Factors Influencing Chinese Tourist Behavior Intention to Revisit Bangkok, Thailand

Ms. LiLi Liu

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration in Marketing
Graduate School of Business
Assumption University
Academic Year 2013

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Abstract

Thailand is one of the important tourist destinations in the world and China is the most rapidly growing tourism market. The rapid development of China's outbound tourism in Thailand is receiving more and more attention from the Thailand tourism industry.

The researchers of tourism marketing has discussed repeat visitation as one of the most significant themes because of its beneficial rewards; creating positive word-of-mouth, achieving better cost-effectiveness by repeat visitors, and increasing economic profit. There are many factors which can influence tourists from Mainland China to revisit Bangkok. Among those various factors, destination image, motivation, service quality, perceived value, and satisfaction had been identified as five major antecedents affecting Mainland Chinese tourists' behavioral intentions to revisit Bangkok. This research aimed to discuss the relationship between destination image, motivation, service quality, perceived value, satisfaction and behavioral intention to revisit.

The result showed that all independent variables (destination image, motivation, service quality, perceived value, and satisfaction) had significant relationships with tourist behavioral intention to revisit Bangkok. The findings indicated tourist satisfaction was the most important factor to influence Mainland Chinese behavioral intention to revisit Bangkok, and perceived value was important factor that influence Mainland Chinese behavioral intention to revisit Bangkok. Moreover, this insight will be able to help Thailand tourism marketer and planner better understand the Mainland Chinese tourists' wants and needs and help them to make better decision to attract potential Mainland Chinese tourists to visit Bangkok and keep regular Mainland Chinese tourist to revisit Bangkok, Thailand.

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CHAPTER 1

GENERALITIES OF STUDY

Introduction

China is an emerging market economy with a large population. It is growing in affluence and its outbound tourism is increasing. More and more people in China can afford the luxury of tourism experiences. It has been indicated that outbound tourism from mainland China will increase to somewhere in the vicinity of 100 million by 2020. Although the history of mainland Chinese outbound tourism development is not long, it does not mean a negligible phenomenon. Mainland Chinese outbound travelers' ratio does not exceed 6% of the whole Chinese population. But even this small proportion of the population is a very significant figure to the global tourism market (World Tourism Organization, 2003).

Because the government of China continues to loosen its grip of control to its national outbound travel, undoubtedly there will be more and more Chinese tourists to travel abroad. Chinese tourists will become more sophisticated, and they may start to revisit some destinations which make them feel more satisfied. Among the aspects investigated in the repeat visitation phenomenon, the research shows that some travelers tend to repeat to visit a destination when they feel satisfied with the particular attributes during their first visit (Kozak, 2000, 2001). Actually it has already become a way of life for wealthy Chinese to take vacations abroad every year (World Tourism Organization, 2003). For example, in 1993 first-time mainland Chinese travelers to Singapore was around 84.5% of total visitors, however in the year 2000 this figure dropped to 68.9% of total visitors, but the percentage of total visitors from Mainland China continued to grow from the year 1993 to 2000. It indicated an increased share of repeat visitors from Mainland Chinese visitors (World Tourism Organization, 2003).

Currently, the tourism industry also plays a very important role in Thailand. It influences the country in terms of tourism and economy. Tourism industry is the main source of big revenues for Thailand each year. With the destination image, Thailand brings a huge number of international tourists every year. And the Chinese market is considered as one of the main target markets. Repeat Mainland Chinese tourists to Thailand have always represented a large proportion of total arrivals. During the year 2011, foreign tourist arrivals to Thailand were around 15.8 million. More than 1.43 million of these tourist arrivals were from mainland China, around 63% increase over the same period last year. Some 43% were repeated visitors and 42% travelled in group tours (The Tourism Authority of Thailand, 2011).

Repeat visitors are important for Thailand because it indicates a cost-effective market segment. According to Oppermann (1997), it is 5 or 6 times more cost effective to attract previous customers than it is to gain new ones. Repeat visitors can indicate a stable and regular source of tourism revenue (Lau & McKercher, 2004). In the case of Bangkok, Thailand as a tourism destination, mainland China repeat visitors are a significant market segment because of its anticipated volume and growth potential.

Without a doubt, satisfaction is one of the most relevant variables when analyzing tourists' behavior, as it is influenced by several factors, such as destination image, motivation, trip quality and perceived value (Zhang & Feng, 2007; Kozak & Rimmington, 2000). According to Crompton (1979) & Chon (1992), tourist destination images are very important because they influenced the decision-making behavior of potential tourists and the levels of satisfaction regarding the tourist experience. Beerli & Martin (2004) stated motivation is the need that drives tourists to act in a certain way to achieve the desired satisfaction. Several researchers such as Chen, C.F. & Chen, F.S.(2010), Huang & Su(2010) and Song et al.(2011) believed that when the tourists perceived that the quality of services given to them was

greater than the money paid by them, the satisfaction was created. Tourists' satisfactions are the key factor in the tourism industry. Satisfied tourists not only will revisit the destinations, but will also recommend it to others.

1.1.1 Overview of Tourism in Thailand and Bangkok

Thailand is located in South-East Asia; it is one of the most popular, safe and friendly tourist destinations with its considerable natural, cultural and historical attractions. Tourism contributes the second highest foreign exchange for Thailand. According to the Tourism Authority of Thailand (2011), around 56% of the tourists in 2007 came from the Asia Pacific region, Malaysians and Japanese forming the two biggest groups. Most of the Western tourists come from the UK, Australia, America, Germany, and Russia. The number of tourists arriving from Russia is on the rise. Around 55% of Thailand's tourists are return visitors. The peak period is during the Christmas and New Year holidays when Western tourists flee the cold conditions. In 2011, 1.7 million Chinese visitors traveled to Thailand. It is anticipated that the number for 2012 should reach 2 million and generate approximately 50 billion baht revenue (Thailand Business News, 2012).

Bangkok is one of the world's top tourist destination cities. It is ranked third in international visitors in MasterCard's Global Destination Cities Index, after London and Paris, with 12.2 million visitors projected to arrive in 2012. It also ranks third in international visitor spending, with 19.3 billion dollars projected for 2012, after London and New York (MasterCard Global Destination Cities Index, 2012). Euromonitor International ranked Bangkok fifth in its Top City Destinations Ranking for 2010 (Euromonitor International's Top 100 City Destinations Rankin, 2012). Bangkok has also been named "World's Best City" by Travel + Leisure magazine's survey of its readers for three consecutive years since 2010(World's Best Cities, 2010)

1.1.2 Overview of the Outbound China Tourist

In the 12 years from 2000 to 2012, the number of Chinese outbound visitors grew from 10.9 million to 80 million, averaging more than 20 percent growth each year. According to the World Tourism Organization (United Nations World Tourism Organization, 2011) forecast, China will generate 100 million arrivals, ranking fourth in terms of outbound market size in the world in 2020. This will represent 6.4 percent of the global outbound tourism volume.

In 2011, 70.3 million border-crossings from Mainland China have been recorded, an increase of more than 20% compared to 2010. In the first half of 2012 the figure continued to rise by almost 20% compared to the same period last year, reaching 38.6 million border-crossings. The international tourism spending of Chinese consumers for 2011 reached 69 billion USD and is expected to surpass 80 billion USD in 2012. China currently ranks in third place as global outbound tourism source market but will very likely overtake Germany and the USA in 2013 both in terms of numbers of travels and spending (China Tourism Academy, 2013).

Chinese tourists are not only growing in numbers. Self-organized travelers are increasingly offering niche products and lesser-known destinations a chance to get in touch with more sophisticated affluent Chinese visitors (China National Tourism Administration, 2012).

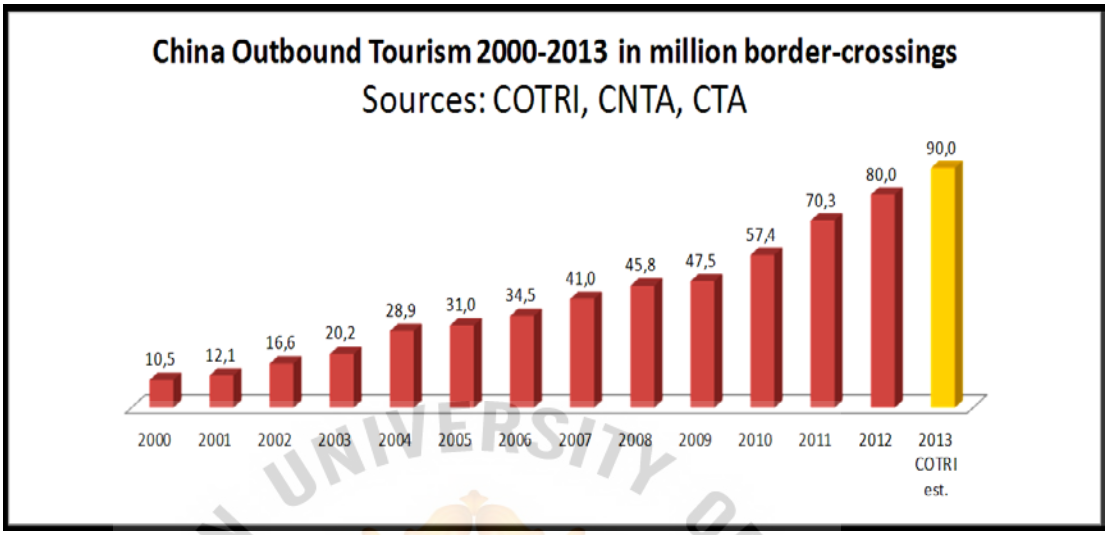
In 2013, China will become the No. 1 global outbound tourism source market, overtaking Germany and the USA both in terms of numbers of travels and spending. But Chinese tourists are not only growing in number; the increasing importance of self-organized travels is

offering niche products and lesser-known destinations a realistic chance to attract more sophisticated affluent Chinese visitors (China Outbound Tourism Research Institute, 2013).

A rapidly increasing section of the Chinese outbound source market, the “New Chinese Tourists”, are willing to spend more if they get reliable and sustainable high quality services according to the specific Chinese customs, values and demands. Therefore it has become increasingly important for all kind of international tourism stakeholders to improve and adapt the products and services which are offered to the interests of their Chinese customers, and improve their image as “Welcoming Chinese” companies, organizations to destinations and raise their visibility in the Chinese market (China Outbound Tourism Research Institute, 2013)

The “New Chinese Tourists” are travel-savvy, well educated and mostly under the age of 45 years. They do not follow the typical pattern of rushed trips to as many famous destinations as possible, but slow down and develop more interest in specific regions and activities, if services are adapted and communicated according to their needs. COTRI or China Outbound Tourism Research Institute is offering the tools to reach the right target groups with the right customized products (China Outbound Tourism Research Institute, 2013). Figure 1.1 shows that the number of Chinese tourists traveling the globe continues to rise from the year 2000 to the year 2013.

Figure 1.1 Number of Outbound China Tourist 2000-2013 in millions



Sources: China Outbound Tourism Research Institute, information service, http://www.china-outbound.com/informationservices.html, retrieved on 02/02/2013

1.1.3 Chinese Tourists in Thailand

Among the inbound tourists visiting Thailand, The Chinese tourists market has been one of the fastest growing and generating a high income for Thailand’s economy. All indications are that Chinese tourists are a powerful force to be reckoned with for Thailand's tourism industry.

The country's tourism authority (2012) showed the Thai tourism industry continued its strong performance in the first six months of 2012, with total arrivals of 10,496,789, up 7.60 percent over the same period of last year. The Tourism Authority of Thailand (2012) reported that the most important contributor to the growth was arrivals from China which, for the first time, crossed the one million arrivals mark in the six-month period to record a total of 1,124,234, up by a robust 28.87 percent over the same period in 2011.China was

followed by Malaysia, Russia and Japan. East Asia recorded 5,486,941 arrivals to Thailand, accounting for 52.27 percent of total arrivals. For 2012, TAT has set a "Conservative" target of 20.5 million total international visitors, which will be exceeded if the international economic and geopolitical situation remains stable.

Table 1.1 Top 4 most visited nationalities in Thailand

year	2012		2011		2010		2009	
Rank	National	Amount	National	Amount	National	Amount	National	Amount
1	China	2,789,345	Malaysia	2,470,686	Malaysia	2,058,956	Malaysia	1,757,813
2	Malaysia	2,560,963	China	1,760,564	China	1,122,219	Japan	1,00,453
3	Japan	1,371,253	Japan	1,126,221	Japan	993,674	UK	841,425
4	Russia	1,371,387	Russia	1,014,493	UK	810,727	China	777,508

Resources: Data from Department of Tourism, Ministry of Tourism and Sports, http://tourism.go.th/2010/th/statistic/tourism, retrieved on 04/02/2011

1.2 Research Objectives

There are many factors which could affect tourists from Mainland China to revisit Bangkok. Among those various factors, destination image, motivation, service quality, perceived value, and satisfaction had been identified as five major antecedents affecting tourists' behavioral intentions in past studies (Baker &Crompton, 2000; Petrick, 2004; Petrick & Backman, 2002). This research aimed to discuss whether the factors of destination image, motivation, and trip quality perceived value and tourist satisfaction would influence Mainland Chinese tourists' behavior intention to revisit Bangkok. Therefore, the objectives of this study were addressed as below:

1. To analyze the relationship between destination image of Bangkok and Chinese tourists' satisfaction.

2. To analyze the relationship between motivation to visit Bangkok and Chinese tourists' satisfaction.

3. To analyze the relationship between trip quality and Chinese tourists' satisfaction.

4. To analyze the relationship between perceived value and Chinese tourists' satisfaction.

5. To analyze the relationship between destination image of Bangkok and Chinese tourists' behavioral intentions to revisit.

6. To analyze the relationship between perceived value and Chinese tourists' behavioral intention to revisit.

7. To analyze the relationship between Chinese tourists' satisfaction and their behavioral intention to revisit.

1.3 Statement of the Problems

As an emerging outbound tourism market, China has a really huge potential. Therefore, it is not surprising that many countries try to negotiate Approved Destination Status (ADS) with the government of mainland China. At the beginning, Thailand had the advantage of being one of the few countries that Chinese tourists were allowed to visit for leisure purpose. Today more and more countries have the ADS from the Chinese government. Therefore there are more alternatives available for mainland Chinese leisure tourists. Competitiveness among those tourist destinations has become more aggressive.

Thus with the growing trend of the Chinese outbound tourists arrivals and competing destinations trying to capture the Chinese outbound market, different strategies have been developed in the tourism market in order to increase the market share. Research has shown that it would be extremely convenient for any given destination to develop customer retention and collect information about regular customers (Giltenton and Crompton, 1984). The

previous researchers of marketing has discussed repeat visitation as one of the most significant themes by its beneficial rewards; creating positive word-of-mouth, achieving better cost-effective by repeat visitors, and increasing economic profit (Shoemaker & Lewis, 1999). It is also necessary for marketers to consider the satisfaction level of Chinese tourists regarding the tourist product and services. Knowing the satisfaction level of customers can help in improving the tourism products and service according to the needs of tourists (Lam, Mok & Wong, 1996).

There may be several factors which can influence tourists' satisfaction and intention to revisit, such as a destination image, motivation, trip quality and perceived value. Therefore the statement of problems of this research is to investigate: the following:

1. Is there a significant relationship between destination image of Bangkok and Chinese tourists' satisfaction?
2. Is there a significant relationship between motivation to visit Bangkok and Chinese tourists' satisfaction?
3. Is there a significant relationship between trip quality and Chinese tourists' satisfaction?
4. Is there a significant relationship between perceived value and Chinese tourists' satisfaction?
5. Is there a significant relationship between destination image of Bangkok and Chinese tourists' behavioral intention to revisit?
6. Is there a significant relationship between perceived value and Chinese tourists' behavioral intention to revisit?
7. Is there a significant relationship between Chinese tourists' satisfactions and their behavioral intentions to revisit?

1.4 Scope of the research

The scope of this research is to study mainland Chinese tourists' behavioral intention to revisit Bangkok and its relationships with several important tourists' behavioral conduct. It includes destination image, motivation, trip quality, perceived value and tourists' satisfaction level. The study was conducted in a research context by using the mainland China tourists who had experienced travel to Bangkok as respondents. Mainland China outbound tourist market is considered to have a relatively high purchasing power. Most of Mainland Chinese visitors visit Thailand for the purpose of leisure (COTRI, 2012). Hence, mainland China is chosen as the traveler generating region in the study and Bangkok, Thailand is chosen as the destination region. A questionnaire survey was conducted in 4 areas of Bangkok: 'Wat Phra Kaew', 'Central World Plaza Bangkok', 'Khao San Road' and 'Asiatique the Riverfront'.

1.5 Limitation of the study

The interpretations of the results of this research are limited. There are several major limitations associated with this study.

Firstly, the study's reliance on survey methodology as its primary means of data collection may limit the results due to common method bias. In psychology, a self-report test is any test, measure, or survey that relies on the individual's own report of their symptoms, behaviors, beliefs, attitudes, or other psychological variable. These tests are often given in paper-and-pencil or electronic format (Kristalyn, 2011). This method, however, has its limitations. People are often biased when they report on their own experience, or are biased in other ways. For example, many individuals are either consciously or unconsciously influenced by "social desirability" that is. They are more likely to report experiences that are considered to be socially acceptable or preferred (Kristalyn, 2011). In this research, the use of self-report

data in hypotheses testing may be limited in terms of reliability, although previous research shows considerable correspondence between self-report and other performance measures (Churchill, Neil, Steve, & Orville, 1985). Replication studies as well as studies using maximal dissimilar methods would lend support to the contention that the concepts and relationships measured in this study indeed exist and are stable.

Secondly, this research has limited independent variables which could not cover the entire field link to the dependent variable of Chinese tourists' intention to revisit 'destination image', 'motivation satisfaction', 'trip quality', 'perceived value' and 'tourists satisfactions' are studied as antecedents to intention to revisit. There might be additional factors influencing and interacting with tourists' behavioral intention to revisit.

