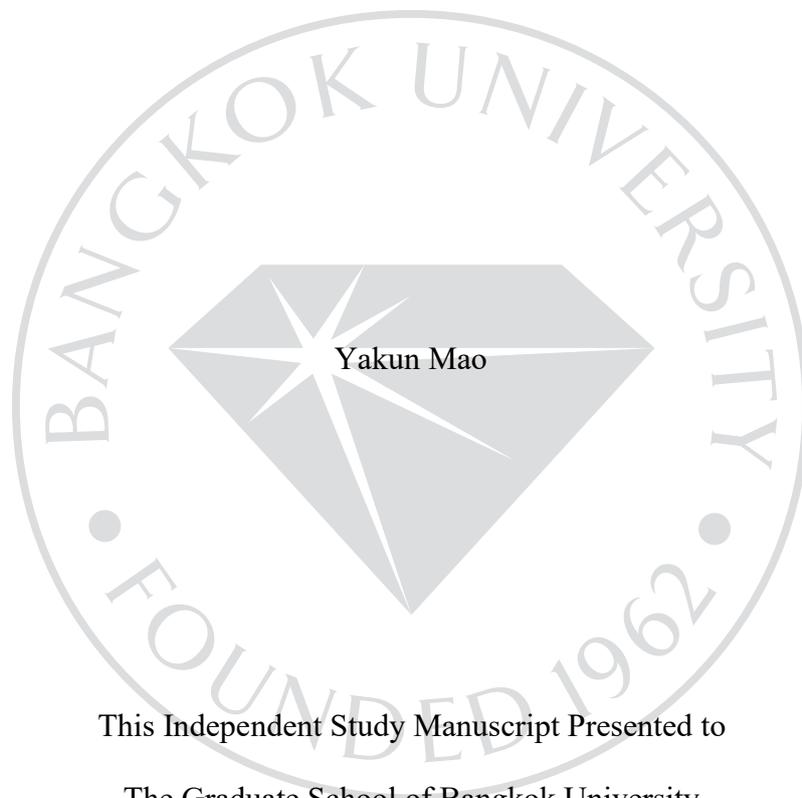


COUNTRY IMAGE , DESTINATION IMAGE AND MEMORABLE TOURISM
EXPERIENCES THAT LEAD TO THE INCREASE OF CHINESE RE-VISITED TOURISTS IN
THAILAND



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THAILAND



This Independent Study Manuscript Presented to
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the Graduate School
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**Title: COUNTRY IMAGE, DESTINATION IMAGE AND MEMORABLE TOURISM
EXPERIENCES THAT LEAD TO THE INCREASE OF CHINESE RE-
VISITED TOURISTS IN THAILAND**

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Country Image, Destination Image And Memorable Tourism Experiences That Lead To The Increase Of Chinese Re-visited Tourists In Thailand (64pp.)

Advisor: Asst. Prof. Lokweetpun Suprawan, Ph.D.

ABSTRACT

The purpose of this study is to study how Thailand's national image, destination image and Memorable tourism experiences have influenced Chinese tourists' intention to revisit Thailand, while exploring the relationship between national image and destination image. This study explores which aspects of Thailand's national image affect Chinese tourists' intention to visit Thailand again, how Thailand's destination image affects Chinese tourists' intention to visit Thailand again, and how Memorable tourism experiences affect Chinese tourists' intention to visit again. Based on 385 questionnaires from respondents aged 25 to 55 who have been to Thailand at least twice, this study uses quantitative research, including the use of descriptive statistics to show respondents' personal data and their travel behavior, and use simple linear regression to test hypotheses.

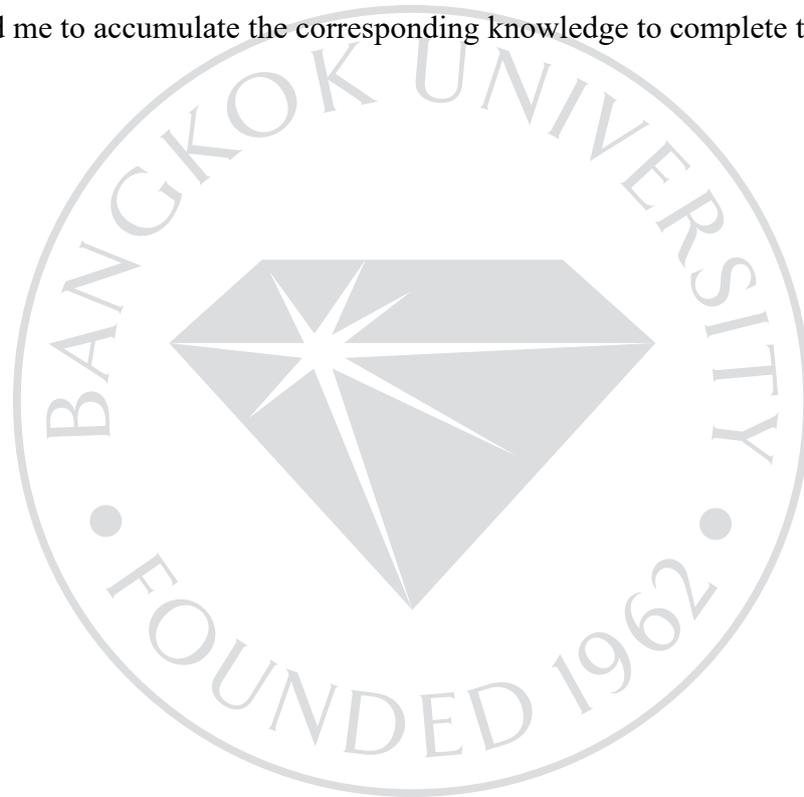
Hypothesis test results show that for Chinese tourists, the national image of Thailand, the image of Thai destinations, and the Memorable tourism experiences all linearly affect the intention of Chinese tourists to revisit Thailand, and the national image of Thailand also significantly affects the destination image of Thailand.

Key word: country image, destination image ,memorable tourism experience, revisited intention

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Yakun Mao

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CHAPTER 1

INTRODUCTION

The purpose of the study is to examine the main factors including Country image, Destination image and Memorable tourism experiences affect Chinese travelers' revisit intention of Thailand. The purpose of the study is to find out what factors can influence the willingness of Chinese travelers to choose travel destinations again.

1.1 Background of study

Thailand is a country with a particularly developed service industry, and the tourism industry in Thailand's service industry has played a decisive role in Thailand's economic development. In recent years, the development of tourism in Thailand has also accelerated the development of other industries, such as massage industry, hotel industry and Restaurant industry. These industries benefit from the development of tourism in Thailand, but also play a further role in promoting the development of tourism in Thailand. In 2015, Thailand's international tourism revenue was 1119 billion baht (5.8% of GDP). The income of Chinese tourists to Thailand accounted for 35% (389 billion baht) of Thailand's international tourism income and continued to expand in the following two years. However, with the emergence of various negative news about Thai tourism in 2018, the number of Chinese tourists to Thailand decreased first. Malaysian tourists (86 billion baht) ranked second in the Thailand Tourist List. As Malaysia and Thailand are adjacent, many Malaysians choose Thailand as a tourist destination because of its convenient geographical conditions. The major international tourists coming to Thailand are Russian tourists (69 billion

baht), British tourists (66 billion baht) and Australian tourists (65 billion baht).

According to the Thai Ministry of Tourism, about 30 million tourists visited Thailand in 2015, and that number will soon be broken through. Income generated by international tourists increased by 23% over 2014, exceeding the increase in the number of tourists (19% per year). This fact also shows that per capita tourism consumption has increased (6.2%) (Chaisumpunsakul & Pholphirul, 2018) .

The rapid growth of Thailand's GDP in recent years is mainly due to the growing tourism industry in Thailand. The Thai government is paying more and more attention to tourism. The Tourism Authority of Thailand reported that since 2014, Thailand has received around THB 2,000 million per year in tourism receipts ranking it the 10th highest income source for the tourism industry in any country (Ministry of Tourism and Sports, 2016). The Thai government studies the important factors affecting people's choice of Thailand as a tourist destination to further promote the development of tourism.

Thailand has been considered as one of the most visited country in Asia due to its outstanding landmarks, cultural heritage, and the best products from its North, South, East, Central, and Northeast Regions. Among the top three international visitors are coming from the People's Republic of China, the United States of America and South Korea, while China having the highest number followed by the US according to the Tourism Authority of Thailand (TAT).

As of 2016, Tourism Minister Kobkarn Wattanavrangkul stated that foreign tourists increased to 32.6 million, As of October 2017, Thai foreign tourists reached 26.9 million (increased 5.6%) with 7.63 million out of the total of 26.9 million coming from China (as cited in Reuters, 2017). Without any doubt, such digit has

played a vital role in supporting Thailand's economy as it is believed that it is heavily dependent on tourism, which accounts for more than 11 percent of its economy. For the Chinese, the image of the Thai people's friendliness, the high quality of service and reasonable prices in Thailand are the common perceptions of the Chinese people of Thailand. And the traditional Buddhist culture and the Chinese truth, goodness and beauty are very matched. Some Chinese come to Thailand often because of their impression of the good image of Thailand countries. And the very beautiful beach scenery of Pattaya and Phuket is often the beach stroll that some Chinese yearn for, and the very beautiful mountain scenery of Chiang Mai is often the peace that another part of Chinese yearn for.

But in recent years, memorable tourism experiences (MTEs) has attracted the re-visited attention of researchers. Many researchers believe that the noticeable tourism experience is another very important factor that attracts Chinese tourists to visit Thailand again. A study on international trade and marketing shows that travelers' perception of the country's image affects the attitude, evaluation and intention of travel of the country's tourism products. When travelers decide to travel and choose destinations through information, they will give priority to understanding the national image of the destination, and the image of the destination is also an important information they know. They also tend to recall past experiences. Internal information search is the first step in the process of tourism information search. In recent years, the memorable tourism experience has been favored by many researchers and practitioners. Scholars believe that MTE is the best predictor of future behavior and represents a new benchmark. Although MTEs is very important, there is no article to discuss the impact of the national image of Thailand on MTEs. This article is mainly

to propose an integration model to explore the national image of Thailand and the relationship between Thailand as a destination image and the MTES. Since the Chinese are the first in Thailand's tourism market, we will mainly discuss the MTES of Chinese people.

