

Thailand's Tourist Destination Image and Their Intentions to Re
visit



An Independent Study Submitted in Partial Fulfillment of the
Requirements

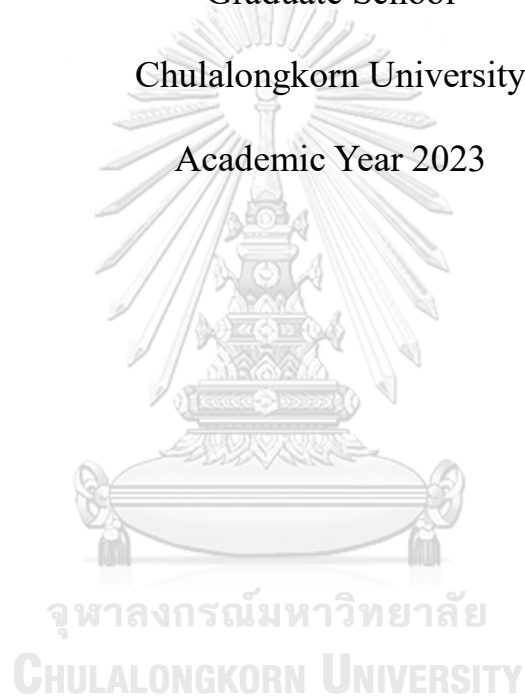
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การวิจัยเรื่องการรับรู้ของนักท่องเที่ยวจีนเกี่ยวกับภาพลักษณ์ของจุดหมาย
ปลายทางทางการท่องเที่ยวในประเทศไทยและความตั้งใจที่จะกลับมาอีก



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Independent Study Title Thailand's Tourist Destination Image and Their Intentions to Revisit
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จูนิน มู่ :

การวิจัยเรื่องการรับรู้ของนักท่องเที่ยวจีนเกี่ยวกับภาพลักษณ์ของจุดหมายปลายทาง
การท่องเที่ยวในประเทศไทยและความตั้งใจที่จะกลับมาอีก .

(Thailand's Tourist Destination Image and Their Intentions to Revisit)

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การขยายตัวที่แข็งแกร่งของการท่องเที่ยวทั่วโลก ประกอบกับบทบาทสำคัญของเทคโนโลยีสมัยใหม่ ทำให้การแข่งขันในตลาดการท่องเที่ยวรุนแรงขึ้น ภูมิทัศน์ที่มีการเปลี่ยนแปลงตลอดเวลา กระตุ้นให้ประเทศต่างๆ ให้ความสำคัญกับการพัฒนาการท่องเที่ยวและการสร้างภาพลักษณ์ของจุดหมายปลายทางในเชิงบวก ภาพลักษณ์ที่แข็งแกร่งและน่าดึงดูดถือเป็นสิ่งสำคัญ ไม่เพียงแต่ดึงดูดนักท่องเที่ยวเท่านั้น แต่ยังเพิ่มความได้เปรียบทางการแข่งขันของจุดหมายปลายทางอีกด้วย ทั้งจริงแล้ว รูปภาพจุดหมายปลายทางที่ดีสามารถยกระดับการรับรู้ของผู้มาเยือน เพิ่มความพึงพอใจ และเพิ่มโอกาสที่จะกลับมาอีก ในบริบทของเศรษฐกิจที่พุ่งสูงขึ้นของจีนและมาตรฐานการครองชีพที่สูงขึ้น ความต้องการการท่องเที่ยวชาวออกของพลเมืองจีนก็เพิ่มสูงขึ้น ส่งผลให้กลายเป็นรากฐานสำคัญในการพัฒนาการท่องเที่ยวทั่วโลก ประเทศไทย ทัศนคติเมื่อดูงามในมณฑลการท่องเที่ยวของเอเชียตะวันออกเฉียงใต้ สาขาวิชา เอเชียตะวันออกเฉียงใต้ศึกษา ลายมือชื่อนิสิต

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The robust expansion of global tourism, compounded by the pivotal role of modern technology, has intensified competition within the tourism market. This dynamic landscape has prompted nations to focus keenly on the development of tourism and the cultivation of a positive destination image. A strong, appealing image is crucial—it not only draws tourists but also amplifies the destination's competitive edge. Indeed, a favorable destination image can enhance visitors' perceptions, boost their satisfaction, and increase their likelihood to return. In the context of China's soaring economy and rising living standards, the appetite for outbound tourism among Chinese citizens has surged, propelling it to become a cornerstone for tourism development worldwide. Thailand, a gem in Southeast Asia's tourism crown, continues to attract an ever-growing number of Chinese visitors. Given this trend, a thorough exploration of how Chinese tourists perceive Thailand and their subsequent intentions to revisit is not only timely but also of significant importance.

The research first reviews and summarizes the literature on the destination image and revisit intention in tourism. Based on the relevant literature and theoretical insights, coupled with the cognitive-affective system, a model is constructed to examine the impact of Thailand's destination image on tourist satisfaction and revisit intention. Data were collected through a survey of 103 questionnaires, and an analysis was conducted on the destination image and revisit intention. The findings indicate that Chinese tourists exhibit overall high satisfaction with tourism in Thailand, and their experiences generally meet expectations. Thailand's strengths lie in its cuisine, service attitude, and value for money, although there is room for improvement in areas such as transportation and hygiene. Differences were observed in the focus areas among tourists from different
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Signature

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1 Introduction

1.1 Research Background

1.1.1 *Development of Thailand's Tourism Economy*

Thailand's tourism industry started in the 1960s, developed in the 1970s, and entered a golden age in the 1980s, when in 1982 it surpassed rice for the first time in terms of foreign exchange earning capacity. Despite the setback from the May 1992 incident, the industry displayed remarkable resilience, swiftly rebounding to sustain its role as a leading earner of foreign exchange. The aftermath of the 1997 financial crisis further underscored the sector's importance in bolstering Thailand's economic stability.

The number of tourists visiting Thailand swelled from 80,000 in 1960 to over 10 million in the early 2000s, reflecting the country's escalating appeal as a global destination. The foreign exchange generated from tourism has been instrumental in fueling Thailand's industrial development and modernization efforts, easing the capital constraints faced by the developing nation.

