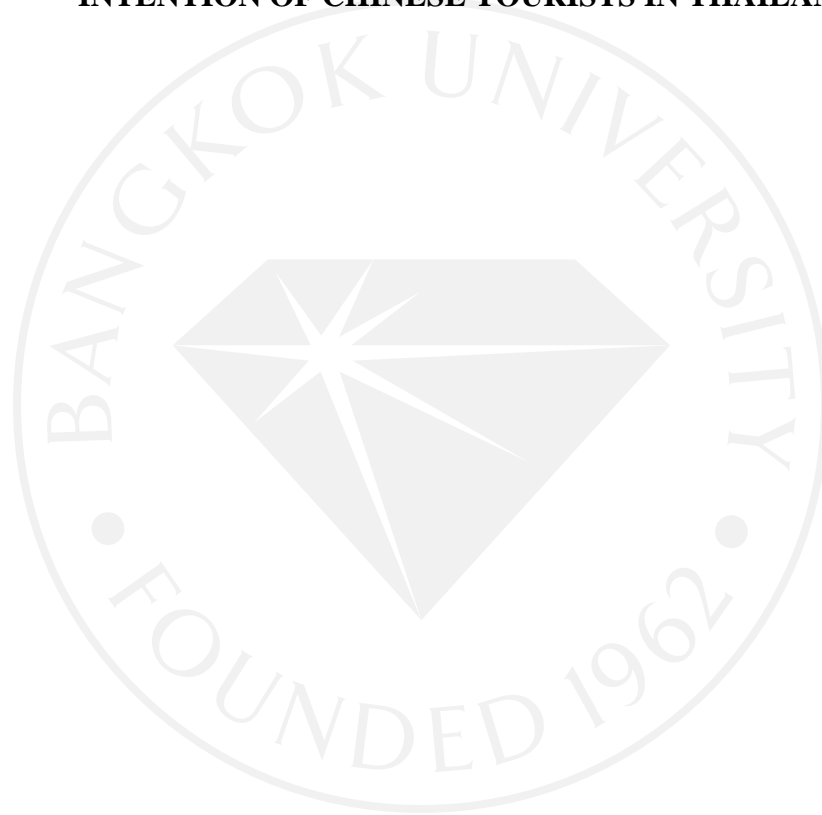
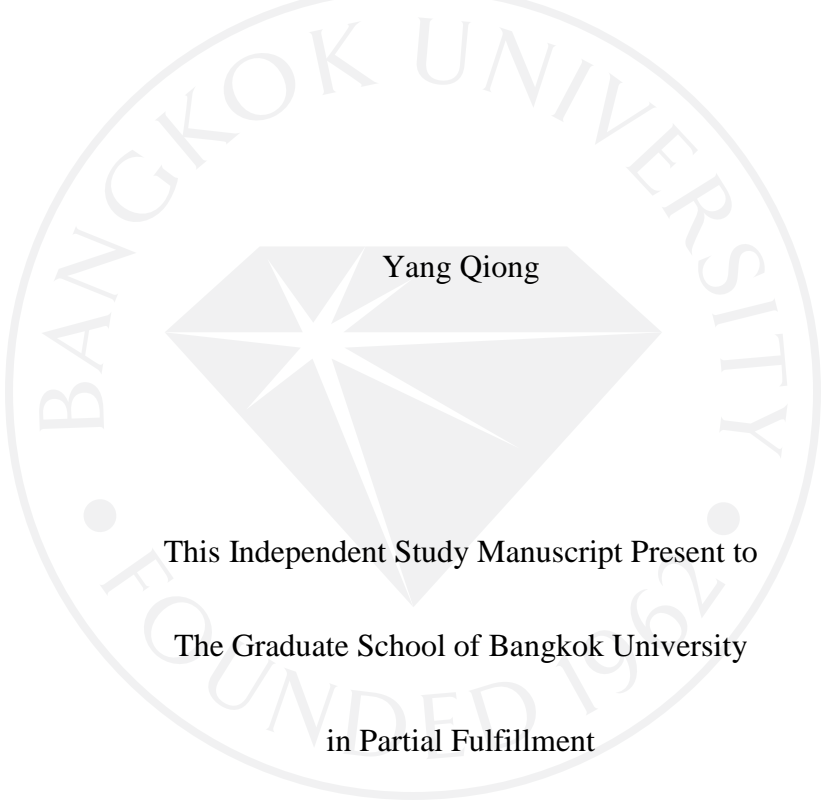


**PERCEPTION OF A DESTINATION, CULTURAL AND NATURAL
ATTRactions, AND DESTINATION SATISFACTION AFFECTING REVISIT
INTENTION OF CHINESE TOURISTS IN THAILAND**



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Yang Qiong

This Independent Study Manuscript Present to
The Graduate School of Bangkok University
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the Graduate School
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Perception of a Destination, Cultural and Natural Attractions, and Destination

Satisfaction Affecting Revisit Intention of Chinese Tourists in Thailand (47 pp.)

Advisor: Nittana Tarnittanakorn, Ph.D.

ABSTRACT

This independent study was aimed to investigate perception of a destination, cultural and natural attractions, destination satisfaction affecting revisit intention of Chinese tourists in Thailand. The survey questionnaire was applied for collecting the primary data. The sample size was 280 Chinese tourists in Thailand who had experience visiting Thailand and had intentions to visit Thailand again. The results found that most of them were males with 21-30 years of age, who worked as company employees, finished bachelor's degrees, and had monthly income less than 4,000 CNY. They have visited Thailand in recent years and most of the respondents have visited Thailand for 2-3 times. The results also revealed that cultural attractions, natural attractions, and destination satisfaction were the three significant factors that affected revisit intention of Chinese tourists in Thailand at the significant level of .05. On the other hand, perception of a destination did not affect revisit intention of Chinese tourists in Bangkok.

Keywords: Perception of a Destination, Cultural Attractions, Natural Attractions, Destination Satisfaction, Revisit Intention

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Yang Qiong

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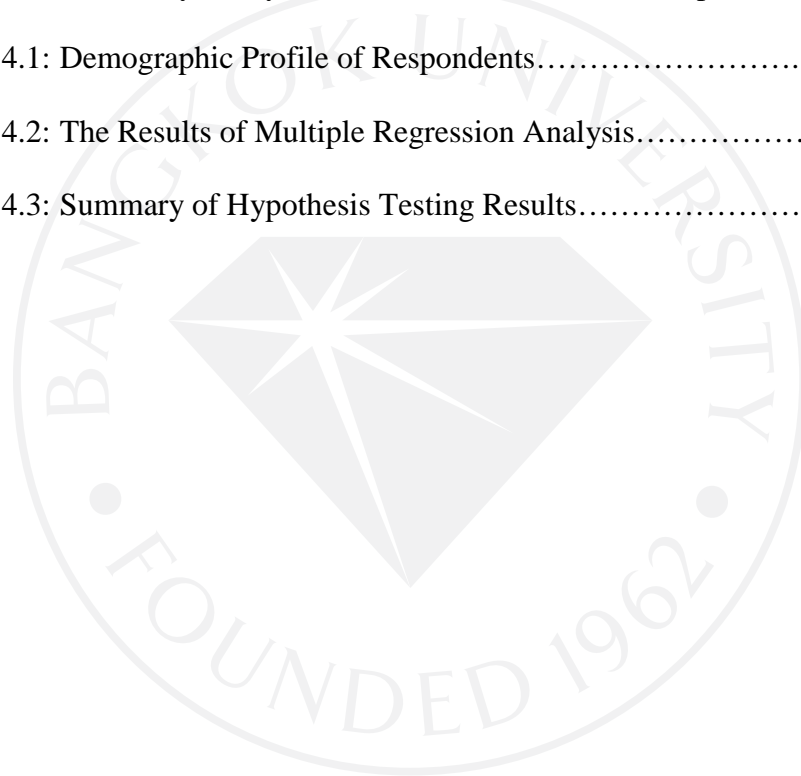


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CHAPTER 1

INTRODUCTION

This chapter presents background of the research, objectives of the research, scope of the research, problem statement, research questions, significance of the research, definition of terms, and limitation of research.

