

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.