Improving Landscape Of The Song Klong Floating Market At Taling Chan Temple For The Upgrading Of Tourism

Thammarak Srimarut, Waleerak Sittisom, Chonmapat Torasa
Suan Sunandha Rajabhat University, Thailand.
Email: 1 thammarak.sr@ssru.ac.th, waleerak.si@ssru.ac.th, chonmapat.to@ssru.ac.th

Abstract
The current research effort addresses the dire need of sustainable tourism as green areas has been decreased due to increase in travelling of visitors and enormous constructions for settling the services at tourist spots. Song Khlong Thailand, received much attention of government for taking innovative initiatives for sustainable tourism as temples, green areas and floating marketing development has been taken place recently to attract the visitors. The study incorporated the architecture perspective and services innovation to predict the sustainable tourism, further the moderation role of tourist satisfaction has been examined that satisfied tourist believed to be much more responsive for sustainability of the tourism. The simple random sampling was implied for data collection and Smart-PLS was utilized for data analysis. The study reported that architecture, services innovation and tourism satisfaction significantly influence the sustainable tourism. The moderation effect of tourism satisfaction was observed between the services innovation and sustainable tourism, but no moderation was found between architecture and sustainable tourism. The tourism authority must take innovative initiatives in providing services and structure of the floating markets to be responsive towards the issue of sustainability.

Keywords: Sustainable tourism, Tourist satisfaction, Architecture, Services innovation, Song Khlong, Thailand

Introduction and background of the study
The rivers and canals remained mean of transportation, agricultural and domestic utilization support, contributive in economic and social activities and for cultural celebrations. The floating markets of Thailand has served the local community for trading and exchange of goods. Later, in 1950s the floating markets disappeared due to development of road infrastructure and transportation system that had taken away the attractive tourism destination. The large number of tourists used to approach floating markets of Thailand as Wat Sai floating market of Bangkok was one of the most attractive tourism destinations (Vajirakachorn & Nepal, 2014). The international tourist attracted towards...
floating markets of the Thailand from all around the world, but sadly the floating market of Wat Sai Thailand was shutdown in 1960s due to shifting of business operations to in-land spaces instead of waterways. The tourism authority of Thailand took initiatives for increasing the tourism and pull tourists around the world by restoring the attractive floating market tourism places. The tourism authority of Thailand (TAT) introduced the floating market in Ludplee canal and targeted the Damnersaduak district for development of floating markets to attract the tourists. In early 2000s the TAT took initiatives to revoke the traditional ancient community-based tourism to restore the agriculture and to enhance the tourism towards floating market ideas. Gradually, the revival of other floating markets at Thaka, Amphawa and Bang Namphueng developed and became famous tourist attraction, with the passage of time floating market emerged on other places as well. The interesting appearance, development, disappearance and reappearance of floating markets in Thailand attracted the attention of researchers for its long-term existence and sustainability. Previous studies have been conducted to compare the different floating markets of Thailand while focusing the qualities of the spots (Pongajarn, van der Duim, & Peters, 2018).

The rivers and canals of Thailand were important central region for agricultural and other products trade on the boats and it emerged as floating markets. It was also named as ‘market on appointment’ that was different from daily markets but entirely different pattern of time and place. It was not specific to anyone such as place, vendors, merchandises or boats but about the time when number of boats interact for selling their products, as it was scheduled as per lunar calendar, that fuel the local community for earning and improving the lifestyles of the region. The floating markets served as the social gathering as it was not only related to selling or buying the agricultural or other products, the layout of the markets influence the effective functions of the floating markets. The number of people travel to these floating markets to purchases specifically situated near the rivers and small canals in community, the local community prefer to buy from these markets under ‘big appointment’ or ‘small appointment’. These markets disappeared due to development of infrastructure, automobile industry emergence, land-based transportation system and people switched to main city areas (Yasmeen, 2000). Another change was observed that young workforce of Thailand shifted to industry rather than traditional agricultural sector. The development took place gradually, firstly the Bangkok was developed and floating markets disappeared and other regions faced similar contraction.