Tourism in Thailand offers an array of resources catering to a diverse set of preferences, from its rich natural landscapes and cultural heritage to its vibrant festivals, solidifying its status as a premier tourist hotspot. Between 2014 and 2019, tourism receipts accounted for 13.8% to 19.9% of Thailand's total exports, according to the World Bank, underscoring the industry's significant economic contribution, including job creation and investment opportunities.

Nevertheless, the tourism sector's robust growth trajectory is not impervious to disruptions. The advent of the COVID-19 pandemic in 2020 exemplified this vulnerability, as the contagion's rapid spread had profound impacts on Thai society and its economic fabric. In response to the COVID-19 outbreak, the Thai government implemented restrictions on the entry of foreign tourists starting from April. Consequently, the number of tourists remained at zero for consecutive months, dealing a significant blow to the tourism industry in Thailand.

1.1.2 *Current situation of Chinese tourists traveling to Thailand*

The rapid growth of the Chinese economy and the expanding middle class have empowered more Chinese citizens to engage in international tourism. Supportive policies from the Chinese government and measures to facilitate travel have further encouraged a growing number of people to travel abroad. The "Belt and Road" initiative, aimed at strengthening cooperation and connectivity with other countries, has provided additional opportunities for Chinese tourists to explore Asia and beyond. As one of the world's largest outbound tourism markets, the number of Chinese outbound tourists and their expenditure continued to rise before 2020. According to statistics released by the World Tourism Organization in 2019, China's outbound tourism reached 155 million people, with a total expenditure of 255 billion USD, ranking first globally in both categories. China has become a major player in outbound tourism, gradually increasing its involvement in the global tourism industry,

particularly benefiting countries in proximity, with Thailand being one of the beneficiaries.

Following China's announcement of reopening on January 8, 2023, Chinese tourists returned to Thailand for tourism earlier than expected. The Economic and Business Research Center (EIC) of Kasikornbank adjusted its estimate for the number of foreign tourists visiting Thailand in 2023 from 28 million to around 30 million. According to the "Big Data Report on Outbound Tourism in the First Half of 2023" released by the China Tourism Academy (Data Center of the Ministry of Culture and Tourism), excluding Hong Kong, Macao, and Taiwan, 20.11% of mainland Chinese tourists chose to travel abroad. Among them, over 60% of outbound tourists were distributed in the Asia-Pacific region, with Thailand being the most popular destination at 16.24%. Thailand remains a primary choice for Chinese tourists traveling abroad.



1.2 Research Objectives

Examine Association Between Image Perception and Revisit Intentions: Explore the correlation between Chinese tourists' perception of Thailand's tourist destinations and their willingness to revisit, determining the extent of this association.

Identify Influencing Factors: Analyze the factors that impact Chinese tourists' image perception of Thai tourist destinations. Highlight the major determinants shaping their perceptions and influencing their decisions regarding revisit intentions.

Evaluate Experiences and Revisit Intentions: Investigate how Chinese tourists' experiences in Thailand affect their inclination to revisit. Determine if satisfactory travel experiences positively impact their willingness to revisit and ascertain the pivotal factors influencing this decision.

Recommendations for Enhancing Revisit Intentions: Propose strategies to bolster Chinese tourists' intentions to revisit by enhancing Thailand's tourism destination image and attractiveness. Offer actionable insights to improve satisfaction levels and encourage repeat visits while promoting sustainable development in Thailand's tourism industry.

1.3 Research Questions

- a. Is there an association between image perception of Thailand's tourist destinations and Chinese tourists' intention to revisit? If so, what is the extent of this association?
- b. What factors influence Chinese tourists' image perception of Thai tourist destinations? What factors play a major role?
- c. How do Chinese tourists' experiences in Thailand affect their willingness to revisit? Does a satisfactory travel experience increase their willingness to revisit? What are the factors that influence Chinese tourists' willingness to revisit Thailand? What factors play a decisive role?
- d. What can be done to increase Chinese tourists' revisit intentions by improving the

image and attractiveness of Thailand's tourism destinations? How can the satisfaction and revisit intentions of Chinese tourists be increased while promoting the sustainable development of Thailand's tourism industry?

By answering these research questions, the relationship between Chinese tourists' Image Perception of Thailand's Tourist Destinations and their Intention to Revisit will be explored in depth, factors affecting these relationships will be revealed, and practical and feasible recommendations for Thailand's tourism industry will be provided to achieve a more sustainable development.

1.4 Research Significance

The study on Chinese tourists' perception of Thailand's tourist destination image and their intentions to revisit holds significant theoretical implications. Firstly, it contributes to supplementing and enriching relevant theoretical frameworks on tourism behavior and consumer decision-making. By gaining a deeper understanding of how Chinese tourists from diverse cultural backgrounds perceive and approach Thailand as a tourist destination, it provides a more nuanced cognitive model and decision-making mechanism for cross-cultural tourism behavior theories, thus expanding the theoretical applicability.

Secondly, this research aids in further extending and refining theories related to the shaping of tourism destination image and the formation of intentions to revisit. The findings contribute to the enrichment of the multi-dimensional composition of

destination image, revealing the impact mechanisms of different dimensions on the intentions to revisit. This, in turn, offers new theoretical models and empirical support for destination image management and the maintenance of tourist loyalty.

Studying the perception of Chinese tourists towards the destination image of Thailand and their intentions to revisit holds significant practical implications. Firstly, this research brings numerous benefits to the tourist destinations. The findings can assist Thailand and other destinations in gaining a more accurate understanding of their strengths and weaknesses, identifying areas for improvement, and making targeted enhancements. Each attraction can tailor its offerings to provide personalized experiences, while various travel agencies and hotels can enhance their facilities and services based on the research. Delivering high-quality services will elevate customer satisfaction, resulting in increased repeat visits, thereby enhancing Thailand's competitiveness and attractiveness. This not only contributes to improving Thailand's overall tourism image and atmosphere but also provides valuable insights for other emerging tourism cities in shaping and managing their destination images.

Secondly, the research holds crucial significance in maintaining customer loyalty and expanding the market. In the fiercely competitive international tourism market, understanding the diverse needs of different tourists to provide differentiated experiences and increase repeat visitation rates is paramount. Tourism departments can use the destination image evaluations and satisfaction survey results from Chinese tourists to identify image gaps and tailor marketing strategies to better align with the

target consumer group. This will not only help stabilize Thailand's Chinese tourist market but also serve as a reference for expanding into other emerging inbound markets.

