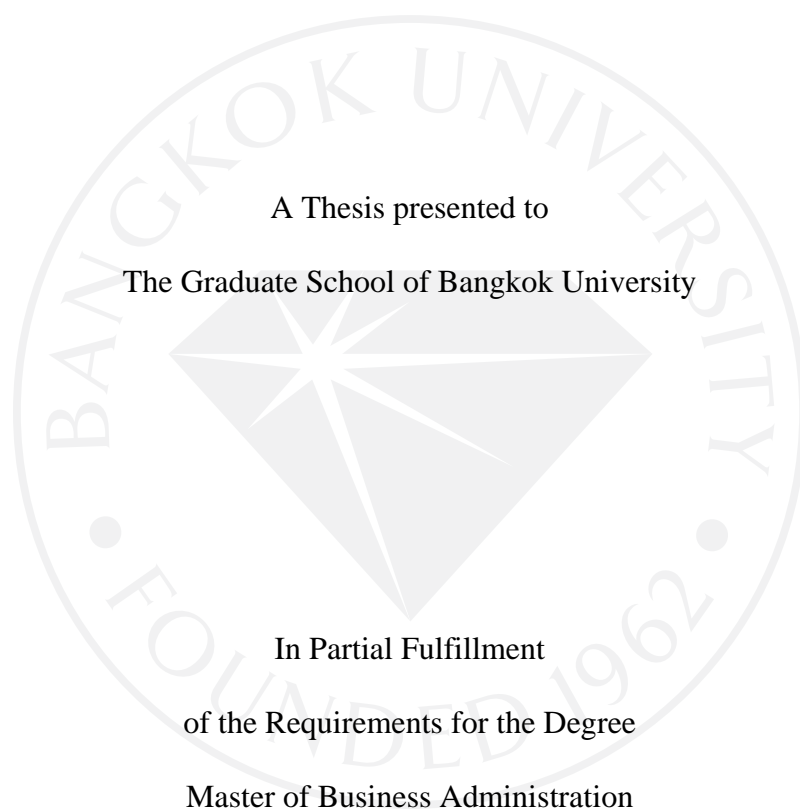THE IMPACTS OF PERCEIVED RISK AND DESTINATION IMAGE ON CHINESE

VISITOR'S DECISION AND DESTINATION LOYALTY FOR VISITING THAILAND

THE IMPACTS OF PERCEIVED RISK AND DESTINATION IMAGE ON CHINESE

VISITOR'S DECISION AND DESTINATION LOYALTY FOR VISITING THAILAND

A Thesis presented to

The Graduate School of Bangkok University

In Partial Fulfillment

of the Requirements for the Degree

Master of Business Administration
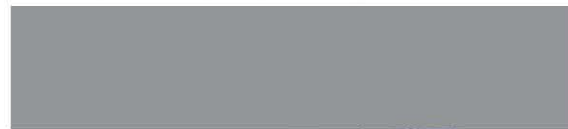
by

Bingru Zhang

2016

This thesis has been approved by

the Graduate School

Bangkok University

Title   :   The Impact of Perceived Risk and Destination Image on Visitor's Decision

and Destination Loyalty: The Study of Chinese Visitors Attitudes toward

Visiting Thailand

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ABSTRACT

The purposes of the quantitative research were: (1) to investigate the impacts of Chinese visitors' perceived risk and destination image on their decisions and destination loyalty for visiting Thailand, and (2) to investigate the impact of Chinese visitors' decisions on their destination loyalty as well. The 357of 385samples were selected from the Chinese tourists who had experiences in visiting Thailand, by using purposive sampling method. The administered questionnaire was used as an instrument to collect data. The Simple Regression and Multiple Regression Analysis were employed for hypothesis testing at 0.05 level of statistically significance. The research findings showed that Chinese tourists perceived risk and destination image affected their decisions and destination loyalty. In addition, Chinese tourists' decisions also affected their destination loyalty.

Keywords: Perceived risk, Destination image, Visitor's decision, Destination loyalty

Approved:_____

Signature of Advisor

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CHAPTER 1

INTRODUCTION

A. Problem Identification and Background

1. Introducing Tourism Industry of Thailand in the Past Five Years

There are varieties of tourism attractions for visitors from various countries who are looking forward to visit Thailand. These attractions includes certain beautiful sites of which some of them are: diving sites, sandy beaches, hundreds of tropical islands, night life, archeological sites, museums, hill tribes, and large numbers of Buddhist temples. Majority of the foreigners are also interested in learning some of the local courses like Thai kick boxing, Thai cooking, and traditional Thai massage. Asides from sites and local courses, Thai traditional festivals are also considered as the main tourist attractions of which ranging from Thai New Year festival (Songkran), Loy krathong, to "Elephant round up" in Surin, and "Rocket Festival" in Yasothon. Thai cuisine has also become quite popular throughout the world due to its herbal ingredients and spices. (Report, 2013)

Thailand becomes will considered as the most popular Tourist destinations compared with the other countries, with its rich natural resources and diverse tourism promotion activities, Thailand has become one of the world's most popular destinations for international visitors. Moreover, Thailand is famed for services and the warm hospitality shown toward visitors, with new hotels, resorts, and

accommodations of various types launched all over the country to accommodate

visitors, both domestic and foreign. (Office, 2014)

According to(Vanhaleweyk, 2014), the tourism industry in Thailand makes up to

6.5 percent of the country's GDP. Regarding the report (Thailand, 2015) stated that

8,841,730 trips to Thailand were registered by the visitors from all around the world.

2.   The Growth of Thailand Tourism Industry

Thailand's tourism industry contributes a big chunk to the country's GDP. While

about 10 years ago, the industry contributed about 6.5% of Thailand's GDP, lately we

can estimate that it contributes between 9 and 10 %.When seeing the number of

visitors, and the number of tourist destinations and hotels, one would actually expect

an even more substantial portion of GDP. But Thailand's tourism industry, while very

visible, brings in less money than other service industries, and certainly less than its

manufacturing industry. Totaling everything in 2012, tourist revenue amounted to a

staggering 983,928 billion Thai baht. This was more than 34 billion U.S. Dollars at

the exchange rate at the time. On average, visitors spend about 4,800 Thai baht per

day, and stay about 10 days.(Statistics, 2016)

The Tourism Industry of Thailand as second large source of revenue in the Thai

economy .However, there are several factors which are frequently found both inside

and outside the country, and they are affecting the growth of Tourism Industry

(Thavorn & John, 2010). Some of previous studies which conducted factors including

political instability and epidemic diseases, the economic situation, media, disaster,

crime and war, technology, marketing plan, culture, education, environment, demographic change and other factors, for example, language and cultural issues. However, this study will examine the perceived risks as influence the competitiveness of the Thai Tourism Industry, and also analyze the relationship between perceived risks, destination image , visitors intention and destination loyalty.

3.   The Thailand Tourism Situations

The number of tourist arrivals in Thailand, with some hiccups, is steadily increasing over the last two decades. Arrivals increased from 10,8 million in 2002 to 14,5 million and 2007, and more than doubled in a decade to 22,35 million in 2012. In 2013 arrivals jumped to 26.55 million, while 2014 saw a decrease in visitors to 24.78 million. Since 2013, by region, East Asia, led by China, provides the highest number of visitors. Up to 2012, the 9 countries of the ASEAN region (mostly Southeast Asian countries) topped the list. Visitors from ASEAN and East Asia seem to be consistently increasing, while South Asia, Europe, Oceania, Middle East and Africa provided a rather stable numbly of visitors in 2012, 2013 and 2014. End 2013 towards the middle of 2014, was a time of political upheaval in Thailand, and there were somewhat dramatic effect on the number of visitors arriving in the country. The upward trend from the previous years was broken. Overall the number of arrivals decreased by 6.65%. However some double digit decreases in arrivals were evident. Japan, South-Korea, Hong Kong, and most ASEAN countries provided much less visitors in 2014. Europeans were less affected, it seems, since visitors from France, Germany,

U.K. barely changed. Russia provided a bit less visitors, but in view of the economic crisis in that country in 2014, the change is actually quite modest. (Nationalities, 2014)

Visitor arrivals to Thailand in January – April 2016, totalled 11,682,144, a growth of 14.12% over the same period of 2015. This is based on a 27.35% increase in arrivals from China, now by far the largest source of visitors, a resumption of growth from Russia and a strong performance by the ASEAN countries, especially Thailand's neighboring countries of Cambodia, Lao PDR, and Myanmar.(Thailand, 2016)

3.1 Chinese Visitors in Thailand

In 2011, 1.7 million Chinese visitors traveled to Thailand and this figure was expected to rise to 2 million in 2012. The Thai-Chinese Tourism Alliance Association declared in February 2013 that Chinese visitors are the main supplier of Thailand's tourism industry and 3.3 million Chinese visitors are expected in 2013. The Association has also calculated that the average Chinese tourist remains in the country for one week and spends THB 30,000 (US$1,000) to THB 40,000 (US$1,300) per person, per trip. In 2014, 4.6 million Chinese visitors travelled to Thailand. In 2015, Chinese visitors numbered 7.9 million or 27 percent of all international tourist arrivals, 29.8 million; 8.8 million more Chinese are expected in 2016. Thailand relies heavily on Chinese visitors to meet its tourism revenue target of 2.2 trillion baht in 2015 and 2.3 trillion in 2016. (Tourism, 2016)

According to Thailand's Tourism Authority, the number of Chinese visitors rose

by 93 percent in the first quarter of 2013, an increase that was attributed to the

popularity of the Chinese film "Lost in Thailand" that was filmed in the northern

province of Chiang Mai. Chinese media outlets have claimed that Thailand

superseded Hong Kong as the top destination for Chinese travelers during the 2013

May Day holiday.

Table 1.1: This table summarizes the International Tourist Arrivals to Thailand by

Nationality at Suvarnabhumi International Airport (January –December

2010).

Ministry of Tourism and Sports, Thailand				
International Tourist Arrivals to Thailand				
By Chinese at Suvarnabhumi International Airport				
Year 2009		**Year 2010**		**%Δ**
Number	%Share	Number	%Share	**2010/2009**
660,907	6.83	864,977	8.36	30.88
Year 2010		**Year 2011**		**%Δ**
Number	%Share	Number	%Share	**2011/2010**
864,977	8.36	1,289,651	10.52	49.10
Year 2014		**Year 2015**		**%Δ**
Number	%Share	Number	%Share	**2015/2014**
2,112,581	15.87	3,844,110	24.20	81.96

Source: Immigration Bureau, Police Department, (2016).Retrieved from

http://www.immigration.go.th/

The statistical data provided by Immigration Department of Thailand mentioned that there was an increase number of Chinese visitors from 2009 to 2010 have increased from 660,907 to 864,977. (30.88%).Moreover, the statistical data provided by Immigration Department of Thailand mentioned that there was an increase number of Chinese visitors from 2010 to 2011 have increased from 864,977 to 1,289,651. (49.10%).

According to the data provided in the above, it shows that most of the Chinese visitors travelling Thailand which during the year 2015. It was estimated around 3,844,110 people from China. And also comparison 2014 which is increased 81.96%.

3.2 Prospects of Chinese Visitors toward Thailand

The movement of tourism industry in Thailand has been discussed to show its bright future, its target markets and market share. It is possible to say here that the Tourism Industry of Thailand has been pioneered and developed for the past few years, hence, passing through many stages namely conventional tourism which sees tourism as an economic development tool, then mass tourism which focuses only on the income of tourism and numbers of the visitors. Alternative tourism has taken roles in Thai tourism industry, as it has encountered environmental problems due to the lack of carrying capacity management. Postmodern tourism is then taken into consideration to mitigate tourism negative impacts by stressing an importance of high quality visitors and is less concern on the numbers of general visitors. In the other

words, the Tourism Industry of Thailand is moving from "quantity" to "quality", from

"demand-based" to "supply-based", partly influenced by his Majesty the King

Bhumibol's sufficiency economy theory. (Choibamroong, 2005)

3.3 Perceived Risks Toward Thailand Tourism

3.3.1 Perceived Disease Risk

The disease risk is key factor that influences the Tourism Industry of Thailand, as

the example of SARS which left behind the negative effects for Tourism Industry in

Thailand. The year of 2003 saw a total of 10 million foreign visitors visited Thailand,

which represented a decrease of 3.36 percent and generated tourism industry revenue

of $9,664.53 million, which was a decrease of 4.39 percent from the year of

2002(Thailand, 2003). The world's epidemic diseases are also separated and influent

Thailand seriously since the large population of the flow visitors. Based on the report

of "thaiwebsites.com", during the H1N1 epidemic, the first cases of confirmed H1N1

flu was reported on 12 May 2009 by the Ministry of Health. Later on the first deaths

from the disease were confirmed and reported to the media on a daily basis. Since

mid-July 2009, the authorities decided to provide a weekly update of confirmed cases

and deaths related to the disease. The public health ministry on Wednesday confirmed

the total deaths from the country's Influenza a (H1N1) at 44 in July, almost double the

24 deaths reported last week. The ministry announced the country's total A (H1N1)

cases recorded at 6,776 in its weekly report.

This situation also happened during the period of SARS. In March of 2003, a

doctor who had flown to Bangkok to present a paper was unexpectedly hospitalized and died from SARS. Thailand inbound leisure tourist arrivals suddenly decreased by 8.79%, and convention participant arrivals declined by 18.26%(Thailand, 2003).In addition, SARS resulted in a differential impact on travel mode. The number of international visitors traveling to Thailand by air and sea in 2003 decreased 8.84% and 19.85%, respectively, due to SARS (Thailand, 2003). In addition, SARS results in a differential impact on travel mode. The number of international visitors travelling to Thailand by air and sea in 2003 decreased 8.84% and 19.85%, respectively, due to SARS (Thailand, 2003). As of 2004, SARS has infected 8096 people and has killed 774 people (Organization., 2014). These statistics have exacerbated the perceived risk.

3.3.2 Perceived Crime Risk

The topic of safety and security in the Tourism Industry of Thailand mentioned that as visitors in general visiting to Thailand or any other countries would carry with them a large sum of money and other valuable things like cameras etc(Batra, 2008). So, most of them are also considered the most tempting targets as a victim of crime in Thailand. Otherwise, crime risk is also factor that impact on Tourism Industry in Thailand. Thailand was also listed among countries facing a similar criminal's threat, according to the Australian Ministry of Foreign Affairs, when Phuket and Pattaya were named as potential targets. These similar reports had an understandable and strongly negative impact on the image of the tourism industry of Thailand. In the year

2003, Tourism Industry of Thailand tasted a drop of 6.0 percent off foreign visitors from the Americas. This is attributed at least in part to a consequence of the US-led invasion of Iraq (Thailand, 2003). For instance, a bulletin coming from the (Thailand, 2003)reminds visitors that some travelers had become the victims of scams after they have accepted offers from people recommending or offering various goods or services, particularly when shopping for jewelry and gems. Crimes of opportunity such as pick-pocketing, purse-snatching and robbery have become more common in recent years.

3.3.3 Perceived Natural Disasters Risk

The tsunami that crashed onto land near the Andaman Sea in 2004 and around the region is an example of the natural disasters that have also affected the Tourism Industry of Thailand. It caused a huge shock and took 5,395 lives, almost half of whom were foreign visitors. This tragedy influences the number of foreign visitors coming to Thailand for some years(B.N Rittichainuwat, 2006). And also according to the chapter 2 from the statistics of Official figures of 7 January 2005December 26th, the undersea mega thrust earthquake and Tsunami occurred in India a year before had caused 5,078 people including 2,510 foreigners death. In 2006, the huge earthquake and tsunami of Indonesia affected Southern Thailand and caused 5046 Thai people killed. Meanwhile, recent days in April, 2011; the south of Thailand got an influence by the flood that causes the loss of people's properties and life. Parts of visitors cancelled the plan to visit these areas and keep a mind to avoid these destinations.

These are caused tourism industry of Thailand to decrease by 10 percent because visitors from over the world were shocked by the unexpected dreadful disaster and did not travel because of fears of a recurrence. Potential foreign visitors decided to wait and to look forward to hearing of the security and safety measures that would be put into place and what else the disaster would bring (Thailand, 2006).

Bases on Bangkok Post, as floodwaters drained southwards from Ayutthaya, Bangkok was becoming seriously threatened by mid-October. In Pathum Thani Province bordering Bangkok to the north, continuous efforts to reinforce and repair sandbag flood walls were undertaken to prevent the Chao Phraya and Rangsit Canals from overflowing into Bangkok. Several districts in eastern Bangkok which lie outside Bangkok's flood wall, as well as parts of the surrounding Nonthaburi, Pathum Thani, Chachoengsao, and Nakhon Pathom Provinces, became flooded as water was diverted from the Chao Phraya to the Nakhon Nayok River and outlying canals.(Thailand, 2006)

3.3.4 Perceived Terrorism Risk

Since 2004, when a group of Muslim activists agitated for the secession of the three southern provinces (Yala, Narathiwat, and Pattani) from Thailand and the establishment of an independent state, this country has suffered from threats of terrorism. From then on, violence such as bomb blasts, mass murders, and assassinations have taken place almost daily in these three provinces. Victims include civilians, monks, government officials, and Muslim activists. Images of these terrorist

acts as well as images like that of the army forcing civilians to pile into trucks, which

resulted in many suffocating, have also negatively impacted Thailand's image.

Consequently, those within the tourism industry became concerned that the terrorism

problem would negatively affect Thailand's tourism industry. For example, Apichart

Sankary, president of the Association of Thai Travel Agents (A.T.T.A, 2004), called

for government assistance in enhancing security systems with more technology to

guard against terrorism.

3.3.5 Perceived Political Risk

Twenty years ago Matthews stated that "the literature of tourism is grossly

lacking of political research" (Hunt, 1975)and a more recent contribution by Hunt

bemoans the fact that "the politics of tourism is still the poor cousin of both tourism

research and political science and policy studies" . Matthews and Richter have

identified "a tremendous need to integrate the politics of tourism and social science

techniques with the skills and other training required by practitioners of tourism" and

have provided fertile ground for research by advancing many cogent arguments for

the significance of political science in tourism studies (Hollier, 1991).In Thailand,

since 2008, there has been an ongoing political crisis in Thailand in form of a conflict

between the People's Alliance for Democracy (Democracy, 2008) and the People's

Power Party (PPP) governments of Prime Ministers Somchai Wongsawat and Samak

Sundaravej, respectively, and later between the Democrat Party government of Prime

Minister Abhisit Vejjajiva and the National United Front of Democracy Against

Dictatorship (UDD). It is a continuation of the 2005–2006 political crises, wherein the PAD protested against the Thai Rak Thai (TRT) party government of Prime Minister Thaksin Shinawatra. The PAD's followers usually dress in yellow, called 'the yellow shirts', the royal color of King Bhumibol Adulyadej. The UDD's followers dress in red, widely called 'the red shirts', known as the supporters of the deposed Prime Minister Thaksin Shinawatra. The conflicts between two parties last as long as the tourism industry and the visitors worried. With the political unrests happened, the social economy has been affected badly. Based on the statistics of Bangkok Post, after a state of emergency was declared on 2 September 2008, the SET Index reached its lowest point since January 2007 at 655.62; it had fallen 24.7% since the beginning of the PAD's demonstrations in May 2008. The baht hit a one-year low of 34.52 per US dollar, prompting the Bank of Thailand to intervene. Based on Bangkok Post, for hospitality in Thailand, most of them felt threaten from the political risks. During the year 2008-2010, at least five nations have warned their citizens about traveling to Thailand, visitors then started to cancel the trips they'd already planned.

As a matter of fact, there are different risks here in Thailand that contributes a lot of effects to the Tourism aspect of Thailand. One of the most current examples could be the political issues which are going on right now at Bangkok since the last year 2013 until right now 2014. In which, the main cause of this political issue was that the majority of the Thai public here wants President Yingluck to step down of her position. Due to this issues, caused most of the roads in Bangkok to be blocked by numerous

amount of protesters. Also, a lot of flights from Singapore and Hong Kong to

Thailand were canceled this piece of information was taken from Bangkok Post. This

affected the visitors who are visiting to Bangkok by not being able to conveniently

travel around Bangkok. So, most of the visitors to Thailand do change their

destination from Bangkok to some other districts in Thailand currently. But, most of

them would rather cancel their trip to Thailand, and rather change their destination to

some other country else.