The development of infrastructure has decreased the green areas in Song Khlong and strategies have been developed for restoration and maintain the green area to add-value and promote ecotourism in the area of Song Khlong. The number of visitors approach to Song Khlong as major activities have been observed during weekends from the people living and working around, the shopping 48%, temple visiting 20%, visiting beaches 11%, floating market visit 9% and other 9% as per statistics revealed in the study of (Charoentrakulpeeti, 2021). The three projects have been initiated to improve the area that includes aesthetic improvement along the RiebKhlong road, development of floating market, conservative tourism development in mangrove forests in Song Khlong village. The program has been undertaken to assess the existing green spaces in Song Khlong and develop the strategies to reduce the cost, generate income with development of green areas. The following innovative initiatives have been considered for the development of Song Khlong to attract the visitors.

- The extension of green areas through development of green spaces in Song Khlong
- Increase the fish and shrimp ponds
- Development of agriculture areas, canal networks and mangrove forests
- The construction to support human life style
- The construction of Hong Tong Temple, Trisaranakom temple, Samekha temple, mandapa Buddhist shrines, mosques, schools and markets

The Song Khlong has numerous assets the community participate in ecotourism activities. The location of Song Khlong community itself can attract tourist in the surrounding areas. The ecotourism responds to lifestyle of workers around Song Khlong district through the development of floating markets that provides opportunities to generate income to the villagers, and contribute in to the economy of the region. These markets support both land and reiver areas to support the local community products, the utility zone is planned at the edge of canal as recreation area. The outdoor activities are also planned in the zone to conduct traditional festival. The district government took innovative initiatives to provide best services to the visitors to attract the tourism around the world. These initiatives enabled Song Khlong to attract the tourism and to maintain the sustainability tourism (Charoentrakulpeeti, 2021).

The creative tourism has been introduced recently to attract the visitors; Thailand adopted the creative tourism by introducing the creativity by reviving the floating markets through effective development in cultural tourism practices. The floating markets provide extra ordinary newer experience during tourism to the visitors. The purpose of the creative tourism is adding the value to the existing tourism activities by focusing the active involvement and learning from tourism and from other tourists (Richards & Marques, 2012). The visitors collect memorable experience at floating markets due to uniqueness of the idea that is based on the strong cultural activities. The floating markets presents the culture of the Thailand, through which they attract the large number of visitors every year. The creative tourism has emerged in the world during the past decade and Thailand adopted the ancient tourism initiatives in innovative way by reviving the floating markets those were previously ceased due to alternative developments. The creative tourism has contributed to the economy as Thai government has incorporated and focused the tourism as one of the major concern for economic development and considered as national plan of tourism including 15 other key industries to revolutionized (Wattanacharoensil & Sakdiyakorn, 2016). The innovative initiative of Thailand to introduce the ancient floating markets into modern way to attract visitors through rich heritage and local Thai culture as an essential component supported by government increased the number of tourists and contributed to economy and well-being of the community. The tourism authority TAT promoted the culture of the country through online marketing efforts that attracted the tourists around the world as one of the creative tourism destinations. The tourists can participate in number of activities at the destination such as Thai boxing, Thai food, rice farming and cuisine. The government took the initiative in different cities for creative tourism through unique cultural elements that focuses the creative development and attract tourists. The government of Thailand formed a sustainable tourism development administration under the office of Prime Minister to initiate and coordinate tourism communities in rural and provincial area for promotion of cultural resources and creative tourism development to create the socio-economic benefits and to create well-being for local community (Wattana charoensil & Sakdiyakorn, 2016).

The inclined interest and shift towards urbanization in Thailand has changed the features of natural elements, land utilization for commercial or agriculture patterns has caused major changes as water front has disappeared that has eliminated the cultural heritage of floating markets. The revitalization of waterfront around the world took place in 1960s to 1970s gain success that Dockland in London and Liverpool, Vieux port in Marseilles, Darling Harbor in Sydney and Victoria Alfred waterfront in South Africa. The revitalization of waterfront
reflects the cultural value of community along with modern lifestyle is closed linked with water and causes. The tourism resources including architecture, landscape and social norms play important role in development of tourism and attracting the tourists worldwide. The tourism is one of the major income sources of Thailand, so therefore it was necessary to revive the cultural habitation due to its importance to attract the visitors to this part of the world by taking innovative initiative of floating markets. The floating markets considered as one of the attractive tourism spots that contribute to the local community lifestyle and income, the disappearance of floating markets affected the area and reduced the national income of Thailand, so there was need to address the idea of reviving the waterfront to promote the history and culture of the Thailand. The uniqueness of natural elements including waterfront housing, waterfront temples, greenery and cultural scenes attract the visitors of Thailand but also foreign visitors who appreciate the natural environment. The sustainability of tourism and global environment improve the quality of living in communities by ensuring the sustainable practices, including consumption, economic development, ecosystem capacity and preservation of features. The prior studies addressed the need of sustainability of tourism through integration of various approaches and integrated communities. The question has been raised that how floating market can be sustained (Denpaiboon, 2015).

