

Emergence of Cannabis Commercialization: Tourists' Perceptions Toward Destinations and Future Revisit Intention

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Given the rise of cannabis commercialization, understanding its impact on tourists' revisit intentions is crucial. This study, grounded in the Theory of Planned Behavior and incorporating variables like perceived attractiveness and risk, focuses on Phuket, Thailand. Analyzing data from 385 respondents using R (*Lavaan*) and Structural Equation Modeling, the results indicate that perceived attractiveness ($\beta = 0.225$) and subjective norms ($\beta = -0.191$) significantly influence revisit intentions. These findings provide insights for destination managers, emphasizing the need to address perceptions and implement effective marketing strategies to leverage cannabis tourism sustainably. To enhance cannabis tourism appeal, managers should offer educational tours about cultivation, wellness retreats with cannabis-infused treatments, and events celebrating cannabis culture. Furthermore, it is vital to communicate functional values, such as health benefits, through various channels, including traditional media like television and online platforms such as YouTube, to accurately inform and educate tourists about the benefits and proper usage of cannabis products.

Key words: Cannabis tourism; Perceived attractiveness; Risk perception; Theory of Planned Behavior; Cannabis legalization

Introduction

The removal of cannabis from Thailand's Category 5 narcotics list in June 2022 marked a historic moment, making the country the first in Asia to legalize cannabis. The decriminalization allows cannabis cultivation for medical use and the production of cannabis products, such as oils and tinctures, to be used by authorized medical practitioners and patients (Charoenwisedsil et al., 2023).

This transformation has opened new entrepreneurial opportunities within the tourism industry, echoing trends seen in Canada. Furthermore, research suggests that the decriminalization of cannabis holds promise as a potential remedy for challenges facing the tourism sector, as highlighted by Bonny-Noach and Horsky (2023).

Thailand also implemented a significant policy change aimed at facilitating medical access to cannabis while attracting tourists through the

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promotion of cannabis-infused products and wellness treatments within legal frameworks. However, recreational use of cannabis remains illegal. Cannabis commercialization generally refers to the legal framework that allows the production, sale, and distribution of cannabis products (Shi & Liang, 2020). However, the new policy and regulations remain ambiguous, leading to various interpretations and causing confusion among both tourists and locals. As a result of this unclear policy, many cannabis-related businesses have emerged, some of which comply with the legal framework while others do not fully adhere to it. Nevertheless, the Tourism Authority of Thailand (TAT) has issued clear guidelines for international tourists, advising against the recreational consumption of cannabis (TAT Newsroom, 2022). Despite this guidance, the decriminalization policy has led to a surge in cannabis-related businesses, making cannabis widely accessible to tourists throughout Thailand, especially in popular tourist destinations like Phuket (Bonny-Noach & Horsky, 2023). Given the rapid pace of this transition, tourists' perceptions and behavioral intentions remain unknown, presenting an opportunity for the current study.

Phuket, renowned as a leading tourist destination, has witnessed a rapid rise in cannabis commercialization, with over 380 cannabis-related establishments identified within nine months of cannabis decriminalization, as of March 2023 (Phucharoen et al., 2023). The destination has long solidified its reputation, attracting both domestic and international tourists. Phuket's appeal extends beyond its tourism amenities; it is marketed for its diverse cultural heritage, historical significance, recreational activities, stunning beaches, Indigenous cuisine, and plentiful natural attractions (TAT, 2020). As a result, cannabis activities and businesses are also publicly promoted. Consequently, Phuket serves as an ideal case study for evaluating the impact of cannabis commercialization on tourism.

Literature on cannabis has largely concentrated on its medicinal properties and health benefits (Russo et al., 2007). For instance, Jugl et al. (2021) reviewed 198 studies on cannabis' medical applications, highlighting its therapeutic benefits. Recent years have seen a broader legalization of cannabis for both recreational and medical use (Dupej & Nepal, 2021; Keul & Eisenhauer, 2019). Studies

have examined the impacts of cannabis legalization on residents' attitudes toward cannabis tourism (Kang, 2019; Kang & Lee, 2018), tourist motivations (Taylor, 2019; Wen et al., 2018), and destination effects (Kang et al., 2016; Newman et al., 2021), as well as risk perceptions among consumers (Uriely & Belhassen, 2006). However, there remains a gap in understanding how cannabis legalization influences tourists' perceptions and behavioral intentions toward destinations integrating cannabis experiences. This study addresses a significant gap in the literature regarding cannabis tourism, particularly in the unique context of Thailand. While research has been conducted in countries like Canada and the US, the Thai environment presents distinct cultural, legal, and economic factors that influence tourists' perceptions and behaviors. For instance, Thailand's recent legalization of cannabis marks a departure from traditional norms, creating a unique landscape for exploration.

Moreover, previous studies on cannabis have primarily focused on European countries (e.g., Austria, Britain, Spain) and North America (e.g., US, Canada) (Wen et al., 2023), often overlooking how local customs and regulatory frameworks shape tourist experiences and intentions in Southeast Asia. Thus, this research aims to provide new insights into how tourists perceive cannabis commercialization in Thailand and how these perceptions influence their intentions to revisit. By examining these dynamics, the study contributes to a deeper understanding of cannabis tourism in non-Western contexts and informs destination management strategies tailored to the unique Thai market. The findings provide valuable insights for tourism authorities, destination management organizations (DMOs), and stakeholders in cannabis-related ventures. By leveraging these insights, stakeholders can refine strategies, optimize resources, and develop policies to enhance the appeal of cannabis tourism while effectively managing potential challenges.

Literature Review

Cannabis Decriminalization in Thailand

In 2022, the Thai government implemented a significant policy shift by removing cannabis from Thailand's Category 5 narcotics list. This historic

move made Thailand the first country in Asia to decriminalize cannabis. The primary objective of this policy change was to capitalize on the medicinal and health benefits of cannabis (Charoenwisetsil et al., 2023). However, the unregulated recreational use of cannabis in Thailand has resulted in increased consumption and its associated impacts (Sommano et al., 2022; Zinboonyahgoon et al., 2021). Although cannabis cultivation and trade are permitted by law, smoking cannabis in public places, such as schools and shopping malls, remains prohibited. There is confusion surrounding the official tourist guidelines for cannabis consumption, with some suggesting restrictions on recreational use without specifying the context, while others highlight legal penalties for public recreational smoking (Medical Cannabis Institute, 2023; TAT Newsroom, 2022). This lack of clarity regarding consumption locations, along with the widespread commercialization and availability of cannabis across the country (Bonny-Noach & Horsky, 2023), has led to confusion among both locals and tourists.