Table 1.2: Top 10Most Visiting Nationalities (referred to the Data from Department of

Tourism, Ministry of Tourism and Sports)

Rank	Nationality	2015	2014	2013	2012	2011	2010	2009	2008
1	China	7,934,791	4,636,298	4,637,335	2,786,860	1,721,247	1,122,219	777,508	826,660
2	Malaysia	3,423,397	2,613,418	3,041,097	2,554,397	2,500,280	2,058,956	1,757813	1,855,332
3	Japan	1,381,690	1,267,886	1,586,425	1,373,716	1,227,893	993,674	1,004,453	1,153,868
4	South Korea	1,372,995	1,122,566	1,295,342	1,263,619	1,156,283	885,445	758,227	889,210
5	Laos	1,233,138	1,053,983	976,639	975,999	891,950	715,345	655,034	621,564
6	India	1,069,149	932,603	1,050,889	1,013,308	914,971	760,371	614,566	536,964
7	United Kingdom	946,919	907,877	905,024	873,053	844,972	810,727	841,425	826,523
8	Singapore	937,311	844,133	955,468	831,215	682,364	603,538	563,575	570,047
9	Russia	884,085	1,606,430	1,746,565	1,316,564	1,054,187	664,678	336,965	324,120
10	United States	867,520	763,520	823,486	768,638	681,748	611,792	627,074	669,097

As it shows the Table 3 (Data from Department of tourism, Ministry of Tourisms and sports) there are major differences between the number of registered visitors (ASEAN countries) to Thailand from the year 2008 (826,660) to the year 2015(7,934,791).

Table 1.3: Comparison top 5 most visiting nationalities (referred to the data from Department of Tourism, Ministry of Tourism and sports.)

Years/Nationality	China	Malaysia	Japan	South Korea	Laos
2006	949,117	1,591,328	1,311,987	1,092,783	276,207
2007	907,117	1,540,080	1,277,638	1,183,652	513,701
2008	826,660	1,855,332	1,153,868	889,210	621,564
2009	777,508	1,757,813	1,004,453	758,227	655,034
2010	1,122,219	2,058,956	993,674	885,445	715,345
2011	1,721,247	2,500,280	1,277,893	1,156,283	891,950
2012	2,786,860	2,554,397	1,373,716	1,263,619	975,999
2013	4,637,335	3,041,097	1,586,425	1,295,342	976,639
2014	4,636,298	2,613,418	1,267,886	1,122,566	1,053,983
2015	7,934,791	3,423,397	1,381,690	1,372,995	1,233,138

Table 1.3: Comparison top 5 most visiting nationalities (referred to the data from

Department of Tourism, Ministry of Tourism and sports.)(Continued)
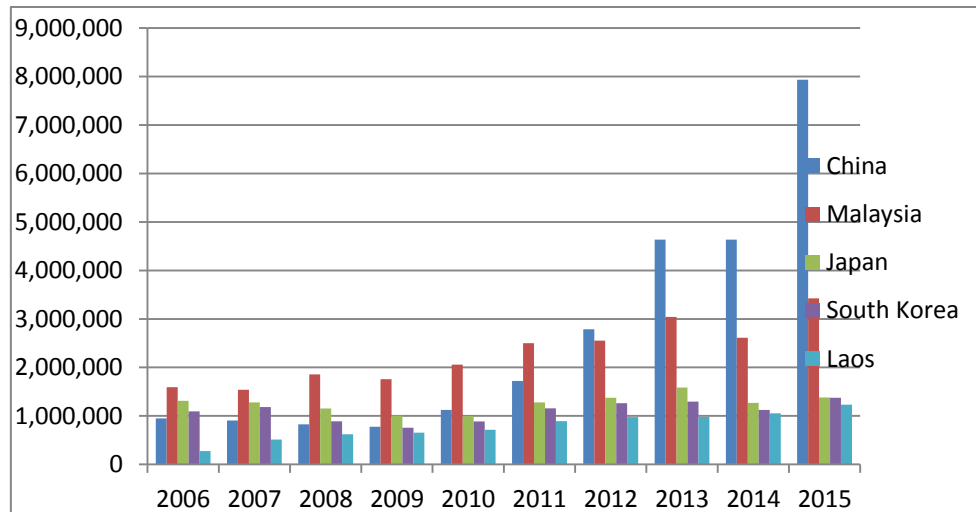
At the commencement of 2014, the Thai tourist industry suffered due to the

political turmoil that erupted in October 2013. A shutdown of Bangkok's

governmental offices on 13 January 2014 by anti-government protesters, prompted

some visitors to avoid the Thai capital. TAT forecasted that arrival numbers might

drop by around 5% in the first quarter of 2014, with the total number of arrivals down

by 260,000 from the original projection of 29.86 million. Tourism revenue is also

expected to drop by THB0.01 trillion from THB1.44 trillion. Tourist arrivals in 2014

totaled 24.7 million, a drop of 6.6% from 2013. Revenues derived from tourism

amounted to THB1.13 trillion, down 5.8% from the previous year. Kobkarn

Wattanavarangkul, Thailand's Minister of Tourism and Sports attributed the decline to

the political crisis in the first-half of 2014 which dissuaded many potential visitors

from visiting Thailand. Tourism officials also pointed to the dramatic fall in the value

of the Russian ruble which has damaged the economies of popular Russian destinations such as Phuket and Pattaya. At the beginning of April 2015, Thailand ended martial law, to be replaced by Article 44 of the provisional constitution, granting unrestricted powers to the prime minister. The words "martial law" were toxic to foreign democracies, but, in terms of tourism, even more toxic to foreign travel insurance providers, who decline to provide insurance to those visiting nations under martial law. The tourism industry has already seen positive changes after last week's cancellation of martial law, Deputy Prime Minister MR Pridiyathorn Devakula said. The arrival of high-spending visitors from Europe and the US are expected to increase, Pridiyathorn said.

B.   Research Questions

Regarding the ideation of Tourism Industry in Thailand, perceived risk and Thailand tourism image and very important to the growth of this industry. Therefore, the research questions which are very important to study in order to find out appropriate solutions to develop and sustain this industry are as follow:

1.   How do Chinese Visitors perceive about risk and Thailand destination image for making decision and come back again?

2.   In what extent do the Chinese Visitors perceived risk and Thailand destination image affect their decision to visit Thailand?

3.   In what extent do the Chinese Visitors perceived risks and Thailand destination image affect their loyalty to visit Thailand again?

4. Does the Chinese Visitors decision affect their destination loyalty to visit Thailand again?

C. Purposes of Study

1. To investigate the impact of perceived risk and destination image on visitor decision.

2. To investigate the impact of visitor decision on destinations loyalty.

3. To investigate the impact of perceived risk and destination image on destination loyalty.

D. Significance of Study

Nowadays, the international tourism has been growing and developing rapidly. One of the most famous and popular tourist destinations in the world is Thailand. The purpose of this study is to identify visitors' concerns about perceived traveling risks, to explore what are the visitors' major perceptions of traveling risks in Thailand, to determine the impacts of these risks for visitor's decision to visits Thailand, and to determine the impacts of Thailand destination image toward Chinese visitor's decision to visit Thailand as well.

As a researcher, this study could provide vivid information about the existing travelling problems in Thailand. It would also help them to know what the TAT's solutions could be for the requirements for the visitors who will be visiting Thailand, Meanwhile, this could also inform the local government and related authorities about how to prevent risk and improve to related image of Thailand tourism. Therefore, the

government can take actions to develop Thailand tourism industry appropriately.

E.   Scope of Study

This research studied the relationship between study perceived risks, destination image, visitors' decision and destination loyalty of tourism industry of Thailand in case of Chinese visitors in Bangkok area. The author used questionnaire as an instrument of survey and defined the scope of study as follow:

Scope of Content

In this study, the researcher examines relationship and identifies contributing elements between perceived risks, destination image toward visitors' decision and destination loyalty of Chinese visitors in Bangkok area. This study is quantitative research based on the concept of perceived risks, destination image toward visitors' decision and destination loyalty as well as related research.

Scope of Demographic, Sample and Location

The researcher identified population and samples as visitors from China, which are traveling in Bangkok. Moreover, the author employed a causal and descriptive research design to determine the cause-and- effect relationships.

Research Design and Instrument

The study employed a causal and descriptive research design to determine the cause-and- effect relationships among risks, destinations, and visitors, based on the studies of(Kozak., Crotts, & Law, 2007), (Prayag, 2009), (Rittichainuwat., Qu, & Brown, 2001), and(Wang & Hsu, 2010).Questionnaires are used to collect data and

respondents answer questionnaires themselves. Researcher sets research methodology

that consists of research design and instrument, sampling plan and data collection,

data analysis as follows, in order to achieve answer to purposes of the study.

Research Variables

The research variables are as follows:

Perceive Risks

Destination Image

Visitor Decision

Destination Loyalty

Sampling Plan and Data Collection

Sampling method used in the study is systematic random sampling; there is one

respondents group would be participate in this survey. Sampling method used in the

study was systematic random sampling, distributing a self-administered questionnaire

to sample group who had experience in visiting Thailand. Data collection process has

been done in the October of 2016 by contract with the travel agency in China, through

the sales record and history to send the questionnaire by use online-questionnaire

website. The respondents are Chinese people who come from different province. The

researcher extended the margin of error by adding up sample size sample to 400

visitors, which get online- self-administered questionnaire 357 questionnaires back.

Data Analysis

1.1 Characteristics

To measure the visitors' perceptions of image regarding Thailand, descriptive statistics utilized the respondent demographic characteristics of gender, age, frequency of visiting Thailand, factors making decision to visit Thailand and decision to come back to visit Thailand again.

1.2   Statistics

The method of descriptive statistics, including mean and standard deviation. In addition, the method of multiple regression analyses method as inferential statistics is applied as well.

F.   Benefits of Study

Many factors that influence the tourism industry of Thailand competitiveness have been mentioned and highlighted. It is up to the decision makers to take actions and prepare to deal with situations that might occur and create change leading to better outcomes for the industry, which is one of the country's most important priorities. Using public-private cooperation as a tool in the management of change for tourism destinations might help Thai Tourism Industry recover from crisis and continue growing. Getting clear solutions for Thai tourism industry is competitiveness; however, it is not always easy. During my research, it is hard to imagine any improvement for the ongoing crisis of the Thai state and the prospect of peaceful resolution seems to be hard on imagining it. To conclude, the basic infrastructure of the industry remains in its place and demand remains strong in many sectors of the international tourism market.

G. Definitions of Terms

Perceived risk is defined as the chances that the tourist could be exposed to any major risks while traveling and decide whether how dangerous the risks could be (Mansfeld, 2006; Reichel, Fuchs, & Uriely, 2007).

Destination image is defined as the overall perception of the destination that is formed by processing information from various sources over time(Assael, 2004).

Visitor Decision defined is considered as one of the prime variables to sustain competitive business in the tourism industry because it affects the choice of destination, consumption of products and services (Kozak & Rimmington, 2000).

Destination loyalty defined as loyalty behavioral terms as the repeat were purchasing frequency or relative volume of same-brand purchasing(Tellis, 1988).

CHAPTER 2

LITERATURE REVIEWS

2.1 Introduction

Nowadays, as following the international tourism has been growing and

developing rapidly, as one of the most famous and popular tourist destinations in the

world; Thailand attracts a large number of visitors all the year round.

The topic of safety and security in the tourism industry is of vital importance

globally(Batra, 2008). It has received the quality of international tourism considering

based on the extent of safety and security during the journey at the target tourist

destination. The perception of safety and security is a major determinant in travelers'

decisions to visit a place(Beirman, 2003). (Laws & Prideaux, 2005)and (Glaesser,

2003)define risk as the probability of an undesirable incident that leads to the possible

negative consequences of a consumer's behavior. Risk is also as the uncertainty that

consumers face when they cannot foresee the consequences of their purchase

decisions(Schiffman & Kanuk, 2000).

However, people may experience some challenges and risks when they travel.

Existing literature shows that risk perception is a multi-facetted phenomenon. Visitors

perceive different types of risk and/or a combination of these risks, leading them to

perceive a global level of risk(Bielen & Sempel, 2003). Several types of travel risk

have been identified in the previous literature by tourism scholars. Based on and

measure by the table below (Table 1) illustrates the different type of risks (column2),

as they are presented in the literature (column1).

Table 2.1: Types of travel risk

Author(s)	Types of travel risk
(Kozak. et al., 2007)	Infectious disease, terrorists' attack, natural disaster risks
(Reisinger & Mavondo, 2006)	Cultural, functional, financial, health, physical, political, psychological, satisfaction, social, terrorism, time risks
(Reisinger & Mavondo, 2006)	Cultural, functional, financial, health, physical, political, psychological, satisfaction, social, hijacking, bomb explosion, biochemical attack, time risks
(Dolnicar, 2005)	Political, environmental, health, planning, property risks
(Reisinger & Mavondo, 2005)	Terrorism, health and financial, socio-cultural risks
(Floyd, Gibson, Pennington-Gray, & Thapa, 2004)	Financial, health, physical, crime, terrorism, social, psychological, natural disaster risks
(S¨onmez & Graefe, 1998a)	Equipment/functional, financial, health, physical, political instability, psychological, satisfaction, social, terrorism, time risks

Table 2.1(Continued): Types of travel risk

(Maser & Weiermair, 1998)	Travel risks associated with diseases, crime, natural disasters, problems with hygiene, transportation, culture/language barriers, uncertainty related to destination-specific laws and regulations
(Mitchell & Vassos, 1997)	43 risk factors of a holiday package, ranging from natural disasters to a tour representative
(Roehl & Fesenmaier, 1992)	Physical-equipment risk, vacation risk, destination risk

Section 2.2 further describes& analyses the risks as presented in the Table 1 above. These travel risks in recent years have become to be a global issue both for tourism industry and visitors, who travel abroad(Park & Reisinger, 2010).

2.2 Perceived Risks

Perceived risk is defined as the chances that the tourist could be exposed to any major risks while traveling and decide whether how dangerous the risks could be (Mansfeld, 2006; Reichel et al., 2007). Demos (1992) examined the subject of visitors' perceptions while on holiday in Washington, DC and found that the number of visitor's previous visits, and their demographic profile, influenced their perceptions. (George, 2002) illustrated that there was a statistical relationship between visitors' perceptions of safety and the socio-demographic factors such as gender, age, number

of visitors to the destination, purpose of visit, and nationality. Similarly, Mawby (2000) proposes that visitors should be informed of the risks of visiting tourist areas in order to reduce fear of criminal incidents while holidaying. Garofalo (1979) used National Crime Survey data from eight US cities to conclude that fear was not based on merely on risk and experience of crime, but also socialization, media presentations of crime, and the extent to which respondents felt reassured by a police presence. According to George (2002), tourist's fear of crime might be derived from several sources, such as their own experience of crime, exposure to crime through mass media (television, the internet, newspapers and radio), and perceptions of actual crime rates ,as well as their perceptions of police effectiveness at the destination. News reports and word-of-mouth information about travel risks at tourist destinations raise consumers' perceptions of risks. Due to its high credibility and ability to reach large audiences in a short period of time, the media is particularly influential in changing people's perceptions of a destination(Tasci & Gartner, 2007). When visitors lack knowledge about any destination, the media plays a major role in forming perceived risks about the affected destinations as well as (via ripple effects) non-affected destinations(Cavlek, 2002a). Making a wrong travel decision becomes a perceived risk(Fuchs & Reichel, 2006). When customers feel that such risk is too high, they change their plans or behavior, such as non-booking, cancellation, or evacuation from the perceived risk destinations (Mansfeld, 2006; Maser & Weiermair, 1998; Sasso, 2005).

Travel Risks

Travel risk is defined as the possibility of experiencing a danger while engaging in travel or the consciousness of security and knowledge of the likelihood of damage during travel(Wogalter, Conzola, & Vigilante, 1999). Travel risk is perceived and experienced by visitors during the process of purchasing and consuming travel services (Tsaur, Tzeng, & Wang, 1997). Thus, perceived risk refers to a consumer perception of the overall negativity of an action that if beyond an acceptable level might affect travel behavior (Mansfeld, 2006; Reichel et al., 2007). Visitors' perception of travel risk differs, depending on the type of travel risk (Reisinger & Mavondo, 2005). Mitchell and Vassos (1997) and Irvine and Anderson (2006) found that risk perception, rather than facts or actual risk circumstances, influences visitors' behavior to avoid or cancel travel to a particular destination. Sometimes the visitors' decision about destination is different from first time visitors and repeat visitors. Especially the repeat travelers, they will return to destinations despite risks. Previous travel experience with a particular destination also enhances feelings of safety(Pinhey & Inverson, 1994).(Bongkosh & Goutam, 2008)

Recent years Thailand has been encountered and frequently reported to plenty of potential and actual travel risks that included of the world perceived travel risks. People concern on their safety and may get impact by these facts as well as their perceptions of Thailand. Therefore, to study and explore the topic of visitors' safety and to know visitors' perception of travel risks is become urgent and significant.

Thailand is a very appropriate research setting to study the perceived travel risks. Not only because it is one of the most popular tourist destinations in the world; but also Thailand has been encountering more than one type of travel risks and got in some tourism downs recent years. The current reports and research show that there are plenty of travels risks occur in Thailand, the perceived ones are: crimes, epidemic diseases, natural disasters, terrorism and political unrests(Bongkosh & Goutam, 2008).

Disease Risk

During the world's epidemic period, some diseases such as SARS, H1N1 and Bird Flu encountered Asian as well(Hall, 2006). Hall's study also noted that tourism and global climate change are major factors impacting current and emerging patterns of disease. Importantly, tourism introduces new diseases to world populations due to its cross-border phenomena. For example, visitors travel to remote areas and may then bring unfamiliar pathogens to their home environments (Hall, 2006; L. K. Richter, 2003). Furthermore, contemporary climate change contributes to new epidemics(Hall, 2006). L. K. Richter (2003) noted that more than three dozen recently discovered diseases originated from tropical countries. In Brazil, during the last few decades, the distribution of schistosomiasis has been characterized by the spread from rural areas into the periphery of large urban centers. Because of the lack of basic sanitation, sewage disposal in nature into hydria collections and the use of contaminated water contribute to the continuing disease and its geographic expansion(Graeff-Teixeira. C.

et al., 1999). As recently described, rural tourism and leisure activities in endemic areas by the middle-class urban residents have been driving the exposure and infection in this population subset (Enk.MJ., Caldeira.RL., Carvalho.OS., & Schall.VT., 2004; Massara. CL. et al., 2008). Although small outbreaks of acute schistosomiasis have occurred among weekend visitors, this mode of transmission has not been well-publicized. These infections may have a negative impact on the tourism business in endemic areas, so new strategies to prevent infection under these circumstances must be developed. Otherwise, The Estrada Real project - The Estrada Real (Supplementary data), covering about 1,400 km, is one of the largest and most ambitious Brazilian tourism projects; it involves 178 municipalities in the states of Minas Gerais (MG), Rio de Janeiro and São Paulo. In MG, the Estrada Real encompasses municipalities with a strong appeal of rural tourism, but these municipalities have prevalence levels of schistosomiasis mansoni that range from 0.06-28.2%. This is a worrisome situation because visitors come to this region from all over Brazil, including areas without schistosomiasis and from other countries that are free of the disease (Omar.S. Carvalho. et al., 2010).

