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THE IMPACT OF ENGLISH LANGUAGE PROFICIENCY TO TOURIST ATTRACTION RECOMMENDATIONS: CASE OF CULTURAL TOURISM IN THAILAND

Duangkamol Thitivesa[1], Yananda Siraphatthada[2]

[1,2]Suan Sunandha Rajabhat University, Bangkok Thailand

[1]duangkamol.th@ssru.ac.th, [2]yananda.si@ssru.ac.th

ABSTRACT

Various studies have been carried out to examine the tourist attraction along with different factors. However, role of English language proficiency was not considered in relation to the tourist attraction. To fill this gap, the current study examined the effect of English language proficiency on tourist attraction along various other factors. Hence, objective of this study is to examine the role of English language proficiency in tourist attraction. Therefore, the relationship between English language proficiency, communication, understanding, satisfaction and tourist attraction was examined. Data were collected from the cultural tourists from Thailand. After collecting data through survey questionnaires, 230 responses were received and used in data analysis. Results of the study shows that English language proficiency has positive effect on tourist attraction. English language proficiency also has positive effect on communication, understanding and satisfaction. Furthermore, communication, understanding and satisfaction has positive effect on tourist attraction.

INTRODUCTION

Tourism industry is one of the most influential industry globally. All the countries always pay extra efforts to enhance the tourism sector due to growing importance of this section. This industry has several benefits to the nations which has positive role in the welfare of community as well as nation. People from various countries visit the specific place in the specific country and causes to generate revenue for the people as well as for the economy. Therefore, the growing importance of this industry playing vital role for development of economy. It has major importance because tourism industry creating different livelihood opportunities for the journal public. Increase in the livelihood opportunities increases the gross-domestic product (GDP). Therefore, this industry is key to the economy as well as GDP (Li & Xu, 2019).

In the recent decade, focus of various nations on tourism industry is increasing. Emphasize on tourism industry is increased due to the contribution of tourism in all other sectors. It has billions of dollar contribution to the economy. As this industry is providing benefits to the number of other industries. Especially, it is connected with the hospitality industry. Hotels of every country generating revenue due to the tourism. Tourists come form various countries and stay in the hotels which causes to collect the revenue and increases opportunities for the people. Therefore, it has very important role in hospitality industry of Pakistan. The relationship between the hospitality and tourism industry is important for the economy (Chan, Kong, & Lei, 2019; Ho & Law, 2017).

Among various other nations, Thailand is also increasing the focus on tourism industry. Tourism in Thailand is also important along with the other countries because it has several benefits for the society and nation (Somrak, 2020). Tourism potential is existing in Thailand in various forms. Thailand tourism outlook of 2019 is given in Figure 1. It shows seven top nations visited Thailand mostly in 2019. These nations include; China, Malaysia, South Korea, Laos, Japan, India and Russia. Therefore, Thai tourism is famous in whole world and providing several benefits to the Thailand economic development.

Figure 1: Thailand Tourism Outlook 2019.

Furthermore, it is found that tourist is increasing in Thailand in each year. These tourists are involved form various countries, especially; China, Malaysia, South Korea, Laos, Japan, India and Russia. The increase in the number of tourists showing the growth in Thai tourism industry and increase in tourists increases the revenue from this industry which shows positive effect on the economic development as well as increases the GDP of Thailand. Figure 2 shows the increase in number of tourists in each year in the Thailand. Hence, tourism industry of Thailand is most important for Thailand along with other industries (Pongtongmuanng, Sukabut, & Rinthaisong, 2018; Watanabe & Patitad, 2020).

Figure 2: Thailand International Tourists Arrival

Cultural tourism in Thailand is very famous because Thailand has unique culture as compared to the other countries. Therefore, people come from different parts of the world and visits cultural places of Thailand. These cultural places are very important and very attractive for the tourists as well as for the Thailand. The attraction in these cultural places has influencing the tourists. From all other types of tourism in Thailand, cultural tourism is very important and productive for the nation's economic development. That is the reason, government of Thailand is also focusing on the cultural tourism. Therefore, cultural tourism is very famous in Thailand (Polnyotee & Leruksa, 2019).

