The Factors Effecting Chinese Tourist Revisit Thailand Destination

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ABSTRACT

Tourism plays an important role in the economy. In the recent years, China becomes a big potential market in all tourism country. The first purpose of the thesis is to find how Chinese tourist evaluate the quality of perception of destination and destination image of Thailand, how satisfied they are with Thailand, loyalty intention to revisit and willingness to recommend Thailand to others. The second purpose is to investigate what “perception” and “image” are most important to explain satisfaction with Thailand. The last purpose is to investigate how satisfaction and demographic influence loyalty intention to revisit and willingness to recommend Thailand to others.

The focus of research was placed on the tourist demographic, perception of destination, destination image; destination satisfaction and destination revisit intention. The researcher in this study discusses the following underlying objective of this study: (1) To study the difference between demographic with destination satisfaction and destination revisit intention; (2) To study the relationship between perception of destination with destination satisfaction; (3) To study the relationship between destination image with destination satisfaction and (4) To study the relationship between destinations satisfaction with destination revisit intention. The conceptual framework was adapted from previous studies found in the literature review. The questionnaire data was collected from 400 Chinese tourists (100% of the total sample) who have travelling in Thailand of who have been traveled to Thailand. The analysis of quantitative data was applied using the reliability analysis,
frequencies and percentages, t-test, one-way ANOVA) and multiple linear regression. The t-test and one-way ANOVA are used to test the difference between demographic and destination satisfaction and destination revisit intention. This study showed that the tourists' gender & education do not influence their satisfaction and revisit intention to visit Thailand, but the tourist's age & travel times do influence their satisfaction and revisit intention. The Chinese tourists mostly have strong satisfaction with visiting Thailand; they felt satisfied with visiting Thailand. They also have intention to recommend others to revisit Thailand. The regression analysis shows positive correlations between perception of destination, destination image and destination satisfaction, and between the destination satisfaction and destination revisit intention. The researcher uses four factors to define the tourists' perception of destination. There are relaxation, tourist attraction, local culture and economic destination. The result indicated that the perception of destination is very important in destination satisfaction. It significantly related to positive destination satisfaction. The researcher employs seven parts to study the effect of destination image on destination satisfaction. They are convenient, safe destination, natural scenery, shopping place, night life, climate and culture, and service quality. Moreover, the study found that destination image is significantly positive related to satisfaction. The researcher uses four factors to find the relationship between destination satisfaction and destination revisit intention. They are service, relaxation, good value for money, friendly local people. The finding showed that destination satisfaction is the most important in revisit intention and willingness to recommend places to others. There is significantly positive related to destination revisit intention.

In order to maintain the big tourism potential market of China, Thailand should improve the destination image and keep the positive Chinese tourists' perception of the destination, in order to meet the higher satisfaction and the revisit intention or willingness to recommend Thailand to others.