□	□	□
	Will be willing to buy local products.	□	□	□	□	□
Value	Be able to accept the behavioral concepts of Thai senior tourists.	□	□	□	□	□
	Can accept Thai customs.	□	□	□	□	□
	Be able to adapt to Thai social etiquette.	□	□	□	□	□
	Accept the Thai way of life.	□	□	□	□	□
	Agree with Thai environmental protection behavior.	□	□	□	□	□

Part 3: Factors that the food Preferences influence the ecotourism experience in Thailand.

Please mark ✓on the item that is most appreciated.

(1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Item	Factor	Agreement level				
		1	2	3	4	5
Nutrition	Food nutrition is important for your health.	□	□	□	□	□
	Will pay attention to the nutritional information on food labels.	□	□	□	□	□
	Will consider the nutritional value provided by food.	□	□	□	□	□
	Will actively seek out foods rich in specific nutrients.	□	□	□	□	□
Organics	Know very well about organic food.	□	□	□	□	□
	Tend to choose organic food.	□	□	□	□	□
	Organic food ingredients are more natural.	□	□	□	□	□
	Organic food appeal on specific brand or logo.	□	□	□	□	□
Food Ornamental	The color, presentation and garnish of the food are important.	□	□	□	□	□
	Watching the food being prepared is enjoyable.	□	□	□	□	□
	Sampling local Thai food is necessary for ecotourism destinations.	□	□	□	□	□
	Decorative food is more appetizing.	□	□	□	□	□
Localism	Consider the preparation method is traditional or not.	□	□	□	□	□
	Enjoys different foods in daily life, especially foods from other cultures.	□	□	□	□	□
	Believe that food has important symbolic meanings in different cultures.	□	□	□	□	□
	Cultural factors have a strong influence on the choice of everyday food.	□	□	□	□	□

Part 4: The factors that the sports activity Preferences influence the ecotourism experience in Thailand.

Please mark ✓on the item that is most appreciated.

(1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Item	Factor	Agreement level				
		1	2	3	4	5
Entertainment	Sports can be relaxing and fun.	□	□	□	□	□
	Participate regularly in social sports and entertainment.	□	□	□	□	□
	Believe that sports and entertainment contribute to social cohesion and cultural exchange.	□	□	□	□	□
	Believes that sports and entertainment have a positive impact on maintaining sports health and mental well-being.	□	□	□	□	□
Adventure	Sports can challenge physical fitness.	□	□	□	□	□
	Will participate in sports activities that are adventurous in nature.	□	□	□	□	□
	Willing to learn new skills and reach their sports limits in sports adventures.	□	□	□	□	□
	Sports adventure promotes cultural exchange and understanding.	□	□	□	□	□
Health	Sports can lead to better health.	□	□	□	□	□
	visiting in activities improves fitness skills.	□	□	□	□	□
	Keep fit by playing sports or exercising regularly.	□	□	□	□	□
	Focus on the mental health benefits of sports, such as reducing stress and improving mood.	□	□	□	□	□
Eco-environmental	Activities let you breathe more fresh air.	□	□	□	□	□
	Activities allow you to enjoy nature.	□	□	□	□	□
	Sports ecosystems have a positive impact on sports health.	□	□	□	□	□
	Consider the impacts on ecological conservation and sustainability when choosing sport locations.	□	□	□	□	□

Part 5: Factors influencing PRC seniors' Ecotourism visiting Thailand.

Please mark ✓on the item that is most appreciated.

(1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Item	Factor	Agreement level				
		1	2	3	4	5
Experience	Enjoy the moment of visiting in ecotourism.	□	□	□	□	□
	Will continue to participate in ecotourism activities in the future.	□	□	□	□	□
	Senior ecotourism has changed life patterns.	□	□	□	□	□
	Ecotourism promotes cultural exchange and understanding.	□	□	□	□	□
	Have received some comments or suggestions from seasoned ecotourists.	□	□	□	□	□
Sustainability	Would recommend ecotourism to friends and family.	□	□	□	□	□
	Willing to support the implementation of sustainable ecotourism practices.	□	□	□	□	□
	Prioritize environmental and sustainability factors when choosing accommodation.	□	□	□	□	□
	Support the government or organizations to support more policies to promote the sustainable development of ecotourism.	□	□	□	□	□
	Concerned about the social responsibility of ecotourism destinations and their impact on local communities.	□	□	□	□	□

Note: This questionnaire is intended for academic research only, and the contents are confidential.

Appendix B：Chinese Version of the Questionnaire

《中国老年人饮食偏好及参加体育锻炼和生态旅游情况调查 》

您参加过泰国的生态旅游活动吗?

