

## Media Exposure Behavior and Tourism Management Along the Path of the Buddha's Pilgrimage Site, Lumbini, Influencing Nostalgic Tourism Management

### Under the Theory of Planned Behavior

พฤติกรรมกรับสื่อและการจัดการการท่องเที่ยวตามเส้นทางแสวงบุญของพระพุทธเจ้า ณ แหล่ง  
พุทธประสูติ ลุมพินี กับอิทธิพลต่อการจัดการการท่องเที่ยวเชิงโหยหาอดีต ภายใต้ทฤษฎี  
พฤติกรรมตามแผน

Ntapat Worapongpat<sup>1\*</sup>

ณัฐพัชร วรพงศ์พัชร

#### Abstract

This study examines nostalgic Buddhist pilgrimage tourism to Lumbini using the Theory of Planned Behavior (TPB). The objectives were to analyze the effects of attitude, subjective norms, and perceived behavioral control on behavioral intentions; investigate self-congruity as an antecedent to attitude; and test media exposure as a moderator between intention and actual behavior. Using a quantitative approach, data were collected from 400 Thai tourists via convenience sampling. Structural Equation Modeling (SEM) was applied to analyze the relationships, demonstrating acceptable reliability (Cronbach's alpha = 0.70). Results indicate that: TPB Predictors: Attitude ( $\beta = 0.41$ ,  $p < 0.001$ ) subjective norms ( $\beta = 0.29$ ,  $p < 0.01$ ) and perceived behavioral control ( $\beta = 0.33$ ,  $p < 0.001$ ) significantly influenced behavioral intention, explaining 62% of the variance 62 ( $R^2 = 0.62$ ) Self-congruity: This factor significantly enhanced tourists' attitudes toward nostalgic religious tourism ( $\beta = 0.47$ ,  $p < 0.001$ ) Moderation: Media exposure did not significantly moderate the relationship between intention and actual behavior ( $\beta = 0.08$ ,  $p > 0.05$ ) Conclusion: Management strategies should prioritize faith, memory, and historical significance, combined with infrastructure support to enhance perceived control and sustain nostalgic pilgrimage tourism.

**Keywords:** Theory of Planned Behavior; Media Exposure Behavior; Buddhist Tourism; Lumbini; Nostalgic Tourism

<sup>1</sup> Eastern Institute of Technology Suvarnabhumi (EIT) and Social Administration and Development Program, Faculty of Humanities and Social Sciences, Rajabhat Maha Sarakham University (RMU)

สถาบันเทคโนโลยีภาคตะวันออกแห่งสุวรรณภูมิ และ คณะมนุษยศาสตร์สังคมศาสตร์ มหาวิทยาลัยราชภัฏมหาสารคาม

\*Corresponding Author, e-mail: dr.thiwat@gmail.com

Tel 095-542-6414 ORCID ID: <https://orcid.org/0009-0008-3071-5249>

## บทคัดย่อ

งานวิจัยนี้ประยุกต์ใช้ทฤษฎีพฤติกรรมตามแผน (TPB) เพื่อศึกษาการท่องเที่ยวแสวงบุญเชิงพุทธลุ่มพินวันในรูปแบบโยโยหาดิต โดยมีวัตถุประสงค์เพื่อวิเคราะห์อิทธิพลของทัศนคติ การคล้อยตามกลุ่มอ้างอิง และการรับรู้ความสามารถในการควบคุมพฤติกรรมที่มีต่อความตั้งใจเชิงพฤติกรรม รวมถึงศึกษาบทบาทของความสอดคล้องกับตนเอง (Self-congruity) และตัวแปรปรับด้านการเปิดรับสื่อ (Media exposure) ผู้วิจัยใช้ระเบียบวิธีวิจัยเชิงปริมาณ เก็บข้อมูลจากนักท่องเที่ยวชาวไทย 400 คน ด้วยวิธีการสุ่มตัวอย่างแบบตามสะดวก เครื่องมือวิจัยมีความเชื่อมั่นที่ 0.70 และวิเคราะห์ข้อมูลด้วยโมเดลสมการโครงสร้าง (SEM) ผลการวิจัยพบว่า: ปัจจัยทำนาย: ทัศนคติ ( $\beta = 0.41, p < 0.001$ ) บรรทัดฐานเชิงอัตวิสัย ( $\beta = 0.29, p < 0.01$ ) และการรับรู้การควบคุมพฤติกรรม ( $\beta = 0.33, p < 0.001$ ) ส่งอิทธิพลเชิงบวกต่อความตั้งใจเชิงพฤติกรรมอย่างมีนัยสำคัญ โดยอธิบายความแปรปรวนได้ร้อยละ 62 ( $R^2 = 0.62$ ) ปัจจัยเสริม: ความสอดคล้องกับตนเองช่วยเสริมสร้างทัศนคติต่อการท่องเที่ยวเชิงศาสนาอย่างมีนัยสำคัญ ( $\beta = 0.47, p < 0.001$ ) อย่างไรก็ตาม การเปิดรับสื่อไม่มีผลในการเป็นตัวแปรปรับระหว่างความตั้งใจและพฤติกรรมจริง ( $\beta = 0.08, p > 0.05$ ) สรุปผล: กลยุทธ์การจัดการควรเน้นการสื่อสารที่บูรณาการศรัทธา ความทรงจำ และคุณค่าทางประวัติศาสตร์ ควบคู่กับการพัฒนาโครงสร้างพื้นฐานเพื่อสนับสนุนการตัดสินใจเดินทางและรักษาความยั่งยืนของการท่องเที่ยวแสวงบุญ