However, there are number of key areas effecting on the tourism. Majorly, English language proficiency by the tourist guiders is very important and has influence on the attraction of tourism sector. English language proficiency is required to guide and understand the tourist comes from various countries. Lacking in English proficiency by the guiders has negative effect on the tourist. Better English language proficiency has mandatory for the tourist guiders and have influence on the communication, understanding and satisfaction. English language proficiency has influence on the three elements, namely; communication, understanding and satisfaction. Along with this; communication, understanding and satisfaction has influence on tourist attraction. Therefore, English language proficiency has important role in tourism (Putra, 2018). That is why, among various school and colleges the tourism English language is focused to facilitate tourism. To facilitate tourism, in various universities and schools, various tourism related programs are also started by the government of Thailand.

Hence, objective of this study is to examine the role of English language proficiency in tourist attraction. Therefore, the relationship between English language proficiency, communication, understanding, satisfaction and tourist attraction was examined. Various studies have been carried out to examine the tourist attraction along with different factors (Hwang, Moon, Lee, Kim, & Kim, 2019; Lerdsuchatavanich, Pradatsundarasar, Pattanakiat, & Utarasakul, 2016). However, role of English language proficiency was not considered in relation to the tourist attraction. Hence, this study filled the literature gap by examining the effect of English language proficiency on tourist attraction which is not examined by the previous studies in the context of Thailand.

LITERATURE REVIEW

Attraction is vital part of every business activity, particularly, client attraction has positive influance to enhance business. Attraction can be described as the action or power of evoking interest in or liking for someone or something. Attraction is vital element which causes to bring back the customer to take various services. The same situation is with the tourism industry. Tourists are the customers of the tourism industry and customer attraction is very important to boost tourism. Significant strategies to enhance

tourism attraction is required for the tourism industry. Therefore, customer attraction in tourism industry is very important (Ahmadi, Ali, & Rezaei, 2019). As it is clear that the tourism has relationship with unique places. In respect to the cultural tourism, cultural events and places are very important for the countries. Cultural tourism is the subsection of tourism related with a traveler's rendezvous with a country or unique region's culture, specifically the existence of the people in those geographical areas, the unique history of those people, their art, architecture, religion(s), as well as other essentials that helped to shape their way of life. Thailand is also rich in cultural tourism because Thailand has many cultural places to visit. All over the world people comes from various countries to visits various parts of the Thailand related to the culture. Along with cultural places, Thailand also conducting various cultural events which causes to attract the tourists from whole countries. Hence, Thailand has vital potential for the cultural tourism (Kerdpitak & Heuer, 2014; Božić, Vujičić, Kennell, Besermenji, & Solarević, 2018; Polnyotee & Leruksa, 2019).

Cultural tourist is influenced by the various factors. Particularly, the level of tourism attraction has influenced by various elements. Especially, English language proficiency by the guiders has influence on the tourists. In all countries, guiders guide the tourist for various important places. In Thailand, guiders also guide the tourists. Guiders only guide the tourists if they have the reasonable level of English language skills. Because English language is used in the whole world and it is one of the medium of communication. Therefore, it is very important to have guiders with high level of English level proficiency. Low level of English language by the guiders shows negative role towards tourism attraction. Generally, English language proficiency is influence on the communication between guider and tourists. English language proficiency also has influence on the understanding level between the guider and tourist. Moreover, it has influence on the satisfaction level of tourists. Hence, English language proficiency influence the communication, understanding and satisfaction which has role in tourist attraction as it is given in Figure 3. Figure 3 shows the relationship between English language proficiency, communication, understanding, satisfaction and tourist attraction.