□是（请继续，谢谢） **□否（请停止，谢谢）**

第 1 部分. 中国老年人的人口特征

请在最合适的选项上打勾“✓”。

1.性别	
男 □	女 □
2.年龄组	
60-65 □	66-70 □
71-75 □	76 岁及以上 □
3.教育程度	
中专及以下 □	大学本科 □
研究生及以上 □	
4.月收入（元）	
3000 以下 □	3001-5000 □
5001-7000 □	7001 以上 □
5.婚姻状况	
单身，独居 □	单身，与家人同住 □
已婚，无子女 □	已婚，有子女 □
6.请标记您最常参加的生态旅游体育活动。	
中国传统运动 ： □ （ ）	国外流行运动 ： □ （ ）

第 2 部分：影响中国老年人在泰国产生文化差异的因素。

请在最合适的选项上打勾“✓”。

(1 = 非常不同意，2 = 不同意，3 = 中立，4 = 同意，5 = 非常同意)

项目	因素	认同程度				
		1	2	3	4	5
品味	愿意品尝泰国的传统食物。	□	□	□	□	□
	能适应当地的生活习惯。	□	□	□	□	□
	能接受当地的饮食习惯。	□	□	□	□	□
	会愿意参加当地的美食文化节或者体育活动。	□	□	□	□	□
	愿意购买当地的产品。	□	□	□	□	□
价值观	能接受泰国人的行为观念。	□	□	□	□	□
	能接受泰国的习俗。	□	□	□	□	□
	能适应泰国的社交礼仪。	□	□	□	□	□
	能接受泰国的生活方式。	□	□	□	□	□
	认同泰国的环保行为。	□	□	□	□	□

注：本问卷仅用于学术研究，内容保密。

第 3 部分：影响生态旅游体验的食物特点因素

请在最合适的选项上打勾“✓”。

(1 = 非常不同意，2 = 不同意，3 = 中立，4 = 同意，5 = 非常同意)

项目	因素	认同程度				
		1	2	3	4	5
营养学	食物营养对您的健康很重要。	□	□	□	□	□
	会关注食品标签上的营养信息。	□	□	□	□	□
	会考虑食物提供的营养价值。	□	□	□	□	□
	会主动寻找富含特定营养素的食物。	□	□	□	□	□
有机产品	非常了解有机食品。	□	□	□	□	□
	倾向于选择有机食品。	□	□	□	□	□
	有机食品成分更天然。	□	□	□	□	□
	有机食品对特定品牌或标志有吸引力。	□	□	□	□	□
娱乐性	18.食物的颜色、摆放和装饰很重要。	□	□	□	□	□
	19.观看食物制作过程是一种享受。	□	□	□	□	□
	20.生态旅游目的地有必要品尝泰国当地美食。	□	□	□	□	□
	21.装饰性食物更有食欲。	□	□	□	□	□
特色	22.要考虑制作方法是否传统。	□	□	□	□	□
	23.喜欢在日常生活中品尝不同的食物，尤其是来自其他文化的食物。	□	□	□	□	□
	24.相信食物在不同文化中具有重要的象征意义。	□	□	□	□	□
	25.文化因素对日常食物的选择有很大影响。	□	□	□	□	□

第 4 部分：影响生态旅游体验的体育活动特征因素。

请在最合适的选项上打勾“✓”。

(1 = 非常不同意，2 = 不同意，3 = 中立，4 = 同意，5 = 非常同意)

项目	因素	认同程度				
		1	2	3	4	5
娱乐	体育运动可以让人放松，充满乐趣。	□	□	□	□	□
	经常参加社会体育和娱乐活动。	□	□	□	□	□
	认为体育和娱乐有助于社会团结和文化交流。	□	□	□	□	□
	认为体育和娱乐对保持运动健康和心理健康有积极影响。	□	□	□	□	□
探险	体育运动可以挑战体能。	□	□	□	□	□
	会参加具有冒险性质的体育活动。	□	□	□	□	□
	愿意在体育探险中学习新技能并达到运动极限。	□	□	□	□	□
	体育探险能促进文化交流和理解。	□	□	□	□	□
健康	运动可以增进健康。	□	□	□	□	□
	参加活动可以提高健身技能。	□	□	□	□	□
	经常参加体育运动或锻炼，保持身体健康。	□	□	□	□	□
	关注运动对心理健康的益处，如减轻压力和改善情绪。	□	□	□	□	□
生态环境	活动让你呼吸更多新鲜空气。	□	□	□	□	□
	活动让你享受大自然。	□	□	□	□	□
	运动生态系统对运动健康有积极影响。	□	□	□	□	□
	选择运动地点时要考虑对生态保护和可持续性的影响。	□	□	□	□	□