1.2 Statement of Problems

Chinese tourists to Thailand have grown steadily over the past few decades, but for the first time since a series of bad events in 2018, the number of Chinese tourists to Thailand has declined (TAT) . Tourism is Thailand's second largest industry after agriculture, and the largest tourist population in Thailand's tourism industry is Chinese. So it is necessary to know how to increase Chinese tourists to

choose Thailand as a tourist destination again. This will solve the problem of the recent decline of Chinese in Thailand by introducing a series of policies, while maintaining the rapid and stable development of Thailand's tourism industry, thus promoting the growth of Thailand's GDP.

The number of Chinese tourists to Thailand is huge. According to the statistics of the Thai Tourism Bureau, the number of Chinese tourists to Thailand reached 10.35 million in 2018, a record high. According to Baloglu & McCleary's research, national image is an important factor influencing tourists' decision-making and choosing tourism country. Destination image is an important factor influencing tourists' decision-making and choosing destination. National image and destination image also affect post-trip evaluation and future behavior construction .So they also influence the revisited intention of the country (Baloglu&McCleary, 1999) . The experience of construction is often searched by customers as internal information, which will

seriously affect the decision-making of customers' next destination

(Chandral&Valenzuela, 2013) .

According to the research of Ham and Tashi, it can be found that people's service experience of tourist destination is often based on the information of the country and destination obtained. Ham's research results show that positive national image and destination image are the important reasons leading to the formation of famous tourist destination. (Hahm, Tasci, & Terry, 2018; Nadeau, Heslop, O'Reilly, & Luk, 2008;)

Newhoff, Bharis and Radkin argue that the image of the country and destination can often attract some people to visit the tourist attraction again, but the image of the country and destination has little influence on the other part of the people. Neuhofer, Buhalis and Ladkin believe that a tourist destination must be a consumer, which can create an attractive point of life for consumers and provide unforgettable travel experience, which is the decisive factor for people to choose this place as a tourist destination again. (Neuhofer, Buhalis, & Ladkin, 2012, 2015)

Therefore, in order to study how the national image and destination image as well as the past tourism experience affect tourists' selected destination again , the author takes the above three factors as variables to study the impact of these three factors on tourists' revisited destination decision-making.

1.3 Intention of Research

Through this study, We can analyze the reasons why Chinese people revisit to Thailand. By summarizing the reasons, this paper finds out the good national image of Thailand, the good destination image of various Thai cities, and the memorable tourism experience of Thai tourism and the relationship between Chinese choosing

Thai tourist attractions as tourist destinations again. Through the understanding of these factors, we can help Thailand to adjust the various tourist attractions and Thailand's national adjustment strategy to attract more Chinese tourists to Thailand. At the same time, we can analyze the factors of Chinese traveling to Thailand, and be good at using these factors to attract more people from other countries to visit Thailand.

1.4 Research Objective

The objectives of this study are as follows:

- 1). Analysis of the influence of the national image on the Chinese people's choice of Thailand scenic spots as their destinations again
- 2). Analysis of the influence of destination image on Chinese people's choice of Thailand scenic spots as their destinations again
- 3). Analyzing the impact of the memorable tourism experience on Chinese people's choice of Thailand attractions as their destinations again

1.5 Major Research Questions and Sub-questions

Research Major Questions

What are the main factors that influence Chinese people to choose Thailand tourist attractions as their destinations again?

Research Sub-questions

1. How does the national image influence the Chinese people to choose Thailand tourist attractions as their destinations again?

2. How does the destination image affect the Chinese people's choice of Thailand tourist attractions as their destinations again?

3. How does the memorable tourism experience affect the Chinese people's choice of Thailand tourist attractions as their destinations again?

1.6 Benefits of Research

The research results will help scholars to further understand the national image and destination image, and how the perfect tourism experience interacts with the intention of destination selection when traveling with customers. This will help Thailand's tourism industry find new opportunities, rather than focusing on services in tourism. Through the promotion of the overall national image of Thailand, to enhance the image of various scenic spots in Thailand. To influence Chinese tourists to choose Thailand as a tourist destination. By providing perfect tourism products and services, we can attract more Chinese tourists to Thailand for the second time. This will help to better understand the Thai tourism market and further expand the number of Chinese tourists to Thailand.

1.7 Limitations of Research

The subjects of this study are Chinese tourists to Thailand, so the results of this study may not be applicable to tourists from other countries to Thailand or other countries to other countries. This study does not consider the differences of tourists from different regions of China to Thailand. The questionnaire was collected in August 2019, so the changes in the tourism market of China to Thailand after that

were not taken into account. The results of this study are only applicable to tourism-related operational variables, but not to the general definition of these variables.



CHAPTER 2

LITERATURE REVIEW

2.1 Country image

The process of tourism supply is one of the most outstanding challenges faced by tourism industry. Tourists only stay at their destination for a very short period of time, and can only purchase products and services by visiting areas where they provide products and services. Due to insufficient stay time and inadequate information on tourism products and services provided to tourists, tourists often have inadequate understanding of a destination, thus forming a one-sided image perception of the destination, which further affects the one-sided perception of the country. Tourists often like to get information about tourism products and services from outside clues before traveling, especially about the destination country. By analyzing this information, customers' image perception of the country's products and services is at an initial level, which leads to a stereotyped perception of the quality of tourism products and services (Bilkey & Nes, 1982). These stereotypes are based on information obtained from tourism products and services and are formed by organizing tourism product and service promotion activities (Meenaghan, 1995). Developed countries in tourism should often examine the external clues that are expected to directly affect tourism products and services. Especially if we check out the external information that affects the national image (the image of the producing country of tourism products and services), the national image will be an important factor for customers to understand the quality of products and services of tourism destinations.

National image is similar to brand image. It is well known that brand image has a very important impact on consumers' purchasing intentions. The national image is also a very important image for the sale of a country's products. The biggest influence on the image of the country is its tourism industry.

The national image is a set of country-of-origin associations organized into groups in a meaningful way (Keller, 1993). Therefore, there are two different national image concepts in international marketing literature. National images are conceptualized at the national (macro) level (e.g. Martin and Eroglu, 1993) and at the product (micro) level (e.g. Agarwal and Sickri, 1996). In this study, according to the definitions of Martin and Eroglu (1993,p.193), the macro national image is "the sum of all descriptions, reasoning and information beliefs of a person about a particular country". This macro country image is considered to be different from the consumer's attitude towards a country's products. Martin and Eroglu put forward that the national image has three basic dimensions, namely, economy, politics and technology.

Researchers have many views on the national image. Researchers generally define the national image of a country from the social environment, political environment, business environment and economic environment. Recently, however, Buhmann (2016) and Carneiro and Faria (2016) began to define the image of the country in terms of international public relations and international business relations, respectively. For consumers, the national image is often the general impression, belief and view of the country (Roth & Diamantopoulos, 2009). Consumers do not consider the country's political, economic, military and other factors as carefully as researchers do. Consumers often consider various factors related to themselves to measure the country's national image. Although the factors affecting a country's image are varied.

However, the factors that affect the image of Thailand's national image of those who choose to travel to Thailand are limited. Thailand has adopted a series of measures to enhance the image of the country by Chinese consumers in order to make Thailand the preferred tourist destination for Chinese people. These measures include publicizing Thailand's inclusive Buddhist culture to the Chinese and allowing many people to come to Thailand to experience the traditional formal Buddhist culture. The Thai government has improved the quality of Thai hotels, offered multi-service, lowered the price of tourism, and provided high-quality tourism services at low cost.

For tourism consumers, the national image is often the primary clue for consumers to evaluate the country's tourism products. The more positive the national image is, the easier it is for consumers to have a positive evaluation of the design, quality and manufacture of tourism products in the country. (Costa et al., 2016; Hsieh et al., 2004; Lee et al., 2015; Li, Barnes, & Ahn, 2012). In the evaluation of the World Tourism Organization, Thailand is one of the best tourism countries in Asia. Thailand gives the overall impression of beautiful environment, friendly people, rich culture, long history, developed service and high cost performance. Therefore, when Chinese choose to travel, Thailand's national image will make the Chinese list Thailand as a potential tourist destination. (Rittichainuwat, 2001) .For Thailand, thanks to the prevalence of Buddhist culture, Thailand is a very friendly country in the world. Humanistic quality is very high. Over the years, the Thai government and foreign magazines have maintained that Thailand is the happiest country in the world and the most livable country, which makes Thailand's image in the eyes of foreigners very positive. (Bloomberg, 2016)

2.2 Destination image

In 1975 Hunt was the first to prove that destination image played an important role in increasing tourism destination visitors. Nowadays, people generally believe that destination image plays a very important role in decision-making process.

Destination image plays two main roles for tourism consumers: (1) it will affect the destination choice of tourists; (2) it will affect tourists' travel behavior, including participation (on-site experience), evaluation (satisfaction) and future behavior intention. Visit again and be willing to recommend (Ash & Goodall, 1988; Bigne et al., 2001; Cooper, Fletcher, Gilbert & Wanhill, 1993; Lee et al., 2005; Mansfeld, 1992). There are many definitions of destination image and national image, The National image is a comprehensive concept. It measures the history, politics, economy, culture, tradition and technology of the country, so as to achieve a total impression of the country (Kotler et al., 1993, p.141). Customers' perceptions of "specific tourism services provided by a particular country" are often a criterion of national image. In short, a country is a comprehensive assessment of all aspects of a particular country. and the image of destination is affected by many factors, such as politics, economy, culture and so on. But now scholars generally believe that "the sum of a person's beliefs, ideas and impressions about the destination" (Crompton,1979, p. 18) is the most intuitive definition of the destination image for this consumer. Scholars generally believe that the image of a consumer's destination is influenced by the knowledge of the destination, the emotional attitude of the destination and the overall intention of the destination. The perception of tourist destination image is varied for consumers. Consumers can perceive the image of tourist destination through tourism culture, tourism activities, tourist attractions, transportation, accommodation, food,

services, tourism costs and tourism safety. In addition to the project of perceiving the destination, the image of the country is often the main factor affecting the image of the destination. People often consider whether the country is friendly, whether the relationship between the country and the country is stable, whether the country's consumption is more cost-effective, these factors of national image, and then to influence the image of the destination. In order to explore the relationship between national image and destination image, Zhang Yimou put forward the overall concept of national image of destination. He believed that the national image of destination is tourists' perception and impression of the political, economic, environmental, people and other factors of tourism environment of destination country (Zhang et al., 2016, p. 816). In Zhang's book, he defines destination image as "the image of core tourism products related to tourist attractions and facilities that directly meet the core needs of tourists" (Zhang et al., 2016, p. 816). For the image of Thailand's destination, the beautiful beach scenery of Pattaya is often a tourist resort to attract tourists who pursue the beach scenery. Bangkok's three major temples are the world's oldest cultural temples, which are often the pursuit of many Buddhist Chinese. The mountain scenery of Chiang Mai attracts a large number of stars such as Deng Lijun (the most famous female singer in China), Zhang Guorong (the most famous male singer in China) to travel. This undoubtedly provides a good advertisement for Chiang Mai's good destination image.