Specifically in Phuket, the study by Phucharoen et al. (2023) revealed a notable increase in cannabis entrepreneurs. They found that there were more than 389 cannabis-related establishments including stores, souvenir shops, restaurants, and nightclubs. Furthermore, the study found that these cannabis establishments were predominantly located near attractions and hotels, as evident in Figure 1. This aligns with Veilleux's (2024) study, which highlighted the rapid expansion of cannabis tourism,

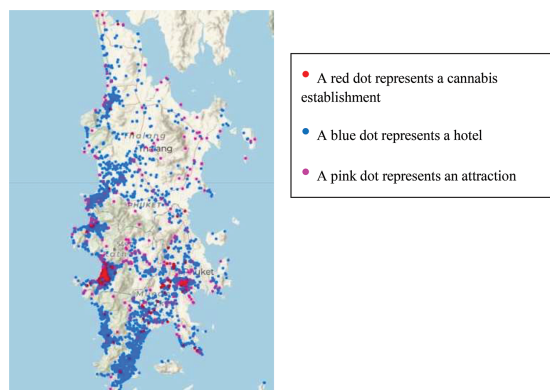


Figure 1. Distribution of cannabis establishments in Phuket (adopted from Phucharoen et al., 2023).

particularly in tourism-heavy areas, despite legal constraints and government efforts to discourage recreational cannabis use. Market-driven actors have capitalized on this emerging economic opportunity, tailoring their offerings to meet consumer demand, enabling cannabis tourism to grow independently.

The emergence of commercial cannabis extends beyond its physical proximity to tourist areas, as online platforms like Google Maps enable tourists to easily locate cannabis-related businesses and indirectly promote their services. This accessibility appears to facilitate tourists' access to these establishments and influence their reasons for consuming cannabis. Additionally, Wen et al. (2018) highlighted that the ease of access to commercial cannabis plays a significant role in shaping cannabis-oriented tourists' decisions to revisit destinations associated with cannabis tourism.

It is important to clarify that the perceptions explored in this research refer to the perceptions of general tourists, rather than cannabis-oriented tourists specifically. Despite the widespread availability of these establishments, particularly in tourist destinations like Phuket, they could potentially influence tourists' perceptions of the destination. However, there is limited understanding of how this transition is perceived by general tourists, which could impact their future behavioral intentions. Hence, it is crucial to examine the perceptions of general tourists who may not actively seek out cannabis-related experiences and assess how these perceptions influence their future revisit intentions.

Cannabis Tourism

Previously, the concept of cannabis tourism was situated within the broader context of drug tourism, where the consumption and use of cannabis products were regarded as illegal, illegitimate, and socially condemned (Uriely & Belhassen, 2005). Steinmetz (2017) noted that at least 1,200 terms are used to describe cannabis, including marijuana, hashish, weed, pot, and others.

Several scholars have defined the term "cannabis tourism." For instance, Taylor (2019) defined it as "a particular emerging type of tourism whereby visitors purchase with the intent to consume cannabis products while temporarily traveling away from one's normal place of work or residence"

(p. 443). Cannabis consumption among tourists is driven by various motivations (Wen et al., 2018) and influenced by the broader normalization of cannabis use in societies (Belhassen et al., 2007). Typically, medicinal cannabis is prescribed to alleviate medical symptoms, while recreational cannabis is used for its psychoactive effects (Alcohol and Drug Foundation, 2024). Recreational cannabis users may consume it in various forms for pleasure, including experiencing an altered state of mind, happiness, and improved social interactions. Despite traditional perceptions of recreational cannabis use as deviant behavior in many societies (Uriely & Belhassen, 2005), cannabis tourism has experienced rapid growth due to the legalization of cannabis in numerous jurisdictions worldwide.

In the US, the cannabis consumption market has grown to approximately US\$25 billion annually (Charlebois et al., 2020). This trend is also observed in countries such as Canada, South Africa, and Georgia (Rasera et al., 2021). However, the expansion of cannabis tourism is significantly influenced by the legal framework of each destination. Some countries, like Australia, are implementing measures to tighten regulations to prevent cannabis from becoming a prominent tourist attraction (Y. Liu & Stronczak, 2022). In the Asian context, the normalization of cannabis consumption is less common compared to Western destinations, primarily due to differing legal regulations. Although several locations have legalized cannabis consumption, its acceptance in tourism remains limited.

As the policies on legalizing and regulating cannabis gain momentum on a global scale, the general public's views and overall awareness of this subject matter are transforming as well. There is a rapid worldwide shift from demonizing cannabis to understanding, accepting, and using the plant for medical, industrial, and recreational purposes. This societal transformation has created numerous business opportunities as well as legal and operational challenges for the hospitality and tourism industry (Kang et al., 2016). In this context, the characteristics of the emerging cannabis tourism market represent another significant area of study (Kang et al., 2019). Previous studies have highlighted that the motivations and perspectives of cannabis tourists are central themes in cannabis tourism literature (Kang & Lee, 2021; Taylor, 2019; Wen et al., 2018).

For instance, Wen et al. (2018) explored the factors motivating Chinese outbound tourists to Amsterdam to engage in cannabis use. They identified three key factors: enthusiasm, recreation, and curiosity.

Through this extensive literature review, key themes in cannabis tourism research were identified, including: (a) residents' attitudes toward the development of cannabis tourism (e.g., Kang & McGrady, 2020; McGrady & Kang, 2022), (b) tourists' motivations (e.g., Kang et al., 2016), (c) preferences of cannabis-oriented tourists (e.g., Kang et al., 2019; Meepprom et al., 2023), and (d) the economic and social impacts of cannabis legalization (e.g., Newman et al., 2021; Phucharoen et al., 2023). This review highlights the need for further investigation into how general tourists, not just specific cannabis-oriented tourists, perceive the emergence of cannabis commercialization in destinations and its impact on their future behavioral intentions.

Tourists' Perceptions of Destinations

A considerable body of literature explores tourists' perceptions of destinations, examining various attributes that impact their experiences and future intentions (e.g., Dedeoglu et al., 2018; Vittersø et al., 2017). These attributes, often referred to as environmental characteristics, are primarily perceived by tourists during their travels and can significantly influence their behaviors and future intentions (Kamenidou et al., 2009). Several studies emphasize that these characteristics play a crucial role in shaping tourists' perceptions, contributing to the development of the destination's image and influencing travelers' decision-making, destination choices, and future behavior (Dai et al., 2022; Machado Carvalho, 2022). For example, Jebbouri et al. (2022) highlighted that an individual's beliefs and perceptions about a particular environment or setting affect the development of the destination image.

Additionally, Qu et al. (2011) noted that a destination's overall image plays a crucial role as a mediator between brand associations and future visitor behavior. This view is supported by Coban (2012), who emphasized that a positive destination image fosters trust and enhances tourists' satisfaction. Understanding how tourists perceive and interact with their environment is essential, as it profoundly impacts their overall experience and

satisfaction with the destination. Therefore, examining these factors can help researchers and practitioners better anticipate tourists' behaviors and future intentions, leading to more effective destination management and marketing strategies.