1.1 Rationale and Problem Statement

Since 1986, Thailand has been favored by the Chinese people for the first time, and it is also one of the overseas countries that the Chinese government supports and authorizes the Chinese people to travel. Then, Thailand has the opportunity to welcome Chinese tourists to the country. The number of Chinese tourists is increasing every year that, statistical data of Chinese tourists that from the year of 2007 to 2017 have been to visited Thailand posted on national website shown in Table 1.1. In 2013, the number of Chinese tourists traveling to Thailand increased from 2.7 million in 2012 to 4.7 million, an increase of 68%. In recent years, this data has been continuously increasing, reached 5.3 million in 2014 and 7,934,700 in 2015. By 2016, this number reached 8.77 million as shown in table 1.1. In 2017, 9 million Chinese people visited Thailand (Hongyin, 2018). From January 1 to June 30, 2018, the number of Chinese tourists has reached 5.9 million.

Table 1.1: Number of Chinese Tourists Traveling to Thailand (2007-2017)

Years	Chinese Tourists' Number	Increase Percentage Year on Year
2007	907,117	–
2008	826,660	-8%
2009	777,508	-5%
2010	1,122,219	44%
2011	1,721,247	53%
2012	2,786,680	61%
2013	4,705,173	68%
2014	4,636,298	-1%
2015	7,934,791	71%
2016	8,757,646	10%
2017	9,805,753	12%

Source: Office, N. S. (2017). *1997-2017 The Number of Chinese Tourists Traveling to Thailand*. Retrieved from <http://statbbi.nso.go.th/staticreport/page/sector/th/17.aspx>

In the past 20 years, the growth rate of Chinese tourists to visit Thailand is obvious to all. The development of tourism in Thailand has been changing very fast with each passing day. It is not only the number of tourists entering the country, but also the way and organization of tourism. However, the trend of change is relatively

high. Thus, the importance is the driving force of Chinese tourists. Therefore, it is essential to study and pay attention to the close changes related to Chinese tourists, and to prepare for the potential and predict the changes that can occur effectively. Ultimately, it is necessary for Chinese tourists to visit Thailand again (Chen, 2017). Therefore, that would be a huge potential market for travel agency of Thailand to serve such number of Chinese tourists. With the formation of ASEAN Community, Southeast Asian countries continue to open up to the outside world. In addition to regional aviation cooperation, international hotel chain cooperation and international travel agency cooperation in Southeast Asia, Thailand's outbound tourism shows a rising trend (Huang & Liu, 2016).

The study of tourism destination image is helpful for enterprises to formulate effective marketing strategies and improve their market competitiveness. Thailand's tourism industry plays an important role in promoting Thailand's economic development. It has promoted the rapid development of tourism related hotels, transportation, catering and other industries (Sangkorn, 2013). There are several popular travel destinations in Thailand such as Bangkok, Chiang mai, Phuket, and Kanchanaburi (Williams, 2018). The distinctive characteristics of each destination are shown in Table 1.2.

Table 1.2: Popular Travel Destinations in Thailand

Destinations	Popular Tourist Attractions
Bangkok	<ul style="list-style-type: none"> - The Grand Palace - Wat Phra Kaew - Siam Square - Yaowarat Road (China Town) - Phra Phrom (Erawan Shrine) - Mahanakhon SkyWalk - Route 66 Club
Chiang mai	<ul style="list-style-type: none"> - Wat Chedi Luang - Wat Phra That Doi Suthep - Chiang Mai Night Safari - Bhubing Rajanives Palace - Chiang Mai Night Bazaar
Kanchanaburi	<ul style="list-style-type: none"> - The Bridge on the River Kwai - Death Railway - Erawan Natinal Park (Erawan Waterfall) - Sai Yok Yai Water Fall
Chon Buri	<ul style="list-style-type: none"> - Sanctuary of Truth - Tiffany Show at Pattaya - Walking Street Pattaya

(Continued)

Table 1.1 (Continued): Popular Travel Destinations in Thailand

Destinations	Popular Tourist Attractions
Suratthani	<ul style="list-style-type: none"> - Full Moon Party Koh Phangan - Chaweng Beach Koh Samui - Jungle Club Koh Samui
Phuket	<ul style="list-style-type: none"> - Patong Beach - Big Buddha - Splash Jungle Water Park - Promthep Cape

Source: Culture trip. (2018). *10 The 15 best destinations in Thailand*. Retrieved from <https://theculturetrip.com/asia/thailand/articles/the-15-best-destinations-in-thailand/>.

Given fierce business competition, each of the travel destination needs the appropriate strategies to fight with others. Those strategies are established by focusing on how to encourage the consumers to come back again and share nice experiences with their friends. Sangkorn (2013) studied tourists' individual behavior and group behavior through systematic analysis, and concluded that time, age, education and economic ability had important influence on tourists' behavior.

There are so many factors affecting the tourists' decision to revisit the travel destination. According to Badaruddin (2008), perception of a destination had a significant impact on tourists where they would make the decision to visit or revisit

the certain destination or not. Cohen (1977) stated a similar statement that cultural attractions had become more and more important in the tourism industry.

Furthermore, previous research (Xu, Cui, & Ballantyne, 2013) also had proved that Thailand owns rich natural attractions which tended to be one of the chief attractions for Chinese tourists to revisit this country. There were firm and pragmatic proves that the destination satisfaction of tourist was a strong indicator to predict their willingness to revisit the destination (Christina, Qing, & Hai, 2008).

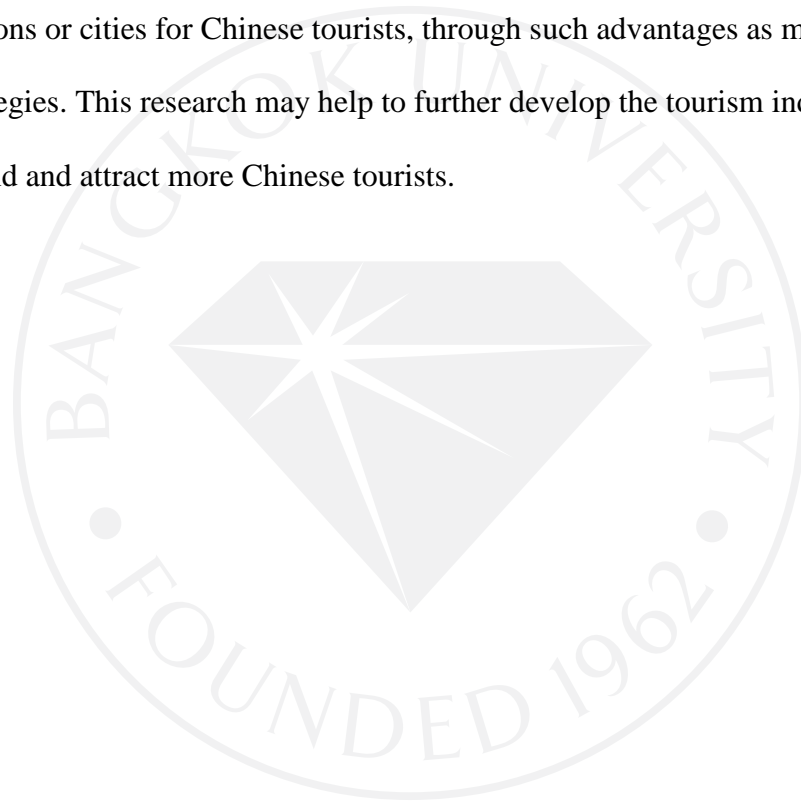
Therefore, if travel agencies can better understand their tourists' revisit intention, they can improve their products or services more effectively and continuously in order to enhance their competitive advantage in the market. This research helps to explore and explain how the perception of a destination, cultural and natural attractions, and destination satisfaction have an influence on revisit intention of Chinese tourists in Thailand. This study would be essential for establishing the strategies for travel agencies in Thailand to attract more Chinese tourists. Moreover, the results also help to better understand tourists' attitudes.