Lastly, the development of the tourism industry can bring multiple benefits to local residents and communities. Improvements in tourism infrastructure can enhance the living environment, and cultural enrichment activities can contribute to the physical and mental well-being of residents. Interactions with foreign tourists can help broaden the international perspectives of local residents and expose them to diverse cultural influences. These factors collectively contribute to promoting sustainable socio-economic development in the region. Therefore, this research not only enhances the brand image and competitiveness of Thailand and other destinations but also drives sustainable development by meeting tourist needs, benefiting both the tourism destination and local residents.



2 Literature Review

2.1 Destination image

Research on the definition of destination image dates back to 1971, when scholars referred to it as Tourism Image or Destination Image; however, the concept of destination image is still inconsistently understood, and the mechanisms of its formation and change have not been adequately studied (Baloglu & Brinberg, 1997). Hunt defines the image of a tourist destination as the impression people have of

non-residential areas. He elaborates on how the destination image significantly influences the development of tourist destinations, suggesting that the image of a tourist destination falls within the realm of consciousness flow. (HUNT, JOHN DENURE, 1971). Crompton argues that destination image is the sum of perceptions that people have about particular things and behaviors, and it includes beliefs, perceptions, impressions, feelings (Crompton, 1977). Embather and Buttle propose that destination image is a comprehensive evaluation produced by an individual or collective after completing a tourism experience, which includes tourists' tourism perceptions and tourism emotions (Baloglu & Brinberg, 1997). Liao believes that the image of a tourist destination is the sum of the impressions that tourists form about the resources and elements of the destination. (Liao, 2005). Overall, destination image is the overall impression or feeling that tourists have about a destination, and most scholars base their research on the perspective of tourists' subjective perception of the destination and tend to attribute destination image to tourists' subjective feelings.

In the composition of the destination image, Gunn proposed that it consists of indigenous images and induced images(Gunn, 1988). Fakeye and Crompton identified three factors contributing to the destination image: induced image, composite image, and indigenous image. The induced image represents memories and feelings tourists acquire from media or announcements about the tourist destination. The composite image is an integrated perception of the destination formed by tourists' personal

experiences and influences from media or others. The indigenous image refers to tourists' first impressions and perceptions after personally experiencing the tourist destination (Fakeye & Crompton, 1991). Echtner and Ritchie elaborated on destination image from three dimensions. First, attributes and overall perception highlight that tourists' perception of the destination image includes both individual attribute perception and overall perception. Second, function and psychology distinguish between tangible features (function) and abstract features (psychology), where function is relatively easy to measure, and psychology is more challenging to quantify. Third, common and unique aspects refer to tourists' recognition of shared characteristics of the destination and the uniqueness of the destination's features (Echtner & Ritchie, 1993). Building on previous research, Baloglu and McCleary proposed that the destination image is comprised of "cognitive image, affective image, and overall image." They argue that the cognitive image influences the affective image, and together, the cognitive and affective images constitute the overall image (Baloglu & McCleary, 1999).

In the dimensionality categorization of destination image, various perspectives exist regarding the structure and classification of destination image in the literature. However, the predominant trend in current research is to explore it from a cognitive perspective. Mayo proposed that factors such as climate, transportation, and scenery significantly influence the destination image (Mayo & Jarvis, 1981). Beerli and Martin analyzed the perception of destination image primarily from the aspects of natural and

cultural resources, infrastructure, local ambiance, social and environmental factors when evaluating tourism destination image(P.-J. Chen & Kerstetter, 1999). Song Zhanghai suggested that tourism attraction factors, cultural factors, and other relevant elements impact the perception of destination image(Song Zhanghai, 2000). Beerli and Martín classified destination image into nine aspects: natural resources, natural environment, social environment, local ambiance, political economy, general facilities, tourism facilities, recreation and entertainment, and cultural history(Beerli & Martín, 2004). Chen and Tasci divided destination image into tourism environment, natural scenery, and service facilities(C.-F. Chen & Tsai, 2007). Lee proposed that natural resources, cultural heritage, tourism facilities, transportation, dining, accommodation, leisure and entertainment, information services, safety, and hygiene are the main components of destination image(Lee et al., 2010).

2.2 Tourists' intentions to revisit

Revisit intention, derived from "consumer repurchase intention," holds a significant position in the marketing field. Anderson and Sullivan indicated that to leave a lasting impression on new customers and reduce customer conversion costs, businesses need to provide higher-quality products, although this process may pose certain challenges, it is also a significant undertaking(Anderson & Sullivan, 1993). As the tourism industry evolves, scholars increasingly recognize the importance of tourists to a destination and strive to achieve this goal by lowering marketing costs

and increasing market share. Oppermann highlighted the rapid growth in the number of repeat tourists, which can greatly alter the market share of mature tourist destinations. Compared to simply attracting a new visitor, this approach is simpler and more efficient (Oppermann, 1998). Baker and Crompton define revisit intention as the likelihood of tourists engaging in participatory activities by revisiting a tourism destination (Baker & Crompton, 2000). Cole and Scott consider revisit intention a planned behavior, indicating the intention to return to a previously visited tourist destination for another trip (Cole & Scott, 2004). Tosun, on the other hand, views revisit intention as a form of loyalty to the tourist destination (Tosun et al., 2015). Research by Bigne and others concludes that willingness to recommend and willingness to revisit can be two dimensions of revisit intention (Bigne et al., 2001). Cheng and Lu suggest that customer loyalty and behavioral intentions can be used to measure revisit intention (Cheng & Lu, 2013). Some scholars further divide revisit intention into repurchase intention, basic behavior, and derivative behavior.

In terms of influencing factors, the research outcomes are comprehensive both in terms of volume and content, mainly focusing on aspects such as satisfaction, perceived value, and destination image. Gitelson and Crompton identified factors influencing repeat visitation, including the risk of low tourism satisfaction, encountering familiar people and environments, emotional attachment to specific destinations, experiencing previously overlooked aspects, and sharing satisfying experiences with others – a total of five aspects. They asserted that satisfaction is a

necessary condition for tourists to return (Gitelson & Crompton, 1984). Han et al., by exploring the perceptions and behaviors of Muslim tourists toward non-Muslim tourist destinations, defined destination image as comprising overall and affective images. The overall image encompasses aspects such as destination cognition, attitude, enjoyment, expectations, and experiences. Through empirical evidence, they concluded that both affective and overall images are essential conditions for Muslim tourists to revisit and recommend non-Muslim destinations (Han et al., 2019). Petrick et al. studied the positive impact of tourist satisfaction on the intention to revisit, additionally emphasizing the relevance of tourists' past experiences, perceived value, and intention to revisit (Petrick et al., 2001). Baker and Crompton highlighted social interactions as a crucial factor influencing tourists' return to tourist destinations (Baker & Crompton, 2000). Scarpi et al. discovered that place attachment positively influences the intention to revisit (Scarpi et al., 2019).