Crime Risks

Visitors are tempting targets because they are known to carry large sums of money (Chesney-Lind, Lind, & Schaafsma, 1983; Fujii & Mak, 1980). They also carry items of value such as cameras; cash and credit cards(Ryan, 1993). Visitors are highly visible targets in that they are relatively easy to observe due to differences in

dress and locations they visit. Pearce (1998) suggested that concern with personal security is a major factor in the decision-making process through which individuals make their travel choices. Crimes committed against foreign visitors are widely publicized and have an immediate effect in terms of declining foreign visitor numbers and the international image of tourist destination(Batra, 2008). According to Ryan (1993) crime can impede tourism by wielding a significant blow to the fragile nature of a destination's safe image. That is why it is so important that a tourist should not be a victim of any crime while visiting a country. A recent study by Walker and Page (2006) looked at patterns of crime in Central Scotland and compared locals and visitors in terms of the types of criminal incidents and when these incidents occurred. The researchers found that visitors are more vulnerable to crimes of dishonesty and motor car theft, and that they are most at risk in the afternoon and early evening. Other tourist areas where increasing crime rates are seen as an externality of tourism development include Hawaii, USA (Chesney-Lind et al., 1983; Fujii & Mak, 1979). Certain tourist locations and visitors, therefore, have been found to be vulnerable to crime. Visitors, thus, may be more prone to victimization than the local populace (Harper, 2001).Visitors, regarded by criminals as 'easy targets' or those that happen to be in the wrong place at the wrong time, may become crime victims, and ensuing media attention may have an adverse effect on prospective travellers' perceptions and ultimately on visitor numbers to such destinations. In addition, their unfamiliarity with the area and locals makes it easier for the perpetrator to escape and more difficult

for victims to identify their attacker(Harper, 2001).

Natural Disasters Risks

Natural disasters include eruptions of volcanoes, tsunamis, floods, landslides, hurricanes, cyclones, typhoons, tornadoes, earthquakes, avalanches, heat waves, droughts, winter storms and wildfires (Rodda, 1999).Natural disasters are unavoidable because they are beyond human control (Weisaeth, Knudsen, & Tonnessen, 2002). They bring loss of life and create economic, physical and social damage (S¨onmez & Graefe, 1998a). Visitors are particularly easily exposed to the threat of natural disasters because they are unfamiliar with the destinations and their natural forces (Drabek, 1995). Tourism destinations are easily impacted by a variety of natural disasters which cause serious damage to the visited regions (Murphy & Bayley, 1989).Natural disaster risk has increased over the past two decades along with rapid economic development and urbanization, obviously increasing potential risks to the tourism industry from catastrophes such as earthquakes, typhoons, floods and so on. The rise in risk of loss for the tourism industry could have a serious impact on the social and economic stability of the whole nation. According to the "Natural Disaster Hotspots-A Global Risk Analysis" published by the World Bank in 2005 (World Bank. & University., 2005). Similarly, in 2009, the Morakot typhoon swept across Taiwan, inflicting heavy losses on the tourism industry. Recently, the rapid development of the economy, increased tourism, and the growth of the traveling population and the opening of tourist facilities in remote locations has increased exposure to the risk of

natural disasters, which increases the risk of the number of casualties and economic loss. This could have a huge impact on the development of the economics of tourism. In other words, tourism demand can fluctuate drastically, and economic losses are inevitable. (Y. S. Wang, 2009)has determined, in an investigation of the impact of natural disasters on tourism, that they do significantly affect the tourism industry.

Terrorism Risks

The threat of terror attack is a cause for perceived risks of injury and loss of life and belongings, and decrease of tourist confidence in travel. International terrorism crosses national borders, targets citizens of many nations and exploits technology of international travel and communications (Schlagheck, 1988).Terrorists' ignorance and disregard for potential risks result in a loss of life (Wilks & Page, 2006). Therefore, when reports about terrorist attacks are constantly repeated through television and other mass media, fear and anxiety are increased in potential travelers and lead to non-booking and cancellations (Glassner, 1999; Sommez, Apostolopoulos, & Tarlow, 1999). Even among experienced travelers, perceived terrorism risks have also been identified as particularly influential in changing their travel intentions (S¨onmez & Graefe, 1998a). L. K. Richter and Waugh (1983) illustrates the symbolic nature of the terrorism-tourism relationship by drawing parallels between peaceful international tourism and diplomatic relations. According to Richter, terrorism involving citizens of other countries may be a response to strict limits on political expression: "terrorism against one's own citizens may in fact go unmentioned by a media controlled by the

hostile government". According to (Edgell, 1990), tourist decisions to stay home or choose "safer" destinations are translated into significant losses for the industry of the country suffering from terrorism.

Political Risks

Issues of tourist safety and risk are as engrossing as they are weighty(Sevll, 1998). The topic of political risk on tourism industry is a vital importance globally (Linda K. Richter, 1985).Political risk describes the condition of a country where a government "has been toppled, or is controlled by factions following a coup, or where basic functional pre-requisites for social-order control and maintenance are unstable and periodically disrupted" (Cook, 1990).On the hand, Raddock (1993) pointed out that the real function of political risk analysis is not to predict the future, but to educate and sensitize business executives about the political dimensions of doing business in a foreign setting. Since the 1979 Iranian revolution, the literature on political risk has burgeoned; little of it, however, deals explicitly with political risk in the field of tourism. For example, not one index of ten recent books on political risk mentions "travel" or "tourism" (Dan A. C. & C.C., 1998).As one political scientist who writes prolifically on the political dimensions of tourism is Linda Richter, who deems that "Tourist arrivals are a barometer not only of a nation's currency relative to other currencies but also of the reputation of the nation. Since tourism is critically dependent on law and order, tourist arrivals become a commentary on the political stability of the society and its desirability as a destination" (1994, p-220). A more

recent contribution by Hall bemoans the fact that "the political of tourism is still the

poor cousin of both tourism research and political science and policy studies"

(1994a:1). Hall argues that decision makers in tourism "need to become far more

sophisticated in their approach to crisis management and be more aware of the

political dimensions of tourism development" (1994a:96). Sevll (1998) examined that

while numerous natural and human-caused disasters can significantly impact the flow

of tourism, the threat of danger that accompanies political risk tends to intimidate

potential visitors more severely. Political risk-even though it does not always

command the same level of media scrutiny-has lingering effects and can effectively

impede travel to affected areas and create an enduring barrier to international tourism;

fortunately, issues of tourism within the context of political risk has been receiving

increased attention (Gartner & Shen., 1992; Hall, 1994; Hollier, 1991; L. K. Richter &

Waugh, 1983; Schwartz, 1991; Teye, 1986).Dan A. C. and C.C. (1998) examined the

potential of the Mexican tourism industry and the developing political risk that

threatens it , also point out of the massive debt crisis that exploded in 1982, especially

involving Mexico, Brazil and Argentina, only confirmed the urgency of studying

political risk. Visitors have been stopped and passengers robbed during daylight hours.

There are some of destinations also report feeling increasingly unsafe and unable to

leave their hotels without fear of being accosted, robbed, or worse. The capital, even

in tourism areas like the Zona Rosa, has become a dangerous place to visit (Dan A. C.

& C.C., 1998). In January 1997 visitors were cautioned against taking taxicabs cruise

the streets of Mexico City or parked in front of restaurants and hotels because of the

increasing frequency and violence of robberies by cab drivers. They were further

warned that "growing numbers of US Embassy employees and visitors have been

assaulted, abducted and robbed" after hailing cabs. No matter how attractive or cheap

a trip to Mexico is, visitors will stay away if they feel the political system cannot

assure their safety. This dependence of tourism demand upon perceptions of safety

might be called the "safety elasticity of demand" (Dan A. C. & C.C., 1998).Political

risk and war can increase the perception of risk at a destination (Gartner & Shen.,

1992). Political risk can also affect neighboring countries not directly involved in any

conflict. Several examples of political risk have been identified in the previous

literature by tourism scholars. As one of researcher who writes prolifically on the

examples of countries where political problems and tourism have intersected, which

countries face different circumstances and share similar challenges are discussed by

(Teye, 1986).

2.3 Destinations Image

Destination image is defined as the overall perception of the destination that is

formed by processing information from various sources over time. (Assael, 2004).

Destination image has been one of the key areas of tourism research for more than

four decades (Svetlana Stepchenkova. & Mills., 2010). Image is the people feelings of

anything that they aware and help make sense of the world in which we live.

(Boulding, 1956; Mayo, 1973). Studies define destination image as an expression of

knowledge, impressions, prejudices, imaginations and emotional thoughts an

individual has of a specific place" (Lawson & Baud, 1977). Ideas or perceptions held

individually or collectively about a destination by people (Embacher & Buttle, 1989).

Jenkins (1999) links destination image with perceptions of people, arguing that the

perceptions of group of people from the image of a destination. Likewise, Tapachai

and Waryszak (2000) found that perceptions or impressions of a destination held by

visitors with respect to the expected benefit or consumption values when they

traveling. Totality of impressions, beliefs, ideas, expectations, and feelings

accumulated towards a place over time by an individual or group of people are also

considered as important. (Kim & Richardson, 2003).Therefore, destination image

refers to an individual's mental representation of knowledge, feelings, and overall

perception of a particular destination (Fakeye & Crompton, 1991a). Visitors'

perception and image of a destination will affect their behavioral intention(Bigne .,

Sanchez., & Sanchez, 2001). For example, Court. and Lupton. (1997)found that a

positive image of a destination positively affects travelers' intention to revisit that

location in the future. Chen and Tsai (2007) finds that destination image has both

direct and indirect effects on trip quality, behavioral intentions (i.e., intention to revisit

and willingness to recommend), and "evaluation variables"(Bigne . et al., 2001) There

has been general agreement in the literature that the image of a destination or image

of the experience held by potential visitors significantly affects visitors' decision-

making process (Hunt, 1975; Nadeau, Heslop, & N. and Luk, 2008; Pearce, 1982).

Bosque and Martin (2008) suggest that a preconceived image of a place has a positive

impact on the consumer's belief; hence destination will hold an advantaged position

in the consumers' choice process. Milman and Pizam (1995) find that familiarity with

the destination significantly influences positive image of a destination and hence,

future intentions of visitors (i.e. repeat of visit). Thus, Fakeye and Crompton (1991b)

add complex image which is formed after experiencing destination because as stated

by Pearce (1982), visitors may change their perceptions and images after a holiday.

2.4 Visitor Decision

Visitor Decision defined is considered as one of the prime variables to sustain

competitive business in the tourism industry because it affects the choice of

destination, consumption of products and services(Kozak. & Rimmington, 2000).

Mansfeld (1992) emphasizes the role of motivation as providing an impetus to travel,

but notes that there is, as yet, little understanding of how such an impetus gives rise to

particular travel decisions. (Van Raaij & Francken, 1984) emphasized that decision

making often occurs within a group or family context. Within the group, different

people will have greater or lesser control over the different decisions involved from

the 'generic decision' to travel, to the specific decisions related to destination

selection, transport and accommodation used and specific attractions visited.

McKercher. B. and Wong (2004) and Lau and McKercher (2004) classify travellers to

holiday destinations as either first-time or repeat visitors. The former represents new

visitors who are discovering a destination (Lau & McKercher, 2004), while the latter

are those groups of visitors who are familiar with the destination and are satisfied with their previous experiences there. Many holiday destinations rely heavily on repeat visitations (Anwar & Sohail, 2004; Fallon & Schofield, 2004), and while Kozak has been able to attract multiple-repeat visitors, research on their characteristics and trip behaviors as well as those of the first-timers has escaped attention of local tourism studies. Gitelson and Crompton (1984), who pioneered the research on first-time and repeat visitors, posit the view that first-time and repeat visitors have different motivations, leading to different intended activity sets. Some visitors tend to repeat a destination when they feel satisfied with the attributes during their first visit (Kozak, 2001; Kozak. & Rimmington, 2000). Yet, some satisfied visitors may not return because they prefer to discover other places in their next holiday (Gitelson & Crompton, 1984), or they may defect to other offerings which are competitively priced. Also, the less satisfied visitors may return to the same destination and eventually become repeat visitors. Besides (Kozak. & Rimmington, 2000), (Gitelson & Crompton, 1984)also contended that first-time visitors are less satisfied than repeat visitors. In terms of loyalty, a few researchers (Juaneda, 1996; Petrick & Backman, 2002; S¨onmez & Graefe, 1998a) claim that repeat visitors express greater intention to revisit the destination or festival in the future. Otherwise, anticipated emotion to a specific behavior can be an imperative variable in the decision-making processes to consider the emotional aspect of human behavior (Conner & Armitage, 1998). Past behavior or habit can be also a significant determinant to explain the habitual aspect

of human behavior (Bentler & Speckart, 1981; Ouellette & Wood, 1998).Similarly,

Kim and Richardson (2003) defined customer satisfaction as a post-purchase attitude

formed through a mental comparison of the product and service quality that a

customer expected to receive from an exchange." Perceived performance (Tse &

Wilton., 1988) measures satisfaction as a function of actual performance, irrespective

of consumers' expectations prior to purchase. Previous research supports a positive

relationship between tourist satisfaction and intentions to return to the destination

(Kozak, 2001; Yoon & Uysal, 2005). This perception directly influences the

satisfaction of the customer. Several authors such as Huang. and Su (2010), Song,

Veen, and J. Chen. (2011) believe that when the visitors perceive that the quality of

services given to them is greater than the money paid by them, the satisfaction is

created. In other words, tourist satisfaction is directly affected by the tourist

expectation (Song et al., 2011; Xia, Jie, & Feng., 2009) and perceived value (Huang.

& Su, 2010; Song et al., 2011). Further, this is frequently confirmed that the satisfied

visitor would like to visit the place again and also encourage other visitors to visit it

(Huang, Chiu, & Kuo, 2006; Hui, D. Wan., & Ho., 2007; Su & Fan., 2011).

2.5 Destinations Loyalty

Destination loyalty defined as loyalty behavioral terms as the repeat were

purchasing frequency or relative volume of same-brand purchasing (Tellis, 1988).

According to Govers, Go, and Kumar (2007), successful marketing communication

strategies can significantly influence travel behavior and further illustrates that

destination image has an influence on behavioral intention (destination loyalty).

Newman and Werbel (1973) defined loyal customers "as those who re-buy a brand,

consider only that brand, and do no brand-related information seeking". Likewise,

Hawkins and Coney. (1995) defined loyalty as "consumers' intentions or actual

behavior to repeatedly purchase certain products or services". Oliver (1997) found

that loyalty emphasizes the two different aspects of loyalty the behavioral and

attitudinal concept: "a deeply held commitment to re-buy or re-patronize a preferred

product/service consistently in the future, thereby causing repetitive same-brand or

same brand-set purchasing, despite situational influences and marketing efforts having

the potential to cause switching behavior". He employed the term "ultimate loyalty"

to describe the high level, referring to those consumers who "fervently desires to

re-buy a product or service, will have no other, and will pursue this quest against all

odds and at all costs". Tourist loyalty antecedent's efficiency, service quality, social

value, play, aesthetics, perceived monetary cost, perceived risk, time and effort spent

and perceived value (Gallarza & Gil Saura, 2006). Cognitive image of natural

resources, of service quality, of entertainment and affective image influence loyalty

level of tourist (Hernandez, Maria, Miguel, & Javier, 2006). Tourist loyalty depends

on satisfactions of tourist (i.e. attractions, accommodation, accessibility, amenities and

activities) and met expectations (Chi & Qu, 2008).Basic services, attractions and

accessibility affect the tourist loyalty (Celeste & V., 2011). Destination image,

personal involvement, place attachment and overall satisfaction influence antecedents

of visitors (Prayag, 2009). Tasci and Gartner (2007) noted that destination image was treated as an independent variable influencing behavioral intention. Moreover, previous studies such as Hunt (1975), Pearce (1982) have illustrated that there is a positive relationship between destination image and behavioral intention. The findings are parallel to the earlier work of Bigne . et al. (2001) who found that tourism image is a direct antecedent of perceived quality, satisfaction, intention to return and willingness to recommend the destination.

2.6 Conclusion

These literatures defined the concepts of risk, travel risk, and the differences of perceived travel risks and actual risks when or before visitors visiting Thailand. This study adds to the extant literature on visitors' perceptions of perceived risks on international travel. The major perceived travel risks are including diseases, crimes, political crisis, natural disasters, terrorism, and some other relevant visitors' considered elements when they prepare for their visits to Thailand.

The literature review also defined the reasons that why sometimes parts of visitors would worry too much about their safety and security when they perceive Thailand. The reasons are including the exaggerated mass media publication, visitors or their relatives' prior visit experience and lack of knowledge about Thailand.

By the support of these literatures, we can foresee the potential risks and challenges that Thailand tourism is facing. The related departments could get ideas about how to develop the current tourism to make visitors feel safe and comfortable when they

come to Thailand; visitors could also learn knowledge about Thailand and get the real image of Thailand.

2.7 Conceptual framework

Perceived Risks and Visitor Decision

The perceived risks incorporated with destinations have become a major concern amongst visitors (Poon, 2000). In visitors' decision-making process perception of risk is of high importance as it can increase rational decision-making related to destination choice (S¨onmez & Graefe, 1998a). The concept of risks is related to tourism, as visitors' perceptions of security, risk, and safety can affect the destination image and tourist behavior (Lehto, Douglas, & Park, 2008). Perceived images of safety and risks are of great concern to future traveling behavior (Kozak. et al., 2007; S¨onmez & Graefe, 1998a). Elaine.Y .T. C. and .J. (2013) analyzed perceived risks and destination image in relation to revisit intention. The major focus of this study was to examine the effects of perceived risks as well as the mediating roles of destination image between perceived risks and revisit intention of repeat visitors. Previous work has a strong support based on the effect of the destination image based on tourist intention to revisit the destination or not (Court & Lupton, 1997; Prayag, 2009; Qu, Kim, & Im, 2011; Wang & Hsu, 2010). Court. and Lupton. (1997) examine that destination with a positive image would likely favor the influence of revisit intention. Vast number of studies has also identified the effects of perceived risks on intention to revisit (Kozak. et al., 2007; B. N. Rittichainuwat & Chakraborty, 2009; S¨onmez & Graefe, 1998a).

People tend to exclude revisiting places with high risks(S¨onmez & Graefe, 1998a)

and such affect depends on the types of risks (Rittichainuwat & Chakraborty, 2009).

Similarly, various types of risks may contribute in different ways to destination's

image formation. Law (2006) found that travelers would prefer to visit destinations

with low potential risks and where the perceived magnitude to the threat of risks was

low in the destinations. Kozak & et al. (2007) examined the impact of risks related to

safety (e.g., health) and security (e.g., natural disasters) for destination choices of

travelers.

A different paradigm presented by Maser and Weiermair (1998) classified risks

into natural disasters, hygiene and diseases, and crime and accidents. The results of

their study showed that the higher the perceived risk, the more information visitors

would search for, and the more rational the decision-making process became. The

study of Lepp and Gibson (2003) found that the perception of health-related risks

varied significantly by experience. Less experienced visitors were more occupied with

health, terrorism, and food concerns than more experienced visitors. Furthermore,

potential travelers were discouraged to visit places with high risk of disease;

especially developing countries that were less responsive to disease problems (Kozak

& et al., 2007). This forms the justification for the following hypotheses:

Hypothesis 1: The Chinese tourists' perceived risk negatively affected their decisions

to visit Thailand.

Destination Image and Visitor Decision

Previous research has identified positive relationships among destination image,

perceived quality, and tourist satisfaction (Lee, Lee, & Lee, 2005). In turn, visitors'

evaluation of the destination experience influences their image of the destinations

(Fakeye & Crompton, 1991a; Kozak. & Rimmington, 2000). Destination image

affects tourist satisfaction, which in turn affects return intentions (Chi & Qu, 2008).

(Bloemer, Ruyter, & Peeters, 1998) who examined the intention of revisiting of 153

customers of a department store in a major Swiss city, found there is not significant

relationship between store image and repeat visiting of the store. They argue that a

satisfaction is a mediating variable in the image–loyalty relationships. Previous

research has identified the critical role played by customer satisfaction when it comes

to influencing customers' future behaviors (Bigne. et al., 2001; Rust & Oliver, 1994; S.

A. Taylor & Baker, 1994). In a tourism context, high levels of visitor positive image

of the destination may result in positive future behaviors toward the destination

(Bolton & Drew., 1991; S. Taylor, 1997).Chon (1991) found that destination image

attributes were significantly correlated to the satisfaction with a destination's product.