In Phuket, the focus of this study, cannabis commercialization was unprecedented until its legalization. As a result, little is known about how the emergence of such businesses impacts tourists' perceptions of the destination and their intentions to revisit. A prior study by Liang et al. (2023), which focused on cannabis-oriented tourists, found that motivations such as the perceived attractiveness of cannabis commercialization and perceived risk contribute to the formation of a pretravel destination image and influence tourists' intention to visit for cannabis tourism in Canada. While this study provides insights into the motivations of cannabis-oriented tourists, it primarily addresses pretravel perceptions and does not explore how these perceptions, influenced by actual experiences, impact revisit intention. This gap is crucial, as revisit intention is a key factor for sustainable tourism. Therefore, this study extends Liang et al.'s work by examining how two aspects of perception—attraction and perceived risk—in cannabis-commercialized destinations like Phuket influence general tourists' intention to revisit.

Attractiveness

Mayo and Jarvis (1981) defined destination attractiveness as “the comparative significance of individual benefits and the perceived capability of the destination to fulfill these individual benefits” (p. 201). Formica and Uysal (2006) further emphasized that a destination's attractiveness is shaped by the interplay between the availability of its attractions and the perceived importance of these attractions. Numerous studies have delved into the attributes that tourists deem important when assessing destination attractiveness. For instance, Middleton (1989) explored three specific attributes related to destination attractiveness: facilities, venue prices, and transportation networks. However, the findings revealed that these attributes accounted for only a small proportion of overall destination attractiveness. Subsequent studies have consistently examined various factors contributing

to destination attractiveness, including historical and cultural sites, nightlife, dining options, outdoor activities, and the natural environment (Gartner, 1994). Other factors such as scenery, cultural attractions, cleanliness, peacefulness of the environment, quality of accommodation and facilities, family-friendly amenities, safety, entertainment offerings, and recreational opportunities have also been identified as significant contributors to destination attractiveness (H. Kim, 1998).

In the context of this study, the emergence of cannabis-related businesses in the destination is presumed to enhance perceptions of its attractiveness. For example, Meeprom et al. (2023) highlighted that the recent legalization of cannabis-infused products provides tourists with an opportunity to experience something novel and different. Therefore, it can be argued that the rise of cannabis commercialization in Phuket influences tourists' perceptions of the destination's attractiveness. However, this specific aspect of destination attractiveness remains underexplored, presenting an opportunity for further investigation. Recognizing and comprehending the key attributes that contribute to tourists' perceptions of the destination's ability to deliver individual benefits, particularly in terms of attractiveness, is crucial. Such insights can be valuable for decision-making in planning, marketing, and devising appropriate resource allocation strategies.

Perceived Risk

In a broader context, risk perceptions entail individuals' subjective assessments of the likelihood of encountering unfavorable outcomes (Neuburger & Egger, 2021). Risk factors have the potential to impact various aspects, including financial, social, environmental, health, and safety considerations across different levels of strategic, organizational, and project domains (M. J. Kim et al., 2020). In the context of tourism, perceived risk involves the uncertainty tourists associate with potential negative outcomes of their travels (Tseng & Wang, 2016). Tourists gauge the uncertainty surrounding tourism activities and their outcomes, forming judgments about potential risks and uncertainties during their trips (J. Liu & Gao, 2008). Perceived risks tend to increase in tandem with the level of uncertainty, with international travel presenting

numerous uncertainties, such as concerns related to hygiene, transportation, cultural differences, safety, and language barriers. Tourists typically develop perceptions of risk based on these uncertainties before embarking on their trips. Existing literature suggests that when tourists perceive risks associated with a particular destination, it can negatively impact their travel decisions and intentions to revisit (Hasan et al., 2017; Tavitiyaman & Qu, 2013).

According to Cui et al. (2016), risk perception in tourism experiences can be categorized into three distinct perspectives:

1. Tourists' subjective feelings regarding the potential negative consequences or impacts that may occur during travel. These subjective factors influencing tourism risk perception can be further categorized into two main groups: demographic variables (e.g., age, gender, and education level) and individual cognitive abilities (e.g., personality traits, emotional states, and outlooks on travel experiences).
2. Tourists' objective evaluations of the potential negative consequences or impacts that may occur during travel, encompassing various dimensions, including physical risk, economic risk, equipment risk, social risk, psychological risk, time risk, and opportunity loss.
3. Tourists' cognitive assessment of exceeding the threshold level of negative consequences or impacts that may occur during travel.

This study primarily focuses on objective factors influencing tourism safety perceptions, which encompass the social and natural environment of tourist destinations and the security status of various elements such as food, accommodation, transportation, shopping, and entertainment during the travel process (Yueksel & Yueksel, 2007). Yordam Dağıstan et al. (2023) highlighted that perceived risk significantly affects both perceptions of safety and travel intentions.

In the realm of cannabis tourism, several studies highlight traditional perceptions of cannabis, which are frequently linked to risks and social challenges (Wen et al., 2023). For example, Charlebois et al. (2020) conducted a study assessing consumer perceptions regarding legalization, food safety, and the perceived risks of cannabis products. Their findings

indicate that consumers generally express concerns about the potential social impacts and inherent risks associated with cannabis consumption.

This apprehension is particularly relevant for tourists, who may perceive heightened risks associated with cannabis commercialization. Factors such as potential psychological effects and the deviant behavior of recreational users can exacerbate these concerns, leading to hesitancy in engaging with cannabis-related activities. As a result, tourists may be more cautious about their interactions with cannabis products and the environments in which they are consumed, potentially influencing their intentions to revisit destinations where cannabis is prevalent (Alcohol and Drug Foundation, 2024). Therefore, understanding these perceptions of risk is crucial for effectively managing and marketing cannabis tourism.

Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) is a psychological theory that elucidates the psychological phenomena underlying human behavioral intentions (Ajzen, 1991). The TPB model has been widely used in the literature to explain consumer behavior in various contexts, such as the adoption of smartcards or artificial intelligence to make financial investments (Belanche et al., 2019), the adoption of self-service technologies (Lien et al., 2021), and mobile payments (Flavian et al., 2020).

TPB asserts that individuals' attitudes toward a behavior, subjective norms, and perceived behavioral control are significantly influenced by their beliefs about the behavior, social norms, and their ability to perform the behavior, respectively (Radic et al., 2022). Unlike other theories, such as the Theory of Reasoned Action, TPB incorporates both volitional (behavioral belief–attitude toward the behavior and normative belief–subjective norm) and nonvolitional (control belief–perceived behavioral control) dimensions (Ajzen, 1991; Lam & Hsu, 2004). Integrating this nonvolitional dimension is believed to significantly enhance the theory's predictive power for intention and behavior, particularly in situations where individuals have limited control over their intentions and behaviors (Han & Kim, 2010). In the TPB, Ajzen (1991) described that attitude toward a behavior reflects

an individual's evaluation of performing a specific behavior. Subjective norm refers to the perception of the opinions of significant others, such as friends, parents, relatives, and colleagues, regarding the behavior. Perceived behavioral control relates to an individual's confidence in their ability to carry out a specific behavior.