The floating markets and waterfront disappeared in in Bangkok due to rapid development of modern architecture and formation of alternative shopping streets. The sustainability of the environment gains the attention to be sustainable because the human being needs to survive the life during food seeking, water, and workplace so therefore environment needed to be taken care. The different initiatives including building of environment, social activities, economic activities, approach to canal building and historical perspective of the city. The modern era has altered the traditional cultural perspective including building and lifestyle that has become compatible with global environment. The tourism authorities reconsidered the traditional value of historical places and according to the modern and global society to attract the visitors (Denpaiboon, 2015).

The current study intends to focus on sustainable tourism of floating markets in Thailand, influenced by architecture, services at tourism and satisfaction of the tourists. The study highlighted the attributes of the tourist place to assess the satisfaction of the customers, the uniqueness of natural images, the uniqueness of floating markets and architecture of floating markets and unique products of floating market’s offering. The study reported that architecture plays important role in tourism attraction and sustainability of the tourism. So therefore, current study focused on the architecture development of the floating markets to assess the sustainability of the tourism in Thailand (Janchai, Baxter, & Srisaeng, 2020).

The services at tourism spots plays crucial role in satisfaction of the visitors and assist in gaining the higher performance. The innovative services dominantly contribute in modern trade in past few decades, therefore technology and services innovation in Thailand has provided new means of providing tourism services. The various efforts towards innovation operationalize the assessment of the performance and found that services play important role in enhancing the performance and creativity in services support the creative tourism to be initiated that attract the visitors (Jaaron & Backhouse, 2018). The newer ideas are implemented as creative element that enhance the performance and bring benefits to the related associated services and also contribute in retail modern trade of Thailand. The new innovative services initiatives brings the joint benefits the number of antecedents of services innovation found to be influential towards motivation and enhancing the performance (Hsiao, Lee, & Hsu, 2017).
The present study argues that sustainable tourism is need of time and required for long-term benefits, the appearance, disappearance and reappearance of floating markets in Thailand requires number of innovative initiatives for sustainability, the current study focused on the architecture of the floating marketing from the perspective of tourism, the services being provided at floating markets that predict the sustainability of the tourism at floating markets, the moderation role of tourist’s satisfaction is also incorporated to investigate the relationship between exogenous and endogenous constructs of the study.

**Literature Review**

**Architecture and sustainable tourism**

The floating markets are the attractive destinations for visitors around the world and number of tourists approach to Thailand to enjoy the waterway floating markets to have the unique experience. The image of the destination matters a lot as it has significant effect on the satisfaction of the tourists and other attributes of the tourist spots including history, image, and nature influence the satisfaction. The study has been conducted to assess the visitors’ satisfaction influenced by various factors including the uniqueness of nature, uniqueness of products being provided at the spot, the quality of services, and the history related to the tourist place. The study claimed that these factors are applicable to the other tourist spots to attract the visitors and contributes in enhancing the brand image and satisfaction of the tourists (Janchai et al., 2020). The past studies have been highlighting the image of the destination, such as image of floating markets in Thailand at Nakhon Pathom’s Don Wai by various researchers (Ahmad, Jamaluddin, Alias, & Jalil, 2013; Janchai et al., 2020; Kanwel et al., 2019). The study has incorporated the four important factors that influence the satisfaction of the tourists at destination including perspective of the nature, image of the tourism, the history of the spot and overall image of the destination tour. The study reported significant influence of these factors on the satisfaction level of the visitors.

The prior studies have examined the image of destination as an important factor that takes place in the mind of visitors and overall perception about the destination influence the behavior of individuals. The two important roles in behavior have been observed towards the destination including influencing the decision making towards the selection of the visiting spot, the after decision making behavior includes participation, evaluation, and future intentions (Lee, Lee, & Lee, 2005). The image of destination generally interpreted as compilation of beliefs and impression is based on information over time that resulted in representation of attributes and benefits. The opinion and belief of the visitors shape the behavior of an individual that take decision for a specific destination to visit with respect to destiny. The number of tourists increased towards a specific destination due to the image creation of tourists spot, the number of factors influence the selection such as word of mouth, satisfaction of tourists, loyalty of tourist, intention to visit and decision of tourist (Kanwel et al., 2019). The results revealed that destination image influence the word of mouth, and visitors’ satisfaction significantly. Tourist loyalty and intention to visit is also predicted by image of the destination significantly. The positive word of mouth significantly influences the satisfaction of the visitors and tourist loyalty. Finally, the satisfied visitors develop positive intention towards the destination and intention to visit develops (Kanwel et al., 2019).

