

## **Abstract**

The objective of this research is to study the roles of Thailand destination branding on Chinese tourists' propensity to travel to Thailand. Extensive literature reviews have helped identify some shortcomings of previous studies. Building upon these reviews, this study fully used the destination branding theory to predict the propensity of Chinese tourists who are vital to the development of Thailand tourism industry.

Specific research hypotheses were established to test whether there are relationships between Chinese tourists' propensity to travel to Thailand and destination brand of Thailand which includes physical attributes, brand personality and brand symbol, and whether different socio-demographic groups hold different propensities to travel to Thailand. Data were analyzed by using Pearson Correlation, One-way ANOVA, and Independent T-test.

The findings of this study indicate that the Thailand destination brand-'Happiness on Earth' being developed now plays a relative important role in affecting Chinese tourists' propensity to travel to Thailand since the results reveal that most of attributes promoted by Thailand destination branding have positive relationships with Chinese tourists' propensity to travel to Thailand, and also there is a positive relationship between Chinese tourists' propensity to travel to Thailand and brand personality of Thailand.

But the destination marketers in Thailand have to elaborate the destination brand being built and develop it in a sustainable and consistent way. Because some attributes, such as festivals, should be improved or developed more intensively since the results showed that there was no relationship between them, and there is no positive relationship between Chinese tourists' propensity to travel to Thailand and brand symbol of Thailand.

Recommendations suggest that the destination marketer of Thailand should develop a destination brand that can be sustained for a long time or ever.

