THE IMPACTS OF A BUNDLE OF TRAVEL DETERMINANTS ON REPEAT VISITATION: AN EXPLORATORY STUDY OF TOURISM IN THAILAND

By

BONGKOSH NGAMSOM

Bachelor of Arts
Chulalongkorn University
Bangkok, Thailand
1993

Master of Hospitality Management
Conrad N. Hilton College
University of Houston
Houston, Texas
1996

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Graduate College of the
Oklahoma State University
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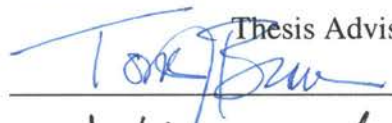
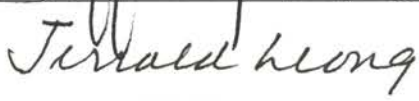
Thesis Advisor





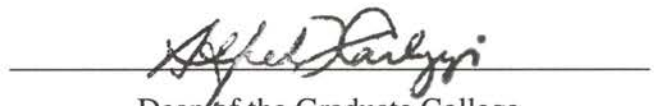


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TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

Development of Tourism Industry in Thailand

Overview

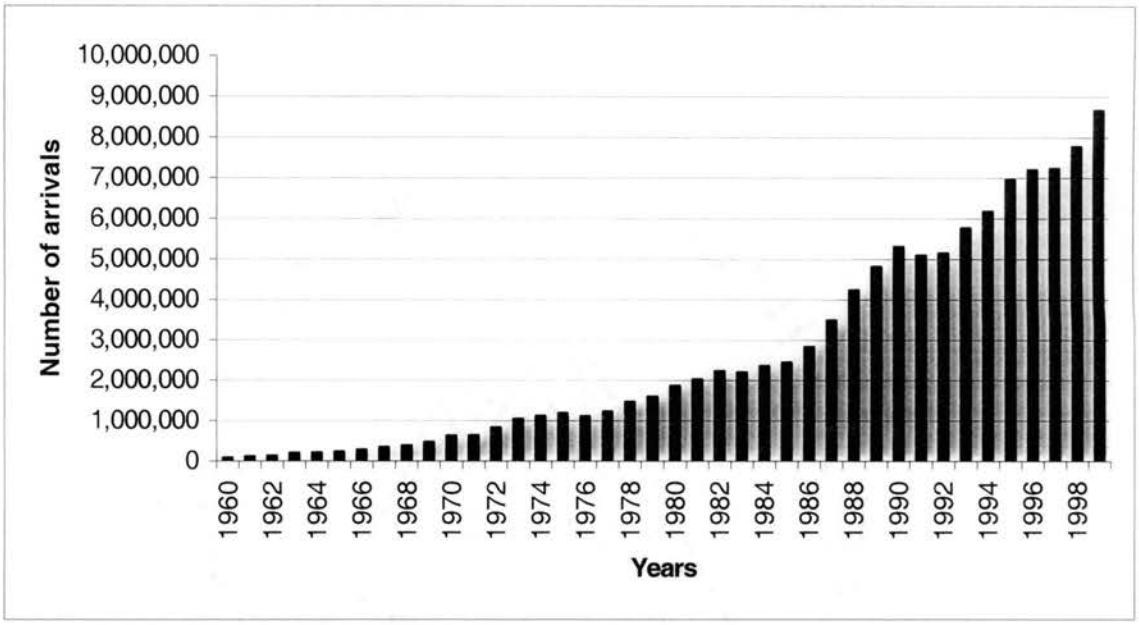
The tourism industry of Thailand was established when Siam, the former name of Thailand, had traded with foreign countries. The first groups of tourists were merchants who took business and leisure trips in Siam. In 1924, Krompra Kampaengpet Akkayothin, Commissioner of the State Railways Department established a Publicity Section to provide facilities and services to tourists visiting Siam (later the name of Siam was changed to Thailand). In 1959, the Thai government approved a state enterprise called the "Tourist Organization." It was upgraded to the "Tourism Authority of Thailand" (TAT) in 1979 and was responsible for marketing, planning, and developing tourism in Thailand (Tourism Authority of Thailand, TAT, 1984).

The World Tourism Organization ranked Thailand as the top three most popular tourist destination in Asia (World Tourism Organization, 1998). Because of its beautiful beaches, mild weather, various culture and historical attractions, numerous world class hotels and resorts, and gourmet restaurants and attractive travel costs, Thailand has been one of the most popular tourist destinations in the world. According to the Annual Report of the Tourism Authority of Thailand, the inbound travel markets in Thailand have soared since 1960 (Qu and Ngamsom, 2000).

By 1999, the growth of international tourist arrivals in Thailand was up more than 106 times from 81,340 in 1960 to almost 8.6 million in 1999, taking Thailand rapidly into

one of the top inbound tourist markets in Southeast Asia (Qu and Ngamsom, 2000). Figure 1 displays the tourist Arrivals to Thailand from 1960 to 1999.

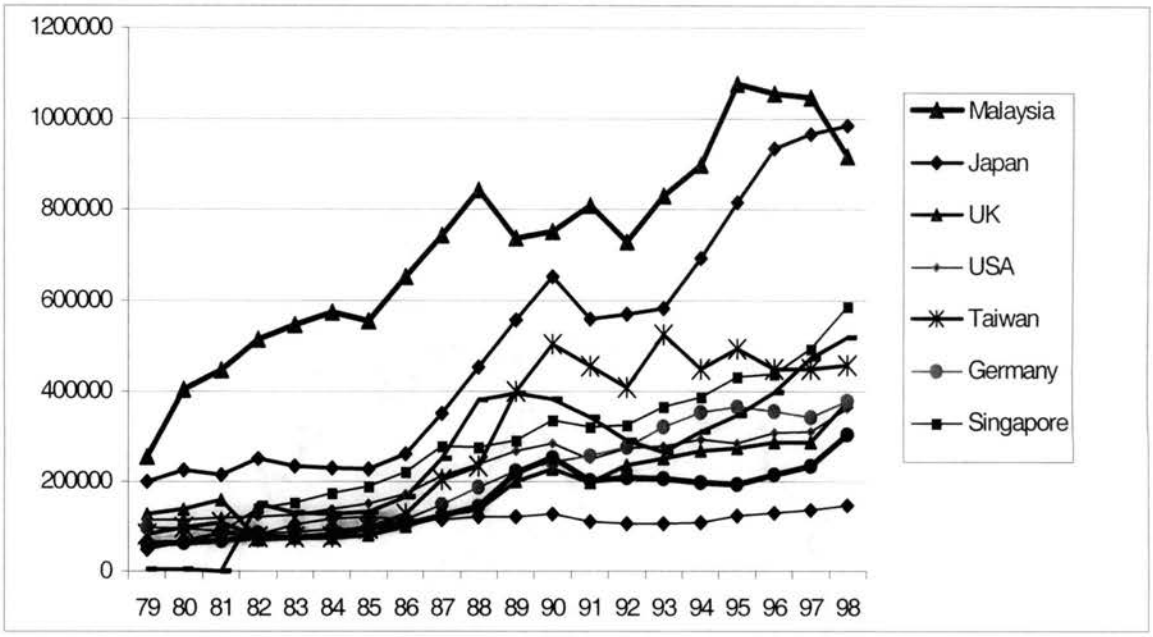
Figure 1. Tourist Arrivals to Thailand 1960-1999



Source: Tourism Authority of Thailand, 2000

Figure 2 shows major inbound tourist markets to Thailand from 1979 to 1998. The major inbound markets were East and Southeast Asian countries including Malaysia, Japan, Taiwan, Singapore and Hong Kong. The major European, North American, and Oceanian inbound markets were Germany, the United Kingdom, the United States, and Australia.

Figure 2. Major Inbound Markets to Thailand 1979-1998



Source: Tourism Authority of Thailand 1980-1998

Tourism has brought in considerable foreign revenue to Thailand. Tourism is the industry that generates the second highest foreign income to Thailand (TAT, 1999). The tourism revenue increased from $10 million in 1960 to $6,695 million in 1999 with an increase of almost 670 times (TAT, 1999). (See Table 1.)

Table 1. Thailand's Tourism Revenue 1960-1999

Year	Tourism Revenue (Million US$)
1960	10
1965	24
1970	105
1971	106
1972	131
1973	169
1974	193
1975	227
1976	200
1977	230
1978	435
1979	549
1980	867
1981	983
1982	1,038
1983	1,089
1984	1,156
1985	1,171
1986	1,421
1987	1,946
1988	3,121
1989	3,753
1990	4,326
1991	3,923
1992	4,829
1993	5,013
1994	5,762
1995	7,664
1996	8,664
1997	7,048
1998	5,934
1999	6,695

Source: Tourism Authority of Thailand, 1999.

Table 2 shows the growth rate of tourist arrivals from 1980 to 1999 (TAT, 1999). Based on the table, there was a decrease of the growth rate of tourist arrivals in 1983 when there was a world economic recession. In contrast, the tourist arrivals in 1986-1989 rose during the tourism promotional campaigns of the Visit Thailand Year and its pilot campaign from 1986 to 1988 and the Thailand Arts and Crafts Years from 1988 to 1989. The devaluation of Thai Baht in 1987 might contribute to the great success of these two campaigns. In addition, the recovery of the 1983 world economic recession enabled

people to travel again. Unfortunately, the number of tourist arrivals to Thailand during the period of 1991 and 1992 decreased during the Persian Gulf War in 1991 and the massacre of democracy activists by Thai military in May 1992. Moreover, the tourist arrivals fell again in 1997 during the Asian Financial crisis and the smoke from fire in Indonesia from 1997 to 1998 (Qu and Ngamsom, 2000).

Table 2. Tourist Arrivals, Growth Rate, Exchange Rate, Special Events, and Promotions

Year	Number of Tourists Arrivals	Growth Rate (Percent)	Exchange Rate (1 US dollar/ Baht)	Special Events	Special Tourism Promotions
1980	1,858,801	16. 80	20.48	Oil crisis	1st Visit Thailand Year
1981	2,015,615	8. 44	20.82		
1982	2,218,429	10. 06	23.00		
1983	2,191,003	(-1. 24)	23.00	World economic recession	
1984	2,346,709	7. 11	23.64		
1985	2,438,270	3. 90	27.16		
1986	2,818,092	15. 58	26.30		
1987	3,482,958	23. 59	25.74	Devaluation of Thai Baht	Visit Thailand Year
1988	4,230,737	21. 47	25.29		Thailand Arts and Craft Year
1989	4,809,508	13. 68	25.70		Thailand Arts and Craft Year
1990	5,298,860	10. 17	25.59		
1991	5,086,899	(-4. 00)	25.52	Gulf War	
1992	5,136,443	0. 97	25.40		Women's Visit Thailand Year
1993	5,760,553	12. 15	25.32		
1994	6,166,496	7. 05	25.15		
1995	6,951,566	12. 73	24.92		Sea Games
1996	7,192,145	3. 46	25.34		
1997	7,221,345	0. 41	31.37	Asian Financial Crisis, Devaluation of Thai Baht	
1998	7,764,930	7. 53	41.37	Asian Financial Crisis	Amazing Thailand Year Asian Games
1999	8,580,332	10.50	37.84	Asian Financial Crisis	Amazing Thailand Year Celebrate the Amazing River of the Kings

Source: Tourism Authority of Thailand, 1999 and the Bank of Thailand, 2000.

Tourism is perceived as the industry that can efficiently generate the income for the country. This requires a small investment by using the existing natural, cultural, and historical resources to attract tourists and to boost income to the local Thai economy.

During the financial crisis, tourism is considered as the most important industry in boosting rapid income. Mr. Seree Wangpaichit, the former Governor of the Tourism Authority of Thailand stated that "the TAT efforts to bring in more foreign exchanges (are the) direct response to the government policy which has tapped tourism as one of the two sources to help alleviate the national economic plight (TAT, 1997)."

Financial Crisis in 1997

Thailand's economic success, with an average per capita GNP growth of 7.6 percent and 8.4 percent during the 1980s and 1990s, enabled it to become one of the top countries in world economic growth (World Bank, 1997; King, 1997; MacDonald, 1998). Thailand's strong economic growth, low inflation, and decline of interest rates stimulated inflows of applications for foreign investments and a rise of financial services, exports, construction projects, and tourism (Neher,1988; MacDonald, 1998). However, the rapid growth, especially in the finance and real estate companies and the practices of borrowing short-term loans to invest in long-term projects, led Thailand to a financial crisis in 1997. The financial crisis resulted in the closures of more than 1,000 private companies and the laying off of 1.61 million individuals (Punyaratababdhu, 1999). The effects of the financial crisis also caused many people to suffer from depression, commit suicide due to business failure, and drop out of schools and colleges due to financial reasons (Punyaratababdhu, 1999).

Although the financial crisis caused business bankruptcy, unemployment, and social problems, it seems to be an opportunity to Thailand's tourism industry because of the devaluation of the Thai Baht. The Tourism Authority of Thailand estimated an increase of 17 million international tourists to Thailand during the period of 1998 to 1999

and 600,000 million Baht, or approximately 14,503 million US dollars, of tourist revenue (Tourism Authority of Thailand, 1997). The Tourism Authority of Thailand believed that Thailand would be able to attract more inbound tourists because the devaluation of the Thai Baht allows tourists to gain more value from exchange rates, which enables them to make more purchases at lower costs.

Promotional Strategies

During the financial crisis, the Tourism Authority of Thailand implemented special promotions to boost tourist arrivals and expenditures. It introduced a promotional campaign under the name Visit Thailand Year in 1980 during the oil crisis. The Visit Thailand Year campaign focused on mass tourism to first time travelers. The major features of the campaign were sun, sand, sea, cultural fairs, and festivals.

This campaign achieved great success with an increase of 16.8 percent in tourist arrivals. The Visit Thailand Year promotion was perceived as the most effective promotional campaign for boosting tourist arrivals. Because of the rapid increase (16.8 percent) of tourist arrivals in 1980, the second Visit Thailand Year program was launched in 1987 to boost tourist arrivals during the recovery from the world economic recession. Again the growth rate of tourist arrivals rose to 23.59 percent in 1987 and 21.47 percent in 1988. Consequently, other Asian countries borrowed this concept to promote their tourism. For example, Malaysia and South Korea adopted this promotion strategy and declared the Visit Malaysia Year in 1990 and the Visit Korea Year in 1994.

Because of the great success of the Visit Thailand Years, the Tourism Authority of Thailand used the same promotional strategies in designing the Amazing Thailand Years campaign in 1998-1999 (See Table 3).

Table 3. Visit Thailand Year 1987 versus Amazing Thailand Years 1998- 1999

Promotional Campaign	Promotion	Special Events	Tourism Activities	Segmentation
The Visit Thailand Years 1987	Mass tourism Rural Tourism	Devaluation of Thai Baht Royal Activities honoring His Majesty the King Birthday	Sun, Sand, Sea Festivals Cultural fairs	Geographic and Demographic First Time Tourists Domestic Tourists Repeat Tourists
The Amazing Thailand Year 1998-1999	Special Interests Tourism Urban Tourism Rural Tourism	Devaluation of Thai Baht Asian Games 1998 Royal Activities honoring His Majesty the King Birthday	Sun, Sand, Sea Shopping, Food, Sports, Health Rural Attractions (Culture, Soft Adventure)	Special Interest Groups Geographic and Demographic Repeat Tourists Domestic Tourists First Time Tourists

Source: Tourism Authority of Thailand 1987, 1998.

Both campaigns were organized to commemorate His Majesty the King's birthday anniversaries. The major tourist attractions of the two campaigns were sun, sand, sea, and culture. Moreover, the campaigns aims at promoting domestic travel for Thai people to prevent tourism leakage and also promoting Thailand to international travelers as a quality tourist destination at reasonable prices. The Visit Thailand Year campaign was used to introduce Thailand's tourism to new market segment with the focus on mass tourism. The Amazing Thailand Years campaign target repeat and first time visitors with the use of special interest tourism (see Table 4.).

Table 4. Marketing Plan of the Amazing Thailand Years 1998-1999

Objectives	1) Promote the 13th Asian Games in December 1998 and the 6th Cycle Anniversary of His Majesty the King in December 1999. 2) Promote domestic travel to Thai people to prevent tourism leakage 3) Promote Thailand to the international travelers as the quality and value for money destination. 4) Increase tourism revenue		
Products	Amazing Thailand Grand Sales 1. Shopping Streets 2. Shopping Villages 3. Factory Outlets 4. Jewel Fest Clubs	Amazing Taste of Thailand 1. Thai Food Conferences 2. Thai Food Promotions 3. Thai Cooks Certificates	Amazing Thailand Tour Packages 1. Amazing Shopping Paradise 2. Amazing Tastes of Thailand 3. Amazing Culture and Heritage 4. Amazing World Heritage 5. Amazing Natural Heritage 6. Amazing Thai Arts and Lifestyle 7. Amazing Sports 8. Amazing Agricultural Produce 9. Amazing Gateway
Major Target Markets	East Asia, Western Europe, Scandinavia, East Europe, North & South America, and Australia, Indo-China	Women, Youth, MICE, Honeymooners, Senior Citizens, Golfers, Special Interest tourists	
Promotional Mix	1. Advertisement 2. Sales Promotions 3. Public Relations	1. TV, Radio, Internet 2. Trade Shows 3. Special Events	1. CNN, Eurosport channels, Business Week 2. PATA Travel Mart 3. 13th Asian Game, The King's Anniversary

Source: Marketing Plans 1997-2001, Tourism Authority of Thailand, 1998.

The Tourism Authority of Thailand proposed the Amazing Thailand Years campaign as an urgent strategy for generating the highest tourism income during Thailand's financial crisis.

The campaign has emphasized the theme that visitors would get quality products at reasonable prices. The Tourism Authority of Thailand has penetrated new market segments such as shoppers and food lovers while maintaining existing market segments. To accommodate new and repeat tourists, nine products of the Amazing Thailand tour packages were offered to stimulate special interest tourism (See Table 4). These tour packages were Amazing Shopping Paradise, Amazing Tastes of Thailand, Amazing Culture and Heritage, Amazing World Heritage, Amazing Natural Heritage, Amazing Thai Arts and Lifestyle, Amazing Sports, Amazing Agricultural Produce, and Amazing Gateway to Indo-China (TAT, 1997c, 1998c).

Tourism Situation in 1998 and 1999

There was an increase of 7.53% of total tourist arrivals in 1998. The Asian financial crisis in major markets such as Malaysia, Japan, and South Korea, which have been Thailand's major inbound markets, reduced the number of tourists to Thailand in 1998. The average growth rate of tourist arrivals from East Asia increased only 1.23% and 0.31% in 1997 and 1998, respectively. Moreover, the Malaysia's Exchange Control Mechanism and the economic downturns and unstable political situation in Indonesia had an impact on the number of tourists (TAT, 1998b). However, there was a rapid increase of 28.33% of tourists from Oceania (Australia, and New Zealand), 19.09% of those from Europe, and 15.6% of tourists from the North America (TAT, 1998b). In addition, the relaxing visa for tourists from China, Taiwan, Malaysia, and for senior citizens, an

increase of flights and routes from foreign countries to Thailand, the devaluation of Thai Baht, and the stable political situation in Thailand contributed to an increase of 7.53% of tourist arrivals in 1998 (TAT, 1998b).