The current study intends to focus on architecture of destination to predict the sustainable tourism, the prior studies have investigated the other relationship as explained earlier but overlooked the empirical relationship between architecture and sustainable tourism. So
therefore, current study incorporated the investigation of relationship significance between architecture and sustainable tourism. Based on literature and evidences from prior studies following hypothesis is derived:

H1: Architecture of tourist places influences the sustainable tourism among visitors at floating markets Thailand

Service tourism and sustainable tourism

The sustainable tourism or sustainable development has gained the attention of number of research scholars, the studies have argued that sustainability of tourism attract the large number of visitors every year. The planning and development of government scholars have worked on linkages to increase the visitors to the visiting spots of Thailand. The sustainable tourism is defined as the survival, on going growth of tourism industry that has compromised the ecological sustainability at most attractive destinations. The Thai government has faced lot of financial crises recently for carried out long-term sustainability at tourist sites, Thailand has launched the campaign to attract visitors from all over the world that has considered as potential threat to the environment degradation at tourist sites (Kontogeorgopoulos, 1999). The tourism is considered as one of strong pillar for economy of the country as it creates jobs, increase exports, excel economic growth and development in the region. The World Travel and Tourism Council reported that 10.4% USD 8 trillion of global Gross Domestic product, 5% USA 1 trillion of total investments, 7% USD 1.5 trillion of world’s export and 1 in 10 jobs in global economy is from tourism activities. The tourism is expected to grow 3.9% per year and World tourism organization reported that tourism activities has increased by 7% since 2010 and industry has enjoyed the full potential growth and still more things to achieve, so therefore, the economic contribution has increased in past decade (Roxas, Rivera, & Gutierrez, 2020).

The sustained growth of tourism brings number of opportunities for the community and contributes to the economy, however, it has been observed that increased travelling, digitalization, safety and security concerns has occurred as potential threat to natural resources (Pololikashvili, 2018). The sustainability is widely acknowledged for influencing the tourism development globally, the macro and micro level of tourism destinations value the benefits of pursuing the sustainability (Megatrends, 2015). The sustainability has been recognized as vital part of tourism growth; the UN officially declared 2017 as international year of sustainable tourism for development for enhancing the awareness on significance of sustainable tourism to development. The policies, practices and behaviors must be aligned for development of tourism and sustainable development as tourism involves the interest of various stakeholders from different perspectives, goals, agendas and objectives (Bramwell, 2011). The sustainable tourism has been referred as tourism that takes full account of its current and future economic, social and environmental impacts, assessing the need of visitors, the industry, the environment and host communities. The sustainable tourism is related with management of tourism resources for equitable development as well as protection of resources for use of future generation, it is also attributed to the triple bottom line focused on interaction among distinct and interrelated, environmental, economic and socio-cultural aspect of tourism (Kuhn, 2007). The destinations must remain sustainable, it must be live-able, viable and equitable for sustaining the tourism and attraction for even higher number of visitors while focusing the satisfaction of visitors (Tanguay, Rajaonson, & Therrien, 2013).

The innovative initiatives have to be incorporated in tourism to attract the visitors and to fulfill the requirement of protection of the tourist sites. The services innovation in tourism
and hospitality management develops the significant return as it has been empirically examined in Thai retail and modern trade. The factor of service innovation through effective utilization of latest available technology for various practices of human resources, and it enhances the organizational competencies (Okoe, Boateng, Narteh, & Boakye, 2018). The emergence of innovative services in retail industry of Thailand has uplifted the organizational competencies, the competitive market has been viewed as consistent changes for gaining advantages. The innovative services at any sector brings positive outcomes and performance related consequences that enable firms to gain competitiveness and business success (Maqbool, Razzaq, Ul Hameed, Atif Nawaz, & Ali Niaz, 2019). The prior literature has investigated the relationship between services innovation and organizational competencies and performance, the study revealed significant positive relationship between services innovation and organizational competencies as well as positive significant relationship between services innovation and market performance (Klakhaeng, 2021).