1.2 Objectives of Study

The objective of this research was to study the factors affecting Chinese tourists revisit intention in Bangkok. These factors were the perception of a destination, cultural attractions, natural attractions, and destination satisfaction affecting revisit intention of Chinese tourists in Thailand.

1.3 Contribution of Study

This research helps the field of marketing. Tourists and travel agencies will learn more about the satisfaction of Chinese tourists with Thailand and the quality of tourist attractions, how the perception of a destination, cultural attractions, natural attractions, and destination satisfaction affect the intention of Chinese tourists to revisit. In addition, this study can be used to understand the most attractive tourist attractions or cities for Chinese tourists, through such advantages as marketing tools or strategies. This research may help to further develop the tourism industry in Thailand and attract more Chinese tourists.



CHAPTER 2

LITERATURE REVIEW

In this chapter, a general review of perception of a destination, cultural attractions, natural attractions, and destination satisfaction affecting revisit intentions of Chinese tourists in Thailand will be discussed. In addition, based on the discussion, the hypothesis and conceptual framework will be presented.

2.1 Related Literature and Theories

2.1.1 Perception of a Destination

Perception of a destination is defined as the tourist's reflection process that they transformed the external travel information of the destination to internal human's way of thought based on intrinsic and extrinsic motivations (Gnoth, 1997). According to Badaruddin (2008), perception of a destination has a significant impact on tourists where they will make the decision to visit or revisit the certain destination or not. Previous researchers (Gartner, 1993; Dann, 1996; Baloglu, 1997) did abundant researches and studies on tourists perception, the conclusion overall were drawn that perceptions of a destination which determined both by personal and interpersonal motives as well as by the way tourists perceive destination attributes has a major influence on tourists' decision making. Furthermore, different individuals will perceive a destination differently while their perception of the destination affects their intention of visit. As refer to Gnoth (1977), a perception can reflect the destination image, impact on tourists' choices of travel destination, affect tourist's behavior intentions, decision-making and willingness to choose destination site (Badaruddin,

2008). Other researchers stated that the perception of a destination of tourists can effect on behavioral intentions differently according to their past experience of the destination (Hernández-Lobato et al., 2013).

2.1.2 Cultural Attractions

Tourist attractions are built up by various and numerous products and services. In general, an attraction can be defined as an enduring establishment which can be cultural or natural that is developed and offered to the visitors for different purpose like relaxation, entertainment, adventure or education (Stevens, 1991). Culture is too big that many previous researchers find it difficult to be defined. Greg stated in his book in 2001 that both heritage attractions (related to artefact in the past) and arts attractions (related to contemporary cultural production) together formed cultural attractions (Greg, 2001). More specifically cultural attractions include sites like museums, festivals, architecture, heritage, and tourist attractions related to food, language, and religion (Stylianou-Lambert, 2011). Culture tourism has become more and more important in modern society, which leads to an important status of cultural attractions. Differences and likenesses between the destination culture and tourists' own cultures lead to the cultural attraction of a destination (Cohen, 1977). In 2011, Vanessa et al. (2011) demonstrated in the study that tourists traveling to Thailand were interested in the cultural heritage tourism attractions. The main strength of the attraction of cultural heritage tourism attraction lies in the religious values, history and culture.

2.1.3 Natural Attractions

Nature-based tourism is generally applied to tourism activities depending on the use of natural resources which remain in a relatively undeveloped state, including scenery, topography, waterways, vegetation, wildlife (Ceballos-Lascuráin, 1996). A travel destination normally will embrace both cultural attraction and natural attraction. However, they're not always equally important to influence tourists visit or revisit intentions. Previous research (Xu et al., 2013) has proved that Thailand own abundant natural attractions like seashore, mountain and other natural resources base tourist spots which tend to be one of the leading attraction for Chinese tourists. When comes to the first impression or the image of a tourist destination, the natural conditions is the first and the key element. Therefore an attractive and delighted natural environment delivered the attractions factor for tourist to perceive the behavioral intention (Lobato et al., 2006). According to the study on nature-based tourism, evidences have shown that natural attractions have some certain impacts on individual behavioral intention (Packer & Sutherland, 2011). Quantitative and comparative researches on different tourist attractions had been studied by many scholars. In countries like Thailand, where tourism is the major and growing sector, Natural attractions has been proved to be one of the most essential factors among all others that affect tourist behavioral intention and revisit intention (Xu et al., 2013).

2.1.4 Destination Satisfaction

Satisfaction is viewed as an essential term by many researchers that they considered it had a great impact on consumer behavior research and tourism research (Kozak, 2001). Various definitions of satisfaction were given by previous researchers (Lobato et al., 2006), and generally it can be defined as the degree of positive feelings' activation for the experience (Oliver, 1981). More specifically, in terms of

tourist destination satisfaction, it was defined as the pleasure or positive feeling felt by the tourists, causing from their desires, expectations and needs fulfillment in the trip (Chen & Tsai, 2007). Ryan defines destination satisfaction by mentioning the degree of satisfaction gained by the tourist which is related to the degree of expectation of the tourists (Ryan, 1991). In tourism destination management, enhancing tourists' satisfaction levels and return intention are extremely vital and necessary (Yoon & Uysal, 2005). Destination satisfaction must be handled proactively so that a lasting relationship can be developed probably (Christina, Hailin, & Qu, 2008). Various researchers had studied and found a significant relationship between destination satisfaction of the tourists and the intention to revisit or recommend the destination to important others in their social network (Kozak & Rimmington, 2000). In other words, satisfied tourists are more likely to return to the same destination, and are more willing to share their positive traveling experience with their friends and relatives. In tourism industry, there are firm and applied evidences that the destination satisfaction of tourist is a strong indicator to predict their willingness to revisit the destination.

2.1.5 Revisit Intention

Revisit intention, as one of the components of behavioral intentions, is defined as the intention of customers to consume the same product, brand, or to experience the same place and region again in the future (Zeithaml, Berry, & Parasuraman, 1996). Revisit intention is a proximate measurement and powerful tool to understand and predict social behavior in different industries (Ajzen, 1991). It's proved that consumers would try to find relative experience in the past and current information of the destination attractions to help them make a decision to visit a destination. (Chandralal & Valenzuela, 2013; Kerstetter & Cho, 2004). Unlike any other kinds of

products in the market, tourism has its special characteristic. Tourists tend to seek for new experience for natural, cultural, or artificial attractions. Therefore their revisit intention is much lower than the average common products, even though the past experience in this destination already fulfilled all their needs and expectations (Kim, 2008). Yüksel (2001) found that people having previous experience of a destination are more willing to revisit if they enjoyed more tourism attractions than what they expected. According to the pervious researches (Fakeye & Crompton, 1991; Kaplanidou, 2007; Petrick et al., 2001), the factors that have impact on revisit intention of a destination are plentiful, for instance, tourist perception, destination image, destination satisfaction and past travel experience, attraction, service quality, and etc.