**คำสำคัญ:** ทฤษฎีพฤติกรรมที่ตั้งใจ พฤติกรรมการรับสื่อ การท่องเที่ยวพุทธศาสนา ลุ่มพิน การท่องเที่ยวเชิงโยโยหาดิต

## 1. Introduction

Faith-based tourism and pilgrimages to sacred Buddhist sites represent a major aspect of Thailand's and South Asia's tourism landscape (Hall, 2006). Among these destinations, Lumbini, the birthplace of Lord Buddha, holds deep historical and religious importance (Hemprapai et al., 2023). Many travelers pursue experiences that connect personal faith with cultural and historical nostalgia (Worapongpat, 2022). According to the Theory of Planned Behavior, earlier research has shown that faith-oriented travel intentions are influenced by attitudes, perceived behavioral control, and subjective norms (Nakkanrian et al., 2022).

Interest in Buddhist tourism related to the four principal pilgrimage locations Lumbini, Bodhi Gaya, Sarnath, and Kushinagar continues to grow (Phraathikanchaiya Piyatharo Muangmai Sirrote Namsena, 2023). Prior investigations have examined faith-based and memory tourism, emphasizing the integration of spiritual, cultural, and emotional elements (Phra Kru Pariyatti Wachirakhun, 2021). However, in Thailand, much of the research has centered on general cultural tourism, with limited focus on the nostalgic dimension of spiritual travel and the mediating role

of media exposure in shaping tourist behavior. This knowledge gap highlights the need for deeper understanding of how faith, emotion, and media intersect in contemporary Buddhist tourism.

Furthermore, tourists' media reception behaviors are vital in shaping their perception of information and subsequent travel decisions (Phra Supakit Supanyo & Phra Methee Pariyatti Wiboon, 2023). Recent studies suggest that engagement with digital and online media enhances understanding and attachment to religious destinations (Shinde, 2021). Despite these findings, few studies have explored the moderating influence of media exposure on the relationship between intention and nostalgic tourism behavior, particularly in the context of Buddhist pilgrimage sites such as Lumbini (Sotrin Chokkatitwattana, 2022).

Lumbini, located in Nepal, remains a central hub for global Buddhist pilgrimage and an important destination for Thai visitors. The number of Thai travelers to Lumbini has increased steadily, particularly following the relaxation of COVID-19 travel restrictions. Data from the Department of Tourism indicate an 18% rise in Thai visitors to Buddhist sacred sites compared to the previous year, reflecting that spiritual and religious motives are key factors driving travel. These tourists frequently engage with online content such as religious broadcasts, travel vlogs, and social media pages, which shape their expectations and travel decisions.

Accordingly, this research focuses on exploring media exposure behavior in relation to pilgrimage tourism at Lumbini. It aims to identify the factors influencing the management of nostalgic tourism by linking the concepts of faith, memory, and history, thereby providing strategic recommendations for the sustainable development and management of faith-based tourism routes.