The prior studies have overlooked the relationship assessment between service innovation and sustainable tourism, it is the need of time as there is lack of empirical evidences that innovative services influence the sustainable tourism. So therefore, current study argues that services innovation in tourism influences the sustainable tourism. The floating markets in Thailand requires to take innovative initiatives for sustainability. Based on above literature following hypothesis is derived:

H2: Services innovation in tourism significantly influences the sustainable tourism at floating markets of the Thailand

Moderating role of tourist satisfaction

The satisfaction is not only important in goods industry but it has crucial importance in recreational industry in which quality of services is related provided by the organization or places of tourism. The research scholars have stated that tourists suggest Singapore as an attractive destination for tourism as majority of the tourists got satisfied with the places and willing to revisit (Hui K. T., 2007). In the tourism industry service quality has gained the attention as it plays role in satisfying the customer satisfaction and intention to revisit the destination and assist in development of the appropriate strategies. The new opportunities have to be exploited at destinations for creating attractiveness, rewarding, economical and sustainability perspective to increase the visitors. Thailand is an attractive destination in the south-east Asia, the government of Thailand has invested and taken innovative initiatives to increase the tourism and to gain the satisfaction specifically paying extra ordinary attention on the redevelopment of waterfronts and floating markets in Thailand on various places (Pongajarn et al., 2018).

Previously, studies have been conducted to assess the satisfaction of visitors influenced by various different factors including service quality, experience, information, hospitality, fairness of price, value for money and logistics. The research study has revealed that service quality has higher importance in predicting the satisfaction of visitors, the experience, hospitality, price, value for money and logistics management has significant impact on satisfaction (Supitchayangkool, 2012). Another study has been conducted to assess the satisfaction of tourist in Thailand, the study highlighted the important factors that influence the satisfaction level of visitors, the factors including food, accommodation, tourist attraction, scenic spots, entertainment, transportation and shopping. The study revealed surprising results that food and accommodation has not impact on satisfaction, tourism attraction and shopping significantly influence the satisfaction, but transportation has no effect on satisfaction (Zhao, 2020).
Another study investigated the influential factors that determine the satisfaction towards tourism activities in Maesa community, the cultural center for Hmong tribe, homestay as accommodation and living, batik cloth making, embroidery, Hmong tribe cultural performance, these activities found to be interactive and entertaining for attractive visitors. The diverse experience enjoyed during entertaining activities at tourists spots in Thailand observed by tourists around the world, as traditional and cultural entertaining initiatives gained attention of large number of visitors. The fulfilled needs and expectations of the tourists shape their intention, behaviors, likeness, and spreading positive words that attract visitors. The tourism is related to the process of awareness, liking or disliking, intentions as various factors at tourist place affect the behavior of tourists to satisfy or dissatisfaction (Thongma, Leelapattana, & Hung, 2011).

The satisfaction of tourist has central importance for the success of tourist spot, so therefore current study preferred tourist satisfaction to be examined to determine the sustainability of tourism in Thai floating market at Song Klong. The study incorporated tourist satisfaction as moderator to investigate the relationship between independent and dependent variables of the study. The current study introduced the architecture of tourist spot and service at tourist spot as independent variables, the sustainable tourism is dependent variable and tourist satisfaction is incorporated as moderating variable to examine the strength of relationship. The study argues on the base of previous literature that tourist satisfaction believed to be strengthen the relationship between exogenous and endogenous constructs of the study. The following hypotheses are derived for moderation test:

H3: Tourist satisfaction significantly influence the sustainable tourism at floating markets Thailand

H4: Tourist satisfaction significantly moderates the relationship between architecture and sustainable tourism

H5: Tourist satisfaction significantly moderates the relationship between services innovation and sustainable tourism

**Research Framework**

![Fig 1: Research framework](image-url)
innovation at floating markets in Song Khlong to explain the sustainable tourism with moderating role of tourist satisfaction.

**Research Methodology**

The current study is quantitative in nature and cross-section data was collected from the visitors at Song Khlong having experience to visit and avail different services. The data was collected through questionnaires while utilizing the simple random sampling. The total 257 responses were collected and was analyzed on Smart-PLS.