2.2 Hypothesis Statement

Based on the previous research about related factors and theories, this research aims to focus on the Chinese tourists revisit intention to Thailand. The four research hypotheses are shown as following:

Hypothesis 1: Perception of a destination affected revisit intention of Chinese tourists in Thailand.

Hypothesis 2: Cultural attractions affected revisit intention of Chinese tourists in Thailand.

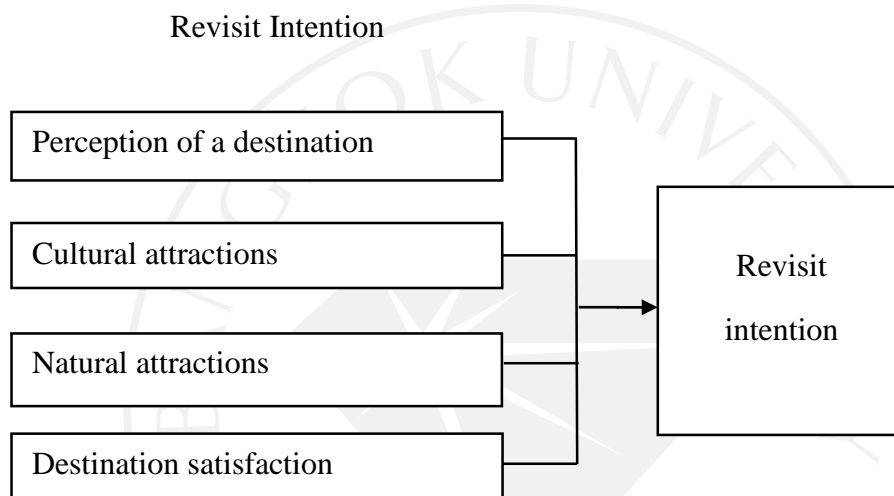
Hypothesis 3: Natural attractions affected revisit intention of Chinese tourists in Thailand.

Hypothesis 4: Destination satisfaction affected revisit intention of Chinese tourists in Thailand.

2.3 Conceptual Framework

The conceptual framework of perception of a destination, cultural and natural attractions, and destination satisfaction affecting revisit intention of Chinese tourists in Thailand was illustrated in figure 2.1.

Figure 2.1: The Conceptual Frameworks of Factors Affecting Chinese Tourists



The conceptual framework in this study is portrayed the relationship between the independent variables: a) perception of a destination (Song, 2006), b) cultural attractions (Zhanga, Wu, & Buhalis, 2018), c) natural attractions (Zhanga, Wu, & Buhalis, 2018), d) destination satisfaction (King, 2008), and dependent variable of revisit intention (Zhang, Wu, & Buhalis, 2018).

CHAPTER 3

METHODOLOGY

This chapter presents the research procedure to attain the purpose of this study. The chapter is divided into five main sections as follows:

3.1 Research Design

The quantitative methodological approach was considered to use for research the factors affecting Chinese tourists revisit intention. As explained by Bryman (1984), the aim of quantitative approaches in common is to explore, identify and verify on the causal relationships between such variables. Additionally, the survey questionnaire was applied for the data collection, in which Malhotra and Birks (2007) described survey questionnaire method as simple technique for data collection based upon the use of structured questions provided to a participants. This technique was considered as suitable for this study and other online database.

3.2 Population and Sample Selection

3.2.1 Population

Population of this research are Chinese tourists who had experience visiting Thailand and had the intention to revisit Thailand, in 2017, 9 million Chinese people visited Thailand (Hongyin, 2018). The samples were 280 Chinese tourists visited Thailand, regardless to their gender, age, occupation monthly income, educational level.

3.2.2 Sampling Size

After conducting a pilot with 40 respondents and inputting the data to Statistical Package for the Social Sciences (SPSS), the partial R^2 was estimated. Then, G*Power version 3.1.9.2 was used to compute the sample size of the study (Cohen, 1977) by calculating 40 sets of pilot test data. With the power ($1-\beta$) of 0.85, alpha (α) of 0.15, number of test predictor of 4, effect size of 0.0349824, and partial R^2 of 0.0338, the obtained results revealed 277. Then, the total sample size of 280 was implemented for the field survey (Erdfelder, Faul, & Buchner, 1996; Howell, 2010).

3.2.3 Sample Selection

The target sample was Chinese tourists who had experience in visiting Thailand and had intention to visit Thailand again. The survey method was convenience sampling selection by sending the online survey questionnaire to Chinese tourists. The online survey questionnaires were posted on Mafengwo, the Chinese website, for collecting data. Mafengwo is one of famous Chinese websites for publishing and reviewing travel information by whom traveled all over the world. This site can target Chinese tourists who have been to Thailand. The screening question “have you ever visited Thailand?” to select the respondents was utilized to ensure all the samples were valid.

3.3 Research Instrument

3.3.1 Construct Measurement

In some official survey, measurement scale is applied to classify and quantify variables. To determine which variables need to be constructed, there were independent variables perception of a destination, cultural attractions, natural

attractions, destination satisfaction and dependent variable revisit intention of Chinese tourists to create the content of the question in the academic questionnaire.

In nominal and ordinal scale, the basic data is the key point to define the estimation data. Some of general data are collected such as gender, age, occupation, monthly income and education.

3.3.2 Questionnaire Design

In interval scale, there are 4 independent variables applied the Likert scale by level from 1 to 5. 1 stands for strongly disagree, 2 is disagree, 3 is neutral, 4 is agree, and 5 is strongly agree.

The questionnaires were designed regarding the research objective to be used as research instrument. It was composed of two parts: demographic questions and factors-oriented questions. The full format of questionnaires were illustrated in Appendix A for English version and Appendix B for Chinese Version.

3.4 Reliability and Content Validity

3.4.1 Reliability

The reliability test was conducted through the use of SPSS to assess the Cronbach's alpha coefficient, measurement of reliability of the questionnaire. The variables would be considered acceptable if Cronbach's alpha is 0.65 or higher (Nunnally, 1978). The table 3.1 illustrates each part of questionnaire has accepted the value of Cronbach's alpha coefficient.

Table 3.1: Reliability Analysis of Coefficient Cronbach's Alpha

Variables	Coefficient Cronbach's Alpha			
	Pilot Test		Field Survey	
	Item	n = 40	Items	n = 280
Perception of a destination	3	0.754	3	0.744
Cultural attractions	4	0.731	4	0.730
Natural attractions	4	0.768	4	0.773
Destination satisfaction	4	0.804	4	0.801
Revisit intention	4	0.739	4	0.740

3.4.2 Content Validity

After the questionnaire was developed based on the adviser's suggestion, they were passed the verification of content validity by three experts:

- Mr. Lu Yaguang, manager of You Taile Travel Co., Ltd, Thailand,
- Mr. Xu Nian, manager of Hubei Yiyou International Travel Co., Ltd, Thailand,
- Mr. Ma Haolang, manager of Thai Huasheng Travel Group Co., Ltd, Thailand.

3.5 Statistics for Data Analysis

The data analysis was conducted applying Statistical Package for Social Sciences (SPSS) program version 22. Consequently, the statistical techniques used for data analysis and interpretation included descriptive and inferential statistics as follows:

Descriptive statistical analysis: It was to analyze demographic data such as gender, age, income, and occupation and to present those data in forms of frequency and percent (Hair et al., 2013).

Reliability test: By using SPSS, it provided the reality value for Cronbach's alpha coefficient. The variables will be considered acceptable if Cronbach's alpha is equal 0.65 or higher (Nunnally, 1978).