3 Theoretical Framework

Michel.W and Shoda.Y proposed the cognitive-affective system in 1995. They pointed out that individuals exhibit variations in behavior across different contexts, suggesting that our responses to events are the result of interactions within a complex cognitive-affective system. The interplay between cognition and emotion is emphasized, with cognition considered as the fundamental basis for emotional formation, and emotion seen as an extended manifestation of cognition (Liao, 2005).

McCleary and Baloglu pointed out the "cognitive-affective" system theory of tourism destination image, that is, the image perception of tourism destination includes cognitive image, affective image and overall image, cognitive image is the tourist's qualitative perception of the tourist attraction; affective image is the tourist's emotional perception of the tourist attraction; overall image is the combination of cognitive image and affective image assessed together (Baloglu & McCleary, 1999).

As shown in Figure 1, the first stage of the tourism destination image is the cognitive image, which represents the response outcomes resulting from the processing of distinctive information about the destination based on on-site tourism experiences or previous travel experiences. The second stage of the tourism destination image is the affective image, representing the preferences of tourists towards the destination. Furthermore, the interaction between cognitive and affective images shapes the overall image of the tourism destination.

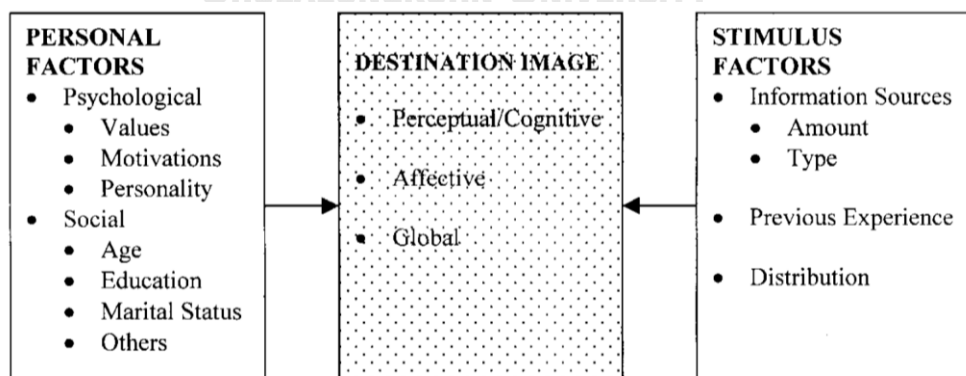


Figure 1. A General Framework of Destination Image Formation

Through the literature review in Chapter Two, it can be concluded that a positive destination image significantly influences tourist satisfaction and also affects their intention to revisit and loyalty. Therefore, based on the summary of relevant literature, a model is constructed as illustrated in Figure 2.

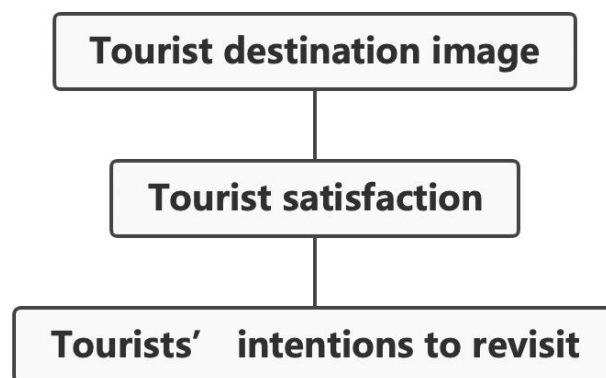


Figure 2. Theoretical Model

4 Research Design and Methodology

4.1 Research approach

Literature Analysis Method: This paper systematically reviews and summarizes the literature on the image of tourist destinations, the intention to revisit, and the theory of cognitive-affective systems by referencing relevant studies. By drawing on the achievements of previous research and considering the specific circumstances of the case study location in this research, the literature is synthesized to provide a more scientific, objective, and persuasive foundation for the analysis process and results of this study.

Questionnaire Survey Method: This study employs a quantitative research design using the questionnaire survey method, combining both structured and unstructured questionnaires. Data from Chinese tourists who have completed their tourism activities are collected through survey questionnaires. Large-scale surveys are conducted either online or on-site to gather quantitative data, exploring tourists' basic information, travel situations, perceptions of the tourist destination image, satisfaction levels, and intentions to revisit.

4.2 Research Design

To conduct a more detailed study on Chinese tourists' perception of Thailand's tourist destination image and their intentions to revisit, the questionnaire design of this research is primarily based on the results of existing relevant studies. It also takes into consideration the actual situation of Thailand's tourist destinations to select appropriate measurement items for the questionnaire. The questionnaire is structured into five main sections.

The first section covers personal information about the tourists, including gender, age, place of residence, and education level, with a total of four questions.

The second section focuses on the tourists' experiences with Thailand tourism, including the frequency of visits, average duration of each visit, and the usual choice of tourism methods in Thailand. This section comprises three questions.

The third section involves the evaluation of tourists' perceptions of the

destination image, including nine questions on Tourist Attractions, Tourism Shopping, Tourism Transportation, Tourism Hygiene, Tourism Services, Tourism Safety, Gastronomic Delights, Cost-Effectiveness (Value for Money), and Overall Impression. The evaluation is conducted using the Likert 5-point scale method, where 1 indicates "strongly disagree," 2 indicates "disagree," 3 indicates "neutral," 4 indicates "agree," and 5 indicates "strongly agree."

The fourth section assesses tourist satisfaction, including two questions on overall satisfaction with the Thai tourism experience and the evaluation of the travel experience compared to expectations. Again, the Likert 5-point scale method is employed, with 1 representing "very dissatisfied," 2 indicating "dissatisfied," 3 indicating "neutral," 4 indicating "satisfied," and 5 indicating "very satisfied."