第 5 部分：影响中国老年人生态旅游体验的因素。

请在最合适的选项上打勾“✓”。

(1 = 非常不同意，2 = 不同意，3 = 中立，4 = 同意，5 = 非常同意)

	因素	认同程度				
		1	2	3	4	5
项目	享受参与生态旅游的时刻。	□	□	□	□	□
	将来会继续参与生态旅游活动。	□	□	□	□	□
	资深生态旅游改变了生活模式。	□	□	□	□	□
	50.生态旅游促进了文化交流和理解。	□	□	□	□	□
	51.收到过资深生态旅游者的一些意见或建议。	□	□	□	□	□
可持续性	52.会向朋友和家人推荐生态旅游。	□	□	□	□	□
	53.可持续性在老年生态旅游中很重要。	□	□	□	□	□
	55.在选择住宿时优先考虑环境和可持续性因素。	□	□	□	□	□
	56.支持政府或组织支持更多促进生态旅游可持续发展的政策。	□	□	□	□	□
	57.关注生态旅游目的地的社会责任及其对当地社区的影响。	□	□	□	□	□

注：本问卷仅用于学术研究，内容保密。

Appendix C：IOC Index Scores

Part 1: Factors influencing cultural differences among PRC seniors visiting Thailand											
Item	Factor	Expert Advice									
		A	B	C	D	E	F	G	H	I	IOC Scores
Taste	Willing to taste traditional Thai food.	1	1	1	0	1	1	1	1	1	0.89
	Be able to adapt to local living habits.	1	1	1	0	1	1	1	1	1	0.89
	Will be able to accept local food habits.	1	1	1	1	1	1	1	1	1	1.00
	Will be willing to participate in local food and cultural festivals or sports activities.	1	1	1	1	1	1	1	1	1	1.00
	Will be willing to buy local products.	1	-1	1	1	1	0	1	1	1	0.67
Value	Be able to accept the behavioral concepts of Thai senior tourists.	1	1	1	1	1	1	1	0	1	0.89
	Can accept Thai customs.	1	1	0	1	1	1	1	1	1	0.89
	Be able to adapt to Thai social etiquette.	1	1	1	0	1	1	1	1	1	0.89
	Accept the Thai way of life.	1	0	1	1	-1	1	1	1	1	0.67
	Agree with Thai environmental protection behavior.	1	1	1	1	1	1	0	1	1	0.89

Part 2: Factors that the food characteristics influence the ecotourism experience.											
Item	Factor	Expert Advice									
		A	B	C	D	E	F	G	H	I	IOC Scores
Nutrition	Food nutrition is important for your health.	1	1	1	0	1	1	1	1	1	0.89
	Will pay attention to the nutritional information on food labels.	1	1	1	0	1	1	1	1	1	0.89
	Will consider the nutritional value provided by food.	1	1	1	1	1	1	1	1	1	1.00
	Will actively seek out food's rich in specific nutrients.	1	1	1	1	1	1	1	1	1	1.00
Organics	Know very well about organic food.	1	1	1	0	1	1	1	1	1	0.89
	Tend to choose organic food.	1	1	1	1	1	0	1	1	1	0.89
	Organic food ingredients are more natural.	1	1	1	1	1	1	1	0	1	0.89
	Organic food appeal on specific brand or logo.	1	1	0	1	1	1	1	1	1	0.89
Food Ornamental	The color, presentation and garnish of the food are important.	1	1	1	1	1	1	0	1	1	0.89
	Watching the food being prepared is enjoyable.	1	1	1	1	1	1	1	1	1	1.00
	Sampling local Thai food is necessary for ecotourism destinations.	1	1	1	1	1	1	1	1	1	1.00
	Decorative food is more appetizing.	1	1	1	0	1	1	1	1	1	0.89

Part 2: Factors that the food characteristics influence the ecotourism experience.											
Item	Factor	Expert Advice									
		A	B	C	D	E	F	G	H	I	IOC Scores
Localism	To consider whether the preparation method is traditional or not.	1	1	1	1	1	1	1	1	1	1.00
	Enjoys different foods in daily life, especially foods from other cultures.	1	1	1	1	1	1	1	1	1	1.00
	Believe that food has important symbolic meanings in different cultures.	1	1	1	1	0	1	1	1	1	0.89
	Cultural factors have a strong influence on the choice of everyday food.	1	1	1	1	1	1	1	1	1	1.00