The study of Kozak. and Rimmington (2000) tested the destination image as an

antecedent to satisfaction. The results also supported the relationships that satisfaction

has an influence on behavioral intentions of consumers. Similar studies conducted by

Bolton and Lemon (1999), Kozak (2001), Prayag (2009) and Yuksel and Rimmington

(1998) explored the relationship of destination image, satisfaction, and behavioral

intention of Chinese visitors. They found a link between destination image and satisfaction, as well as the mediating effect of satisfaction on the relationship between destination image and behavioral intention. However, there is the mediating effect of overall satisfaction on the relationship between destination performance and behavioral intention. Positive destination images affect repeat visitation in that the more positive and fewer negative images of a destination, the more likely travelers would return to that destination (Rittichainuwat. et al., 2001). This forms the justification for the following hypotheses:

Hypothesis 2: The Chinese tourists' perceptions toward destination image positively affected their decisions to visit Thailand.

Perceived Risks and Destinations Loyalty

Laws and Prideaux (2005) and Glaesser (2003) define risk as the probability of an undesirable incident that leads to the possible negative consequences of a consumer's behavior. In contrast, perceived risk refers to a consumer perception of the overall negativity of an action that if beyond an acceptable level might affect travel behavior (Mansfeld, 2006; Reichel et al., 2007). Incidents of natural disasters, political unrest, wars, epidemics, and terrorism lead to perceived travel risks (Mansfeld, 2006), whereas visitors' ignorance of the probability of such events engage them in real risks (Walker & Page, 2006). In addition, news reports and word-of-mouth information about epidemics and terrorism at tourist destinations raise consumers' perceptions of risks. Due to its high credibility and ability to reach large audiences in a short period

of time, the media is particularly influential in changing people's perceptions of a

destination (Tasci & Gartner, 2007). When visitors lack knowledge about any

destination, the media plays a major role in forming perceived risks about the affected

destinations as well as (via ripple effects) non-affected destinations (Cavlek, 2002b).

Because making a wrong travel decision becomes a perceived risk (Fuchs & Reichel,

2006), when customers feel that such risk is too high, they change their plans or

behavior, such as non-booking, cancellation, or evacuation from the perceived risk

destinations (Mansfeld, 2006; Maser & Weiermair, 1998; Sasso, 2005).

Hypothesis 3: The Chinese tourists' perceived risk negatively affected their

destination loyalty.

Destinations Image and Destinations Loyalty

Past research on the outcomes of destination image revealed that cognitive and

affective evaluations of a destination exert significant influences on pre-visit (Baloglu,

2000)and post-visit travel behavior (Court. & Lupton., 1997; Prayag, 2009). Baloglu

(2000) found that cognitive and affective evaluations explained a major portion of the

variability in visit intention in comparison to travel motivation, amount of information,

and types of information sources. Some scholars found consistent results that

cognitive and affective images have influential effects on overall image, and intention

to revisit and recommend (Baloglu. & McCleary, 1999b; Qu et al., 2011; Wang & Hsu,

2010). However, (Li, Cai, Lehto, & Huang, 2010) found that only affective image

exerts an influence on intention to revisit. Past research also found empirical evidence

that destination image positively affects perceived quality (Lee et al., 2005) and

satisfaction (Assaker, Vinzi, & O'Connor, 2011; Prayag, 2009). Assaker et al. (2011)

noted that in addition to novelty seeking and travel satisfaction, destination image was

also significantly related to revisit intention. Baloglu (2000) study showed a

mediating effect of destination image on the relationship between information sources

and visit intention, while Qu et al. (2011) found overall image to be a critical mediator

between brand associations and future behavior of visitors. However, no study has

extended theoretical attention to the potentially comparable mediating effects of

cognitive and affective images in the relations between perceived physical,

socio-psychological, and financial risks and intention to revisit. This study set out to

investigate the mediating roles of the two facets of destination image on the

relationships between perceived risks and intention to revisit a risky destination. Tasci

and Gartner (2007) noted that destination image was treated as an independent

variable influencing behavioral intention. Moreover, previous studies such as Hunt

(1975), Pearce (1982) have illustrated that there is a positive relationship between

destination image and behavioral intention. The findings are parallel to the earlier

work of Bigne. et al. (2001) who found that tourism image is a direct antecedent of

perceived quality, satisfaction, intention to return and willingness to recommend the

destination. Moreover, Chen and Tsai (2007) suggested that destination image has

both direct and indirect effects on behavioral intentions. Visitors' overall experience

consuming a combination of local tourism products and services develop their image

of a destination after their visitation (Buhalis, 2000). Thus perceived attractiveness,

rather than overall satisfaction, is the antecedent of revisit intention (Um, Chon, & Ro,

2006). Positive destination image will result in tourist's satisfaction and has an

influence on tourist behavioral intentions (Chi & Qu, 2008). According to Govers et al.

(2007), successful marketing communication strategies can significantly influence

travel behavior and further illustrates that destination image has an influence on

behavioral intention (destination loyalty). Based on the above arguments, the

following is hypothesized:

Hypothesis 4: The Chinese tourists' perceptions toward destination image positively

affected their destination loyalty.

    Visitor Decision and Destination Loyalty

    Finally, an exploration of satisfaction is needed to predict and understand the

individual's responses after the consumption experience. In this respect, the

relationship between satisfaction and loyalty has been previously explored (Baker &

Crompton., 2000; Brady & Robertson., 2001; Selnes, 1993; Yu & Dean, 2001). Two

basic expressions of loyalty are identified: the willingness to repurchase and

word-of-mouth communication (Selnes, 1993). The first one is defined as the

likelihood that consumers will buy the offering again (Szymanski & Henard, 2001),

while the second is not only an indicator of the individual's intention to continue the

relationship with the company, but also a reliable source of information for potential

buyers (Maxham, 2001). The study of loyalty in tourism is a more recent phenomenon.

Intention to revisit the destination in the future and willingness to recommend it to
other people is positively affected by satisfaction (Bigne. et al., 2001; Bigne´, L.
Andreu., & Gnoth., 2005; Kozak. & Rimmington, 2000; Lee et al., 2005; Yoon &
Uysal., 2005). Thus, the fourth hypothesis is proposed in order to enhance the
understanding of this relationship (the model shown in Figure 1 summarizes the
hypotheses):

Hypothesis 5: *The Chinese tourists' decision affected their destination loyalty.*
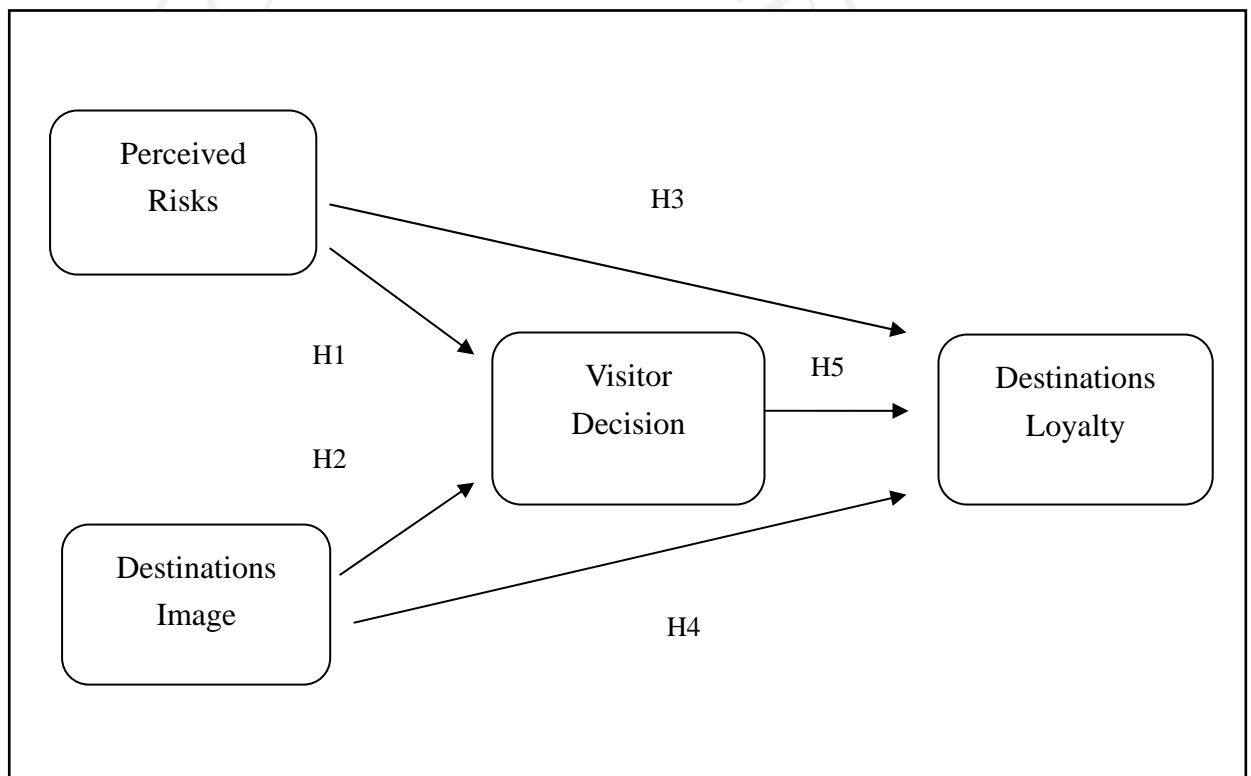
Figure 1: A proposed research model

CHAPTER 3

RESEARCH METHODOLOGY

In this chapter, the researcher explained the methodology and an approach used in this research .Methodology is proposed and reasoned as well as strategies utilized in this research. The author also provides detail about data collection.

3.1 Research Strategy

This study was a quantitative research which uses questionnaire as a tool for data collecting process. The study employed a causal and descriptive research design to determine the cause-and- effect relationships among risks, destinations, and visitors, based on the studies of Kozak. et al. (2007),Prayag (2009) and (Wang & Hsu, 2010).Questionnaires are used to collect data and respondents answer questionnaires themselves. Researcher set research methodology that consists of research design and instrument, sampling strategy, data collection and data analysis as follows, in order to achieve answer to objectives of the study. Based on the review of literatures, questionnaire instrument has been developed and modified so as fit in with the context of Tourism Industry of Thailand.

3.2 Population and Samples

Population

Population of this study was identified as the visitors from China, who had experience in visiting Thailand.

Samples and Samples Size

A sample from this study is visitors from China, which are traveling in Bangkok; however the population in this study is infinite population. Therefore, the author will determine sample size by applying an equation proposed by Pongwichai (2009) which is the adaptation of Yamane (1973) at confidences level of 95% and precision levels = 0.05

$$n = \frac{1}{\left[\frac{4e^2}{z^2}\right]}$$

Where   n = sample size

e = the level of precision (in this study the researcher specified the level of precision = 0.05 at the confidence level of 95 %)

Z = the abscissa of the normal curve that cuts off an area α at the tails. The value for Z is found in statistical tables which contain the area under the normal curve. Z = 1.96 (at the confidence level of 95 %)

Applied the formula

$$n = \frac{1}{\left[\dfrac{4(0.05)^2}{(1.96)^2}\right]}$$

= 385 customers

Therefore, the sample size in this study was 385 people who living in China and having experience in visiting Thailand. In addition, the researcher extended the margin of error by adding up sample size sample to 400 visitors.

Survey Instruments

The researcher used questionnaire as an instrument to collect data in order to examine and identify the relationship between study perceived risks and destination image that help contribute a positive relationship to behavioral and attitudinal visitors' decision and destination loyalty .The questionnaire consists of five parts as followed;

Part1. Comprise of demographic and general information such as gender, age, status, education level, occupation, and monthly income, frequency of visit and purposes of visit. The questions are close-ended questionnaire and the answer of each question is check list type with a total number of 9 questions.

Table 3.1: Level of information measurement and criteria.

Variable	Level of Measurement	Criteria Classification
1. Gender	Nominal	1. Male 2. Female
2. Age	Ordinal	1. 16-20 Years 2. 21-25 Years 3. 26-30 Years 4. 31-35 Years 5. Over 35 Years
3. Status	Nominal	1. Single 2. Married
4. Education Level	Ordinal	1. High School/Vocational School 2. Bachelor's Degree 3. Master's Degree 4. Doctoral Degree
5. Occupation	Nominal	1. Employee for Government 2. Employee for Private Companies 3. Business Owner 4. Student 5. Others (Please specify)………
6. Monthly Income	Ordinal	1. Less than 20,000 Baht 2. 20,000-30,000 Baht 3. 30,001-40,000 Baht 4. 40,001-50,000 Baht 5. More than 50,000 Baht
7. How often do you visit Thailand?	Ordinal	1. First Time 2. 1-2 Times 3. 3-4 Times 4. More than 4 Times

(Continued)

Table 3.1(Continued): Level of information measurement and criteria.

8. What are the most important factors that let you make decision to visit Thailand?	Nominal	1. Attractive Places 2. Short Distance For Traveling 3. Cheapness 4. Interesting Culture
9. Do you plan to come back to visit Thailand again?	Nominal	1.Yes, of course 2. Absolutely Not 3. Not Make Any Decision Yet

Part2. Questions about perceived risks, the questionnaire was developed and modified for based on the literature review. Each participant was asked to rate a five point Likert-type scale to the extent of how he/she agree with the 8 perceived risks statements. The questions consist of one dimension presented in perceived risks which are

1. Any kinds of danger may happen while traveling in Thailand.

2. Diseases, such as SARS, Bird flu etc, may happen affect your health during visiting Thailand.

3. Unexpected crimes may happen while visiting Thailand.

4. Unexpected natural disasters, such as floods, landslides, or storms etc may happen.

5. Terrorist attack that can destroy your personal properties and lives may happen unexpectedly.

6. Unexpected political restrictions may limit the places you are visiting and traveling.

7. Unfriendliness of Thai people may happen to you regarding the different cultures and social belief.

8. Traveling expenses may increase according to the change of the price of products and services in Thailand.

All items were rated by respondents on a five-point Likert scale. Each questions scaled from Number 1 with the statement "Possible to Happen" to number 5 with the statement "Impossible to Happen". The weight (score) are set in each level as followed;

Impossible to Happen = 5 points

Less possible to Happen = 4 points

Moderate = 3 points

Rather Possible = 2 points

Possible to Happen = 1 point

For the measurement analysis the author use mean and interval class formula to calculate the range of information in each level as followed;

$$\text{Interval class} = \frac{Range(max\ value - minvalue)}{Number\ of\ \text{Interval}}$$

$$= \frac{(5-1)}{5}$$

$$= 0.8$$

Therefore, the average score can be translate as

Average score of 4.21 – 5.00 refers to impossible to happen of perceived risks level.

Average score of 3.41 – 4.20 refers to less possible happen of perceived risks level.

Average score of 2.61 – 3.40 refers to moderate of perceived risks level.

Average score of 1.81 – 2.60 refers to more possible of perceived risks level.

Average score of 1.00 – 1.80 refers to possible happen of perceived risks level.

Part3. Questions about destination image in five-point Likert scale questionnaire. The questionnaire was developed and modified for based on the literature review. The questions consist of two dimensions presented in destination image which are

1. Attraction of Tourism Characteristics in Thailand (5 questions)

    1.1 There are many beautiful places you can visit.

    1.2 Reasonable price you can support.

    1.3 There are attractive social cultures which are different and marvelous.

    1.4 There are various food and accommodations you can select for a good deal.

    1.5 There is convenient transportation that let you go to any places on your travelling schedule.

2. Categories of Tourism in Thailand

    2.1 Adventure tourism is exciting.

    2.2 Social and cultural tourism are valuable to learn.

    2.3 Sight – seeing tourism is very beautiful.

2.4 Entertainment and shopping tourism are spectacular.

2.5 Religion tourism is very merit.

2.6 Natural tourism, such as Natural Park, sea, and island, is very beautiful and enjoyable.

2.7 Food and beverage tourism are very exotic.

All items were rated by respondents on a five-point Likert scale. Each questions scaled from Number 1 with the statement "Strongly Disagree" to number 5 with the statement "Strongly Agree". The weight (score) are set in each level as followed;

Strongly Agree = 5 points

Rather Agree = 4 points

Moderate = 3 points

Rather Disagree = 2 points

Strongly Disagree = 1 point

For the measurement analysis the author use mean and interval class formula to calculate the range of information in each level as followed;

$$\text{Interval class} = \frac{Range(max\ value - min value)}{Number\ of\ \text{Interval}}$$

$$= \frac{(5-1)}{5}$$

$$= 0.8$$

Therefore, the average score can be translate as

Average score of 4.21 – 5.00 refers to strongly agree of destination image level.

Average score of 3.41 – 4.20 refers to rather agree of destination image level.

Average score of 2.61 – 3.40 refers to moderate of destination image level.

Average score of 1.81 – 2.60 refers to rather disagree of destination image level.

Average score of 1.00 – 1.80 refers to strongly disagree of destination image level.

Part4. Questions about visitors' decision in five-point Likert scale
questionnaire. The questionnaire was developed and modified for based on the
literature review. The questions consist of one dimension presented in visitors'
decision as;

1. You actually decide to visit Thailand since it has plenties of interesting
places in Thailand.

2. You actually decide to visit Thailand since the expense of visit is cheap.

3. You actually decide to visit Thailand since there are various types of
tourism.

4. You actually decide to visit Thailand since you can get interesting
information provided by tourist guides.

5. You actually decide to visit Thailand since you spend lower expense
budgets than any other countries you visit.

6. You actually decide to visit Thailand since there are different society and
culture to study.

7. You actually decide to visit Thailand since people are nice in everywhere.

8. You actually decide to visit Thailand since you can get delicious food and beverage.

9. You actually decide to visit Thailand since you can get convenient accommodation.

10. You actually decide to visit Thailand since convenient transportation is available.

All items were rated by respondents on a five-point Likert scale. Each questions scaled from Number 1 with the statement "Strongly Disagree" to number 5 with the statement "Strongly Agree". The weight (score) are set in each level as followed;

Strongly Agree = 5 points

Rather Agree = 4 points

Moderate = 3 points

Rather Disagree = 2 points

Strongly Disagree = 1 point

For the measurement analysis the author use mean and interval class formula to calculate the range of information in each level as followed;

$$\text{Interval class} = \frac{Range(max\ value - min value)}{Number\ of\ \text{Interval}}$$

$$= \frac{(5-1)}{5}$$

$$= 0.8$$

Therefore, the average score can be translate as

Average score of 4.21 – 5.00 refers to strongly agree of visitor decision level.

Average score of 3.41 – 4.20 refers to rather agree of visitor decision level.

Average score of 2.61 – 3.40 refers to moderate of visitor decision level.

Average score of 1.81 – 2.60 refers to rather disagree of visitor decision level.

Average score of 1.00 – 1.80 refers to strongly disagree of visitor decision level.

Part5. Questions about destination loyalty in five-point Likert scale questionnaire. The questionnaire was developed and modified for based on the literature review. The questions consist of one dimension presented in destination loyalty as;

1. When you think about traveling in Asia you think of Thailand first.

2. Regarding your impressive travel experiences, you intend to visit Thailand again.

3. You often visit Thailand regarding its attractive differences from other countries.

4. You plan to visit Thailand again in the near future.

5. You always recommend other people to visit Thailand.

6. You always have good memory and experiences for surely revisiting Thailand now and then.

7. Good memory for visiting Thailand makes you decide to come back again.

All items were rated by respondents on a five-point Likert scale. Each questions scaled from Number 1 with the statement "Strongly Disagree" to number 5 with the statement "Strongly Agree". The weight (score) are set in each level as followed;

Strongly Agree = 5 points

Rather Agree = 4 points

Moderate = 3 points

Rather Disagree = 2 points

Strongly Disagree = 1 point

For the measurement analysis the author use mean and interval class formula to calculate the range of information in each level as followed;

$$\text{Interval class} = \frac{Range(max\ value - minvalue)}{Number\ of\ \text{Interval}}$$

$$= \frac{(5-1)}{5}$$

$$= 0.8$$

Therefore, the average score can be translate as

Average score of 4.21 – 5.00 refers to strongly agree of destination loyalty level.