The fifth section focuses on the assessment of tourists' intentions to revisit, with two questions. The first question explores the willingness to revisit Thailand for tourism, utilizing the Likert 5-point scale method. The second question is an open-ended inquiry asking for the main reasons influencing their decision to revisit Thailand.

4.3 Data Collection

The formal survey for this research was conducted from October 1st to October 30th, 2023. The questionnaire distribution was carried out through an online survey platform, primarily utilizing Questionnaire Star application. The survey links were

disseminated on social media platforms such as WeChat Moments and WeChat groups. To ensure the accuracy and reliability of the questionnaire data, a screening process was implemented before the analysis of results, involving the removal of invalid responses. A total of 116 survey questionnaires were distributed for this study, and after a rigorous screening process, 103 valid responses were obtained. The effective questionnaire response rate was 88.79%.

4.4 Data Analysis

4.4.1 Respondent's Personal Information

This study conducted a statistical analysis of respondents' personal information based on four aspects: gender, age, education level, and place of residence. The specific survey results are detailed in Table 1.

Personal Information	Class	Frequency	Percentage
Gender	Male	46	44.66%
	Female	57	55.34%
Age	Below 18	11	10.68%
	18-30	46	44.66%
	31-40	31	30.10%
	41-50	13	12.62%

	51 and above	2	1.94%
address	East China	21	20.39%
	South China	26	25.24%
	Central China	15	14.56%
	North China	10	9.71%
	Southwest China	22	21.36%
	Northwest China	9	8.74%
Education	Junior High or Below	3	2.91%
	Senior High School	15	14.56%
	Bachelor's Degree	58	56.31%
	Master's Degree or Above	27	26.21%

Table 1. Frequency and Percentage of Respondent's Personal Information

The data drawn from a sample of 103 respondents provides insights into the characteristics of tourists interested in visiting Thailand. Females slightly outnumber males, with 57 female respondents (55.34%) compared to 46 males (44.66%), indicating a balanced gender distribution among potential travelers.

The age demographics show a concentration in the younger cohorts, with individuals aged 18-30 forming the largest group at 44.66%. This is followed by those in the 31-40 age bracket, who make up 30.10% of the sample. Combined, these two age groups represent a significant majority of 74.76%, suggesting that Thailand's

tourism offerings resonate more with a younger audience who may prioritize travel experiences and have the necessary health, vitality, and financial resources to undertake such trips. Interestingly, the data indicates that the majority of respondents are in the prime of their careers, which often brings the disposable income and autonomy required for international travel.

Education level is another key demographic variable, with a significant portion of the sample possessing a bachelor's degree (56.31%) and a considerable number having a master's degree or higher (26.21%). This reflects a trend where educational attainment correlates with travel frequency and destination choice, likely due to the associated higher income levels and a greater awareness of global travel opportunities.

Regionally, the distribution of respondents from South China (25.24%) and Southwest China (21.36%) leads the sample, while East and Central China follow closely. This geographical distribution could be influenced by regional economic conditions, accessibility to international travel facilities, or even cultural factors that make travel to Thailand more appealing to individuals from these regions. North and Northwest China are less represented in the sample, accounting for 9.71% and 8.74% respectively, which could suggest less exposure to or interest in Thailand as a travel destination, or perhaps less direct connectivity to Thailand.

4.4.2 Respondents' Travel Experience in Thailand

This study conducted a statistical analysis on respondents' travel experience in

Thailand, focusing on three aspects: the frequency of traveling to Thailand, the average duration of each trip, and the commonly chosen modes of travel in Thailand.

Detailed survey results can be found in Table 2.

Respondents' Travel Experience in Thailand	Class	Frequency	Percentage
Number of Trips to Thailand	1	61	59.22%
	2	33	32.04%
	3+	10	9.71%
Average Length of Each Stay in Thailand	0-3	7	6.80%
	4-10	82	79.61%
	10+	14	13.59%
Way of Traveling	Joining a tour	19	18.45%
	Individual travel	84	81.55%

Table 2. Frequency and Percentage of Respondents' Travel Experience in Thailand

The statistical data from the survey of 103 individuals regarding their travel experiences in Thailand presents a clear preference and behavior pattern among the respondents. First-time visitors to Thailand form the majority at 59.22%, indicative of a strong interest in the country as a new destination. Those returning for a second visit make up 32.04%, while a smaller group of seasoned travelers, who have visited three

times or more, account for 9.71%.

The length of stay for the majority of these tourists (79.61%) is between 4-10 days, a duration that aligns with the typical leave allowances and fits within common budgetary limitations, making it a practical choice for short-term getaways. A smaller fraction of respondents (13.59%) opts for extended stays of over ten days, suggesting a commitment to deeper exploration of the country, while only 6.80% choose brief visits of 0-3 days, possibly for business or short transit.

When it comes to the mode of travel, a significant 81.55% prefer to travel independently rather than join a tour group (18.45%). This overwhelming preference for independent travel reflects a broader trend facilitated by technological advancements in transportation and the travel industry. These tools empower tourists to customize their trips, handling arrangements for accommodations, transport, and activities, tailoring their experience to personal preferences.

In essence, this data portrays a profile of Chinese tourists as predominantly first or second-time visitors to Thailand, favoring week-long stays, and showing a strong inclination towards organizing their travels independently rather than through tour groups. This pattern underscores the changing dynamics of tourism, where travelers seek autonomy and personalized experiences over structured group itineraries.

4.4.3 *Thailand Destination Image*

This study conducted a statistical analysis of the Thailand Destination Image

across nine aspects: Tourist Attractions, Tourism Shopping, Tourism Transportation, Tourism Hygiene, Tourism Services, Tourism Safety, Gastronomic Delights, Cost-Effectiveness (Value for Money), and Overall Impression. For detailed survey results, refer to Table 3.

Thailand Destination Image	Mean
Tourist Attractions	4.11
Tourism Shopping	4.25
Tourism Transportation	3.97
Tourism Hygiene	4.02
Tourism Services	4.38
Tourism Safety	4.17
Gastronomic Delights	4.42
Cost-Effectiveness (Value for Money)	4.28
Overall Impression	4.33

Table 3. Mean of Thailand Destination Image

Based on the mean scores for respondents' evaluation of various aspects of Thailand's destination image, we can see that: Gastronomic delights received the highest rating (4.42), signifying that tourists hold a highly favorable view of the food and cuisine in Thailand. Tourism services (4.38) and overall impression (4.33) also

garnered remarkably high scores, suggesting a notable level of satisfaction among tourists regarding the services and their overall experiences. Cost-effectiveness (4.28) and shopping (4.25) are recognized as particular strengths within Thailand's tourism offerings. Conversely, transportation (3.97) and hygiene (4.02) received relatively lower scores, hinting at areas that might benefit from improvement. Safety (4.17) and attractions (4.11) achieved medium-high scores, indicating a moderate level of satisfaction in these aspects. In summary, the positive aspects of Thailand's destination image include food, services, value for money, and shopping. However, infrastructure and hygiene emerge as potential areas that require attention and improvement.