In 1999, the recovery from the financial crisis in Asian inbound markets and favorable economy in the Americas resulted in 10.5% growth rate of tourist arrivals to Thailand (TAT, 1999b). There was an increase of 13.37% of tourist arrivals from East Asia (TAT, 1999b). The improvement of economic situation and the tendency of tourists to travel within the region to save costs due to the economic crisis enabled the increase of Asian tourists to Thailand (TAT, 1999b). Moreover, there was an increase of 14.67% of tourist arrivals from the Americas. The devaluation of Thai Baht, low-priced package tours, shorter-period flights routing the Americas and Asia, and the increase of the awareness about tourist attractions in Thailand contributed to the increase of tourist arrivals from the Americas (TAT, 1999b). Furthermore, in 1999, there was an increase of youth, family, senior, and women travelers to Thailand (TAT, 1999b). Most of the tourists were top and middle-income class (TAT, 1999b). The devaluation of the Thai Baht has also stimulated low-income travelers, specifically laborers (TAT, 1999b). The major factors that have contributed to the increase of tourist arrivals to Thailand in 1999 were favorable currency exchange, safety from natural disasters, stable political situation, tax refund for tourists, and a cooperation between public and private sectors in promoting the Amazing Thailand Years 1998-1999 (TAT, 1999b).

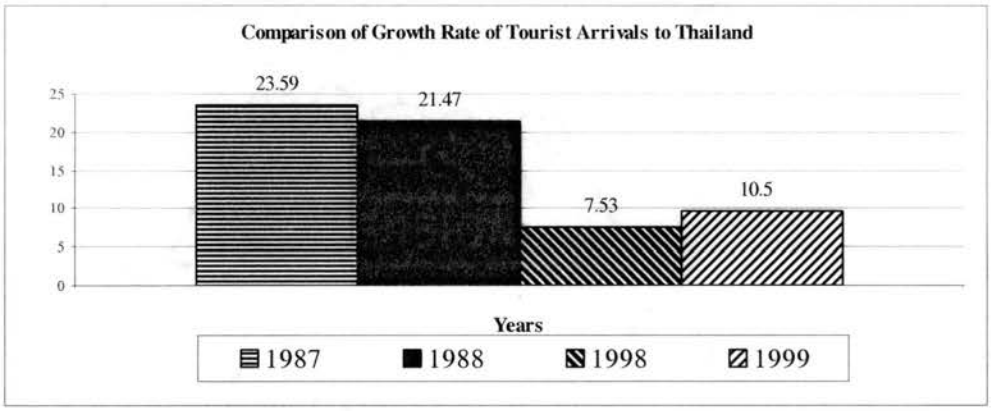
Promotional Strategies 1987 and 1998

The Amazing Thailand Years campaign in 1998-1999 was launched to stimulate tourist arrivals and expenditures. Great effort and expense have been allocated to promote

tourism in Thailand. In spite of the tight budget policy, the Thai government allocated approximately 2,525 US dollar to promote tourism (Ngamsom and Qu, 2000).

Figure 3 shows a comparison of the growth rate of tourist arrivals to Thailand during the Visit Thailand Year in 1987-1988 and the Amazing Thailand Years campaign in 1998-1999. There was an increase of 7.53% of total tourist arrivals in 1998 and 10.5% in 1999. As mentioned earlier, the Asian financial crisis in major inbound markets reduced the number of tourists to Thailand in 1998.

Figure 3: Comparison of Growth Rate of Tourist Arrivals to Thailand



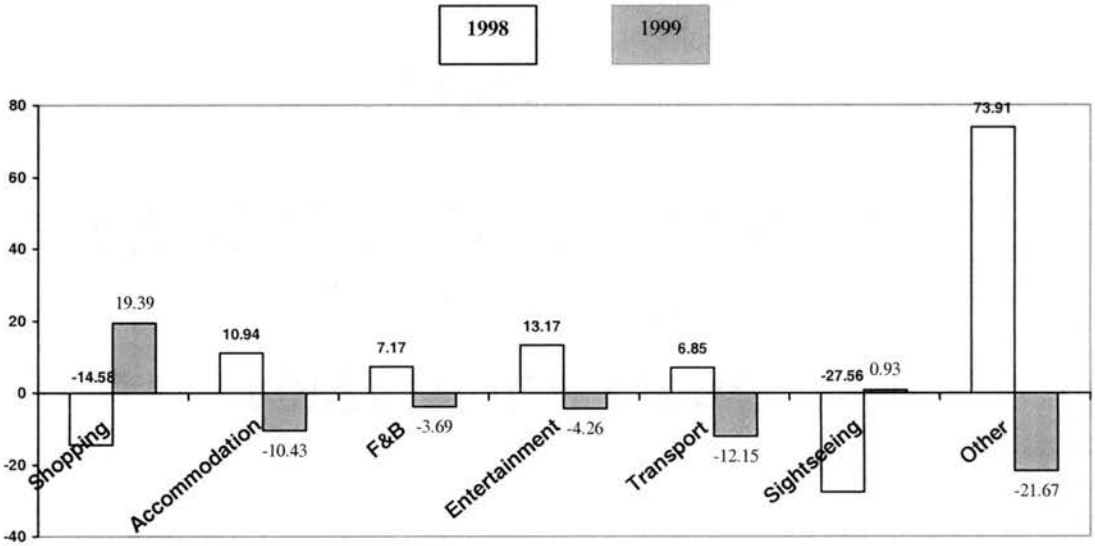
Source: Tourism Authority of Thailand, 2000.

Figure 4 shows a comparison of the growth rate of tourist expenditures from 1997 to 1999 during the Amazing Thailand Years campaign. Although the Amazing Thailand Grand Sales promotion, which was a sub promotion campaign under the Amazing Thailand Years 1998-1999 campaign, was used to raise tourist spending on shopping, the growth rate of shopping revenue in 1998 decreased 14.58% (TAT 1999a). On the other hand, the growth rate of tourist expenditures on accommodation, food and beverage, and entertainment increased 10.94%, 7.17%, and 13.17%, respectively. This may be due to

the decrease of tourist arrivals and expenditures from Asian markets such as Japan, Malaysia, Taiwan, and South Korea, which have been Thailand's major shoppers, as the result of the Asian Financial Crisis in 1997-1998. Although there was a significant increase of 19.09% of European tourists and 15.6% of the tourists from North and South America (TAT 1998a), these tourists are more likely to spend more money on accommodation, food and beverage rather than shopping as the Asians do.

However, in 1999, the situation changed. The tourist receipt was increased 4.48% from 1998. The average tourist expenditure per person per day was 98.03 US dollars (TAT, 1999a). There was an increase of 19.39% of tourist expenditure on shopping and 0.93% on sightseeing (TAT, 1999a). However, there were decreases of tourist expenditure on accommodation (-10.43%), Food & Beverage (-3.69%), entertainment (-4.26%), local transportation (-12.15%), and miscellaneous (-21.67%) (TAT, 1999).

Figure 4. Comparison of Growth Rate of Tourist Expenditures in 1998-1999



Source: Tourism Authority of Thailand, 1999.

The Amazing Thailand Years campaign was successful in turning crisis into opportunity by boosting international tourist arrivals but the growth rate of tourist arrivals during the Amazing Thailand Year in 1998 was not as high as that of the Visit Thailand Year in 1987 due to the Asian economic crisis in 1997-1998.

Although the growth rate of tourist arrivals in 1998 (7.53%) and 1999 (10.5%) did not soar as sharply as that in 1987 (23.59%) and 1988 (21.47%), the number of tourist arrivals in 1999 (8,580,332) was 2.46 times higher than that in 1987 (3,482,958) and the tourism receipt of US$6,695 million in 1999 was 3.44 times higher than the US$1,946 million in 1987 (TAT, 1999). Therefore, the Amazing Thailand Years 1998-1999 was successful in increasing the number of tourists arrivals to Thailand (TAT, 1999b).

Because of the success of the Amazing Thailand Years 1998-1999, the Tourism Authority of Thailand continues using the "Amazing Thailand Years" theme to promote tourism from 2000 to 2002. The Tourism Authority of Thailand has efficiently used special tourism promotions to boost tourism income during the financial crisis. It can be concluded that tourism is the most important industry that generates the major income to Thailand. It also creates jobs and income to Thai people.

Image of Thailand

The Tourism Authority of Thailand has positioned Thailand as a cultural, natural, and historical destination with a safe and friendly travel environment. According to the study of Yau and Chan (1990) on the image of Southeast Asian countries, Thailand has been perceived as having an image of beautiful beaches, reasonable prices, various attractions, entertainment, and nightlife. It is often regarded as a destination choice for European tourists, mainly because of its mild weather and a wide variety of entertainment

and attractions (Yau and Chan, 1990). Likewise, Calantone, di Benedetto, Hakam, and Bojanic (1989) did a study of the image of Singapore as compared to other Southeast Asian countries and found that European travelers have considered Thailand as a cultural appeal destination in terms of cultural experience, friendly people, and safety. In 2000, Thailand has been promoted as a peaceful and quiet place where tourists can enjoy rest and relaxation because of its forests, mountains, and seas. The Tourism Authority of Thailand has also promoted Thailand as a gateway to Indo-Chinese countries.

Moreover, Thailand is popular among young tourists who seek adventure tourism such as hill tribes and jungle trekking tours. Most hill tribe tours are popular among young tourists in search of authentic and adventurous experiences. According to Cohen, "The visit to the highlanders is hence a 'cultural discovery' for the change-seeking tourist, as well as a thrilling adventure"(1983, p.308). The image of those tribal people who hide themselves from modern Western urban civilization was used to attract visitors to take jungle trekking tours to those tribal villages (Cohen, 1983). This image was formulated through travel promotions of local tour companies, which specialize in the "jungle tour" (Cohen, 1983).

Also, Thailand has an image as a shopping destination for handicrafts. According to a survey done by TravelStyles in 1991, American travelers to Thailand were most interested in shopping for gifts, handicrafts, and things they collect. Shopping represented 38.14% of total tourist expenditure and generated a large amount of income to the tourism industry (TAT, 1996a). The Tourism Authority of Thailand has attempted to position Thailand as a "shopping paradise" in Asia. The "shopping paradise" image has been highlighted during the Amazing Thailand Years campaign under the Amazing

Thailand Grand Sales promotion when stores throughout the country offered 15-80% discounts. In addition, the devaluation of Thai currency was used to stimulate shopping tourism in Thailand. This promotion created the awareness of shopping opportunities in Thailand among international travelers. For example, the Globo Magazine of Germany ranked Thailand as the second most attractive shopping destination in the world in 1998 (TAT, 1999b).

Although Thailand has a favorable image of natural beauty, rich cultural and historical attractions, and great shopping opportunity, it has also suffered from image problems as the result of AIDS, prostitution, pollution, and deterioration of tourist attractions.

The image of Thailand as a country with prostitution and AIDS usually appears in international news coverage. According to a survey done by the Thai Public Health Ministry in 1992, there were 76,863 prostitutes working in Thailand (Robinson, 1993). In addition, it was estimated that 20% of the prostitutes were foreigners including Burmese, Chinese, and Russian (Lehner, 1991). Although prostitution is illegal under the Prostitution Suppression Act of 1960, laws prohibiting prostitution are usually not fully implemented or distorted due to corrupt policy makers or the involvement in business of law enforcement personnel (Suwanmoli, 1998). Several authors criticized that certain cabinet members perceive the prostitution as Thailand's tourism product (Cohen, 1988, Truong, 1990; Leheny, 1995, Suwanmoli, 1998). Truong (1990), cited in Belk, Ostergaard, and Groves (1998) referred to the speech of the former Deputy Prime Minister of Thailand, Mr. Boonchu Rojanasathien telling provincial authorities in 1980 as follows:

> "(I ask you to tolerate) some forms of sexual entertainment that some of you may consider disgusting and shameful because they are forms of sexual entertainment that attract tourists. Such forms of entertainment should not be prohibited...because you are morally fastidious. We must do this because we have to consider the jobs that will be created." (Truong 1990, p. 179, cited in Belk, Ostergaard, and Groves 1998, p.200).

In the late 1980s, more effort was done to eliminate the image of AIDS and prostitution and to encourage more female visitors from Asian countries (Leheny, 1995). For instance, the "Women's Visit Thailand Year" was launched in 1992 to invite more female travelers to Thailand.

A study on foreign media coverage of prostitution and tourism in Thailand found that foreign reporters usually report the news stories of AIDS and prostitution in Thailand because such news is easily sold and interests both foreign readers and editors (Suwanmoli, 1998). Thailand is an easy place to do a story on the sex industry because press freedom in Thailand offers easy access to foreign journalists compared with that of other Asian countries (Suwanmoli, 1998). She also noted that Thailand's image problem resulting from the prostitution stemmed from the unusually large number of prostitutes[1], and the cultural difference between the West and Thai society regarding sexuality and marital relationships (Suwanmoli, 1998).

Furthermore, the image of deterioration of tourist attractions, pollution, traffic jams have often been cited in literatures (Fineman, 1990; The Economist, 1991; Los Angeles Times, 1990; Osborne, 1992; South China Morning Post, 1997). The rapid deterioration of the existing tourist attractions and the lack of new destinations have been

[1] There was an estimate of 75,000 to 2.8 million prostitutes working in Thailand (Boonchalaksi and Guest, 1994, cited in Suwanmoli, 1998).

the major challenges of sustainable tourism in Thailand since the 1990s (Jariyasombat, 1997a). The Tourism Authority of Thailand reported that 142 historical and natural tourist attractions require urgent improvement (Jariyasombat, 1997a). In addition, tour operators complained that repeat visitors spend less time in Thailand and go on to new destinations due to a lack of new tourist attractions (Jariyasombat, 1997b). Mr. Pradech Phayakvichien, the governor of the Tourism Authority of Thailand, stated "Thailand cannot compete with neighbors such as Laos and Burma, whose relatively unspoiled destinations are increasingly attractive. At the same time, Thailand's service standards cannot compete with those of countries such as Singapore" (Jariyasombat, 1997a).

Background of the Problem

Thailand has been ranked as one of the most popular tourist destinations in Asia for several decades. However, Thailand has suffered from an image problem resulting from AIDS, prostitution, pollution, and the deterioration of tourist attractions. Moreover, in the 1990s, there were a steady growth of tourist arrivals in major inbound tourist markets to Thailand and a fierce competition of tourist destinations in Southeast Asia. Several tour operators have worried that Thailand would lose its market share due to a lack of new tourist attractions. Most of the travel and tourism studies have focused on North American, European, and East Asian countries. Nevertheless, there have been a few researchers examining the tourism in Southeast Asia, specifically, Thailand.

From a practical viewpoint, destination image analysis is important in tourism marketing. Clearly understanding the image of Thailand perceived by travelers helps the Tourism Authority of Thailand in improving the image problem and repositioning Thailand to be a more favorable travel destination. Image analysis is useful for

appropriate allocation of marketing budget and effort to deliver cost-effective promotions. Moreover, a study on tourist satisfaction is helpful in identifying problems and strengthening service quality in the Thai travel and tourism industry. Also, in order to design tour packages and tourism promotion, it is essential to know what would motivate travelers to revisit Thailand. Likewise, it is necessary to explore inhibitors that would deter travelers from revisiting Thailand so that the Tourism Authority of Thailand could find measures to minimize such inhibitors. Hence, Thailand would attract more first timers and retain repeat travelers as well as generate more foreign revenue during the economic recession.

From the theoretical viewpoint, it is widely accepted that the more favorable the image of tourism destinations, the greater the likelihood that potential travelers will visit them (Goodrich, 1977; Mayo and Jarvis, 1981; McLellan and Foushee, 1983). However, it is interesting that destinations with positive images have not always been selected as the final vacation choice. Baloglu (1996) comments that it is possible that a person has a favorable image of a destination; but still may not visit that destination. It is also interesting why some visitors do not want to return to the same destinations even though they were satisfied with the first visits. Graburn and Moore (1994) state that tourism is the product of experience. Its products are mainly intangible. Unlike other products and services, tourism sells excitement, unknown experience, and the sense of discovery to travelers. These tourism features expire as soon as the travelers arrive at destinations. Although tourism destinations provide the visitors with good service and satisfaction, it is not guaranteed that those travelers will visit the destinations again.

During the past decades, many researchers have determined the roles of destination image, travel satisfaction, travel motivation, and travel inhibitors during the pre-purchase destination selection process (Mayo, 1973; Hunt, 1975; Crompton, 1979; Dann, 1981; McLellan and Foushee, 1983; Cook and McCleary, 1983; Chon, 1989; Chon and Olsen, 1991; Chon, 1992; Lee and Crompton, 1992; Crompton and Ankomah, 1993; Cha, McCleary and Uysal, 1995; Sonmez and Graefe, 1998). They have concluded that the destination image, travel satisfaction, travel motivation, and travel inhibitors affect the pre-purchase destination selection process. Since these four travel determinants are important during the pre-purchase destination selection process, it is anticipated that they should also be important during the post-purchase destination selection process.

Marketing managers know it is five or six times more effective to attract repeat customers than to gain new ones. However, there have been limited studies conducted on the relationship between destination image, travel satisfaction, travel motivation, travel inhibitors and behavior or behavior intent during the post-purchase destination selection process (Gitelson and Crompton; 1984; Bello and Etzel, 1985; Mazursky, 1989; Marsh, 1994; Oppermann, 1997, 1998, 2000). Oppermann (1998) commented that "repeat visitation, particularly the multiple-repeat visitation pattern, has largely escaped attention in the tourism literature" (p.132).

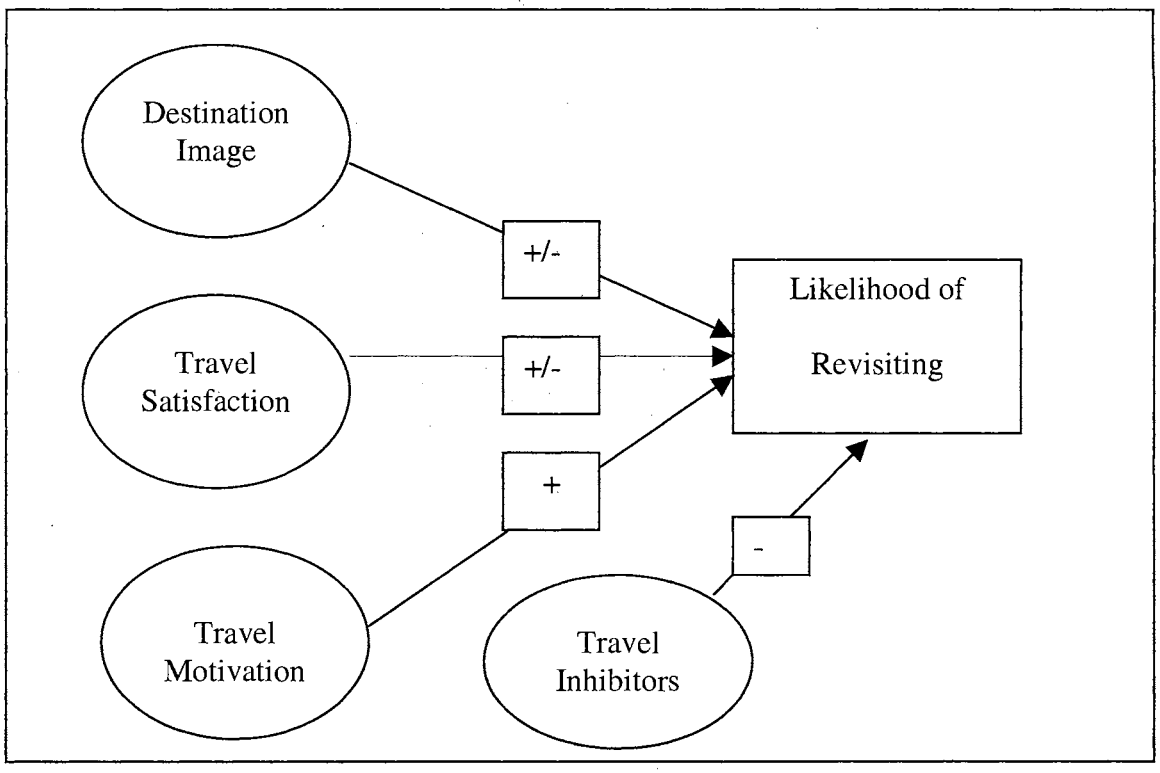
Due to the fact that this topic is relatively new in the travel and tourism research, most studies developed to date are either conceptual or exploratory. Currently, there is not, to the author's knowledge, an empirical study assessing the impacts of the destination image, travel satisfaction, travel motivation, and travel inhibitors on repeat visitation. Furthermore, in the real world, travelers do not consider each of these travel

factors one at a time but consider them simultaneously. Therefore, it is interesting to determine which travel factors would affect the probability of revisiting and to what extent these travel determinants would have an impact on repeat visitation. To address this problem, this research is designed to shed some light on how four travel-determinants (destination image, travel satisfaction, travel motivation, and travel inhibitors) individually and simultaneously influence the repeat visitation.