Average score of 3.41 – 4.20 refers to rather agree of destination loyalty level.

Average score of 2.61 – 3.40 refers to moderate of destination loyalty level.

Average score of 1.81 – 2.60 refers to rather disagree of destination loyalty level.

Average score of 1.00 – 1.80 refers to strongly disagree of destination loyalty level.

3.3 Sampling Strategy for Data Collection

Sampling method used in the study was systematic random sampling, distributing a self-administered questionnaire to sample group who had experience in visiting Thailand. Data collection process has been done in the October of 2016 by contract with the travel agency in China, the 385 samples calculated by applying an equation proposed by Yamane (1973), was selected out of the target population. Those populations represented the Chinese tourists who had experiences in visiting Thailand during the year of 2015-2016. The reason why the researcher considered this period of time because there were the political and economic circumstance in Thailand. Therefore, the samples would have their feelings before making decisions to visit Thailand.

The 385 target samples were living in China. The researcher used the networks of travel agencies in China to find out the lists of the Chinese tourists who came to visit Thailand during the year of 2015-2016.

The researcher contacted those target samples by using E-mail address and directly sends them the questionnaires by via online system. The total of 357 samples replied back to the researcher later.

3.4 Data Analysis

Descriptive Statistics

Frequency, percentage, mean, and standard deviation are used for describe the collected data which are:

1.1 Demographic data that cover age, gender, status, education level, occupation, monthly income, frequency of visiting and purpose visiting.

1.2 Sample's perception including perceived risks, destination image, visitor decision, destination loyalty.

Inferential Statistics

Multiple Regression Analysis was used for determining the relationships between variables which are

1.1 The Chinese tourists' perceived risk negatively affected their decisions to visit Thailand.

1.2 The Chinese tourists' perceptions toward destination image positively affected their decisions to visit Thailand.

1.3 The Chinese tourists' perceived risk negatively affected their destination loyalty.

1.4 The Chinese tourists' perceptions toward destination image positively affected their destination loyalty.

1.5 The Chinese tourists' decision affected their destination loyalty.

3.5 Reliability and Validity Assessment

The questionnaire has been examined within two importance aspects which are content validity and reliability to ensure that respondents have a common understanding of questionnaire and they can answer based on fact as well as statistical reliability of the questionnaire. The questionnaire was examined to

ensure that all respondents had a common understanding to answer all questions in the questionnaire. The reliability was indicated by using the value of Cronbach's Alpha Coefficient.

3.5.1. Content Validity

All questions are proposed by the review from previous works and literature but in order to ensure content validity of the questionnaire the author submitted the questionnaire to thesis advisors and qualified experts in related field which are

1. Dr. Kriroek Pinkaeo

2. Dr. Sumetee Wongsak

3. Assoc. Prof. Dr. Suthinan Pomsuwan

To prove the consistency of questions, the author use Index of Item Objective Congruence (IOC) method to calculate the consistency between the objective and content or questions and objective.

$$\textbf{IOC} = \frac{\Sigma R}{N}$$

Where:

IOC = Consistency between the objective and content or questions and objective.

∑R = Total assessment points given from all qualified experts.

N = Number of qualified experts.

The consistency index value must have the value of 0.5 or above to be accepted.

After receiving assessment result, the questions have been chosen and adapt to make sure that each question has the consistency index value more than 0.5. The assessment result of this questionnaire has the total consistency index value equal to 0.860 without any question with the value less than 0.5.

3.5.2. Reliability

The researcher launches the questionnaire to 30 samples as a pilot test to examine the reliability of the questionnaire. The reliability test for this research is processed on computer program by using Cronbach's alpha coefficeient.

Table 3.2: Criteria of Reliability

Cronbach'sAlpha Coefficient	Reliability Level
0.80 – 1.00	Very High
0.70 – 0.79	High
0.50 – 0.69	Medium
0.30 – 0.49	Low
Less than 0.30	Very Low

Source: Vanitbuncha, K. (2003). Statistical analysis: Statistics for

management and research. Thailand: Department of Statistic Faculty of

Chulalongkon University.)

If Cronbach's alpha coefficeient is more than 0.70, the questionnaire reliability is

acceptable (Cronbach, 1951; Olorunniwo, Hsu, & Udo, 2006). The criteria of

reliability are illustrated in table 3.3

The value of Cronbach's alpha coefficient of the 30 pre-test questionnaires is

0.898 with n of items = 37. As the result shown in table 3.2, the value of Cronbach's

alpha for Perceived Risk, Destination Image, Visitor Decision and Destination

Loyalty are 0.822, 0.811, 0.800 and 0.945 respectively. According to Olorunniwo et al.

(2006) the acceptable value of alpha should be about 0.70. The overall Cronbach's

alpha coefficient value from this questionnaire is all higher than the benchmark value

of 0.70 and has the value higher than 0 .90 therefore, the quality and accuracy of

questionnaire is very high in reliability level and the desirability level is excellent

(Cronbach, 1951; Olorunniwo et al., 2006). As a result, all 37 items within 4constructs

are acceptable in this study based on the result of alpha value.

Table 3.3: The Result of Cronbach's Alpha Test with 30 Try-out Questionnaires.

Variables	Cronbach's Alpha	Interpretation
All Parts	0. 898	Very High
Perceived Risk	0.822	Very High
Destination Image	0.811	Very High
Visitor Decision	0.800	Very High
Destination Loyalty	0.945	Very High

Table 3.4: The Result of Cronbach's Alpha Test with 357 Questionnaires.

Variables	Cronbach's Alpha	Interpretation
All Parts	0.930	Very High
Perceived Risk	0.863	Very High
Destination Image	0.865	Very High
Visitor Decision	0.853	Very High
Destination Loyalty	0.926	Very High

3.6 Statistic for Data Analysis

Data analyzing process for this research is processed on a computer program and presented on a format of table of content along with description on each table. As for the statistic for data analysis, the author use;

1. Descriptive Statistics Analysis by using frequency and percentage to explain demographic data which consist of gender, age, status, education level, occupation, monthly income, frequency of visiting and purpose of visiting.

2. The author used mean and standard deviation value to explain the level of service quality, satisfaction and loyalty from samples group.

3. Using Simple Regression and Multiple Regression method to analyze the relationship between perceived risks, destination image, visitor decision and destination loyalty because it is a statistical technique that allows us to predict someone's score on one variable on the basis of their scores on several other variables. Moreover, it will allow us to identify a set of predictor variables which together provide a useful estimate of a participant's likely score on a criterion variable.

Table 3.5: Statistic for Data Analysis used for Hypothesis Analyzing Process.

Hypothesis	Statistic Method
H1: The Chinese tourists' perceived risk negatively affected their decisions to visit Thailand.	Multiple Regression
H2: The Chinese tourists' perceptions toward destination image positively affected their decisions to visit Thailand.	Multiple Regression
H3: The Chinese tourists' perceived risk negatively affected their destination loyalty.	Simple Regression
H4: The Chinese tourists' perceptions toward destination image positively affected their destination loyalty.	Multiple Regression
H5: The Chinese tourists' decision affected their destination loyalty.	Multiple Regression

CHAPTER 4

RESEARCH FINDINGS AND DATA ANALYSIS

In this chapter, the researcher presents the research wants of the research along

with an analysis of the collected data. The analysis part is conducted by using the

statistics tools mentioned.

The results of this research are presented within 5 parts:

Part 1: The analysis of demographic data of samples including age, gender,

status, education level, occupation, monthly income, frequency of visiting and

purpose visiting by using frequency and percentage.

Part 2: The analysis of perceived risk samples including travel risk, diseases

risk, unexpected crimes risk, unexpected natural disasters risk, unexpected

terrorist risk, unexpected political risk, unfriendliness of Thai people and

travelling expenses by using mean ($\overline{X}$) and standard deviation (S.D).

Part 3: The analysis of destination image samples including beautiful places,

reasonable price, attractive social cultures, various food and accommodations,

convenient transportation, adventure tourism, social and cultural tourism,

sight-seeing tourism, entertainment and shopping tourism, religion tourism,

natural tourism, food and beverage tourism by using mean ($\overline{X}$) and standard

deviation (S.D).

Part 4: The analysis of visitor decision samples including plenties of

interesting places, expense of visit cheap, various types of tourism, interesting information provided by tourist guides, lower expenses than other countries, different society and culture to study, people are nice in everywhere, delicious food and beverage, convenient accommodation, convenient transportation by using mean ($\overline{X}$) and standard deviation (S.D).

Part 5: The analysis of destination loyalty samples including think of Thailand first, impressive travel experiences, attractive differences from other countries, visit Thailand again in the near future, always recommend other people to visit Thailand, good memory and experiences for revisiting Thailand again, good memory for visiting Thailand makes you decide to come back again by using mean ($\overline{X}$) and standard deviation (S.D).

<u>Symbol used for Data Analysis</u>

$\overline{X}$	is	mean value from samples.
S.D.	is	standard deviation from samples.
n	is	number of samples.
*	is	indicator of a statistically significant at 0.05 significance level.
Adjusted R²	is	a modification of R-square that adjusts for the number of terms in a model.
t	is	a ratio of the departure of an estimated parameter from its notional value and its standard error.

Beta is the estimates resulting from an analysis carried out on

independent variables that have been standardized so that

their variances are 1.

4.1 The Analysis of Demographic Data of Samples

Table 4.1: Frequency and Percentage of Demographic Data; Gender.

Gender	Frequency	Percent
Male	123	34.5
Female	234	65.5
Total	**357**	**100.0**

The majority of respondents are female with total number equal to 234

respondents (65.5%) and male 123 respondents (34.5%)

Table 4.2: Frequency and Percentage of Demographic Data; Age.

Age	Frequency	Percent
16-20 Years old	8	2.2
21-25 Years old	126	35.3
26-30 Years old	141	39.5
31-35 Years old	55	15.4
Over 35 Years old	27	7.6
Total	**357**	**100.0**

Most respondents age are in the range between 26-30 years old which equal to

141 respondents (39.5%) followed by 21-25 years old 126 respondents (35.3%),

31-35 years old 55 respondents (15.4%), Over 35 years old 27 respondents (7.6 %)

and 16-20 years old 8 respondents (2.2%) respectively.

Table 4.3: Frequency and Percentage of Demographic Data; Status.

Status	Frequency	Percent
Single	223	62.5
Married	134	37.5
Total	**357**	**100.0**

The majorities of respondents' status are single with total number equal to 223

respondents (62.5%), married 134 respondents (37.5%) respectively.

Table 4.4: Frequency and Percentage of Demographic Data; Education Level.

Education Level	Frequency	Percent
High school /Vocational school	69	19.6
Bachelor's degree	185	51.8
Master's degree	96	26.9
Doctoral degree	6	1.7
Total	**357**	**100.0**

Most respondents have education level in bachelor's degree equal to 185

respondents (51.8%), master's degree 96 respondents (26.9%), high school/

vocational school 69 respondents (19.3%), doctoral degree 6 respondents (1.7%)

respectively.

Table 4.5: Frequency and Percentage of Demographic Data; Occupation.

Occupation	Frequency	Percent
Employee for government	38	10.6
Employee for private companies	98	27.5
Business owner	30	8.4
Student	85	23.8
Others	106	29.7
Total	**357**	**100.0**

The majority of respondents work in others which equal to 106 respondents

(29.7%), employee for private companies 98 (27.5%), student 85 (23.8%), employee

for government 38 (10.6%), business owner 30(8.4%) respectively.

Table 4.6: Frequency and Percentage of Demographic Data; Monthly Income.

Monthly Income	Frequency	Percent
Less than 20,000 Baht	108	30.3
20,000-30,000 Baht	102	28.6
30,001-40,000 Baht	59	16.5
40,001-50,000 Baht	32	9.0
More than 50,000 Baht	56	15.6
Total	357	100.0

The majority of respondents' incomes are less than 20,000 baht which equal to

108 respondents (30.3%), 20,000-30,000 baht 102 respondents (28.6%),

30,001-40,000 baht 59 respondents (16.5%) more than 50,000 baht 56 respondents

(15.7%), and 40,001-50,000 baht 32 respondents (9.0%) respectively.

Table 4.7: Frequency and Percentage of Demographic Data; Frequency of Visit.

Frequency of Visit	Frequency	Percent
First time	135	37.8
1-2 times	89	24.9
3-4 times	24	6.7
More than 4 times	109	30.5
Total	357	100.0

The majority frequency of visiting by the respondents are first time which equal

to 135 respondents (37.8%), more than 4 times 109 respondents (30.5%), 1-2 times

respondents 89 (24.9%), 3-4 times respondents24 (6.7%) respectively.

Table 4.8: Frequency and Percentage of Demographic Data; Most Important Factors

that Let You Make Decision to Visit.

Most Important Factors that Let You Make Decision to Visit	Frequency	Percent
Attractive places	144	40.3
Short distance for traveling	18	5.0
Cheapness	104	29.2
Interesting culture	91	25.5
Total	**357**	**100.0**

The majority of respondents stated that the most important factors that let you

make decision of their visit to Thailand are to attractive places equal to 144

respondents (40.3%), cheapness 104 respondents (29.1%), interesting culture 91

respondents (25.5%), short distance for traveling 18 respondents (5.0%) respectively.

Table 4.9: Frequency and Percentage of Demographic Data; Plan to Come Back to

Visit Thailand Again.

Plan to Come Back to Visit Thailand Again	Frequency	Percent
Yes, of course	255	70.6
Absolutely not	2	.6
Not make any decision yet	100	28.8
Total	**357**	**100.0**

The majority of respondents stated that the plan to come back to visit Thailand

again are yes, of course equal to 255 respondents (70.6%), not make any decision yet

100 respondents (28.0%)absolutely not 2 respondents (0.6%)respectively.

4.2 The Analysis of Perceived Risk, Destination Image, Visitor Decision and Destination Loyalty.

The analysis and interpretation of perceived risk, destination image, and visitor decision and destination loyalty will use the average score interpretation that was presented in chapter 3 as follow:

Average score of 4.21 – 5.00 refers to impossible to happen.

Average score of 3.41 – 4.20 refers to less possible to happen.

Average score of 2.61 – 3.40 refers to moderate to happen.

Average score of 1.81 – 2.60 refers to rather possible to happen.

Average score of 1.00 – 1.80 refers to possible to happen.

All items were rated by respondents on a five-point Likert scale. Each questions scaled from Number 1 with the statement "Possible to Happen" to number 5 with the statement "Impossible to Happen". The weight (score) are set in each level as followed;

Impossible to Happen= 5 points

Less possible to Happen= 4 points

Moderate= 3 points

More Possible = 2 points

Possible to Happen= 1 point

Table 5.1: Mean ($\overline{X}$) and Standard Deviation (S.D.) of Chinese tourists' Perceived

Risk in Thailand (n=357);

Perceived Risk	Mean	Std. Deviation	Interpretation
1. Any Kinds of Danger	3.18	.944	Moderate to happen
2. Diseases Risk	3.47	.879	Less possible to happen
3. Unexpected Crimes Risk	3.24	.994	Moderate to happen
4. Unexpected Natural Disasters	3.40	.930	Moderate to happen
5. Terrorist Risk	3.35	.949	Moderate to happen
6. Unexpected Political Restrictions	3.08	1.00	Moderate to happen
7. Unfriendliness of Thai People	3.53	1.04	Less possible to happen
8. Increasing Traveling Expenses	3.17	1.10	Moderate to happen
Total	**3.30**	**0.980**	**Moderate to happen**

From the data of Table 5 it was shown that most Perceived Risks at moderate

level. Moreover, considering each item of Perceived Risk, it was found that the

Unfriendliness of Thai People of respondents are ranked in less possible happen of

perceived risks level. ($\overline{X}$ = 3.53, S.D. = 1.04). The topic related to Diseases Risk is

ranked in less possible happen of perceived risks level. ($\overline{X}$=3.47, S.D. = 0.879). In

addition, Unexpected Natural Disasters ranked in the moderate of perceived risks

level ($\overline{X}$ = 3.40, S.D. = 0.930). Terrorist Risk ranked in the moderate of perceived

risks level ($\overline{X}$ = 3.35, S.D. = 0.949), Unexpected Crimes Risk ranked in the moderate

of perceived risks level ($\overline{X}$ = 3.24, S.D. = 0.994), Any Kinds of Danger ranked in the

moderate of perceived risks level ($\overline{X}$ = 3.18, S.D. = 0.994), Traveling Expenses

ranked in the moderate of perceived risks level ($\overline{X}$ = 3.17, S.D. = 1.10), and the last

topic Unexpected Political Restrictions also ranked in the moderate of perceived risks

level ($\overline{X}$= 3.08, S.D. = 1.00) respectively.

The analysis and interpretation of destination image, and visitor decision and destination loyalty will use the average score interpretation that was presented in chapter 3 as follow:

Average score of 4.21 – 5.00 refers to strongly agree of destination image, visitor decision and destination loyalty level.

Average score of 3.41 – 4.20 refers to rather agree of destination image, visitor decision and destination loyalty level.

Average score of 2.61 – 3.40 refers to moderate of destination image, visitor decision and destination loyalty level.

Average score of 1.81 – 2.60 refers to rather disagree of destination image, visitor decision and destination loyalty level.

Average score of 1.00 – 1.80 refers to strongly disagree of destination image, visitor decision and destination loyalty level.

All items were rated by respondents on a five-point Likert scale. Each questions scaled from Number 1 with the statement "Strongly Disagree" to number 5 with the statement "Strongly Agree". The weight (score) are set in each level as followed;

Strongly Agree = 5 points

Rather Agree = 4 points

Moderate= 3 points

Rather Disagree = 2 points

Strongly Disagree = 1 point

Table 5.2: Mean ($\overline{X}$) and Standard Deviation (S.D.) of Chinese tourists' Destination

Image in Thailand (n=357);

Destination Image	Mean	Std. Deviation	Interpretation
Attraction of Tourism Characteristics			
1. Beautiful Places	4.42	.681	Strongly Agree
2. Reasonable Price	4.26	.732	Strongly Agree
3. Attractive Social Cultures	4.23	.756	Rather Agree
4.Various Food and Accommodations	4.29	.744	Strongly Agree
Categories of Tourism			
5. Convenient Transportation	3.84	.965	Rather Agree
6. Adventure Tourism	3.68	.877	Rather Agree
7. Social and Cultural Tourism	4.10	.749	Rather Agree
8. Sight – Seeing Tourism	4.16	.749	Rather Agree
9.Entertainment and Shopping Tourism	3.94	.932	Rather Agree
10. Religion Tourism	3.77	.997	Rather Agree
11. Natural Tourism	4.32	.727	Strongly Agree
12. Food and Beverage Tourism	4.40	.723	Strongly Agree
Total	**4.12**	**0.803**	**Rather Agree**

From the data of Table 5.1 it was shown that most Destination Image at Rather

Agree. Moreover, considering each item of Destination Image, it was found that the

Beautiful Places of respondents are ranked in strongly agree of destination image

level ($\overline{X}$ = 4.42, S.D. = 0.681). The topic related to Food and Beverage Tourism is

ranked in strongly agree of destination image level ($\overline{X}$ =4.40, S.D. = 0.723). Natural

Tourism is ranked in strongly agree of destination image level ($\overline{X}$ = 4.32, S.D. =

0.727). Various Food and Accommodations is ranked in strongly agree of destination

image level ($\overline{X}$ = 4.29, S.D. = 0.744), Reasonable Price is ranked in strongly agree of

destination image level ($\overline{X}$= 4.26, S.D. = 0.732), Attractive Social Cultures is ranked

in rather agree of destination image level ($\overline{X}$ = 4.23, S.D. = 0.756), Sight – Seeing

Tourism is ranked in rather agree of destination image level ($\overline{X}$ = 4.16, S.D. = 0.749),

Social and Cultural Tourism is ranked in rather agree of destination image level ($\overline{X}$=

4.10, S.D. = 0.749), Entertainment and Shopping Tourism is ranked in rather agree of

destination image level ($\overline{X}$ = 3.94, S.D. = 0.932), Convenient Transportation is ranked

in rather agree of destination image level ($\overline{X}$ = 3.84, S.D. = 0.965), Religion Tourism

is ranked in rather agree of destination image level ($\overline{X}$ = 3.77, S.D. = 0.997), and the

last topic Adventure Tourism is also ranked in rather agree of destination image level

($\overline{X}$ = 3.68, S.D. = 0.877) respectively.