Thirdly, based on the limitations of time and cost, the researcher has to limit the sample size and research instruments. Therefore, the measurement of the data may not be able to represent the whole population of mainland Chinese tourists who visit Bangkok. It was difficult to generalize the findings to all Chinese tourists. The study was conducted in the Bangkok area, and therefore may not be generalized to other parts of Thailand where geography and culture are different, or cities of other countries where destination attributes might be different.

Finally, the sample is drawn from visitors who visited those 4 areas 'Wat Phra Kaew', 'Central world Plaza Bangkok', 'Khao San Road' and 'Asiatique the Riverfront' from March 28th– April 18th, 2013, it cannot represent whole areas of Bangkok, and the time to collect the data may cause possible non-representation for year round tourists.

1.6 Significance of the study

This Study is important for knowledge creation, theory development and industry practices in the field of tourism. Revisiting intention of Chinese tourists should be a major concern of Thailand's tourism marketing organizations. The research findings will provide useful information for Thailand's tourism marketing and planning organizations to launch effective marketing strategies and develop tourism products and services that appeal to Chinese repeat tourists. For example different motivation factors were found to affect revisit intention in different ways. Some motivation factors had significant effects on revisit intention, while others did not. Tourism marketers and planners can organize marketing activities (e. g. promotion) and develop tourism products and services by fostering those motivation factors that increase revisit intention and at the same time avoid allocating resources to insignificant motivation factors to reduce waste. By doing this, Thailand can become more competitive in attracting repeat visitors from mainland China.

This study can help Thailand's tourism marketers and planners better understand potential repeat visitors from mainland China and can help them to make appropriate decisions to attract and accommodate the important market segment. A study on Chinese tourists' satisfaction and revisit intention is valuable not only to Thailand's government and to tourism marketing but also promotion organizations, and provides useful information to marketing bodies of other overseas destinations receiving Chinese visitor.

1.7 Definition of term

Behavioral Intention to Revisit: behavioral intention to revisit is the visitor's judgment about the likelihood to revisit the same destination or the willingness to recommend the destination to others (Petrick et al., 2001).

Destination Image: destination image is defined as the general impression that a tourist has about a destination (Rynes, 1991).

Motivation: Motivation is a series of needs that predispose a person to participating in a tourist activity (Pizam & Neuman, 1979).

Perceived Value: perceived value is the visitors' overall appraisal of the net worth of trip, based on the visitor's assessment of what is received (benefits), and what is given (cost) (Petrick & Backmann, 2002).

Tourist Satisfaction: tourist satisfaction is the extent of overall pleasure or contentment felt by the visitor, resulting from the ability of the trip experience to fulfill the visitor's desire, expectations and needs in the relation to the trip (Petrick & Backmann, 2002).

Trip Quality: trip quality is the visitors' assessment of the standard of the service delivery process in association with the trip experience (Oh, 1999).

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CHAPTER 2

LITERATURE REVIEW

In this chapter, the researcher will present all the theories and related literatures from several researchers that relate to the present study. This chapter consists of three parts. The first part of this chapter explains the related definitions and theories of each variable for understanding the concepts of the variables. The second shows reviewed related literature which will support the modified research framework, and the last part will describe the previous studies which will show the purpose of this research. Based on the literature review, it is concluded that destination image, perceived value, trip quality and visiting motivation, plays an important role in the formation of tourists' satisfaction and tourists' intention to revisit. It also describes the general travel behavior and needs of Chinese tourists displayed by previous research papers, as well as the vitality of feeling a familiarity toward a destination in order to increase the traveler's motivation and preference.

2.1 Theories

2.1.1 Behavior intention to revisit

Behavioral intention refers to a person's subjective probability that he or she will perform a certain behavior (Fishbein & Ajzen, 1975). A measure of the likelihood that a person will engage in a given behavior may be termed behavioral intention (Ajzen & Fishbein, 1980). Accordingly, the behavior intention to revisit was defined as a subjective judgment concerning the probability of mainland Chinese residents revisiting HongKong. Revisit intention can be measured by the likelihood of realizing the targeted visit behavior (Songshan & Sam, 2006).

From consumption process's perspective, tourists' behavior is divided into three stages including: pre-visit, during the visit, and post visitation (Rayan, 2002; William & Buswell, 2003). Chen & Tsai (2007) stated that tourists' behaviors include choice of destinations to visit, subsequent evaluations, and future behavioral intentions. The subsequent evaluations are the travel experience or perceived value and overall visitors' satisfaction, whereas the future behavioral intentions refer to the visitor's judgment about the likelihood to revisit the same destination and willingness to recommend it to others.

Some studies show that the revisit intention is explained by the number of previous visits (Mazurki, 1989; Court & Lupton, 1997; Petrick et al., 2001). Also several studies identified satisfaction with travel experience as the major antecedent of revisit intention (Oppermann, 2000; Baker & Crompton, 2000; Petrik et al., 2001; Kozak, 2001; Jang & Feng, 2007; Alexandris et al., 2006; Chi & Qu, 2008), and positive satisfaction has a positive influence on tourists' repurchase (revisit) intention (Gotlieb et al ., 1994). In contrast, Um et al. (2006) found that satisfaction was insignificant in affecting revisit intention to Hong Kong for European and North American tourists. Bigne et al. (2009) argued that in competitive markets even satisfied customers may switch to rivals because of the opportunities to achieve better results. In another view, Cronin et al. (2000) stated that perceived value may be a better predictor of repurchase intention than either satisfaction or quality.

Mostafavi Shirazi & Mat Som (2010) examined the effect of destination attributes on revisit intention in Penang. They found repeat visitors as an indicator of loyalty in tourist destinations that were strongly affected by destination attributes. In their study, diversification of attractions has been found as one of the necessary conditions for explaining repeat visitors (ibid).

2.1.2 Tourist Satisfaction

Satisfaction was defined as the level of enjoyment or disappointment, originating from expectations of the product (Kotler, 2003). Tourist satisfaction has been referred to the emotional state of tourists after the visiting experience. To be precise, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations (Kotler, 2000). The consumer is satisfied or not with the product, whereas pre-purchase evaluation is related to the function of products (Engel et al., 1995).

Weber, (1996) has proposed consumer satisfaction as a fundamental pillar of marketing theory and as a key influence over future purchase intentions, market share and word of mouth (WOM) communication. Parasuraman, Zeithaml & Berry, (1994) claimed that a customer’s overall satisfaction may be related to their assessment of not only service quality (e.g. courtesy, responsiveness, etc.) but also product features (e.g. size of hotel room, etc.) and price. On the other hand, many researchers distinguish conceptualization of customer satisfaction between transaction-specific and their global or cumulative evaluation of the service (e.g., Holbrook & Corfman, 1985 and Boulding et al., 1993).

Customer satisfaction is viewed as a function of perceived performance and expectations and consumer behavioral studies show that customers who are only just satisfied still find it easy to switch over when a better offer comes along. High satisfaction or delight creates an emotional bond with the brand, bond with the brand, not just a rational preference, and can result in high customer loyalty (Lee et al., 2007). It is clear that if performance falls short of expectations, the customer is dissatisfied and if performance matches expectations, the customer is highly satisfied or delighted.

2.1.3 Destination image

Destination image is defined by some researchers as an individual's overall perception or total set of impressions of a place (e. g., Fakeye&Crompton, 1991), or as the mental portrayal of a destination (e. g., Milman & Pizam, 1995). Crompton (1979) defined the destination image as the sum of beliefs, ideas, and impressions that a person had a destination. The study of destination image is a relatively recent addition to the field of tourism research. Numerous tourism scholars have worked to conceptualize or define destination image. According to Xia et al. (2009), destination image has been frequently proved to have a direct effect on tourist behavior, i.e. tourist expectation and perceived value. The destination image is referred as an individual's mental representation of the knowledge, feelings, and overall perception of a particular destination (Gartner, 1993). In fact, several dimensions related to the tourist behaviors, such as their expectations and perception of value, are conditioned by the image that they have from the destination (Chin & Qu, 2008). From the discussion, it is obvious that any pre-travel expectation of the tourist can be formed and affected by the image of his/her destination. Furthermore, any tourists' assessment of the money paid and service that they receive is perceived based on the image that the tourists have from the destination (Fridgen, 1987).

The important role of destination is in understanding travel behavior and in designing effective tourism making strategies. Destination images influence a tourist's travel decision-making, cognition and behavior at destination as well as satisfaction levels and recollection of the experience (Jenkiness, 1999). The assessment of destination also image can assist managers by identifying the strengths and weaknesses of their destination, helping predict tourists' behavioral intentions and providing critical insights for managing and developing tourist destinations (Bign´e, S´anchez, and S´anchez, 2001; Fakeye and Crompton, 1991).

2.1.4 Tourist Motivation

Pizam et al., (1979) indentified motivation as an inner state which energizes channels and sustains human behavior to achieve goals. And when interpreting tourist behavior, tourist motivation can be considered the primary driver (Eagles, 1992; Fodness, 1994). It suggests that tourist needs and motivations are interrelated (Charters & Ali-Knight, 2002). According to Maslow's (1943) hierarchy of needs, tourist needs are normally related to higher needs for self-esteem, self-actualization and social needs. Crompton (1979) developed the push–pull model of travel motivation, which identified push-and-pull effects on tourist destination choice and experiences. According to this model, the push force causes a tourist to leave home and seek some unspecified vacation destination, while the pull force compels a tourist toward specific destinations that are perceived as attractive because of their attributes (Kozak, 2002). Furthermore, tourists participate in tourism activities to satisfy their needs for relaxation, knowledge and escape and to develop social relationships (Charters & Ali-Knight, 2002; Crompton, 1979; Fodness, 1994; Iso-Ahola & Allen, 1982).

Understanding tourist motivation is complex and generally multifaceted (Crompton, 1979; Uysal et al., 1993). Researchers examining tourist motivation have used various measurements based on a number of different approaches. McIntosch and Gupta (1977) proposed four constructs of motivation: physical, cultural, interpersonal status and prestige. Fodness (1994) stated that tourism motivation can be measured by five functional segments: ego enhancement, knowledge, punishment minimization, and self-esteem and reward maximization. In addition, many authors used constructs of push-and-pull motivations to assess tourist motivation in different tourism fields (Correia, Valle, & Moco, 2007; Jang & Wu, 2006; Yoon & Uysal, 2005). Tourist motivations also have been categorized into attraction and social motivations (Eagles, 1992), while Kerstetter et al. (2004) identified

adventure, education and a holistic approach as the three factors of eco tourist motivation in their study of wetlands tourism. In nature-based tourist studies, Mehmetoglu (2007) reported the motivation components to be nature, physical, novelty/learning, mundane every day, social contact and ego/status. Moreover, tourism motivation is generally thought to include the constructs of cultural exploration, novelty regression, and equilibrium recovery, known group socialization, external interaction and gregariousness at festival events (Chang, 2006; Crompton & McKay, 1997; Lee, 2000).

2.1.5 Trip quality

Trip quality is the visitors' assessment of the standard of the service delivery process in association with the trip experience (Oh, 1999). The early conceptualizations of service (trip) quality were commonly based on the disconfirmation paradigm employed in the physical goods (Gronroos, 1982; Parasuraman, et al., 1988). Quality is a result from a comparison of perception of expected performance. The confirmation paradigm is also used as the basis of Parasuraman, et al.'s (1988) SERVQUAL model, which views service quality as the gap between the expected level of service and perceptions of the service received.

Cronin and Taylor (1992) on the other hand suggested their performance-based measure, deleting the expectation measurement. Many researchers in both marketing and hospitality have studied the relationship between service (trip) quality and customer satisfaction (Ekinci, 2003). Most of these studies proposed that service (trip) quality and satisfaction were distinct constructs, and there was a causal relationship between two constructs, which, in turn, influenced customer's future purchase (revisit) behavior. Especially, in tourism, many studies (Petrick, 2002) explained that service (trip) quality has a positive influence on tourists' satisfaction, as well as that perceived quality is an antecedent of both satisfaction and loyalty.

2.1.6 Perceived value

Perceived value is defined as a subjective evaluation of consumers' feeling and the balance of payment and obtainment (Zeithaml, 1988; Monroe, 1990). Sweeney and Soutar (2001) divided functional value into quality and price, and even developed a PERVAL model (PERceived VALue model). The perceived value is the trade-off relationship between perceived benefits on the one hand and monetary and non-monetary sacrifices on the other, with highly personalized involvement and abstract level activities. As applied to the cruise industry, evaluating perceived value is not limited to the monetary aspects, and it might be more important to take the non-monetary aspects. Perceived value is the customer's assessment of the services based on the perceptions of what is received and what is given'' (Zeithaml, 1988). This perception directly influences the satisfaction of the customer. Several authors such as Huang and Su (2010), Song et al. (2011), and Chen and Chen (2010) believed that when the tourists perceive that the quality of services given to them is greater than the money paid by them, satisfaction is created.

2.2 Related Literature Review

2.2.1 Destination image, tourists satisfaction and intention to revisit

Many studies have discussed destination image and tourist satisfaction, but there is a relationship between customer satisfaction and destination image that has not received much attention from researchers (Bigne et al, 2001; Castro et al, 2007; Chen & Tsai, 2007). This is because typically they are analyzed with other constructs, such as perceived value, perceived quality and customer loyalty. An earlier study also mentions that tourism image exercises positively on satisfaction, because it moulds the expectations that the individual forms before

the visit, and these variables depend on the comparison of such expectations with experience (Font, 1997).

The influence of destination image is not only limited to the stage of selecting the destination but also affects the behavior of tourists in general (Chang & Shin, 2004). Similarly, destination image has a positive effect on the behavior variable as behavioral intention to revisit (Bigne et al, 2001; Castro et al, 2007). Furthermore, Court and Lupton (1997) find, as a result of their study of the image of New Mexico, that the image of the destination positively affects decision making to revisit it in the future. Chen and Gursoy (2001) suggest tourist product satisfaction and product image are two important factors impacting loyalty to both the brand and product.

2.2.2 Destination image and intention to revisit

Many studies have pointed out the relationship between image and intention to revisit (Rittchainuwat et al., 2001; Ross 1993; Tasci & Gartner, 2007; Wang et al., 2011). In this sense, Chi & Qu (2008) underlined 'destination image' as an antecedent of intention to revisit. It is generally accepted that destination image has influenced tourist behaviors (Lee et al., 2005; Bigne et al., 2001). In many studies, destination image is distinguished as a destination attribute and is considered as an effective tool to attract tourists (Kneesel et al., 2010). Bigne et al. (2001) and Lee et al. (2005) have emphasized that destination image plays two crucial roles in behaviors: first, influence the destination choice decision-making process, and second, influence conditions after decision-making behaviors (intention to revisit and willingness to recommend). According to Lee et al. (2005), individuals with a more favorable destination image perceived higher on site experience that led to higher satisfaction and the more positive behavioral intentions. Chen and Tsai (2007) tested the relationship between destination image, evaluative factors (e.g., trip quality, perceived value, satisfaction)

and behavioral intentions. They found that destination image and satisfaction were two important variables that influenced visitors' behavioral intention. Their studies revealed that destination image influenced behavioral intention directly and indirectly.

2.2.3 Trip quality, tourists' satisfaction and intention to revisit

Lee et al. (2004) investigated the relationship between service quality (trip quality) and satisfaction and their influences on behavioral intention to revisit among visitors. Service quality (trip quality) proved to be an antecedent of satisfaction, and satisfaction played a partial mediating role between service quality (trip quality) and behavioral intention to revisit. Some analysts treat service quality (trip quality) as a relatively stable perception of the service which influences customers' experience of satisfaction or dissatisfaction with specific instances of the service over time (Boulding et al, 1993). Even though service quality (trip quality) is understood to be an antecedent to satisfaction, there can be diminishing satisfaction returns to an increase in the level of service quality (Hellier et al, 2003). Bigne et al (2001), in their empirical study, indicate that service quality has a positive influence on satisfaction.

Cole and Soctt (2004) examined the mediating role of experience quality between performance quality and overall satisfaction. This study expended the stages of experience by conceptualizing performance quality as trip quality and conceptualizing experience quality as satisfaction at transaction level. The results indicated that experience and quality fully mediate the relationship between performance quality and overall satisfaction, while overall satisfaction in turn had a significant effect on behavioral intention to revisit.

2.2.4 Motivation, tourists' satisfaction and intention to revisit

The sequence of tourist satisfaction has been attempted using various perspectives and theories. Some researchers accept the following sequences and view the travel motivation as the antecedents of tourist satisfaction: tourist motivation (destination image) ⟶ tourist satisfaction ⟶ Behavioral intention to revisit. Tourist travel motivation is generally viewed as causes of tourist satisfaction, while tourist loyalty or complaints were listed as the results of satisfaction (Zhu, 2011).

Tourist satisfaction is significantly affected by motivation, as shown in empirical studies of tourism in various contexts: sightseeing tourism in Washington State (Ross & Iso-Ahola, 1991), climbing trips on Ayers Rock (Fielding, Pearce, & Hughes, 1992), visits to international cultural festivals (Lee, Lee, & Wicks, 2004) and visits to farm resorts (Lin, 2005). However, in a study of tourism in Northern Cyprus, Yoon and Uysal (2005) reported that the push motivation did not significantly influence satisfaction, while the pull motivation directly and negatively affected satisfaction and indirectly and negatively affected destination loyalty. No empirical studies have examined the causal relationships between tourist motivation and satisfaction for wetlands tourism, and thus re-examining whether the above causal relationships exist in the behavioral model applied to wetlands tourism is interesting.