Through the analysis of some literatures on the image of countries and destinations, it can be seen that the positive image of destinations is a prominent factor in the development of tourism in a region. It can help policymakers to build awareness in the target market. (Hahm, Tasci, & Terry, 2018; Nadeau, Heslop,

O'Reilly, & Luk, 2008; Stepchenkova & Shichkova, 2017; Zhang, Xu, Leung, & Cai, 2016) Policymakers often formulate tourism destination image policies according to the differences of tourism destination itself, from tourists' designation of destination as a village, to tourists' designation of destination as a city, or even as a country.

Destination image is different for passengers, and decision makers will make different policies according to different destinations. When the country as a whole is designated as a destination, the perceptual image of the country as a whole may play an important role in the decision-making process of international passengers. (Nadeau et al., 2008; Zhang, Wu, & Buhalis, 2018). When the destination is a city or village, a good national image improves the destination image of the region, but a negative destination image can quickly destroy the national image of a country. The choice of tourist destination is often a positive perception of a country's image and a positive perception of the destination image at the same time. A positive national image does not necessarily lead customers to make decisions, but a positive national image often leads customers to intend to travel to the country. Positive destination image is often an important factor in customer decision-making.

2.3 Memorable tourism experiences (MTEs)

Recently, memorable tourism experiences (MTEs) have attracted the attention of researchers and practitioners. Researchers argue that MTEs are the best predictors of future behavior and represent a new benchmark, Tourism experience refers to the subjective psychological state of a traveler during the journey or after travel, for the service or the products of the tourist destination. A Memorable tourism experiences is a good subjective evaluation of travelers in all aspects through the consideration of

involvement, hedonism, happiness, pleasure, relaxation, stimulation, refreshment, social interaction, spontaneity, meaningfulness, knowledge, challenge, sense of separation, timelessness, adventure, personal relevance, novelty, escaping pressure, and intellectual cultivation aspects in the process of tourism

(Kerstetter&Cho,2004;Kim,Ritchie,&Tung,2010) . These good evaluations often have a very important impact on the traveler's next choice of destination, and the evaluation of the tourists experience of the same destination often decide the destination image or the national image of the country or destination. This will profoundly affect other tourists who intend to come to this country or destination later. The vast majority of Chinese people who visit Thailand think that Thailand's tourism is a very beautiful thing. Beautiful scenic spots, good cultural atmosphere, people's enthusiasm, etc., are often factors that Chinese people are deeply impressed by Thai tourism(Lehto,O'Leary,&Morrison,2004).

The link between satisfaction and unforgettable experience is very relevant. In the early studies, a satisfactory travel experience is often the same as an unforgettable experience. Until the recent studies, scholars did not think that the unforgettable experience is based on the degree of tourist satisfaction, and a sympathetic feeling for the tourism product of the tourism. Such feelings often lead people to choose to visit the place again. Satisfactory experiences can be understood as "consistency of needs and performance", while unsatisfactory experiences can be expressed as "the gap between expectations and experience" (Ryan, 1997). Ryan believes that tourism planners must adjust the risk level of the destination through risk aversion or enhanced policies to meet the tourists' motivation. This observation is consistent with the concept of flow in Csikszentmihalyi (1990), which emphasizes the balance

between perceived details and task risks, as well as the skill level of individual perception of tasks. Tourist practitioners are very concerned about the attitudes of tourists. Many satisfaction models are based on the early work of Noe (1987), and are based on the concepts of expressiveness and instrumentality. Expressive indicators refer to the behavior of the tourism experience itself, such as the seabed strolling service provided by Pattaya, while instrumental indicators serve as a facilitator of the experience, such as the seabed scenery of Pattaya (Yoon & Uy., 2005). Dissatisfaction degree is often a tool psychological factor related to the cognitive attributes of tourist destinations that produces dissatisfaction in absence (Mang, Tepanon, & Uy., 2008). Thus, satisfaction is a kind of attitude that includes emotion, cognition and behavior factors (Pearce, 2005).

MTEs sometimes lead to place attachment, which plays an important role in people's choice of destination. When visitors experience an unforgettable positive experience at their destination, they become attached to the destination and are more likely to visit it again in the future (George and George, 2012).

A lot of research on tourism experience is to analyze the interaction of products and services between individual tourists and destination. When tourists have their vacation, they often think of the perfect tourism experience they have experienced in the past, and they are willing to share these experiences with others. These experiences form a perfect memory. This perfect memory tends to influence tourists' behavioral intentions (sthapit and coudonaris, 2018). Recent studies have examined the concept of unforgettable travel experience (MTE), the positive memory that visitors gain after experiencing meaningful activities and events (Kim et al., 2012). Memories of positive travel experiences have been found to play a role in influencing

local attachment (Jorgensen and Stedman, 2006). The relationship between MTE and site accessories has not yet been tested.

2.4 Hypothesis

After a long period of observation on the national image and destination image of Thailand, we can see that the country image is strongly influenced by the destination image. When the image of Thailand is stable, prosperous, and good national culture. The destination image can also be a stable and prosperous destination image. For a very beautiful tourist destination, it has a very good destination image, but with the decline of the country, leading to the image of the destination has become very bad, for example, Taiwan has a beautiful Sun Moon Lake, but with the relationship between Taiwan and the mainland of China has become very unfriendly, Taiwan. The national image has influenced the image of Riyuetan Lake, which has turned it into a local unfriendly destination image, thus reducing the intention of many people to travel to Riyuetan Lake.

Hypothesis 1. Country image has direct positive effect on revisit intention

Hypothesis 2. Destination image has a direct positive effect on revisit intention

Hypothesis 3. Country image has direct positive effect on Destination image

Hypothesis 4. MTEs has a direct positive effect on revisit intention

Hypothesis 5. Country image, Destination image and Memorable tourism experience effect the revisit intention.

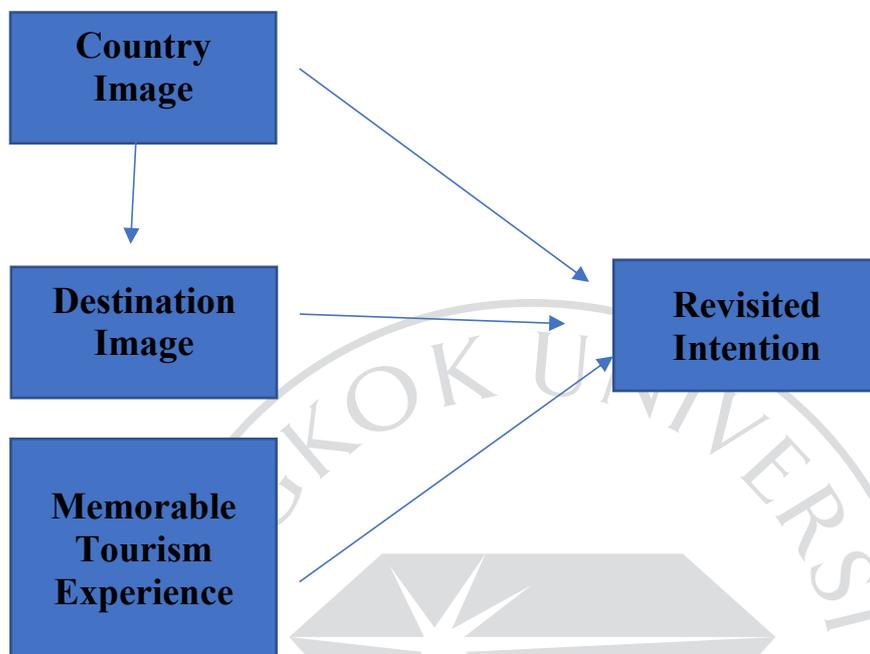


Figure 2.1: Conceptual Framework

CHAPTER 3

METHODOLOGY

The research methodology in this research was conducted as follows:

3.1. Research Method

3.2. Sample and Data Collection

3.3. Questionnaire

3.4. Reliability Analysis

3.5. Data Processing and Analysis

3.1. Research Method

In order to understand the determinants of Chinese tourists to Thailand, it is necessary to investigate the determinants of Chinese tourists to Thailand and collect a large number of quantitative data. Therefore, researchers use questionnaire to collect quantitative data. Each variable measured with the 5-point Richter scale. Respondents were asked to rate items strongly opposed or strongly endorsed.

3.2. Sample and Data Collection

Since the purpose of this study is to study the impact of Chinese tourists' choice to visit Thailand again, the survey was conducted in Thailand. Chinese tourists are distributed in various tourist attractions in Thailand. It is not realistic to take a sample survey of tourists in various tourist attractions in Thailand. Because Bangkok is the capital of Thailand, more than 95% of tourists will visit Bangkok (CADAS, 2018) . So we chose Bangkok, Thailand, to conduct the survey. We chose places in Bangkok

with many Chinese tourists, such as Suvarnabhumi International Airport, Bangkok Grand Palace and Iconsiam. Therefore, Chinese tourists who come to Thailand for the first time are not in the scope of the survey. Since children and the elderly are often decisions made by their parents and children, the survey respondents have certain income and can decide their own destinations. Youth and middle age. The sample of this study is between the ages of 25 and 55 and the Chinese who traveled to Thailand for the second time in three years.