Multiple Regression Analysis: It was deemed as the way to calculate a coefficient of multiple determination and regression using more than independent variables (Hair et al., 2013). This study aims to investigate 4 independent variables: perception of a destination, cultural attractions, natural attractions, destination satisfaction; the dependent variable is revisit intention. This test analyzed how these factors had the influence of Chinese tourists revisit intention in Thailand.

CHAPTER 4

RESEARCH RESULTS

The research findings which derived from data analysis of 280 questionnaire sets were presented in three parts which present the research results in order to test the posed hypotheses and to answer the research question.

4.1 Summary of Demographic Data

The research findings of this part presented the general data including gender, age, occupation monthly income and educational level. The statistical techniques used for data analysis were percentage ratio and frequency counting. The findings were presented in Table 4.1 as follows:

Table 4.1: Demographic Profile of Respondents (n = 280)

Demographic Profile		Frequency	Percent
Gender	Male	151	53.9%
	Female	129	46.1%
Age	Under 21 years old	38	13.6%
	21 – 30 years old	181	64.6%
	31 –40 years old	38	13.6%
	41 –50 years old	15	5.4%
	51 – 60 years old	8	2.9%

(Continued)

Table 4.1 (Continued): Demographic Profile of Respondents (n = 280)

	Demographic Profile	Frequency	Percent
Occupation	Student	45	16.1%
	Government employee	76	27.1%
	Company employee	96	34.3%
	Self-employment	55	19.6%
	Retired	8	2.9%
	Other	0	0
Monthly income	Below 4,001 CNY	128	45.7%
	4,001 - 8,000 CNY	117	41.8%
	8,001 - 12,000 CNY	19	6.8%
	Above 12,000 CNY	16	5.7%
Educational level	High school/vocational	29	10.4%
	Bachelor's degree	223	79.6%
	Master's degree	28	10.0%
	Doctor's degree	0	0%
Have you visited	Yes	191	68.2%
Thailand in recent year?	No	89	31.8%
How many times you visited Thailand?	Only 1 time	86	30.7%
	2-3 times	135	48.2%
	More than 3 times	45	16.1%

Other	14	5.0%
Total	280	100.0

The majority of respondents had visited Thailand in the recent year (68.2%) with 2-3 times of visits (48.2%). Most of them were males (53.9%). They were mostly in the range between 21-30 years old (64.6%). They completed bachelor's degree (79.6%). Additionally, the majority of respondents were company employees (34.3%) and their monthly incomes were below 4,000 CNY (45.7%).

4.2 Results of Multiple Regression Analysis

The following table presented perception of a destination, cultural attractions, natural attractions, destination satisfaction which affecting Chinese tourists' revisit intention to Thailand. The multiple regression analysis (MRA) was implemented for analyzing the data.

According to table 4.2, the consequence of multiple regression analysis found that cultural attractions, natural attractions, and destination satisfaction affected Chinese tourists' revisit intention to Thailand at .05 level of statistical significance. While it was found that perception of a destination (Sig < 0.05) did not affect Chinese tourists' revisit intention to Thailand. The findings also revealed that cultural attractions ($\beta = .337$) accounted for the largest weights of relative contribution toward revisit intention to Thailand, followed by natural attractions ($\beta = .240$) and destination satisfaction ($\beta = .235$) respectively. The results of the study were depicted in table 4.2

Table 4.2: The Results of Multiple Regression Analysis

Variables	Revisit Intention						
	S.E.	B	β	t	Sig.	Tolerance	VIF
Constant	.187	.262	-	1.405	.161	-	-
Perception of a Destination	.054	.083	.095	1.526	.128	.408	2.449
Cultural Attractions	.058	.364	.337	6.306	.000*	.552	1.811
Natural Attractions	.053	.231	.240	4.394	.000*	.526	1902
Destination Satisfaction	.056	.234	.235	4.158	.000*	.494	2.024

$R^2 = .567$, $F = 90.088$, *Statistical significant level at .05

In addition, the R-square in this study was .567 which explained that cultural attractions, natural attractions and destination satisfaction had 56.7% of the influence on Chinese tourists' revisit intention to Thailand.

Finally, variance inflation factor (VIF) and tolerance was used for detecting the multicollinearity problem. Multicollinearity was the method for determining multiple correlations among independent variables and uncorrelated assumption of independent variables. It occurred when independent variables in a regression model are correlated. Tolerance value must greater than .4 (Allision, 1999) while VIF value must less than 5 (Zikmund, Babin, Carr, & Griffin, 2013, p.590). VIF is greater than 5 represent critical levels of multicollinearity where the coefficients are poorly estimated, and the p-values are questionable. VIF values of this study were 1.811 -

2.449 which were less than 5 and the Tolerance values ranged between .408-.552.

Hence, there was no multicollinearity problem in this research.

4.3 Summary of Hypothesis Testing

The summary of the hypothesis testing results was illustrated in the table 4.3 and the figure 4.1.

Table 4.3: Summary of Hypothesis Testing Results

Hypotheses	Results
H1: Perception of a destination affected revisit intention of Chinese tourists in Thailand.	Not Support
H2: Cultural attraction affected revisit intention of Chinese tourists in Thailand.	Support
H3: Natural attractions affected revisit intention of Chinese tourists in Thailand.	Support
H4: Destination satisfaction affected revisit intention of Chinese tourists in Thailand.	Support

Table 4.3 showed that hypothesis 2, 3, and 4 were supported while hypothesis 1 was not supported.