2.2.5 Perceived value, tourists' satisfaction and intention to revisit

Petric et al. (2001) investigated the relationship among trip satisfaction, perceived value and intention to revisit an entertainment destination. They found that satisfaction and perceived value were good predictors of tourists' intention to revisit the destination, but the model was not suitable for predicting specific activities such as attending live theater or purchasing an entertainment package. This may be explained by the degree of saliency of the

intended behavior. According to Ajzen and Fishbein (1980), it is easier to predict salient behaviors than to predict less salient behaviors. The decision regarding revisiting a destination is more salient than that of purchasing a specific product (e.g. seeing a show and booking a package).

Petrick (2004) classified the relationship quality, perceived value and satisfaction into three models, i.e. the satisfaction model (quality-value-satisfaction), the value model (quality-satisfaction-value) and the quality model (the relationship between satisfaction and value is uncertain). The empirical results show in a favor toward the satisfaction model. In other words, perceived value plays a moderating role between quality and satisfaction. The evidence is inherent to Caruana et al. (2000) and Hellier et al. (2003). In addition, perceived value may be a better predicator of repurchase (revisit) intentions than either satisfaction or quality (Cronin et al., 2000; Oh, 2000).

2.2.6 Perceived value and intention to revisit

Many hospitality and tourism researchers have studied revisit intention in the context of customer value formulation and decision making. Special attention has been paid to the relationship between perceived value and revisit/repurchase intention. Customer value is an important and widely researched concept in customer behavior and marketing studies. Research on customer value in hospitality and tourism has been conducted mostly by individuals interested in marketing.

Petrick and Backman (2002) measured the perceived value of golf travelers and examined the relationship between perceived value and revisit intention. They adopted the acquisition value and transaction value scales of Grewal, Monroe, and Krishnan (1998), and tested a hypothetical model assigning acquisition value and transaction value as the determination of

the intention to repurchase. Their results showed that the model had an excellent fit to the data. The path coefficient from transaction value to revisit intention was significant, while the path coefficient between acquisition value and revisit intention was not. However, Al-Sabbahy, Ekinci, and Riley (2004) pointed out that Petrick and Backman (2002) incorrectly adopted the measurement scales of Grewal et al. (1998). They claimed that petrick and Backman used perceived transaction value scale proposed by Grewal et al. to measure perceived acquisition value, and the perceived acquisition vale scale of Grewal et al. to capture perceived transaction value. The result showed that although perceived value was a predictor of revisit intention, its effect on the revisit intention was marginal and other determining factors of revisit intention also existed.

It is noteworthy that Al-Sabbahy, Ekinci and Riley (2004) tested the conceptualization of perceived value consisting of the acquisition and transaction detentions in the context of hotels and restaurants. They found that, although the measurement scale was reliable, perceived value was in fact unidimensional in the specific study context. The acquisition value concept represented the essence of perceived value and effectively predicted future behaviors, including revisit intention, and thus could be deemed valid. However, the transaction value measurement showed poor validity.

2.2.7 Tourist satisfaction and intention to revisit

Most studies confirm that satisfaction with a tourist experience contributes positively to loyalty (Pritchard & Howard, 1997; Oppermann, 2000; Alexandris et al., 2006; Yuksel, 2007; Chi & Qu, 2008). The relationship between satisfaction and loyalty also depends on how satisfaction and loyalty are measured. For example, a few empirical studies that have tested the relationship between satisfaction and perceived or actual behavioral loyalty (not attitudinal) were found to have a moderate to low relationship (e.g., Mittal & Kamakura,

2001). Although satisfaction does not guarantee loyalty, it is true that loyal customers are satisfied (Jones & Sasser, 1995).

Satisfaction and loyalty can be measured by revisiting or by recommending to other consumers (friends and family who are potential tourists) (Pine et. al., 1995; Yoon and Uysal, 2005). Empirical research reports that tourist satisfaction is a good indicator of the intention to revisit and to recommend to others (Kozak & Rimmington, 2000; Yoon & Uysal, 2005; San Martin et al., 2008). Other studies find significant effects of satisfaction on the willingness to pay more and the intensity of the service experience (Bigne´ et al., 2008) and a very strong relationship with positive word of mouth (Macintosh, 2007). This is the reason to explain why satisfaction and loyalty have been seen as one of the more important indicators of companies' success. Because satisfaction and loyalty are keys to long term survival (Nicholls et al., 1998) and future of any tourism products and services (Gursoy et al., 2003, 2007). It can help managers to improve services (Fornell, 1992). In addition, the ability of managing feedback received from customers can be an important source of competitive advantage (Peters, 1994).

Recently, more holistic models have been used to explain the intention to revisit in tourism research. For example, Yoon and Uysal, (2005) proposed a model which relates destination revisit intention with travel satisfaction and holiday motivation. Their study finds a significant cause-effect relationship between travel satisfaction and revisiting intention as well as between motivations and travel satisfaction.). Loyalty was the result of satisfaction and was shown by several studies in the area of services (Mattila, 2001).The degree of destination loyalty wasfrequently reflected in tourists' intentions to revisit the destination (Oppermann, 2000; Chen & Tsai, 2007).

Previous Related Study

A few more previous studies have been conducted on behavioral model; an instrument developed by Songshan and Sam (2009), they developed a comprehensive theatrical framework for understanding tourists revisit behavior in the context of mainland Chinese travelers to HongKong as the destination. The study investigated the effects of motivation, past experience, perceived value and attitude on revisit intention by employing structural equation model (SEM) analysis on the data collected from mainland Chinese who had visited HongKong in the past. A telephone survey was conducted to collect data from residents of Beijing, resulting in a total of 501 useable cases. The resulting data were analyzed using SPSS and LISREL. The final result showed past visitation as measured by the number of past visits, did not influence attitude, but its effect on revisit intention was significant; Satisfaction during the past travel had a positive effect on both attitude and revisit intention. Perceived value had an effect on the intention to revisit.

Lee (2009) studied a behavioral model of wetlands tourism using variables of destination image, attitude, motivation, satisfaction and future behavior for tourists at Cigu, Sihcao and Haomeiliao in southwestern Taiwan. Empirical results indicated that destination image directly affected satisfaction and indirectly affected future behavior. Tourist attitude directly affected satisfaction and indirectly affected future behavior, while tourist motivation directly affects satisfaction and indirectly affected future behavior. Tourist satisfaction had a significant influence on future behavior and satisfaction proved a significant mediating variable within this behavioral model. This study focused on three famous nature-based recreation areas in southwestern Taiwan: Cigu wetland which has the largest lagoon in Taiwan; Sihcao wetland, a wildlife refuge area and Haomeiliao wetland, a nature reserve area. A questionnaire was developed for tourists visiting Cigu, Sihcao and Haomeiliao

wetlands. It included measures of destination image, attitude, motivation, satisfaction, future behavior, tourism characteristics and background information of tourists. In April and May 2005, the pretest was conducted at Cigu wetlands. The questionnaires were presented to randomly sampled tourists via a systematic sampling method (i.e., one tourist of every 10 was sampled) at the Wanchiryo sandbar in Cigu during the daytime. A total of 400 questionnaires were handed out with 21 refusals and 3 incomplete questionnaires, which left a total of 376 useable questionnaires. The survey had a response rate of almost of 94%, which was higher than rates for traditional mail or e-mail surveys.

Differing from the first previous studies, this study proposed a more integrated tourist behavior model by including destination image and perceived value into the ‘‘quality–satisfaction–behavioral intentions’’ paradigm developed by Chen and Tsai(2007). The structural relationships between all variables with respect to different stages of tourist behaviors were investigated in the study. The results showed that destination image have both direct and indirect effects on behavioral intentions. In addition, the path ‘‘destination image-trip quality -perceived value -satisfaction -behavioral intentions’’ appeared evident in this study. The empirical study was carried out in Kengtin region, an important and famous coastal destination in southern Taiwan, during December 2004. Individuals over the age of 18 years and who were visiting the attractions within the Kengt region were considered to be the target population. Applying the convenient sampling technique, a total number of 400 questionnaires were delivered and 315 usable samples were obtained, resulting in a response rate of 78.6%.

Cam (2011) studied the tourists’ satisfaction and intention to revisit Nha Trang Vietnam. The first purpose of the thesis was to find how visitors evaluated the quality of different facets or attributes of a destination image of Nha Trang, how satisfied they were with Nha

Trang, loyalty intention to revisit and willingness to recommend Nha Trang to others. The second was to investigate what "image" was most important to explain global satisfaction in visiting Nha Trang. The third was to investigate how perceived quality, satisfaction and other motivational or dismotivational factors (e.g., demographic characteristics, variety seeking) influenced loyalty intention to revisit and willingness to recommend to others.

Based on Cam's (2011) study, the research found that local food, environment and culture and social factors were attractive to tourists while tourist leisure and entertainment and infrastructure and accessibility factors were not attractive to them. Tourists felt satisfied with visiting Nha Trang. They intended to recommend others to revisit the place. The findings indicated that environment factor carried the heaviest weight for tourists' satisfaction. Structural equation modeling identified that environment, local food and culture and society were significantly related to positive satisfaction. It showed tourist leisure, entertainment, infrastructure and accessibility did not have a significant impact on satisfaction. Moreover, the study found that perceived quality and variety seeking were significantly and positively related to satisfaction. Age had a negative influence on satisfaction and intention to revisit, and satisfaction was significantly and positive related with the intention to revisit and recommend the destination.

Som, Marzuki, Yousefi and AbuKhalifeh (2010) studied the "Factors Influencing Visitors' Revisit Behavioral Intention to Sabah, Malaysia" This research aimed to identify factors influencing repeat visitors to Sabah, Malaysia.

The results of this study highlighted the main factors influencing repeat visitors to return to Sabah. It provided the ground to understand what motivates repeat visitors regarding revisiting intention. Destination attributes that reflected Sabah as a tourist destination were examined. In this sense, "destination image", "modern environment", and "weather and

natural attractions" were underlined as the main factors to revisit Sabah. "Destination image" was the most important factor for repeat visitors to Sabah. With regards to repeat visitors' motives to Sabah, "relaxation and recreation", "enhance relation", "enhance social", "fulfilling prestige", and "escaping from the daily routine" were identified as imperative factors for revisiting intention. "Relaxation and recreation" were found as significant motives for repeat visitors. This is because Sabah is rich in resources and attractions in terms of nature, culture, adventure and beautiful beaches that provide destinations for relaxation and recreation. In terms of destination loyalty, this study revealed that repeat visitors intended to revisit as well as recommend Sabah as a holiday destination for others in the future.

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CHAPTER 3

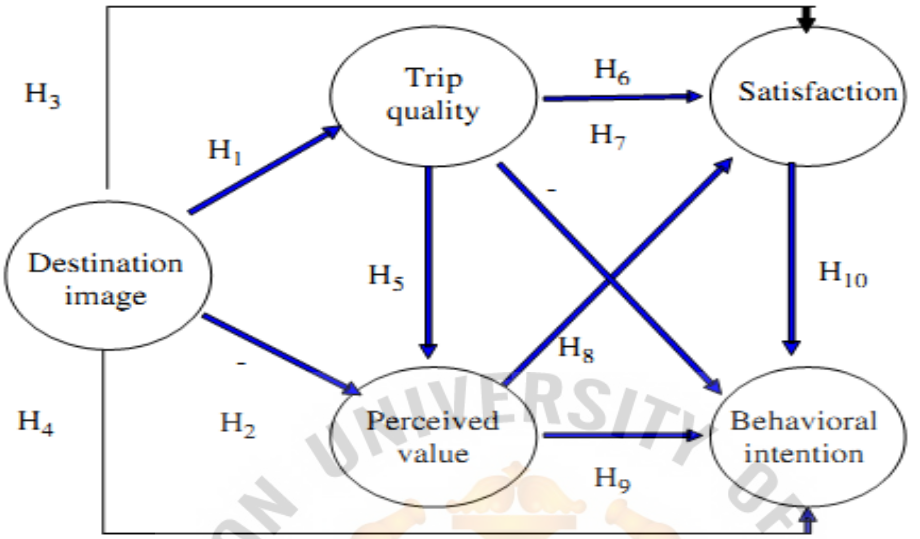
RESEARCH FRAMEWORK

The purpose of this chapter is to provide an overview of the research framework of this study. The framework is primarily derived from three interrelated theoretical frameworks. All frameworks of the research were used to identify each independent variables affecting dependent variable will be shown. This chapter has four sections. The first section considers the theoretical frameworks. The second section, the researcher develops a conceptual framework on the based on the theoretical frameworks. The third section lists hypothesis statements which display the relationship between dependent variable, intervening variables and independent variables. The fourth section contains operationalization of the related variables which are identified and described.

3.1 Theoretical Framework

This theoretical framework has many models which come from three sources (Figure 3.1; Figure 3.2; Figure 3.3). those models are applied to develop the conceptual framework. The research model in Figure 3.1 was developed by Chen and Tsai (2007). It proposed more integrated tourist behavior model by consisting of perceived value and destination image into the quality-satisfaction-behavior intention. The research model in Figure 3.2 was suggested by Mohammad (2012) and it focused on many factors which affected revisiting intention and destination loyalty in terms of travelers' motivation, perceived value, perception and destination image. The research model in Figure 3.3 evaluated a behavioral model of wetlands tourism by using variables of attitude, destination image, motivation, satisfaction and future behavior for tourists. It was introduced by Lee (2009).

Figure 3.1: Behavior research model by including perceived value and destination image into the quality-satisfaction-behavior intensions



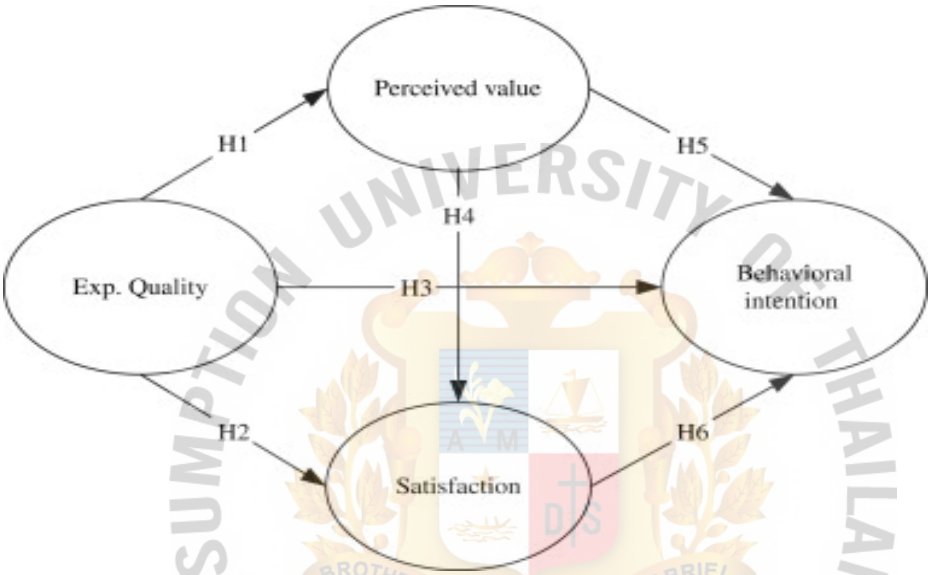
Source: Chen C. and Tsai D. (2007). How destination image and evaluative factors affect behavioral intentions *Tourism Management*, 28(4), 1115–1122

The research model in Figure 3.1 was based on Chen and Tsai (2007) who studied about the relationship between future behavioral intentions and its determinants. This study proposed a more integrated tourist behavior model by including destination image and perceived value into the ‘‘quality–satisfaction–behavioral intentions’’ paradigm. The structural relationships between all variables with respect to different stages of tourist behaviors were investigated in this study.

The results showed the direct and indirect effects of all variables on visitor’s behavioral intentions. Both destination image and satisfaction had direct effects on behavioral intentions while trip quality and perceived value had indirect effects on behavioral intentions. The total effect of destination image on behavioral intentions, i.e., sum of direct and indirect effects through destination image’s effect on trip quality, perceived and satisfaction, was found to be

0.68. In a similar way, the total effects of trip quality, perceived value and satisfaction on behavioral intentions were found to be 0.34, 0.41 and 0.54, respectively. It indicated that destination image and satisfaction were the two most important variables to influence visitors' behavioral intentions.

Figure 3.2: A suggested model of revisit intention

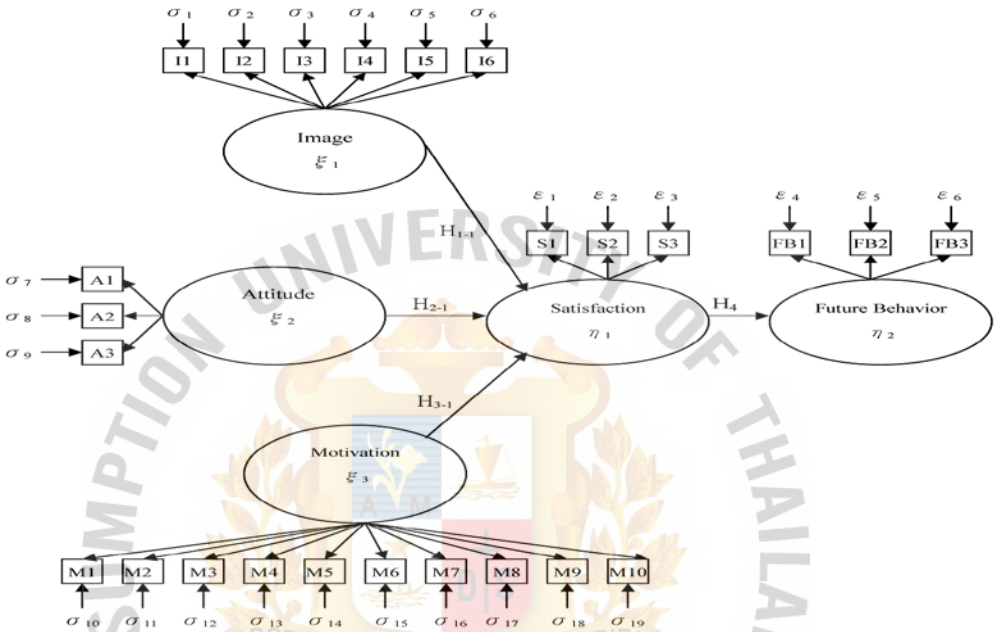


Sources: Chen, C. F.& Chen, F. S.(2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35.