4.4.4 Evaluation of Travel Satisfaction

This study conducted a statistical analysis of the Evaluation of Travel Satisfaction, focusing on two aspects: overall satisfaction with the Thailand trip and the assessment of the tourism experiences compared to expectations. Detailed survey results are presented in Table 4.

Evaluation of Travel Satisfaction	Mean
overall satisfaction	4.36
The actual experience of this Thailand trip compared to expectation	4.3

Table 4. Mean of Evaluation of Travel Satisfaction

Based on the mean scores of respondents' evaluation of travel satisfaction: The overall satisfaction with traveling in Thailand is very high, with a mean of 4.36. This indicates most respondents are quite satisfied with their overall experience in Thailand. For the actual experience compared to pre-trip expectation, the mean is 4.3, slightly lower but still fairly high. This suggests the actual trip experience generally met or slightly exceeded tourists' expectations. In conclusion, the satisfaction and experience scores are very positive overall, showing that Chinese tourists are quite happy with their trips to Thailand. The high satisfaction level also implies that Thailand offers tourism experiences that align with Chinese tourists' expectations and needs. These findings demonstrate Thailand's strength as a desirable destination able to satisfy Chinese tourists.



4.4.5 *Revisit intention*

This study analyzes tourists' intention to revisit Thailand from two aspects: the willingness to return and the main factors influencing the decision to revisit Thailand.

Detailed survey results can be found in Table 5.

Variant	Mean
Revisit intention	4.28

Table 5. Mean of Revisit intention

The mean value of the intention to revisit is 4.28, surpassing the midpoint of the scale, which is 3. This indicates that, overall, the sample expresses a positive attitude towards revisiting Thailand. Simultaneously, in the second question of the fifth section, which asked about the reasons influencing tourists' decision to revisit Thailand, an open-ended inquiry yielded meaningful responses from 39 out of 103 respondents. These responses reflected diverse perspectives: 12 respondents emphasized that Thailand's gastronomic delights were a crucial factor influencing their decision to revisit. This underscores the significant role of Thailand's rich and diverse food culture in the minds of tourists. Nine respondents identified Thailand's favorable climate as a key reason for their intention to revisit. Notably, 6 of these respondents were from the North China and Central China regions, indicating that the pleasant climate is a particularly appealing factor for tourists from these regions. 8 respondents highlighted the importance of tourism services as a significant reason for their decision to revisit. Interestingly, when comparing these 8 respondents' satisfaction levels with Thailand's tourism services, all of them selected the highest level of satisfaction, suggesting a strong correlation between service quality and tourists' decision to revisit. 4 respondents mentioned transportation issues in Thailand, particularly referencing traffic congestion. Two of these respondents also raised concerns about irregular taxi fare practices in Thailand, suggesting that these issues

might negatively impact the overall travel experience for tourists. Another 4 respondents linked their decision to revisit Thailand with religious beliefs and making offerings. They expressed that returning to Thailand was motivated by the desire to make offerings and fulfill their prayers, highlighting the influence of religious and cultural aspects on some tourists' decisions to revisit. Notably, 3 respondents expressed concerns about safety issues in Thailand. Considering the apprehensions Chinese tourists hold towards safety in Thailand, including fears of gun violence and scams, it's clear that perceptions are significantly influenced by the media. These concerns are further compounded by the impact of Thailand's gray market industries, which can often operate outside the bounds of strict regulatory oversight, potentially leading to tourist exploitation.

5 Conclusion and Recommendations

5.1 Discussion of Results

This research conducts an empirical study on the relationship between the perception of tourism image and the intention to revisit during the development process of Thailand's tourist destination. Drawing on domestic and international literature, the perceived image of Thailand's tourist destination is categorized into seven aspects: Tourist Attractions, Tourism Shopping, Tourism Transportation, Tourism Hygiene, Tourism Services, Tourism Safety, and Gastronomic Delights. Through questionnaire surveys and result analysis, a significant positive correlation is

found between the overall perception of Chinese tourists towards Thailand's tourist destination image and their intention to revisit. In other words, the better the perception of the destination image, the stronger the willingness to revisit Thailand. Numerically, surveyed tourists give high ratings to the image of Thailand's tourism, particularly in aspects like gastronomy and services, which are crucial factors influencing their decision to revisit. Conversely, some tourists directly mention inconveniences related to infrastructure, such as traffic congestion, which directly impacts their interest in revisiting. And some tourists are worried about the security environment in Thailand, with security factors affecting their intentions to revisit.

This indicates that a positive tourist destination image enhances loyalty and stickiness among tourists, leading to a higher likelihood of revisitation. Tourism decisions are not solely based on rational factors; positive emotional experiences make tourists subjectively desire to revisit. Therefore, Thailand's tourism industry should further strengthen its already outstanding image in terms of culinary delights and hospitable services, addressing relevant issues for improvement. In marketing strategies, enhancing emotional appeals can reinforce the emotional connection between tourists and the destination, effectively promoting revisitation rates. Different categories of tourists may prioritize aspects of destination image differently, necessitating Thailand to segment its main source markets for differentiated image positioning. Nevertheless, an overall positive tourism destination image is conducive to cultivating the intention to revisit.

5.2 Recommendations for Tourism Marketing and Strategies

5.2.1 *Amplify the advantages of tourism cuisine and tourism services*

The research results indicate that cuisine and service are among the highest-rated image advantages of Thai tourism in the eyes of Chinese tourists. To further leverage the strengths in these two aspects and attract more Chinese tourists for repeat visits, the Thai tourism industry may consider the following recommendations.