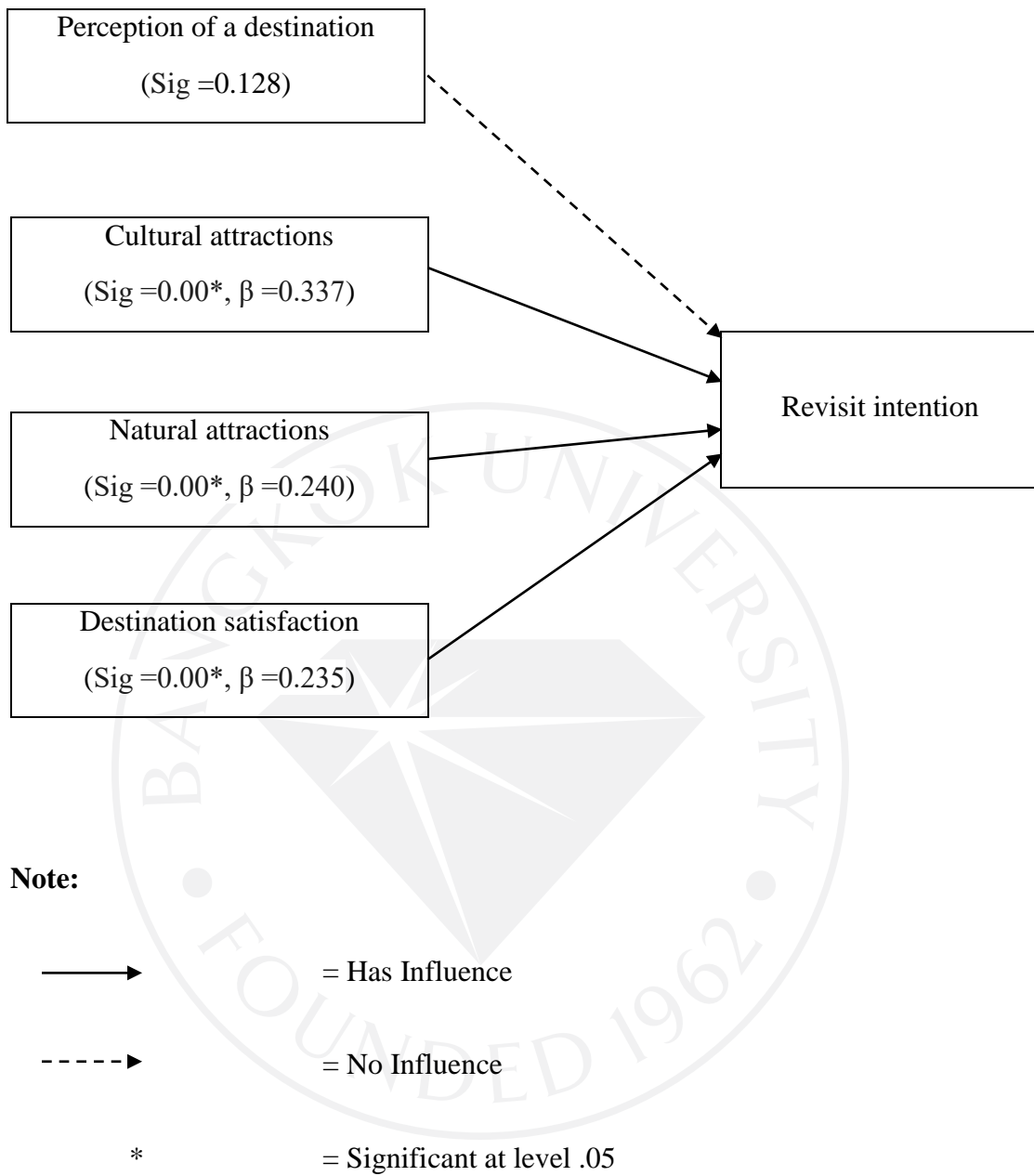


Figure 4.1: Summary of Hypothesis Testing Results

CHAPTER 5

DISCUSSION

This independent study was quantitative research which aimed in studying perception of a destination, cultural attractions, natural attractions, destination satisfaction affecting revisit intention of Chinese Tourists in Thailand. The questionnaires were used for collecting data from 280 respondents. The data were analyzed by implementing SPSS Statistics. Finally, the research results were summarized, discussed, and yielded the recommendation and further research.

5.1 Research Findings and Conclusion

From the personal profile of 280 respondents, the findings found that most of respondents were males who were 21-31 years old. They completed a bachelor's degree, and their monthly salary were less 4,000 CNY. They have visited Thailand in recent years for 2-3 times.

The results of multiple regression analysis found that cultural attractions, natural attractions and destination satisfaction in terms of facility aesthetic affected revisit intention of Chinese tourists in Thailand at .05 level of statistical significance. In addition, the findings also revealed that cultural attractions accounted for the strongest weights of relative contribution toward revisit intention to Thailand, followed by natural attractions and destination satisfaction respectively. On the other hand, perception of a destination did not affect revisit intention of Chinese tourists in Thailand.

5.2 Discussion

Hypothesis 1: Perception of a destination affected revisit intention of Chinese tourists in Thailand. The research results showed that perception of a destination did not affect revisit intention of Chinese tourists in Thailand. In recent years, there has been many incidents in Thailand that threaten the safety of Chinese tourists. An explosion occurred in the shopping area near the Erawan Shrine in Bangkok, Thailand. And a ship named Phoenix carrying Chinese tourists was overturned in the sea near Phuket, many Chinese tourists death and disappearance because the distress. Chinese tourists get this information through online news or news reports, making Chinese tourists think that Thailand is an unsafe tourist destination. In another hand, there are many tourist's destinations in the remote provinces of Thailand that Chinese tourists are willing to visit, but due to inconvenient transportation and local residents who do not speak Chinese, they have to cancel the trip. Therefore, perception of destination did not affect revisit intention of Chinese tourists in Thailand.

Hypothesis 2: Cultural attractions affected revisit intention of Chinese tourists in Thailand. The research results showed that cultural attractions affected revisit intention of Chinese tourists in Thailand. This was because most of the respondents would pay more attention to the value of destination culture, such as local diet, festivals and norms. The results confirmed the previous studies that more specifically cultural attractions include sites like museums, festivals, architecture, heritage, and tourist attractions related to food, language, and religion (Stylianou-Lambert, 2011). Vanessa et al. (2011) demonstrated in the study that tourists traveling to Thailand were interested in the cultural heritage tourism attractions. The main strength of the

attraction of cultural heritage tourism attraction lies in the religious values, history and culture.

Hypothesis 3: Natural attractions affected revisit intention of Chinese tourists in Thailand. The research results showed that natural attractions affected revisit intention of Chinese tourists in Thailand. This was because most of the respondents would choose to visit Thailand's beaches, mountains, waterfalls, etc. Thailand's beautiful natural landscape also attract our respondents. The results confirmed the previous studies that (Xu et al., 2013) has proved that Thailand own abundant natural attractions like seashore, mountain and other natural resources which tend to be one of the leading attraction for Chinese tourists. When comes to the first impression or the image of a tourist destination, the natural conditions is the first and the key element. Therefore, an attractive and delighted natural environment delivered the attractions factor for tourist to perceive the behavioral intention (Lobato et al., 2006).

Hypothesis 4: Destination satisfaction affected revisit intention of Chinese tourists in Thailand. The research results showed that destination satisfaction affected revisit intention of Chinese tourists in Thailand. Most of the respondents satisfied with the service for tourists in Thailand and friendly attitude of Thai people. The results confirmed the previous studies that study by Ryan (1991) showing the degree of satisfaction gained by the tourist was is related to the degree of expectation of the tourists. Destination satisfaction must be handled proactively so that a lasting relationship can be developed probably (Christina, Hailin, & Qu, 2008). In other words, the possibility of satisfied tourists to return to the same destination are higher, and are more willing to share their positive traveling experiences with their friends and relatives.

5.3 Recommendation for Managerial Implications

According to the results of the study, cultural attractions affected revisit intention of Chinese tourists in Thailand. It meant that cultural attractions was an important factor in tourists revisit intention; especially for service industries, the cultural attractions had a direct impact on the choice of tourists' destinations. Chinese tourists preferring to travel destination with unique customs, which is different with Chinese local traditions. Thailand tourist attraction business owners should pay more attention to improve the cultural attractions of a destination and they should consider Chinese tourists' habits and customize special experience event for Chinese tourists. For example, during the traditional Songkran Festival in Thailand, Chinese tourists can wear the traditional Thai costume join splashed activities. Tourists can not only enjoy the festival, but also strengthening the experience of tourists to traditional Thai culture.

In addition, Natural attractions affected revisit intention of Chinese tourists in Thailand. The natural resources of the destination also have an impact on the choice of destinations for Chinese tourists. When people chose a destination, they always considered the environment value of the destination. Chinese tourists are more inclined to choose destination with good natural environment. Thailand has variety of natural resources, such as beaches, mountains, waterfalls, and beautiful natural landscape, travel agencies can develop unexplored natural landscapes as a new tourist destination and combine natural resources with outdoor activities. For example, provide outdoor hiking group, the combine of unexplored environment and outdoor activities stimulated tourists' choice of revisit Thailand.

Finally, destination satisfaction affected revisit intention of Chinese tourists in Thailand. It meant that different destination environments made tourists have different moods and enjoyment, and positive image of destination also impact destination satisfaction. Therefore, Thai peoples' friendly attitude and the pleasing environment, careful services, relaxing entertainment, and shopping experience of a destination also affecting the intention of Chinese tourists to revisit Thailand. Government departments should control the price of tourist's market to ensure that the prices of goods and services are acceptable; government departments related to tourism safety should strengthen the security control of Chinese tourists gathering areas to ensure the safety of Chinese tourists. While promoting the traditional culture of Thailand, Tourism Authority of Thailand can also focus on promoting the government's measures to protect the safety of tourists in order to attract Chinese tourists to revisit Thailand.