Proposed Model

The proposed model of the impacts of a bundle of travel determinants on repeat visitation was shown in Figure 5.

Figure 5. Proposed model of the impacts of a bundle of travel determinants on repeat visitation



According to the proposed model, there is a significant relationship between the positive or negative destination image and the likelihood of revisiting. The more positive the destination image, the more likely the international travelers would revisit a travel destination. On the other hand, the more negative the destination image, the less likely that the international travelers would return. In addition, travelers' satisfaction level has an impact on the likelihood of revisiting. Dissatisfied travelers are less likely to revisit the destination. In contrast, it is likely that satisfied travelers would revisit the destination. However, it is not guaranteed that the satisfied travelers would return to the destination because travel inhibitors such as crime and deterioration of tourist attractions may deter them from revisiting.

Furthermore, travel motivations, which are based on push and pull factors, play significant roles on the likelihood of revisiting. Push factors are defined as human needs such as esteem and novelty seeking whereas pull factors are defined as the attractiveness of a travel destination such as scenic natural beauty and value for money. Although destination marketers can motivate travelers to revisit their travel destinations with special tourism promotions, travelers may not return due to travel inhibitors such as lacks of money and time. Moreover, for those tourists, who look for unknown travel experience and a sense of discovery, may not revisit the tourism destination to which they have been before. For these people, one visit is enough. This study focuses on pull rather than push factors as the travel motivation.

As discussed earlier, travel inhibitors carry a great weight during the travel decision making. The stronger travel inhibitors the international travelers have, the less likely they would revisit a travel destination.

Objectives of the Study

This study was done under the auspices of the Tourism Authority of Thailand and Siam University. It aims to provide preliminary data to the Tourism Authority of Thailand in making strategic plans to increase inflow of tourist arrivals and revenue during Thailand's economic crisis. It also aims to evaluate the effectiveness of the "Amazing Thailand Years 1998-2000" campaign in creating travelers' awareness about tourism in Thailand.

The purpose of this study is to determine the images of Thailand as an international travel destination from travelers' perspectives. This study also aims to assess both individual and mutual impacts of the destination image, travel satisfaction, travel motivation, and travel inhibitors on repeat visitation and to test a theoretical model of the impacts of a bundle of four travel determinants on repeat visitation. The objectives of the study are to:

1. identify the current image of Thailand as an international travel destination from the perspectives of international travelers;
2. determine travel satisfaction of international travelers who visited Thailand;
3. explore international travelers' motivation to revisit Thailand;
4. examine travel inhibitors that would deter travelers from revisiting Thailand;
5. determine whether there is a significant difference in perceived destination image between first time and repeat travelers;
6. assess whether there is a significant difference in perceptions of the destination image, travel satisfaction, travel motivation, and travel inhibitors among travelers with different demographic profiles;

7. identify the individual impact of destination image on the likelihood of revisiting;
8. assess the individual impact of travel satisfaction on repeat visitation;
9. identify the individual impact of travel motivation on the likelihood of revisiting;
10. investigate the individual impact of travel inhibitors on repeat visitation;
11. assess simultaneously the mutual impacts of a bundle of travel determinants (destination image, travel satisfaction, travel motivation, and travel inhibitors) on repeat visitation;
12. identify the competitiveness of Thailand as an international travel destination as compared to major Southeast Asian travel destinations; and
13. recommend strategies to improve the image of Thailand as an international travel destination.

Significance of the Study

Theoretical Contribution

The theoretical contribution of this study is the model of the impacts of a bundle of travel determinants on repeat visitation. This model would add to the existing knowledge by providing empirical evidence for the elements contributing to repeat visitation. Currently, there is no empirical study assessing the mutual impact of destination image, travel satisfaction, travel motivation, and travel inhibitor on repeat visitation. In the real world, potential travelers are unlikely to consider only one or two but as many factors as possible when making a travel decision. Understanding the impact and extent of the most important travel determinant on repeat visitation would assist destination marketers in maximizing effective use of time, money, and human resources

in designing promotional campaigns and tour packages. Moreover, the result of the study enriches the literature about tourism in Thailand.

Practical Contribution

Understanding positive and negative images is helpful in identifying the strengths and weaknesses of a travel destination. It is also beneficial in designing promotional campaigns in a cost-effective way. In addition, the information on tourist satisfaction is important in identifying the level of travelers' satisfaction and increasing service quality in order to enhance travelers' favorable travel experiences. Likewise, knowing travelers' motivation is useful for the focus of tour packages and the planning of future promotional tourism campaigns. It is essential to identify travel inhibitors which would deter travelers from revisiting Thailand, so that the Tourism Authority of Thailand could find measure to minimize such inhibitors. Moreover, this study helps the Thai hospitality industry in developing products and services to minimize travel inhibitors. Furthermore, a study on the competitiveness of Thailand compared to other Southeast Asian destinations assists the Tourism Authority of Thailand in diagnosing strengths and weaknesses on relevant travel attributes. This information is helpful in making specific changes, and/or modifications in the tourism facilities. Finally, this study is advantageous to Thailand in order to increase more tourist arrivals and tourism revenue to create infrastructure, jobs, and income to Thai people.

Definition of Terms

International Travelers

In this study, international travelers refer to both first time and repeat visitors who visited Thailand for both leisure and business purposes and departed from the Bangkok

International Airport from June 1st to 4th and June 10th to 11th, 2000. Thai residents and foreigners who reside in Thailand are excluded from this definition.

Image

Image is a sum of attitudes, beliefs, emotions, feelings, and impressions, which people possess toward a destination (Crompton, 1979; Kotler, Haider, and Rein, 1993). Image is formulated based on "organic" information such as news, media, word of mouth, and "induced" information of marketing advertisement (Mayo and Jarvis, 1981). In this study, destination image is defined as the mental picture about a place as the result of the sum of beliefs, attitudes, and perceptions that individuals hold toward a certain destination. Such an image is derived before and after the visit to the destination. It can be either positive or negative. Moreover, the image can be categorized based on the source of information that shaped the image. Major images in this category are organic and induced images.

Organic and Induced Images

The organic image is formulated through exposure to information such as reports in newspapers, periodicals, and television. On the other hand, the induced image is formulated through exposure to persuasive information such as advertisements, promotional campaigns, and news releases.

Facilitators and Inhibitors

Facilitators and inhibitors often appear in studies about the destination selection process. Facilitators are factors that encourage travel such as availability of time, money, and good health. On the other hand, inhibitors or situational constraints discourage

travel, exemplified by the lack of money and time (Mayo and Jarvis, 1981; Um and Crompton, 1992; Mitchie, 1986; Crompton and Ankomah, 1993).

A Bundle of Travel Determinants

In this study, a bundle of travel determinants refers to a mutual impact of the destination image, travel satisfaction, travel motivation, and travel inhibitors that travelers consider during their destination selection process.

Organization of the Study

Chapter 1 introduces an overview of the tourism in Thailand and the research topic by discussing the background of the problem, the need to conduct this empirical study. The chapter also presents a proposed model of the impact of a bundle of travel determinants on repeat visitation. Finally, it introduces the objectives of the study. Chapter 2 reviews literatures about prior studies on destination image, travel satisfaction, travel motivation, and travel inhibitors, and repeat visitation. Then, it presents the hypotheses of this study. Chapter 3 focuses on the methodology: research design, instrument, sampling plan, survey procedure, and data analysis. Chapter 4 reports the results of the data collection and hypotheses testing. Finally, Chapter 5 discusses the research findings, theoretical and practical implications, and recommendations.

Summary

This chapter introduces the research topic by discussing the overview of the tourism in Thailand, the background of the problem, the proposed model of the impact of a bundle of travel determinants on repeat visitation, the objectives of the study, the significance of the study, the definitions of terms, and the organization of the study.

CHAPTER 2

LITERATURE REVIEW

Previous studies on destination image have concluded that destination image affects the buying behaviors of potential travelers (Mayo 1973; Hunt 1975; McLellan and Foushee, 1983, Chon 1989; Chon and Olsen 1991; Chon 1992). Therefore, great expense and effort have been allocated to improve negative image and create a positive one. Ahmed (1991) notes that "effective corrective marketing is, however, much more difficult than it appears, because once a negative image is established in the minds of potential travelers, even a full range of marketing activities cannot entirely reverse it"(p.25).

Many researchers have studied the destination image of large-scale environments such as cities, states, regions, and countries (Hunt, 1975; Haahi and Yavas, 1983; Calantone at al, 1989; Echtner and Ritchie, 1993; Baloglu and McCleary, 1999) and of local communities (Chon, Weaver, and Kim, 1991). They have concluded that destination image affects the buying behaviors of potential travelers. Hunt (1975) noted that "Customers often buy products and services on the basis of their images as well as their inherent characteristics (p.2)." In other words, potential travelers buy the image of destinations. Chon (1989), Chon and Olsen (1991), and Chon (1992) concluded that tourists' satisfaction toward the destination is the result of the congruity of the perceived image and the actual experiences at the destinations.

Baloglu and McCleary (1999) argued that "At the local and international levels, tourism destination often compete on nothing more than the images held in the minds of potential travelers (p.144)." Potential travelers' perceived images of the destination

relative to its competitors help marketers to identify strengths and weaknesses of destinations and improve and develop image perceptions and positioning of their tourism destinations (Calantone at al, 1989; Ahmed, 1991, Baloglu and McCleary, 1999).

Destination Image: A Conceptual Framework

Destination Image

According to Echtner and Ritchie (1993) and Baloglu and Brinberg (1997), destination images have both perceptual cognitive (beliefs) and affective (feelings) components. The perceptual cognitive component is the result of "organic image", which is derived from noncommercial sources such as newspapers, periodicals, and books whereas "induced image" is the product of promotional materials (Gunn, 1988). In addition, tourism destinations have different affective images, which are composed of both positive (arousing, exciting, pleasant, and relaxing) and negative (sleepy, unpleasant, gloomy, and distressing) dimensions (Baloglu and Brinberg, 1997). Sirgy (1982), Chon, and Olsen (1991), and Echtner and Ritchie (1993) classify image into functional and symbolic images.

Functional and Symbolic Images

Image of the destination that represents the overall perception of physical activities or characteristics of the destination is called functional image (Sirgy 1982; Chon, and Olsen 1991; Echtner and Ritchie, 1993). The functional image of the destination refers to image associated with physical evidence and tangible component of destinations. For example, the functional image of Oklahoma may be of Cowboys, Native American people, farms, and tornadoes. On the other hand, symbolic image of the destination refers to the intangible aspect of destinations such as atmosphere, mood of the

place, and stereotypic personality of destinations (Sirgy, 1982; Chon, and Olsen, 1991; Echtner and Ritchie, 1993). For instance, the symbolic image of Oklahoma may be a safe, relaxing, and old-fashioned atmosphere.

Functional and symbolic images are used during the destination selection process. Traveling occurs when people perceive benefits associated with destinations. Functional image of destinations creates a mental picture of benefits that fulfill the needs of potential travelers. For example, a functional image of a beach resort may be related to an opportunity for relaxation and for changing of pace. Likewise, the symbolic image of the beach resorts may be a fun and relaxing atmosphere, which provides an opportunity for change of pace.

In conclusion, the functional image refers to physiological activities and characteristics of the destination. Symbolic image refers to an abstract picture, atmosphere, impression, mood and psychological or personality traits of the destination.

Methodology Used to Assess Destination Image

Hunt (1975) suggested that "in order to analyze the data and accept it as meaningful, it was necessary to establish some definitional limitations and restrictions. For example perceptions of respondents, which were averaged to describe image, were not accepted unless they fell within a relatively narrow range. In other words, unless considerable agreement among respondents is obtained on a variable, it was not felt to be a viable descriptor of the destination image. Furthermore, the objectives of the study determine the populations and methods used.

Sample Size

The determination of sampling size largely depends on the statistical estimating precision needed by researchers and the number of variables. According to Gay (1996), 30 subjects are generally considered to be a minimally acceptable sample size for a correlational research. Some researchers recommend that the ratio of independent variables, or predictors, to sample size in multiple regression, should be at least 1:15, whereas others recommend 1:30 subjects per independent variables should be used in dealing with the shrinkage of R (Pedhazur, 1997). In addition, other researchers recommend that samples should be comprised of at least 400, (Pedhazur, 1997). Hair Anderson, Tatham, and Black (1992) suggested that a sample size between 200 and 400 is usually recommended and accepted as the critical sample size. Although Pedhazur (1997) suggested the use of statistical power analysis in determining sample size, he noted that the use of large sample (about 500) is crucial when a number of predictors is to be selected from a large pool of predictors.

Cohen (1988, p.56) suggested that "It is proposed here as a convention that, when the investigator has no other basis for setting the desired power value of 80 be used." According to Cohen (1988), "The behavioral scientist must set desired power values as well as desired α significance criteria on the basis of the consideration of the seriousness of the consequences of the two kinds of errors and the cost of obtaining data, p.56." He suggested that Type I errors are more serious and therefore to be more stringently guarded against than Type II errors because the failure to find is less serious than finding something that is not there accords with the conventional scientific view, (pp.55-56)." However, he noted that the value of .80 desired power convention will be ignored

whenever an investigator can find a basis in his/her substantive concerns in his/her specific research investigation to choose a value ad hoc.

Sample Selection

In order to measure the relationship of the familiarity of the destination and the perception of potential and former visitors toward the destinations, most studies have drawn the samples from the visitors who have not yet been to the destination (Hunt, 1975; Echtner and Ritchie, 1993) and those who have visited a particular destination (Chon, Weaver, and Kim, 1991).

Samples are usually drawn from nonvisitors (Hunt, 1975; Echtner and Ritchie, 1993) and visitors to particular destinations (Haahi and Yavas, 1983; Calantone et al. 1985; Reilley, 1990). For instance, Hunt (1975) used the non-visitors to examine the image of four Rocky Mountain States including Colorado, Montana, Utah, and Wyoming in order to determine whether people who live outside a state or region similarly or differently perceive that states' image. He drew a sample from the telephone directories of the cities and surrounding communities of New York, Ohio, Iowa, Arizona, and California. He used the means of the semantic differential scale score distributed over the scale of the grouping around the means scores in analyzing the data. Some studies used both nonvisitors and visitors to assess the image differences between the two groups. For example, Chon (1987) and Baloglu and McCleary (1999) used visitors and nonvisitors in comparing their image differences toward particular destinations. They found that visitation altered perceptual, cognitive and affective images of destinations. In addition, actual experience did not only alter the images but also the positioning of those destinations. In addition, those who have visited particular destinations tend to have a

more favorable image than those who have never been to the destinations (Hunt 1975; Mayo and Jarvis, 1981; Chon 1995).

Apart from nonvisitors and visitors, some studies have used tour operators (McLellan and Foushee, 1983) and meeting planners (Oppermann, 1996) as samples. It is because the images of destinations influence both the tourists who are deciding where to visit and the tour operators who are making and recommending itineraries for clients (McLellan and Foushee, 1983). In addition, meeting planners are also included in the samples. Oppermann (1996) stated that "Association meeting planners may be viewed as tour operators who select destinations and are trying to sell them to their customer." Therefore these groups play a major role in the destination selection process of potential visitors.

Survey Instrument

As for the instrument, self-administered structured survey questionnaire is the most popular instrument used to assess the destination image (Hunt, 1975; Goodrich, 1977; McLellan and Foushee, 1983; Chon and Olsen 1991; Chon, Weaver, and Kim, 1991; Oppermann, 1996; Baloglu, Brinberg, 1997; Baloglu and McCleary, 1999). However, some researchers argued that a combination of structured and unstructured methodologies provide more accurate and completed picture of the destinations (Echtner and Ritchie, 1993). Therefore, interview is also commonly used as a measurement in assessing destination image (Calantone et al 1989; Fodness, 1990; Reilley, 1990; Echtner and Ritchie, 1993).

A self-administered survey questionnaire to a probability sample of inflight passengers departing the country in which destination image is assessed has been

recommended by several authors (Bar-on, Pizam, Crotts 1997; Chon, 1987). Bar-on, Pizam, Crotts (1997) commented that "Surveys of international travelers on arrival in country can provide more detailed data on residents returning from abroad, including countries visited and expenditures." It enables travelers to recall about their visits at the destination in terms of the purpose of travel, countries planned to visit, length of stay, and type of accommodation, carrier, demographics, and psychographics questions (Bar-on, Pizam, Crotts 1997). In addition, the samples are cluster samples to all travelers on specific sampled days, or a probability sample of them over the hours of the day, or to all passengers on international flights selected with known probability (Bar-on, Pizam, Crotts 1997). However, Bar-on, Pizam, Crotts (1997) pointed out that "the drawback of the frontier survey data distributed to in flight passengers, is the voluntary cooperation of airlines. When airlines decline to participate and their routes are important sources of international visitors, the results are significantly affected. Furthermore, passengers on international charter flights may be excluded from these types of surveys, so that the data may produce estimates only for international visitors who used scheduled air flights, (Bar-on, Pizam, Crotts 1997, p.102)".

Image Attributes

Table 5 lists commonly used image attributes. The major image attributes are natural environment, climate, people, tourist attractions, infrastructure, accommodation, social contact, transportation, safety and security, sanitation, entertainment, and food.