Figure 3: Theoretical framework of the study showing the relationship between English language proficiency, communication, understanding, satisfaction and tourist attraction
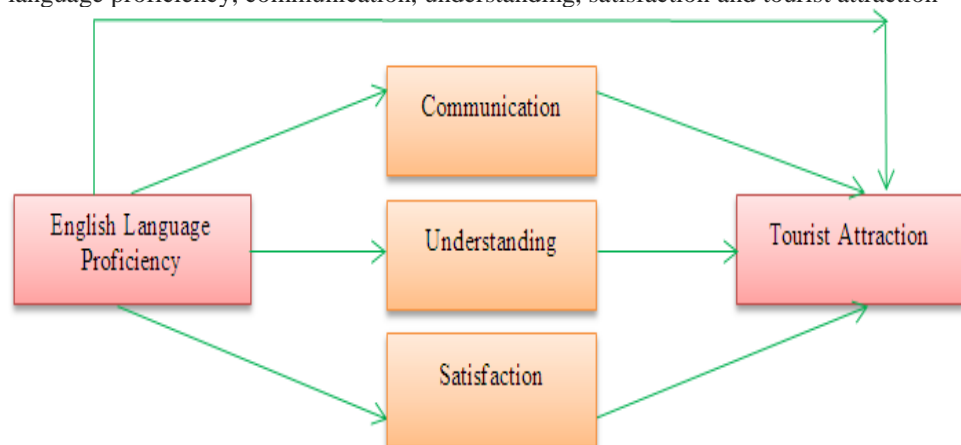
English language proficiency has significant role in commination. Better English language proficiency shows positive role in communication skills. To produce good communication skills English language proficiency is one of the mandatory elements. Especially, it is vital for the tourist guiders to support cultural tourists. As during tourism activities, tourists always require guide. Tourism companies provide various people to guide the tourists which has relationship with tourism activities. Therefore, in tourism, tourist guiders have vital role (Yanping, Yang, Huatian, Qitao, & Xingye, 2008;

Kerdpitak, 2018). The relationship between English language proficiency and communication is very important to promote tourism. As literature also shows the relationship between English language proficiency and communication (Morrice, Tip, Collyer, & Brown, 2019). The differences between language is one of the barriers to pass the clear message, the barrier has negative role in various activities. It causes hurdle to communication with each other's. As English language is a medium of communication among countries, that is why English language proficiency is required to communicate properly. In the tourism industry, the people having good English language proficiency are require guiding the tourists, otherwise it may increase the level of confusion among tourists and guiders which may lead to decrease the tourist attraction. Therefore, low level English skills has negative role on tourist attraction. Therefore, English language proficiency has effect on communication and communication has effect on tourist attraction.

Furthermore, along with the communication, understating is also depending on the English language proficiency. Understanding by the tourists is based on the guider English language proficiency. Low level English language skills by the guider has negative effect on the level of understanding which causes to effect negatively on tourist attraction. Various other studies shows the relationship between understanding and English language proficiency (Neumann, Padden, & McDonough, 2019; Schüler-Meyer, Prediger, Kuzu, Wessel, & Redder, 2019; Ban & Oyabu, 2019). This relationship between understanding and English language proficiency has vital importance for the tourist attraction. Particularly, in the cultural tourism of Thailand, the tourist attraction is very important to expediate this type of tourism. Because there is a significant potential of cultural tourism in Thailand which requires to highlight by the tourism development companies in which English language proficiency of guiders is very important.

Nevertheless, this study examined the satisfaction level of tourists between English language proficiency and tourist attraction. As English language proficiency has relationship with communication and understanding, it also has significant role with satisfaction. It is important because tourists satisfaction has vital role in tourism industry (Guneri, Muhammet Gul & Lok, 2015; Al Halbusi, Jimenez Estevez, Eleen, Ramayah, & Hossain Uzir, 2020; Ban & Oyabu, 2019; Chen & Sun, 2019). English language proficiency has positive role to enhance the satisfaction and satisfaction has positive role to enhance the tourist attraction. Hence, satisfaction has vital role between English language proficiency and tourist attraction in Thailand. Finally, the above discussion shows that; English language proficiency has relationship with communication, understanding and satisfaction and communication, understanding and satisfaction has relationship with tourist attraction. Hence, along with the direct effect, communication, understanding and satisfaction also playing the indirect role between English language proficiency and tourists' attraction. Hence, this discussion lead to the following hypotheses;

Hypothesis 1: English language proficiency has relationship with tourist attraction.
Hypothesis 2: English language proficiency has relationship with communication.
Hypothesis 3: English language proficiency has relationship with understanding.
Hypothesis 4: English language proficiency has relationship with satisfaction.
Hypothesis 5: Communication has relationship with tourist attraction.
Hypothesis 6: Understanding has relationship with tourist attraction.
Hypothesis 7: Satisfaction has relationship with tourist attraction.
Hypothesis 8: Communication mediates the relationship between English language proficiency and tourist attraction.
Hypothesis 9: Understanding mediates the relationship between English language proficiency and tourist attraction.
Hypothesis 10: Satisfaction mediates the relationship between English language proficiency and tourist attraction.