Table 5.3: Mean ($\overline{X}$) and Standard Deviation (S.D.) of Chinese tourists' Visitor

Decision in Thailand (n=357);

Visitor Decision	Mean	Std. Deviation	Interpretation
1. Plenties of Interesting Places	4.14	.776	Rather Agree
2. The Expense of Visit is Cheap	4.01	.821	Rather Agree
3. Various Types of Tourism	4.02	.831	Rather Agree
4.Interesting Information Provided by Tourist Guides	3.39	1.12	Moderate
5. Spend Lower Expense Budgets	3.84	.903	Rather Agree
6. Different Society and Culture to Study	4.22	.717	Strongly Agree
7. People are Nice in Everywhere	4.11	.804	Rather Agree
8. Get Delicious Food and Beverage	3.80	.906	Rather Agree
9. Get Convenient Accommodation	3.92	.836	Rather Agree
10.Convenient Transportation is Available	3.67	.999	Rather Agree
Total	**3.91**	**0.871**	**Rather Agree**

From the data of Table 5.2 it was shown that most Visitor Decision at Rather

Agree. Moreover, considering each item of Visitor Decision, it was found that the

Different Society and Culture to Study of respondents are ranked in Strongly Agree of

visitor decision level ($\overline{X}$ = 4.22, S.D. = 0.717). Plenties of Interesting Places is ranked

in Rather Agree of visitor decision level ($\overline{X}$ = 4.14, S.D. = 0.776). The topics related

to People are Nice in everywhere is ranked in Rather Agree of visitor decision level

($\overline{X}$ =4.11, S.D. = 0.804). Various Types of Tourism is ranked in Rather Agree of

visitor decision level ($\overline{X}$ = 4.02, S.D. = 0.831), The Expense of Visit is Cheap ranked

in Rather Agree of visitor decision level ($\overline{X}$= 4.01, S.D. = 0.821), Get Convenient

Accommodation is ranked in Rather Agree of visitor decision level ($\overline{X}$ = 3.92, S.D. =

0.836), Spend Lower Expense Budgets is ranked in Rather Agree of visitor decision

level ($\overline{X}$ = 3.84, S.D. = 0.903), Get Delicious Food and Beverage is ranked in Rather

Agree of visitor decision level ($\overline{X}$= 3.80, S.D. = 0.906), Convenient Transportation is

ranked in Rather Agree of visitor decision level ($\overline{X}$ = 3.67, S.D. = 0.999), and the last

topic Interesting Information Provided by Tourist Guides is ranked in Moderate of

visitor decision level ($\overline{X}$ = 3.39, S.D. = 1.12) respectively.

Table 5.4: Mean ($\overline{X}$) and Standard Deviation (S.D.) of Chinese tourists' Destination

Loyalty toward Thailand;

Destination Loyalty	Mean	Std. Deviation	Interpretation
1. Traveling in Asia you think of Thailand first	3.84	.931	Rather Agree
2. Impressive travel experiences, you intend to visit Thailand again	4.15	.765	Rather Agree
3. Attractive differences from other countries	4.01	.831	Rather Agree
4. Plan to visit Thailand again in the near future	4.16	.781	Rather Agree
5. Recommend other people to visit Thailand	4.18	.842	Rather Agree
6. Always have good memory and experiences for surely revisiting	4.18	.748	Rather Agree
7. Good memory makes you decide to come back again	4.26	.759	Strongly Agree
Total	**4.11**	**0.808**	**Rather Agree**

From the data of Table 5.2 it was shown that most Destination Loyalty at Rather

Agree. Moreover, considering each item of Destination Loyalty, it was found that the

Good memory makes you decide to come back again of respondents are ranked in

Strongly Agree of Destination Loyalty level ($\overline{X}$ = 4.26, S.D. = 0.759). Recommend

other people to visit Thailand is ranked in Rather Agree of Destination Loyalty level

($\overline{X}$ = 4.18, S.D. = 0.842). The topics related to Always have good memory and

experiences for surely revisiting is ranked in Rather Agree of Destination Loyalty

level ($\overline{X}$ =4.18, S.D. = 0.748). Plan to visit Thailand again in the near future is ranked

in Rather Agree of Destination Loyalty level ($\overline{X}$ = 4.16, S.D. = 0.781), Impressive

travel experiences, you intend to visit Thailand again is ranked in Rather Agree of

Destination Loyalty level ($\overline{X}$= 4.15, S.D. = 0.765), Attractive differences from other

countries is ranked in Rather Agree of Destination Loyalty level ($\overline{X}$ = 4.01, S.D. =

0.831), and the last topic Traveling in Asia you think of Thailand first is also ranked in

Rather Agree of Destination Loyalty level ($\overline{X}$ = 3.84, S.D. = 0.931) respectively.

Table 5.5: A summary of overall Mean ($\overline{X}$) and Standard Deviation (S.D.) of all
variables.

Variables	Mean	Std. Deviation	Interpretation
Perceived Risk	3.30	0.980	Moderate to happen
Destination Image	4.12	0.803	Rather Agree
Visitor Decision	3.91	0.871	Rather Agree
Destination Loyalty	4.11	0.808	Rather Agree

4.3 The Analytical Results for Hypothesis Testing

Table 6.1: Perceived Risk and Destination Image influences toward Visitor Decision.

Independent Variables	B	Beta	t	Sig.
Perceived Risk	-.093	.113	2.748	.006*
Destination Image	.706	.630	15.337	.000*

Dependent variable: Visitor Decision.

Adjusted R²: .446   df: (2), (354)   F: 144.456   P≤.000

*Significant at .05 level

Multiple regression technique was applied to analysis the effects of perceived risk

and destination image to visitor decision, the value of Adjusted R^2 could be explained

that the model had rather moderate prediction power 44.60% of total visitor decision.

Destination image (β=0.630) and perceived risk (β=0.113) positively affected visitor

decision (P<0.05) as shown in Table 6.1.

Therefore, H1 and H2 were accepted. It was statistically significant at 0.05.

Table 6.2: Perceived Risk and Destination Image influences toward Destination

Loyalty.

Independent Variables	B	Beta	t	Sig.
Perceived Risk	-.088	.092	2.194	.029*
Destination Image	.812	.619	14.709	.000*

Dependent variable: Destination Loyalty.

Adjusted R^2: .420   df: (2), (354)   F: 129.753   P≤.000

*Significant at .05 level

Multiple regression technique was also applied to analysis the effects of

perceived risk and destination image to destination loyalty, as shown in Table 8, the

value of Adjusted R^2 could be explained that perceived risk and destination image had

moderate prediction power 42% of total destination loyalty. Respectively, destination

image (β=0.619) and perceived risk (β=0.092) positively affected destination loyalty

(P≤0.05) as shown in Table 6.2.

Therefore, H4 and H5 were accepted. It was statistically significant at 0.05.

Table 6.3: Visitor Decision influences toward Destination Loyalty.

Independent Variables	B	Beta	t	Sig.
Visitor Decision	.684	.584	13.569	.000*

Dependent variable: Destination Loyalty.

Adjusted R^2:.340   df: (1), (355)   F: 184.112   P≤.000

*Significant at .05 level

Simple Regression technique was also applied to analysis the effects of visitor decision to destination loyalty. As shown in Table 9, the value of Adjusted R^2 represented the 42% moderate prediction power 42% of visitor decision to destination loyalty. Moreover, the finding showed that visitor decision positively affected destination loyalty ((P≤0.05) as shown in Table 9. Regarding this finding s, it was concluded that H3was accepted. The acceptance was statistically significant at 0.05.

Table 6.4: Hypothesis Testing Results.

Hypothesis	RESULTS
H1: The Chinese tourists' perceived risk negatively affected their decisions to visit Thailand.	**Accepted**
H2: The Chinese tourists' perceptions toward destination image positively affected their decisions to visit Thailand.	**Accepted**
H3: The Chinese tourists' perceived risk negatively affected their destination loyalty.	**Accepted**
H4: The Chinese tourists' perceptions toward destination image positively affected their destination loyalty.	**Accepted**
H5: The Chinese tourists' decision affected their destination loyalty.	**Accepted**

CHAPTER 5

DISCUSSION AND CONCLUSION

In this chapter, the author summarized the overall important aspect of this thesis along with discussion related to the results from the research and opinions for future related research. According to the conceptual framework and literature review, as illustrated in the introduction chapter, the main aims and objectives of this research may be outlined as follows:

The study of 'the Impacts of Perceived Risk and Destination Image on Chinese Visitor's Decision and Destination Loyalty for Visiting Thailand' is a survey research conducted for beneficial purposes to examines relationship and identifies contributing elements between perceived risks, destination image toward visitors' decision and destination loyalty of Chinese visitors in Bangkok area. The result of this study can be used to improve the decision makers to take actions and prepare to deal with situations that might occur and create change leading to better outcomes for the industry, which is one of the country's most important priorities. Using public-private cooperation as a tool in the management of change for tourism destinations might help Thai tourism industry recover from crisis and continue growing. It is hard to imagine any improvement for the ongoing crisis of the Thai state and the prospect of peaceful resolution seems to be hard on imagining it. To conclude, the basic infrastructure of the industry remains in its place and demand remains strong in many

sectors of the international tourism market. There are three purposes of this study.

1. To investigate the impact of perceived risk and destination image on visitor decision.

2. To investigate the impact of visitor decision on destinations loyalty.

3. To investigate the impact of perceived risk and destination image on destination loyalty.

In this research, the author created theoretical foundation of the conceptual framework based on similar tourism industry settings. Concept and measurement related to perceived risks, destination image, visitors' decision and destination loyalty have been summarized and analyzed so as to create a conceptual framework for this study. The interrelationship among perceived risks, destination image, visitors' decision and destination loyalty have been analyzed and explored which led to the following hypothesis.

1. The Chinese tourists' perceived risk negatively affected their decisions to visit Thailand.

2. The Chinese tourists' perceptions toward destination image positively affected their decisions to visit Thailand.

3. The Chinese tourists' perceived risk negatively affected their destination loyalty.

4. The Chinese tourists' perceptions toward destination image positively affected their destination loyalty.

5.   The Chinese tourists' decision affected their destination loyalty.

Population of this study was identified as the visitors from China, which are traveling in Bangkok. Nevertheless, the population in this study is infinite population, therefore the author determine sample size by applying sample size equation at confidences level of 95% and precision levels = 0.05 with an addition for margin of error as a result, samples for this study equal to 385 customers. The author employed multi-stage sampling by using stratified sampling and accidental sampling. As for data collection the author collected data from visitors of 357 visitors in a total number of 385 questionnaires. By selecting and collecting data of online questionnaire website for Chinese visitors who had experience travelling Bangkok as data collection process.

Questionnaire created by the author has been used as an instrument to collect data. The questionnaire has been examined within two importance aspects which are content validity and reliability. To ensure content validity of the questionnaire has been submitted to thesis advisors and three qualified experts in related field by using Index of Item - Objective Congruence (IOC) method. Reliability test was processed on computer program by using Cronbach's Alpha coefficient.

Data analyzing process is processed on a computer program and presented on a format of table of content along with description on each table. The author employed Descriptive Statistics Analysis by using frequency and percentage to explain demographic data. Mean and standard deviation value are used to explain the level of

risks, decision and loyalty from samples group. Simple Regression and Multiple

Regression method has been used for hypothesis testing process and generating

results in accordance with purposes of this study.

5.1 Conclusion

Data collected from 385 samples can be summarized as follow:

Part 1: The analysis of demographic information of samples.

The analysis of demographic information indicated that the majority of samples

are single female age range between 26-30 years, educational level in bachelor's

degree, and work in others with incomes less than 20,000 baht. The frequency of

visiting the Thailand is first time and the most important factors that let you make

decision of their visit to Thailand are to attractive places

Part 2: The analysis of perceived risk, destination image, visitor decision and

destination loyalty.

The analysis of perceived risk in this study consist of one dimension which are

any kinds of danger, diseases risk, unexpected crimes risk, unexpected natural

disasters, terrorist risk, unexpected political restrictions, unfriendliness of Thai people

and traveling expenses are summarized as follow; according to samples' opinions

regarding Unfriendliness of Thai People revealed the results of visitors' opinions are

ranked in less possible happen of perceived risks level respectively.

The analysis of destination image in this study consist of one dimension which

are beautiful places, reasonable price, attractive social cultures, various food and

accommodations, convenient transportation, adventure tourism, social and cultural tourism, sight – seeing tourism, entertainment and shopping tourism, religion tourism, natural tourism, food and beverage tourism are summarized as follow; according to samples' opinions regarding the beautiful places of respondents are ranked in strongly agree of destination image level.

The analysis of visitor decision in this study consist of one dimension which are plenties of interesting places, the expense of visit is Cheap, various types of tourism, interesting information provided by tourist guides, spend lower expense budgets, different society and culture to study, people are nice in everywhere, get delicious food and beverage, get convenient accommodation, convenient transportation are summarized as follow; according to samples' opinions regarding the different society and culture to study of respondents are ranked in Strongly Agree of visitor decision level respectively.

The analysis of destination loyalty in this study consist of one dimension which are traveling in Asia you think of Thailand first，impressive travel experiences, you intend to visit Thailand again，attractive differences from other countries，plan to visit Thailand again in the near future，recommend other people to visit Thailand, always have good memory and experiences for surely revisiting，good memory makes you decide to come back again are summarized as follow; According to samples' opinions regarding good memory makes you decide to come back again of respondents are ranked in Strongly Agree of Destination Loyalty level respectively.

Part 3: The analytical results for hypothesis testing.

According to the results, there is a positive influence found perceived risk, destination image between visitor decision. In addition, when analyzing in detail from each questions results indicated that among the different risk and image have positive influence with visitor decision respectively.

Findings also indicated a positive influence found perceived risk, destination image between destination loyalty. After analyzing in detail from each question results revealed that both risk and image have positive influence with destination loyalty respectively.

Similarly to the information presented above, findings shown that the two dimensions which are destination image and destination loyalty do have positive influence respectively.

5.2 Discussion

Regarding the findings, Chinese tourists perceived risk negatively affected their decision to visit Thailand. This finding was explained that if the perceived risk has been still high, this led to the Chinese tourists' decisions many change their decision to visit on postpone their decision to visit later. This finding was related to Kozak. et al. (2007)who stated that tourists would prefer to visit destination with low potential risks and where the perceived magnitude to the threat of risks was low in the expected destination. Moreover, the find was confirmed by Tasci and Gartner (2007); and Mansfeld (2006)who explained that the perceived risks were major concerns in their

decision-making progress.

The Chinese tourists have some concerns about some kinds of perceived risks including risks from any unexpected danger, crime risk, natural disasters, terrorist risk, political restriction, and increase of travelling expense. Therefore, the tourism organizations and entrepreneurs supported with government should set up the appropriate standard and policies to ensure the Chinese tourists that they will be safe and happily visit Thailand. In addition, the Thai government should establish the tourism campaign of public relation to inform the Chinese tourists via the channels that easily access to the Chinese tourists as proposed by Mawby (2000), proposed that tourists should be informed of the risks of visiting destination in order to reduce the fear of incidents while visiting.

Destination image was found that it positively affected the Chinese tourists' decision to visit Thailand. The decisions were based on most related reasons which were the images of these following: beautiful places, reasonable price, various food and accommodations, and lots of tourism categories, especially, natural tourism, food and beverage tourism. This finding were related to the previous research of Kim and Richardson (2003), they explained the relationship of destination image and behavioral decision of Chinese tourists. The report was summarized that there was a relationship between both variables. As this concern, it meant that the high levels of tourists' positive image of the destination could affect their positive decision to visit the destination. In order to create the positive Thailand destination image, the related

organization could use the findings as a guideline such as maintain the environments of each beautiful places, find the new beautiful, prepare various food and styles of accommodation, including consider price which was reasonable for the Chinese tourists budget. In the aspect of price, the tourism business should highly concern because cheapest price is the important reasons that motivate the Chinese tourists to visit Thailand. In addition, the categories of tourism in Thailand that could increase the positive image that satisfy the Chinese tourists would be a variety of natural tourism as well as food and beverage tourism.

The perceived risk was found that it negatively affected destination loyalty. The relationship could be explained that the more perceived risk by the Chinese tourists was high, the less destination loyalty was low. That meant the Chinese tourists were reluctant to visit Thailand again as long as their perceived risk has still existed. In summary, the finding of this issue was related to Glaesser (2003)who explained that perceived risk led to the negative consequences of tourists revisit. Moreover, the previous research conducted by Reichel et al. (2007) also supported the present findings of this research. They summarized that tourists' negative perception of risk affected traveller behavior of revisit that destination. In this concern, communication campaign channels play an important role in decreasing perceived risk (Cavlek, 2002b).

As well, the Chinese tourists toward destination image affected destination loyalty. It was recognized that the Chinese tourists would not come back to visit Thailand

again in the future as far as the negative image of destination have been still existing.

In other words, they would not think of Thailand or recommend other familiar people

to visit Thailand. This finding was related to the explanations by Chi and Qu (2008);

and Chen and Tsai (2007).Moreover, Chen and Tsai (2007)suggested that positive

image could result in tourists' destination loyalty.

In this study, the tourists' decision was accounted for destination loyalty. It could

be said that the Chinese tourists who had negative experience of visiting Thailand

would have unwillingness to make decision to revisit. This finding was related to the

explanations by Baker and Crompton. (2000);(Chen. & Chen, 2010);andHuang. and

Su (2010).

In summary, the Chinese tourists' decisions and their destination loyalty could be

positive with the conditions of decreasing their perceived risk and improving

destination image of Thailand. The government and related business should have

closed corporation in establishing the tourism policies and strategies to maintain and

develop tourism places and their physical environments, tourism budget and expenses,

logistics and transportation, accommodation, including attractive tourism activities.

Moreover, the communication campaign was also very important to make the Chinese

tourists understand and recognize Thailand as the impressive destination to visit and

revisit in the future.

5.3 <u>Managerial Implication</u>

In business aspect, business owners, marketing decision makers, whether in the

public or private sectors can use the results from this study in which revealed that the

major elements within perceived risk and destination image such as Unexpected

Political Restrictions and Beautiful Places of the main components that help visitors

to making decision to visiting Thailand. Since visitor decision and destination loyalty

have shown to be the most important factor of Different Society and Culture to Study

and the Good memory makes visitors decide to come back again of the main

components in contributing visitor decision and destination loyalty to making decision

to visiting Thailand. The mentioned elements can be used as guidelines improving

visitor decision in order to boost destination loyalty. It also can use the results from

this study in which revealed that the major elements within visitors, risks, decisions

and destinations that help visitors to making decision to visiting Thailand. To reduce

travel inconvenience and to facilitate visitor arrivals and departures at airports, the

government must improve its tourism infrastructure and increase the efficiency of

check-in, luggage claims, and customs and immigration procedures. It is mandatory

that deployment of high-tech safety devices be increased to detect potential terrorist

acts and that temperature check procedures be employed during unexpected political

restrictions to ensure both inbound and outbound visitors that it is safe to fly.

The implications of these findings are that any attempts to influence decision

making in relation to Thailand must consider the way in which such influence will

differentially affect different visitor types. In addition, to eliminate perceived risks,

service providers should train more multilingual service workers and increase the

number of multilingual signs and hospitality Websites in order to eliminate the fear of

communication difficulties. Furthermore, it is important to reinforce hospitality

employee training and suitability in order to assure high service quality to boost

visitor decision and destination loyalty.

5.4 Recommendation for Future Research

    The results of this study can be used as a recommendation, guidelines and

development for Tourism Industry of Thailand. In order to raise more safety and

security for Chinese visitor to visiting in Thailand, The author believes that the

Tourism Industry of Thailand will become more intense in the future and there will be

more Chinese visitor travelling to Thailand.