Table 5. Image Attributes

Common Image Attributes	References
Climate, weather	Hunt (1975) Mclellan and Foushee (1983) Echtner and Ritchie (1993) Yau and Chan (1990), Baloglu and McCleary (1999).
Culture, customs (unusual cultural experiences)	Echtner and Ritchie (1993) Calantone, di Benedetto, Hakam, and Bojanic (1989)
Cultural attractions (festivals fairs, exhibits, festivals)	Ahmed (1991) Fakeye and Crompton (1991) Goodrich (1978) Chon, Weaver, and Kim (1991) Echtner and Ritchie (1993)
Historic sites, museums	Ahmed (1991) Fakeye and Crompton (1991) Goodrich (1978) Chon, Weaver, and Kim (1991) Echtner and Ritchie (1993), Baloglu and McCleary (1999).
Opportunity to increase knowledge	Echtner and Ritchie (1993)
Natural attractions (scenic beauty)	Hunt (1975) Fakeye and Crompton (1991) Goodrich (1978) Chon, Weaver, and Kim (1991) Echtner and Ritchie (1993) Yau and Chan (1990)
Restful and relaxing atmosphere, opportunity for rest and relaxation	Goodrich (1978) Chon, Weaver, and Kim (1991) Echtner and Ritchie (1993)
National Parks, forests	Hunt (1975) Ahmed (1991) Echtner and Ritchie (1993)
Outdoor recreation activities (camping)	Hunt (1975) Ahmed (1991) Fakeye and Crompton (1991) Goodrich (1978)
Opportunity for adventure	Echtner and Ritchie (1993)
Wilderness activities (hunting, fishing)	Hunt (1975) Echtner and Ritchie (1993)
Sightseeing, tourist attractions, places to visit	Hunt (1975) Echtner and Ritchie (1993) Calantone, di Benedetto, Hakam, and Bojanic (1989), Yau and Chan (1990)

Table 5. Image Attributes (continued)

Common Image Attributes	References
Variety and quality of attractions	Chon, Weaver, and Kim (1991)
Water activities, beaches (water sports)	Fakeye and Crompton (1991) Goodrich (1978) Chon, Weaver, and Kim (1991) Yau and Chan (1990)
Sports	Echtner and Ritchie (1993)
Golfing	Goodrich (1978) Chon, Weaver, and Kim (1991) Fakeye and Crompton (1991)
Shopping (good shopping facilities, and opportunities)	Goodrich (1978) Chon, Weaver, and Kim (1991) Echtner and Ritchie (1993) Calantone, di Benedetto, Hakam, and Bojanic (1989), Yau and Chan (1990)
Entertainment	Goodrich (1978) Yau and Chan (1990)
Night life (bars exciting night life)	Ahmed (1991) Echtner and Ritchie (1993)
Family or adult oriented	Echtner and Ritchie (1993)
Good tourist facilities	Calantone, Benedetto and Bojanic (1985)
Accommodation (availability of suitable accommodations)	Fakeye and Crompton (1991) Goodrich (1978) Chon, Weaver, and Kim (1991) Echtner and Ritchie (1993)
Quality or service (services in hotels and restaurants)	Echtner and Ritchie (1993) Yau and Chan (1990)
Foods, cuisine (different cuisine/food and drink)	Fakeye and Crompton (1991) McLellan and Foushee (1983) Echtner and Ritchie (1993) Calantone, Benedetto and Bojanic (1985) Yau and Chan (1990)
Variety and quality of restaurants varied and good food	Chon, Weaver, and Kim (1991) Calantone, di Benedetto, Hakam, and Bojanic (1989)
Architecture/buildings	Echtner and Ritchie (1993)
Available information facilities for information and tours	McLellan and Foushee (1983) Echtner and Ritchie (1993)

Table 5. Image Attributes (Continued)

Common Image Attributes	References
Cities degree of urbanization	Hunt (1975) Echtner and Ritchie (1993)
Economic development/affluence	Hunt (1975) Echtner and Ritchie (1993)
Infrastructure	Fakeye and Crompton (1991) Echtner and Ritchie (1993)
Extent of commercialization	Echtner and Ritchie (1993)
Social opportunities	Fakeye and Crompton (1991)
Friends and relatives	Yau and Chan (1990)
People (warm and friendly people, pleasant attitudes of local people, hospitality/friendliness/receptiveness)	Hunt (1975) Fakeye and Crompton (1991) Goodrich (1978) Chon, Weaver, and Kim (1991) McLellan and Foushee (1983) Echtner and Ritchie (1993) Calantone, di Benedetto, Hakam, and Bojanic (1989), Baloglu and McCleary (1999)
Accessibility (easy access to the area)	Chon, Weaver, and Kim (1991) Echtner and Ritchie (1993)
Transportation (good transportation facilities)	Fakeye and Crompton (1991) Echtner and Ritchie (1993), Calantone, di Benedetto, Hakam, and Bojanic (1989), Yau and Chan (1990)
Getting around	McLellan and Foushee (1983)
Entry procedure	McLellan and Foushee (1983)
Safety (personal safety no fear of assaults)	McLellan and Foushee (1983) Echtner and Ritchie (1993), Calantone, di Benedetto, Hakam, and Bojanic (1989), Baloglu and McCleary (1999).
Political stability	Echtner and Ritchie (1993)
Cleanliness and sanitation	Echtner and Ritchie (1993)
Medical care	McLellan and Foushee (1983)

Table 5. Image Attributes (Continued)

Common Image Attributes	References
Costs, price levels	McLellan and Foushee (1983) Echtner and Ritchie (1993) Yau and Chan (1990)
Currency exchange	McLellan and Foushee (1983)
Language, ease of communication	McLellan and Foushee (1983) Echtner and Ritchie (1993)
Crowding	McLellan and Foushee (1983) Echtner and Ritchie (1993)
Value for money	Calantone, Benedetto and Bojanic (1985)

Hunt (1975) determined the image of four Rocky Mountain including Colorado, Montana, Utah, and Wyoming perceived by non-resident visitors. Image attributes that he used are people; tourist attractions; climate and temperature. His questions about people are population distribution (urban versus rural); average annual family income (above versus below national average); political tendencies (liberal versus conservative); receptiveness to visitors (receptive versus unreceptive), progressiveness (progressive versus backward). The tourist image attributes are national parks, cities, national forests, camping, sightseeing, winter skiing, hunting and fishing. His climate and temperature attributes are perceived amount of winter snow and summer temperature in the four states. Likewise, Ahmed (1991) assessed the tourists' image of Utah by using the following attributes: the impressiveness of Utah's national parks, state parks, national forests, historical sites, sightseeing, skiing, boating, hunting, fishing, camping, cities, culture, shopping, museums, symphony orchestra, shows, night clubs, and night life.

Furthermore, Chon, Weaver, and Kim (1991) assessed the image of Norfolk as a mini-vacations for residents of Virginia. They used the following image attributes: availability of facilities for water activities; availability of facilities for golfing or other sports activities; historical interests; cultural interests; festivals; scenic beauty; pleasant attitudes of local people; restful and relaxing atmosphere; shopping facilities and opportunities; variety and quality of restaurants; availability of suitable accommodations; easy access to the area and variety and quality of attractions.

Mclellan and Foushee (1983) identified the negative images of the United States as expressed by tour operators from other countries. Their instrument contained the following image attributes: personal safety; costs; available information; weather; medical care; entry procedure; food; friendliness; getting around; language; currency exchange; and crowding.

In studies of image and destinations positioning, the common image attributes are: tourist attractions, climate, food, accommodation, entertainment, accessibility people, and transportation. Goodrich (1978) evaluated the image of Florida, California, Hawaii, Mexico, the Bahamas, Jamaica, Puerto Rico, the Virgin Islands, and Barbados. He used the following image attributes: availability of facilities for water sports; availability of facilities for golfing, tennis; historical and cultural interests, scenic beauty, pleasant people, opportunity for rest and relaxation, shopping facilities, cuisine, availability of entertainment, and availability of suitable accommodations.

Similarly, Baloglu and McCleary (1999) compared the images of four Mediterranean countries among visitors and nonvisitors. Their image attributes are good value for money; beautiful scenery/natural attractions; good climate; interesting cultural

attractions; suitable accommodations, appealing local food (cuisine); great beaches/water sports; quality of infrastructure; personal safety; interesting historical attractions; unpolluted/unspoiled environment; standard hygiene and cleanliness; and interesting and friendly people.

In addition, Calantone et al. (1989) used Correspondence Analysis to assess the tourism positioning of Singapore, Thailand, Hong Kong, Malaysia, Bali, Hawaii, the Philippines, and Taiwan perceived by tourists from Britain, Europe (excluding British isles), the United States and Canada, Australia and New Zealand, and Japan. Their image attributes are: good shopping facilities; warm and friendly people; safety (no fear of assaults); varied and good food; unusual cultural experiences; many tourist attractions; good tourist facilities; value for money; good transportation facilities; exciting night life and entertainment; beautiful scenery; relaxing places to visit; and beaches and water sports. Likewise, Yau and Chan (1990) assessed the image of Hong Kong as a travel destination in Southeast Asia by using multidimensional approach. They used the following image attributes: shopping and transportation; entertainment and attractions; services in hotels and restaurants; price; foods; weather; and friends and relatives.

As mentioned earlier, destination images may be categorized based on physical (functional) or abstract (symbolic) characteristics. In the study of Echtner and Ritchie (1993), they categorized images into functional; psychological (symbolic); holistic (imagery); common, and unique attributes. They defined functional image as a physical and measurable characteristics of the destination. Their functional images are tourist sites/activities; national parks/wilderness activities; historic sites/museums; beaches; fairs, exhibits, festivals; scenery/natural attractions; nightlife and entertainment; shopping

facilities; facilities for information and tours; sports facilities/activities; local infrastructure/transportation; cities; accommodation/restaurants; architecture/buildings; costs/price levels; climate. The middle range between functional and psychological (symbolic) image are crowding; cleanliness; degree of urbanization; economic development/affluence; extent of commercialization; political stability; accessibility; personal safety; ease of communication; customs/culture, different cuisine/food and drink. Echtner and Ritchie (1993) defined psychological (symbolic) image as the abstract characteristics of the destination. Their psychological images are hospitality/friendliness/receptiveness; restful/relaxing; atmosphere (familiar versus exotic) opportunity for adventure; opportunity to increase knowledge; family or adult oriented; quality or service; and fame/reputation. Likewise, Baloglu and McCleary (1999) used affective image such as unpleasant-pleasant; sleepy-arousing; distressing-relaxing; and gloomy-exciting in describing the symbolic image.

Several researchers used the unique image to describe tourist attractions. For example, Phelps (1986) measured the image of Menorca, a Spanish beach resorts popular among British tourists. She used the unique image attributes to describe Menorca as follows: scorching sun, boat trips, beach bars, topless sunbathing, white house, super markets, sandy beaches, discos, soldiers, strong winds, cheese-making, large hotels, flamenco dancing, vineyards, and olive groves. Moreover, Chon, Weaver, and Kim (1991) used the unique image of tours of naval bases and ships to describe the image of Norfolk, VA. Likewise, Echtner and Ritchie (1993) used reggae music, tropical climate, and Montego Bay as unique images of Jamaica.

Echtner and Ritchie (1993) developed a measurement to determine the functional and psychological (symbolic) images of travel destinations. They measured the image of Japan, Jamaica, Kenya, and Switzerland as vacation destinations. They categorized the images of their countries based on the following dimensions: "holistic impressions", "functional and psychological," and "unique and common characteristics." Their sample was 600 students from four universities. They suggested a combination of structured and unstructured measurement in measuring destination image.

In order to analyze the data, different techniques have been used to assess destination images. The common data analysis used to assess destination image are Importance and Performance Analysis (Chon, Weaver, and Kim, 1991; Oppermann, 1996), Multidimensional Scaling Analysis (Goodrich, 1977; Baloglu and Brinberg, 1997), a combination of Multidimensional Scaling Analysis and Cluster Analysis (Fodness, 1990), One Way ANOVA (Chon and Olsen 1991), one way ANOVA and a combination of One Way ANOVA and MANOVA (Baloglu and McCleary, 1999), Pairwise Profile Comparisons (Haahi and Yavas, 1983), Correspondence Analysis (Calantone et al., 1989), Factor Analysis (Echtner and Ritchie, 1993), and Free Elicitation of Descriptive Adjectives (Reilley, 1990).

Chon, Weaver, and Kim (1991) examined the attributes that attract visitors to Norfolk, Virginia, USA and their perception of how well Norfolk performed on those attributes. They used Importance and Performance analysis in measuring the perceived importance of the destination attributes and the destination's performance on those attributes.

Fakeye and Crompton (1991) determined the image differences between first-time and repeat visitors to the Lower Rio Grande Valley. They used Factor Analysis with the principal components and a varimax rotation to extract the major image attributes. The result showed six factors with eigenvalues greater than one. These factors are as follows: social opportunities and attractions; natural and cultural amenities; accommodations and transportation; infrastructure, foods, and friendly people; physical amenities and recreation activities; and bars and evening entertainment.

Destination image has received a lot of attention in recent years. Destination image affects the buying behaviors of potential travelers. Potential travelers' images of the destination relative to its competitors help marketers to identify strengths and weaknesses of destinations and improve and develop image perceptions and positioning of their tourism destinations. Therefore, great expense and effort have been allocated to improve negative images and create positive ones.

In this study, destination image is defined as the mental picture someone has about a place as the result of the sum of beliefs, attitudes, and perceptions that individuals hold toward a certain destination.

The organic image is defined as the informative image, which is derived from the information such as news, media, and word of mouth. The induced image is the persuasive image, which is derived from marketing advertisement. The more positive the image of destinations, the more likely that people will go to those places. During the destination selection process, potential travelers compare the perceived benefits and situational constraints associated with those destinations, and will travel to the destinations that best serve their needs.

Organic and Induced Images

Brown (1997) states that service referral substantially influences customers evaluations of the service quality. Customers who receive favorable referrals about the service provided would be more likely to perceive the service provided in a positive manner than those with less favorable attitudes (Brown, 1997). In the context of travel and tourism, overseas travel agencies, tour guide books, and travel writers influence traveler evaluations of the service quality of travel destinations. Travelers who receive positive referrals about a travel destination may be more likely to perceive the service provided at the destination in a positive manner than those with less favorable attitudes.

For those who have never been to a destination, the image is primarily derived from news, media, word of mouth, and advertisement. Gunn (1972) commented that although individuals may have never visited a destination nor seek information on that destination, they still have some kind of information about that places stored in their memory. He categorizes images into organic and induced images. The organic image is formulated through exposure to informative information such as reports in newspapers, periodicals, and television. On the other hand, the induced image is formulated through exposure to persuasive information such as advertisements, promotional campaigns, and news releases.

In addition, first time and repeat visitors may have a different image after visiting (Fakeye and Crompton, 1991). According to Phelps (1986), first time visitors form image based on organic image such as guidebooks and conversation with friends and induced image such as brochures.

Researchers agree that it takes a considerable amount of time to change images even though there are dramatic changes in destination attributes (Crompton 1979, Fakeye and Crompton, 1991). Gunn (1988) stated that marketers can do little about changing the organic image, however, they can influence induced image through promotions and publicity. Ahmed (1991) proposes six strategies to correct negative organic images:

1. Emphasize the positive instead of the negative components of the overall images;
2. Schedule sport events, cultural festivals, and ethnic food fairs;
3. Organize familiarization tours for travel writers, journalists, travel agents, and tour operators;
4. Use the most favorable aspects of a destination that cannot be disputed by portraying realities and dispelling misconceptions;
5. Bid to host international travel and tourism conventions; and
6. Turn a negative image to a positive motivator for tourists who are curious about the natural or man-made disasters by organizing a commemoration of such events.

Several empirical studies have found that people change their image about a destination after visitation (Gartner, 1986; Phelps, 1986, Chon 1987). People tend to have a positive image about destinations they have visited (Chon 1987). Chon (1987) assessed the image of American tourists toward Korea prior to and after the visitation. He found that the tourists have a better image about Korea after they have been there. Likewise, Ahmed (1991) found a significant difference between the perceptions of visitors and nonvisitors to Utah. Visitors have more favorable images than nonvisitors do. However, some researchers argue that the image about a destination has a U-shape curve pattern (Pool 1965; Fakeye and Crompton, 1991). For example, Fakeye and

Crompton (1991) reviewed the studies of Pool (1965) about foreign students' impression about the United States. According to them, visiting students usually start with very positive attitudes toward the country. Then, during the first year, such positive impressions decline due to problems of adjustment. Finally, after a certain time has passed, deeper and more sophisticated insights are gained, and students become increasingly positive toward their host country. They concluded that the number of visits or the extent of previous experience at a specific destination might have an impact on the image of that destination.

Destination Image and Positioning

Destination image and positioning has received a lot of attention in recent years. Several researchers have investigated regional images to identify strengths and weaknesses of destinations. For example, Goodrich (1977) assessed the images of Florida, California, and Hawaii versus the Caribbean countries. Haahti and Yavas (1983) studied the images of Finland as compared to other European countries. Calantone at al (1989) examined the images of Singapore and other Pacific Rim countries. Baloglu and Brinberg (1997) and Baloglu and McCleary (1999) investigated the images of Turkey versus other Mediterranean countries. These studies found that there are substantial differences in tourists' perceptions toward destinations. In addition, tourists' images toward destinations vary upon their country of origin. Therefore, destination marketers have to employ different promotional strategies in positioning their destinations.

Moreover, the number of visits or the extent of previous experience at a specific destination may have an impact on the image of that destination. For example, first time and repeat visitors may have a different image after visiting. The first time visitors form

image based on organic image such as guidebooks and conversation with friends and induced images such as brochures. Although marketers can do little about changing the organic image; however, they can influence induced image through promotions and publicity.

Image and Destination Selection Process

Many researchers have examined how potential travelers develop an image towards a vacation destination (Crompton 1977; Woodside and Lysonski 1989; Kotler, Haider, and Rein 1993). Image plays an essential role during destination selection process (Mayo 1973; Hunt 1975; Mayo and Jarvis 1981; Chon 1991; Court and Lupton 1997). Image is formulated based on news, media, advertisement, and word of mouth (Mayo and Jarvis, 1981). The more positive the image of destinations, the more likely that people will go to those places. During destination selection process, potential travelers compare the perceived benefits and situational constraints associated with those destinations, and will travel to the destinations that best serve their needs (Crompton and Ankomah 1993). To better understand the destination image, it is necessary to know about the travel motivation of potential travelers and travel inhibitors that may prevent them from traveling.

Travel Motivations

Push and Pull Factors

According to Dann (1981) travel motivations are based on push and pull factors. Push factors are internal drives, which motivate people to travel, for example, need for escape, need for novelty, and need for self-esteem (Cha, McCleary and Uysal, 1995). Need for escape refers to the desire to change pace, and to get away from routine (Lee

and Crompton 1992). Need for novelty refers to the desire to go from a known to an unknown place, or to discover new experience, thrill, and adventure (Lee and Crompton, 1992). Need for esteem refers to needs for recognition such as talking about the overseas trips to friends who have not been (Oppermann and Chon, 1997).

In contrast, pull factors refer to the attractiveness of the destination, which motivate people to travel such as scenic beaches, shopping, and entertainment (Dann, 1981; Chon and Sparrowe, 1995). The pull factors stem from marketing advertisements, words of mouth, and referrals from friends and relatives (Chon and Sparrowe, 1995). For example, a good value for money travel destination can attract international travelers (Stevens, 1992). Stevens (1992) defines the value for money as the relationship between price and value that exists in the perceptions of the consumers.

However, the push and pull factors do not guarantee travel. Other factors such as illness, or lack of time and money may deter people from traveling. These factors are travel inhibitors.

Travel Inhibitors

Sonmez and Graefe (1998) defined travel inhibitors as any undesirable that might signify anything from a disappointing travel experience (psychological risk) to a serious threat to the travelers' health or life (health, physical, or terrorism threat). Their study revealed that terrorism and political instability were the strongest risks that influence people to avoid traveling to certain regions (Sonmez and Graefe, 1998). Sonmez and Graefe (1998) noted that "regardless of whether real or perceived, the presence of risk has the potential to change the nature of travel decisions (Sonmez and Graefe, 1998,

p.171)." Also, the degree of safety that individuals feel during different international travel situations affects future international travel (Sonmez and Graefe, 1998).