RESEARCH METHODOLOGY

Research methodology is a systematic process to conduct a research study. The selection of this systematic process is based on the nature of the study. How author want to carry out the research has major role in method selection. According to the current study, the relationship between English language proficiency, communication, understanding, satisfaction and tourist attraction. This relationship can be measured with the help of quantitative research approach. Therefore, by using quantitative research approach primary data were collected for data. Therefore, a survey questionnaire was selected in this study for data collection. As the questionnaire survey is vital for primary data collection (Bowling, Bond, Jenkinson, & Lamping, 1999). The questionnaire survey has various characteristics which were most suitable in the context of the current study. Hence, questionnaire survey is vital to collect data for the current study.

Therefore, a questionnaire was designed for the measurement of different relationship among variables. Scale items for five variables were adapted from different studies in the filed of tourism. Five variables, namely; English language proficiency, communication, understanding, satisfaction and tourist attraction was measured in the current study. Data were collected from the tourists from Thailand. The level of English language proficiency of tourist guiders was examined, and the effect of English language proficiency was examined on tourist attraction. Therefore, data were collected from the cultural tourists from Thailand. After collecting data through survey questionnaires, 230 responses were received and used in data analysis. Finally, data were collected by using simple random sampling (Siuly, Li, & Wen, 2011). Partial least square (PLS) is an important statistical tool which is used in the current study to collect the data.

Table 1: Data Statistics

	No.	Missing	Mean	Median	Min	Max	SD	Kurtosis	Skewness
ELP1	1	0	3.543	4	1	5	1.211	-0.6	-0.58
ELP2	2	0	3.48	4	1	5	1.209	-0.742	-0.479
ELP3	3	0	3.606	4	1	5	1.391	-0.881	-0.696
ELP4	4	0	3.58	4	1	5	1.437	-0.969	-0.664
ELP5	5	0	3.524	4	1	5	1.442	-0.926	-0.707
COMM1	6	0	3.442	4	1	5	1.195	-0.739	-0.447
COMM2	7	0	3.428	4	1	5	1.296	-0.988	-0.401
COMM3	8	0	3.58	4	1	5	1.374	-0.857	-0.683
COMM4	9	0	3.584	4	1	5	1.426	-0.942	-0.676
COMM5	10	0	3.502	4	1	5	1.194	-0.584	-0.558
COMM6	11	0	3.506	4	1	5	1.209	-0.742	-0.489
COMM7	12	0	3.532	4	1	5	1.457	-0.954	-0.701
UND1	13	0	3.539	4	1	5	1.218	-0.64	-0.563
UND2	14	0	3.468	4	1	5	1.206	-0.705	-0.501
UND3	15	0	3.346	4	1	5	1.248	-0.814	-0.471
UND4	16	0	3.327	4	1	5	1.286	-0.914	-0.408
SAT1	17	0	3.268	4	1	5	1.28	-1.037	-0.33
SAT2	18	0	3.364	4	1	5	1.305	-0.978	-0.386
SAT3	19	0	3.413	4	1	5	1.233	-0.771	-0.431
SAT4	20	0	3.483	4	1	5	1.136	-0.613	-0.448
SAT5	21	0	3.565	4	1	5	1.364	-0.942	-0.567
SAT6	22	0	3.539	4	1	5	1.233	-0.671	-0.575
TA1	23	0	3.483	4	1	5	1.312	-0.972	-0.4
TA2	24	0	3.446	4	1	6	1.17	-0.645	-0.408
TA3	25	0	3.45	4	1	5	1.25	-0.928	-0.384