1. To explore the main destination particular risk perceptions and hence look for

   means to mitigate and alleviate these risk perceptions to facilitate a positive

   decision from the perspective of that particular destination.

2. Furthermore, the study captured only two important facets of perceived risk

   and destination image in understanding travel behaviors of visitor decision and

   destination loyalty. Future research should consider how to improving the

   quality of tourism service and hospitality service in studying travel behavior

   conducting an online survey too has its limitations. While this method is

   convenient and feasible in reaching out to the mass, our sample composition

   represents young Chinese visitors. One may argue that such a sample

   composition is due to technology issues and may limit the generalizability of

results. However, an online survey was adopted due to the absence of a

database that would have enabled a random sampling method. In addition to

conducting the survey online, we also attempted to collect data in the field.

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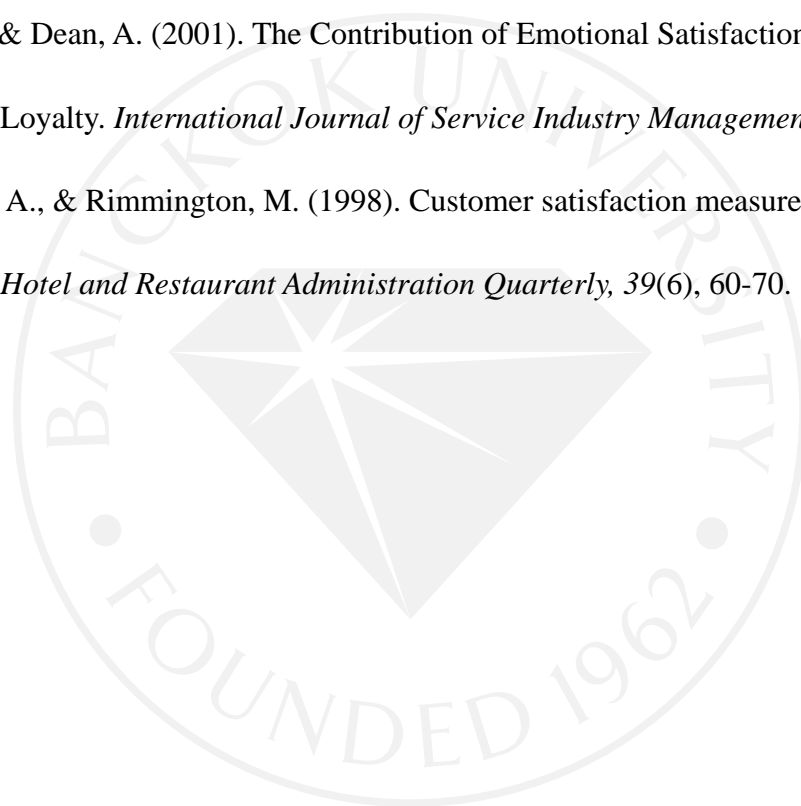
APPENDIX

Appendix A: Content Validity

Index of Item Objective Congruence (IOC) is the consistency between the

objective and content or questions and objective which can be calculate from the

formula below.

$$\textbf{IOC} = \frac{\Sigma R}{N}$$

Where: IOC   = Consistency between the objective and content or

                            questions and objective.

        $\sum\textbf{R}$ = Total assessment points given from all qualified experts.

          N   = Number of qualified experts.

There are 3 levels of assessment point as follow:

-    **+1** means the question is certainly consistent with the objective of the

questionnaire.

-    **0** means the question is unsure to be consistent with the objective of the

questionnaire.

-    **-1** means the question is inconsistent with the objective of the questionnaire.

The consistency index value must have the value of 0.5 or above to be accepted.

Index of Item - Objective Congruence (IOC) from three experts result are as followed;

No.1	Expert 1			Expert 2			Expert 3			Total Scores $\sum R$	IOC= $\frac{\sum R}{N}$	Data Analysis
	1	0	-1	1	0	-1	1	0	-1			
1	√			√					√	1	0.33	Less Acceptable
2	√			√			√			3	1	Acceptable
3	√			√			√			3	1	Acceptable
4	√			√				√		2	0.66	Acceptable
5	√			√			√			3	1	Acceptable
6	√			√			√			3	1	Acceptable
7	√			√			√			3	1	Acceptable
8	√			√				√		2	0.66	Acceptable
9	√			√			√			3	1	Acceptable
10	√			√				√		2	0.66	Acceptable
11	√			√			√			3	1	Acceptable
12	√			√			√			3	1	Acceptable
13	√			√				√		2	0.66	Acceptable
14	√			√				√		2	0.66	Acceptable
15	√			√			√			3	1	Acceptable
16	√			√			√			3	1	Acceptable
17	√			√			√			3	1	Acceptable

18	√			√				√		**2**	**0.66**	**Acceptable**
19	√			√				√		**2**	**0.66**	**Acceptable**
20	√			√				√		**2**	**0.66**	**Acceptable**
21	√			√			√			**3**	**1**	**Acceptable**
22	√			√			√			**3**	**1**	**Acceptable**
23	√			√			√			**3**	**1**	**Acceptable**
24	√			√				√		**2**	**0.66**	**Acceptable**
25	√			√					√	**1**	**0.33**	**Less Acceptable**
26	√			√			√			**3**	**1**	**Acceptable**
27	√			√				√		**2**	**0.66**	**Acceptable**
28	√			√			√			**3**	**1**	**Acceptable**
29	√			√			√			**3**	**1**	**Acceptable**
30	√			√			√			**3**	**1**	**Acceptable**
31	√			√			√			**3**	**1**	**Acceptable**
32	√			√			√			**3**	**1**	**Acceptable**
33	√			√			√			**3**	**1**	**Acceptable**
34	√			√			√			**3**	**1**	**Acceptable**
35	√			√			√			**3**	**1**	**Acceptable**
36	√			√				√		**2**	**0.66**	**Acceptable**
37	√			√			√			**3**	**1**	**Acceptable**

$$\mathbf{IOC} = \frac{\Sigma R}{N}$$

Where:

$\mathbf{IOC}$ = Consistency between the objective and content

or questions and objective.

$\mathbf{\Sigma R}$ = Total assessment points given from all qualified

experts.

$\mathbf{N}$ = Number of qualified experts.

Therefore,

$$\mathbf{IOC} = \frac{31.92}{37}$$

$$= 0.86$$

The assessment result of questions on this questionnaire has value index of item objective congruence (IOC) equal to 0.860 with one question that has IOC index less than 0.5.

Appendix B: The results of Reliability testing with 30 try-out questionnaires.

Reliability testing (All Parts)
Scale: ALL VARIABLES
Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. List wise deletion based on all
variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.898	37

Item Statistics			
	Mean	Std. Deviation	N
PERCEIVEDRISKS1	2.7333	1.28475	30
PERCEIVEDRISKS2	3.1000	1.12495	30
PERCEIVEDRISKS3	2.8333	1.11675	30
PERCEIVEDRISKS4	3.0667	1.14269	30
PERCEIVEDRISKS5	2.9333	1.04826	30
PERCEIVEDRISKS6	2.8000	1.06350	30
PERCEIVEDRISKS7	3.2333	1.27802	30
PERCEIVEDRISKS8	2.5333	1.16658	30
ATTRACTIONTOURISM1	4.4667	.57135	30
ATTRACTIONTOURISM2	4.1000	.88474	30
ATTRACTIONTOURISM3	4.0333	.96431	30
ATTRACTIONTOURISM4	4.0333	1.03335	30
ATTRACTIONTOURISM5	3.1333	1.16658	30
CATEGORIESTOURISM1	3.4667	.81931	30
CATEGORIESTOURISM2	3.9000	.80301	30
CATEGORIESTOURISM3	3.9667	.80872	30
CATEGORIESTOURISM4	3.9667	.85029	30
CATEGORIESTOURISM5	3.7000	.98786	30
CATEGORIESTOURISM6	3.9000	.80301	30

CATEGORIESTOURISM7	4.0333	1.09807	30
VISITORDECISION1	4.1333	.97320	30
VISITORDECISION2	3.8333	.74664	30
VISITORDECISION3	3.6667	.88409	30
VISITORDECISION4	3.2667	1.20153	30
VISITORDECISION5	3.8667	.77608	30
VISITORDECISION6	3.9000	.84486	30
VISITORDECISION7	4.1667	.79148	30
VISITORDECISION8	3.5333	1.07425	30
VISITORDECISION9	4.0000	.83045	30
VISITORDECISION10	3.0000	1.14470	30
DESTINATIONLOYALTY1	3.7667	.97143	30
DESTINATIONLOYALTY2	4.0667	.94443	30
DESTINATIONLOYALTY3	3.8000	1.06350	30
DESTINATIONLOYALTY4	3.9667	.92786	30
DESTINATIONLOYALTY5	4.0000	.98261	30
DESTINATIONLOYALTY6	4.0000	.74278	30
DESTINATIONLOYALTY7	4.0667	.98027	30

Reliability testing (Perceived Risk)
Scale: ALL VARIABLES
Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. List wise deletion based on all
variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.822	8

Item Statistics

	Mean	Std. Deviation	N
PERCEIVEDRISKS1	2.7333	1.28475	30
PERCEIVEDRISKS2	3.1000	1.12495	30
PERCEIVEDRISKS3	2.8333	1.11675	30
PERCEIVEDRISKS4	3.0667	1.14269	30
PERCEIVEDRISKS5	2.9333	1.04826	30
PERCEIVEDRISKS6	2.8000	1.06350	30
PERCEIVEDRISKS7	3.2333	1.27802	30
PERCEIVEDRISKS8	2.5333	1.16658	30

Reliability testing (Destination Image)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.811	12

Item Statistics

	Mean	Std. Deviation	N
ATTRACTIONTOURISM1	4.4667	.57135	30
ATTRACTIONTOURISM2	4.1000	.88474	30
ATTRACTIONTOURISM3	4.0333	.96431	30
ATTRACTIONTOURISM4	4.0333	1.03335	30

ATTRACTIONTOURISM5	3.1333	1.16658	30
CATEGORIESTOURISM1	3.4667	.81931	30
CATEGORIESTOURISM2	3.9000	.80301	30
CATEGORIESTOURISM3	3.9667	.80872	30
CATEGORIESTOURISM4	3.9667	.85029	30
CATEGORIESTOURISM5	3.7000	.98786	30
CATEGORIESTOURISM6	3.9000	.80301	30
CATEGORIESTOURISM7	4.0333	1.09807	30

Reliability testing (Visitor Decision)
Scale: ALL VARIABLES
Case Processing Summary

		N	%
	Valid	30	100.0
Cases	Excluded[a]	0	.0
	Total	30	100.0

a. List wise deletion based on all
variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.749	10

Item Statistics

	Mean	Std. Deviation	N
VISITORDECISION1	4.1333	.97320	30
VISITORDECISION2	3.8333	.74664	30
VISITORDECISION3	3.6667	.88409	30
VISITORDECISION4	3.2667	1.20153	30
VISITORDECISION5	3.8667	.77608	30
VISITORDECISION6	3.9000	.84486	30
VISITORDECISION7	4.1667	.79148	30
VISITORDECISION8	3.5333	1.07425	30
VISITORDECISION9	4.0000	.83045	30
VISITORDECISION10	3.0000	1.14470	30

Reliability testing (Destination Loyalty)
Scale: ALL VARIABLES
Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. List wise deletion based on all
variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.945	7

Item Statistics

	Mean	Std. Deviation	N
DESTINATIONLOYALTY1	3.7667	.97143	30
DESTINATIONLOYALTY2	4.0667	.94443	30
DESTINATIONLOYALTY3	3.8000	1.06350	30
DESTINATIONLOYALTY4	3.9667	.92786	30
DESTINATIONLOYALTY5	4.0000	.98261	30
DESTINATIONLOYALTY6	4.0000	.74278	30
DESTINATIONLOYALTY7	4.0667	.98027	30

Appendix C: The results of Reliability testing with 357 questionnaires.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
	Valid	357	100.0
Cases	Excluded[a]	0	.0
	Total	357	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.863	8

Item Statistics

	Mean	Std. Deviation	N
PERCEIVEDRISKS1	3.1821	.94388	357
PERCEIVEDRISKS2	3.4734	.87890	357
PERCEIVEDRISKS3	3.2437	.99408	357
PERCEIVEDRISKS4	3.4006	.92972	357
PERCEIVEDRISKS5	3.3473	.94947	357
PERCEIVEDRISKS6	3.0840	1.00487	357
PERCEIVEDRISKS7	3.5350	1.04507	357

PERCEIVEDRISKS8	3.1737	1.10570	357

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	357	100.0
	Excluded[a]	0	.0
	Total	357	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.865	12

Item Statistics

	Mean	Std. Deviation	N
ATTRACTIONTOURISM1	4.4202	.68074	357
ATTRACTIONTOURISM2	4.2605	.73204	357
ATTRACTIONTOURISM3	4.2325	.75644	357
ATTRACTIONTOURISM4	4.2997	.74376	357
ATTRACTIONTOURISM5	3.8431	.96456	357
CATEGORIESTOURISM1	3.6779	.87723	357
CATEGORIESTOURISM2	4.0980	.74872	357

CATEGORIESTOURISM3	4.1597	.74934	357
CATEGORIESTOURISM4	3.9356	.93243	357
CATEGORIESTOURISM5	3.7675	.99677	357
CATEGORIESTOURISM6	4.3221	.72661	357
CATEGORIESTOURISM7	4.4062	.72303	357

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	357	100.0
	Excluded[a]	0	.0
	Total	357	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.853	10

Item Statistics

	Mean	Std. Deviation	N
VISITORDECISION1	4.1373	.77582	357
VISITORDECISION2	4.0056	.82105	357
VISITORDECISION3	4.0168	.83110	357

VISITORDECISION4	3.3922	1.12067	357
VISITORDECISION5	3.8375	.90345	357
VISITORDECISION6	4.2185	.71689	357
VISITORDECISION7	4.1148	.80429	357
VISITORDECISION8	3.7955	.90578	357
VISITORDECISION9	3.9188	.83573	357
VISITORDECISION10	3.6695	.99859	357

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	357	100.0
	Excluded[a]	0	.0
	Total	357	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.926	7

Item Statistics

	Mean	Std. Deviation	N
DESTINATIONLOYALTY1	3.8375	.93102	357

DESTINATIONLOYALTY2	4.1541	.76534	357
DESTINATIONLOYALTY3	4.0112	.83120	357
DESTINATIONLOYALTY4	4.1569	.78113	357
DESTINATIONLOYALTY5	4.1793	.84223	357
DESTINATIONLOYALTY6	4.1821	.74797	357
DESTINATIONLOYALTY7	4.2633	.75930	357

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	357	100.0
	Excluded[a]	0	.0
	Total	357	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.930	37

Item Statistics

	Mean	Std. Deviation	N
PERCEIVEDRISKS1	3.1821	.94388	357
PERCEIVEDRISKS2	3.4734	.87890	357
PERCEIVEDRISKS3	3.2437	.99408	357
PERCEIVEDRISKS4	3.4006	.92972	357
PERCEIVEDRISKS5	3.3473	.94947	357

PERCEIVEDRISKS6	3.0840	1.00487	357
PERCEIVEDRISKS7	3.5350	1.04507	357
PERCEIVEDRISKS8	3.1737	1.10570	357
ATTRACTIONTOURISM 1	4.4202	.68074	357
ATTRACTIONTOURISM 2	4.2605	.73204	357
ATTRACTIONTOURISM 3	4.2325	.75644	357
ATTRACTIONTOURISM 4	4.2997	.74376	357
ATTRACTIONTOURISM 5	3.8431	.96456	357
CATEGORIESTOURISM1	3.6779	.87723	357
CATEGORIESTOURISM2	4.0980	.74872	357
CATEGORIESTOURISM3	4.1597	.74934	357
CATEGORIESTOURISM4	3.9356	.93243	357
CATEGORIESTOURISM5	3.7675	.99677	357
CATEGORIESTOURISM6	4.3221	.72661	357
CATEGORIESTOURISM7	4.4062	.72303	357
VISITORDECISION1	4.1373	.77582	357
VISITORDECISION2	4.0056	.82105	357
VISITORDECISION3	4.0168	.83110	357
VISITORDECISION4	3.3922	1.12067	357
VISITORDECISION5	3.8375	.90345	357
VISITORDECISION6	4.2185	.71689	357
VISITORDECISION7	4.1148	.80429	357
VISITORDECISION8	3.7955	.90578	357
VISITORDECISION9	3.9188	.83573	357
VISITORDECISION10	3.6695	.99859	357
DESTINATIONLOYALTY 1	3.8375	.93102	357
DESTINATIONLOYALTY 2	4.1541	.76534	357

Item Statistics

	Mean	Std. Deviation	N
DESTINATIONLOYALTY 3	4.0112	.83120	357
DESTINATIONLOYALTY 4	4.1569	.78113	357
DESTINATIONLOYALTY 5	4.1793	.84223	357
DESTINATIONLOYALTY 6	4.1821	.74797	357
DESTINATIONLOYALTY 7	4.2633	.75930	357

Frequencies

Statistics

		GENDER	AGE	STATUS	EL	OCCUPATION	MI
N	Valid	357	357	357	357	357	357
	Missing	0	0	0	0	0	0

Statistics

		HOFTENDUVISIT	WMIFACTORS	PLANTOCOMEBACK
N	Valid	357	357	357
	Missing	0	0	0

Frequency Table

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	123	34.5	34.5	34.5
	FEMALE	234	65.5	65.5	100.0
	Total	357	100.0	100.0	

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-20 YEARS OLD	8	2.2	2.2	2.2
	21-25 YEARS OLD	126	35.3	35.3	37.5
	26-30 YEARS OLD	141	39.5	39.5	77.0
	31-35 YEARS OLD	55	15.4	15.4	92.4
	OVER 35 YEARS OLD	27	7.6	7.6	100.0
	Total	357	100.0	100.0	

STATUS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SINGLE	223	62.5	62.5	62.5
	MARRIED	134	37.5	37.5	100.0
	Total	357	100.0	100.0	

EDUCATION LEVEL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HIGH SHCOOL/ VOCATIONAL SCHOOL	69	19.3	19.3	19.3
	BACHELOR'S DEGREE	185	51.8	51.8	71.1
	MASTER'S DEGREE	96	26.9	26.9	98.0
	DOCTORAL DEGREE	6	1.7	1.7	99.7
	5.00	1	.3	.3	100.0
	Total	357	100.0	100.0	

OCCUPATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	EMPLOYEE FOR GOVERNMENT	38	10.6	10.6	10.6
	EMPLYEE FOR PRIVATE COMPANIES	98	27.5	27.5	38.1
	BUSINESS OWNER	30	8.4	8.4	46.5
	STUDENT	85	23.8	23.8	70.3
	OTHERS	106	29.7	29.7	100.0
	Total	357	100.0	100.0	

MOUNTHLY INCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LESS THAN 20,000 BAHT	108	30.3	30.3	30.3
	20,000-30,000 BAHT	102	28.6	28.6	58.8
	30,001-40,000 BAHT	59	16.5	16.5	75.4
	40,001-50,000 BAHT	32	9.0	9.0	84.3
	MORE THAN 50,000 BAHT	56	15.7	15.7	100.0
	Total	357	100.0	100.0	

HOFTENDUVISIT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FIRST TIME	135	37.8	37.8	37.8
	1-2 TIMES	89	24.9	24.9	62.7
	3-4 TIMES	24	6.7	6.7	69.5
	MORE THAN 4 TIMES	109	30.5	30.5	100.0
	Total	357	100.0	100.0	

WMIFACTORS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ATTRACTIVE PLACES	144	40.3	40.3	40.3
	SHORT DISTANCE FOR TRAVELING	18	5.0	5.0	45.4
	CHEAPNESS	104	29.1	29.1	74.5
	INTERESTING CULTURE	91	25.5	25.5	100.0
	Total	357	100.0	100.0	