Figure3.2 theoretical framework showed the tourists' experience of heritage tourism and studied the relationships between the quality of the trip experiences, perceived value, satisfaction, and behavioral intentions. Totally, 395 survey questionnaires were distributed and completed at four main heritage areas in Taiwan. This rhetorical framework adopted structural equation modeling (SEM) technique. The results showed both trip quality and perceived value had direct effects on satisfaction. However, the trip quality had indirect and not direct effects on behavioral intentions when mediated by satisfaction. Perceived value had

direct effects on both satisfaction and behavioral intention. And the satisfaction had a significantly positive effect on behavioral intention.

Figure 3.3: Hypothesized model on relationships among destination image, attitude, motivation, satisfaction and future behavior



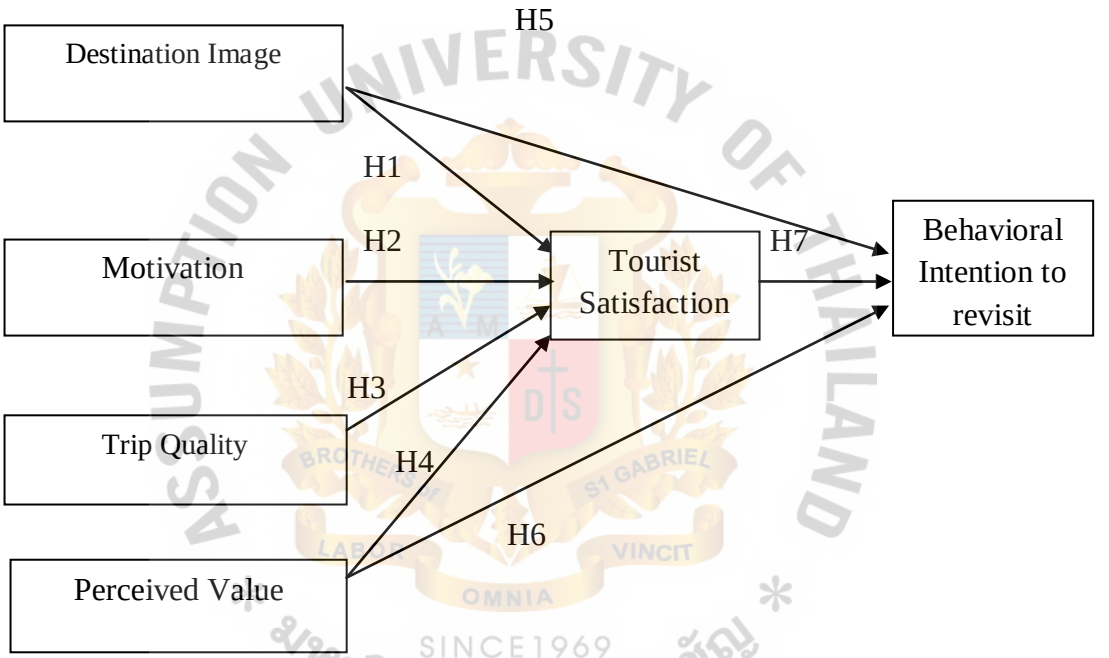
Source: Lee ,T. (2009). A Structural Model to Examine How Destination Image, Attitude, and Motivation Affect the Future Behavior of Tourists *An Interdisciplinary Journal*, 31(3), 215-236

Lee (2009) examined the behavioral model of wetlands tourism using variables of destination image, attitude, motivation, satisfaction and future behavior for tourists at Cigu, Sihcao and Haomeiliao in southwestern Taiwan. The results showed that destination image directly affected satisfaction and indirectly affected future behavior. Tourist attitude directly affected satisfaction and indirectly affected future behavior, while tourist motivation directly affected satisfaction and indirectly affected future behavior. Tourist satisfaction had a

significant influence on future behavior and satisfaction proved a significant mediating variable within this behavioral model.

3.2 Conceptual Framework

Figure3.4: Modified conceptual framework of the relationship among destination image, motivation, trip quality, perceived value, satisfaction and loyalty



The modified conceptual framework is shaped mainly based on the following researchers: Chen and Tsai (2007), Chen C. and Chen. (2010), and Lee (2009). The measurement of investigating all scales is demonstrated on working backward through those theoretical research models (See Figure 3.1, Figure 3.2 and Figure 3.3). As conceptual framework 3.4 listed, each of the variables and the dimensions from where the scales and sources were used to measure each variable were drawn and adapted.

Conceptual framework explains either graphically or in narrative form, the main things to be studies – the key factors, constructs or variables – and the presumed relationship among them (Miles & Huberman, 1994). A conceptual framework is the researcher's idea on how the research problem will have to be explored. This is founded on the theoretical framework, which lies on a much broader scale of resolution **(**Patrick, 2010)

The conceptual frame work in this study shows tourists' revisiting intention as a dependent variable that can be influenced by independent variables of tourists' perceived value, image and intervening variable satisfaction of the destination. This framework also describes the destination tourist satisfaction by examining the theoretical and empirical evidence on the causal relationships among destination image, trip quality, perceived value and motivation. There are 7 path hypotheses connecting the six variables with each path representing a hypothesized relationship with the direction identified as either a) have a relationship or b) not have a relationship. There are four important factors that directly affect tourists' intention to revisit and tourists' satisfaction which are destination image, motivation, trip quality and perceived value.

3.3 Research Hypothesis

Hypothesis is conjectural statement of the relationship of two or more variables that are ready to testing the purpose of a clear understanding. The Hypotheses used in this study are given as follows:

H_{1o} There is no significant relationship between destination image and tourist satisfaction.

H_{1a} There is a significant relationship between destination image and tourist satisfaction.

H_{2o} There is no significant relationship between motivation and tourist satisfaction.

H_{2a} There is a significant relationship between motivation and tourist satisfaction.

H_{3o} There is no significant relationship between trip quality and tourist satisfaction.

H_{3a} There is a significant relationship between trip quality factor and tourist satisfaction.

H_{4o} There is no significant relationship perceived value and tourist satisfaction.

H_{4a} There is a significant relationship perceived value and tourist satisfaction.

H_{5o} There is no significant relationship between destination image and intention to revisit.

H_{5a} There is a significant relationship between destination image and intention to revisit.

H_{6o} There is no significant relationship perceived value and intention to revisit.

H_{6a} There is a significant relationship perceived value factor and intention to revisit.

H_{7o} There is no significant relationship between tourist satisfaction and intention to revisit.

H_{7a} There is a significant relationship between tourist satisfaction and intention to revisit.

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3.4 Operationalization of the variables

Table3. 1 Operationalization of the variables

Variable	Concept of Variable	Operational Components	Measurement scale
Destination image	destination image is defined as the general impression that a tourist has about a destination (Rynes, 1991).	• Friendly local people • Safe and secure environment • Clean and tidy environment • Colorful nightlife (e.g. bar, pub, night market, Dinning) • Wide variety of shop facilities (souvenir and gift shops, shopping mall, Street stroll) • Wide variety of food to choose. • Beauty of the cities and towns • Diversity of cultural/historical attractions (architecture, tradition temples, culture) • Reasonable traveling cost • Relaxing atmosphere	Interval scale
Motivation	It is a series of needs that predispose a person to participating in a tourist activity (Pizam & Neuman, 1979).	• Go shopping • Novelty seeking • Taste variety food • To visit historical places, ancient ruins, temples, palaces. • To reduce stress • To search fun and pleasure • To meet new friends	Interval scale

Variable	Concept of Variable	Operational Components	Measurement scale
Trip quality	It is the visitors' assessment of the standard of the service delivery process in association with the trip experience (Oh, 1999).	• Reasonable price of product and service (transportation, food, hotel, ect). • Distinctive history and heritage (e.g. temples, museums) • Quality of accommodation (comfort, need and tidy, location and service) • Comfort of build/man-made environment • Quality of infrastructure (roads, transportation, bank, ect) • Food taste (color, taste, quantity, ect) • Shopping facility (more choice, location, price, ect) • Nightlife and entertainment	Interval scale
Perceived Value	It is the visitors' overall appraisal of the net worth of trip, based on the visitor's assessment of what is received (benefits), and what is given (cost) (Petrick & Backmann, 2002).	• Overall, staying in Bangkok has been very valuable to me • I have gained a lot of new experiences in Bangkok • Staying in Bangkok is worth every dollar paid • The price of additional offer at Bangkok (i.e. price of food and drink, price of souvenirs and price of brand products are favorable) •	Interval scale

Variable	Concept of Variable	Operational Components	Measurement scale
Tourist Satisfaction	It is the extent of overall pleasure or contentment felt by visitor, resulting from the ability of the trip experience to fulfill the visitor's desire, expectations and needs in the relation to the trip (Petrick & Backmann, 2002).	• I am pleased that I decided to visit Bangkok • The visit to Bangkok exceeded my expectations. • This trip provides me much more benefits than costs. • Bangkok has given a good overall travelling experience. e.g. quality of service and price • I am satisfied with the visitation in Bangkok	Interval scale
Behavioral intention to revisit	The visitor's judgment about the likeness to revisit the same destination or the willingness to recommend the destination to others (Petrick et al., 2001).	• I would like to visit Bangkok again in the future. • I would like to come to Bangkok again with my family/friends • Bangkok would be my preferred choice for future vacation • I will recommend Bangkok to my friends and relatives • I will speak highly of Bangkok to friends and relatives	Interval scale

CHAPTER 4
RESEARCH METHODOLOGY

The purpose of this chapter is to present the rationale for the research objectives and the research method designs applied in the current study. The research investigates what factors satisfy Chinese tourists who visit Bangkok, Thailand for the purpose of leisure/ holidays by surveying them. This thesis used primary data from questionnaire surveys for the analysis. The study selects Bangkok, Thailand as the study area to accomplish this thesis. This chapter studies the various steps that were adapted to study the research problem, the method of research used, respondents and sampling procedures, research instrument/questionnaire, collection of data/ gathering procedure and statistical treatment.

4.1 Methods of research used

The descriptive research methodology was applied in this study, which has given an accurate portrayal of the characteristics of population (Grove & Burns, 1993). The objectives of descriptive research are to prepare the answer for how, what, who, when and where questions. The researcher selected the descriptive research methodology instrument to evaluate each variable. This means that the outcome of the research would be described by examining the relationship between different variables. The need for using descriptive method is to gather more information about a current issue, which in this case are the destination image, perceived value, trip quality and motivation factors of Chinese travelers to visit Bangkok, Thailand for the purpose of leisure.

A survey is an important tool for collecting and analyzing information from selected individuals. It is widely accepted as a key tool for conducting and applying basic social science research methodology (Rossi & Wright, 1983). Sample survey methodology is a technique used to obtain information about a large population by selecting and measuring a

sample from that population. Usually, the population is too large for the researcher to attempt to survey all of its members. A small, but carefully chosen sample can be used to represent the population (Zikmund, 2004). The sample reflects the characteristics of the population from which it is drawn. In this research, the respondents are selected from the Chinese tourists who travel to Bangkok, Thailand for the purpose of leisure.

The researcher collects data and information from various sources: primary and secondary data sources. The primary data comes from the survey questionnaire. The survey instrument is designed to achieve the objectives. And the questionnaire captures the main constructs in building a behavioral model: quality, satisfaction and revisiting intention. According to Zikmund, (2004), questionnaire survey technique provides quick, inexpensive and efficient process, and accurate means of assessing information about the population. The secondary data comes from several journals, books and articles.

4.2 Respondents and Sampling Procedure

4.2.1 Target Population

A population can be defined as any complete group of entities such as people, organizations, institutions, or the like that share some common set of characteristics in agreement with the purpose of the study under investigation and about which researchers want to be able to draw conclusions and plan to generalize (Zikmund, 1997). According the conceptual framework, the objective of the research is to study the relationships among destination image, motivation, quality, perceived value, tourist satisfaction and intention to revisit by Chinese tourist who visit Bangkok, Thailand. The target population in this study is the Mainland Chinese tourists who had experience travelling to Bangkok for the purpose of leisure/holidays.

4.2.2 Sample and sampling units

According to Zikmund (2004), a sample is a subset, or some part, of a larger population, and a sampling units is defined as a single element or a group of element subject to selection in the sample. To investigate Chinese tourists' satisfaction and revisiting intention to the destination of Bangkok, Thailand, the most suitable places are where Chinese tourists always live, travel, take services such as department stores, temples and palaces, local markets, night entertainment places (pubs, clubs and bars), sightseeing places where Chinese tourists can be found. The hotels which are close to those places above are selected to distribute questionnaires. Hotel lobby can provide a good place and time to conduct the survey for this research because at this stage, the tourists often have enough time to spare. The chosen respondents are asked of their place of origin to ensure that they are from the People's Republic of China (Mainland).

4.2.3 Sample Size

In this research, the target populations were Mainland Chinese tourists who had experienced in travelling to Bangkok, Thailand for the purpose of leisure/holidays. In each period, the numbers of tourists were uncertain, therefore, the sample was prepared on a non-probability basis. The sample size of this study is determined by referring to the previous study (Malhotra, 2004).

Lee (2009) distributed 400 questionnaires at sites where tourists would be sure to visit such as the Wanchiryo sandbar at Cigu and the wharfs at Sucho and Haomeiliao. Tourists were sampled as they departed via the exit areas of the selected locations during the daylight hours. A small gift was given to respondents when they finished the questionnaire, which typically took approximately eight minutes to complete A total of 400 questionnaires were handed out

with 21 refusals and 3 incomplete questionnaires, which left a total of 376 useable questionnaires. The survey had a response rate of almost 94%, which is higher than rates for traditional mail or e-mail surveys. The empirical study was carried out in Kengtin region, an important and famous coastal destination in southern Taiwan, during December 2004. Individuals over the age of 18 years and who were visiting the attractions within the Kengtin region were considered to be the target population. Applying the convenience sampling technique, a total number of 400 questionnaires were delivered and 315 usable samples were obtained, resulting in a response rate of 78.6% (Chen & Tsai, 2007). In another previous study, data collection was completed with 251 samples of international tourists visiting Thailand. The researcher distributed 300 questionnaires and the usable samples of 251 international tourists at Bangkok's international airport. The researcher collected the data of 251 samples and conducted the reliability analysis with the collected data (Yoopetch, 2011).

The following above sample sizes are adopted by previous studies; Comfrey and Lee (1992) suggested that "the adequacy of sample size might be evaluated very roughly on the following scale: 50 – very poor; 100 – poor; 200 – fair; 300 – good; 500 – very good; 1000 or more – excellent". Guadagnoli and Velicer (1988) review several studies that conclude that absolute minimum sample sizes, rather than subject to item ratios, are more relevant. These studies range in their recommendations from an *N* of 50 (Barrett & Kline, 1981) to 400 (Aleamoni, 1976). This research targeted 400 respondents to guarantee an accurate result to be reached. Statistical accuracy is a function of sample size. The larger the sample size, the greater the statistical accuracy of the results. At some point though, the increase in statistical accuracy may not be worth the additional cost. A sample size of 400 -- often referred to as the "Magic 400" -- which gives a statistical accuracy of + or - 5% is thought of as the most cost effective sample size(Anderson, 1996).

4.2.4 Sampling procedure

Considering the unknown population, the technique for determining non-probability sampling is made in this study. For this study, the researcher plans to gather the data from Chinese tourists who temporarily visit to Thailand's capital Bangkok, the probability is based on chance selection procedure. There are many steps of sampling procedures as follows:

1. Judgment Sampling Technique

The researcher used the technique to select the sample based on some appropriate characteristic of the sample member by his or her judgment (Zikmund, 2003). In this case, Chinese tourists who temporarily visited Bangkok, Thailand for the purpose of leisure were selected. The researcher narrowed the research place at where the Chinese tourists can be easily found such as: department stores, temples and palaces, local markets, night entertainment places (pubs, clubs and bars), sightseeing places and so on.

China International Travel Service Limited (abbreviated to CITS) was founded in 1954. CITS owns a national network with 122 CITS branches and sub-branch offices across the whole country to provide service wherever people travel within China. CITS is the first industrial member of the World Tourism Organization (UNWTO) in China. Besides, CITS merged with China Duty-free Group, incorporating it into the CITS Group Corporation. According to CITS website's (http://www.cits.com.cn/, 28/08/2012) information, the researcher focused on 4 places that Chinese tourists like to visit most. Wat Phra Kaew (Temple of the Emerald Buddha),which contains the small, very famous and greatly revered Emerald Buddha that dates back to the 14th century; Central world Plaza Bangkok which is a huge shopping mall in the center of Bangkok; Khao San Road which is good place for traveler to spend their nightlife; Asiatique The Riverfront which is an expansive open-air

mall with river views and a cutting-edge 'festival market and living museum' concept. The questionnaire were supposed to be distributed at those above places in the presence of the researcher in case some terms are were familiar to the respondents.

2. Quota Sampling Technique

Quota sampling is a method for selecting survey participants. In quota sampling, a population is first segmented into mutually exclusive sub-groups. Then judgment is used to select the subjects or units from each segment based on a specified proportion (Zikmund, 2010). The study focuses on the Chinese tourists' satisfactions and their revisiting intentions toward Bangkok trip in each area: Wat Phra Kaew, Central world Plaza Bangkok, Khao San Road and Asiatique the Riverfront. The researcher collected data from 400/4=100 in each area, the proportion is shown in Table 4.1:

Table 4.1 Number of Questionnaire Distributed in 4 areas in Bangkok

Areas	Amount(Person)
Wat Phra Kaew	100
Central world Plaza, Bangkok	100
Khao San Road	100
Asiatique The Riverfront	100
Total	400

3. Convenience Sampling Technique

The researcher used convenience sampling technique to collect data from anybody who had time and was available time to answer the questions (Zikmund, 2010). The researcher

chose the suitable places: such as hotels lobbies, sightseeing places and shopping mall rest areas where respondents felt free and comfortable to fill out the questionnaires.