FINDINGS

Findings of this study is based on the partial least square (PLS) in which structural equation modeling (SEM) was applied. Number of previous studies has followed PLS-SEM and suggested as an appropriate technique for data analysis (F. Hair Jr, Sarstedt,

Hopkins, & G. Kuppelwieser, 2014; J. F. Hair, Ringle, & Sarstedt, 2013; Hameed, Basheer, Iqbal, Anwar, & Ahmad, 2018). However, before PLS-SEM, this study also examined data to check any case of missing value (Aydin & ŞENOĞLU, 2018). The data examination before PLS-SEM was also carried out to examine the outlier in the data. It is given in Table 1 which shows the missing value and outlier.
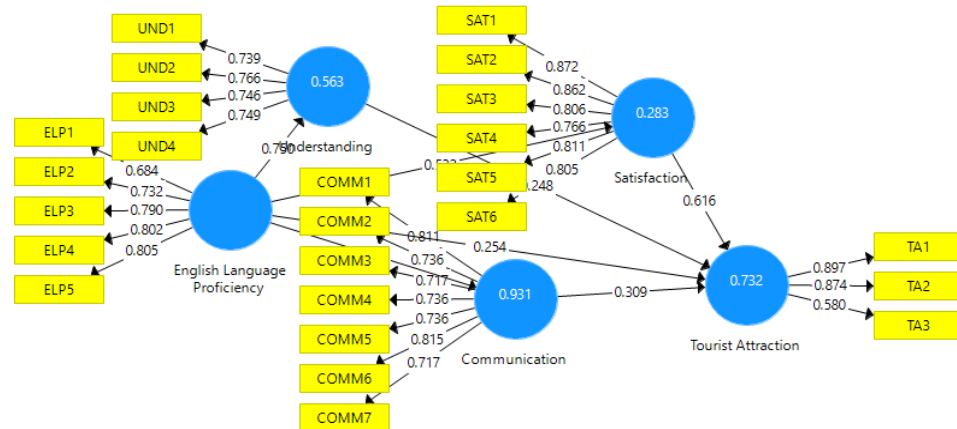
Figure 4: Measurement Model.

Table 2: Factor Loadings

	Communication	English Language Proficiency	Satisfaction	Tourist Attraction	Understanding
COMM1	0.811				
COMM2	0.736				
COMM3	0.717				
COMM4	0.736				
COMM5	0.736				
COMM6	0.815				
COMM7	0.717				
ELP1		0.684			
ELP2		0.732			
ELP3		0.79			
ELP4		0.802			
ELP5		0.805			
SAT1			0.872		
SAT2			0.862		
SAT3			0.806		
SAT4			0.766		
SAT5			0.811		
SAT6			0.805		
TA1				0.897	
TA2				0.874	
TA3				0.58	
UND1					0.739
UND2					0.766
UND3					0.746
UND4					0.749

Measurement model of PLS is given in Figure 4 showing the factor loadings. Factor loading value 0.7 is recommended by J. Hair, Hollingsworth, Randolph, and Chong (2017). This is not a minimum level for factor loadings, various other studies show 0.5 as minimum level for acceptance. This study measured English language Proficiency by using five items which are above 0.5 in terms of factor loadings. Communication is

measured through seven items and all are above 0.5. Understanding is measured through four items and all are above 0.5. Satisfaction is measured by using six items and all are above 0.5. Finally, it is found that three items used for tourist attraction have factor loadings above 0.5. All the factor loadings are presented in Table 2. Thus, all the variables; English language proficiency, communication, understanding, satisfaction and tourist attraction has factor loadings above 0.7.

To examine the reliability, Cronbach alpha and composite reliability (CR) is examined. To examine the Convergent Validity, Average Variance Extracted (AVE) is examined. Results are given in Table 3. It is evident that; CR and Alpha for English language proficiency, communication, understanding, satisfaction and tourist attraction is above 0.7. Furthermore, AVE for English language proficiency, communication, understanding, satisfaction and tourist attraction is above 0.5 which shows the achievement of convergent validity. Additionally, according to Fornell and Larcker (1981), AVE square root and cross-loading is the major criterions for discriminant validity assessment. Therefore, this study applied cross-loadings as given in Table 4.