Because the number of samples will not exceed 5% of the total, we use the sample calculation formula based on Cochran (1953) : it is as follows:

The sample calculation formula based on Cochran (1953) is as follows:

$$N = \frac{Z^2 \times P \times (1 - P)}{E^2}$$

N means Sample size

P means Population proportion picking a choice (0.5)

Z means Confidence values (1.96 for 95% confidence level)

E means Margin of error (0.05)

$$N = \frac{1.96^2 \times 0.5(1 - 0.5)}{0.05^2} = 384.16$$

Therefore, the author will find the appropriate 385 investigators in the above three locations. We distribute the questionnaire to the respondents who agree to answer the questionnaire honestly, and wait for them to answer the questionnaire in a few minutes and collect the questionnaire on the spot.

In addition, the author will first select 40 Chinese tourists at Suvarnabhumi International Airport for a questionnaire survey and analyze the reliability of the data of the 40 Chinese tourists.

3.3. Questionnaire

The researcher divided questionnaire into six parts.

Part 1. Researcher asked about Personal Information includes Gender (Nominal Scale), Age (Ordinal Scale), Highest Education (Ordinal Scale), Current Occupation (Nominal Scale), Monthly Income (Ordinal Scale) by using multiple choices .

Part 2. Researcher asked questions about tourist behavior ((tourism frequency (Ordinal Scale), country type preference(Nominal Scale), destination type preference(Nominal Scale), frequency of visits to Thailand(Ordinal Scale), travel expenses(Ordinal Scale), the preference of the tourist destination that has been visited or not(Nominal Scale)).) travel time expenses(Ordinal Scale) by using multiple choices.

Part 3. Researcher use five-level likert scale to ask interval Scale questions about respondent's attitudes toward Thailand country image. The question includes Thailand's stability, wealth, friendliness, education level, government's regulatory intensity, and relations with China.

Part 4. Researcher use five-level likert scale to ask interval Scale questions about respondent's attitudes toward Thailand destination image. The question includes

Thailand natural environment, outdoor activities, Buddhist Culture, shopping environment, accommodation

Part 5. Researcher use five-level likert scale to ask interval Scale questions about respondent's attitudes toward MTES. The question includes Thailand's tourism unique, meaningful, impression of the people, impression of the culture, enjoyed.

Part 6. Researcher use five-level likert scale to ask interval Scale questions about respondent's revisiting intention. The question includes Degree of preference for Thailand compared to other countries, Return to Thailand again, Come back to Thailand in the short term.

For part 3 to part 6, data from different questions from each part was averaged for each part, then the author defined the range of level for the mean score as the following table:

Table 3.3.1: Range of level for mean score for Part 3 to Part6 data.

| Mean Score | Level |
|------------|-------------------|
| 1.00-1.80 | Strongly Disagree |
| 1.81-2.60 | Disagree |
| 2.61-3.40 | Neutral |
| 3.41-4.20 | Agree |
| 4.21-5.00 | Strongly Agree |

Source: Wuensch, K. L.(2005). "What is a Likert Scale? and How Do You Pronounce

'Likert?'" . *East Carolina University*.

3.4 Reliability Analysis

In statistics (classical test theory), Cronbach's Alpha is the symbol used to measure data reliability. The theoretical value of alpha varies from 0 to 1.

The reliability represented by the value of Cronbach's Alpha is shown below.

Table 3.4.1: The reliability represented by the value of Cronbach's Alpha

| Cronbach's Alpha | Internal consistency |
|-------------------------|----------------------|
| $0.9 \leq \alpha$ | Excellent |
| $0.8 \leq \alpha < 0.9$ | Good |
| $0.7 \leq \alpha < 0.8$ | Acceptable |
| $0.6 \leq \alpha < 0.7$ | Questionable |
| $0.5 \leq \alpha < 0.6$ | Poor |
| $\alpha < 0.5$ | Unacceptable |

Source: Bland J.M.; Altman, D.G. (1997). "Statistics notes: Cronbach's alpha". *BMJ*, 314

The researchers recorded the data of 40 Chinese tourists (pretest) and 385

Chinese tourists collected into the spss software for reliability analysis. The results are as follows

Table 3.4.2: Cronbach's Alpha data

| Scale | N of Items | Cronbach's Alpha (N = 40) | Cronbach's Alpha (N = 385) |
|---|------------|------------------------------|-------------------------------|
| Attitudes toward Thailand country image | 6 | 0.832 | 0.796 |
| Attitudes toward Thailand destination image | 5 | 0.853 | 0.775 |
| Attitudes toward MTES | 5 | 0.927 | 0.826 |
| Revisiting intention | 3 | 0.900 | 0.763 |

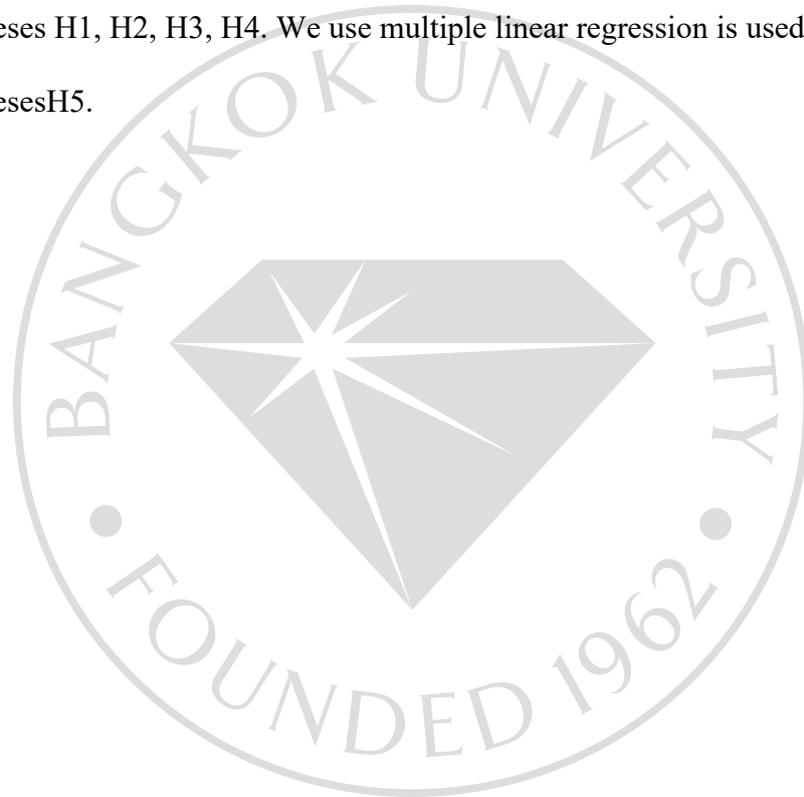
The above chart shows that all Cronbach's Alpha values of 40 Chinese tourists are above 0.8. So the data from the 40 Chinese tourists at Suvarnabhumi International Airport passed the pretest.

The above chart shows that all Cronbach's Alpha values of 385 Chinese tourists are above 0.7. So the data from the 385 Chinese tourists passed the test.

3.5. Data Processing and Analysis

1. Descriptive statistics analysis was used to draw out the frequency and percentage of the results of the respondent's personal information (gender, age, highest education, occupation, monthly income) and respondent's travel performance (tourism frequency, country type preference, destination type preference, frequency of visits to Thailand, travel expenses, the preference of the tourist destination that has been visited or not).

2. Linear regression is a linear approach to modeling the relationship between dependent variable and one or more independent variables. The case of one independent variable is called simple linear regression. For more than one explanatory variable, the process is called multiple linear regression (David A. Freedman, 2009). Because the hypothesis of this study is the relationship between a single independent variable and the dependent variable, we use simple linear regression is used to test hypotheses H1, H2, H3, H4. We use multiple linear regression is used to test hypotheses H5.



CHAPTER 4

RESEARCH FINDING AND DATA ANALYSIS

In this chapter, the researcher will analyze the results of Country image, Destination image and Memorable tourism experiences that lead to the increase of Chinese re-visited Tourists in Thailand. We will analyze the following seven aspects

- 4.1. Analysis of Respondent's Personal Information
- 4.2. Analysis of Respondent's Individual Travel Behavior
- 4.3. Analysis of Respondent's Attitudes toward Thailand country image
- 4.4. Analysis of Respondent's Attitudes toward Thailand destination image
- 4.5. Analysis of Respondent's Attitudes toward MTEs
- 4.6. Analysis of Respondent's revisiting intention
- 4.7. Analysis of Hypothesis Testing

4.1. Analysis of Respondent's Personal Information

The analysis of respondent's personal information includes gender, age, education, occupation, and monthly income. The frequency and percentage are shown as follows:

Table 4.1.1: Frequency and Percentage of Respondent's Personal Information: Gender

| Respondent's Personal Information | Frequency | Percentage |
|-----------------------------------|-----------|------------|
| 1. Gender | | |
| Male | 178 | 46.2 |
| Female | 207 | 53.8 |
| Total | 385 | 100 |

The table 4.1.1, shows the most respondents are female, 207 respondents are female, accounted for 53.8%, The number of male respondents was 178, accounting for 46.2% of the total. The number of male respondents is slightly less than the number of female respondents.

Table 4.1.2: Frequency and Percentage of Respondent's Personal Information: Age

| Respondent's Personal Information | Frequency | Percentage |
|-----------------------------------|-----------|------------|
| 2. Age | | |
| 25-35 | 163 | 42.3 |
| 35-45 | 115 | 29.9 |
| 45-55 | 107 | 27.8 |
| Total | 385 | 100 |

The table 4.1.2, shows the most respondents are 25-45 years old, 42.3% of the total number. The second most respondents are 35-45 years old, 29.9% of the total number. The least number of respondents are 45-55 years old, 27.8% of the total number.