4.3 Research Instrument/Questionnaire

This research used a survey questionnaire to conduct and collect the primary data from the Chinese tourists currently visiting Bangkok, Thailand. The research questionnaire is of 8 parts, with a total of 51 questions.

The special questionnaire was generated using standard translation and back-translation procedures to ensure linguistic equivalence (Brislin, 1970). Following such procedures, the questionnaire was translated from English to Chinese. The questionnaire in this research is presented in two languages: English and Chinese. This process is necessary for participants to understand and answer questionnaires in their familiar language – Chinese. Most of the respondents use Chinese for daily communication, so having the questionnaire in their own language can generate more interest to them and increase the response rate.

The questionnaires were based on various previous empirical researches. Close-ended questions were used in which respondents were to give specific limited alternative choices and asked to select the one closest to his/her perception (Zikmund, 2004). The questionnaire in this study consisted of eight parts and used the 5-point Likert scale for the first six parts. With the Likert scale, respondents indicate their attitudes by checking how strongly they agree or disagree with carefully constructed statements that range from very negative to very positive toward the attitudinal object" (Zikmund, 2004). The details are as follows:

Part I. Screening questions

The questionnaire starts with the screening questions to ask respondents whether they come from Mainland China, whether they stayed in Bangkok over 12 hours and whether they come to Bangkok for purpose of leisure/ holidays.

Part II. Destination image

Part I is with ten questions to deal with the measurement of destination image. Base on previous studies of destination image (Baloglu & Brinberg 1997; Baloglu & McCleary 1999; Beerli & Martin 2004; Echtner & Ritchie 1993; Ekinci, Hosany, & Uysal 2005), this study adapts some items of cognitive image and affective image and one variable of overall image. The items of cognitive and affective image were measured on a 5-point Likert -type scale ranging as 1 =strongly disagree, 2= disagree, 3=neural, 4=agree, 5=strongly agree.

Part III. Motivation

Part II adapted the typology of basic functions proposed by Fodness (1994) to the context of wetlands in Taiwan; the researcher developed eight items to measure tourist motivation. Respondents answered these items using a 5-point Likert scale: 1=unimportant, 2=somewhat important, 3= important, 4= very important 5=extremely important

Part IV. Trip quality

Part III deals with the measurement of trip quality with seven questions. The Likert scale is again employed to measure the level of trip quality. The scale in this part is ranked in 5 respective orders:

1 refers to “strongly disagree”,

2 refers to “disagree”,

3 refers to “neural”,

4 refers to “agree”,

5 refers to “strongly agree”.

Part V. Perceived Value

Part IV deal with the measurement of perceived value with four items including time value, money value and effort value (Bolton & Drew , 1991).This part provided four questions to test Chinese tourists, perceived value of destination image on a 5-point Likert type scale : 1 =strongly disagree, 2= disagree, 3=neural, 4=agree, 5=strongly agree.

Part VI. Tourist Satisfactions

In Part V, five questions were designed to measure satisfaction. One question was used to measure the overall satisfaction, and 4 questions were used to assess tourist’s multi-aspects of tourist satisfaction. These questions were based on the studies of Manning (1986) and Lee (2005) and were designed to measure satisfaction with natural landscapes, service and recreational equipment. Responses are reported using a 5-point Likert scale: 1 =strongly disagree, 2= disagree, 3=neural, 4=agree, 5=strongly agree.

Part VII. Behavior to revisit intention

In Part VI, five questions (willingness to revisit, willingness to recommend to others and positive word-of-mouth to other potential tourists) were used to measure future behavior based on the studies of Baker and Crompton (2000) and Petrick (2004). Responses are indicated on a 5-point Likert scale as below:

1 refers to “strongly disagree”,

2 refers to “disagree”,

3 refers to “neural”,

4 refers to “agree”,

5 refers to “strongly agree”.

Part VIII. Demographic Factor

The demographic features collected in part VII of the questionnaire included the variables about gender, age, marital status, educational background, income, and residence via a categorical scale. Categorical scale is multiple choices, single-response scale or multiple choices, multiple -responses scale; this part, the researcher used one word questions types which was types of fixed – alternative questions: a determinant-choice question that meant the respondents were allowed to choose only one answer among the several possible alternatives (Zimund, 2010).

Part VIIII. General Information

Final part (general information) includes travel companions, travel purpose, types of trip, frequency of visiting Bangkok, Thailand and past visits experience via a categorical scale. Categorical scale includes multiple choices, single-response scale or multiple choices, multiple -responses scale. In this part, the researcher used one word questions types which is types of fixed – alternative questions: a determinant-choice question that means the respondents are allowed to choose only one answer among the several possible alternatives (Zimund, 2010).

4.4 Pretest

The researcher tested the reliability of the instrument in this section, which in this research was the questionnaire. If the pretest result was showing to be stable, the result needed to be clear and explainable. Zikmund (2000) indicated that the present study should be used by small groups for the goal of finding the errors from the questionnaire design. In this pretest, 40 questionnaires will be distributed at Khao San Road and will use SPSS program to analyze the standard of the questionnaire. Cronbach's coefficient alpha, which is considered suitable for multiple-point scaled items in testing its consistent reliability, is used. If a α-test is greater than 0.6, it means the questionnaires were considered to be acceptable (Sekaran, 1992). Based on the statistical package for social science (SPSS program) which are used to pretest the questionnaires, the results are shown in Table 4.2

Table 4.2: The reliability of pre-test questionnaires in each dimension

Variables	Cronbach's Alpha
Destination Image	0.786
Motivation	0.737
Trip Quality	0.696
Perceived Value	0.793
Tourist Satisfaction	0.82
Behavior Intention to Revisit	0.758

4.5 Data Collection/Gathering Procedure

There are two sources of data which have been used in this research: primary data and secondary data.

Primary data is information collected by the researcher directly through instruments such as surveys, interviews, focus groups or observation. Tailored to researcher's specific needs, primary research provides the researcher with the most accurate and up-to-date data (Zikmund, 2002). In this research, 400 questionnaires were distributed to Chinese tourists at 4 popular areas in Bangkok: Wat Phra Kaew, Central world Plaza Bangkok, Khao San Road and Asiatique the Riverfront. The researcher collected data from 400/4=100 questionnaires from each area. Questionnaires were distributed to Chinese tourists by the researcher. During the time that the Chinese tourists completed the questionnaires, if they did not understand the questions or had some misunderstandings of the questions, the researcher explained personally and clarified to them. The questionnaires were presented in two languages: English and Chinese (Mandarin). Most of the respondents speak Chinese (Mandarin) for daily communication, so in order to generate more interest and increase in response rate, the researcher distributed questionnaires in Chinese language (Mandarin). The researcher spent about three weeks to complete the data collection.

Secondary data is the data that have been already collected by and readily available from other sources. Such data are cheaper and more quickly obtainable than the primary data and also may be available when primary data cannot be obtained at all (Zikmund, 2003). In this study, the secondary data will be obtained from several sources, which included the information that are available on the internet, local and foreign journals, as well as various articles, online databases, textbooks and latest newspapers.

4.6 Statistical Treatment of Data

The received useable data were gathered and analyzed by using the SPSS program (Statistical Package for Social Science). Both inferential analyses and descriptive were applied in the statistical treatment of data. The descriptive analysis statistics provided

percentage, mean and standard deviation to explain the general information as well as each variable of the respondents (Zikmund, 2003). The main objective in this research was to study the correlation or relationship between two variables. Pearson Correlation Coefficient (Bivariate) should be applied in the inferential analysis statistics section.

Descriptive statistics is the discipline of quantitatively representing the most important features of a collection of data (Prem, 1995). Descriptive statistic is different from inferential statistics**.** Descriptive statistics is aimed to summarize a sample, rather than use the data to learn about the population that the sample of data is thought to represent. This means that descriptive statistics is unlike inferential statistics, it isn't developed on the basis of probability theory (Dodge, 2003).

In this study, descriptive statistics determines the mean and standard deviation scores on destination image, trip quality, motivation, perceived value, satisfaction and behavioral to revisit intention. In addition, frequency distribution of travel behavior and visitor demographic information is analyzed. Descriptive analysis was used to analyze the following research questions such as: 1.What is the demographic characteristics of Chinese tourists? 2. How long the Chinese tourists plan to stay in Bangkok? 3. What is the main purpose of the trip?

The most common statistical technique for tabulating data was percent distribution, means and standard deviation. Percent distribution indicates the percent of Chinese tourists who answer each variable response option of each survey item. The mean score measures the similarity in Chinese tourist response. The standard deviation measures the variance in response (Zikmund, 2003).

Inferential statistics is used to make generalizations from a sample to a population and test some hypothesis (William, 2002). Correlation is a technique for investigating the relationship between two quantitative, continuous variables. Pearson's correlation coefficient (r) is a measure of the strength of the association between the two variables (Zikmund, 2003), and the results can be used to explain the linear connection between each variable. The explanation of each correlation coefficient level is showed as below:

Table 4.3 r-value and measure the strength of relationship

Correlation Coefficients	Correlation level
1	Perfect positive linear relationship
0	No linear relationship
-1	Perfect negative linear relationship
0.90 to 0.99	Very high positive correlation
0.70 to 0.89	High positive correlation
0.4 to 0.69	Medium positive correlation
0 to 0.39	Low positive correlation

Source: Hussey, R. (1997). A practical guide for undergraduate and postgraduate students, *Business research*, 227-229

Pearson's correlation coefficient when applied to a sample is commonly represented by the letter r and may be referred to as the sample correlation coefficient or sample Pearson correlation coefficient (Zikmund, 2003). Then it obtains a formula for r by substituting estimates of the covariance and variances based on a sample into the formula below. That formula for r is:

$$r = \frac{\sum_{i=1}^{n}(X_i - \bar{X})(Y_i - \bar{Y})}{\sqrt{\sum_{i=1}^{n}(X_i - \bar{X})^2}\sqrt{\sum_{i=1}^{n}(Y_i - \bar{Y})^2}}$$

Let (X1; Y1),……, (Xn; Yn) be a sample from a bivariate population,

Where, r= a measurement of the strength of linear relationship between X and Y

x_i= the individual' score on the X variable

y_i= the individual' score on the Y variable

$\bar{x}$ = the sample means of X

$\bar{y}$ = the sample means of Y

n = sample size

i = 1,……., n

The correlation coefficient, denoted by r, is a measure of the strength of the straight-line or linear relationship between two variables. The correlation coefficient takes on values ranging between +1 and -1. A value of 1 show that a linear equation describes the relationship between X and Y perfectly, with all data points lying on a line for which *Y* increases as *X* increases. A value of −1 implies that all data points lie on a line for which *Y* decreases as *X* increases. A value of 0 implies that there is no linear correlation between the variables (Zikmund, 2002).

If and only if X_i and Y_i lie on the same side of their respective means, the $(X_i - X)$ $(Y_i - Y)$ is positive. Then the correlation coefficient is positive if X_i and Y_i tend to be simultaneously less than, or simultaneously greater than, their respective means. And if X_i and Y_i tend to lie on opposite sides of their respective means, the correlation coefficient is negative. Traditionally, one rejects the null hypothesis if the *p*-value is less than or equal to a specified significance level often 0.05 or more stringent values, such as 0.02 or 0.01

(Zikmund, 2002).

CHAPTER 5

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULT

In chapter 5, the research divides the analysis into three parts. Part one is descriptive analysis, which will use provided percentage, mean and standard deviation to explain the demographic factors and tourist travel behavior as well as general information of each variable. Part two is alpha test which is applied to test the reliability of questions from each variable by using Cronbach's Alpha Test. Part three is inferential analysis. This research will use Pearson's correlation coefficient to test the significant relationship between each variable.

5.1Descriptive Analysis

This section comprises of two parts. The first part is descriptive analysis for both demographic factors and general information of travelling behavior. Demographic factors includes gender, age, marital status, monthly income, current employment status, education level and part of China comes from, as shown in the questionnaire under the demographic profile section. General information of travelling behavior includes duration to stay in Bangkok, type of trip, who you want to travel with, times to travel Bangkok and purpose to travel Bangkok. The second part is descriptive analysis for the six variables under study, including destination image, motivation, trip quality, perceived value, tourists' satisfactions, and behavioral intention to revisit.

5.1.1 Descriptive Analysis for Demographic Factors

The purpose of descriptive analysis of a data is to study and describe general statistical information like frequency and percentage distributions in order to generally summarize

about a sample or population (Zikmund, 2003). Such information of this study for demographic factors and travelling behavior are as follows:

Table 5.1 The Analysis of Demographic Factors by using Frequency and Percentage

Variables	Frequency (*f*)	Percentage (%)
Gender		
Male	240	60
Female	160	40
Age		
Less than 20	36	9
20-29	143	35.8
30-39	148	37
40-49	46	121.5
50-60	27	6.7
Marital Status		
Married	155	38.8
Single	229	57.2
divorced	16	4
Monthly income		
Less than 2000RMB	58	14.5
2000-3999RMB	164	41
4000-5999 RMB	108	27
6000-7999RMB	54	13.5
8000-10,000RMB	16	4
Current employment status		
Employed	243	60.8
Self- employed (own business)	32	8
Retired	6	1.5
Student	96	24
Housewife	23	5.8
Education level		

High school level	48	12
Bachelor degree	248	62
Master degree	100	25
Doctoral degree	4	1
Location		
South	245	61.3
North	149	37.2
East	6	1.5
Total	400	100

Table 5.1 showed the sample profile of tourists from Mainland China who had experiences to visit Bangkok for the purpose of leisure/holidays.

It showed that the highest percentage of respondent's gender was 60 % (240) of male and others were 40% (160) of female.

The highest percentage of respondent's age was 37% (148) of age 30 to 39, and others were 35.8% (143) of age 20-29, 11.5% (46) of age 40 to 49, 9% (36) of age less than 20 and 6.7% (27) of age 50 to 60, respectively.

The highest percentage of respondent's Marital Status was 57.2% (229) of single and others were 38.8% (155) of married and 4% (16) of divorced.

The highest percentage of respondent's monthly income was 41% (164) of 2,000 to 3,999 RMB, and others were 27% (108) of 4,000-5,999 RMB, 14.5% (58) of less than 2,000 RMB, 13.5% (54) of 6,000-7,999 RMB and 4% (16) of 8,000-10,000 RMB, respectively.

The highest percentage of respondent's Current employment status was 60.8% (243) of employed, and others were 24% (96) of students, 8% (32) of self- employed (own business) , 5.8 % (23) of housewife and 1.5% (6) of retired, respectively.

The highest percentage of respondent's education level was 62% (248) with bachelor degree and others were 25% (100) with master degree, 12% (48) with high school level and 1% (4) of doctor degree.

The highest percentage of respondent's location where he/she came from was 61.3% (245) of South part of Mainland China and others were 37.2% (146) of North part of Mainland China, 1.5% (6) of East part of Mainland China.

Table 5.2 Descriptive Analysis for general information of travelling behavior

Variables	Frequency (*f*)	Percentage (%)
How long do you plan to stay in Bangkok?		
2 days	178	44.5
3– 4 days	153	38.2
5-6days	62	15.5
More than 6days	7	1.8
Type of trip		
Package trip	270	67.5
Independent travel	130	32.5
Who do you want to travel with?		
Alone	100	25
Family	96	24
Friends/Relative	204	51
How many times have you ever been to Bangkok?	273	68.2
First time	57	14.3
2-3 times	50	12.5
4-5 times	20	5
6-7 times		
What is main purpose of your trip?		
Vacation	323	80.8
Shopping	19	4.8
Food	29	7.3

Visit temples	29	7.3
Total	400	100

Table 5.2 showed the general information of tourists from Mainland China who had experiences to visit Bangkok for the purpose of leisure/holidays.

It showed that the highest percentage of respondent's duration to stay in Bangkok, Thailand was 44.5% (178) for 2 days, and others were 38.3% (153) for 3-4 days, 15.5% (62) for 5-6 days and 1.8% (7) for age more than 6 days, respectively.

The highest percentage of respondent's type of trip was 67.5 % (270) of package trip and others were 32.5 (130) of independent travel, respectively.

The highest percentage of respondent to travel with was 25% (100) alone and others were 51% (204) with friends/relative and 24% (96) with family, respectively.

The highest percentage of respondent's times to travelling in Bangkok, Thailand was 68.2% (273) of first time, and others were 14.3% (57) of 2-3 times, 12.5% (50) of 4-5 times and 5% (20) of 6-7 times, respectively.

The highest percentage of respondent's main purpose to travel Bangkok, Thailand was 80.8% (323) of vacation, and others were 7.3% (29) of food, 7.3% (29) of visit temples and 4.8% (19) of shopping, respectively.

5.1.2 Descriptive Analysis for Variables Characteristics

In this part, the researcher measured the Mean and Standard Deviation of each variable. According to Sanders (2000), the average mean was the frequently used measure of central

tendency for each grouped data and standard deviation was the most important and useful measure of dispersion for each group data.

Independent variables

Table 5.3 Descriptive Statistics of Destination Image

Descriptive Statistics			
	N	Mean	Std. Deviation
Friendly local people	400	4.24	.426
Safe and secure environment	400	3.91	.427
Clean and tidy environment	400	3.29	.565
Colorful nightlife	400	4.52	.500
Wide variety of shop facilities	400	4.11	.471
Wide variety of food to choose	400	4.13	.603
Beauty of the cities and towns	400	3.47	.500
Diversity of cultural/historical attractions	400	3.45	.499
Reasonable traveling cost	400	4.14	.496
Relaxing atmosphere	400	4.39	.488
Valid N (listwise)	400	3.965	

Table 5.3 showed that the highest mean score was “Colorful nightlife” at an average mean of 4.52, and the lowest mean score was 3.29 came from “Clean and tidy environment” The lowest standard deviation was “Friendly local people” at 0.426 which indicated that respondents agreed on the similar aspect. The highest standard deviation was “Wide variety of food to choose” at 0.603, which indicated respondents had different aspects among each other.