Table 3: Reliability and Convergent Validity.

	Cronbach's Alpha	rho_A	Composite Reliability	(AVE)
Communication	0.873	0.873	0.902	0.568
English Language Proficiency	0.821	0.819	0.875	0.584
Satisfaction	0.903	0.903	0.925	0.674
Tourist Attraction	0.798	0.758	0.835	0.635
Understanding	0.741	0.742	0.838	0.563

Table 4: Cross-Loadings.

	Communication	English Language Proficiency	Satisfaction	Tourist Attraction	Understanding
COMM1	0.811	0.707	0.317	0.461	0.755
COMM2	0.736	0.602	0.324	0.435	0.657
COMM3	0.817	0.778	0.471	0.414	0.447
COMM4	0.836	0.791	0.49	0.426	0.458
COMM5	0.786	0.666	0.301	0.439	0.74
COMM6	0.815	0.718	0.323	0.488	0.751
COMM7	0.817	0.794	0.473	0.401	0.44
ELP1	0.722	0.884	0.319	0.436	0.733
ELP2	0.799	0.832	0.307	0.47	0.757
ELP3	0.705	0.79	0.469	0.397	0.441
ELP4	0.717	0.802	0.49	0.414	0.439
ELP5	0.713	0.805	0.465	0.395	0.429
SAT1	0.463	0.492	0.872	0.629	0.635
SAT2	0.436	0.449	0.862	0.648	0.636
SAT3	0.43	0.446	0.806	0.661	0.636
SAT4	0.371	0.361	0.766	0.695	0.53
SAT5	0.431	0.438	0.811	0.71	0.596
SAT6	0.412	0.43	0.805	0.7	0.564
TA1	0.389	0.404	0.799	0.897	0.608
TA2	0.409	0.388	0.751	0.874	0.601
TA3	0.699	0.632	0.329	0.88	0.638
UND1	0.703	0.641	0.286	0.431	0.739
UND2	0.798	0.704	0.312	0.475	0.866
UND3	0.442	0.443	0.786	0.673	0.846
UND4	0.454	0.463	0.806	0.684	0.849

Measurement model in above sections shows the reliability and validity. In next section, this study examined relationship among variables (J. F. Hair, Sarstedt, Pieper, & Ringle, 2012; Henseler & Chin, 2010; Henseler, Ringle, & Sinkovics, 2009; Ul-Hameed, Mohammad, & Shahar, 2018). The effect of English language proficiency was examined on communication, understanding and satisfaction. Direct effect of English language proficiency was also examined on tourist attraction. Finally, the direct effect of communication, understanding and satisfaction was examined on tourist attraction. Figure 5 shows the structural model of PLS and Table 5 shows the direct effect results. It is given that; English language proficiency was positive effect on tourist attraction. The English language proficiency also has positive effect on communication with tourists. Further to this, English language proficiency has positive role to enhance understanding and satisfaction. Thus, English language proficiency has positive effect on communication, understanding and satisfaction. Furthermore, it is found that communication, understanding and satisfaction has significant positive effect on tourist attraction in Thailand. Hence, all the direct hypotheses are supported by the results of the current study.
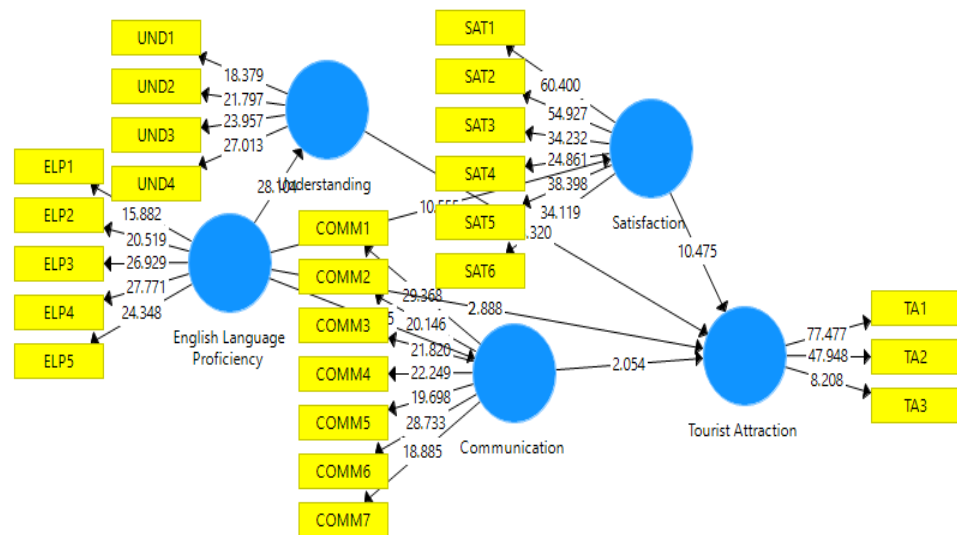
Figure 5: Structural Model.