**Measurement scales**

The measurement scale for each construct was adopted from previous studies. The 05 items measurement scale of sustainable tourism was adopted from the work of (Sakolnakorn, Naipinit, & Kroeaksakul, 2013). The 02 items measurement scale of architecture was taken from the research paper of (Janchai et al., 2020). The 04 items measurement scale for services innovation was adopted from the study of (Klakhaeng, 2021) and the 03 items measurement scale of tourist satisfaction was adopted from the study of (Janchai et al., 2020).

**Analysis and discussion**

The current section entails the analysis of collected data, the analysis consists of two parts. First section assesses the reliability and validity of the constructs through utilization of measurement model assessment by executing the PLS-algorithm function of PLS. The second section of the analysis investigates the relationship significance between constructs of the framework through utilization of bootstrapping method of PLS.

**Measurement model assessment**

The measurement model assessment of PLS examines the constructs’ reliability and validity through utilization of PLS algorithm based on Cronbach alpha, composite reliability and average variance extracted (AVE). The value for Cronbach alpha and composite reliability must remain higher than 0.07 for minimum acceptable range, the value higher than 0.80 presents good reliability, the value higher than 0.90 presents excellent reliability. The AVE must remain higher than 0.50 for acceptable reliability as per suggested criteria (Hair, Risher, Sarstedt, & Ringle, 2019). The table 1 presents the construct reliability based on alpha, CR and AVE.

**Table 1:**

<table>
<thead>
<tr>
<th>S#</th>
<th>Constructs</th>
<th>Cronbach alpha</th>
<th>Composite Reliability</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SI</td>
<td>0.803</td>
<td>0.871</td>
<td>0.632</td>
</tr>
<tr>
<td>2</td>
<td>ST</td>
<td>0.792</td>
<td>0.854</td>
<td>0.563</td>
</tr>
<tr>
<td>3</td>
<td>TS</td>
<td>0.937</td>
<td>0.960</td>
<td>0.888</td>
</tr>
<tr>
<td>4</td>
<td>arch</td>
<td>0.903</td>
<td>0.954</td>
<td>0.912</td>
</tr>
</tbody>
</table>

Note: Services Innovation (SI), Sustainable tourism (ST), Tourist satisfaction (TS), Architecture (arch)
The above stated figures satisfy the reliability conditions of all constructs. The Cronbach alpha, and composite reliability for all constructs found to be higher than 0.70 that meets the suggested criteria. The AVE found to higher than cutoff point 0.50, hence all the constructs fulfill the reliability test and further process to examine discriminant validity and SEM can be carried out.

**Discriminant validity**

The discriminant validity is required to be examined to check the correlation between constructs. The discriminant validity is assessed through utilization of PLS-algorithm. The square root of AVE must remain higher than the correlation value of remaining constructs. The intersectional value of each construct should remain higher than other values in the same column (Fornell & Larcker, 1981). The table 2 presents the discriminant validity.

<table>
<thead>
<tr>
<th>Constructs</th>
<th>SI</th>
<th>ST</th>
<th>TS</th>
<th>arch</th>
</tr>
</thead>
<tbody>
<tr>
<td>SI</td>
<td>0.795</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ST</td>
<td>0.461</td>
<td>0.750</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TS</td>
<td>0.378</td>
<td>0.460</td>
<td>0.942</td>
<td></td>
</tr>
<tr>
<td>Arch</td>
<td>0.437</td>
<td>0.484</td>
<td>0.675</td>
<td>0.955</td>
</tr>
</tbody>
</table>

Note: Services Innovation (SI), Sustainable tourism (ST), Tourist satisfaction (TS), Architecture (arch)

**Measurement model:** The figure 2 demonstrates the measurement model drawn from PLS.

**Figure 2:** Measurement model: Note: Services Innovation (SI), Sustainable tourism (ST), Tourist satisfaction (TS), Architecture (arch)

**Structural Equation Model**
The SEM feature of Smart-PLS investigates the relationship significance between the constructs of the framework. The relationship is tested on the base of $\beta$, t-value and p-value. The $\beta$ shows the direction of relationship, t-value shows the significance of the relationship and p-value shows the error margin. The t-value must remain higher than 1.96 for acceptability, and the p-value must remain lower than 0.05 for acceptability because error margin in social sciences is considered at 5% as per suggested criteria by (Hair et al., 2019).

The research framework has three direct hypotheses to be examined and two moderating hypotheses to be tested for moderation effect. The first section entails the assessment of direct relationship, and second section discusses the moderating role.