Table 5.4 Descriptive Statistics of Motivation

Descriptive Statistics			
	N	Mean	Std. Deviation
Go shopping	400	3.29	.565
Novelty seeking	400	4.51	.500
Taste variety food	400	4.24	.576
To visit historical places, ancient ruins, temples, palaces	400	4.11	.471
To reduce stress	400	3.91	.427
To search fun and pleasure	400	3.47	.500
To meet new friends	400	3.45	.499
Valid N (listwise)	400		

Table 5.4 showed that the highest mean score was “Novelty seeking” at an average mean of 4.51, and the lowest mean score that was 3.29 came from “Go shopping”. The lowest standard deviation was “To reduce stress” at 0.427 which indicated that respondents agreed on the similar aspect. The highest standard deviation was “Taste variety food” at 0.576, which indicated respondents had different aspects among each other.

Table 5.5 Descriptive Statistics of Trip Quality

Descriptive Statistics			
	N	Mean	Std. Deviation
Reasonable price of product and service	400	3.96	.488
Distinctive history and heritage	400	3.32	.468
Quality of accommodation	400	3.88	.325
Comfort of build/man-made environment	400	3.66	.473
Quality of infrastructure	400	3.32	.466
Food taste	400	3.88	.576
Shopping facility	400	3.84	.481
Nightlife and entertainment	400	4.39	.489
Valid N (listwise)	400		

Table 5.5 showed that the highest mean score was “Nightlife and entertainment” at an average mean of 4.39 and the lowest mean score were 3.32 came from both “Distinctive history and heritage” and “Quality of infrastructure”. The lowest standard deviation was “Quality of accommodation” at 0.325 which indicated that respondents agreed on the similar aspect. The highest standard deviation was “Food taste” at 0.576, which indicated respondents had different aspects among each other.

Table 5.6 Descriptive Statistics of Perceived Value

Descriptive Statistics			
	N	Mean	Std. Deviation
Overall, staying in Bangkok has been very valuable to me	400	3.76	.575
I have gained a lot of new experiences in Bangkok	400	3.59	.705
Staying in Bangkok is worth every dollar paid	400	3.92	.506
The price of additional offer at Bangkok	400	3.93	.509
Valid N (listwise)	400		

Table 5.6 showed that the highest mean score was “The price of additional offer at Bangkok” at an average mean of 3.93 and the lowest mean score was 3.59 came from “I have gained a lot of new experiences in Bangkok”. The lowest standard deviation was “Staying in Bangkok is worth every dollar paid” at 0.506 which indicated that respondents agreed on the

similar aspect. The highest standard deviation was “I have gained a lot of new experiences in Bangkok” at 0.705, which indicated respondents had different aspects among each other.

Intervening Variable

Table 5.7 Descriptive Statistics of Tourist Satisfaction

Descriptive Statistics			
	N	Mean	Std. Deviation
I am pleased that I decided to visit Bangkok	400	3.82	.651
The visit to Bangkok exceeded my expectations	400	3.54	.707
This trip provides me much more benefits than costs	400	3.65	.693
Bangkok has given a good overall travelling experienc	400	3.73	.531
I am satisfied with the visitation in Bangkok	400	3.96	.431
Valid N (listwise)	400		

Table 5.7 showed that the highest mean score was “I am satisfied with the visitation in Bangkok” at an average mean of 3.96 and the lowest mean score was 3.54 came from “The

visit to Bangkok exceeded my expectations". The lowest standard deviation was "I am satisfied with the visitation in Bangkok" at 0.431 which indicated that respondents agreed on the similar aspect. The highest standard deviation was "The visit to Bangkok exceeded my expectations" at 0.707, which indicated respondents had different aspects among each other.

Dependent Variable

Table 5.8 Descriptive Statistics of Behavioral intention to revisit

Descriptive Statistics			
	N	Mean	Std. Deviation
I would like to visit Bangkok again in the future.	400	3.41	.630
I would like to come to Bangkok again with my family/friends	400	3.64	.598
Bangkok would be my preferred choice for future vacation	400	3.22	.415
I will recommend Bangkok to my friends and relatives	400	3.87	.604
I will speak highly of Bangkok to friends and relatives	400	3.73	.640
Valid N (listwise)	400		

Table 5.8 showed that the highest mean score was "I will recommend Bangkok to my friends and relatives" at an average mean of 3.87 and the lowest mean score was 3.22 came from "Bangkok would be my preferred choice for future vacation". The lowest standard deviation was "Bangkok would be my preferred choice for future vacation" at 0.415 which

indicated that respondents agreed on the similar aspect. The highest standard deviation was “I will speak highly of Bangkok to friends and relatives” at 0.64, which indicated respondents had different aspects among each other.

5.2 Reliability Analysis

In this research the reliability test had been applied to test the reliabilities of questions of each variable. In this study Cronbach’s alpha would be adopted by the researcher in SPSS. The Cronbach’s alpha results of the variables would be limited at greater than or equal to 0.06 to be tested whether the questions were acceptable and reliable (Malhotra, 1993).

Table 5. 9 The Reliability Test

Variables	Cronbach’s Alpha	No. of questions
Destination Image	0.817	10
Motivation	0.748	7
Trip Quality	0.624	8
Perceived Value	0.79	4
Tourist Satisfaction	0.877	5
Behavior Intention to Revisit	0.789	5

Table 5.9 showed that Cronbach’s alpha of variable destination image was 0.817; The Cronbach’s alpha of variable motivation was 0.748; The Cronbach’s alpha of variable trip quality was 0.624; The Cronbach’s alpha of variable perceived value was 0.79; The Cronbach’s alpha of variable tourist satisfaction was 0.877. The Cronbach’s alpha of variable

behavior intention to revisit was 0.789. Based on all variables were greater than 0.6, then all questions were consistent and reliable to be applied as the research instrument in this study (Cronbach, 1951).

5.3 Inferential Analysis of Hypothesis Testing

In this section, 7 hypotheses had been developed to test the factors affecting Mainland China tourists, behavioral intention to revisit Bangkok, Thailand. As mentioned in Chapter 4, the main objective in setting the hypothesis was to study the relationship or correlation between two variables, therefore, Pearson Correlation Coefficient (Bivariate) would be applied in this part. There were total of 7 hypotheses tested in this study.

Hypothesis 1:

H_{1o} There is no significant relationship between destination image and tourist satisfaction.

H_{1a} There is a significant relationship between destination image and tourist satisfaction.

Table 5.10 The Analysis of Relationship between destination image and tourist satisfaction by using Pearson Correlation (Bivariate)

Correlations			
		meandiex	meantsex
meandiex	Pearson Correlation	1	.338**
	Sig. (2-tailed)		.000
	N	400	400
meantsex	Pearson Correlation	.338**	1
	Sig. (2-tailed)	.000	
	N	400	400
**. Correlation is significant at the 0.01 level (2-tailed).			

The Analysis of variance in Table 5.10 showed that the significance at 0.000 was less than 0.01(0.000 <0.01) and therefore, the null hypothesis (Ho) was rejected. It indicated there was a significant relationship between destination image and tourist satisfaction. In addition, the value of Correlation Coefficient was at 0.338, it indicated that there was a weak positive relationship between destination image and tourist satisfaction or the research could conclude that 2 variables moved to the same direction. It implied that the more favorable the destination image, the higher the tourist satisfaction.

Hypothesis 2:

H_{2o} There is no significant relationship between motivation and tourist satisfaction.

H_{2a} There is a significant relationship between motivation and tourist satisfaction.

Table 5.11 The Analysis of Relationship between motivation and tourist satisfaction by using Pearson Correlation (Bivariate)

Correlations			
		meanmoex	meantsex
meanmoex	Pearson Correlation	1	.182**
	Sig. (2-tailed)		.000
	N	400	400
meantsex	Pearson Correlation	.182**	1
	Sig. (2-tailed)	.000	
	N	400	400
**. Correlation is significant at the 0.01 level (2-tailed).			

The Analysis of variance in Table 5.11 showed that the significance at 0.000 was less than 0.01(0.000 <0.01) and therefore, the null hypothesis (Ho) was rejected. It indicated there was a significant relationship between motivation and tourist satisfaction. In addition, the value of

Pearson Correlation Coefficient was at 0.182, it indicated that there was a very weak positive relationship between motivation and tourist satisfaction or the research could conclude that 2 variables moved to the same direction. It implied high fulfillment of tourist's motivation lead to high tourist's satisfaction.

Hypothesis 3:

H_{3o} There is no significant relationship between trip quality and tourist satisfaction.

H_{3a} There is a significant relationship between trip quality factor and tourist satisfaction.

Table 5.12 The Analysis of Relationship between trip quality and tourist satisfaction by using Pearson Correlation (Bivariate)

Correlations			
		meantqex	meantsex
Meantqex	Pearson Correlation	1	.758**
	Sig. (2-tailed)		.000
	N	400	400
meantsex	Pearson Correlation	.758**	1
	Sig. (2-tailed)	.000	
	N	400	400
**. Correlation is significant at the 0.01 level (2-tailed).			

The Analysis of variance in Table 5.12 showed that the significance at 0.000 was less than 0.01(0.000 <0.01) and therefore, the null hypothesis (Ho) was rejected. It indicated there was a significant relationship between trip quality and tourist satisfaction. In addition, the value of

Pearson Correlation Coefficient was at 0.758, it indicated that there was a strong positive relationship between trip quality and tourist satisfaction or the research could conclude that 2 variables moved to the same direction. It implied that if the trip quality increased, the tourist satisfaction would be also increased.

Hypothesis 4:

H_{4o} There is no significant relationship perceived value and tourist satisfaction.

H_{4a} There is a significant relationship perceived value and tourist satisfaction.

Table 5.13 The Analysis of Relationship between perceived value and tourist satisfaction by using Pearson Correlation (Bivariate)

Correlations			
		meanpvex	meantsex
meanpvex	Pearson Correlation	1	.766**
	Sig. (2-tailed)		.000
	N	400	400
meantsex	Pearson Correlation	.766**	1
	Sig. (2-tailed)	.000	
	N	400	400
**. Correlation is significant at the 0.01 level (2-tailed).			

The Analysis of variance in Table 5.13 showed that the significance at 0.000 was less than 0.01(0.000 <0.01) and therefore, the null hypothesis (Ho) was rejected. It indicated there was

a significant relationship between perceived value and tourist satisfaction. In addition, the value of Pearson Correlation Coefficient was at 0.766, it indicated that there was a strong positive relationship between perceived value and tourist satisfaction or the research could conclude that 2 variables moved to the same direction. It implied that the higher the perceived value, the higher the tourist satisfaction.

Hypothesis 5:

H_{5o} There is no significant relationship between destination image and intention to revisit.

H_{5a} There is a significant relationship between destination image and intention to revisit.

Table 5.14 The Analysis of Relationship between destination image and behavioral intention to revisit by using Pearson Correlation (Bivariate)

Correlations			
		meandiex	meanbivex
meandiex	Pearson Correlation	1	.423**
	Sig. (2-tailed)		.000
	N	400	400
meanbivex	Pearson Correlation	.423**	1
	Sig. (2-tailed)	.000	
	N	400	400
**. Correlation is significant at the 0.01 level (2-tailed).			

The Analysis of variance in Table 5.14 showed that the significance at 0.000 was less than 0.01(0.000 <0.01) and therefore, the null hypothesis (Ho) was rejected. It indicated there was a significant relationship between destination image and behavioral intention to revisit. In

addition, the value of Correlation Coefficient was at 0.423, it indicated that there was a moderate positive relationship between destination image and behavioral intention to revisit or the research could conclude that 2 variables moved to the same direction. It implied that the more favorable the destination image, the more positive behavioral intention to revisit.

Hypothesis 6:

H_{6o} There is no significant relationship perceived value and intention to revisit.

H_{6a} There is a significant relationship perceived value factor and intention to revisit.

Table 5.15 The Analysis of Relationship between perceived value and behavioral intention to revisit by using Pearson Correlation (Bivariate)

Correlations			
		meanpvex	meanbivex
meanpvex	Pearson Correlation	1	.729**
	Sig. (2-tailed)		.000
	N	400	400
meanbivex	Pearson Correlation	.729**	1
	Sig. (2-tailed)	.000	
	N	400	400
**. Correlation is significant at the 0.01 level (2-tailed).			

The Analysis of variance in Table 5.15 showed that the significance at 0.000 was less than 0.01(0.000 <0.01) and therefore, the null hypothesis (Ho) was rejected. It indicated there was a significant relationship between perceived value and behavioral intention to revisit. In addition, the value of Correlation Coefficient was at 0.729, it indicated that there was a strong positive relationship between destination image and behavioral intention to revisit or the research could conclude that 2 variables moved to the same direction. It implied that the higher the perceived value, the more positive the behavioral intention to revisit.

Hypothesis 7:

H_{7o} There is no significant relationship between tourist satisfaction and intention to revisit.

H_{7a} There is a significant relationship between tourist satisfaction and intention to revisit

Table 5.16 The Analysis of Relationship between tourist satisfaction and behavioral intention to revisit by using Pearson Correlation (Bivariate)

Correlations			
		meantsex	meanbivex
meantsex	Pearson Correlation	1	.857**
	Sig. (2-tailed)		.000
	N	400	400
meanbivex	Pearson Correlation	.857**	1
	Sig. (2-tailed)	.000	
	N	400	400
**. Correlation is significant at the 0.01 level (2-tailed).			

The Analysis of variance in Table 5.16 showed that the significance at 0.000 was less than 0.01(0.000 <0.01) and therefore, the null hypothesis (Ho) was rejected. It indicated there was a significant relationship between tourist satisfaction and behavioral intention to revisit. In addition, the value of Correlation Coefficient was at 0.857, it indicated that there was a very strong positive relationship between tourist satisfaction and behavioral intention to revisit or the research could conclude that 2 variables moved to the same direction. It implied that the higher the tourist satisfaction, the more positive the behavioral intention to revisit.

Table 5.17 Hypothesis testing results

Hypothesis	Statistical test	Significant Value(alpha)	Correlation coefficient	Result
H_{1a} There is a significant relationship between destination image and tourist satisfaction	Pearson's Correlation	.000	.338	Reject Ho
H_{2a} There is a significant relationship between motivation and tourist satisfaction.	Pearson's Correlation	.000	.182	Reject Ho
H_{3a} There is a significant relationship between trip quality factor and tourist satisfaction.	Pearson's Correlation	.000	.758	Reject Ho
H_{4a} There is a significant relationship perceived value and tourist satisfaction.	Pearson's Correlation	.000	.766	Reject Ho
H_{5a} There is a significant relationship between destination image and intention to revisit.	Pearson's Correlation	.000	.423	Reject Ho
H_{6a} There is a significant relationship perceived value factor and intention to revisit.	Pearson's Correlation	.000	.729	Reject Ho
H_{7a} There is a significant relationship between tourist satisfaction and intention to revisit.	Pearson's Correlation	.000	.857	Reject Ho

CHAPTER 6

SUMMERY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter consisted of 4 sections. The first section is a summary of the findings which was including summary of demographic factors and summary of hypothesis testing. The second section presents the conclusion of the study which was used to explain the statement of the problems in chapter one. Third section discusses recommendation which the researcher would like to provide some suggestion based on the hypothesis result. And the last part provides the suggestions for future research.

6.1 Summary of the Findings

This section summarized the thesis by outlining the research problem, the research methodological considerations, and the analysis in the hypothesis testing. The main purpose of this research was to study and understand how the factors affecting or influencing tourists from Mainland China to revisit Bangkok. To find how satisfied they were with Bangkok, loyalty intention to revisit and willingness to recommend Bangkok to others.

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6.1.1 Summary of Demographic factors

In this research, 400 questionnaires were distributed to 4 areas of Bangkok. Based on the demographic factors of research, the result showed that out of 400 respondents, 60% were males and 40% were females. The highest respondents group from Mainland China was 37% aged between 30-39 years old. From the total respondents, the majority of marital status was single which was at 57.2%. Most of respondents had an average monthly income ranging from 2000 RMB-3999RMB at41%. It also showed that 60.8% of the respondents were employed and 62% of them had bachelor degree level of education. Almost 61.3% of the respondents were from South part of China.

Table 6.1 Summary of results from respondents' demographic profile

Demographic Profile	Majority Group	Total of respondents
Gender	Male	240 (60%)
Age	30-39 years old	148 (37%)
Marital Status	Single	229 (57.2%)
Monthly Income	2000-3999 RMB	164 (41%)
Occupation	Employed	234 (60%)
Education	Bachelor degree	248 (62%)
Location	South part China	245 (61.3%)

In addition, the researcher summarized the result of respondents travelling general information. It showed that the highest number of people planned to stay in Bangkok within only 2 days which appeared to be 44.5%. In term of types of the trip, the data indicated that 67.5% of the respondents preferred the package trip and 51 % of them chose to travel with friends/ relative. Also, the data showed that the highest number of people who ever visited Bangkok has fallen into the category of between 1-3 times which appeared to be 50%.Yet, majority of data answered that 80.8% of the respondents chose to travel Bangkok for the propose of vacation.

Table 6.2 Summary of results from the general information

General Information	Majority Group	Total of respondents
How long you plan to stay in Bangkok?	2 days	178 (44.5%)
Type of trip	Package trip	270 67.5%)
Who do you want to travel with?	Friends/relative	204 (51%)
How many times have you ever been to Bangkok?	First time	273 (68.2%)
What is main purpose of your trip?	Vacation	323 (80.8%)

6.1.2 Summary of Hypothesis Testing

In order to test the relationship between two variables, Pearson's Correlation analysis was used in the study. From the study result, all null hypotheses were rejected. As all hypotheses significant values at 0.000 were less than 0.01 at the 99 percent confidence level.