Table 4.1.3: Frequency and Percentage of Respondent's Personal Information:

Education

| Respondent's Personal Information | Frequency | Percentage |
|-----------------------------------|-----------|------------|
| 3. Education | | |
| High School | 72 | 18.7 |
| Bachelor' Degree | 235 | 61.0 |
| Master's Degree | 72 | 18.7 |
| PHD | 6 | 1.6 |
| Total | 385 | 100 |

The table 4.1.3, shows the most respondents have bachelor's degree, accounted for 61.0%, The number of respondents with a master's degree and a high school degree is equal. 72 people have a master's degree, and another 72 people have a high

school education. Master's degree and high school degree each accounted for 18.7%.

6 of the respondents are PHD, accounting for 1.6%.

Table 4.1.4: Frequency and Percentage of Respondent's Personal Information:

| Occupation | | |
|-----------------------------------|-----------|------------|
| Respondent's Personal Information | Frequency | Percentage |
| 4. Occupation | | |
| Student | 21 | 5.5 |
| Government Official | 69 | 17.9 |
| Company Employee | 211 | 54.8 |
| Self Employed | 49 | 12.7 |
| Housewife/House Husband | 31 | 8.1 |
| Others | 4 | 1.0 |
| Total | 385 | 100 |

The table 4.1.4, shows the most respondents are Company Employee .211 of the respondents are Company Employees (54.8%) , 69 of the respondents are Government Official (17.9%) , 49 of the respondents are Self Employed (12.7%) , 31 of the respondents are Housewife/House Husband (8.1%) , 21 of the respondents are student (5.5%) ,4 respondents are in other situations because they currently have no jobs (1%) .

Table 4.1.5: Frequency and Percentage of Respondent's Personal Information:

| Monthly Income | | |
|-----------------------------------|-----------|------------|
| Respondent's Personal Information | Frequency | Percentage |
| 5. Monthly Income | | |
| Under 3,000 Yuan | 15 | 3.9 |
| 3,001-6,000 Yuan | 92 | 23.9 |
| 6,001-9,000 Yuan | 161 | 41.8 |
| 9,001-12,000 Yuan | 66 | 17.2 |
| 12,001-15,000 Yuan | 34 | 8.8 |
| 15,001-18,000 Yuan | 3 | 0.8 |
| More Than 18,000 Yuan | 14 | 3.6 |
| Total | 385 | 100 |

The table 4.1.5, shows the most respondents monthly income are 6001-9001 Yuan accounted for (41.8%) , 92 of the respondents income between 3001 and 6000 Yuan (23.9%) , 66 of the respondents income between 9001 and 12000 Yuan (17.2%) , 34 of the respondents income between 12001 and 15000 Yuan (8.8%) , 15 of the respondents income under 3000 Yuan (3.9%) , 14 of the respondents income more than 18000 Yuan (3.6%) , 3 of the respondents income between 15001 and 18000 Yuan (0.8%) .

4.2. Analysis of Respondent's Individual Travel Behavior

The analysis of respondents' travel behavior includes the frequency of travel abroad each year, the preference of travel countries types, the preference of travel

destination types, the number of trips to Thailand, the length of stay of travel abroad and the amount of money spent on travel abroad.

Table 4.2.1: Frequency and Percentage of Respondent's Individual Travel Behavior:

The frequency of travel abroad each year

| Respondent's Individual Travel Behavior: | Frequency | Percentage |
|---|-----------|------------|
| 1. The frequency of travel abroad each year | | |
| 0 | 102 | 26.5 |
| 1 | 195 | 50.6 |
| 2 | 62 | 16.1 |
| 3 | 13 | 3.4 |
| More Than 3 | 13 | 3.4 |
| Total | 385 | 100 |

The table 4.2.1, shows the most respondents frequency of travel abroad each year are 1 time account for 50.6%. 102(26.5%) people basically have no chance to go abroad in a year. 62 (16.1%) people travel abroad twice a year, 13(3.4%) people travel abroad 3 times a year, 13 (3.4%) people travel abroad more than 3 times a year.

Table 4.2.2: Frequency and Percentage of Respondent's Individual Travel Behavior:

The preference of travel countries types

| Respondent's Individual Travel Behavior: | Frequency | Percentage |
|--|-----------|------------|
| 2. The preference of travel counties types | | |
| European | 63 | 16.4 |
| Middle East Countries | 75 | 19.5 |
| South Asian Countries | 113 | 29.3 |
| East Asian Countries | 33 | 8.6 |
| Australia and New Zealand | 49 | 12.7 |
| Africa Countries | 12 | 3.1 |
| American Countries | 40 | 10.4 |
| Other | 0 | 0 |
| Total | 385 | 100 |

The table 4.2.2, shows the most respondents prefer to visit South Asian countries account for 29.3%. 75 respondents (19.5%) would like to travel to Middle East Countries, 63 respondents (16.4%) would like to travel to European, 49 respondents (12.7%) would like to travel to Australia and New Zealand, 40 respondents (10.4%) would like to travel to American Countries, 33 respondents (8.6%) would like to travel to East Asian Countries. 12 respondents (3.1%) would like to travel to Africa Countries, 0 respondents (0%) would like to travel to other area.

Table 4.2.3: Frequency and Percentage of Respondent's Individual Travel Behavior:

The preference of travel destination types

| Respondent's Individual Travel Behavior: | Frequency | Percentage |
|---|-----------|------------|
| 3. the preference of travel destination types | | |
| Scenic spot | 179 | 46.5 |
| Cultural monument | 158 | 41.0 |
| Modern city | 47 | 12.2 |
| Other | 1 | 0.3 |
| Total | 385 | 100 |

The table 4.2.3, shows the most respondents prefer to visit Scenic spot account for 46.5%. 158 respondents (41.0%) would like to travel to Cultural monument. 47 respondents (12.2%) would like to travel to Cultural monument. 1 respondents would like to travel to the other destination, but he did not give a specific description.

Table 4.2.4: Frequency and Percentage of Respondent's Individual Travel Behavior:

The number of trips to Thailand.

| Respondent's Individual Travel Behavior: | Frequency | Percentage |
|--|-----------|------------|
| 3. The number of trips to Thailand | | |
| 2 | 196 | 50.9 |
| 3 | 86 | 22.3 |
| 4 | 82 | 21.3 |
| 5 | 6 | 1.6 |
| More than 5 | 15 | 3.9 |
| Total | 385 | 100 |

The table 4.2.4, shows the most respondents have 2 times trips of Thailand account for 50.9% , 86 (22.3%) respondents have three trips to Thailand , 82 (21.3%) respondents have four trips to Thailand. 6 (1.6%) respondents have four trips to Thailand.15(3.9%) respondents came to Thailand for more than 5 times.

Table 4.2.5. Frequency and Percentage of Respondent's Individual Travel Behavior:

The length of stay of travel abroad.

| Respondent's Individual Travel Behavior: | Frequency | Percentage |
|--|-----------|------------|
| 5. The length of stay of travel abroad | | |
| Less than 7 days | 32 | 8.3 |
| 7days----15days | 222 | 57.7 |
| 15days----30days | 121 | 31.4 |
| 30days----60days | 10 | 2.6 |
| Total | 385 | 100 |

The table 4.2.5, shows the most respondents stay 7days-15days when they travel abroad, account for 57.7%.121 (31.4%) respondents will choose to stay 15 to 30 days when going abroad. 32 (8.3%) respondents will choose to stay less than 7 days when going abroad. 10(2.6%) respondents will choose to stay 30 to 60 days when going abroad.

Table 4.2.6: Frequency and Percentage of Respondent's Individual Travel Behavior:

The amount of money spent on travel abroad.

| Respondent's Individual Travel Behavior: | Frequency | Percentage |
|--|-----------|------------|
| 6. the amount of money spent on travel abroad. | | |
| 0---4000Yuan | 15 | 3.9 |
| 4001----8000Yuan | 189 | 49.1 |
| 8001----12000Yuan | 140 | 36.4 |
| 12001----16000Yuan | 25 | 6.5 |
| 16001----20000Yuan | 6 | 1.5 |
| More than 20000Yuan | 10 | 2.6 |
| Total | 385 | 100 |

The table 4.2.6, shows the most respondents will spend between 4001 to 8000 Yuan when traveling abroad, account for 49.1%. 140 (36.4%) respondents will spend between 8001 to 12000 Yuan when traveling abroad. 25 (6.5% respondents will spend between 12001 to 16000 Yuan when traveling abroad. 15 (3.9%) respondents will spend less than 4000Yuan when traveling abroad. 10 (2.6%) respondents will spend more than 20000 Yuan when traveling abroad. 6 (1.5%) respondents will spend between 16001 to 20000 Yuan when traveling abroad.

4.3. Analysis of Respondent's Attitudes toward Thailand country image

Table 4.3.1: Mean and Standard Deviation of Attitudes toward Thailand country image

| Attitudes Toward Attitudes toward Thailand | | | |
|---|------|------|----------------|
| country image | Mean | S.D. | Level |
| 1. Thailand is a stable country | 4.32 | 0.73 | Strongly Agree |
| 2. Thailand is a wealthy country | 3.92 | 0.82 | Agree |
| 3. Thai people are friendly | 4.23 | 0.79 | Strongly Agree |
| 4. Thai people have a high level of education level. | 3.91 | 0.88 | Agree |
| 5. The Thai government has strict environmental control | 3.92 | 0.88 | Agree |
| 6. Thailand has a good relationship with China | 4.16 | 0.75 | Agree |
| Total | 4.08 | 0.83 | Agree |

Table 4.3.1 shows that respondents' average attitude towards Thailand's national image is 4.08. In statistics, Average score for stability in Thailand is 4.32, followed by the friendliness of Thais at 4.23, the friendly relationship between Thailand and China at 4.16, the Thai for a wealthy country at 3.92, the Thai government's control over the environment at 3.92, and the Thai population for higher education. Degree 3.91.

4.4. Analysis of Respondent's Thailand destination image

Table 4.4.1: Mean and Standard Deviation of Attitudes toward Thailand destination image

| Attitudes Toward Thailand destination image | Mean | S.D. | Level |
|---|------|------|----------------|
| 1. Thailand has a good natural environment | 4.19 | 0.75 | Agree |
| 2. Thailand has a variety of outdoor activities | 4.23 | 0.78 | Strongly Agree |
| 3. Thai Buddhist Culture is unique | 4.17 | 0.63 | Agree |
| 4. Thailand has a good shopping environment | 4.19 | 0.79 | Agree |
| 5. Thailand has suitable accommodation | 3.86 | 0.73 | Agree |
| Total | 4.13 | 0.75 | Agree |

Table 4.4.1 shows that respondents' average attitude towards Thailand's destination image is 4.13. In statistics, The average score for variety of outdoor activities is 4.23 followed by good natural environment at 4.19, The good shopping environment at 4.19, The unique Buddhist Culture at 4.17, The suitable accommodation at 3.92.