In the context of tourism, researchers have applied the TPB to examine various aspects of tourist behavior. For example, Meng and Cui (2020) conducted a study to investigate tourists' intentions to revisit home-based accommodations by augmenting the TPB model with additional constructs. They empirically demonstrated that the extended TPB model outperformed the original TPB model in terms of predictive power. Their findings indicated that experiencescape, perceived value, and memorability positively influence the intention to revisit home-based accommodations. Additionally, Yamada and Fu (2012) utilized the TPB to investigate factors influencing museum visits. They found that beliefs about positive outcomes, such as learning and socialization, significantly influence individuals' decisions to visit museums.

Based on this comprehensive literature review, the present study is grounded in the TPB, which captures the unique dynamics of this emerging market. While the application of TPB in tourism research is well-documented, extending it to cannabis tourism is essential due to the distinct cultural, legal, and social dimensions surrounding cannabis use. Therefore, this study utilizes the original TPB model and extends it by incorporating additional variables that represent tourist perceptions.

In this context, the study hypothesizes that attitudes toward cannabis commercialization influence tourists' intentions to revisit destinations. Specifically, perceptions of cannabis culture and its integration into the local tourism experience are expected to impact tourists' future revisit intentions. Furthermore, subjective norms, or the influence of social circles' views on cannabis use, are likely to affect tourists' likelihood of returning to destinations where cannabis-related activities are available. Additionally, perceived behavioral control, referring to tourists' perceptions of their ability to engage with cannabis-related activities, is hypothesized to impact revisit intentions. Thus, the study proposes that attitudes, subjective norms, and

perceived behavioral control interact to shape tourists' decisions and influence their future intention to revisit cannabis-commercialized destinations.

Additionally, the relationship between perceived attractiveness and perceived risk must be clearly articulated within the TPB framework. Perceived attractiveness, such as the appeal of unique cannabis experiences, is expected to positively influence revisit intentions, while perceived risk—related to safety, legality, and social acceptance—is anticipated to negatively impact tourists' confidence and reduce their likelihood of returning.

Therefore, it is imperative to explore how perceived risk and perceived attractiveness interact with the core TPB constructs (Abbasi et al., 2021). This integration can enhance the accuracy and explanatory power of the TPB in predicting tourists' intentions and behaviors (Zhao & Liu, 2023). Understanding these dynamics will provide deeper insights into tourist behavior in cannabis tourism and contribute to more effective destination marketing strategies that address both the opportunities and challenges posed by cannabis commercialization.

Methodology

Data Collection

Participants were selected using purposive sampling to ensure diverse representation in terms of gender and nationality. The selection focused specifically on tourists who had encountered cannabis-related elements during their visit. An on-site questionnaire survey was administered at key tourist attractions, such as Patong and Phuket Old Town, where cannabis-related shops, businesses, and activities are prevalent. Participants were chosen based on whether they had directly interacted with cannabis-related activities, such as visiting cannabis shops or engaging in cannabis-related services, or if they had simply observed cannabis-related activities or businesses. To identify these participants, a targeted approach was used, focusing on those who had encountered cannabis-related shops or activities in popular areas known for cannabis commercialization. This approach ensured that only individuals with meaningful exposure to cannabis commercialization were included in the survey.

To confirm their exposure, participants responded to a series of self-reported screening questions in the survey regarding their encounters with cannabis shops and participation in cannabis-related activities (e.g., “Were you aware of cannabis commercialization during your visit to Phuket?” and “Have you encountered any cannabis shops during your visit to Phuket?”). By collecting data in areas with high visibility of cannabis-related businesses, the study aimed to enhance the validity of participants’ responses, ensuring that their experiences accurately reflected the influence of cannabis commercialization on their perceptions and intentions.

Initially, 402 questionnaires were collected; however, after meticulous data screening, 17 were excluded due to respondents failing attention checks or leaving the survey incomplete. Further data cleaning procedures, including the removal of outliers, were conducted to enhance data quality. Consequently, the final dataset included 385 respondents ($N = 385$) who met the criteria and were deemed suitable for comprehensive analysis.

Data Analysis

The study utilized the statistical software R (*Lavaan*) to analyze data from validated questionnaires and explore relationships. Structural Equation Modeling (SEM) followed Anderson and Gerbing’s (1988) two-step approach. Initially, Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were employed to validate measurement scales and assess the representation of underlying dimensions and items. Subsequently, a structural model was developed to evaluate a conceptual framework encompassing two main constructs. The first construct includes tourists’ perceptions, which comprise attractiveness and risk perception. The second construct focuses on influential factors in planned travel, including subjective norms, perceived behavioral control, and attitude toward cannabis consumption. Both constructs were examined in relation to their impact on future revisit intentions. Model adequacy was assessed using goodness-of-fit tests, including normed chi-square (χ^2/df), root mean square error of approximation (RMSEA), comparative fit index (CFI), and Tucker–Lewis index (TLI).

The tourists’ perceived attractiveness toward cannabis offers on the destination was evaluated with

six items adapted from Blomstervik and Olsen (2022). Risk perception was measured using three items adapted from Majeed and Ramkissoon (2020). Influential factors in planned travel comprised three components: three items assessing subjective norms, two items evaluating perceived behavioral control, and four items assessing attitude toward cannabis consumption adapted from Ajzen (1991). Future revisit intention was rated with three items adapted from Blomstervik and Olsen (2022). The specific measurement items are presented below in Tables 3 and 4. Participants rated each measure on a 7-point Likert scale (1 = *strongly disagree* to 7 = *strongly agree*). Additionally, attitude toward cannabis was measured using 7-point bipolar scales. Demographic information was collected at the end of the survey. Three tourism scholars reviewed the measurement items to ensure their suitability and relevance to the study objectives. Following this, a pilot test involving 30 international tourists was conducted to assess the questionnaire’s reliability, validity, and usability. Some measurement items were refined slightly to improve the clarity of the questions.

Findings

The demographic profiles of the respondents (Table 1) show a balanced gender ratio, with 53.30% male, 44.98% female, and 1.82% choosing not to specify. The majority (61.10%) were aged 20–30 years old, followed by 21.32% in the 31–40 age group. In terms of educational levels, the majority indicated themselves holding a bachelor’s degree with 50.70%. The sample included a diverse range of nationalities, with Europeans comprising the largest group (54.08%), followed by Asians (28.86%), North Americans (6.50%), and Oceanians (5.46%). Smaller proportions were from Africa, South America, and the Middle East.

Regarding visiting patterns, a significant portion of respondents (48.88%) visited Phuket with friends, while a considerable number also visited with their spouse or partner (22.62%), with their family (13.78%), or alone (13.78%). Additionally, 67.86% visited Phuket for the first time. Leisure emerged as the primary reason for their travel among respondents, with a substantial majority (79.56%).