It indicated that all elements had positive relationship with each others. The results were summarized as follows:

Hypothesis 1: The first Hypothesis showed there was a relationship between destination image and tourist satisfaction. From the correlation at 0.338 (Table 5.10), the results indicated that destination image had a weak positive relationship with tourist satisfaction.

Hypothesis 2: The second hypothesis showed that there was a relationship between motivation and tourist satisfaction. From the correlation at 0.182(Table 5.11), the results indicated that motivation had a very weak positive relationship with tourist satisfaction.

Hypothesis 3: The third hypothesis showed that there was a relationship between trip quality and tourist satisfaction. From the correlation at 0.758 (Table 5.12), the results indicated that trip quality had a strong positive relationship with tourist satisfaction.

Hypothesis 4: The fourth hypothesis showed that here was a relationship between perceived value and tourist satisfaction. From the correlation at 0.766 (Table 5.13), the results indicated that perceived value had a strong positive relationship with tourist satisfaction.

Hypothesis 5: The fifth hypothesis showed that there was a relationship between destination image and behavioral intention to revisit. From the correlation at 0.423 (Table 5.14), the results indicated that destination image had a moderate positive relationship with behavioral intention to revisit.

Hypothesis 6: The sixth hypothesis showed that there was a relationship between perceived value and behavioral intention to revisit. From the correlation at 0.729 (Table 5.15), the results indicated that perceived value had a strong positive relationship with behavioral intention to revisit.

Hypothesis 7: The seventh hypothesis showed that there was a relationship between tourist satisfaction and behavioral intention to revisit. From the correlation at 0.857 (Table 5.16), the results indicated that tourist satisfaction had a very strong positive relationship with behavioral intention to revisit.

6.2 Conclusion and Implications

This study investigated the Mainland Chinese tourist behavioral intention to revisit Bangkok, and studied the factors affecting Mainland Chinese tourist behavioral intention to revisit Bangkok by considering destination image, motivation, trip quality, perceived value and tourist satisfaction. It followed with testing a structural model of the relationships between destination image, motivation, trip quality, perceived value, tourist satisfaction and behavioral intentions to revisit. The following paragraphs showed the conclusion for the research and also how it was implied in the study result.

For the demographic factors of the research, the result indicated that most of the tourists from mainland China were male and the aged between 20-39 years old, most of them were single from the South part of China. In other words, the tourists from mainland China who visit Bangkok were mainly young and single male adults from South part of China. The

Thailand tourism marketers or planners should pay more attention to this group of people. They need to analyze and understand their needs and wants in order to make them more satisfied.

As the hypothesis testing part, the result showed that all null hypotheses were rejected. This result indicated that all variables had positive relationship with each others. It confirmed destination image, motivation, trip quality and satisfaction had significant influence on behavioral intention to revisit. The finding implied both trip quality and perceived value of tourists from Mainland China were the important factors of satisfaction, as well as both perceived value and tourist satisfaction were the important factors of behavioral intention to revisit Bangkok.

The study confirmed the role of tourist satisfaction in shaping Mainland Chinese tourist's intention to revisit Bangkok. Perceived value played an important role in affecting the level of satisfaction and future behavioral intentions to revisit. By better understanding how Mainland Chinese tourists value their trip experiences, Thailand tourism planners should be able to device more effective marketing strategies and service delivery to meet tourists' actual needs. Once tourists perceive their trip experiences valuable, the higher satisfaction would occur and further more the benefits of positive behaviors could be brought out. The issues allowing better understanding of customer's value perception and the role of perceived value in tourist satisfaction should be addressed and warrant future study.

6.3 Discussion and Implications

The result of the study provided some discussion and implication. According to hypotheses testing of this research, all independent variables had positive relationships with tourist satisfaction and behavioral intention to revisit.

From hypothesis one and five, the researcher found that the more favorable the destination image, the higher the tourist satisfaction, and the more favorable the destination image, the more positive behavioral intention to revisit. Throughout the years, numerous studies have demonstrated that destination image has significant influence on tourist satisfaction and intention of behavior (Hunt, 1975, Brent Ritchie, 2003). According to Bigne et al, (2009) who determined that the existence of destination image thus could be beneficial because of its significant effect on satisfaction and revisit intention, as a comprehensive determinant. Moreover, this idea could also be found in previous study from Dann, (1996). It mentioned the importance of the destination image, in terms of influence on tourist behavioral intention. The above discussion of destination image and its formation would aid in evaluating the importance of image in marketing the brand. Pike (2002) suggested that brand identity was the image of a destination and brand image was how consumer have perceived the brand identity and brand positioning was to enhance resemblance between brand identity and image. Destination Marketing Organizations needed to consider all three components with equal importance to sustain tourists' confidence on the product. It was imperative to create trust in the brand by identifying and promoting existing attributes of the product.

From the hypothesis four and six, researcher found that the higher the perceived value, the higher the tourist satisfaction, and the higher the perceived value, the more positive the behavioral intention to revisit. Recent research studies suggested that perceived value may be a better predictor of behavioral intentions than either destination image or quality (Cronin et al. & Oh, 2000). This concept could also explained by the previous study from Kashyap & Bojanic (2000), they proved that perceived value was an important antecedent to satisfaction and behavioral intentions. Moreover, Hallowell, (1996) showed that perceived value positively influenced their satisfaction, and revisit behavioral intention was positively

influenced by their satisfaction and perceived value. Therefore, the researcher would like to suggest that in order to increase Mainland Chinese tourists' behavioral intention to revisit Bangkok, Tourism Authority of Thailand need to pay attention to what they actually offered to tourists and what the tourists expected. Tourists perceived greater value when they got more than they were expecting. This kind of value could be time, money and experiences. Those values could also be transferred to satisfaction (Baker & Crompton, 2000). The researcher, as based on the findings also suggested that Tourism Authority of Thailand can increase Chinese tourist behavioral intention by providing more perceived value to them instead of time, price and experiences.

From the hypothesis two and three, the researcher found that high fulfillment of tourist's motivation lead to high tourist's satisfaction and the higher the trip quality, the higher the tourist satisfaction. Tourist satisfaction was significantly affect by motivation, as shown in empirical studies of tourism in various contexts: sightseeing tourism in Washington State (Ross & IsoAhola, 1991), climbing trips on Ayers Rock (Fielding, Pearce, & Hughes, 1992), visits to international cultural festivals (Lee, Lee, & Wicks, 2004) and visits to farm resorts(Lin, 2005). Motivation is the need that drives an individual to act in a certain way to achieve to the desired satisfaction (Beerli & Martín, 2004). In practice, all human behaviors are motivated even though the choices to satisfy needs can depend on other psychological variables (Crompton, 1979). As aforementioned, service quality had been recognized as the antecedent of satisfaction in a service setting. In addition, the research by Bigne et al. (2001) and Lee et al. (2005) also ascertained that higher trip quality could lead to both higher satisfaction and more positive behavioral intentions in general. They indicated that trip quality was an antecedent of both satisfaction and loyalty (Baker & Crompton 2000; Fornell et al. 1996; Oliver 1989; Oh 1999, 2000; Cronin et al. 2000; Ekinci 2003).

From the hypothesis five, six and seven, the researcher found that destination image, perceived value and satisfaction had a positive relationship with the behavioral intention to revisit. In addition, the finding showed that satisfaction had very strong positive relationship with behavioral intention to revisit, followed by perceived value which had strong positive relationship with behavioral intention to revisit. Destination image had a moderate positive relationship with behavioral intention to revisit. Previous theoretical studies on the factors influencing revisit intention had considered tourists' satisfaction a backbone of their models. Tourist satisfaction resulted in increased number of satisfied tourists revisiting and recommending more destinations, which in turn promoted the sustainable development of tourism particularly in the areas of management and marketing (Soderlund, 1998).. Additionally, the causal relationships among customer perceptions of satisfaction, perceived value, and behavioral intensions have been established by previous studies (Athanassopoulos, 2000; Baker & Crompton, 2000; Chen, 2008; Chen & Tsai, 2007; Cronin et al.,2000; Petrick & Backman, 2002; Rust & Oliver, 1994; Zeithaml, Berry & Parasuraman, 1996). Destinations, perceived value, and satisfaction all have been shown to be good predictors of behavioral intentions (Petrick, 2004). According to support in past studies, perceived value had an positive influence on overall satisfaction (Cronin et al. 2000; Petrick & Backman, 2002), and both satisfaction and perceived value appear to be the direct antecedents of behavioral intentions (Cronin et al., 2000; Dodds et al., 1991; McDougall & Levesque, 2000; Petrick & Backman, 2002; Tam, 2000). Moreover, the researchers find that revisit intention alike have been influenced by the satisfaction and perceived value more than by destinations(Um et al, 2006).

6.4 Recommendation

Thailand is one of the important tourist destinations in the world. China is the most rapidly growing tourism market in the world, and has become the world's largest source country, but

also the highest source country to the international tourism market in Thailand. In order to attract the tourist from mainland China and keep them to revisit same destination Bangkok, the researcher would like to provide some suggestions and recommendations based on the hypothesis results.

Destination image

From hypothesis one and five, the researcher found that destination image had a positive relationship with both tourist satisfaction and behavioral intention to revisit. Although Chinese tourists have a good impression on the almost entire Bangkok tourism image and have higher perception evaluation of the tourism factors. However, there were still some problems. According to the questionnaire, the result showed that Bangkok destination image had the lower mean score with those items, “Clean and tidy environment”, “Beauty of the cities and towns” and “Safe and secure environment”. Tourists prefer to live and spend their vacation at a clean and comfort environment, a good environment and beautify of cities could increase the destination image in the customer’s mind. Therefore, this research evident had to be used to suggest that the Thai government should take actions on traffic control to reduce the air pollution. They should speed up the process constructing the mass transportations and build more roads. They also need to improve the city draining system to protect flooding at the raining season.

Moreover, Thailand tourism authority needs to put more effort to improve destination image in Chinese tourists’ mind. The needs to strengthen the intercultural communication, promoting the Thailand tourism image to Chinese tourists, understanding the Thailand culture will be beneficial to establish the reasonable and effective travel expectation for the Chinese mainland tourists, and fundamentally promote the tourism cooperation between China and Thailand. Moreover, Thai government should encourage Thai movies/TV series to go international, especially the Chinese market so they might promote Thai tourism and remind

repeat tourists about their previous trips to Bangkok, Thailand. Thai movies/TV series are expected to stimulate the motivation of travelers in coming to Bangkok, Thailand. Inviting Chinese film and TV producers to shoot films/TV series in Thailand was also recommended because the Chinese films can influence Chinese tourist decision making process. By that way Bangkok would gain more tourists from Mainland China.

Motivation

From hypothesis two, the research found that there was a positive relationship between motivation and tourist satisfaction. The result indicated that if the fulfillment of tourist's motivation was high, it would lead to high tourist's satisfaction. The highest mean score in this category was "Novelty seeking". "Go shopping" and "Taste variety food" can also be considered as another destination attribute which had roles of motivation factors attracting tourists to visit the destination. According to the study of Wong and Lau (2001), the desire to sample local food in the destination was considered as a main factor among others influencing Mainland Chinese tourists outbound leisure travel. Tourism Authority of Thailand should adopt and focus on those factors to promote in Mainland Chinese Market in order to attractive more tourists from Mainland China to visit Bangkok.

Furthermore, instead of treating tourists as being a homogeneous group of Chinese tourists, TAT needs to treat them as distinctive segments (Novelty seeking, Taste variety food, shopping, stress busting and get fun). Advertisement should be launched specifically for each group by designing advertising to be content-based or geared toward a group's main motives. For example, visiting beautiful environments and beaches is the main motive of the novelty seeking group; therefore the advertising should emphasize the natural sceneries, so that the advertising can stimulate the needs of the novelty seekers to travel.

Trip Quality

From hypothesis three, the researcher found out that there was a positive strong relationship between trip quality and tourist satisfaction. The lower mean scores were from "Distinctive history and heritage" and "Shopping facility". The Chinese place great emphasis on status, which lead them to visit the most popular attractions within a destination and document these visits by the extensive taking of photos (Wong & Lau, 2001). The most worthy activities were visiting museums, historical places and monuments and the observation of architecture of the old city buildings, and purchasing in shopping malls (Wong & Lau, 2001). Hence, Tourism Authority of Thailand's should pay more attention to those places and try to improve the quality in those places. Signage should be in Thai and Chinese, especially the signage at travel destinations. The Thai government may cooperate with Hospitality and Tourism schools to initiate a student volunteer program which could then provide travel information to tourists in major travel destinations. It would be a win-win situation in which the government can partly solve a language barrier between Chinese tourists and local Thai people. Thai students will have an opportunity to practice Chinese and get familiar with the tourism industry.

Perceived Value

From hypothesis four and six, the researcher fined that perceived value was an important key determinant of customer satisfaction and behavioral intention. It had also been found that the tourists' perceived value of Bangkok tours had indirect effects on the recommendation of the Bangkok tour to others. These findings indicated that Mainland Chinese tourists considered visiting the Bangkok to be a valuable and correct choice, which was likely to affect their level of Bangkok tour satisfaction. In light of travel expenses, the respondents were satisfied with reasonable price and quality from visiting the Bangkok. They were also

satisfied with visiting the Bangkok as a pleasurable and enjoyable tourism destination. Since the tourist perceived values had effects on satisfaction and Behavioral intention to revisit, TAT should promote the local star hotels of Thailand with suitable price, good service and environment, combined with the character of security and stability. Low-price package tours may limit the quality of food in the hotel and the services from hotel staff. A choice of variety hotels (with different prices and services) should be provided so that Chinese tourists can have a variety of options while staying in Bangkok, Thailand.

6.5 Future Studies

To understand Mainland Chinese tourists' satisfactions and behaviors are very beneficial to tourism industrials in the world. Therefore, there were several recommendations from researcher that would be highlighted so as to provide a reference for the future study and those references could help other researchers to make improvement in the further research.

First, this research investigated the relationship between 'destination image', 'motivation', 'trip quality', 'perceived value', 'tourist's satisfactions' and behavioral intention to revisit Bangkok. There might be additional factors influencing and interacting with tourists' behavioral intention to revisit. Future researchers are advised to investigate additional antecedents of tourists' behavioral intention to revisit. This may lead to the uncovering of omissions of the relationships tested in the current study and for further conceptual refinement and extension. Moreover, in this research the perceived value only referred to price and experience. Future research related to tourists' perceived value may reference different concepts and theories in measuring tourists' perceived value. It might explain some

of the remaining variance in tourists' satisfaction and behavioral intention directly and/or indirectly.

Second, this study, the researcher collected the data from the Mainland Chinese tourists who travel in destination Bangkok, Thailand Only. For future study, other researchers should collect the data from other interesting tourist places in other provinces of Thailand.

Also, the future researchers may extend this research to compare with the competing destination countries with Bangkok, Thailand. The competing destination countries are those have many beautiful tourist places, such as Malaysia, Indonesia, Singapore and etc.

Finally, this research focused on the topic of Mainland Chinese tourists, behavioral intention to revisit Bangkok only. In addition, the target market of this research is tourists from Mainland China who have experience to visit Bangkok, Thailand. And there is also a big potential market of Mainland Chinese tourists who has never been to Bangkok. Future researchers can select those potential markets of Mainland Chinese tourists who have never been to Bangkok as target market and study their perception and attitude to visit Bangkok.

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ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR OMNIA VINCIT
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

Appendix A

Questionnaire (English)

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR OMNIA VINCIT
SINCE1969
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Research Questionnaires

This research project is concerning "Studying the relationship among Destination Image, Motivation, Trip quality, perceived value, Satisfaction and Behavioral Intention to revisit of Chinese Tourists toward Bangkok". Your opinion will be very helpful to researcher. Researcher assures you this survey data only use for academic research purpose. If you would like help researcher for this research, please read the following questions carefully and tick the options that you consider correct and appropriate. Thank you for your cooperation.

Part I. Screening Questions

Kindly answer the following questions before you continuing to answer further questions.

1. Are you a tourist from Mainland China? ( ) Yes ( ) No (stop to answer questionnaire)

2. Have you been to Bangkok more than 12 hours? ( ) Yes ( ) No (stop to answer questionnaire)

3. Did you come to Bangkok for leisure/holidays? ( ) Yes ( ) No (stop to answer questionnaire)

Part II. Destination Image

The following statements are about your perception of Bangkok Image. Please tick "√" to the appropriate number that indicates how much you agree or disagree with each of the following statements (1= strongly Disagree, 2=Disagree, 3= Neutral, 4= Agree, 5=strongly Agree)

My perception of Bangkok	1	2	3	4	5
1. Friendly local people					
2.Safe and secure environment					
3.Clean and tidy environment					
4. Colorful nightlife (e.g. bar, pub, night market, Dinning)					
5. Wide variety of shop facilities (souvenir and gift shops, shopping mall, Street stroll)					
6. Wide variety of food to choose.					
7.Beauty of the cities and towns					
8. Diversity of cultural/historical attractions (architecture, tradition temples, culture)					
9.Reasonable traveling cost					
10.Relaxing atmosphere					

Part III. Motivation

The following statements are about your motivation of Bangkok, Thailand trip. Please tick "√" to the appropriate number that indicates how much important were each of the following statements (1=unimportant, 2=somewhat important, 3= important, 4= very important 5=extremely important)

Motivation	1	2	3	4	5
1. Go shopping					
2. Novelty seeking					
3. Taste variety food					
4. To visit historical places, ancient ruins, temples, palaces.					

5. To reduce stress					
6. To search fun and pleasure					
7. To meet new friends					

Part IV. Trip Quality

The following statements are about trip quality of Bangkok. In order to understand the trip quality you received. Please describe the quality which you received from the trip on a scale as flowing: (1= Very poor 2=poor, 3= Neutral, 4= excellent, 5=Very excellent).