4.5. Analysis of Respondent's MTEs

Table 4.5.1: Mean and Standard Deviation of MTEs

| MTEs | Mean | S.D. | Level |
|---|------|------|-------|
| 1. Thailand tourism experience is unique | 4.11 | 0.68 | Agree |
| 2. Thailand tourism experience is meaningful | 4.12 | 0.76 | Agree |
| 3. Impressed by the local people of Thailand | 4.19 | 0.75 | Agree |
| 4. Impressed by the local culture of Thailand | 4.14 | 0.75 | Agree |
| 5. Enjoy the Thai travel experience | 4.06 | 0.72 | Agree |
| Total | 4.13 | 0.73 | Agree |

Table 4.5.1 shows that respondents' average MTEs is 4.13. In statistics, The average score of Thailand's unique travel experience is rated as 4.11 , Thailand tourism meaningful experience is rated as 4.12 , Impressed by the local people of Thailand is rated as 4.19 , Impressed by the local culture of Thailand is rated as 4.06. enjoyed the Thai travel experience is rate as 4.06.

4.6. Analysis of Respondent's revisiting intention of Thailand

Table 4.6.1: Mean and Standard Deviation of revisiting intention of Thailand

| Revisiting intention of Thailand | Mean | S.D. | Level |
|---|------|------|-------------------|
| 1. I will visit Thailand again. | 4.30 | 0.73 | Strongly Agree |
| 2. I will come back to Thailand in near future | 3.92 | 0.81 | Agree |
| 3. I am willing to travel to Thailand again compared to traveling to other countries. | 3.98 | 0.83 | Agree |
| Total | 4.07 | 0.81 | Agree |

Table 4.6.1 shows that respondents' average of revisiting intention of Thailand is 4.07. In statistics, The average score of visit Thailand again. is rated as 4.30, back to Thailand in near future is rated as 3.92, willing to travel to Thailand again compared to traveling to other countries is rated as 4.19.

4.7. Analysis of Hypothesis Testing

Simple linear regression analysis conducted on mean value of each category for hypothesis H1, H2, H3, H4, All analysis were based on level of significance $\alpha=5\%$.

H1. Country image has direct positive effect on revisit intention

H2. Destination image has a direct positive effect on revisit intention

H3. Country image has direct positive effect on Destination image

H4. MTEs has a direct positive effect on revisit intention

H5. Country image, Destination image and Memorable tourism experience effect the revisit intention.

4.7.1. Hypothesis Testing Result of H1

H0: Attitude toward Country image has no linear relationship with revisit intention.

H1: Attitude toward Country image linearly affect revisit intention.

Table 4.7.1:Hypothesis Testing Result of H1

| Model | Unstandardized | | Standardized | | t | Sig | |
|------------------------------|----------------|------------|--------------|--|--------|-------|--|
| | Coefficients | | Coefficients | | | | |
| | B | Std. Error | Beta | | | | |
| (Constant) | 0.403 | 0.149 | | | 2.709 | 0.007 | |
| Attitude Country image | 0.899 | 0.036 | 0.786 | | 24.896 | 0.000 | |
| Adjusted R Square=0.617 | R Square=0.618 | | | | | | |

From table 4.7.1, it can be seen that as $t = 24.896$, $P = 0.000$ is less than the significance level of 0.05, we can deny the H0. Therefore, the attitude of Thailand's national image has a linear impact on the intention of Chinese tourists to visit Thailand again. The R-square is 0.618, which means that the change of Thailand's national image explains the change of China's intention to revisit Thailand, which is 61.8%, while the other 39.2% has no explanation. The beta coefficient of Thailand's

national image is 0.786, indicating that the linear relationship is positive, indicating that for every unit increase in Thailand's national image score regardless of other factors, the intention score of Chinese people to visit Thailand again will increase by 0.786 units.

4.7.2 Hypothesis Testing Result of H2

H0: Attitude toward destination image has no linear relationship with revisit intention.

H2: Attitude toward destination image linearly affect revisit intention.

Table 4.7.2:Hypothesis Testing Result of H2

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig |
|-------------------------------|-----------------------------|------------|---------------------------|--------|-------|
| | B | Std. Error | Beta | | |
| (Constant) | -0.042 | 0.149 | | 0.281 | 0.779 |
| Attitude Destination image | 0.995 | 0.036 | 0.818 | 27.850 | 0.000 |
| Adjusted R Square=0.669 | R Square =0.669 | | | | |

From table 4.7.2, it can be seen that as $t = 27.850$, $P = 0.000$ is less than the significance level of 0.05, we can deny the H0. Therefore, the attitude of Thailand's destination image has a linear impact on the intention of Chinese tourists revisit intention of Thailand again. The R square is 0.669, which means that the change of Thailand's destination image explains the change of China's intention to visit Thailand

again, which is 66.9%, while the other 33.1% has no explanation. The beta coefficient of Thailand's destination image is 0.818, indicating that the linear relationship is positive, indicating that for every unit increase in Thailand's destination image score regardless of other factors, the intention score of Chinese people to visit Thailand again will increase by 0.818 units.

4.7.3 Hypothesis Testing Result of H3

H0: Destination image has no linear relationship with country image

H3: Country image linearly affect destination image

Table 4.7.3: Hypothesis Testing Result of H3

| Model | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig | |
|-------------------------|-----------------------------|------------|---------------------------|--|--------|-------|--|
| | B | Std. Error | Beta | | | | |
| (Constant) | 1.075 | 0.119 | | | 8.998 | 0.000 | |
| Country image | 0.750 | 0.029 | 0.797 | | 25.826 | 0.000 | |
| Adjusted R Square=0.634 | R Square=0.635 | | | | | | |

From table 4.7.3, it can be seen that as $t = 25.826$, $P = 0.000$ is less than the significance level of 0.05, we can deny the H0. Therefore, the attitude of Thailand's country image has a linear impact on the Thailand destination image. The R-square is 0.635, which means that the change of Thailand country image explains the change of Thailand destination image, which is 63.5%, while the other 36.6% has no explanation. The beta coefficient of Thailand country image is 0.797, indicating that

the linear relationship is positive, indicating that for every unit increase in Thailand's country image score regardless of other factors, the Thailand destination image will increase by 0.797units.

4.7.4 Hypothesis Testing Result of H4

H0: METs has no linear relationship with revisit intention

H4: METs linearly affect revisit intention.

Table 4.7.4: Hypothesis Testing Result of H4

| Model | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig |
|-------------------------|-----------------------------|------------|---------------------------|--|--------|-------|
| | B | Std. Error | Beta | | | |
| (Constant) | -0.144 | 0.116 | | | 1.239 | 0.216 |
| MTEs | 1.021 | 0.028 | 0.881 | | 36.509 | 0.000 |
| Adjusted R Square=0.777 | | | | | | |
| R Square =0.776 | | | | | | |

From table 4.7.4, it can be seen that as $t = 36.509$, $P = 0.000$ is less than the significance level of 0.05, we can deny the H0. Therefore, the MTEs has a linear impact on the revisit intention of Thailand. The R square is 0.776, which means that the change of MTEs explains the change of the revisit intention of Thailand, which is 77.6%, while the other 22.4% has no explanation. The beta coefficient of MTEs is 0.881, indicating that the linear relationship is positive, indicating that for every unit increase in MTEs score regardless of other factors, the revisit intention of Thailand will increase by 0.797units.

4.7.5 Hypothesis Testing Result of H5

H0: Country image, Destination image and Memorable tourism experience have no linear relationship with the revisit intention of Chinese.

H5: Country image, Destination image and Memorable tourism experience linearly affect the revisit intention of Chinese.

Table 4.7.5.1: Hypothesis Testing Result of H5 (ANOVA)

| ANOVA | | | | | |
|------------|----------------|-----|-------------|---------|-------|
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| Regression | 131.345 | 3 | 43.782 | 525.852 | 0.000 |
| Residual | 31.722 | 381 | 0.083 | | |
| Total | 163.067 | 384 | | | |

Table 4.7.5.2:Hypothesis Testing Result of H5 (Coefficients)

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig |
|------------------------------|-----------------------------|------------|---------------------------|--------|-------|
| | B | Std. Error | Beta | | |
| (Constant) | -0.478 | 0.118 | | -4.051 | 0.000 |
| Country image | 0.186 | 0.046 | 0.162 | 4.002 | 0.000 |
| Destination image | 0.235 | 0.055 | 0.194 | 4.277 | 0.000 |
| Memorable tourism experience | 0.682 | 0.052 | 0.589 | 13.035 | 0.000 |
| Adjusted R Square=0.804 | R Square =0.805 | | | | |

From table 4.7.5.1, because $F=525.852$ with $p\text{-value}=0.000$ which is less than significance level 0.05, we found sufficient evidence to reject the null hypothesis, thus, revisited intention of Chinese has linear relationship with at least one of the three independent variables. From table 4.7.5.2, for country image, $t=4.002$ with $p=0.000$ which is less than significance level 0.05; for destination image, $t=4.277$ with $p=0.000$ which is less than significance level 0.05; for memorable tourism experience, $t=13.035$ with $p=0.000$ which is less than significance level 0.05. Thus, all three independent variables, country image, destination image, and memorable tourism experience linearly affect revisited intention of Chinese.

R Square of 0.805 means that the variation in revisited intention of Chinese that is explained by the variation in country image, destination image, and memorable tourism experience is only 80.5%, the other 19.5% is not explained.