Part 3: The factors that the sports activity characteristics influence the ecotourism experience.											
Item	Factor	Expert Advice									
		A	B	C	D	E	F	G	H	I	IOC Scores
Entertainment	Sports can be relaxing and fun.	1	1	1	0	1	1	1	1	1	0.89
	Participate regularly in social sports and entertainment.	1	1	1	0	1	1	1	1	1	0.89
	Believe that sports and entertainment contribute to social cohesion and cultural exchange.	1	1	1	1	1	1	1	1	1	1.00
	Believes that sports and entertainment have a positive impact on maintaining sports health and mental well-being.	1	1	1	1	1	1	1	1	1	1.00
Adventure	Sports can challenge physical fitness.	1	-1	1	1	1	0	1	1	1	0.67
	Will participate in sports activities that are adventurous in nature.	1	1	1	0	1	1	1	1	1	0.89
	Willing to learn new skills and reach their sports limits in sports adventures.	1	1	1	1	1	1	1	0	1	0.89
	Sports adventure promotes cultural exchange and understanding.	1	1	0	1	1	1	1	1	1	0.89
Health	Sports can lead to better health.	1	0	1	1	-1	1	1	1	1	0.67
	visiting in activities improves fitness skills.	1	1	1	1	1	1	0	1	1	0.89
	Keep fit by playing sports or exercising regularly.	1	1	1	1	1	1	1	1	1	1.00
	Focus on the mental health benefits of sports, such as reducing stress and improving mood.	1	1	1	1	1	1	1	1	1	1.00
Eco-environmental	Activities let you breathe more fresh air.	1	1	1	0	1	1	1	1	1	0.89
	Activities allow you to enjoy nature.	1	1	1	1	1	1	1	1	1	1.00
	Sports ecosystems have a positive impact on sports health.	1	1	1	1	1	1	1	1	1	1.00
	Consider the impacts on ecological conservation and sustainability when choosing sport locations.	1	1	1	1	0	1	1	1	1	0.89

Part 4: Factors influencing PRC seniors on ecotourism visiting Thailand.											
Item	Factor	Expert Advice									
		A	B	C	D	E	F	G	H	I	IOC Scores
Experience	Willingness to participate in ecotourism.	1	1	1	0	1	1	1	1	1	0.89
	Enjoy the moment of visiting in ecotourism.	1	1	1	0	1	1	1	1	1	0.89
	Will continue to participate in ecotourism activities in the future.	1	1	1	1	1	1	1	1	1	1.00
	Have memorable ecotourism experiences.	1	1	1	1	1	1	1	1	1	1.00
	Senior ecotourism has changed life patterns.	1	-1	1	1	1	0	1	1	1	0.67
	Ecotourism promotes cultural exchange and understanding.	1	1	1	1	1	0	1	1	1	0.89
	Have received some comments or suggestions from seasoned ecotourists.	1	1	1	1	1	1	1	0	1	0.89
Sustainability	Would recommend ecotourism to friends and family.	1	1	0	1	1	1	1	1	1	0.89
	Sustainability is important in senior ecotourism.	1	1	1	0	1	1	1	1	1	0.89
	Willing to support the implementation of sustainable ecotourism practices.	1	0	1	1	-1	1	1	1	1	0.67
	Prioritize environmental and sustainability factors when choosing accommodation.	1	1	1	1	1	1	0	1	1	0.89
	Support the government or organizations to support more policies to promote the sustainable development of ecotourism.	1	1	1	1	1	1	1	1	1	1.00
	Concerned about the social responsibility of ecotourism destinations and their impact on local communities.	1	1	1	1	1	1	1	1	1	1.00

Appendix D：District Map of Shanghai

Shanghai Overview

Location: Shanghai is on China's east coast, bordering the East China Sea. It's adjacent to Nantong (north), Suzhou (west), and Jiaxing (south).

Key River: The Huangpu River runs through the city.

Districts: Shanghai has 16 districts, color-coded on the map.

Key Districts

Northern Areas:

Chongming (ecological island, tourism).

Baoshan (industry, port).

Jiading (automotive manufacturing).

Western Areas:

Qingpu (Zhujiajiao Water Town).

Songjiang (universities, tourism).

Jinshan (agriculture, industry).

Central Areas:

Minhang (economic hub).

Xuhui (culture, education).

Changning, Jing'an, Putuo, Hongkou, Yangpu (commercial, residential, historical sites).

Eastern Areas:

Pudong (financial and economic center).

Fengxian (industry).

Nanhui (agriculture, coastal areas).

Major Landmarks

Airports: Pudong International Airport (east) and Hongqiao International Airport (west).

Huangpu River: A key waterway through downtown.