Firstly, it is crucial to continue enhancing the content and forms of culinary experiences. This could involve organizing more locally distinctive food exhibitions and sales events, developing in-depth culinary experiences such as cooking classes and market shopping, and creating resorts themed around culinary delights. Secondly, establishing a comprehensive quality control system for tourism services is essential. This can be achieved through standardized training, setting service standards, implementing mystery guest programs, and establishing a mechanism for tourist feedback, all aimed at elevating the overall service quality. Simultaneously, tailoring personalized service offerings for different types of tourists, providing thoughtful and attentive five-star treatment, playing the role of a "trusted friend," and enhancing sensory experiences can significantly contribute to customer satisfaction. Finally, leveraging digital technology for convenience is crucial. This includes developing online culinary content, incorporating intelligent services such as real-time guidance and voice translation to seamlessly connect the entire tourism experience.

By continuously optimizing these two major brand advantages of cuisine and service, it is possible to further enhance the satisfaction and loyalty of Chinese tourists, attracting them to become repeat customers and thus gaining sustainable market competitiveness.

5.2.2 Developing the Tourism Transportation System

From the survey results, it is evident that the tourism transportation image of Thai destinations significantly influences the willingness of Chinese tourists to revisit. Establishing a convenient tourism transportation network is crucial for enhancing the overall tourist experience and increasing the attractiveness of the destination.

Thailand can improve its tourism transportation system in several aspects: Firstly, Thailand should expand the coverage of airports and high-speed rail systems. Focusing on making Bangkok a regional transportation hub and ensuring that other popular tourist cities are easily accessible through air travel or high-speed rail is essential. Additionally, providing multilingual signage and services, along with one-stop ticketing and luggage check-in services, would facilitate foreign tourists. Secondly, enhancing urban-level transportation systems, such as subways, light rail, and buses, is crucial. These systems should cover major attractions and provide convenient services such as bilingual signage and automated announcements. Offering free shuttle services within large scenic areas can also alleviate the burden of walking for tourists. Furthermore, constructing more comfortable long-distance bus

stations and routes to connect remote attractions is essential. Introducing intelligent systems for integrated services like ticket reservations and tourism information inquiries would enhance the overall transportation experience.

A well-developed and convenient tourism transportation system not only optimizes the tourist travel experience but also serves as a significant means of showcasing the charm of a destination. Achieving this requires continuous efforts from Thailand in areas such as infrastructure development, smart technology integration, and service quality improvement.

5.2.3 Strengthening Tourism Safety Management

In the research, it is evident that Chinese tourists are particularly concerned about the safety issues associated with tourism in Thailand. Therefore, Thailand needs to meet the demands of tourists and enhance the overall image of the tourism destination by strengthening safety management. Considering the apprehensions of Chinese tourists about safety in Thailand, including concerns about gun violence and scams, as well as the impact of Thailand's gray market industries, it is crucial for Thailand to take decisive and transparent steps to mitigate these issues. The Thai authorities could strengthen their safety management by enhancing police patrols, particularly in areas where tourists congregate, to deter potential gun-related incidents and fraudulent activities. The installation of safety alarm systems and the provision of information in Chinese would also be beneficial in making Chinese tourists feel more

secure and informed.

Moreover, to combat the negative effects of gray market industries, Thailand could implement a rigorous accreditation system for all tourism-related businesses, mandating regular audits and enforcing strict penalties for non-compliance. This would help in curbing irregular and illegal activities, thereby improving the tourism sector's integrity. Safety regulations need to be comprehensive and strictly enforced, with an emphasis on traffic safety, food hygiene, and the prevention of scams targeting tourists.

Education and training programs tailored for taxi drivers, tour guides, and merchants would elevate service standards and foster a culture of safety and honesty. The establishment of a robust monitoring mechanism to supervise and swiftly act on any infractions is also vital. By integrating cutting-edge technology, Thailand could develop a tourism safety information platform that provides real-time updates and safety tips, which could be especially beneficial when disseminated through channels commonly accessed by tourists, such as visa application centers and airports.

Only through continuous improvement in comprehensive safety management can Thailand truly enhance tourists' sense of security and, consequently, strengthen its appeal as a tourism destination. Implementing a combination of measures will not only ensure the safety of tourists but also contribute to providing a delightful travel experience and enhancing Thailand's image as a tourism destination.

5.2.4 Developing diversified tourism products

The self-guided tourism market for Chinese visitors to Thailand is gradually expanding, placing higher demands on Thailand's tourism products. The development of diversified tourism products is of significant importance in enhancing the image of Thailand as a tourism destination and increasing the rate of repeat visits by Chinese tourists. Firstly, Thailand can achieve this by developing various themed tourism products, encompassing aspects such as historical and cultural exploration, culinary experiences, and nature adventures to enrich the choices available to tourists. In product design, it is essential to incorporate local characteristics, creating routes that exude regional charm and allowing tourists to experience the diversity of tourism in Thailand. Secondly, there should be a focus on the development of new types of tourism, such as self-drive tours and cruise vacations. Additionally, the establishment of theme parks and entertainment venues can enhance the selection of family-oriented tourism products, providing tourists with a more diverse range of activities and landscapes to experience in Thailand. Furthermore, consideration can be given to collaborating with neighboring countries to develop cross-border tourism routes, jointly creating products for the Mekong River region. This initiative not only broadens the destination choices for tourists but also fosters collaboration between Thailand and neighboring countries.

To implement the above recommendations, attention should be paid to several key points: the government should increase support for innovation in the tourism

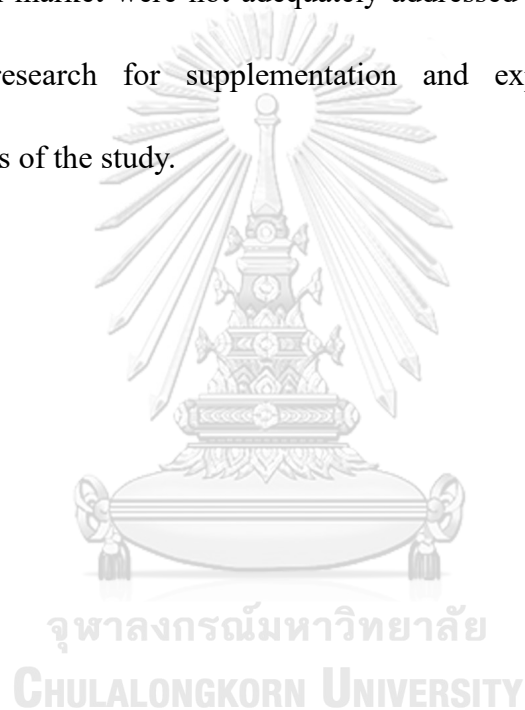
industry and encourage private sector investment. Tourism enterprises should focus on innovative and differentiated product design while ensuring reasonable pricing. Emphasis should be placed on inter-regional cooperation to jointly develop cross-border tourism routes. Utilizing internet technology to design virtual and customized products should be maximized. Establishing a robust regulatory system is crucial to ensure the quality of tourism products.