PLANTOCOMEBACK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES, OF COURSE	252	70.6	70.6	70.6
	ABSOLUTELY NOT	2	.6	.6	71.1
	NOT MAKE ANY DECISION YET	100	28.0	28.0	99.2
	4.00	1	.3	.3	99.4
	5.00	2	.6	.6	100.0
	Total	357	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
PERCEIVEDRISKS1	357	3.1821	.94388
PERCEIVEDRISKS2	357	3.4734	.87890
PERCEIVEDRISKS3	357	3.2437	.99408
PERCEIVEDRISKS4	357	3.4006	.92972

PERCEIVEDRISKS5	357	3.3473	.94947
PERCEIVEDRISKS6	357	3.0840	1.00487
PERCEIVEDRISKS7	357	3.5350	1.04507
PERCEIVEDRISKS8	357	3.1737	1.10570
Valid N (listwise)	357		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
ATTRACTIONTOURISM1	357	4.4202	.68074
ATTRACTIONTOURISM2	357	4.2605	.73204
ATTRACTIONTOURISM3	357	4.2325	.75644
ATTRACTIONTOURISM4	357	4.2997	.74376
ATTRACTIONTOURISM5	357	3.8431	.96456
CATEGORIESTOURISM1	357	3.6779	.87723
CATEGORIESTOURISM2	357	4.0980	.74872
CATEGORIESTOURISM3	357	4.1597	.74934
CATEGORIESTOURISM4	357	3.9356	.93243
CATEGORIESTOURISM5	357	3.7675	.99677
CATEGORIESTOURISM6	357	4.3221	.72661
CATEGORIESTOURISM7	357	4.4062	.72303
Valid N (listwise)	357		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
VISITORDECISION1	357	4.1373	.77582
VISITORDECISION2	357	4.0056	.82105
VISITORDECISION3	357	4.0168	.83110
VISITORDECISION4	357	3.3922	1.12067
VISITORDECISION5	357	3.8375	.90345
VISITORDECISION6	357	4.2185	.71689
VISITORDECISION7	357	4.1148	.80429
VISITORDECISION8	357	3.7955	.90578
VISITORDECISION9	357	3.9188	.83573
VISITORDECISION10	357	3.6695	.99859
Valid N (listwise)	357		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
DESTINATIONLOYALTY1	357	3.8375	.93102
DESTINATIONLOYALTY2	357	4.1541	.76534
DESTINATIONLOYALTY3	357	4.0112	.83120

DESTINATIONLOYALTY4	357	4.1569	.78113
DESTINATIONLOYALTY5	357	4.1793	.84223
DESTINATIONLOYALTY6	357	4.1821	.74797
DESTINATIONLOYALTY7	357	4.2633	.75930
Valid N (listwise)	357		

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Totaldestinationimage, Totalperceivedrisk[b]	.	Enter

a. Dependent Variable: Totalvisitordecision

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670[a]	.449	.446	.42856

a. Predictors: (Constant), Totaldestinationimage, Totalperceivedrisk

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.063	2	26.531	144.456	.000[b]
	Residual	65.017	354	.184		
	Total	118.080	356			

a. Dependent Variable: Totalvisitordecision

b. Predictors: (Constant), Totaldestinationimage, Totalperceivedrisk

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.695	.193		3.611	.000
	Totalperceivedrisk	-.093	.034	.113	2.748	.006
	Totaldestinationimage	.706	.046	.630	15.337	.000

a. Dependent Variable: Totalvisitordecision

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Totaldestinationimage, Totalperceivedrisk[b]	.	Enter

a. Dependent Variable: Totaldestionationloyalty
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.650[a]	.423	.420	.51336

a. Predictors: (Constant), Totaldestinationimage, Totalperceivedrisk

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.389	2	34.195	129.753	.000[b]
	Residual	93.292	354	.264		
	Total	161.681	356			

a. Dependent Variable: Totaldestionationloyalty

b. Predictors: (Constant), Totaldestinationimage, Totalperceivedrisk

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.477	.231		2.067	.039
	Totalperceivedrisk	-.088	.040	.092	2.194	.029
	Totaldestinationimage	.812	.055	.619	14.709	.000

a. Dependent Variable: Totaldestionationloyalty

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Totalvisitordecision[b]	.	Enter

a. Dependent Variable: Totaldestionationloyalty

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.584[a]	.342	.340	.54763

a. Predictors: (Constant), Totalvisitordecision

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.216	1	55.216	184.112	.000[b]
	Residual	106.466	355	.300		
	Total	161.681	356			

a. Dependent Variable: Totaldestionationloyalty

b. Predictors: (Constant), Totalvisitordecision

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.438	.199		7.218	.000
	Totalvisitordecision	.684	.050	.584	13.569	.000

a. Dependent Variable: Totaldestionationloyalty

RESEARCH QUESTIONNAIRE

Appendix D: Questionnaire (English)

Direction: This questionnaire will be used for a thesis by a graduate student of Master of Administration Business, International Program at Bangkok University. It is a part of BA600 "Master Degree Thesis" in order to examine and identify what aspects within perceived risks and destination image that have positive relationship to visitor decision and destination loyalty.

The questionnaire is composed of 5parts: Demographic Information; Perceived Risks; Destination Image; Visitor Decision and Destination Loyalty Questionnaires.

Part1: Demographic Information

Instruction: Please tick (√) in front of the answers which are mostly related to yourself.

1. Gender: ☐ Male   ☐ Female

2. Age: ☐ 16-20   ☐ 21-25   ☐ 26-30   ☐ 31-35   ☐ Over 35

3. Status: ☐ Single   ☐ Married

4. Education Level:

☐ High School / Vocational School

☐ Bachelor's Degree

☐ Master's Degree

☐ Doctoral Degree

5. Occupation:

☐ Employee for Government

☐ Employee for Private Companies

☐ Business Owner

☐ Student

☐ Others (Please specify)………………………………………...

6. Monthly Income:

☐ Less than 20,000 Baht

☐ 20,000-30,000 Baht

☐ 30,001-40,000 Baht

☐ 40,001-50,000 Baht

☐ More than 50,000 Baht

7. How often do you visit Thailand?

☐ First Time

☐ 1-2 Times

☐ 3-4 Times

☐ More than 4 Times

8. What are the most important factors that let you make decision to visit Thailand?

☐ Attractive Places

☐ Short Distance For Traveling

☐ Cheapness

☐ Interesting Culture

9. Do you plan to come back to visit Thailand again?

☐ Yes, of course

☐ Absolutely Not

☐ Not Make Any Decision Yet

Part 2: Perceived Risks about travelling Thailand.

Instructions: Please tick (√) for the answers which are mostly related to you opinions.

Questions: In what extent do you perceive of the following risks when you are making decision to visit Thailand?

5 = **Impossible to Happen**

4 = **Less possible to Happen**

3 = **Moderate**

2 = **Rather Possible**

1 = **Possible to Happen**

Type of Perceived Risks	Level of Opinions				
1. Any kinds of danger may happen while traveling in Thailand.	5	4	3	2	1
2. Diseases, such as SARS, Bird flu etc, may happen affect your health during visiting Thailand.	5	4	3	2	1
3. Unexpected crimes may happen while visiting Thailand.	5	4	3	2	1
4. Unexpected natural disasters, such as floods, landslides, or storms etc may happen.	5	4	3	2	1
5. Terrorist attack that can destroy your personal properties and lives may happen unexpectedly.	5	4	3	2	1
6. Unexpected political restrictions may limit the places you are visiting and traveling.	5	4	3	2	1
7. Unfriendliness of Thai people may happen to you regarding the different cultures and social belief.	5	4	3	2	1
8. Traveling expenses may increase according to the change of the price of products and services in Thailand.	5	4	3	2	1

Part3: Destination Image of Thailand.

Instructions: The following transactions are related to perception toward destination image, please tick (√) for the answers mostly related to you opinions.

Questions: To what extent do you perceive of the following items related to destination image Thailand?

5 = **Strongly Agree**

4 = **Rather Agree**

3 = **Moderate**

2 = **Rather Disagree**

1 = **Strongly Disagree**

Destination Image	Level of Opinions				
1. Attraction of Tourism Characteristics in Thailand					
1.1 There are many beautiful places you can visit.	5	4	3	2	1
1.2 Reasonable price you can support.	5	4	3	2	1
1.3 There are attractive social cultures which are different and marvelous.	5	4	3	2	1
1.4 There are various food and accommodations you can select for a good deal.	5	4	3	2	1
1.5 There is convenient transportation that let you go to any places on your travelling schedule.	5	4	3	2	1
2. Categories of Tourism in Thailand					
2.1 Adventure tourism is exciting.	5	4	3	2	1
2.2 Social and cultural tourism are valuable to learn.	5	4	3	2	1
2.3 Sight – seeing tourism is very beautiful.	5	4	3	2	1
2.4 Entertainment and shopping tourism are spectacular.	5	4	3	2	1
2.5 Religion tourism is very merit.	5	4	3	2	1
2.6 Natural tourism, such as natural park, sea, and island, is very beautiful and enjoyable.	5	4	3	2	1
2.7 Food and beverage tourism are very exotic.	5	4	3	2	1

Part 4: Visitor Decision about traveling Thailand.

Instructions: Please tick (√) for the answers mostly related to you opinions.

Questions: According to the following transactions, in what extent each transaction affects your decision to visit Thailand?

5 = **Strongly Agree**
4 = **Rather Agree**
3 = **Moderate**
2 = **Rather Disagree**
1 = **Strongly Disagree**

| <u>Visitor Decision to visit Thailand</u>	**Level of Opinions**				
1. You actually decide to visit Thailand since it has plenties of interesting places in Thailand.	5	4	3	2	1
2. You actually decide to visit Thailand since the expense of visit is cheap.	5	4	3	2	1
3. You actually decide to visit Thailand since there are various types of tourism.	5	4	3	2	1
4. You actually decide to visit Thailand since you can get interesting information provided by tourist guides.	5	4	3	2	1
5. You actually decide to visit Thailand since you spend lower expense budgets than any other countries you visit.	5	4	3	2	1
6. You actually decide to visit Thailand since there are different society and culture to study.	5	4	3	2	1
7. You actually decide to visit Thailand since people are nice in everywhere.	5	4	3	2	1
8. You actually decide to visit Thailand since you can get delicious food and beverage.	5	4	3	2	1
9. You actually decide to visit Thailand since you can get convenient accommodation.	5	4	3	2	1
10. You actually decide to visit Thailand since convenient transportation is available.	5	4	3	2	1

Part 5: Destination Loyalty about traveling Thailand.

<u>Instructions</u>: Please tick (√) for the answers mostly related to you opinions.

<u>Questions:</u> To what extent do you think about the following items related to destination loyalty in Thailand?

5 = **Strongly Agree**
4 = **Rather Agree**
3 = **Moderate**
2 = **Rather Disagree**
1 = **Strongly Disagree**

Destination Loyalty	**Level of Opinions**				
1. When you think about traveling in Asia you think of Thailand first.	5	4	3	2	1
2. Regarding your impressive travel experiences, you intend to visit Thailand again.	5	4	3	2	1
3. You often visit Thailand regarding its attractive differences from other countries.	5	4	3	2	1
4. You plan to visit Thailand again in the near future.	5	4	3	2	1
5. You always recommend other people to visit Thailand.	5	4	3	2	1
6. You always have good memory and experiences for surely revisiting Thailand now and then.	5	4	3	2	1
7. Good memory for visiting Thailand makes you decide to come back again.	5	4	3	2	1
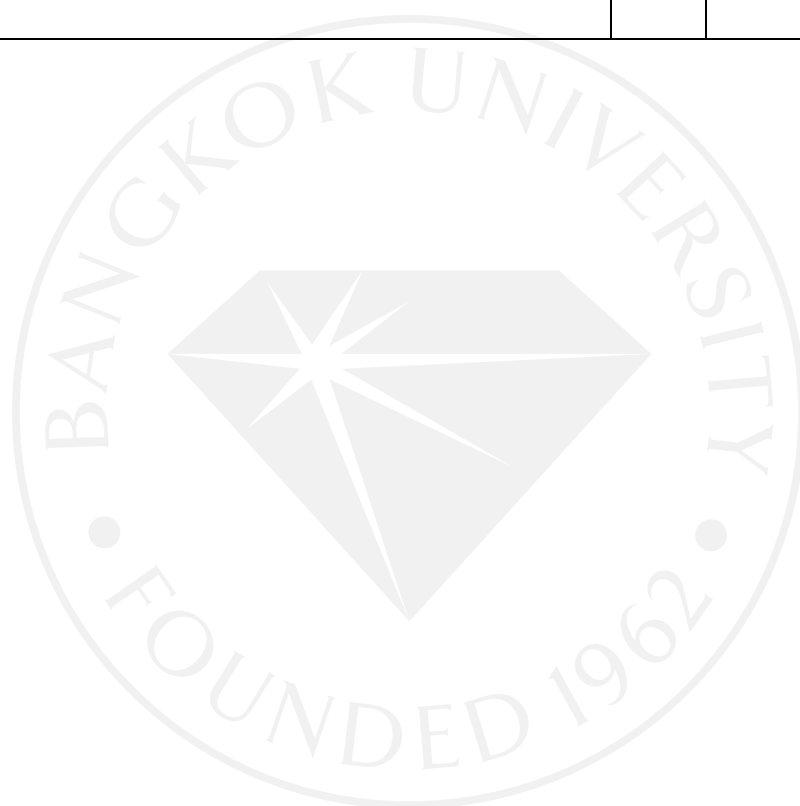
End of Questions

Thanks for your cooperation!

毕业论文调查问卷

调查问卷（中文）

问卷说明： 此问卷是为一位**曼谷大学国际学院 MBA** 研究生毕业论文的撰写提供素材。作为 **BA600"硕士学位论文"**的一部分，此问卷的主要目的是为了 "了解和确定哪些潜在风险和目的地印象，会对游客选择该目的地以及再次到该目的地旅游产生影响。"

问卷由 5 个部分组成：**个人背景资料；目的地潜在风险的认知；目的地印象认知；目的地选择和目的地忠诚度。**

第一部分：关于个人背景资料。

说明： 请勾出（✓）出符合自身情况的答案选项。

1. 您的性别： ☐ 男 ☐ 女
2. 您的年龄： ☐ 16-20 岁 ☐ 21-25 岁 ☐ 26-30 岁 ☐ 31-35 岁 ☐ 35 岁以上
3. 您的婚姻状态： ☐ 单身 ☐ 已婚
4. 您受教育的水平：
   ☐ 高中/职业学校
   ☐ 学士学位
   ☐ 硕士学位
   ☐ 博士学位
5. 您的职业：
   ☐ 公务员
   ☐ 私人企业员工
   ☐ 企业主
   ☐ 学生
   ☐ 其他（请注明）……………………………………
6. 您的月收入：
   ☐ 少于 20,000 泰铢
   ☐ 20,000 – 30,000 泰铢
   ☐ 30,001 – 40,000 泰铢
   ☐ 40,001 – 50,000 泰铢
   ☐ 50,000 泰铢以上
7. 您经常去泰国吗？
   ☐ 首次
   ☐ 1 – 2 次
   ☐ 3 – 4 次
   ☐ 4 次以上
8. 让您决定去泰国旅游的最重要因素是？
   ☐ 旅游景点本身的吸引力
   ☐ 旅程较短
   ☐ 性价比
   ☐ 有趣的文化

9. 您打算再去泰国吗？
   ☐ 一定会
   ☐ 绝对不会
   ☐ 还没有做出决定

第二部分：关于对泰国旅行的潜在风险认知。

说明： 以下问题和您对潜在风险认知有关，请勾出（✓）出和您意见最接近的答案选项。

问题： 您认为来泰国旅行时，在多大程度上可能发生以下的潜在风险？

5 = 不可能发生
4 = 不太可能发生
3 = 可能性一般
2 = 很有可能发生
1 = 非常可能发生

潜在的风险类型	意见程度				
	5	4	3	2	1
1.您在泰国旅行时任何风险都有可能发生。					
2.您在泰国旅行时可能会遇到疾病，比如：禽流感，SARS 等。并且可能会影响您的健康。					
3.您在泰国旅行时可能有意想不到的犯罪行为发生。					
4.您在泰国旅行时可能有意想不到的自然灾害发生，比如：洪水、泥石流、暴雨等。					
5.您在泰国旅行时可能有意想不到的恐怖袭击发生，并且危害你的生命财产安全。					
6.您在泰国旅行时可能有意想不到的政治原因限制您的参观和旅行。					
7.您在泰国旅行时可能让您和泰国人民发生一些不愉快的事情，因为两国之间有着不同的文化和社会信仰。					
8.您在泰国旅行时可能会因为泰国产品和服务的价格变动，造成旅行的成本费用会有所变化。					

第三部分：关于目的地形象的认知。

说明： 以下问题和您对目的地印象认知有关，请勾出（✓）出和您意见相似度最高的答案选项。

问题： 在多大程度上您同意以下对泰国印象的认知？

5　＝　非常同意
4　＝　比较同意
3　＝　没有倾向
2　＝　比较不同意
1　＝　极不同意

对泰国目的地印象	意见程度				
	5	4	3	2	1
2.　泰国旅游的主要吸引点					
1.1 有很多美丽的地方可以去游览。					
1.2 价格很合理，可以接受。					
1.3 社会文化不同，很有吸引力。					
1.4 有各种各样不同的食物和住宿可以选择。					
1.5 交通便利，可以到行程规划上的任何地方。					
2.　对泰国旅游分类的认知					
2.1 探险类的旅游令人兴奋。					
2.2 社会文化类旅行极具价值。					
2.3 观光类旅行非常吸引人。					
2.4 以娱乐和购物为主的行程非常令人愉悦。					
2.5 带宗教目的的旅行很有意义。					
2.6 旅行就应该投入自然类景观，比如：国家公园、大海和海岛等。					
2.7 旅行就是为了去体验和品尝带有异国风情的饮食。					

第四部分：关于游客决定去泰国旅行的原因。

说明：　以下问题和您去泰国旅行的原因有关，请勾出（✓）出和您意愿相似度最高的答案选项。

问题：　以下原因在多大程度上影响您去泰国旅行的决定？

5　＝　非常同意
4　＝　比较同意
3　＝　没有倾向
2　＝　比较不同意
1　＝　极不同意

决定去泰国旅行的原因	意见程度				
	5	4	3	2	1
1.您决定要去泰国旅行是因为这个地方很新奇。					
2.您决定要去泰国旅行是因为它的价格很便宜。					
3.您决定要去泰国旅行是因为那边有各种各样的旅游类型和项目（比如：宗教旅行、观光旅行、购物旅行等）。					
4.您决定要去泰国旅行是因为本地的旅行社所提供的资讯。					

	5	4	3	2	1
5. 您决定要去泰国旅行是因为去泰国的旅行成本比去其他国家要低。					
6. 您决定要去泰国旅行是因为可以在泰国了解到不同的风土人情。					
7. 您决定要去泰国旅行是因为泰国人民的友好和热情好客。					
8. 您决定要去泰国旅行是因为泰国一流的餐饮质量。					
9. 您决定要去泰国旅行是因为那里有方便的住宿条件。					
10. 您决定要去泰国旅行是因为那里有便利的交通。					

第五部分：关于泰国旅行的忠诚度。

说明：　以下问题和您对泰国旅行的忠诚度有关，请勾出（✓）出和您意愿相似度最高的答案选项。

问题：　您认为下列说法，在多大程度上能够描述您对于选择再次来泰国旅游的意向？

5　＝　非常同意
4　＝　比较同意
3　＝　没有倾向
2　＝　比较不同意
1　＝　极不同意

对泰国旅行的忠诚度	意见程度				
	5	4	3	2	1
1. 当您考虑在亚洲地区旅行时，会将去泰国放在第一位。					
2. 之前的泰国旅行给您留下了深刻的印象，会考虑再去泰国。					
3. 经常去泰国是因为它跟其他的国家相比，有着不一样的吸引力。					
4. 您在不久的将来会打算再去一次泰国。					
5. 您总是会推荐身边的朋友去泰国旅游。					
6. 一直以来去泰国旅行都给您留下了很好的经历和回忆。					
7. 游览泰国时给您留下的好印象和美好的回忆会让您再次选择泰国作为目的地。					

—问卷结束—

感谢您的配合！

BIODATA

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