## 1.2 Objectives

1. To analyze the influence of attitudes, subjective norms, and perceived behavioral control on tourists' intentions to participate in nostalgic faith-based tourism.
2. To examine how self-congruity affects tourists' attitudes toward nostalgic faith-oriented travel.
3. To explore the moderating role of media reception behavior in the relationship between behavioral intention and actual nostalgic faith-based tourism behavior.
4. To develop management guidelines for nostalgic faith-based tourism routes by integrating the dimensions of faith, memory, and historical context.

## 2. Literature Review

### 2.1 Related Theoretical Concepts

This study is conceptually grounded in the Theory of Planned Behavior (TPB), a widely adopted framework for explaining human behavior across diverse contexts, including tourism and religious travel. Poudyal, M. K. (2026). TPB posits that individual behavior is primarily determined by behavioral intention, which is influenced by three core antecedents: attitude toward the behavior, subjective norms, and perceived behavioral control. Khadka, B. B., Malviya, P., & Rawat, D. S. (2025). In the context of nostalgic faith-based tourism, TPB provides a robust theoretical lens for understanding how psychological evaluations, social influences, and perceived capabilities shape tourists' decisions to engage in pilgrimage travel.

Attitude toward nostalgic faith-based tourism refers to tourists' overall positive or negative evaluations of visiting Buddhist pilgrimage destinations, encompassing emotional attachment, perceived spiritual value, and cultural significance. Kafley, S. (2023). Subjective norms represent perceived social pressure or encouragement from significant others such as family members, peers, or religious communities that influences participation in faith-oriented travel. Perceived behavioral control reflects tourists' perceptions of their ability to plan and undertake pilgrimage travel, including considerations of time availability, financial resources, accessibility, and travel infrastructure.

In addition to the TPB constructs, this study incorporates the concept of self-congruity to enhance the explanatory power of the model. Self-congruity theory suggests that individuals are more likely to engage in behaviors when the image of the activity or destination aligns with their self-concept and personal values. Mishra, A. K. (2025). In nostalgic religious tourism, congruence between tourists' self-identity and the symbolic meaning of Buddhist pilgrimage experiences is expected to strengthen positive attitudes and subsequently increase behavioral intention. Mondol, T., Panthee, S., & Hwang, Y. H. (2025). Integrating self-congruity with TPB is therefore particularly suitable for capturing the emotional and identity-driven dimensions of faith-based nostalgic tourism.

## 2.2 Related Research

Recent studies within the past five years have increasingly applied the Theory of Planned Behavior to investigate religious and cultural tourism behaviors. Rai (2020) demonstrated that attitude, subjective norms, and perceived behavioral control significantly influence tourists' intentions to participate in faith-based tourism, particularly in pilgrimage contexts across South Asia. The findings confirm the applicability of TPB in explaining intentional travel behavior motivated by religious belief and spiritual commitment.

Santachitto (2021) examined the role of nostalgia and memory in cultural and religious tourism, revealing that self-congruity between tourists' self-image and nostalgic religious

experiences significantly enhances favorable attitudes and emotional attachment to pilgrimage destinations. This emotional alignment was also found to promote revisit intentions and positive word of mouth.

Furthermore, Chen and Huang (2022) explored the influence of media exposure on tourists' behavioral intentions and actual travel behavior in religious tourism settings. Their findings indicated that while media exposure increases awareness and initial interest, intrinsic motivations rooted in faith, personal memory, and spiritual meaning exert a stronger influence on actual pilgrimage behavior. This suggests that media exposure may play a secondary or non-moderating role when deeply internalized religious motivations are present.

Overall, the reviewed literature supports the integration of TPB with self-congruity and nostalgia-related constructs to explain nostalgic faith-based tourism behavior. These studies provide empirical justification for the conceptual framework of the present research and highlight the relevance of examining psychological, social, and identity-based factors in the management of Buddhist pilgrimage tourism.

### **3. Research Methodology**

This study adopted a quantitative research design, employing a structured questionnaire as the primary data collection tool. The design follows a causal-comparative and explanatory framework, intended to examine the relationships among key constructs derived from the Theory of Planned Behavior (TPB) and Media Reception Behavior. To evaluate these relationships, a Structural Equation Modeling (SEM) approach was applied, allowing for the simultaneous testing of independent, mediating, dependent, and moderating variables.

#### **3.1 Population and Sample Group**

##### **Sample and Data Collection**

The target population of this study comprised Thai tourists who had previously visited the Buddhist pilgrimage site of Lumbini and demonstrated an interest in nostalgic faith-based tourism experiences. As the total number of such tourists could not be precisely identified, the population was considered an unknown or infinite population.