5.4 Recommendation for Further Research

This research study in the context of the Chinese tourists in Thailand only. The researchers got more chance for further research to other regions, like Europe country, in order to gain more reliable results. The researchers might add other relevant independent factors like travel package, destination safety, demographic factors, physical environment, and economic factors for future study. The new findings could be useful for travel attraction and travel agency in Thailand to develop the strategies for maintaining and attracting Chinese tourists in the future. The researchers or academicians who were interested in this topic should find also study the expectations

or problems of Chinese tourists, to benefit the development and promotion of tourism in Thailand to be more advanced and sustainable.



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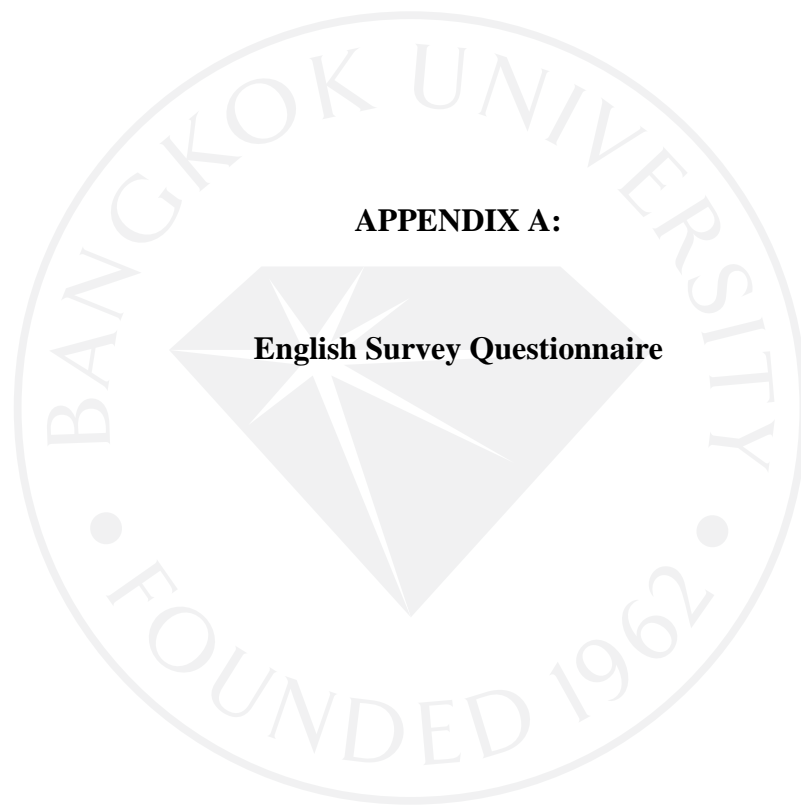
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QUESTIONNAIRE:**Perception of a Destination, Cultural and Natural Attraction, and Destination Satisfaction Affecting Revisit Intention of Chinese Tourists in Thailand**

This survey research was aimed to study the revisit intention of Chinese tourists in Thailand. This study is a part of BA715: Independent Study, Graduate School, Bangkok University. I would be appreciated if you could contribute any fact and useful information truthfully by filling out the questionnaire. The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Thank you very much for your kind cooperation.

MBA Student, Bangkok University

Screening Question:

Have you ever visited Thailand?

Yes

No (End of question, thank you for your time)

6. Have you visited Thailand in recent year?

1) Yes

2) No

7. How many times you visited Thailand?

1) Only 1 time

2) 2-3 times

3) More than 3 times

4) Other (Please specify).....

Part 2: Factors Affecting Chinese Tourists' Revisit Intention

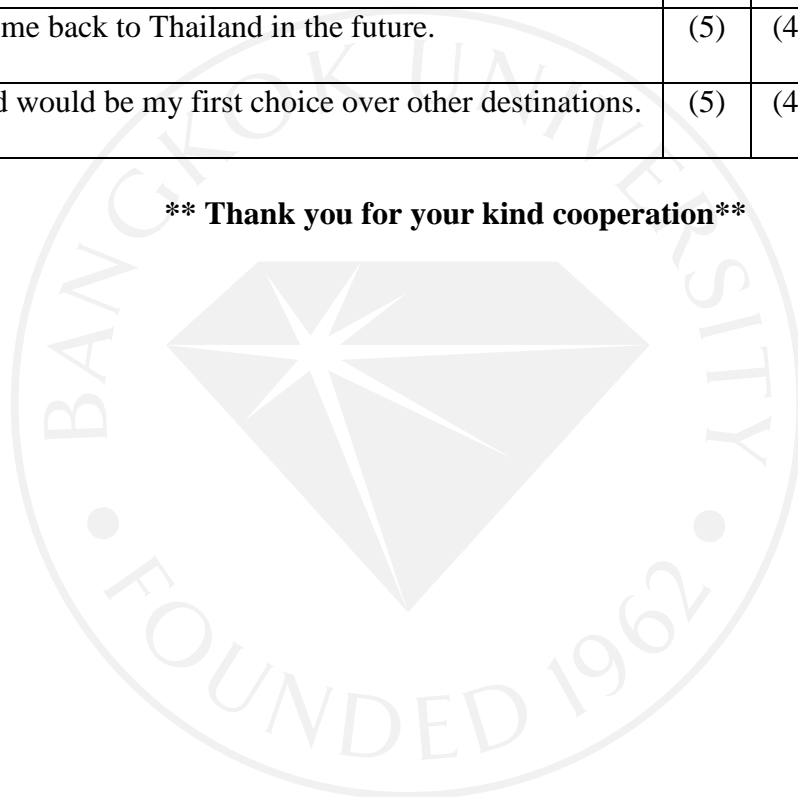
Explanation: Please mark ✓ the choices that correspond to your opinions. Indication of your opinion: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree

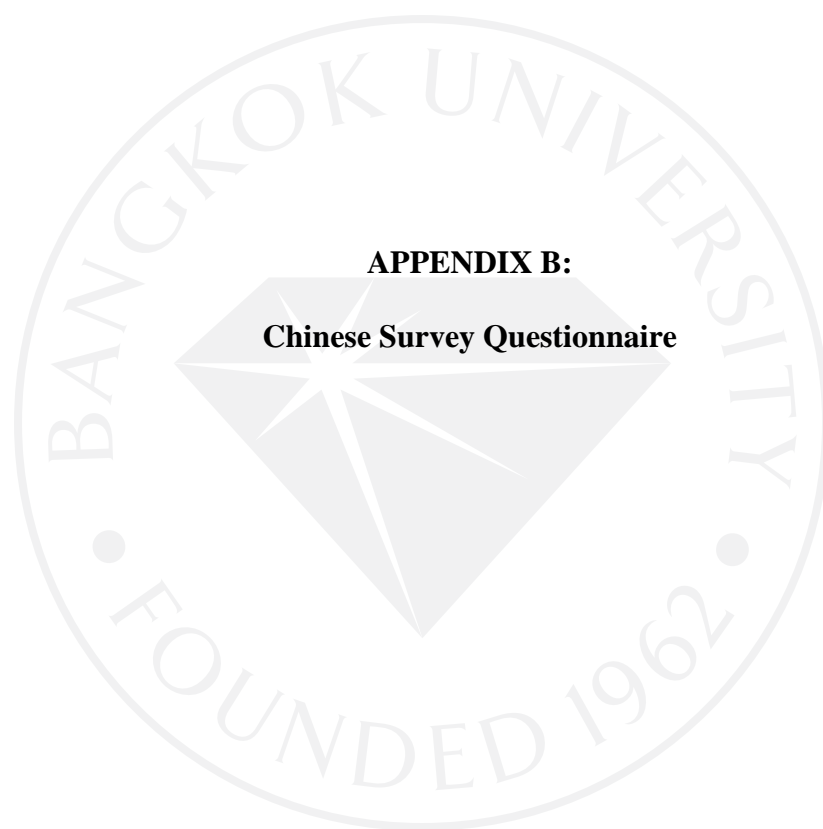
Factors Affecting Chinese Tourists' Revisit Intention	Level of Opinions				
	Strongly agree	↔			Strongly disagree
1. Perception of a Destination: PD					
1.1 I think Thailand is a suitable for mental and physical relaxation place.	(5)	(4)	(3)	(2)	(1)
1.2 I think Thailand has many tourist attractions and activities, for example, beautiful natural scenery and rich nightlife.	(5)	(4)	(3)	(2)	(1)
1.3 I think Thailand is a safety destination.	(5)	(4)	(3)	(2)	(1)