Since people tend to remember more about negative information, a fraction of dark area of a destination creates a negative image, (Mayo and Jarvis, 1981). According to Roehl and Fesennmaier (1992), cited in Sonmez and Graefe (1998), the common travel inhibitors for pleasure travel are financial, psychological, satisfaction, and time risks. Cook and McCleary (1983) also commented that time, money, and physical distances are important travel inhibitors used to evaluate destinations. For instance, several people do not like to take long haul trips due to perceived inconvenience of transportation or the disorder of their biological clocks resulting from time change. Tomashpol (1994) and Ligos (1998) reported that common problems of business travelers on international trip include anxieties of being in an unfamiliar place, worries about being away from home and workplace, jet lag, poor nutrition, dehydration, disorder of one's body clock, and fear of crime and violence at the overseas destination.

Moreover, visitors tend to perceive the distance to be longer than in reality. Walmsley and Jenkins (1992) found that "visitors to a major tourist region have been shown to have fairly inaccurate impressions of the distance to the tourist attractions in the region" (p.29). Walmsley and Jenkins (1992) concluded that cognitive distance is exaggerated relative to real distance.

In addition, travel inhibitors are more dominant criteria than facilitators during the final destination selection process, and, unless perceived benefits exceed perceived inhibitors, travel will not take place (Cook and McCleary, 1983; Sommez and Graefe, 1998; Um and Crompton, 1992). Um and Crompton (1992) noted that travel inhibitors

are more important than facilitators. Sonmez and Graefe (1998) also indicated that perceived risks were generally stronger predictors of avoiding regions than of planning to visit them. Moreover, Sonmez and Graefe (1998) stated that social risk, or the risk of friends or relatives disapproving of one's travel choice influences travel decisions. Likewise, Mitchie (1986), Mayo and Jarvis (1981) and Crompton and Ankomah (1993) agreed that the greater the distance to a destination, the less information about the destination a potential traveler acquires. This results in the less chance that the destination would be included in evoked set and be selected as the final destination, (Crompton and Ankomah, 1993).

Travel Models

The destination image formulation (Figure 6) and the destination selection process (Future 7) were modified based on previous studies (Gunn, 1989; Baloglu and McCleary, 1996; Chon, 1990; and Fakeye and Crompton, 1991).

Figure 6. Destination Image Formulation

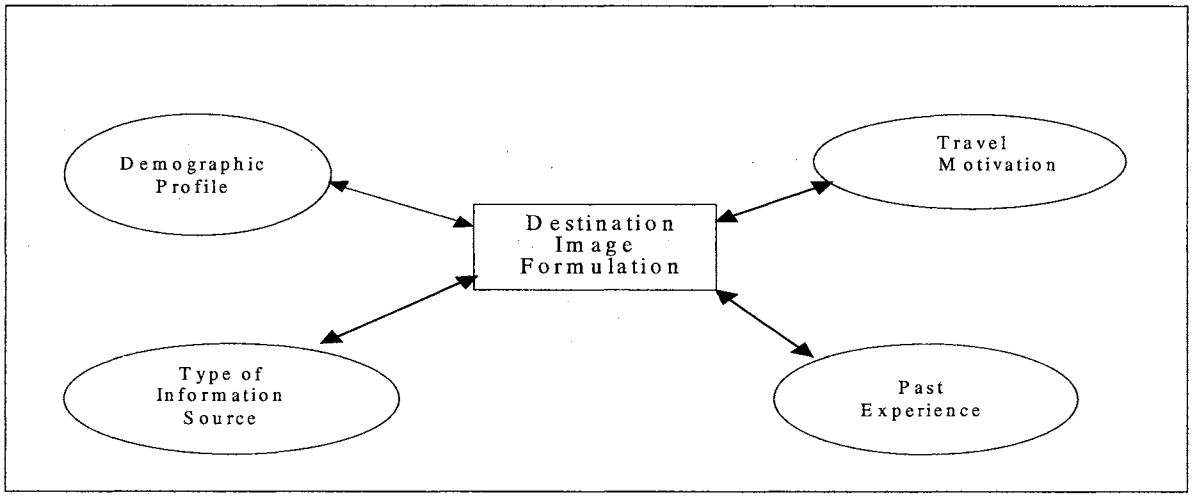
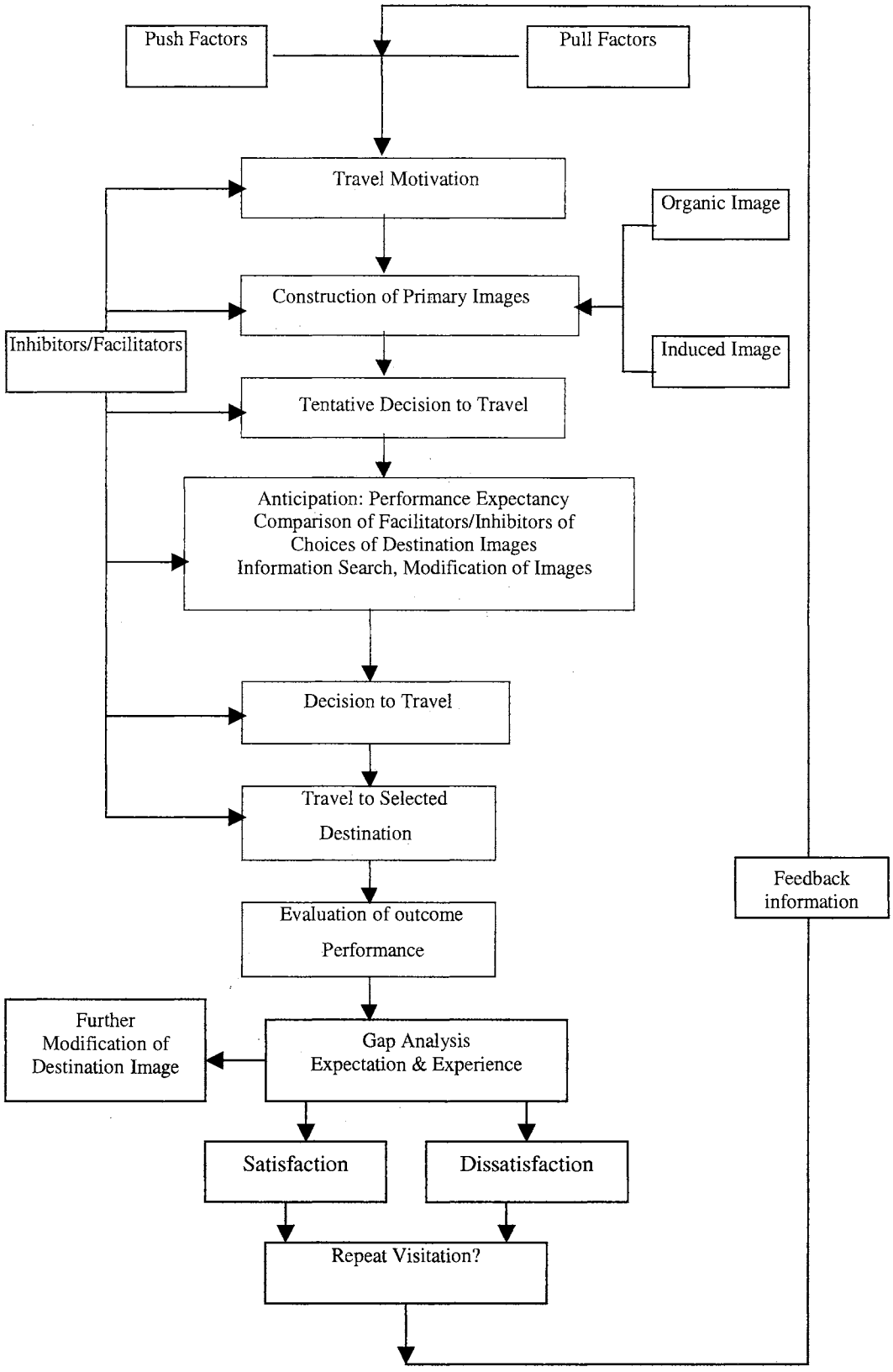


Figure 5 shows that the destination image is formulated based on demographic profiles of potential travelers such as age, gender and education level. In addition, type

of information that potential travelers search in planning a trip such as travel brochures, friends and relatives were used to create the image of Thailand. Moreover, the motivation of potential travelers and their past experience toward destinations influence the destination image formulation. Figure 7 shows the destination selection process, which was adapted from the model of the relationship of destination image and traveler buying behavior" by Chon (1990).

Figure 7: Destination Selection Process



The push factors driven by different needs motivate people to travel, whereas the pull factors of the attractiveness of destinations attract people to travel to particular destinations. The push and pull factors build travel motivation and build the primary image of destinations. Then, the travel motivation leads to the tentative decision to travel. After deciding to travel, potential travelers gather information about travel destinations. At this stage, more images about different destinations have been modified as the result of the information search. This leads to a better picture about the destinations and the performance expectancy of benefits and activities at the destinations. Then, potential travelers compare and contrast the facilitators and inhibitors such as availability of time, budget and distance. The destinations that offer the most benefits and the least inhibitors would be chosen. If people have enough time and money and no situational constraints, they are ready to travel. At this stage, if more than one destination interests potential travelers, they would compare and contrast facilitators and inhibitors of those destinations and choose the one that best serves their needs. After the visit, image is again modified and is used to evaluate future trips. Prior experience at the destination would be used to evaluate satisfaction or dissatisfaction towards the destination (Moutinho, 1987; Ryan, 1995; Decrop, 1999. Moreover, travel satisfaction would be used to determine whether or not to visit the destination again (Moutinho, 1987, Decrop, 1999).

Travel Satisfaction

Customer satisfaction is the result of the comparison of service performance to customer's expectations. Expectations are compared with actual perceptions of performance as the service is consumed (Bitner, 1990, Oliver 1980). If performance

exceeds expectations, the result is customer satisfaction (Bitner, 1990, Oliver 1980). In contrast, when expectations exceed performance, the result is customer dissatisfaction (Parasuraman, Zeithamal, and Berry, 1990). Parasuraman, Zeithamal, and Berry (1990) argued that the extent of discrepancy between customers' expectations or desires, and their perceptions of the quality of service is generated through word-of mouth, personal needs, experience, and external communications that influence customers' expectations. Augustyn and Ho (1998) noted that "friends, consumer groups, and the government play a role in shaping expectation. Customers will shop in places in which service standards are designed to meet such expectations. A high discrepancy between expectations and perceptions of the service results in customer dissatisfaction" (p.72).

Likewise, Chon (1989) stated that "an individual recreational traveler, during and after his/her participating in a travel activity, may show the feelings of satisfaction or dissatisfaction with the recreational travel experience based on a comparison of his/her previously held expectation about the experience and his/her perceived evaluative outcome of the experience " (p.5).

According to LeBlanc (1992), customer perceptions of service quality in travel agencies were determined by corporate image, competitiveness, courtesy, responsiveness, accessibility, and advertising competence. Handszuh (1995) comments that the core services of quality in tourism are infrastructure, safety/security, hygiene/sanitation, condition of natural environments, consumer protection, and accessibility. Chase and Hayes (1991) note that customers assume core service as an obligation that the service providers must offer. The service providers, who fail to provide their customers with adequate core service quality, are perceived as offering inferior service and make their

customers dissatisfied (Chase and Hayes, 1991). On the other hand, supplementary service is perceived as an extra point to service quality (Chase and Hayes, 1991). The service providers, who provide their customers with supplementary service, gains extra points, and make their customers satisfied (Chase and Hayes, 1991). The lack of supplementary service may not lead to customer dissatisfaction but the presence of supplementary service results in customer satisfaction (Chase and Hayes, 1991).

Keane (1997) argued that since price must exceed cost in order to prevent quality deterioration, high prices may be interpreted as signals of high quality. Likewise, Ostrowski, O'Brien, and Gordon (1993) pointed out that "value can be considered a function of both price and quality. The higher the quality offered for the price paid, the higher will be the value as perceived by customers" (p.20). However, service providers should not charge high price only because of profit making. Keane (1997) noted that the quality premium does not mean maximizing profit but minimizing the likelihood of quality deterioration. Ostrowski, O'Brien, and Gordon (1993) stated that competition based on pricing will lead only to temporary share gains and will do little to build and maintain brand loyalty (Ostrowski, O'Brien, and Gordon, 1993).

Keane (1997) proposed that a high quality tourism destination can build its reputation and customer loyalty by selling premium service quality above its costs of production. In highly competitive environment, the reputation of a tourism destination largely depends on perceived service quality (Keane, 1997). Although a high quality tourism destination may have a costly initial investment in building its reputation, it will benefit from high level of repeat business (Keane, 1997).

Similarly, the study of Ostrowski, O'Brien, and Gordon (1993) on service quality and customer loyalty in commercial airline industry found that "for airlines willing to make the investment to improve service quality, the rewards may well outweigh the costs (p.24)." Their study revealed that "while the overall value is equal for the two carriers, intentions to continue using the same carrier appear to depend more on quality perception than on price perception (p.20)." The perceived image of airlines' reputation and service quality determines customer loyalty (Ostrowski, O'Brien, and Gordon, 1993). They concluded that there are relationships between reputation, service, value offered, and brand loyalty (Ostrowski, O'Brien, and Gordon, 1993).

According to Le Boeuf (1987), it is six times more expensive to gain new customers than retain the old ones. Augustyn and Ho (1998) noted that "on average, customer loyalty is worth 10 times the price of a single purchase. If customers like the service, they will tell 3 people. If they don't like the service, they will tell 11 people (p73)." Customer satisfaction results in repeat purchase and positive word of mouth (Oliver, 1980; Taylor and Baker, 1994; Zeithaml, Berry, and Parasuraman, 1996, and Heung, 1999).

Repeat Visitation

Marketing managers know that it is five or six times more effective to attract repeat customers than to gain new ones (Oppermann, 1998). The Pacific Asia Travel Organization (1997) urged destination marketers to retain previous travelers to reduce marketing costs. Oppermann (1998) commented that "repeat visitation, particularly the multiple-repeat visitation pattern, has largely escaped attention in the tourism literature,

p. 132)." Only a few researchers have investigated this issue (Gitelson and Crompton, 1984; Mazursky, 1989; Marsh, 1994; Oppermann, 1997, 1998, 2000).

Crotts (1999) defines repeat purchase as a form of habitual decision making in which a brand is purchased again without any emotional attachment or commitment to it.

According to Crotts (1999), repeat purchasers can be induced to change their purchase habits because they possess little commitment to the destination whereas destination-loyal visitors are highly committed to their preferred destination and will not change easily. For instance, destination-loyal decisions occur when a consumer may have been heavily involved in selecting a vacation destination, using an extensive decision making process without further consideration of other options. This person is a loyal patron because of his or her high commitment to one destination (Crotts, 1999). In contrast, repeat purchaser may believe that all resort properties along a vacation corridor are about the same. Having spent a vacation at one of them and finding it satisfactory, this traveler will repurchase the same experience using habitual decision making without being loyal to a particular resort. This visitor is a repeat customer who has no loyal commitment to the resort in question (Crotts, 1999).

According to Asael (1987), cited in Crotts (1999), many repeat customers are seldom to the point of loyalty. They are not resistant to persuasion and can be induced to change their decision-making behaviors through marketing efforts (Crotts, 1999). At this stage, competitors can influence repeat purchases to switch brand (Crotts, 1999).

However, it remains unclear why some people return year after year to the same place whereas the other avoid the same destinations for their next visits. Oppermann (1998) commented that "a very highly satisfied tourist might still not come back because

of a desire always to see new places. In contrast, a somewhat dissatisfied tourist might return because it is perceived to be less risky to go to a place with known deficiencies rather than visit a new destination that might be even worse, (p.132)."

Geva and Goldman (1991) found in their study about the relationship of satisfaction in guided tours and the tourists' intentions to repeat buying from the tour company and to positive word of mouth communications about the tour that there were minimal relationships between consumer's satisfaction and their intentions to repeat touring with the same company, and their recommendations of the tour company to others . Although customers were satisfied with tour guides, it was doubtful that the tour company automatically and directly benefits from the tour guides' success in terms of positive effects on the corporate image and repeat purchase intentions (Geva and Goldman, 1991).

Schmidhauser (1976-1977), cited by Oppermann (1998), suggested that there are two different types of tourists based on their destination choice history: continuous repeaters and continuous switchers. First, continuous repeaters are those tourists who are faithful to a destination when they had a positive experience with it (Schmidhauser, 1976-1977, p. 86, quoted by Oppermann, 1998). Second, continuous switchers are those tourists who choose a different destination year after year and for whom a decision for a certain destination in one year is at the same time a decision against that destination in the following year (Schmidhauser, 1976-1977, p. 86, quoted by Oppermann, 1998). Ryan (1995) found in his study about repeat visitation behavior of the over 55 tourists in Majorca that the motivation of continuous repeaters is the result of strong sense of

identification with the island, risk aversion, sensitivity to price, social opportunity, and positive past travel experience.

Sonmez and Graefe (1998) found in their study that past travel experience to a particular destination increases the intention to travel there again. According to Goodrich (1978), Mazursky (1989), Perdue (1985), and Sonmez and Graefe (1998), past travel experience influences behavioral intentions. Mazursky (1989) cited in Sonmez and Graefe (1998), stating that future travel is influenced by both the extent and the nature of past travel experience. Such personal experience may even exert more influence on travel decisions than information acquired from external sources (Mazursky, 1989 cited in Sonmez and Graefe, 1998).

Continuous switchers are empirically confirmed by the study of Bello and Etzel (1985) stating that novelty-seeking travelers indicate their likelihood of taking the similar type of adventure travel in the future. However, they are less likely to return to the same destination. This is because "the experience of novelty is related to leisure satisfaction as the wish for new experiences, exploration, and discovery (Dumazedier 1974 cited in Bello and Etzel 1985, p. 22)." Bello and Etzel (1985, p. 22) hypothesized that "since a visit familiarizes the traveler with destination stimuli, the desire of novelty experiencers to return to the same destination should be low." Their findings supported their hypothesis that high novelty seeking travelers are more likely to take another similar vacation. However, they are unlikely to return to the same destination. They concluded that "unlike other types of consumer behavior in which satisfaction results in repeat purchases, the very attraction of a travel destination for one market segment discourages

a repeat purchase because familiarity decreases or eliminates novelty" (Bello and Etzel 1985, p.23).

In conclusion, people travel because of the push and pull factors. Push factors refer to the human needs such as the need for escape, need for changing of pace, and the need for novelty. The pull factors refer to the attractiveness of destinations. These pull factors attract people to visit particular destinations. After people decide to travel, they seek more information. News, media, word of mouth, and advertisement create an image of destinations in the mind of potential travelers. Destination image helps potential travelers to identify perceived benefits and perceived risks associated with particular destinations. Potential travelers use positive and negative destination images in selecting final travel destinations. Then, situational constraints influence the final destination choice. The destination that is perceived as the one offering the most benefits and the least constraints will be chosen as the final destination.

In conclusion that the destination image, travel satisfaction, travel motivation, and travel inhibitors affect the pre-purchase destination selection process. Since these four travel determinants are important during the pre-purchase destination selection process, it is hypothesized that they should also be important during the post-purchase destination selection process.