Given the absence of a defined sampling frame, this study employed a non-probability sampling approach. Specifically, convenience sampling was used to collect data from respondents who met the study criteria and were readily accessible. Data were gathered through both on-site surveys conducted at pilgrimage-related locations and online questionnaires distributed via digital platforms. This mixed-mode data collection approach was adopted to enhance accessibility to qualified respondents and to increase response diversity.

The determination of sample size was guided by methodological recommendations for Structural Equation Modeling (SEM). According to Hair et al. (2019), an adequate sample size for SEM analysis should range between 10 and 20 observations per estimated parameter or observed variable. Based on this guideline and the inclusion of 20 observed indicators in the research model, a minimum sample size of 200 to 400 respondents was required. To ensure sufficient statistical power and robust model estimation, a total of 400 valid responses were collected and deemed appropriate for subsequent SEM analysis.

### 3.2 Research Tools

Research Instrument:

The questionnaire consisted of two major sections:

Section 1: Collected demographic information, including gender, age, marital status, education, occupation, income, and place of residence.

Section 2: Measured the main research constructs using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

The scale items were structured as follows:

- Self-Congruity (SC): 2 items
- Attitude (AT): 4 items
- Subjective Norm (SN): 3 items
- Perceived Behavioral Control (PBC): 3 items
- Intention (TI): 3 items
- Tourism Behavior (TB): 2 items
- Media Reception Behavior (MRB): 4 items

Validity and Reliability Testing

Content Validity:

The questionnaire was reviewed by subject matter experts to ensure alignment with the research objectives and theoretical constructs.

Convergent Validity:

Evaluated by confirming that all item loadings exceeded 0.707 and that Average Variance Extracted (AVE) values were greater than 0.50.

Discriminant Validity:

Verified by ensuring that the square root of each construct's AVE was higher than its correlation coefficients with other constructs.

Reliability Assessment:

Internal consistency was measured through Cronbach’s Alpha and Composite Reliability (CR), with thresholds set at 0.70 or higher, indicating acceptable reliability.

### 3.3 Data Analysis and Statistics Used

#### Data Analysis Procedures

##### Descriptive Analysis:

Used to summarize participants’ demographic characteristics and general data for each variable, employing frequency, percentage, mean, and standard deviation.

##### Measurement Model Evaluation:

Conducted to assess convergent and discriminant validity as well as the reliability of all constructs using Cronbach’s Alpha and CR values.

##### Structural Model Evaluation:

Tested the proposed hypotheses through SEM path analysis, utilizing path coefficients, t-values, and p-values to determine statistical significance. The model’s predictive strength was further evaluated through Effect Size ( $f^2$ ) and Coefficient of Determination ( $R^2$ ).

##### Moderation Testing:

The moderating role of Media Reception Behavior (MRB) between Intention (TI) and Tourism Behavior (TB) was analyzed using either the interaction-term approach or multi-group SEM to determine the extent to which MRB moderated the relationship.

## 4. Research Results

### Objective 1: Influence of Attitude (AT), Subjective Norms (SN), and Perceived Behavioral Control (PBC) on Travel Intention (TI)

The outcomes from the Structural Equation Modeling (SEM) indicated that all three antecedents, Attitude (AT), Subjective Norms (SN), and Perceived Behavioral Control (PBC), exerted statistically significant and positive effects on Intention to Travel (TI) toward nostalgic faith-based destinations.

Table 1: Demographic Profile of Respondents (N = 400)

| Variable       | Category                    | Count               | %                            |
|----------------|-----------------------------|---------------------|------------------------------|
| Gender         | Male / Female               | 141 / 259           | 35.17 / 64.83                |
| Age            | 20–30 / 31–40 / 41–50 / 51+ | 231 / 101 / 44 / 24 | 57.62 / 25.25 / 11.00 / 6.13 |
| Marital Status | Single / Married            | 284 / 116           | 71.03 / 28.97                |
| Occupation     | Student / Employee / Others | 219 / 131 / 50      | 54.71 / 32.75 / 12.54        |

| Variable             | Category                            | Count              | %                             |
|----------------------|-------------------------------------|--------------------|-------------------------------|
| Monthly Income (THB) | <15,000 / 15,001–30,000 / >30,001   | 220 / 120 / 60     | 55.04 / 30.00 / 14.96         |
| Education            | Bachelor / Vocational               | 263 / 137          | 65.73 / 34.27                 |
| Region of Residence  | Central / North / Northeast / South | 175 / 78 / 72 / 75 | 43.66 / 19.50 / 18.00 / 18.75 |

The demographic analysis reveals that the majority of respondents were female (64.83%), aged 20–30 years (57.62%), single (71.03%), and mostly bachelor's degree holders (65.73%). These characteristics suggest that the core group of nostalgic faith-based tourists are younger, well-educated individuals, and likely active media users who engage with digital travel content.