Direct hypotheses testing

Table 3 presents the results of direct hypotheses

<table>
<thead>
<tr>
<th>S#</th>
<th>Hypotheses</th>
<th>Original Sample</th>
<th>t-value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>arch$\rightarrow$ST</td>
<td>0.290</td>
<td>3.376</td>
<td>0.001</td>
</tr>
<tr>
<td>2</td>
<td>SI$\rightarrow$ST</td>
<td>0.226</td>
<td>3.333</td>
<td>0.001</td>
</tr>
<tr>
<td>3</td>
<td>TS$\rightarrow$ST</td>
<td>0.200</td>
<td>2.334</td>
<td>0.020</td>
</tr>
</tbody>
</table>

Note: Services Innovation (SI), Sustainable tourism (ST), Tourist satisfaction (TS), Architecture (arch)

The hypothesis H1 investigates the relationship between architecture and sustainable tourism at floating markets of Song khlong.

The relationship is examined on the base of ($\beta = 0.290$, t-value = 3.376, p-value = 0.001), that shows that relationship is significance and accepted the hypothesis on statistical grounds.

The hypothesis H2 investigates the relationship between services innovation at floating markets of Song Khlong Thailand to predict the sustainable tourism. The results revealed that ($\beta = 0.226$, t-value = 3.333, p-value = 0.001), that shows that relationship is significance and accepted the hypothesis on statistical grounds.

The hypothesis H3 investigates the relationship between tourist satisfaction at floating markets of Song Khlong Thailand to predict the sustainable tourism. The results revealed that ($\beta = 0.200$, t-value = 2.334, p-value = 0.020), that shows that relationship is significance and accepted the hypothesis on statistical grounds.

Structural Equation Model: The figure 3 demonstrate the SEM model extracted from PLS
Figure 3: Measurement model: Note: Services Innovation (SI), Sustainable tourism (ST), Tourist satisfaction (TS), Architecture (arch)

Moderation Effect

This section investigates the moderating effect of tourism satisfaction between exogenous and endogenous constructs of the study. The table 4 presents the moderation effect of tourism satisfaction.

Table 4:

<table>
<thead>
<tr>
<th>S#</th>
<th>Hypotheses</th>
<th>Original Sample</th>
<th>t-value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>arch*TS→ST</td>
<td>0.093</td>
<td>1.493</td>
<td>0.136</td>
</tr>
<tr>
<td>2</td>
<td>SI*TS→ST</td>
<td>0.194</td>
<td>3.205</td>
<td>0.001</td>
</tr>
</tbody>
</table>

Note: Services Innovation (SI), Sustainable tourism (ST), Tourist satisfaction (TS), Architecture (arch)

The hypothesis H4 examines the moderation effect of tourist satisfaction between architecture and sustainable tourism in Song Khlong floating markets. The results revealed that (β = 0.093, t-value = 1.493, p-value = 0.136), that shows that relationship is significance and accepted the hypothesis on statistical grounds.

The hypothesis H5 examines the moderation effect of tourist satisfaction between services innovation and sustainable tourism in Song Khlong floating markets. The results revealed
that ($\beta = 0.194$, $t$-value $= 3.205$, $p$-value $= 0.001$), that shows that relationship is significance and accepted the hypothesis on statistical grounds.

**Conclusion**

The prime concern of the present research effort was to explain the sustainable tourism at Song Khlong floating market, Thailand. The Song Khlong has gone through number of developments under government innovative initiatives to attract the tourism in the town. The researcher focused on the architecture at floating markets, and service innovation that carried-out in specific way that bring benefits to the country buy improving well-being and financial strength. The sustainable tourism influenced by tourist satisfaction, architecture and services innovation at Song Klong floating markets Thailand. The study found that architecture, services innovation and tourist satisfaction influence sustainable tourism significantly, the study also reported significant moderation role of tourist satisfaction between services innovation and sustainable tourism, but no moderation was observed between architecture and sustainable tourism. The study suggests on the base of findings of the study that services provided at the tourist spot must be innovative, cost effective and quality based to gain the sustainable tourism. The architecture should be traditional based modern to attract the visitors around the world. The satisfaction of tourist plays important role and satisfaction largely based on the services being provided. The sustainable tourism is need for time and initiatives must be taken at tourists spots to reduce the pollution and to increase the protective environmental steps.

**References**


Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics: Sage Publications Sage CA: Los Angeles, CA.