Investigating the factors influencing respondents’ choices of travel to Phuket, three key factors

Table 1
Respondents' Profile, Visiting Pattern, and Motivation

Profile Category and Visiting Patterns	Frequency (%) (N = 385)
Gender	
Female	173 (44.98%)
Male	205 (53.30%)
Prefer not to specify	7 (1.82%)
Age	
Less than 20 years old	24 (6.24%)
20–30 years old	235 (61.10%)
31–40 years old	82 (21.32%)
41–50 years old	18 (4.68%)
51–60 years old	21 (5.46%)
61 years old and above	5 (1.30%)
Nationality	
European	208 (54.08%)
Asian	111 (28.86%)
North American	25 (6.50%)
Oceania	21 (5.46%)
African	8 (2.08%)
South American	5 (1.30%)
Middle Eastern	7 (1.82%)
Education	
High school or equivalent	73 (18.98%)
Associate degree	51 (13.26%)
Bachelor's degree	195 (50.70%)
Master's degree or higher	66 (17.16%)
Employment	
Business owner	78 (20.28%)
Administrative officer	55 (14.30%)
Student	69 (17.94%)
Freelance	69 (17.94%)
Government officer	22 (5.72%)
Unemployed	14 (3.64%)
Others	78 (20.28%)
Monthly income (US\$)	
1,000 or less	62 (16.12%)
1,001–2,000	86 (22.36%)
2,001–3,000	77 (20.02%)
3,001–4,000	39 (10.14%)
4,001–5,000	39 (10.14%)
5,001 or higher	2 (1.32%)
Accompanying	
Alone	53 (13.78%)
With friends	188 (48.88%)
With spouse/partner	87 (22.62%)
With family/relatives	53 (13.78%)
With an organized tour/group	4 (1.04%)
Prior visiting experience	
No	261 (76.86%)
Yes	124 (32.24%)
Purpose of visiting	
Leisure	306 (79.56%)
Business	16 (4.16%)
Visiting relatives/friends	51 (13.26%)
Others	12 (3.12%)

(continued)

Table 1 (Continued)

Profile Category and Visiting Patterns	Frequency (%) (N = 385)
Influential factors	
Ease of accessibility	135 (35.10%)
A variety of accommodations	108 (28.08%)
A variety of activities	201 (52.26%)
Value for money	167 (43.42%)
Local friendliness	155 (40.30%)
Safety and security	102 (26.52%)
Cannabis legalization	49 (12.74%)
Beaches/natural attractions	313 (81.38%)
Cultural attractions	169 (43.94%)
Others	19 (4.94%)

emerged prominently from the data analysis. The majority (81.38%) identified beaches and natural attractions as the primary influence in their destination selection. Additionally, a substantial proportion (52.26%) highlighted the importance of having a diverse array of activities available at the destination, which plays a crucial role in attracting travelers. Cultural attractions also emerged as a significant factor, with 43.94% selecting Phuket for its richness in cultural experiences and historical significance. In the context of cannabis-related factors, 12.74% of respondents stated that cannabis tourism was a reason for their visit.

Regarding cannabis consumption experiences among respondents, as presented in Table 2, 43.94% reported having consumed cannabis, while 56.16% had never used it. Among those who reported cannabis consumption, the frequency varied significantly: 28.67% consumed cannabis once a year, 17.86% consumed it two–three times annually, 10.81% consumed it four–five times a year, and 44.18% reported consuming it more than five times annually. The primary motivations for consumption were recreational use (69.09%), curiosity (18.33%), medical reasons (6.58%), and social prestige (6.11%).

When assessing normality, skewness values ranged from -1.432 to 0.834 , and kurtosis values ranged from -1.361 to 2.012 , all falling within acceptable ranges [skewness between -3 and 3 , as suggested by Brown (2015), and kurtosis below 10 , as suggested by Kline (2011)], indicating a normal distribution of the data. Furthermore, various procedural measures were implemented during the design and administration of the questionnaire to

Table 2
Cannabis Consumption Experience

	Frequency (%) (<i>N</i> = 385)
Cannabis consumption experience	
No, I have never consumed	169 (43.94%)
Yes, I have consumed	216 (56.16%)
Frequency of cannabis consumption a year	
Once a year	61 (28.67%)
2–3 times	38 (1.86%)
4–5 times	23 (10.81%)
More than 5 times	94 (44.18%)
Primary reason for consumption	
Medical	14 (6.58%)
Recreational	147 (69.09%)
Curious	3 (18.33%)
Social prestige	13 (6.11%)
Others	3 (1.41%)

prevent common method bias (CMB) from influencing the results. This included using both procedural (ex-ante) and statistical (ex-post) controls to mitigate potential distortions. Procedurally, the study provided clear instructions for respondents, maintained anonymity, and incorporated both positively and negatively worded items to reduce response biases (Pace, 2010). On the statistical side, Harman's single factor test was performed, showing that a single factor explained 34.08% of the total variance. This indicates that method bias is not a significant issue, as the variance is below the recommended threshold of 50%, as suggested by Eichhorn (2014).

To evaluate the goodness-of-fit of the measurement model encompassing all constructs, confirmatory factor analysis (CFA) was conducted. As detailed in Tables 3 and 4, the overall model exhibited satisfactory fit indices [$\chi^2(104) = 180.05$, $\chi^2/df = 1.73$, RMSEA = 0.044, CFI = 0.986, TLI = 0.980]. Standardized factor loadings and average variance extracted (AVE) values for each construct were examined to assess convergent validity, all exceeding the recommended threshold of 0.50 (Hair et al., 2010). Furthermore, all AVE values surpassed the squared correlation coefficients between respective interconstructs, indicating discriminant reliability (Fornell & Larcker, 1981). Composite reliability (CR) and Cronbach's alpha values for all constructs ranged from 0.82 to

0.95, surpassing the minimum criterion of 0.70, ensuring strong internal consistency across the constructs.

The structural model demonstrated a satisfactory fit, with the following values: $\chi^2(156) = 252.07$, $\chi^2/df = 1.62$, RMSEA = 0.040, CFI = 0.986, TLI = 0.982. The findings elucidated how future revisit intention (FI) is influenced within the emerging cannabis commercialization landscape. Perceived Attractiveness (PA) exhibited a significant positive relationship with FI ($\beta = 0.225$, $p = 0.009$), indicating that increased perceptions of attractiveness regarding cannabis-related offerings corresponded to a heightened intention among individuals to revisit destinations involved in cannabis tourism. Conversely, subjective norms (SN) ($\beta = -0.191$, $p = 0.008$) displayed a negative relationship with FI, suggesting that stronger perceived social norms associated with cannabis consumption could diminish the inclination to revisit such destinations.

However, perceived risk (PR) ($\beta = 0.145$, $p = 0.051$), perceived behavioral control (BC) ($\beta = -0.125$, $p = 0.088$), and attitude towards cannabis (AT) ($\beta = -0.011$, $p = 0.895$) did not exhibit significant relationships with FI, as their p values exceeded the significance threshold ($p < 0.05$). This indicates that these factors may not strongly influence individuals' future revisit intentions in destinations where cannabis commercialization is present (see Fig. 2).