### Objective 2: Impact of Self-Congruity (SC) on Attitude (AT)

SEM results demonstrated a strong positive relationship between Self-Congruity (SC) and Attitude (AT) toward nostalgic faith-based travel.

Table 2: Path Coefficients and Significance

| Predictor | Dependent | $\beta$ | t-value | p-value |
|-----------|-----------|---------|---------|---------|
| AT        | TI        | 0.262   | 5.811   | <0.001  |
| SN        | TI        | 0.287   | 5.568   | <0.001  |
| PBC       | TI        | 0.381   | 8.087   | <0.001  |

All three variables (AT, SN, and PBC) were significant determinants of Travel Intention (TI). Among them, PBC showed the strongest predictive effect ( $\beta = 0.381$ ), followed by SN ( $\beta = 0.287$ ) and AT ( $\beta = 0.262$ ). Collectively, these predictors accounted for 34.6% of the variance ( $R^2 = 0.346$ ) in travel intention.

### Objective 3: Moderating Role of Media Reception Behavior (MRB)

To examine whether Media Reception Behavior (MRB) moderates the connection between Intention (TI) and Tourism Behavior (TB), moderation analysis was performed.

Table 3: Effect of Self-Congruity on Attitude

| Predictor | Dependent | $\beta$ | t-value | p-value | Result    |
|-----------|-----------|---------|---------|---------|-----------|
| SC        | AT        | 0.684   | 27.629  | <0.001  | Supported |

The alignment between an individual's self-concept and their tourism experience significantly enhances their attitude toward nostalgic and faith-oriented travel, confirming the importance of self-congruity in shaping emotional attachment and motivation.

Table 4: *Moderation Test of MRB*

| Predictor | Dependent | Moderator | $\beta$ | t-value | p-value | Result        |
|-----------|-----------|-----------|---------|---------|---------|---------------|
| TI        | TB        | MRB       | 0.035   | 1.644   | 0.100   | Not Supported |

The moderating influence of MRB was statistically insignificant, indicating that tourists' intention to travel and actual behavior are mainly driven by intrinsic factors such as personal belief and memory rather than by external media exposure.

#### **Objective 4: Guidelines for Enhancing Faith-Based and Nostalgic Tourism Management**

Drawing upon the confirmed relationships among SC, AT, SN, PBC, and TI, several practical recommendations were formulated:

##### **1. Route Design and Development:**

Create travel routes emphasizing spiritual, historical, and nostalgic narratives that reflect the cultural essence of pilgrimage sites.

##### **2. Media and Promotional Strategy:**

Design marketing communications that align with tourists' self-identity, values, and emotional connections to enhance self-congruity and engagement.

##### **3. Educational and Informational Enrichment:**

Provide comprehensive storytelling and contextual information about the history, heritage, and symbolic meaning of each destination to strengthen attitudes and travel motivation.

Table 5: *Overall Summary of Findings*

| Objective | Main Finding                 | Conclusion                                                                                 |
|-----------|------------------------------|--------------------------------------------------------------------------------------------|
| 1         | AT, SN, PBC $\rightarrow$ TI | All three significantly predict intention to participate in nostalgic faith-based tourism. |
| 2         | SC $\rightarrow$ AT          | Self-congruity exerts a strong and positive influence on attitude.                         |
| 3         | MRB (Moderator)              | Media reception behavior does not significantly moderate TI–TB relationship.               |

| Objective | Main Finding          | Conclusion                                                                           |
|-----------|-----------------------|--------------------------------------------------------------------------------------|
| 4         | Management Guidelines | Develop routes and media consistent with faith, identity, and historical reflection. |

#### Key Takeaways:

1. The core behavioral pathway is  $SC \rightarrow AT \rightarrow TI \rightarrow TB$ .
2. Attitude, Subjective Norms, and Perceived Behavioral Control are all vital in forming intention.
3. Self-Congruity strongly enhances positive attitudes.
4. Media exposure plays a minor or nonsignificant moderating role in the actual travel process.