In conclusion, the development of diversified tourism products not only enhances the quality and attractiveness of tourism in Thailand but also provides tourists with more choices, thereby strengthening the destination's image and tourists' willingness to return. Achieving this goal requires close collaboration between the government and businesses to plan and guide the development of the tourism industry.

5.3 Limitation and Future Research

This study employed a questionnaire survey to collect data. Although a certain sample size was achieved, it remains limited compared to China's vast outbound tourism market and may not fully represent the characteristics of the Chinese tourist population. Additionally, the questionnaires were predominantly distributed online, potentially leading to a concentration of participants among the younger demographic who use digital devices. This introduces limitations in the representativeness of the sample. Moreover, the study heavily relied on quantitative analysis methods, predominantly collecting and analyzing quantitative data. This approach falls short of

thoroughly exploring the complex mechanisms and processes underlying variables such as image perception and intention to revisit. Subsequent research should introduce qualitative research methods, such as interviews, to gather richer firsthand information. Furthermore, the study did not account for the impact of the pandemic on the tourism industry and travel decisions. Additionally, regional variations within Thailand's tourism market were not adequately addressed in the study. Both aspects require further research for supplementation and expansion to enhance the comprehensiveness of the study.



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Appendix

Questionnaire on Chinese tourists' perception of Thailand's tourist destination image and their intentions to revisit

Part One: Personal Information

1. Your gender:

- Male
- Female

2. Your age:

- Below 18
- 18-30
- 31-40
- 41-50
- 51 and above

3. Your residential region:

- East China
- South China



- Central China
- North China
- Southwest China
- Northwest China

4. Your highest education level:

- Junior High or Below
- Senior High School
- Bachelor's Degree
- Master's Degree or Above

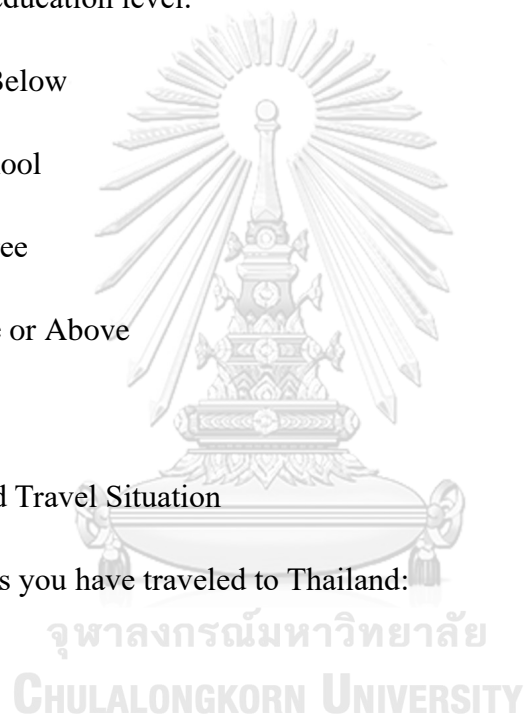
Part Two: Thailand Travel Situation

6. Number of times you have traveled to Thailand:

- 1
- 2
- 3+

7. Average length of stay during each trip to Thailand:

- 0-3
- 4-10
- 10+



8. Your usual choice of Thailand travel mode:

Group Tour

Independent Travel

Part Three: Evaluation of the Image of Thailand as a Tourist Destination. Please rate the following aspects of Thailand tourism based on your perceptions (1 indicates "strongly disagree," 2 indicates "disagree," 3 indicates "neutral," 4 indicates "agree," and 5 indicates "strongly agree."):

Serial No.	Thailand Destination Image	1	2	3	4	5
9	Tourist Attractions					
10	Tourism Shopping					
11	Tourism Transportation					
12	Tourism Hygiene					
13	Tourism Services					
14	Tourism Safety					
15	Gastronomic Delights					
16	Cost-Effectiveness (Value for Money)					

17	Overall Impression					
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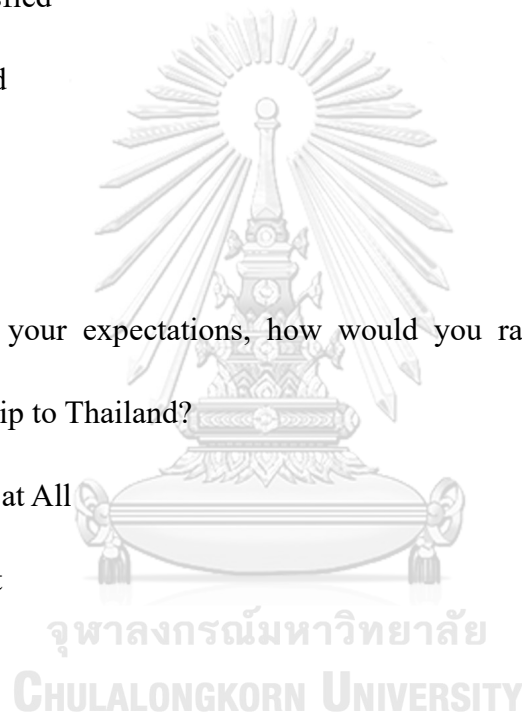
Part Four: Tourism Satisfaction Evaluation

18. Your overall satisfaction with tourism in Thailand:

- 1-Not Satisfied at All
- 2-Not Very Satisfied
- 4-Quite Satisfied
- 5-Very Satisfied

19. Compared to your expectations, how would you rate the tourism experience gained from this trip to Thailand?

- 1-Did Not Meet at All
- 2-Not Quite Met
- 3-Average
- 4-Met Expectations
- 5-Exceeded Expectations



Part Five: Willingness to Revisit

20. Do you have the willingness to visit Thailand again? Please rate the following aspect based on your perceptions (1 point for “No Willingness at All”, 5 points for “Strong Willingness”):

- 1
- 2
- 3
- 4
- 5

21. The main reasons influencing your decision to revisit Thailand are:



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