Trip quality	1	2	3	4	5
1. Reasonable price of product and service (transportation, food, hotel, etc)					
2. Distinctive history and heritage (e.g. temples, museums)					
3. Quality of accommodation (comfort, need and tidy, location and service)					
4. Comfort of build/man-made environment					
5. Quality of infrastructure (roads, transportation, bank, etc)					
6. Food taste (color, taste, quantity, etc)					
7. Shopping facility (more choice, location, price, etc)					
8. Nightlife and entertainment					

Part V. Perceived Value

The following statements are about perceived value of Bangkok trip. Please rate on scale below to what extend do you agree with the statement below: (1= strongly Disagree, 2=Disagree, 3= Neutral, 4= Agree, 5=strongly Agree).

Perceived value	1	2	3	4	5
1. Overall, staying in Bangkok has been very valuable to me.					

2. I have gained a lot of new experiences in Bangkok.					
3. Staying in Bangkok is worth every dollar paid.					
4. The price of additional offer at Bangkok (i.e. price of food and drink, price of souvenirs and price of brand products are favorable).					

Part VI. Tourist Satisfaction

The following statements are about your satisfaction with Bangkok trip. Please rate your overall satisfaction with your visit to Bangkok on a scale below (1= Strongly Disagree, 2=Disagree, 3= Neutral, 4= Agree, 5=Strongly Agree).

Tourist Satisfaction	1	2	3	4	5
1. I am pleased that I decided to visit Bangkok.					
2. The visit to Bangkok exceeded my expectations.					
3. This trip provides me much more benefits than costs.					
4. Bangkok has given a good overall travelling experience. E.g. quality of service & price.					
5. I am satisfied with the visitation in Bangkok.					

Part VII. Behavior intention to revisit

The following statements are about behavioral intention for you to revisit Bangkok. Please circle the appropriate number that indicate whether you agree or disagree with the following statements and to what extent on a scale below (1= Strongly Disagree, 2=Disagree, 3= Neutral, 4= Agree, 5=Strongly Agree).

Behavior intention to revisit	1	2	3	4	5
1. I would like to visit Bangkok again in the future.					
2. I would like to come to Bangkok again with my family/friends					
3. Bangkok would be my preferred choice for future vacation					
4. I will recommend Bangkok to my friends and relatives					
5. I will speak highly of Bangkok to friends and relatives					

Part VIII. Demographic Profile

The following questions are used for statistical purpose. Please circle the response for each question.

1. What is your gender?

   ( ) male ( ) Female

2. What is your age?

   ( ) below 20 ( ) 20-29 ( ) 30-39

   ( ) 40-49 ( ) 50-60 ( ) above 60

3. What is your marital status?

   ( ) Single ( ) Married ( ) Divorced

4. What is your monthly income?

   ( ) Less than 2000RMB ( ) 2000-3999RMB ( ) 4000-5999 RMB

   ( ) 6000-7999RMB ( ) 8000-10,000RMB ( ) More than 10,000RMB

5. What is your current employment status?

   ( ) Employed ( ) Self- employed (own business) ( ) Retired

   ( ) Student ( ) Housewife ( ) Other _____

6. What is your education level?

   ( ) below high school ( ) High school level ( ) Bachelor degree

   ( ) Master degree ( ) Doctoral degree ( ) Other _____

7. Which part of Republic of China you come from?

   ( ) South ( ) North ( ) West ( ) East ( ) Other _____

Part VIIII. General Information

1. How long you plan to stay in Bangkok, Thailand?

( ) day2 days ( ) 3– 4 days ( ) 5-6days ( ) More than 6days

2. Type of trip

( ) Package trip ( ) Independent travel

3. On this trip I travelled with

( ) Alone ( ) family ( ) Friends/Relative

4. How many times have you ever been to Bangkok, Thailand?

( ) First time ( ) 2-3 times ( ) 4-5 times ( ) 6-7 times ( ) more than 7

5. What is the main purpose of your trip? (Choose one).

( ) Vacation ( ) Shopping ( ) Food ( ) Visit temples ( ) Other _____

THE END

Thanks for your cooperation.

Appendix B

Questionnaire (Chinese)

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST. GABRIEL
LABOR VINCIT
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

□□的游客

□份□卷表是泰国曼谷□博大学（ABAC）□□管理系市□□□研究生院□研□目的一部分。□□卷主要是用来了解中国大□游客□来泰国首都曼谷旅游□意度及是否会再来曼谷旅游， 以便确定影响中国大□游客□曼谷□体□意度及再来曼谷旅游的主要因素。□□卷表大□需要您 10-15 分□来回答。□在您□□的答案上画√。□□。

第一部分

1. 你是来自中国大□□? ( ) 是, □□□回答□□ ( ) 不是，□停止回答□□

2. 你是否已□在曼谷停留超□ 24 小□了? ( ) 是, □□□回答□□ ( ) 不是，□停止回答□□

3. 你是否是来曼谷度假的？ ( ) 是, □□□回答□□ ( ) 不是，□停止回答□□

第二部分：曼谷形象

□您表达□以下曼谷形象的看法，并在相□的空格上打√：5 □烈□同 4 □同 3 一般 2 不□同 1 □烈不□同

曼谷形象	1	2	3	4	5
1. 当地人很友好					
2.曼谷市内安全□定					
3. 曼谷□境干□整□					
4. 丰富的夜生活及夜□□□(酒吧，夜□会，夜市，晚餐)					
5. 多种□物□所□□(包括□念品礼物小店， 大型国□□物商□, 街□小店，夜市)					
6. 多种多□的餐□□□					
7.美□的都市景色					
8. 种□繁多及因人入□的□史和文化 (包括当地□□的建筑,□宇，宗教等)					
9.合理的旅游消□					
10.另人□松的气氛					

第三部分：来曼谷旅游的可能□机

以下是您□次出游曼谷的目的，□在每个□目相□的空格上打√：5 特□重要　4 非常重要　3 重要　2 有些重要　1 不重要

旅游□机	1	2	3	4	5
1. □物					
2. □□不同事物					
3. 品□各种食物					
4. 拜□名□古迹（如□□建筑，□宇等）					
5. □解□力					
6. □刺激找好玩					
7. □交新的朋友					

第四部分：出行曼谷的□量□价

□您就□趟曼谷之行□量□行□价,□价尺度：5 很好　4 好 3 一般　2 差　1 很差

出行□量	1	2	3	4	5
1. 商品及服□价格是否合理					
2. 有特色文化古迹(如□宇，博物□等)					
3. 住宿□施的□量(如舒适整□，地点，服□等)					
4. 建筑及人文□境的舒适度					
5. 基□建□□施的□量(如道路，公共交通，□行等)					
6. 食物的□量（如味道，菜色，分量等）					
7. □物□施□所□量（如种□□□，服□，价格等）					
8. 夜生活及□□（如酒吧，夜□会，夜市）					

第五部份:游客的感知价□

就"感知价值”方面□您表达□来曼谷旅游是否□得□行□价，并在相□的空格上打√：5 □烈□同　4 □同　3 一般　2 不□同　1 □烈不□同

感知价□	1	2	3	4	5
1. □体来□□次旅游曼谷□我来□是非常□得的					
2 .□次曼谷旅行□我□来了□多新的体□					
3. □次曼谷之行在金□上的花□是□□□惠的					
4.在曼谷□外提供的价格(如餐□价格,□念品价格及名牌□品价格)很□惠					

第六部分:游客□意度

□□您□次的曼谷之行,□在和您一件最匹配的方框里打"√" 5 □烈□同　4 □同　3 一般　2 不□同　1 □烈不□同

游客□意度	1	2	3	4	5
1. 我很高□□次来曼谷旅行的决定					
2. □次来曼谷旅行的□□超越了我的□期□					
3.□次旅行□我来□是物超所□					
4.□体来□,□次曼谷旅行□我□来了美好的旅行体□(如服□品□和价格)					
5. □次曼谷旅行是令人□意的					

第七部分: 重游曼谷的意向

□□您是否会再来曼谷,我□□□了以下□□,□在和您意□最匹配的方框里打 "√".5 □烈□同　4 □同　3 一般　2 不□同　1 □烈不□同

重游曼谷行□意向	1	2	3	4	5
1.我想在不久的将来再次造□曼谷					
2.下次我想和我的家人或朋友一起来曼谷					
3. 与其它地方比□曼谷将是我度假之旅的首□					
4. 我会将曼谷作□旅游□地推荐□我的□戚和朋友					
5.我会在□戚和朋友面前,□予曼谷很高的□价					

第八部分,游客个人□料 每□□□□□

1. 您的性□　( ) 男　　( )　女

2.您的年□　( ) 小于 20　( ) 20-29　( ) 30-39　( ) 40-49　( ) 50-60　( ) 大于 60

3.婚姻状况　( ) 已婚　　( ) □身　　( ) 离婚

4.月薪收入　( ) 小于 2000 人民□　　( ) 2000-3999 人民□　　( ) 4000-5999 人民□

( ) 6000-7999 人民□　　( ) 8000-10,000 人民□　　( ) 大于 10，000 人民□

5.您目前的雇佣状况　( ) 受雇　( ) 自己□□　( ) 退休　( ) 学生　( ) 家庭主□　( ) 其它_____

6. 您的学□　( ) 高中以下　( ) 高中　( ) 大本　( ) 研究生　( ) 博士　( ) 其它_____

7. 您来自中国的哪里？　( ) 南部　( ) 北部　( ) 西部　( ) □部　( ) 其它_____

第九部分，旅行□料 □□□

1.您打算在曼谷呆多久？ ( ) 2 天 ( ) 3-4 天 ( ) 5-6 天 ( ) 大于 6 天

2.您的旅游方式 ( ) 参□旅游 ( ) 自助旅游

3.□次旅行您是和□一起来的？ ( ) 自己 ( ) 家人 ( ) 朋友

4.□是您第几次来曼谷？ ( ) 第一次 ( ) 2-3 次 ( ) 4-5 次 ( ) 6-7 次 ( ) 超□ 7 次

5.您来泰国的主要原因是什么？ ( ) 度假 ( )□物 ( )美食 ( )参□□宇 ( )其它_____

APPENDIX C

Reliability Analysis Output

Reliability

Scale: Destination image

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded[a]	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.817	10

Scale: Motivation

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded[a]	0	.0
	Total	400	100.0

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded[a]	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.748	7

Scale: Trip Quality

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded[a]	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.624	8

Scale: Perceived Value

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded[a]	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.790	4

Scale: Tourist Satisfaction

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded[a]	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.877	5

Scale: Behavior Intention to Revisit

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded[a]	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.789	5

APPENDIX D

Descriptive Analysis Output

Frequencies

Statistics

your gender

N	Valid	400
	Missing	0
Minimum		1
Maximum		2

your gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	240	60.0	60.0	60.0
	female	160	40.0	40.0	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

your age

N	Valid	400
	Missing	0
Minimum		1
Maximum		6

your age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20	36	9.0	9.0	9.0
	20-29	143	35.8	35.8	44.8
	30-39	148	37.0	37.0	81.8
	40-49	46	11.5	11.5	93.3
	50-60	26	6.5	6.5	99.8
	above 60	1	.3	.3	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

marrital status

N	Valid	400
	Missing	0
Minimum		1
Maximum		3

marrital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	married	155	38.8	38.8	38.8
	single	229	57.3	57.3	96.0
	divorced	16	4.0	4.0	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

your monthly income

N	Valid	400
	Missing	0
Minimum		1
Maximum		5

your monthly income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 2000	58	14.5	14.5	14.5
	2000-3999	164	41.0	41.0	55.5
	4000-5999	108	27.0	27.0	82.5
	6000-7999	54	13.5	13.5	96.0
	8000-10000	16	4.0	4.0	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

current employment status

N	Valid	400
	Missing	0
Minimum		1
Maximum		5

current employment status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	employed	243	60.8	60.8	60.8
	self- employed	32	8.0	8.0	68.8
	retired	6	1.5	1.5	70.3
	student	96	24.0	24.0	94.3
	housewife	23	5.8	5.8	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

education level

N	Valid	400
	Missing	0
Minimum		2
Maximum		5

education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	high school	48	12.0	12.0	12.0
	bachelor degree	248	62.0	62.0	74.0
	master degree	100	25.0	25.0	99.0
	Doctore degree	4	1.0	1.0	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

which part of China come from

N	Valid	400
	Missing	0
Minimum		1
Maximum		4

which part of China come from

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	south	245	61.3	61.3	61.3
	north	149	37.3	37.3	98.5
	east	6	1.5	1.5	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

how long stay in bangkok

N	Valid	400
	Missing	0
Minimum		1
Maximum		4

how long stay in bangkok

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 days	178	44.5	44.5	44.5
	3-4days	153	38.3	38.3	82.8
	5-6 days	62	15.5	15.5	98.3
	more than 6 days	7	1.8	1.8	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

type of trip

N	Valid	400
	Missing	0
Minimum		1
Maximum		2

type of trip

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Package trip	270	67.5	67.5	67.5
	independent travel	130	32.5	32.5	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

travel with

N	Valid	400
	Missing	0
Minimum		1
Maximum		3

Frequencies

Statistics

how many times been to bangkok

N	Valid	400
	Missing	0
Minimum		1
Maximum		4

how many times been to bangkok

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	first time	273	68.3	68.3	68.3
	2-3 times	57	14.3	14.3	82.5
	4-5 times	50	12.5	12.5	95.0
	6-7 times	20	5.0	5.0	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

main purpose of the trip

N	Valid	400
	Missing	0
Minimum		1
Maximum		4

main purpose of the trip

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	vacation	323	80.8	80.8	80.8
	shopping	19	4.8	4.8	85.5
	food	29	7.3	7.3	92.8
	visit temples	29	7.3	7.3	100.0
	Total	400	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
Friendly local people	400	4.24	.426
Safe and secure environment	400	3.91	.427
Clean and tidy environment	400	3.29	.565
Colorful nightlife	400	4.52	.500
Wide variety of shop facilities	400	4.11	.471
Wide variety of food to choose.	400	4.13	.603
Beauty of the cities and towns	400	3.47	.500
Diversity of cultural/historical attractions	400	3.45	.499
Reasonable traveling cost	400	4.14	.496
Relaxing atmosphere	400	4.39	.488
Valid N (listwise)	400		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
Reasonable price of product and service	400	3.96	.488
Distinctive history and heritage	400	3.32	.468
Quality of accommodation	400	3.88	.325
Comfort of build/man-made environment	400	3.66	.473
Quality of infrastructure	400	3.32	.466
Food taste	400	3.88	.576
Shopping facility	400	3.84	.481
Nightlife and entertainment	400	4.39	.489
Valid N (listwise)	400		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
Overall, staying in Bangkok has been very valuable to me	400	3.76	.575
I have gained a lot of new experiences in Bangkok	400	3.59	.705
Staying in Bangkok is worth every dollar paid	400	3.92	.506
The price of additional offer at Bangkok	400	3.93	.509
Valid N (listwise)	400		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
I am pleased that I decided to visit Bangkok	400	3.82	.651
The visit to Bangkok exceeded my expectations	400	3.54	.707
This trip provides me much more benefits than costs	400	3.65	.693
Bangkok has given a good overall travelling experienc	400	3.73	.531
I am satisfied with the visitation in Bangkok	400	3.96	.431
Valid N (listwise)	400		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
I would like to visit Bangkok again in the future.	400	3.41	.630
I would like to come to Bangkok again with my family/friends	400	3.64	.598
Bangkok would be my preferred choice for future vacation	400	3.22	.415
I will recommend Bangkok to my friends and relatives	400	3.87	.604
I will speak highly of Bangkok to friends and relatives	400	3.73	.640
Valid N (listwise)	400		

APPENDIX E

Pearson's Correlation Analysis Output

Correlations

Correlations

		meandiex	meantsex
meandiex	Pearson Correlation	1	.338**
	Sig. (2-tailed)		.000
	N	400	400
meantsex	Pearson Correlation	.338**	1
	Sig. (2-tailed)	.000	
	N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
meanmoex	3.8546	.30668	400
meantsex	3.7395	.50107	400

Correlations

		meanmoex	meantsex
meanmoex	Pearson Correlation	1	.182**
	Sig. (2-tailed)		.000
	N	400	400
meantsex	Pearson Correlation	.182**	1
	Sig. (2-tailed)	.000	
	N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
meantqex	3.7809	.24941	400
meantsex	3.7395	.50107	400

Correlations

		meantqex	meantsex
meantqex	Pearson Correlation	1	.758**
	Sig. (2-tailed)		.000
	N	400	400
meantsex	Pearson Correlation	.758**	1
	Sig. (2-tailed)	.000	
	N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
meanpvex	3.7994	.45392	400
meantsex	3.7395	.50107	400

Correlations

		meanpvex	meantsex
meanpvex	Pearson Correlation	1	.766**
	Sig. (2-tailed)		.000
	N	400	400
meantsex	Pearson Correlation	.766**	1
	Sig. (2-tailed)	.000	
	N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
meandiex	3.9642	.30738	400
meanbivex	3.5725	.42942	400

Correlations

		meandiex	meanbivex
meandiex	Pearson Correlation	1	.423**
	Sig. (2-tailed)		.000
	N	400	400
meanbivex	Pearson Correlation	.423**	1
	Sig. (2-tailed)	.000	
	N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
meanpvex	3.7994	.45392	400
meanbivex	3.5725	.42942	400

Correlations

		meanpvex	meanbivex
meanpvex	Pearson Correlation	1	.729**
	Sig. (2-tailed)		.000
	N	400	400
meanbivex	Pearson Correlation	.729**	1
	Sig. (2-tailed)	.000	
	N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
meantsex	3.7395	.50107	400
meanbivex	3.5725	.42942	400

Correlations

		meantsex	meanbivex
meantsex	Pearson Correlation	1	.857**
	Sig. (2-tailed)		.000
	N	400	400
meanbivex	Pearson Correlation	.857**	1
	Sig. (2-tailed)	.000	
	N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).