Hypotheses

Based on the reviews of the literature, the following hypotheses were proposed:

H 1: The more positive the image of a travel destination, the more likely the international travelers would revisit the destination. The null and alternative hypotheses are stated as follows:

H_0: There is no significant relationship between the destination image and the likelihood of revisiting.

H_a: There is a significant positive relationship between the destination image and the likelihood of revisiting.

H 2: The higher satisfaction the international travelers have toward their trip to a travel destination, the more likely they would revisit the destination. The null and alternative hypotheses are stated as follows:

H_0: There is no significant relationship between traveler's satisfaction and the likelihood of revisiting.

H_a: There is a positive significant relationship between traveler's satisfaction and the likelihood of revisiting.

H 3: The higher travel motivation the international travelers have towards a travel destination, the more likely they would revisit the destination. The null and alternative hypotheses are stated as follows:

H_0: There is no significant relationship between travel motivation and the likelihood of revisiting.

H_a: There is a significant positive relationship between travel motivation and the likelihood of revisiting.

H 4: The stronger travel inhibitors the international travelers have toward a travel destination, the less likely they would revisit the destination. The null and alternative hypotheses are stated as follows:

H_0: There is no significant relationship between travel inhibitors and the likelihood of revisiting.

H_a: There is a significant negative relationship between the travel inhibitors and the likelihood of revisiting.

H 5 The bundle of the destination image, travel satisfaction, travel motivation, and travel inhibitors affects the likelihood of revisiting. The null and alternative hypotheses are stated as follows:

H_0: There is no significant relationship between the destination image, travel satisfaction, travel motivation, travel inhibitors and the likelihood of revisiting.

H_a: There is a significant relationship between the destination image, travel satisfaction, travel motivation, travel inhibitors and the likelihood of revisiting.

Summary

This chapter reviews previous literature about destination image, methodology used to assess destination image, image and destination selection process, travel motivation, travel inhibitors, travel satisfaction, and repeat visitation. It also proposes hypotheses of this study.

CHAPTER 3

METHODOLOGY

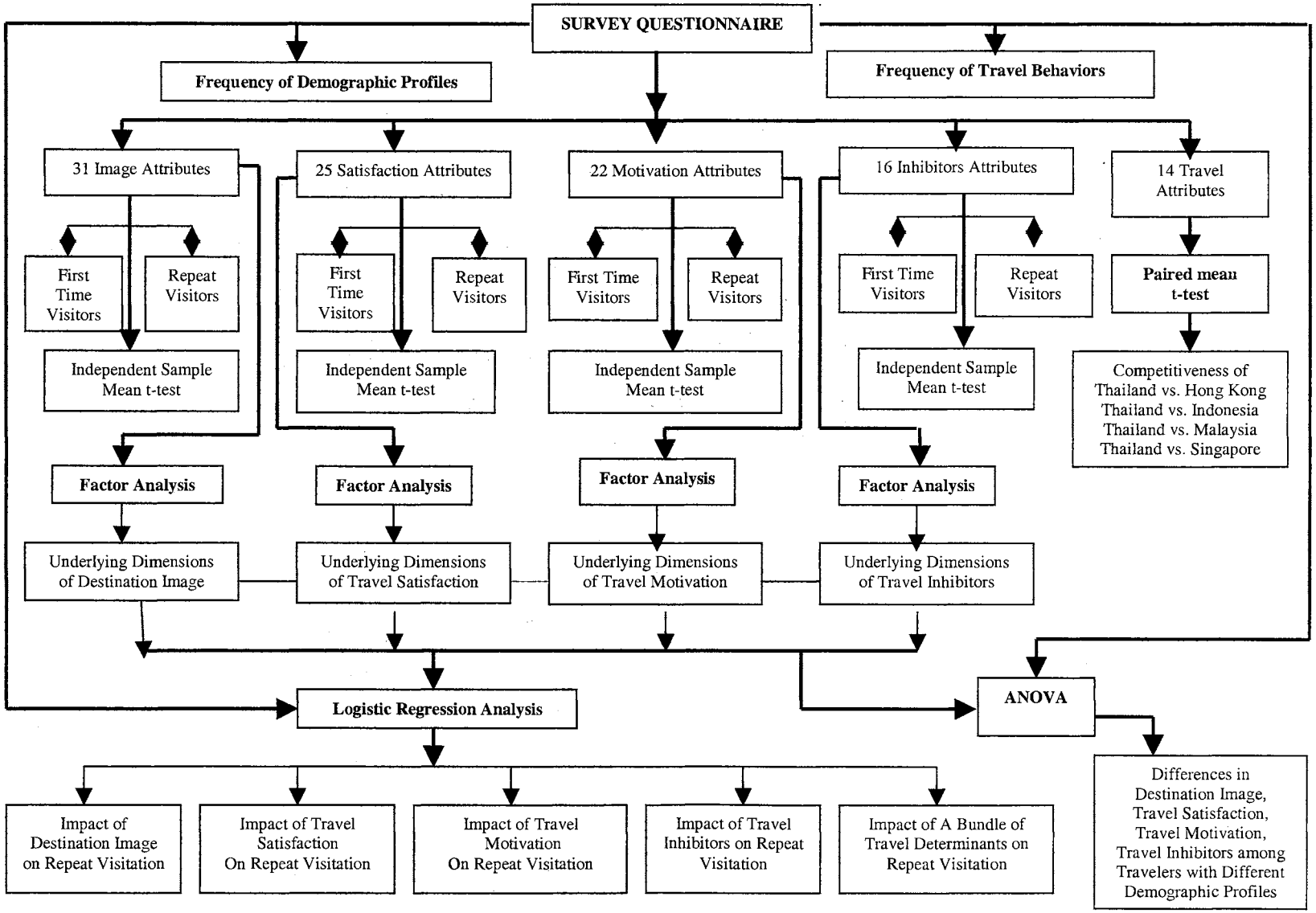
Research Design

This exploratory study uses descriptive and predictive designs. A cross-sectional exit survey was used to collect data. The objective of the exit survey was to obtain feedback from travelers regarding their experience and perceptions of the image of Thailand, their travel satisfaction, their travel motivation to revisit Thailand, and travel inhibitors that would deter them from revisiting Thailand. A structured, self-administered questionnaire was developed. The target population of this study was departing international travelers who had visited Thailand and were checking-in for their departure to 13 selected international destinations at the Bangkok International Airport in Bangkok, Thailand during the period of June 1-4 and June 10-11, 2000. A three-stage sampling approach including proportionate stratified sampling, single cluster sampling, and systematic random sampling was used to select the sample.

Research Framework

Figure 8 displays the research framework used in this study. A self-administered questionnaire was used to measure the destination image, the respondents' travel satisfaction, travel motivation, and travel inhibitor attributes. The survey was also used to determine the destination choice of intention, travel behaviors, and the demographic profiles of the respondents.

Figure 8. Research Framework



First, the descriptive statistics were used to determine mean and standard deviation scores on the image of Thailand, travel satisfaction, travel motivation, and travel inhibitors. Furthermore, frequency distribution of each variable in the study was analyzed.

Second, the Independent Sample Mean t-test was performed to determine the mean difference of the perception of the image of Thailand, travel satisfaction, travel motivation, and travel inhibitors between repeat and first time travelers.

Third, an exploratory factor analysis was initiated to identify the underlying dimensions of the travelers' perception of the destination image, travel satisfaction, travel motivation, and travel inhibitors. It was also used to construct summated scales for two subsequent analyses: One Way Analysis of Variance and Logistic Regression.

Fourth, One Way Analysis of Variance was performed to determine the mean difference of the perception of the destination image, travel satisfaction, travel motivation, and travel inhibitors among travelers with different demographic profiles.

Fifth, Logistic Regression was employed to determine both an individual and mutual impact of the destination image, travel satisfaction, travel motivation, and travel inhibitors on the likelihood of revisiting.

Finally, Paired mean t-test was used to determine the significant difference in the competitiveness between Thailand and each of the top travel Southeast Asian travel destination, which are Hong Kong, Indonesia, Malaysia, and Singapore.

Instrument

A self-administered questionnaire was developed. The data-collection instrument consisted of seven-parts. The relevant literatures and survey instruments developed by

past researchers provided the basis for developing the questionnaire for this study. Moreover, care was taken to include unique tourism attributes of Thailand that were identified in earlier studies (Cohen 1982, 1988, 1993).

The first part of the questionnaire was the individual travel behavior of respondents and the source of information they used in planning a trip to Thailand. The travel behavior items were derived from the study of Qu and Li (1997) on the characteristics and satisfaction of Mainland Chinese visitors to Hong Kong. The items asking about the source of travel information and destination selection were obtained from the survey instrument of Goodrich (1978) on tourist preferences and perceptions of vacation destinations.

The second part of the questionnaire was to assess the respondents' perceptions toward Thailand as an international travel destination. The image attributes were derived from the previous destination image studies of Hunt (1975), Goodrich (1978), Crompton (1979), Fakeye and Crompton (1991) Mclellan and Foushee (1983), Echtner and Ritchie (1993), Calantone, Benedetto and Bojanic (1985), Yau and Chan (1990), and Chon, Weaver, and Kim (1991). Five image items (A trip to Thailand worth the value for the money, traffic jams, pollution, massage parlors, and AIDS) were cited to measure the unique image attributes of Thailand because they have often been mentioned in newspapers, magazines, and books. Respondents were asked to indicate their level of agreement on a 5 point Likert scale, that ranged from 1 (strongly disagree) to 5 (strongly agree).

The third part of the questionnaire was to examine the respondents' satisfaction with their visit to Thailand. The satisfaction measurement was modified from the study

of Qu and Li (1997) on the characteristics and satisfaction of mainland Chinese visitors to Hong Kong. The tourist satisfaction attributes were in the categories of shopping, restaurants, hotels, transportation, attractions, environment, and local residents' attitudes. The respondents were asked to indicate their level of agreement on a 5 point Likert scale that ranged from 1 (very dissatisfied) to 5 (very satisfied). One additional question, "Overall, were you satisfied with this trip to Thailand? " was included as an overall evaluation of their satisfaction. The respondents' answer to the question was dichotomous in nature (yes or no).

The fourth part of the questionnaire was to explore the respondents' motivations to revisit Thailand. The earlier works on tourist motivation by Dann (1981), Lee and Crompton (1992), and Oppermann and Chon (1997) were used to construct travel motivation attributes. In addition, special tourism attributes derived from guidebooks, and the travel brochures of the Tourism Authority of Thailand were used to formulate the unique motivation attributes of tourists to Thailand. Respondents were asked to indicate the level of agreement on a 5 point Likert scale that ranged from 1 (strongly agree) to 5 (strongly disagree).

The fifth part of the questionnaire was to identify the travel inhibitors that would deter the respondents from revisiting Thailand. The travel inhibitor attributes were derived from news reports about tourism in Thailand and prior studies about travel inhibitors (Oppermann and Chon, 1997; Sonmez and Graefe, 1998). The respondents were asked to indicate their level of agreement on a 5 point Likert scale that ranged from 1 (strongly disagree) to 5 (strongly agree). There were two dichotomous questions (yes or no) in this part. The first question was " Do you plan to visit Thailand again in the

future?" The second question was "Will you recommend Thailand to your friends/relatives?" In addition, respondents were also asked to determine when they want to revisit Thailand.

The sixth part of the questionnaire was to determine the competitiveness of Thailand as compared to four major Southeast Asian travel destinations, which are primary competitors of Thailand in terms of tourist destinations. These destinations are Hong Kong, Indonesia, Malaysia, and Singapore. The image attributes and interval scales in this part were modified from the image measurement of Go and Zhang (1997). They measured the image of Beijing as an international meeting destination. A six point Likert scale was used to measure the experience and perception of international travelers toward these five destinations. The six-point scale was as follows: 1 = "very poor," 2 = "poor," 3 = "average," 4 = "good," 5 = "very good," and 0 = "I haven't been there."

Questions about respondents' demographic profiles were included in the last part of the questionnaire. These questions were used to form the demographic profile of the travelers. The items describing the demographic profiles of international travelers to Thailand were adapted from the annual reports of tourist profiles to Thailand from 1980-1999 published by the Tourism Authority of Thailand.

In order to ensure that the respondents, whose native language was not English, understood the questions and statements in the questionnaire, the questionnaire was translated from English into French, German, Japanese, Korean, simplified and traditional Chinese. These translated languages were official languages or were used in daily life among the tourists from the top major inbound tourist markets to Thailand.

Content Validity

In order to ensure the content validity of the questionnaire, the in-depth reviews of literature in the destination image, travel satisfaction, travel motivation, and travel inhibitors domains were conducted to determine the attributes for the instrument. A variety of items with slightly different interpretations that broadly represent the range of the above topics were generated (Churchill, 1996). Words with similar meanings were grouped. The words that were most cited in the literature were selected to narrow down the list of attributes. The collection of a large list of variables was aimed to ensure that the measurement contained enough items to adequately sample the entire range of variables (Churchill, 1996). Then a panel of experts who were faculty members in the field of hospitality, tourism, and marketing verified the instrument to ensure the content and face validity of the questionnaire.

Reliability

A pilot test was conducted to assess how well the instrument captures the constructs it was supposed to measure and to test the internal consistency and the comprehension of the questionnaire items (Appendix A). A pilot test was conducted with a convenient sampling of 30 tourists who visited Thailand and boarded a train at the Hua Lumpong Railway Station in Bangkok, Thailand in May 2000. This location was selected because there were daily trains that commute between the Bangkok International Airport and this railway station. A total of 30 tourists participated in the pilot test, yielding a response rate of 100%. The result showed that 60% of the respondents were male. About 89% of the respondents were in the age range of 18 to 45 years old. About 67% were single. Almost 35% were professional, followed by office workers (28%), and

students (17%). More than half (52%) of the respondents reported that they were decision-makers in choosing travel destinations whereas 22% of the respondents reported that both they and their spouse made the final decision to take a trip to Thailand. Three out of the five respondents reported that they did not travel with their spouse nor children during their trip to Thailand. The majority of respondents obtained information about Thailand from guidebooks, word-of-mouth, family members, and friends. In addition, more than half of the respondents obtained information from the Internet. However, advertisements on buses, airline offices, radios, and newspapers were not the major source of travel information. Most of the respondents looked for price in the tourism advertisement. About 85% of the respondents reported that they would visit Thailand again in the future. Almost 97% of the tourists were satisfied with their trip to Thailand and intended to recommend Thailand to their friends and relatives. About 77% of the respondents reported that cultural and natural tourist attractions would motivate them to visit Thailand again. Almost 60% reported that food would motivate them to revisit Thailand. About 13% of the respondents reported that they would visit Thailand again due to adult entertainment and attractive deals on package tours.

A reliability analysis (Cronbach's alpha) was performed to test the reliability and internal consistency of the destination image, travel satisfaction, travel motivation, and travel inhibitor dimensions, which were obtained from an exploratory factor analysis. The result of the pilot test showed that the alpha coefficients of each dimension of the destination image, travel satisfaction, travel motivation, and travel inhibitors were high, ranging from .77 to .93 (Nunnally and Bernstein, 1994).

The results of this pilot test provided valuable information about the questionnaire design, wording, and measurement scales. Based on the feedback received from the

panel of experts and the pilot test, the questionnaire was modified to reflect its final format (Appendix B).

Sampling Plan

Target Population

The target population of this study was the departing international travelers who had visited Thailand, and were checking-in for selected flights to 13 international destinations at the Bangkok International Airport, Thailand from June 1st to 4th and June 10th to 11th, 2000.

Sample Size

Churchill (1996) suggested that a specified degree of confidence, specified precision, and knowledge of the sampling distribution of the statistic, within strata variability, and within- and between-cluster variability are required to determine the sample size for cluster and stratified sampling. Due to the lack of this information, the sample size was determined using a power analysis table provided by Cohen (1988). The sample size was based on an alpha (α) at .05 for a two tailed test with a power of .90 and the effect size (ES) of .20 for a t-test sample. The table suggested the minimum sample size of 526. Because the researcher anticipated that some travelers would refuse to complete the survey, 590 questionnaires were distributed.

Samples

A three stage sampling approach including proportionate stratified, cluster and systematic random sampling was used to randomly select 590 departing international travelers. First, a proportionate stratified sampling was used to determine the number of samples for each of the top 13 inbound tourist markets. According to the Tourism

Authority of Thailand statistics from 1980 to 1998, the top 13 major inbound tourist markets to Thailand were Malaysia, Japan, Singapore, Hong Kong, Taiwan, Korea, China, Germany, the United States, the United Kingdom, Australia, India, and France. These 13 inbound markets accounted for more than 73% of the total tourist arrivals in Thailand (TAT, 1999). Table 6 presents the proportion of the sample from the selected inbound tourist markets.

Table 6. Proportion of International Travelers from the Top Inbound Markets

Top Twelve Inbound Tourist Markets to Thailand	Number of Arrivals in 1996	Percentage	Sample Size
The United States	308,573	5.37	28
Taiwan*	477,124	8.30	44
Great Britain*	286,889	4.99	26
South Korea*	488,669	8.50	45
China	456,912	7.95	42
Japan*	934,111	16.26	89
Germany*	353,677	6.15	32
Malaysia*	1,056,172	18.38	97
Singapore*	437,103	7.61	40
Hong Kong*	396,679	6.90	36
Australia*	215,074	3.74	20
France	205,466	3.58	15
India	129,762	2.26	12
Total	5,746,211	100%	526

Source: Tourism Authority of Thailand 1996. * Samples were chosen during daytime and evening flights.
Note: 1996 was used in stead of 1997-1999 due to Asian Financial crisis in inbound markets from 1997 to 1999.

Second, a single stage cluster sampling was used to randomly select departure flights to selected 13 inbound markets, which were posted on the web-site of the Airport Authority of Thailand (see Table 7). Third, a systematic random sampling was used to select individuals within the selected flights and the selected inbound tourist markets. The estimated sample interval was calculated based on the average occupancy rate of flights, flight capacity, and the proportion of international travelers from the selected inbound markets. Due to the lack of information about the occupancy rate of each flight, the estimated average occupancy rate of 65% was used. Table 7 presents the detail of flight information and interval (n^{th}) of systematic sampling for each flight.