Table 5: Direct Effect Results .

|	(O)	(M)	(STDEV)	T Statistics	P Values
Communication -> Tourist Attraction	0.309	0.31	0.151	2.054	0.041
English Language Proficiency -> Communication	0.965	0.965	0.005	193.735	0
English Language Proficiency -> Satisfaction	0.532	0.534	0.05	10.555	0
English Language Proficiency -> Tourist Attraction	0.254	0.257	0.088	2.888	0.003
English Language Proficiency -> Understanding	0.75	0.751	0.027	28.104	0
Satisfaction -> Tourist Attraction	0.616	0.621	0.059	10.475	0
Understanding -> Tourist Attraction	0.248	0.244	0.075	3.32	0.001

This study also examined the indirect effect of variables between English language proficiency and tourist attraction. The indirect effect of communication was examined between English language proficiency and tourist attraction. The indirect effect of understanding was examined between English language proficiency and tourist attraction. Finally, the indirect effect of satisfaction was examined between English language proficiency and tourist attraction. Results of all the indirect effect are given in Table 6. Mediation effect between English language proficiency and tourist attraction is given in Figure 6. It is found that indirect effect of communication between English language proficiency and tourist attraction is significant with t-value 2.047. The indirect effect of understanding between English language proficiency and tourist attraction is significant with t-value 3.196. Finally, the indirect effect of satisfaction between English language proficiency and tourist attraction is significant with t-value 8.632. All the three indirect effect are significant between English language proficiency and tourist attraction. It shows that; communication, understanding and satisfaction as mediating variables reflect the positive effect of English language proficiency on tourist attraction.

Table 6: Indirect Effect Results

	(O)	(M)	SD	T Statistics	P Values
English Language Proficiency -> Communication -> Tourist Attraction	0.299	0.299	0.146	2.047	0.041
English Language Proficiency -> Satisfaction -> Tourist Attraction	0.328	0.331	0.038	8.632	0
English Language Proficiency -> Understanding -> Tourist Attraction	0.186	0.184	0.058	3.196	0.001

Value of r-square are also given in Figure 4. R-square value for communication, understanding, satisfaction and tourist attraction is given in Figure 3. R-square for tourist attraction is 0.732 which is strong (Chin, 1998) and indicating that; English language proficiency, communication, understanding and satisfaction are expected to bring 73.2% change in tourist attraction. R-square value is 0.563 for understanding, 0.931 for communication and it is 0.283 for satisfaction. Thus, English language proficiency can bring 56.3% change in communication. It can bring 93.1% change in understanding and 28.3% change in satisfaction.