The coefficient B of country image 0.186 means that the linear relationship between country image and revisited intention of Chinese is positive, and means that regardless of destination image and memorable tourism experience, for each 1 unit increase in country image score, the revisited intention of Chinese will increase by 0.186 unit. The coefficient B of destination image 0.235 means that the linear relationship between destination image and revisited intention of Chinese is positive, and means that regardless of country image and memorable tourism experience, for each 1 unit increase in destination image score, the revisited intention of Chinese score will increase by 0.235 unit. The coefficient B of memorable tourism experience 0.6682 means that the linear relationship between memorable tourism experience and revisited intention of Chinese is positive, and means that regardless of country image and destination image, for each 1 unit increase in memorable tourism experience score, the revisited intention of Chinese will increase by 0.636 unit.

Table 4.7.6 Summary of Hypothesis Testing Results

| Hypothesis | Testing Results of Hypothesis |
|--|----------------------------------|
| H1: Country image has direct positive effect on revisit intention | Accepted |
| H2: Destination image has a direct positive effect on revisit intention | Accepted |
| H3: Country image has direct positive effect on Destination image | Accepted |
| H4: MTEs has a direct positive effect on revisit intention | Accepted |
| H5:Country image, Destination image and Memorable tourism experience effect the revisit intention. | Accepted |

A brief summary of the hypothesis testing results was shown above in table 4.7.6.

CHAPTER 5

CONCLUSION AND DISCUSSION

In this chapter, the author summarizes all the important information about “Country image, Destination image and Memorable tourism experiences that lead to the increase of Chinese re-visited Tourists in Thailand” and some discussions and research on the future tourism industry in Thailand. This chapter will be divided into three parts.

5.1. Summary of Data Analysis Results and Theoretical Implications

5.2. Managerial Implications

5.3. The limitations of research and the development of Thailand's future tourism industry

5.1. Summary of Data Analysis Results and Theoretical Implications

5.1.1. The Analysis of Respondent’s Personal Information

The majority respondents are those people who are female, who is 25-35 years old, who have bachelor’s degree, whose occupation are Company Employee and thus have monthly income 6,001-9,000 Yuan. The minority respondents are those people who are male, who is 45-55 years old, who have PHD , whose occupation are other (Currently no job) and thus have monthly income 15,001-18,000 Yuan.

5.1.2. The Analysis of Respondent’s Travel Behavior

The majority of respondents travel abroad 1 time per year. The majority of respondents prefer to travel to South Asia and prefer to travel to Scenic spot. The

majority of respondents have visited Thailand two time. The majority of respondents spent 4001----8000Yuan and Stay 7days----15days when traveling abroad.

5.1.3. The Analysis of Respondent's Attitudes toward Thailand country image.

Thailand country image have five aspects including stable (Strongly agree level), wealthy (agree level), friendly people (Strongly agree level), education level (agree level), environmental control (agree level), and relationship of China (agree level). The overall attitude toward Thailand country image of respondents is at agree level.

5.1.4. The Analysis of Respondent's Attitudes toward Thailand destination image.

Thailand destination image have five aspects including natural environment (agree level), outdoor activities Strongly agree level), Buddhist Culture (agree), shopping environment (agree), accommodation (agree). The overall attitude toward Thailand destination image of respondents is at agree level.

5.1.5. The Analysis of Respondent's MTEs of Thailand

Respondent's MTEs has five aspects including the unique tourism experience (agree level), the meaningful tourism experience (agree level), the impressed local people (agree level), the impressed local culture (agree level), The enjoyed tourism experience (agree level) The respondent's overall MTEs of Thailand is at agree level.

5.1.6. The Analysis of Respondent's revisiting intention of Thailand

Respondent's revisiting intention of Thailand has three aspects including the believe that the respondent will visit Thailand again. (agree level), the believe that the respondent will come back to Thailand in near future (agree level), and the believe that the respondent prefer to visit Thailand than to visit other countries. (agree level), The respondent's overall revisit intention of Thailand is at agree level.

In the relationship between the national image of Thailand and the destination image of Thailand, the national image of Thailand and the destination image of Thailand are basically similar. Those who believe that Thailand is a stable, wealthy, friendly, highly educated, and strictly controlled environment and countries that are friendly to China often think that Thailand's natural environment is good, outdoor activities are diverse, Buddhist culture is unique, and it can provide a good shopping environment and accommodation environment. Thailand's national image and Thailand's destination image are highly consistent

Regarding the impact of Thailand's national image and Thai destination image on Chinese tourists' revisit intention, most of the respondents expressed satisfaction with Thailand's national image and destination image, and they said they would come to Thailand again soon. As for the impact of Thailand's Memorable Tourism experience on Chinese tourists' revisit intention, most respondents said that a perfect Thailand travel experience will make them more inclined to choose Thailand next time they choose a destination.

5.1.7. The Analysis of Hypothesis Testing and discussion

The research aims to study the factors that influence Chinese revisited to Thailand. Using the formula of Cochran (1953), we give the questionnaire Surveyed 385 respondents who came to Thailand at least twice. Then through linear analysis. The results are as follows:

Hypothesis 1. Thailand's national image affects the intention of Chinese tourists to come to revisited Thailand with a significance level of 0.05.

Hypothesis 2. The destination image of Thailand affects the revisited intention of Chinese tourists to come to Thailand with a significance level of 0.05.

Hypothesis 3. Thailand's national image affects Thailand's destination image with a significance level of 0.05.

Hypothesis 4 The memorable tourism experiences affects the intention of Chinese tourists to come to Thailand again with a significance level of 0.05.

Hypothesis 5. Country image, Destination image and Memorable tourism experience affect the revisit intention of Chinese with a significance level of 0.05.

By studying "Country image, Destination image and Memorable tourism experiences that lead to the increase of Chinese re-visited Tourists in Thailand", the following results can be discussed:

1. Thailand's national image will affect the Chinese's intention to visit Thailand again. The results of this study are consistent with those of Costa et al. (2016) shows that Thailand's national image is one of the main clues for Chinese tourists to evaluate Thai tourism products. The study found that a positive image of the Thai country often leads Chinese tourists to be more willing to travel to Thailand again, The findings agree with Hypothesis 1.

2. Crompton (1979) discusses the image of tourist destinations through tourism culture, tourist activities, tourist attractions, transportation, accommodation, food, services, travel costs, and travel safety. The results of this study show that Thailand's beautiful scenery, diverse outdoor activities, Buddhist culture, rich shopping environment, and comfortable accommodation are often the main reasons Chinese tourists choose to come back to Thailand again. The results of this study are similar to those of Hunt (1975). Destination image plays a very important role in the decision-making process of Chinese tourists to Thailand. The findings agree with Hypothesis 2.

3. In the research of Zhang Yimou (2016), the national image and destination image are described as the national destination image. Zhangyimou believes that the national image and the destination image are integrated. The results of the study show that Thailand is stable, affluent, has strict environmental controls and friendly relations with China, and the image of the Thai people is friendly and high-quality. , And a positive image of the accommodation environment. The findings agree with Hypothesis 3.

4. Research by Lehto, O'Leary, & Morrison (2004) suggests that Memorial tourism experiences will have a significant impact on customers' decision-making for their next destination choice. The study shows that unique, meaningful and enjoyable The travel experience will make Chinese tourists willing to come back to Thailand next time, and being impressed by Thai people and culture will lead Chinese people to be more willing to choose to visit Thailand again than other countries. The findings agree with Hypothesis 4.

5. Based on multivariate linear analysis. From the B value, the result show that both the national image of Thailand and the destination image of Thailand have influenced the intention of Chinese tourists to visit Thailand again and the memorable tourism experience has a significant impact on Chinese tourists' revisited intention of Thailand too. By comparing the value of B value, the result find that the memorable tourism experience has a greater impact on Chinese tourists revisited intention of Thailand than Thailand country image and Thailand destination image. But in general, the country image of the Thailand , the destination image of Thailand ,and the memorable tourism experience affect the intention of the Chinese to visit Thailand again. The findings agree with Hypothesis 5.

5.2. Managerial Implications

The conclusions of this study can help the Thai government customize various strategies to enhance Thailand's national image and destination image, and help tourism companies or service providers understand the behavior of Chinese tourists and the perfect travel experience to attract Chinese people to come again. The importance of Thailand. For travel companies or travel service personnel, they should focus on providing customers with a perfect travel experience. For example, travel company services provide some Thai-specific travel products and services to make customers feel that Thailand's tourism is unique. Service personnel and companies are providing. The various services should be as friendly and patient as possible, so that tourists are impressed by the service of the locals. The conclusion of this article is similar to the literature of Hongmei Zhang (2018), which proposes the relationship between country image, destination image and memorable tourism experience and customer visit intention. The data of this paper can be used to attract tourists to choose Thailand for tourism destination.

5.3. Research limitations and recommendations for future research

1. This study only studies the tourists' intent to revisit. Therefore, the analysis of this study is not suitable for those who are visiting Thailand for the first time. Future research on visit intentions should also collect data from all Chinese tourists who come to Thailand to analyze the intent of Chinese people to visit Thailand from all aspects.

2. The study's respondents are Chinese tourists, so the results may not apply to tourists from other countries.

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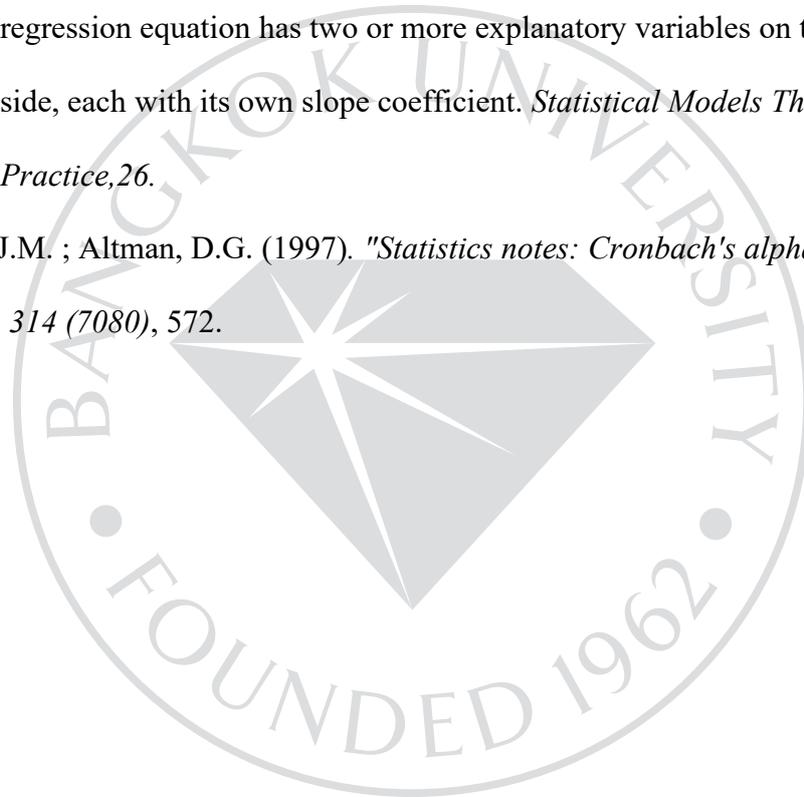
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Survey Questionnaire

Country image, Destination image and Memorable tourism experiences that lead to the increase of Chinese re-visited Tourists in Thailand

This questionnaire is part of the Independent Studies of graduate students at Bangkok University in Master Degree of Business Administration. The aim of the survey is to find out the relationship between the revisit intention of Chinese tourists and the national image, destination image and memorable tourism experiences. In order to collect data for the study, the researcher would like to invite you to answer the questionnaire in your most truthful way. Data from this questionnaire will be kept confidential and will only be used in this research.