Factors Affecting Chinese Tourists' Revisit Intention	Level of Opinions				
	Strongly agree	↔			Strongly disagree
2. Cultural Attractions: CA					
2.1 Thailand has interesting historical and cultural heritages.	(5)	(4)	(3)	(2)	(1)
2.2 Thailand has unique life style and custom.	(5)	(4)	(3)	(2)	(1)
2.3 Thai cultural is unique.	(5)	(4)	(3)	(2)	(1)
2.4 I think Thai local culture is very attract me. For example, the local diet, festivals, and norms.	(5)	(4)	(3)	(2)	(1)
3. Natural Attraction: NA					
3.1 Thailand has a good natural environment.	(5)	(4)	(3)	(2)	(1)
3.2 Thailand has a variety of outdoor activities.	(5)	(4)	(3)	(2)	(1)
3.3 Thailand has a variety of natural resources, such as beaches, mountains, waterfalls, etc.	(5)	(4)	(3)	(2)	(1)
3.4 Thailand has beautiful natural landscape.	(5)	(4)	(3)	(2)	(1)
4. Destination Satisfaction: DS					
4.1 I satisfied with the service for tourists in Thailand, such as accommodations, shopping malls, tour guides, etc.	(5)	(4)	(3)	(2)	(1)
4.2 I satisfied with relaxation in Thailand such as restaurants, hotels, spas, night clubs, etc.	(5)	(4)	(3)	(2)	(1)
4.3 I satisfied with the price of goods, the good value for money.	(5)	(4)	(3)	(2)	(1)
4.4 I satisfied with friendly attitude of Thai people.	(5)	(4)	(3)	(2)	(1)

Factors Affecting Chinese Tourists' Revisit Intention	Level of Opinions				
	Strongly agree	↔			Strongly disagree
5. Revisit Intention: RI					
5.1 I would like to revisit Thailand in the near future.	(5)	(4)	(3)	(2)	(1)
5.2 If I had to decide again, I would choose Thailand again.	(5)	(4)	(3)	(2)	(1)
5.3 I will come back to Thailand in the future.	(5)	(4)	(3)	(2)	(1)
5.4 Thailand would be my first choice over other destinations.	(5)	(4)	(3)	(2)	(1)

**** Thank you for your kind cooperation****





APPENDIX B:

Chinese Survey Questionnaire

对目的地的感知、文化和自然吸引力和目的地满意度对中国游客重访泰国的影响

这份问卷调查的目的是为了调查影响带动中国游客对重访泰国的决定因素，并作为曼谷大学 715 课程研究生独立调查的一部分。这些问卷调查资料只是为了因素的完善提供参考，希望参与调查问卷者按照实际情况来填写这份问卷，该份调查资料作为个人资料并且绝对不会对参与调查者造成任何影响。

非常感谢各位花费您宝贵时间来填写这份问卷调查

曼谷大学研究生

筛选问题

您是否去过泰国？

是

否（问题结束，感谢您宝贵的时间）

一、个人资料

请按您的实际情况在符合的选项的前面打√（只选一项）

1. 性别

1. 男

2. 女

2. 年龄

1. 年龄低于21岁

2. 年龄21-30岁

3. 年龄31-40岁

4. 年龄41-50岁

5. 年龄51-60岁

6. 年龄60以上

3. 职业

1. 学生
2. 公务员/国有企业职工
3. 私有企业职员
4. 自由职业
5. 退休人员
6. 其他，请说明.....

4. 平均月收入

- | | |
|----------------------|-------------------|
| 1. 低于4,000人民币 | 2. 4,001-8,000人民币 |
| 3. 8,001 - 12,000人民币 | 4. 12,000人民币以上 |

5. 学历

- | | |
|--------------|-------|
| 1. 高中/职业技术学校 | 2. 本科 |
| 3. 硕士 | 4. 博士 |

6. 您是否在近些年内到访泰国？

- | | |
|------|------|
| 1. 是 | 2. 否 |
|------|------|

7. 您总共到泰国旅游的次数是_____？

- | | |
|---------|-----------------|
| 1. 仅1次 | 2. 2-3次 |
| 3. 3次以上 | 4. 其他（请说明）..... |

二、影响中国游客重访泰国的意图的决定性因素

请按照您的想法在以下括号打勾：

- 5 表示非常赞同
- 4 表示很赞同
- 3 表示一般
- 2 表示不太赞同
- 1 表示不赞同

影响中国游客重访泰国的意图的决定性因素	您的看法				
	非常赞同	←	→	不赞同	
1. 目的地感知					
1.1 我认为泰国是一个非常适合放松身心的地方。	5	4	3	2	1
1.2 我认为泰国有许多旅游景点和活动，例如美丽的自然风光和丰富的夜生活。	5	4	3	2	1
1.3 您认为泰国是一个安全的旅游目的地。	5	4	3	2	1
2. 文化吸引力					
2.1 泰国有有趣的历史和文化遗产。	5	4	3	2	1
2.2 泰国有独特的生活方式和风俗。	5	4	3	2	1
2.3 泰国的文化是独一无二的。	5	4	3	2	1
2.4 我认为泰国本土文化非常吸引我。例如，当地的饮食，节日和规则。	5	4	3	2	1
3. 自然景观					
3.1 泰国拥有良好的自然环境。	5	4	3	2	1
3.2 泰国有各种户外活动。	5	4	3	2	1

影响中国游客重访泰国的意图的决定性因素	您的看法				
	非常赞同	←	→	不赞同	
3.3 泰国拥有各种自然资源，如海滩，山脉，瀑布等。	5	4	3	2	1
3.4 泰国拥有美丽的自然景观	5	4	3	2	1
4. 目的地满意度					
4.1 我满意泰国对游客的服务，如住宿，商场，导游等。	5	4	3	2	1
4.2 我对泰国的休闲产业感到满意，如餐馆，酒店，水疗中心，夜店等。	5	4	3	2	1
4.3 我对商品的价格感到满意，物有所值。	5	4	3	2	1
4.4 我满意泰国人的友好态度。	5	4	3	2	1
5. 重访意图					
5.1 我想在不久的将来重访泰国	5	4	3	2	1
5.2 如果我不得不再次决定，我会再次选择泰国。	5	4	3	2	1
5.3 我将来会再次到访泰国。	5	4	3	2	1
5.4 泰国将是我在其他目的地的首选	5	4	3	2	1

非常感谢您花宝贵的时间来填写这份问卷调查，谢谢！

BIODATA

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