Figure 6: Indirect Effect Histogram
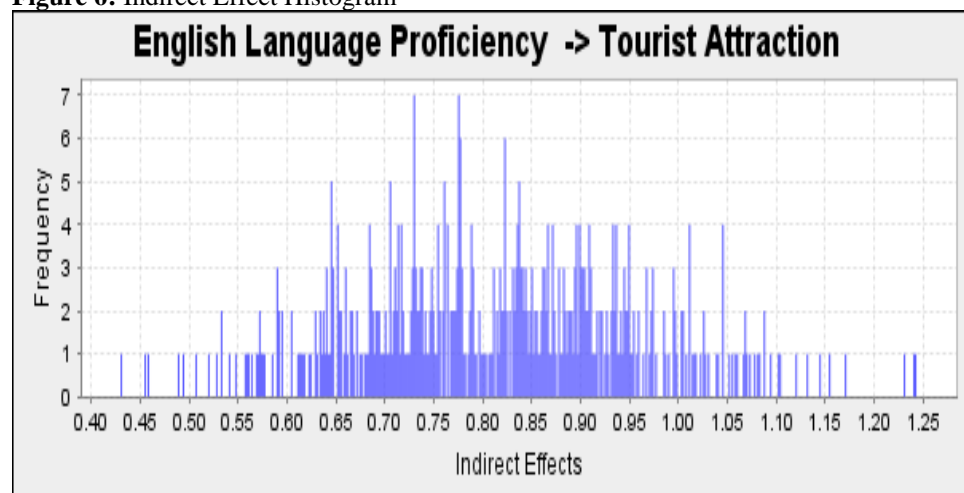
CONCLUSION

The current study examined the effect of English language proficiency on tourist attraction along various other factors. The objective of this study was to examine the role of English language proficiency in tourist attraction. The relationship between English language proficiency, communication, understanding, satisfaction and tourist attraction was examined after collecting data from cultural tourists of Thailand. Results of this study found positive effect of various factors on tourists' attraction. According to this study, English language proficiency has major contribution among cultural tourists' attraction. Better English language proficiency by the tourist guiders has the ability to enhance tourists. English language proficiency has positive role to promote communication with tourist which causes to increase the tourist attraction. Furthermore, English language proficiency has positive role to increase the understanding level of tourists which shows positive effect on tourist attraction. More the English language proficiency skills by the guiders more will be the communication and understanding by the tourists which causes to increase tourist satisfaction. Results of the study also emphasized that English language proficiency has positive role to enhance satisfaction among the cultural tourists and increase in satisfaction increases the tourist attraction. Hence, English language proficiency is vital to enhance communication, understanding and satisfaction which increases the tourist's attraction.

Implications of the study

This study examined the relationship between English language proficiency, communication, understanding, satisfaction and tourist attraction which has significant importance for the literature and tourism industry. The role of English language proficiency in tourist attraction is vital literature as well as practices. This is the important relationship which is not examined in the context of Thailand. Therefore, this study has importance for the literature of Thailand tourism. More specifically, this study has importance for the literature of cultural tourism. Moreover, this study examined direct effect of English language proficiency on communication, understanding and satisfaction which is not examined in the previous studies. The effect of communication, understanding and satisfaction was also examined on tourism attraction which is not examined among previous studies. Hence, theoretically, this study contributed among different areas of the literature related to the English language proficiency, tourist attraction and cultural tourism. Furthermore, in the theoretical way, this study contributed by investigating the mediation effect between English language proficiency and tourist attraction. First mediation effect of communication was investigated between English language proficiency and tourist attraction. Second mediation effect of understanding was investigated between English language proficiency and tourist attraction. This study also contributed by examining the mediation effect of satisfaction between English language proficiency and tourist attraction. In the context of practical implications, this study also has vital role. According to the findings of this study, results are much significant for the extension of culture tourism in Thailand as this study suggested that management of tourism in Thailand can increase the tourism attraction with the help of better English language proficiency skills of guiders to communicate with the tourists.

Limitation of the study and future directions

The relationship between English language proficiency, communication, understanding, satisfaction and tourist attraction was examined only in Thailand, however, results could be different in other countries because cultural tourism activities are different in each country. As the cultural tourism has vital potential in Thailand but it does not have key potential in various countries. Hence, future studies should also be conducted in other countries, particularly, the countries where the cultural tourism has very less opportunities. Therefore, in these countries, the study will be valuable implications to enhance the cultural tourism. Moreover, this study only considered three elements;

communication, understanding and satisfaction in relation to English language proficiency and tourist attraction, future studies should also incorporate various other key elements to examine the effect of English language proficiency on tourist attraction.

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