Table 6: *Coefficient of Determination ( $R^2$ ) for Model Variables*

| Dependent Variable | $R^2$ |
|--------------------|-------|
| AT                 | 0.468 |
| TI                 | 0.357 |
| TB                 | 0.433 |

## 5. Conclusion and Discussion

### 5.1 Conclusion

This study concludes that tourists' nostalgic faith-based tourism behavior can be effectively interpreted through the Theory of Planned Behavior (TPB) framework. The analysis indicates that Self-congruity, Attitude, Subjective Norms, and Perceived Behavioral Control are the primary determinants influencing travel intentions and behaviors. While Media Reception Behavior (MRB) does not directly moderate the relationship between intention and behavior, it serves as a supportive variable that enhances tourists' awareness and engagement with pilgrimage experiences. Overall, these findings provide a structured framework for designing and managing tourism routes that meaningfully connect visitors with the faith, historical context, and nostalgic experiences of sacred sites.

### 5.2 Discussion

The analysis addressing Objective 1 revealed that Attitude (AT), Subjective Norms (SN), and Perceived Behavioral Control (PBC) exert a strong and statistically significant influence on tourists' Intention (TI) to participate in nostalgic, faith-oriented travel. This outcome corresponds with the principles of the Theory of Planned Behavior (Ghimire, 2013) and is consistent with recent tourism

research (Worapongpat, 2023). It indicates that travelers who maintain a favorable disposition toward spiritual tourism, receive social support from peers or communities, and feel capable of managing travel arrangements tend to express higher intentions to visit sacred destinations such as Lumbini.

Regarding Objective 2, the study established that Self-congruity (SC) significantly affects the Attitude (AT) toward nostalgic faith-based tourism. Tourists who perceive alignment between their self-identity and the symbolic or spiritual meaning of the pilgrimage experience tend to develop stronger positive feelings toward it. This finding aligns with Ghimire's (2019) proposition that the congruence between one's self-concept and an experience strengthens satisfaction and attachment. In nostalgic or memory-based tourism, this psychological harmony becomes a compelling motivational force that drives the decision-making process.

For Objective 3, the investigation demonstrated that Media Reception Behavior (MRB) does not statistically moderate the relationship between Intention (TI) and Tourism Behavior (TB). This finding suggests that internalized factors such as faith, emotional connection, and the desire to relive or honor sacred memories outweigh the influence of external media exposure. Supporting research (Worapongpat, 2022) also points out that in faith-related travel, personal conviction and emotional depth often overshadow mediated persuasion or online promotion. Hence, while media consumption contributes to awareness, it may not substantially alter behavioral outcomes when strong intrinsic motivations are present.

The insights from Objective 4 lead to several managerial implications for developing nostalgic faith-based tourism. The results emphasize that the tourist's experience should authentically express the interconnection between faith, memory, and history of pilgrimage destinations. Accordingly, management strategies should include: Experience-focused development designing travel routes and interpretive activities that embody both spiritual and historical authenticity. Promotion through identity resonance crafting marketing materials that align with travelers' self-concept and values to strengthen emotional engagement. Knowledge enrichment providing meaningful narratives about the origins, spiritual significance, and historical background of each site to foster positive attitudes and stronger behavioral intention. These recommendations resonate with theories in Experience Management and Nostalgia Marketing, underscoring that personal relevance and emotional authenticity are essential for sustainable tourist engagement and satisfaction.

## New Knowledge

The research titled “Media Exposure Behavior and Buddhist Pilgrimage Tourism to Lumbini: A Study of Nostalgic Tourism Management under the Theory of Planned Behavior” introduces an extended conceptual model that integrates Self-congruity and Nostalgia Tourism within the Theory of Planned Behavior (TPB) framework.