Furthermore, considering cultural influences, particularly the distinctions between Asian and non-Asian perspectives, is crucial for understanding the dynamics of cannabis tourism. The findings, derived from SEM, demonstrate a satisfactory fit for the structural models which representing both Asian [$\chi^2(174) = 258.14$, $\chi^2/df = 1.49$, RMSEA = 0.066, CFI = 0.961, TLI = 0.953] and non-Asian [$\chi^2(174) = 382.79$, $\chi^2/df = 2.20$, RMSEA = 0.066, CFI = 0.957, TLI = 0.948] perspectives. As presented in Figure 3, the results from the perspectives of Asian tourists notably indicate that attitudes toward cannabis commercialization (AT) have a positive and statistically significant effect ($\beta = 0.340$, $p = 0.032$). This suggests that a favorable attitude toward cannabis commercialization significantly increases the likelihood of revisiting the destination.

Table 3
Factor Loadings of Measurement Scales

Scale Items	Factor Loadings	Mean (SD)
Perceived attractiveness (AVE: 0.70, CR: 0.93, α: 0.93)		
I find Phuket’s transition towards cannabis commercialization creates a sense of excitement and curiosity for me as a tourist.	0.84	4.53 (1.84)
I perceive cannabis-related activities and businesses in Phuket as contributing to my overall novelty experience.	0.86	4.51 (1.80)
I perceive the presence of cannabis-related offerings enhances the overall appeal of Phuket.	0.84	4.57 (1.80)
I find Phuket more attractive due to the emergence of cannabis commercialization.	0.85	4.10 (1.84)
I find cannabis commercialization enhances the desirability of Phuket for me.	0.81	4.09 (1.81)
I perceive Phuket as more appealing because of the cannabis-related activities and businesses.	0.83	4.00 (1.77)
Risk perception (AVE: 0.75, CR: 0.90, α: 0.87)		
I worry about the potential negative effects of cannabis commercialization on my overall experience in Phuket.	0.89	3.74 (2.08)
I perceive having cannabis-related activities and businesses in Phuket increases my perception of risk.	0.83	3.76 (1.87)
Cannabis commercialization in Phuket raises my concerns about personal safety and security.	0.88	3.67 (1.98)
Subjective norms (AVE: 0.85, CR: 0.94, α: 0.88)		
Most people who are important to me think I should not involve with any cannabis products or activities when traveling.	0.92	4.65 (2.01)
Most people who are important to me would want me not to involve with any cannabis products or activities when traveling.	0.93	4.61 (2.06)
People whose opinions I value would not prefer that I involve with any cannabis products or activities when traveling.	0.91	4.65 (1.97)
Perceived behavioral control (AVE: 0.70, CR: 0.82, α: 0.82)		
I am confident that if I want, I can involve with any cannabis products or activities when traveling.	0.78	4.85 (1.97)
I have resources, time, and opportunities to involve with any cannabis products or activities when traveling.	0.89	4.45 (1.97)
Attitude toward a behavior (AVE: 0.81, CR: 0.95, α: 0.90)		
For me, involving with any cannabis products or activities when traveling is Bad (1)–Good (7).	0.96	3.42 (1.99)
For me, involving with any cannabis products or activities when traveling is Foolish (1)–Wise (7).	0.84	3.20 (1.77)
For me, involving with any cannabis products or activities is Unpleasant (1)–Pleasant (7).	0.95	3.51 (2.03)
For me, involving with any cannabis products or activities is Harmful (1)–Beneficial (7).	0.85	3.38 (1.87)
Future behavioral intention (AVE: 0.58, CR: 0.81, α: 0.88)		
I will return Phuket as soon as possible.	0.81	4.83 (1.77)
I am likely to prioritize revisiting Phuket over others in the future.	0.78	4.58 (1.74)
I feel a strong inclination to revisit Phuket to explore more of what it has to offer.	0.70	5.03 (1.58)

Note. All paths are significant. AVE = average variance extracted, CR = composite reliability, α = Cronbach’s alpha.

Table 4
Reliability of Measurement Scales

Discriminant Validity	PA	PR	SN	AT	BC	FI
Perceived attractiveness (PA)	1					
Perceived risk (PR)	<i>0.53(0.28)</i>	1				
Subjective norms (SN)	<i>0.59(0.35)</i>	<i>0.70(0.49)</i>	1			
Attitude toward cannabis consumption (AT)	<i>0.79(0.62)</i>	<i>0.64(0.41)</i>	<i>0.70(0.49)</i>	1		
Perceived behavioral control (BC)	<i>0.52(0.27)</i>	<i>0.55(0.30)</i>	<i>0.40(0.16)</i>	<i>0.57(0.32)</i>	1	
Future revisit intention (FI)	<i>0.23(0.05)</i>	<i>0.04(0.01)</i>	<i>0.21(0.04)</i>	<i>0.18(0.03)</i>	<i>0.13(0.01)</i>	1
AVE	0.70	0.75	0.85	0.81	0.70	0.58

Note. The squared correlation coefficients are shown in italic- along the diagonal; all correlations are presented in the lower left triangle. All correlations are significant.

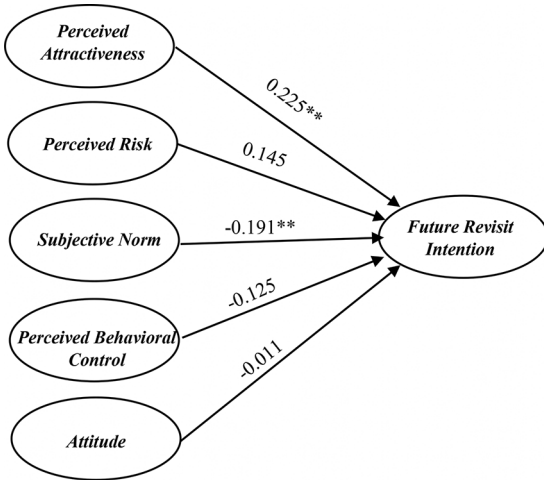


Figure 2. Estimation of structural model. ** $p < 0.01$.

In contrast, the results provide insights into the factors influencing future revisit intentions (FI) for non-Asian tourists regarding destinations that incorporate cannabis commercialization. Perceived attractiveness (PA) has a positive and statistically significant effect on revisit intention ($\beta = 0.257, p = 0.015$), indicating that the more attractive a destination is perceived to be, the higher the likelihood of revisiting. Conversely, subjective norms (SN) exhibited a strong negative and significant impact on revisit intention ($\beta = -0.282, p < 0.001$), suggesting that social pressures or expectations against

cannabis consumption may diminish the likelihood of returning.

Discussion

This study aims to provide a comprehensive understanding of the aspects of cannabis commercialization that influence tourists' intentions to revisit destinations. This research is particularly pertinent in Thailand, where cannabis has recently been legalized, raising questions about whether this legalization will be beneficial for the destination.