Table 7. Sample Selection

Date	Flight Information					Every nth Tourists
June 1, 2000	Flights	Destination	Departure time	Aircraft Type	Average # of Seats	
	BR 067	London	1245	B-747-436	420	**8**
	CI 642	Hong Kong/TPE	1450	B-747-409	411	**7**
	CA 980	Beijing	1420	A-300-622R	361	**5**
	CI 696	Taipei	1610	A-300-622R	361	**5**
	QF 016	Melbourne	1715	B-747-438	420	**11**
	A1 309	Delhi/Bombay	1720	B-747-437 SCD	420	**21**
	TG 4701	Kuala Lumpur	1710	A-300 B4-203	295	**2**
June 2, 2000	Flights	Destination	Departure time	Aircraft Type	Average # of Seats	
	NH 7054	Tokyo/Seattle	0730	B 747-438	454	**9**
	QF 002	Sydney	0805	B-747-438	420	**12**
	TG 614	Beijing	1105	A-300-622R	361	**5**
	TG 664	Shanghai	1055	A-300 B4-203	295	**5**
June 3, 2000	Flights	Destination	Departure time	Aircraft Type	Average # of Seats	
	JL 622	Osaka	2355	B-747-346	365	**3**
	AF 169	Paris	2310	B-747-428	420	**13**
	TG 930	Paris	0005	B-777-2D7	358	**11**
	LH 703	Frankfurt	2355	B-747-430	420	**8**
	BA 010	London	2300	B-747-436	420	**9**
	BA 7311	London	0030	B-747-436	420	**9**
	KE 652	Seoul	0005	A-300-600	361	**5**
	TG 658	Seoul	2355	A-300-605R	361	**5**

Table 7. Sample Selection (Continued)

Date	Flight Information					Every nth Tourists
June 4, 2000	Flights	Destination	Departure time	Aircraft Type	Average # of Seats	
	UA 876	Tokyo/Seattle	0730	B-747-238 B	365	7
	NH 7054	Tokyo/Seattle	0730	B-747-251 B	454	9
	TG 628	Hong Kong/SEL	1030-1100	B-737-4D7	149	2
	TG 614	Beijing	1105	A-300-622R	361	5
	SQ 984	Osaka	1105	A-310-325	279	
	SQ 065	Singapore	1600	A-310-324	279	2
	TG 4701	Kuala Lumpur	1710	A-300 B4-203	295	4
	QF 302	Sydney	1730	B-747-438	420	2
						12
June 10, 11 2000	Flights	Destination	Departure time	Aircraft Type	Average # of Seats	
	TG 614	Beijing	1105	A-300-622R	361	5
	TG 664	Shanghai	1055	A-300 B4-203	295	5
	CI 642	Hong Kong/TPE	1450	B-747-409	411	7
	CA 980	Beijing	1420	A-300-622R,	361	5
	CI 696	Taipei	1610	A-300-622R	361	5
	TG 658	Seoul	2355	A-300-605R	361	5
	KE 652	Seoul	0005	A-300-600	361	5
					Total	**526**

Note: Based on an estimate of 65% occupancy rate. Source: Airport Authority of Thailand 1998-2000.

Survey Procedure

An exit survey was given to 590 randomly selected departing international travelers who were checking-in for the selected departure flights at the Bangkok International Airport from June 1st to 4th and June 10th to 11th, 2000. The survey was conducted during weekdays and weekends from 05:30 am. to 01:00am. Thai souvenirs including crystal and bronze key chains, key organizers, and Thai silk purses were given

as incentives to stimulate survey participation. A field editing was conducted at the airport to check for the completeness of the questionnaires. When international travelers returned the questionnaires, research assistants thanked the travelers and let them choose one of the five types of the incentives.

Data Analysis

Descriptive Analysis

The descriptive statistics were performed to determine mean and standard deviation of each attribute of the destination image, travel satisfaction, travel motivation, and travel inhibitors. A frequency analysis was run to determine the distribution of the respondents' travel behavior, their intention to revisit Thailand, and their demographic profiles.

Independent Sample Mean t-test

The independent sample mean t-test identifies whether the mean of a single variable for subjects in one group differs from that in another group (SPSS, 1999). In this study, the independent sample mean t test was used to determine the mean difference in the perceived image of Thailand, travel satisfaction, travel motivation, and travel inhibitors between first time and repeat travelers. The Levene's Test was used to assess whether the variances of a single metric variable are equal across any number of groups (Hair et al., 1998).

Paired Sample t-test

The Paired Sample t-test was used to compare the means of two variables for a single group (SPSS, 1999). It computes the differences between values of the two variables for each case and tests whether the average differs from 0(SPSS, 1999). In this

study, the paired mean t-test was used to determine the significant difference in the competitiveness between Thailand versus each of the top four Southeast Asian travel destinations.

Exploratory Factor Analysis

An exploratory factor analysis, more specifically Principal Component Analysis, was used to reveal the underlying dimensions of the destination image, travel satisfaction, travel motivation, and travel inhibitors and to reduce the large number of items into a smaller set while maintaining the highest information. It was also used as an integral component in the construction of summated scales for subsequent analysis (Hair et al., 1998). The combination of Latent Root Criterion and Scree Test were used to determine the number of factors. Orthogonal and oblique rotations were undertaken to assist in the interpretation of the factors. The criterion for significance of factor loading in this study is based on practical and statistical significance. Factor loadings of ± .40 are considered significant by meeting the minimum level of practical significance (Hair et al, 1998). As for statistically significance, factor loadings of ± .40 are considered significant based on the power of .80 at a significant level of $p \leq 0.05$ with the minimum sample sizes of 200 (Hair et al, 1998). The sample size of 590 of this study is appropriate for an exploratory factor analysis (Hair et al, 1998).

The Principal Component Analysis provides empirical foundation of a summated scale through assessment content validity and scale dimensionality. According to Hair et al. (1998), summate scales are preferred to factor scores for subsequent analysis. Summate scales represent concepts in a single measure while reducing measurement error. The major difference of the summated scales and factor scores is that, the factor

score is computed based on the factor loadings of all variables on the factor, whereas the summated scale is calculated by combining only selected variables (Hair et al. 1998). Hair et al. (1998) commented that "although researcher is able to characterize a factor by the variables with the highest loadings, consideration must be given to the loadings of other variables, albeit lower, and their influence on the factor score." (p.119). Moreover, the factor scores are not easily replicated across studies because they are based on the factor matrix, which is separate in each study (Hair et al. 1998). Therefore, summated scales were used as independent variables for subsequent analyses in this study.

Analysis of Variances

One Way Analysis of Variance was used to determine the mean differences in the perceived destination images of Thailand, travel satisfaction, travel motivation, and travel inhibitors across travelers with different demographics profiles. A post hoc test was performed to identify the mean differences after the statistical tests for main effects. Bonferroni test was used to control for experimentwide Type I error of multiple comparisons by adjusting the select alpha level down (Hair et al 1998).

Logistic Regression

The major purpose of this study is to test five models of both individual and mutual impacts of the destination image, travel satisfaction, travel motivation, and travel inhibitors on the likelihood of revisiting. Logistic regression was used to achieve this purpose. The logistic regression is an appropriate statistical technique when the dependent variable is binary (0 and 1) and the independent variables are metric (Hair et al, 1998).

In logistic regression, the probability of an event occurring can be directly estimated (SPSS, 1999). The logistic regression model can be written as (SPSS, 1999):

$$\text{Probability (event)} = \frac{1}{1+e^{-Z}}.$$

where:

e = the base of the natural logarithm

Z = $B_0+B_1X_1+ B_2X_2+\ldots+B_nX_n$

$B_0,\ldots,B_n$ = logistic coefficients estimated from the data

X = independent variables

If the estimated probability of the event is less than 0.5, the event will not occur but if the estimated probability is greater than 0.5, the event will occur (SPSS, 1999).

The natural logarithm of the odds, $ln(P(Y=1)/(1-P(Y=1)))$, is called the logit of Y (Menard, 1995, p.12). The logit of Y is written as "$ln(Y)$" where 1 is the probability of the event happening. The equation for the relationship between the dependent variable and the independent variable can be written in terms of the log of the odds (Y), which is called a logit as (Menard, 1995; SPSS, 1999):

$$ln(Y) = B_0+ B_1X_1 +\ldots+ B_nX_n$$

The "odds" is used as the dependent variable in logistic regression. It refers to the ratio of the probability that an event will occur to the probability of the event that will not (Hair, Anderson, Tatham, and Black, 1998, SPSS, 1999). It can be written as:

Odds = Probability (event)/ probability (no event).

The logistic coefficient can be interpreted as the change in the log of the odds associated with a one-unit change in the independent variable (SPSS, 1999).

Menard (1995) stated that "we can convert logit (Y) back to the odds by *exponentiation,* calculating Odds *(Y=1)* = $e^{logit(Y)}$" (p.12). This result in the equation: Odds (Y=1) = $e^{\ln[odds(Y=1)]}$ (Menard, 1995).

Since it is easier to think of odds rather than log odds, the logistic equation can be written in terms of odds as (SPSS, 1999):

$$\text{Odds} = \frac{P(event)}{P(no\ event)} = e^{B_0 + B_1 X_1 + \ldots + B_n X_n}$$

Then e raised to the power B_I is the factor by which the odds change when the i^{th} independent variable increases by one unit (SPSS, 1999). If B_I is positive, this factor will be greater than 1, which means that the odds are increased; if B_I is negative, the factor will be less than 1, which means that the odds are decreased (SPSS, 1999). When B_I is 0, the factor equals 1, which leaves the odds unchanged (SPSS, 1999).

Menard (1995) notes that *"the probability," the "odds," and the "logit" are three different ways of expressing exactly the same thing"(p.13).* He pointed out that "of the three measures, the probability or the odds is probably the most easily understood. Mathematically, however, the logit form of the probability is the one that best helps us to analyze dichotomous dependent variables (Menard, 1995, p.13)."

In this study, both the probability and the logit form of the probability are presented concurrently for clarification purpose.

The logistic model for both an individual impact of the destination image, travel satisfaction, travel motivation, and travel inhibitors and the mutual impacts of these four travel determinants on the likelihood of revisiting is proposed as follows:

$$\text{Probability of Revisiting} = \frac{1}{1+e^{-Z}}$$

In this study, the dependent variables are the odds that international travelers "would revisit" versus "would not revisit" Thailand. The summated scale scores of the destination image, travel satisfaction, travel motivation, and travel inhibitor dimensions, which were derived from the factor analysis, are used as independent variables in the five logistic regression models.

The logistic equation can be written in terms of the log of the odds (Y) (Menard, 1995; SPSS, 1999) as:

$$ln\,(Y) = B_0+B_1X_1+ B_2X_2+\ldots +B_nX_n.$$

where:

Y = Probability of "would revisiting" versus "would not revisiting" Thailand (1 = would revisit, 0 = would not revisit);

B_0 = coefficient of intercept;

$X_1,\ldots, X_n$ = independent variables which are summated scales of the destination image, travel satisfaction, travel motivation, and travel inhibitor dimensions;

$\beta_1, \ldots, \beta_n$ = estimated parameters;

ln = natural logarithm.

Menard (1995) and Hosmer and Lemeshow (2000) recommended stepwise methods for exploratory analysis with the concern of theory development rather than theory testing. Menard (1995) pointed out that such a research may occur in the early stages of the study of a phenomenon, when neither theory nor knowledge about correlates of the phenomenon is well developed.

Menard (1995), Lee and Koval (1997) and Hosmer and Lemeshow (2000) highly recommended the alpha level ranging from 0.15 to 0.20 for stepwise model building in the logistic regression. They commented that the alpha of 0.05 is too stringent and often leads to excluding variables from the model. Therefore, this study uses the alpha level of 0.15 for guiding entry and 0.20 for removal.

Summary

This chapter presents the research framework, measurement instrument, sampling plan, survey and data analysis procedure. Self-administered questionnaire was used to determine the image of Thailand, travel satisfaction, travel motivation, and travel inhibitors, and the competitiveness of Thailand as compared to major Southeast Asian travel destination. The target population of this study was the international travelers who visited Thailand and were checking in for departure flights to selected 12 inbound markets at the Bangkok International Airport in Bangkok, Thailand from June 1 to 4 and June 10 and 11, 2000. A three stage sampling approach including proportionate stratified sampling, single cluster sampling, and systematic random sampling was used to randomly select the samples of the study. A descriptive and multivariate statistical procedures were employed to analyze the data.

CHAPTER 4

RESULTS

This chapter presents the results of the data analysis and hypotheses testing. First, the descriptive statistics of demographic profiles and travel behaviors of the respondents, the image of Thailand, travel satisfaction, travel motivation, and travel behaviors were reported.

Response Rate

Table 8 provides a summary of response rate. Five hundred and ninety questionnaires were distributed and five hundred and thirty-two questionnaires were returned, yielding a 90% response rate. Twenty-two questionnaires were not included due to incompleteness. The valid number of questionnaires for analysis was 510, representing a response rate of 86%.

Table 8: Response Rate

Sample	Number	Percent
Number of questionnaires distributed	590	100
Returned questionnaires	532	90
Incomplete Questionnaires	22	4
Total Usable Response	**510**	**86**

Demographic Profiles

Table 9 reports the demographic profiles of the respondents. There was an almost equal proportion of males (50.2%) and females (49.8%). This shows a slight difference from the statistics of the Tourism Authority of Thailand on male (60%) and female (40%) tourists to Thailand in the 1990s (Tourism Authority of Thailand, 1999). However, the

Tourism Authority of Thailand reported that the growth rate of female tourist arrivals (12.6%) is outpacing that of male travelers (10%) from January to June 2000 (Bangkok Post, 2000b). The increase of female travelers to Thailand indicates that the Tourism Authority of Thailand is successful in repositioning Thailand as a women travel destination. Moreover, almost one half of the respondents were single (50.8%), the other half were married (49.2%). The majority of the respondents were between 20 and 39 years old (58%). About 32% of the respondents held professional and managerial positions, followed by office workers (14%), and students (13%). Most of the respondents were highly educated, 46% attended college and 20% had graduate or postgraduate degrees.

Table 9: Demographic Profiles

Gender	**Frequency**	**Percent**
Male	256	50.2
Female	254	49.8
Total	510	100.0
Age Group	**Frequency**	**Percent**
Less than 20 years old	35	7
20-29 years old	175	34
30-39 years old	122	24
40-49 years old	81	16
50-59 years old	52	10
60 years old and older	44	9
Total	509	100
Marital status	**Frequency**	**Percent**
single	259	50.8
married	251	49.2
Total	510	100.0

Table 9: Demographic Profiles (Continued)

Occupation	**Frequency**	**Percent**
Professional	103	20
Managerial	60	12
Sales	41	8
Clerical/office worker	73	14
Agriculture	7	1
Laborer/production	21	4
Students	68	13
Housewife	22	4
Retired/unemployed	46	9
Military	6	1
Teacher/instructor/professor	28	6
Other	35	7
Total	510	100

Education level	**Frequency**	**Percent**
Primary/middle school or below	30	6
Secondary/high school graduate	147	29
College/university graduate	230	46
Graduate/postgraduate	99	20
Missing	4	1
Total	506	99

Country of residence	**Frequency**	**Percent**
Taiwan	78	15.3
Japan	75	14.7
China	51	10.0
Hong Kong	31	6.1
India	31	6.1
United Kingdom	31	6.1
Korea	30	5.9
United States	25	4.9
Malaysia	24	4.7
Australia	22	4.3
Singapore	16	3.1
France	9	1.8
New Zealand	7	1.4
Germany	5	1.0
Nepal	3	.6
Cambodia	3	.6
Finland	2	.4
Sweden	2	.4
Switzerland	2	.4
Holland	2	.4
Other	60	11.8
Total	510	100.0

Due to randomly selected flights and systematic sampling, the travelers whose countries of origin were other than the 12 top inbound tourist markets to Thailand were also included. This was due to the fact that the questionnaires were distributed to travelers based on randomly selected flights to the top 12 inbound tourist markets, instead of the nationality of the travelers. The majority of the respondents came from Taiwan, Japan, and China. This was consistent with the statistics of the Tourism Authority of Thailand. Tourists from Japan, China, and Taiwan were ranked as the top three nationalities, who most frequently departed from the Bangkok International Airport (Tourism Authority of Thailand, 1999). Although Malaysia was one of the top inbound tourist markets to Thailand, only 4.7% participated in the survey at the Bangkok International Airport. According to the statistics of the Tourism Authority of Thailand in 1999, only 21% of Malaysians traveled to Thailand by air. Most Malaysians (76%) traveled to Thailand by land, and 3% traveled by sea (Tourism Authority of Thailand, 1999).

The income variable was not included in the data analysis due to high missing response (64%), which may have led to a non-response bias. The income variable was the last open-ended question asking the respondents to report their average annual household income in their own currency. Most of the respondents (N=324) ignored this question. This may be the result of their unwillingness to report their income or their inconvenience in calculating the annual household income. It also may be the exhaustiveness of the respondents to answer the last and only one open- ended question.

Travel Behaviors

Table 10 reports the travel behaviors of travelers who participated in this survey.

Table 10: Travel Behavior

Number of Visits	**Frequency**	**Percent**
First time	280	55
2-3 times	122	24
4-5 times	31	6
More than 5 times	77	15
Total	510	100
Length of Stay	**Frequency**	**Percent**
3 nights or fewer	125	25
4-7 nights	243	48
1-2 weeks	72	14
more than 2 weeks	66	13
Missing	4	1
Total	506	100
Purpose Of Visit	**Frequency**	**Percent**
Vacation	335	66
Business	34	7
Vacation and business	38	8
Convention/exhibition	9	2
Visiting friends/relatives	22	4
En route to somewhere else	47	9
Other	25	5
Total	510	100
Travel Arrangement	**Frequency**	**Percent**
Group Tours	240	47.1
Independent Travel	237	46.5
Independent Travel and Group Tour	33	7
Total	510	100
Are you traveling with family?	**Frequency**	**Percent**
Yes	188	37
no	321	63
Total	509	100
Who Chose Thailand? *	**Frequency**	**Percent**
I Did	272	53
My family	64	13
Whole family	58	11
My travel group mate	69	14
My employer	61	12
Other	38	8

Note * Multiple Response

More than half of the respondents were first time travelers (55%). About one fourth of the respondents (24%) visited Thailand 2-3 times. Most of the respondents (66%) reported that their major purpose of visit was vacation. About 9% went to Thailand for business, conventions, and exhibitions, and 8% combined business and vacation.

The proportion of travelers who traveled with a tour group (47.1%) was almost equal to those traveling independently (46.5%). One fourth of the respondents spent 3 nights or fewer in Thailand. About 62% of the respondents stayed in Thailand about 1-2 weeks, followed by those who stayed more than 2 weeks (13%). More than half of the respondents (63%) did not travel with family.

In addition, more than half of the travelers (53%) made their own decision to visit Thailand. About 24% of the respondents had their family's influence in making their trip decision. About 14% of the travelers had their travel group made a decision in traveling to Thailand and 12% visited Thailand because of their employer.

Source of Information

Table 11 summarizes the source of information with which the travelers were concerned and used when planning a trip to Thailand. It also reports the overall satisfaction and the intention of travelers to revisit Thailand.

Half of the respondents (58%) looked for tourist attractions, followed by price (52%), safety (44%), friendliness of people (27%), and climate (27%). Also, travelers were concerned with the entry visa process and taxes on goods in the travel advertisement.

Table 11: Source of Information, Overall Satisfaction, and Intention to Revisit Thailand

As a traveler, which type of information do you look for in a travel advertisement? *	**Frequency**	**Percent**
1. Tourist Attractions	294	58
2. Price	263	52
3. Safety	223	44
4. Friendliness Of People	138	27
5. Climate	135	27
6. Other (Entry Visa, Tax)	28	6
What sources of information did you use in planning this trip to Thailand? *	**Frequency**	**Percent**
7. Travel Agencies	253	50
8. Tour Guide Books	198	39
9. Family/Friends/Relatives	162	32
10. Internet	123	24
11. Travel Brochures	122	24
12. Airline Offices	74	15
13. Newspaper	74	15
14. Television	58	11
15. Thai Tourism Bureaus At Your Country	26	5
16. Radios	14	3
17. Advertisement On Buses	11	2
18. Other (Previous Trip, Company)	16	3

Note: *Multiple Response

Overall, Are You Satisfied With This Visit To Thailand? *	**Frequency**	**Percent**
Yes	471	93
No	34	7
Missing	5	1
Do you plan to visit Thailand again? *	**Frequency**	**Percent**
Yes	447	89
No	56	11
Total	503	100
When do you plan to visit Thailand again? *	**Frequency**	**Percent**
Within one year	153	31
1-2 years	168	35
3-5 years	103	21
More than 5 years	63	13
Total	487	100
Will you recommend Thailand to your friends/relatives?*	**Frequency**	**Percent**
Yes	478	95
No	26	5
Total	504	100

Note: *Scale: 1= Yes; 2 = No.