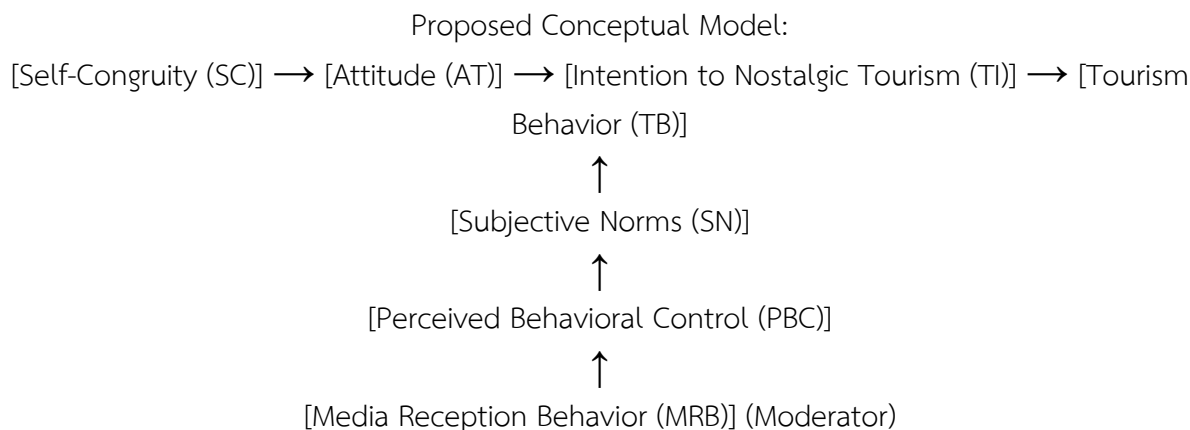


Figure 2. Model of Nostalgic Tourism to Lumbini Based on the Theory of Planned Behavior

This framework presents several noteworthy contributions: Establishing Self-Congruity as a Core Driver: The study confirms that SC plays a critical role in shaping tourists’ attitudes toward faith-based nostalgic travel. Empirical Support for TPB Variables: Attitude, Subjective Norms, and Perceived Behavioral Control were verified as essential predictors of travel intention. Clarifying Media’s Secondary Role: Although MRB was not found to be a significant moderator, it functions as a supporting element that enhances awareness, emotional engagement, and contextual understanding of pilgrimage experiences. Overall, this expanded TPB model provides a more comprehensive view of how personal identity, emotional memory, and behavioral intention interact within the context of Buddhist nostalgic tourism, offering both theoretical enrichment and practical guidance for tourism management in cultural and spiritual destinations.

### 5.3 Recommendations

#### 1. Practical Implications

##### 1.1 Role of Attitude, Subjective Norms, and Perceived Behavioral Control

The findings for Objective 1 indicate that AT, SN, and PBC significantly shape tourists’ intentions toward nostalgic faith-based tourism. Accordingly, tourism organizations and managers are advised to: Develop marketing strategies and promotional content that cultivate positive attitudes toward spiritual and nostalgic travel.

Organize programs, workshops, or events that encourage social interaction and peer participation to reinforce favorable subjective norms.

Provide guidance, tools, and travel resources that enhance tourists' perceived control over planning and executing their journey.

#### 1.2 Influence of Self-Congruity

Objective 2 demonstrated that Self-congruity strongly affects attitudes toward pilgrimage experiences. To capitalize on this insight, organizations should: Create media campaigns, activities, or services that resonate with tourists' self-image, beliefs, and values.

Offer detailed educational or interpretive content on the historical and cultural significance of pilgrimage sites in ways that engage the target audience emotionally.

#### 1.3 Media Reception Behavior

Although Objective 3 revealed that MRB is not a significant moderator of the relationship between intention and behavior, it remains valuable for raising awareness. Therefore, organizations are recommended to Utilize multiple media platforms to communicate information and increase awareness among various tourist groups.

Tailor media content to align with tourists' preferred media channels and consumption habits to improve engagement and outreach effectiveness.

#### 1.4 Guidelines for Tourism Management

Findings from Objective 4 highlight the importance of integrating faith, memory, and history in route design and experience development. Recommended practices include: Design pilgrimage routes and activities that directly reflect the historical narratives and cultural memories of Lumbini and related sites.

Develop promotional materials and storytelling approaches that provide rich, immersive experiences, fostering emotional connection.

Encourage integration of cultural, educational, and religious activities to enhance perceived value and overall satisfaction for tourists.

### 2. Recommendations for Future Research

The study identifies Self-congruity, Attitude, and Perceived Behavioral Control as critical factors shaping tourists' behavior in nostalgic faith-based tourism. Future research can build on these insights by comparing Thai tourists with international visitors to explore cross-cultural differences in pilgrimage behaviors and preferences.

Investigating additional factors, such as intrinsic motivation, spiritual satisfaction, or post-visit experiences, to deepen understanding of drivers and outcomes in faith-based tourism contexts.

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