Grounded in the TPB, this study extends its scope by incorporating additional variables, such as perceived attractiveness and perceived risk, related to cannabis commercialization in Phuket, Thailand. The research findings indicate that perceived attractiveness and subjective norms regarding cannabis commercialization significantly influence future revisit intentions for destinations integrated with cannabis landscapes, surpassing other constructs examined in the study.

The findings of this study provide valuable insights into the implications of cannabis commercialization, particularly amid ongoing global discussions and debates surrounding the legalization of cannabis in various countries. Within the tourism landscape, the study underscores that cannabis-related activities and offerings positively influence tourists' perceived attractiveness of destinations,

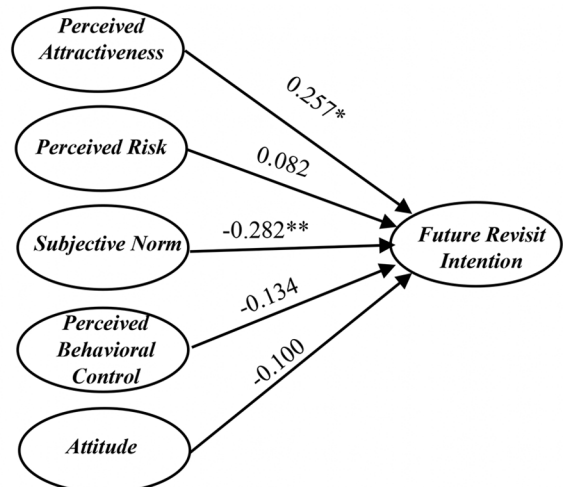
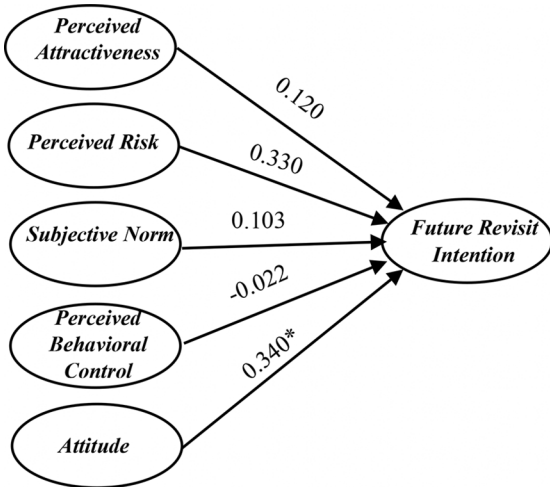


Figure 3. Estimation of structural models for Asian and non-Asian perspectives. * $p < 0.05$, ** $p < 0.01$.

thereby potentially increasing future revisit intentions. However, subjective norms regarding cannabis have a contrasting effect, exerting a negative influence on future revisit intentions. This suggests that individuals are less inclined to revisit destinations where significant others in their lives discourage visiting places where cannabis products are available. Furthermore, the study emphasizes the substantial influence of cultural factors in shaping tourist behaviors and perceptions. For Asian tourists, their attitudes toward cannabis consumption and commercialization are critical determinants of their intentions to revisit these destinations.

Therefore, this study carries significant implications for destination managers and policymakers involved in tourism and cannabis regulation. It underscores the potential benefits of integrating cannabis-related activities to enhance tourist attraction and revisit intentions. However, it also highlights the importance of addressing societal norms and perceptions surrounding cannabis, as these can impact visitor behavior and destination choices. By understanding and managing these factors effectively, destinations can better capitalize on emerging trends in cannabis tourism while navigating potential social and regulatory challenges.

Theoretical Implications

This study offers significant theoretical insights into how tourists perceive commercially available cannabis in destinations where cannabis tourism is not traditionally established. The results of the present study significantly enrich the existing literature on cannabis tourism, affirming the notion that cannabis tourism has the potential to enhance destination attractiveness. The findings indicate that perceived attractiveness from cannabis commercialization has a significant impact on the revisit intention of international tourists to Phuket ($\beta = 0.225$). It was identified as the most robust predictor influencing tourists' intentions to revisit. Previous research underscores the significance of the perceived attractiveness of a destination or its specific attributes as a crucial factor in attracting visitors (Krešić & Prebežac, 2011). Such perceptions not only motivate visitors and encourage them to revisit or extend their stay but also enhance the competitive advantage of the tourism destination

(Ji & Yang, 2022). For example, prior research (e.g., Charlebois et al., 2020; Meeprom et al., 2023) has shown that young adults often pursue prestige, recognition, and social interaction through the consumption of innovative and novel products, including cannabis-infused food items. In the context of cannabis tourism, the study by Olarn and Chen (2022) emphasized that the legalization of cannabis products is viewed as a potential economic stimulus for the Thai economy, despite the ongoing prohibition of recreational use. This alignment with previous research underscores the broader economic and social implications of cannabis tourism, highlighting its role in driving destination appeal and economic growth.

Contrary to conventional perceptions of cannabis consumption, which are often associated with risks and social issues (Wen et al., 2023), its use has been linked to significant physical, psychological, and social consequences due to the substances' potentially addictive chemical properties (Caiata-Zufferey, 2012; Uriely & Belhassen, 2006). However, the findings of this study illustrate that destinations integrating cannabis tourism can provide unique contexts. Previous studies have found that commercially available cannabis can serve as an attraction, drawing people to specific locations due to the accessibility of legal or illegal products and related services (Vladez & Sifanek, 1997). This aligns with research conducted by Wen and Qi (2020), who interviewed Chinese tourists engaged in cannabis tourism. Their study emphasized that individuals were motivated by curiosity and a desire for a unique life experience. In the study, they pointed out that while most interviewees felt guilt about consuming cannabis, this guilt did not deter them from considering cannabis tourism. Instead, it appeared to motivate them to participate despite their conflicted feelings. Perceived attractiveness may entice many tourists from countries (e.g., China) where cannabis consumption is strictly prohibited. Additionally, several studies have highlighted that using cannabis while on holiday can offer a sense of freedom and liberation unique to the destination, distinct from one's home environment (Wen et al., 2018; Ying et al., 2019). Furthermore, Uriely and Belhassen (2005) found that tourists often perceive cannabis consumption or activities as incidental to their travel experience,

and they may only become aware of the accessibility of cannabis after arriving at a particular destination. In this regard, cannabis commercialization can be seen as another type of tourist activity that enhances the variety of experiences available at the destination, potentially increasing tourists' inclination to revisit and explore more of what the destination has to offer.