Thank you for answering this questionnaire.

Mr. Yakun Mao

Graduate student of Bangkok University

Part 1: Personal Information

Instruction: Please mark ✓ in for the most possible answer

1. Gender

- 1) Male 2) Female

2. Age

- 1) 25 - 35 2) 35 – 45 3) 45 - 55

3. Highest Education

- 1) High School/ Diploma 2) Bachelor Degree
 3) Master Degree 4) PHD

4. Current Occupation

- 1) Student 2) Government Official 3) Company Employee
 4) Self Employed 5) Housewife/House husband
 6) Others.....

5. Monthly Income

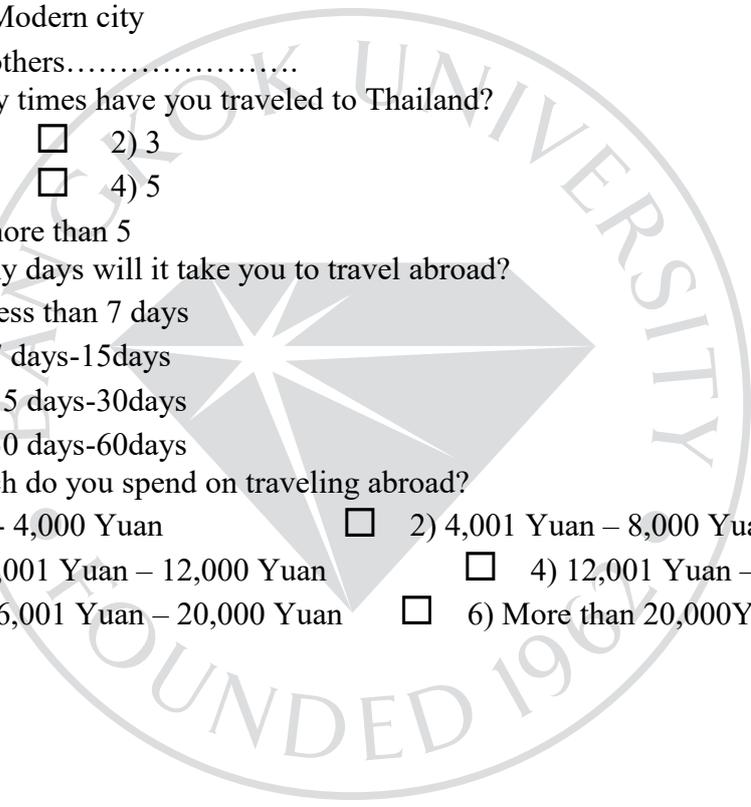
- 1) Under 3,000 Yuan 2) 3,001 Yuan – 6,000 Yuan
 3) 6,001 Yuan – 9,000 Yuan 4) 9,001 Yuan –12,000Yuan
 5) 12,001 Yuan –15,000Yuan 6) 15,001 Yuan –18,000Yuan
 7) More than 18,000Yuan

Part 2: Tourist behavior and preferences of Chinese tourists

Instruction: Please mark ✓ in for the most possible answer

1. How many times do you travel in a year?

- 1) 0 2) 1
 3) 2 4) 3
 5) More than 3

2. What kind of country would you most like to travel in?
- 1) European
 - 2) Middle East countries
 - 3) South Asian countries
 - 4) East Asian countries
 - 5) Australia and New Zealand
 - 6) Africa countries
 - 7) American countries
 - 8) Others.....
3. What kind of tourist destination do you like to go to?
- 1) Scenic spot
 - 2) Cultural monuments
 - 3) Modern city
 - 4) others.....
4. How many times have you traveled to Thailand?
- 1) 2
 - 2) 3
 - 3) 4
 - 4) 5
 - 5) more than 5
5. How many days will it take you to travel abroad?
- 1) less than 7 days
 - 2) 7 days-15days
 - 3) 15 days-30days
 - 4) 30 days-60days
6. How much do you spend on traveling abroad?
- 1) 0- 4,000 Yuan
 - 2) 4,001 Yuan – 8,000 Yuan
 - 3) 8,001 Yuan – 12,000 Yuan
 - 4) 12,001 Yuan –16,000Yuan
 - 5) 16,001 Yuan – 20,000 Yuan
 - 6) More than 20,000Yuan
- 

Part 3: Attitudes toward Thailand country image.

Instruction: based on your knowledge of the country image of Thailand, answer the following questions truthfully.

| | | Five-level likert scale | | | | |
|----------------------------------|--|-------------------------|----------|---------|-------|----------------|
| | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| | | 1 | 2 | 3 | 4 | 5 |
| Country image of Thailand | | | | | | |
| 1. | Thailand is a stable country | | | | | |
| 2. | Thailand is a wealthy country | | | | | |
| 3. | Thai people are friendly | | | | | |
| 4. | Thai people have a high level of education level | | | | | |
| 5. | The Thai government has strict environmental control | | | | | |
| 6. | Thailand has a good relationship with China | | | | | |

part 4: Attitudes toward Thailand destination image.

Instruction: Based on your knowledge of the destination image of Thailand, answer the following questions truthfully.

| | | Five-level likert scale | | | | |
|--------------------------------------|--|-------------------------|----------|---------|-------|----------------|
| | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| | | 1 | 2 | 3 | 4 | 5 |
| Destination image of Thailand | | | | | | |
| 1. | Thailand has a good natural environment | | | | | |
| 2. | Thailand has a variety of outdoor activities | | | | | |
| 3. | Thai Buddhist Culture is unique | | | | | |
| 4. | Thailand has a good shopping environment | | | | | |
| 5. | Thailand has suitable accommodation | | | | | |

Part 5: Attitudes toward MTES

Instruction: based on your knowledge of the MTES of Thailand, answer the following questions truthfully.

| | | Five-level likert scale | | | | |
|-------------|--|-------------------------|----------|---------|-------|----------------|
| | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| | | 1 | 2 | 3 | 4 | 5 |
| MTES | | | | | | |
| 1. | Thai tourism experience is very unique. | | | | | |
| 2. | Thai tourism experience is very meaningful | | | | | |
| 3. | I have a good impression of the local people. | | | | | |
| 4. | I have a good impression of the local culture. | | | | | |
| 5. | I enjoyed the experience very much. | | | | | |

Part 6: Revisiting intention

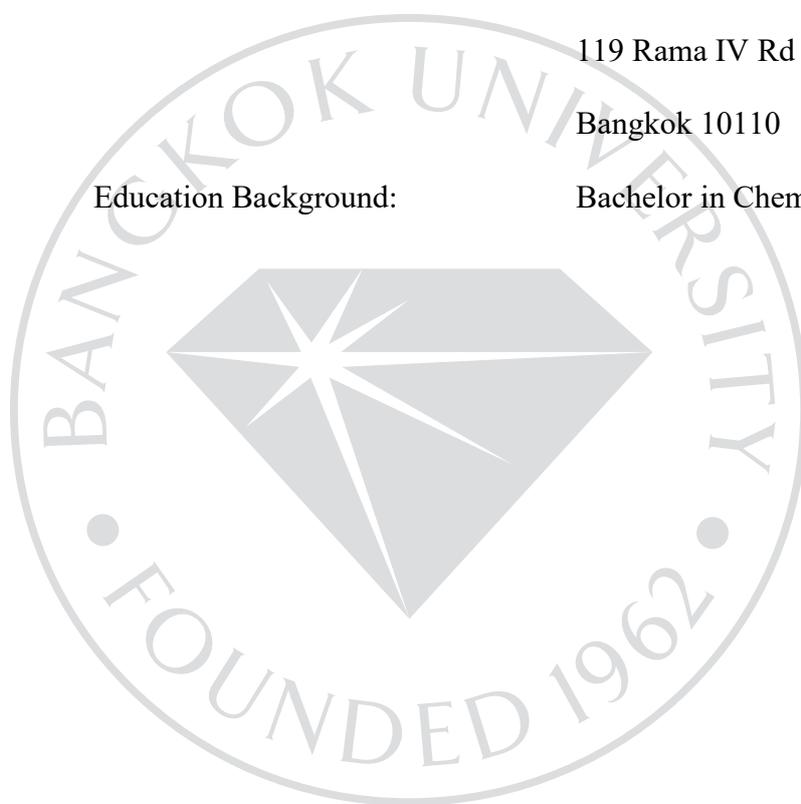
Instruction: based on your knowledge of the revisiting intention of Thailand, answer the following questions truthfully.

| | | Five-level likert scale | | | | |
|-----------------------------|--|-------------------------|----------|---------|-------|----------------|
| | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| | | 1 | 2 | 3 | 4 | 5 |
| revisiting intention | | | | | | |
| 1. | I will visit Thailand again. | | | | | |
| 2. | I think I will come back to Thailand in near future | | | | | |
| 3. | I am willing to travel to Thailand again compared to traveling to other countries. | | | | | |

The researcher would like to thank you for your cooperation for responding to this questionnaire.

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