This study also provides empirical evidence identifying subjective norms as a significant barrier to engagement in cannabis tourism, thereby enhancing understanding of the social factors influencing travel intentions. Previous studies (e.g., Ajzen & Fishbein, 1970; Hasan et al., 2020; Quintal et al., 2015) have underscored the significance of subjective norms in shaping behavioral intentions, particularly in marketing and tourism context. These studies suggest that tourists' destination choices are influenced by social pressures from significant others who may either support or discourage their decisions to visit specific places. In addition, the negative relationship observed in this study ($\beta = -0.191$) between subjective norms and future revisit intention suggests that there is a prevailing negative perception toward cannabis products or offerings. This perception can lead tourists to perceive social pressure against visiting destinations where cannabis-related activities are available, thereby reducing their likelihood of choosing such destinations for future visits. This underscores the importance of social influences in shaping travel behaviors related to cannabis tourism. The findings in this study align with research conducted by Smith (2022), which concluded that social factors can influence individuals' decisions to use or abstain from drugs. Based on these results, it is implicitly suggested that subjective norms or social pressures can also impact tourists' destination choices. In the context of destinations where cannabis is commercially available, negative subjective norms toward cannabis may directly influence tourists' decisions not to revisit those destinations.

Additionally, the study offers new insights into the relationship between risk perception, and attitude toward cannabis consumption by revealing that these factors do not significantly influence future revisit intention where cannabis commercialization is present. This finding suggests that engagement in cannabis-related activities is largely viewed as

a matter of individual choice, thereby reducing the influence of perceived risks and personal attitudes on the decision to revisit. While traditional tourism studies suggest that perceived risks typically lead to decreased revisit intentions (e.g., Allameh et al., 2015; Hasan et al., 2017), this study's results challenge these conventional assumptions. It underscores the critical role of individual preferences and autonomy in engaging with cannabis commercialization, rather than being deterred by perceived risk. Furthermore, even if tourists opt not to participate in cannabis-related activities, they can still enjoy other attractions at the destination.

Practical Implications

The study offers significant practical implications for destinations seeking to gain a competitive advantage from commercially available cannabis. First, emphasizing the perceived attractiveness of cannabis commercialization can effectively enhance tourists' intentions to revisit these destinations. By strategically integrating cannabis-related activities with other key attractions, destinations can create a diversified tourism offering that appeals to a broader range of visitors. This approach includes promoting educational tours that inform tourists about cannabis cultivation and production processes, providing them with a deeper understanding of the product and its cultural significance. Additionally, wellness retreats featuring cannabis-infused treatments can attract health-conscious tourists looking for unique and holistic experiences. Organizing events or festivals that celebrate cannabis culture—such as food and music festivals or art exhibitions—can further engage visitors and create a vibrant atmosphere that showcases local talent and creativity.

By highlighting these diverse offerings, destinations can not only encourage repeat tourism but also attract new visitors, thereby boosting local economies and fostering community engagement. Ultimately, the strategic promotion of cannabis-related activities can help destinations position themselves as innovative and appealing choices in the competitive tourism market.

Second, the study underscores the critical role of subjective norms in shaping tourists' destination choices. Negative perceptions surrounding cannabis consumption can significantly deter

tourists from revisiting destinations where cannabis is integrated into the tourism experience. To counteract these perceptions, it is recommended that destinations craft targeted marketing messages emphasize the positive aspects of cannabis, such as its medicinal and recreational benefits. For instance, destination managers should focus on conveying functional values, such as health benefits. Additionally, effective communication is crucial; destination managers and government bodies should convey these potential benefits to the public through various channels, including traditional media like television and online platforms such as YouTube. This approach not only disseminates reliable information but also provides opportunities to educate tourists about the potential health benefits and proper usage of cannabis products. By launching educational campaigns and creating engaging promotional materials, destinations can effectively reshape public attitudes and build a more favorable view of cannabis tourism. This proactive approach can help mitigate negative biases and attract more visitors to cannabis-integrated destinations.

Furthermore, destination management organizations (DMOs) and policymakers should proactively implement regulations to promote the responsible and well-supervised use of cannabis. By establishing certification programs for cannabis establishments and enforcing robust regulatory frameworks, destinations can enhance credibility and reassure tourists about the safety and legality of cannabis-related activities. Issuing official certificates and maintaining high standards will address potential concerns and build trust among visitors and their influencers (Wang et al., 2020). These strategic measures will not only attract new visitors but also ensure the long-term sustainability and positive reputation of cannabis-related tourism initiatives, creating a compelling and responsible tourism offering that resonates with diverse audiences.

Conclusion

In recent years, the prevalence and legalization of cannabis commercialization across many countries have sparked ongoing debates about its potential impact on tourism. Scholars argue that integrating cannabis into tourism offerings can yield substantial economic benefits (Olarin & Chen,

2022). However, contrasting viewpoints highlight concerns about addiction and adverse psychological effects associated with cannabis consumption (Alcohol and Drug Foundation, 2024; Caiata-Zufferey, 2012; Uriely & Belhassen, 2006; Wen et al., 2023). While previous research on cannabis tourism has predominantly focused on Western and European contexts, such as Colorado, Canada, and Amsterdam (Bonny-Noach & Horsky, 2022; Kang et al., 2016; Wen et al., 2018), there remains a significant gap in understanding its implications within an Asian context.

In response, this study is set in Phuket, Thailand, marking the region as a pioneering example in Asia where cannabis legalization has been embraced. It aims to explore how factors from the TPB (subjective norms, perceived behavioral control, and attitude toward cannabis consumption), along with perceived attractiveness and risk perception, influence tourists' intentions to revisit destinations that integrate cannabis tourism alongside traditional attractions.

The findings underscore that tourists' decisions to revisit destinations with cannabis offerings are significantly influenced by perceived attractiveness and subjective norms, whereas factors such as perceived behavioral control, attitude toward cannabis consumption, and risk perception show no significant impact. These results are crucial for stakeholders, highlighting the potential of cannabis to shape future travel intentions.

Therefore, strategic marketing that emphasizes the benefits of cannabis alongside traditional attractions can diversify destination activities and foster a greater desire for exploration. Implementing mechanisms such as certification programs for cannabis establishments can enhance trust and reassure visitors of responsible oversight, thereby positioning destinations to leverage cannabis tourism for sustainable economic growth.

Limitations and Future Research Suggestions

This study acknowledges several limitations that warrant consideration. First, its focus on a single setting, Phuket, Thailand, limits the generalizability of findings to other cultural and geographical contexts where cannabis tourism may operate differently. Second, the use of a cross-sectional research design

restricts the ability to establish causal relationships between variables. Moving forward, longitudinal studies are essential to observe how perceptions and intentions evolve over time in response to cannabis commercialization in tourism contexts.

For future research directions, it is recommended to conduct comparative studies across various settings beyond Phuket to explore how cultural nuances and regulatory frameworks influence tourists' perceptions and revisit intentions regarding cannabis tourism. Longitudinal research would provide insights into the sustainability and long-term impacts of cannabis tourism on destination attractiveness and visitor behavior. Additionally, qualitative exploration could complement quantitative findings by capturing tourists' subjective experiences and motivations related to cannabis tourism. Investigating the socioeconomic impacts on local communities and assessing different regulatory approaches are also crucial for understanding how cannabis tourism can be managed effectively while maximizing benefits and minimizing potential drawbacks for destinations and their residents.

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