The main sources of information that the travelers used in planning a trip to Thailand were travel agencies (50%), tour guidebooks (39%), and word of mouth from family, friends, and relatives (32%). In addition, the Internet (24%) and travel brochures (24%) were also widely used among the travelers. About 30% of the respondents obtained information from airline offices and newspapers, followed by television (11%). However, radios (3%) and advertisements on buses (2%) were not their major sources of travel information.

The source of travel information suggests that travelers used both informative and persuasive information to form the organic and induced images of Thailand. The major organic images were derived from travel agencies, guidebooks, and word of mouth. Meanwhile, the induced images were derived from travel brochures, the Internet, airline offices, and newspapers.

Furthermore, the majority of the respondents (93%) were satisfied with their trip to Thailand. Most of the respondents (89%) indicated their intention to revisit Thailand. About 87% intended to revisit Thailand within five years. Nearly 95% would recommend Thailand to their friends and relatives.

Image of Thailand

The descriptive statistics of mean scores and standard deviations of the 31 image of Thailand attributes are reported in Table 12. The standard deviations ranged from 1.22 to 0.80 and did not show a large variation of the agreement among the respondents.

Table 12: Image of Thailand

Attributes	Mean	Std. Deviation
Beautiful Architecture And Buildings	4.00	0.88
Interesting Customs And Culture Image	3.92	0.87
Numerous Cultural/Historical Attractions	3.89	0.80
A Trip To Thailand Worth the Value For the Money	3.85	0.87
Friendly People	3.84	0.92
Easy Access	3.83	0.93
Scenic And Natural Beauty	3.82	0.90
A Variety Of Cuisine	3.77	1.04
Availability Of International Standard Accommodations	3.73	0.92
Easy Immigration Procedures	3.67	0.91
A Variety Of Activities	3.62	0.93
A Large Gap Between The Rich And The Poor*	3.62	1.11
Opportunity For Adventure	3.56	0.93
Restful And Relaxing Atmosphere	3.55	0.95
Crowding In Big Cities*	3.55	1.03
Adult Oriented Destination	3.53	0.94
A Safe Place To Travel	3.53	0.89
A Lot Of Traffic Jams*	3.53	1.13
Good Bargain Shopping	3.51	1.08
Numerous Massage Parlors, Bars, Night Clubs, And Prostitution*	3.44	1.13
Availability Of Tourist Information Centers	3.42	0.89
Many Fashionable Brand Name Products In Malls/Stores	3.41	1.08
Stable Political Situation	3.41	0.87
Heavy Pollution*	3.40	1.15
Good Vacations Place For Children And Family	3.38	0.93
A Risky Destination Due To AIDS Problem*	3.32	1.22
Few Language Barriers	3.18	1.05
High Standard Of Sanitation And Cleanliness	3.17	1.11
Pleasant Climate	3.12	1.00
Inefficient Local Transportation*	3.10	0.93
Good Golf Courses	3.01	1.00

Note: * Negative Image Attributes measured by the 5 point Likert scale:
Scale: 1 = Strongly disagree, 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly agree

The respondents have relatively high positive perception towards the images of Thailand as "beautiful architecture and buildings," "interesting customs and culture," "numerous cultural/historical attractions," "a trip to Thailand worth the value for the money," "friendly people," "easy access," and "scenic and natural beauty."

It is important to note that it is common to find neutral response among Asian respondents. The Asian sample accounts for 60% of the total sample of this study. Ap

(2000) noted that based on his experience in conducting surveys in Hong Kong, China, and Singapore, it is common to find neutral response rates in the vicinity of 30 to 45%. He explained this phenomenon that "respondents may not have any opinions on the matter and prefer to adopt a consensus approach. ...Asian respondents, in general, will seldom select the extreme response categories of a measurement scale (Ap, 2000, p.286)." However, this study found that the mode of these image items was "4," indicating that the respondents were agreed with these image attributes. The positive image attributes suggest that the Tourism Authority of Thailand is successful in implementing promotional campaigns to create positive images of Thailand in the minds of international travelers.

However, the respondents also had a relatively strong negative perception towards the images of "crowding in big cities," "adult oriented destination," "a lot of traffic jams," "numerous massage parlors, bars, night clubs, and prostitution," and "heavy pollution." Based on the literature review, Thailand actually had some of these problems. Therefore, it is necessary to correct the problems prior to implement any advertising campaigns.

The images of "few language barriers," "high standard of sanitation and cleanliness," "pleasant climate," "inefficient local transportation," and "good golf courses" were not strong in the respondents' mind, with the mean scores ranging from 3.18 to 3.01. With the exception of the negative image of "inefficient local transportation," the Tourism Authority of Thailand should stress these strength in future promotional campaigns to increase the awareness of potential travelers toward these hidden qualities.

Travel Satisfaction

Table 13 lists the mean and standard deviation scores of the travel satisfaction attributes. The mean scores ranges from 3.02 to 3.79, indicating that the respondents' satisfaction level was between "neutral" and "satisfied."

Table 13: Travel Satisfaction and Intention to Revisit Thailand

Attributes	Mean	Std. Deviation
Food Prices	3.79	0.92
Service In Restaurants	3.75	0.84
Attitude Of Thai People Toward Tourists	3.75	0.95
Type Of Foods	3.74	0.94
Type Of Lodging	3.74	0.87
Prices Of Traveling In Thailand	3.73	0.88
Type Of Tourist Attractions	3.72	0.80
Service In Hotels Or Guest Houses	3.70	0.86
Type Of Shopping Products	3.69	0.85
Quality Of Tourist Attractions	3.68	0.77
Quality Of Foods	3.66	0.89
Quality Of Lodging Facilities	3.66	0.84
Prices Of Shopping Items	3.65	0.93
Prices Of Hotels Or Guesthouses	3.64	0.85
Prices Of Local Transportation Fares	3.61	0.88
Service In Stores	3.59	0.85
Service At Tourist Attractions	3.56	0.85
Quality Of Shopping Products	3.48	0.80
A Safe Place For Tourists	3.45	0.96
Types Of Local Transportation System	3.40	0.87
Service Of Transporters	3.40	0.84
Convenience Of Local Transportation System	3.39	0.90
Environment	3.20	0.95
Cleanliness And Hygiene	3.02	1.00

Scale: 1 = Strongly disagree, 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly agree

The respondents had relatively high satisfaction on "food prices," "service in restaurants," "attitude of Thai people toward tourists," "type of foods," "type of lodging," "prices of traveling in Thailand," "type of tourist attractions," and "service in hotels or guest houses."

However, they were neutral toward Thailand's "cleanliness and hygiene" and "environment." The standard deviation scores ranging from 0.77 to 1.0 suggested that there was no great disagreement among respondents on these travel satisfaction attributes.

Travel Motivation

The means and standard deviations for travel motivations are presented in Table 14. The travel motivation attributes were ranged from the highest mean score of 3.86 to the lowest mean score of 2.88. The scores were clustered around 1 standard deviation.

Table 14: Travel Motivation

Attributes	**Mean**	**Std. Deviation**
Seeing People From Different Cultures	3.86	0.85
Interesting Cultural And Historical Attractions	3.83	0.90
A Trip To Thailand Worth the Value For the Money	3.82	0.88
Overall Affordability	3.81	0.97
Friendliness Of Thai People	3.75	0.93
Natural Attractions (Sea, Beach, Coral, Mountain)	3.75	0.96
Experiencing New And Different Things	3.69	0.91
Favorable Currency Exchange Rates	3.66	0.85
Overall Variety Of Things To Do	3.65	0.89
Holy Shrines And Temples	3.59	0.97
Thai Food	3.59	1.03
Shopping	3.55	1.03
Deals On Package Tours	3.52	0.88
Buddhism	3.48	1.01
Special Tour Promotions	3.41	0.90
Different Climate Than That At Home	3.32	1.01
Short Distance	3.31	1.03
Adult Entertainment	2.92	1.14
Visiting Friends And Relatives	2.90	1.08
Golfing	2.89	1.08
Thai Boxing	2.88	1.03

Note: Scale: 1 = Strongly disagree, 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly agree

The major factors that would motivate travelers to revisit Thailand were "seeing people from different cultures," "interesting cultural and historical attractions," "a trip to Thailand worth the value for the money," "overall affordability," "friendliness of Thai people," and "natural attractions." On the other hand, the majority of the respondents disagreed that "adult entertainment," "visiting friends and relatives," "golfing," and "Thai boxing" would motivate them to revisit Thailand.

Travel Inhibitors

The respondents indicated that "I want to discover unknown experiences in other countries" was the most important inhibitor that would deter them from revisiting Thailand. On the other hand, they were disagreeing with the statement "I am dissatisfied with a previous trip to Thailand." The respondents showed neutral attitude that the "threats of AIDS" and "prostitution" would deter them from visiting Thailand again. (See Table 15.)

Table 15: Travel Inhibitors

Attributes	Mean	Std. Deviation
I want to discover unknown experience in other countries	3.51	1.14
I want to visit other places than Thailand	3.28	1.25
Pollution	3.19	1.09
Traffic	3.16	1.08
Threat Of Aids	3.02	1.19
Prostitution	3.01	1.15
Language Barriers	2.99	1.12
Crowding In Major Tourist Places In Thailand	2.97	1.05
Increase Of Costs(Air, Fare, Hotels)	2.96	1.02
Crime	2.94	1.08
Long Distance And Long Travel Time For The Entire Trip	2.94	1.08
Lack Of New Attractions In Thailand	2.85	1.02
Unfamiliar Types Of Food	2.75	1.13
Deterioration Of Tourist Attractions In Thailand	2.54	0.98
I am dissatisfied with a previous trip to Thailand	2.27	1.06

Note: Scale: 1 = Strongly disagree, 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly agree

Eleven out of the 15 travel inhibitor attributes (73%) were rated either "neutral" or "disagree." The respondents rated "I want to discover unknown experience in other countries" and "I want to visit other places than Thailand" highest as the travel inhibitors that would deter them from revisiting Thailand. This may suggest that "lack of novelty seeking" would be the major factor deterring travelers from returning. Although travelers

were satisfied with their trips to Thailand, they may not come back due to the lack of novelty seeking.

The respondents disagreed that "deterioration of tourist attractions in Thailand," "unfamiliar types of food," and "lack of new attractions in Thailand" would deter them from revisiting Thailand.

The range of the standard deviation of the travel inhibitors' attributes was from 1.25 to 0.98 suggesting that there was a slight disagreement among travelers toward the travel inhibitors. However, this variation was clustered around the standard deviation of 1.

Image Differences by Number of Visits

In order to determine whether there is a significant difference in the perception of the image of Thailand between first time and repeat travelers, the Independent Sample Mean t-test was employed. Moreover, the Levene's test was performed to check for the homogeneity of variance assumption. The result of the Levene's test shows that there were unequal variances in six out of thirty-one image attributes (see Table 16). Therefore, the separate-variance t-test for means (the equal variances not assumed) was used for comparing means of these six attributes (SPSS, 1999).

As noted in Table 16, the Independent Sample Mean t-test indicated a statistically significant difference ($p \leq 0.05$) between the perception of repeat and first time travelers on "scenic and natural beauty," "easy immigration procedures," and "a trip to Thailand worth the value for the money." Moreover, a statistically significant difference ($p \leq 0.01$) was found on "good vacation place for children and family" and "easy access" image attributes.

Table 16: Image Differences by Number of Visits

Attributes	Repeat Travelers (N=230)		First time Travelers (N=280)		Mean Difference	t value	Sig. (2-tailed)	95% Confidence Interval	
	Mean	SD	Mean	SD				Lower	Upper
Easy Access*	**3.99**	0.90	**3.70**	0.93	0.29	**3.72**	**0.00**	0.13	0.45
Beautiful Architecture And Buildings	3.98	0.87	4.01	0.90	-0.03	-0.43	0.67	-0.19	0.12
Interesting Customs And Culture Image	3.96	0.88	3.89	0.87	0.07	0.96	0.34	-0.09	0.22
Numerous Cultural/Historical Attractions	3.95	0.78	3.85	0.82	0.10	1.62	0.11	-0.04	0.24
A Trip To Thailand Worth the Value For the Money*	**3.95**	0.83	**3.78**	0.90	0.17	**2.30**	**0.02**	0.02	0.32
Scenic And Natural Beauty*	**3.89**	0.85	**3.76**	0.94	0.13	**2.22**	**0.03**	-0.02	0.29
Friendly People*	3.87	0.88	3.81	0.95	0.06	0.95	0.34	-0.10	0.22
A Variety Of Cuisine*	3.86	0.96	3.71	1.10	0.15	1.77	0.08	-0.03	0.33
Availability Of International Standard Accommodations	3.83	0.91	3.65	0.92	0.18	1.86	0.06	0.01	0.33
Easy Immigration Procedures	**3.77**	0.87	**3.59**	0.93	0.18	**2.33**	**0.02**	0.02	0.34
A Large Gap Between The Rich And The Poor	3.68	1.13	3.58	1.10	0.10	0.92	0.36	-0.10	0.29
A Variety Of Activities	3.65	0.93	3.58	0.93	0.07	0.86	0.39	-0.10	0.23
Restful And Relaxing Atmosphere	3.63	0.92	3.49	0.97	0.14	1.64	0.10	-0.03	0.30
Opportunity For Adventure	3.60	0.92	3.53	0.94	0.07	1.13	0.26	-0.09	0.24
A Safe Place To Travel*	3.59	0.81	3.49	0.94	0.10	1.55	0.12	-0.06	0.25
A Lot Of Traffic Jams	3.59	1.19	3.48	1.07	0.11	1.32	0.19	-0.09	0.31
Crowding In Big Cities	3.58	1.06	3.52	1.01	0.06	0.78	0.43	-0.11	0.25
Adult Oriented Destination	3.57	0.91	3.50	0.96	0.07	0.58	0.56	-0.10	0.23
Good Vacations Place For Children And Family	**3.49**	0.92	**3.30**	0.93	0.19	**2.51**	**0.01**	0.03	0.36
Numerous Massage Parlors, Bars, Night Clubs, And Prostitution	3.48	1.13	3.40	1.13	0.08	1.01	0.31	-0.12	0.28
Good Bargain Shopping	3.47	1.07	3.55	1.09	-0.08	-0.86	0.39	-0.27	0.11
Heavy Pollution	3.47	1.17	3.35	1.12	0.12	1.15	0.25	-0.09	0.31
Stable Political Situation	3.42	0.81	3.41	0.92	0.01	0.72	0.47	-0.13	0.17
A Risky Destination Due To AIDS Problem	3.41	1.23	3.25	1.21	0.16	1.63	0.10	-0.05	0.38
Many Fashionable Brand Name Products In Malls/Stores	3.40	1.07	3.42	1.10	-0.02	-0.21	0.83	-0.22	0.16
Availability Of Tourist Information Centers	3.36	0.89	3.47	0.89	-0.11	-1.70	0.09	-0.27	0.04
Inefficient Local Transportation	3.18	0.94	3.04	0.91	0.14	1.72	0.09	-0.02	0.31
Few Language Barriers	3.17	1.04	3.19	1.06	-0.02	0.29	0.77	-0.20	0.17
Pleasant Climate	3.15	0.97	3.09	1.02	0.06	0.55	0.58	-0.11	0.24
High Standard Of Sanitation And Cleanliness	3.13	1.10	3.20	1.11	-0.07	-0.41	0.68	-0.27	0.12
Good Golf Courses	3.05	0.99	2.97	1.00	0.08	1.01	0.31	-0.10	0.26

Note: * unequal variances not assumed.

The results of the Independent Sample Mean t-test indicated a significant difference in the perception of "easy access" between first time and repeat travelers ($t = 3.72$, $p \leq 0.00$). Repeat travelers perceived Thailand more favorably than first time travelers. Moreover, the Independent Sample Mean t-test found significant differences in the image of Thailand as "a trip to Thailand worth the value for the money," ($t = 2.30$, $p \leq 0.02$), "scenic and natural beauty" ($t = 2.22$, $p \leq 0.03$), "easy immigration procedure" ($t = 2.33$, $p \leq 0.02$), and "good vacation place for children and family" ($t = 2.51$, $p \leq 0.01$). In these cases, repeat travelers had more favorable perceptions than first time travelers.

Travel Satisfaction Differences by Number of Visits

The Independent Sample Mean t-test was used to determine the difference in the travel satisfaction level between first time and repeat travelers. In order to check for the homogeneity of variance assumption, the Levene's test was performed. The Levene's test showed that there were unequal variances in seven out of twenty-four satisfaction attributes (see Table 17). Therefore, the separate-variance t test for means (the equal variances not assumed) was used for comparing means of these seven attributes (SPSS, 1999).

Table 17 shows that the repeat travelers were more satisfied than first time travelers in 18 out of 24 satisfaction attributes. However, in the areas of "service in hotels or guest houses," "quality of shopping products," "service of transporters," "convenience of local transportation system," "environment," and "cleanliness and hygiene," first time travelers were more satisfied than repeat travelers were.

Table 17: Travel Satisfaction Differences by Number of Visits

	Repeat Travelers (N=230)		First Time Travelers (N=280)		Mean Difference	t Value	Sig. (2-tailed)	95% Confidence Interval	
	Mean	SD	Mean	SD				Lower	Upper
Food Prices*	**3.92**	0.85	**3.68**	0.96	0.24	**2.99**	**0.00**	0.08	0.4
Type Of Foods*	**3.87**	0.87	**3.63**	0.99	0.24	**2.94**	**0.00**	0.08	0.41
Type Of Lodging	**3.86**	0.86	**3.65**	0.86	0.21	**2.80**	**0.01**	0.06	0.37
Service In Restaurants*	3.81	0.78	3.70	0.89	0.11	1.52	0.13	-0.03	0.26
Attitude Of Thai People Toward Tourists*	3.81	0.89	3.70	1.00	0.11	1.33	0.19	-0.05	0.27
Prices Of Traveling In Thailand*	3.80	0.76	3.67	0.96	0.13	1.76	0.08	-0.02	0.28
Prices Of Hotels Or Guesthouses	**3.75**	0.81	**3.56**	0.87	0.19	**2.47**	**0.01**	0.04	0.33
Prices Of Shopping Items*	**3.74**	0.85	**3.58**	0.98	0.17	**2.08**	**0.04**	0.01	0.33
Quality Of Foods	3.74	0.83	3.59	0.93	0.15	1.92	0.06	0.00	0.3
Type Of Tourist Attractions	3.74	0.75	3.71	0.83	0.03	0.48	0.63	-0.10	0.17
Type Of Shopping Products	3.73	0.82	3.66	0.88	0.07	0.99	0.32	-0.07	0.22
Quality Of Tourist Attractions	3.71	0.75	3.66	0.79	0.05	0.73	0.47	-0.08	0.18
Quality Of Lodging Facilities*	3.70	0.78	3.62	0.88	0.08	1.12	0.26	-0.06	0.23
Service In Hotel Or Guest House	3.69	0.82	3.72	0.88	-0.02	-0.32	0.75	-0.17	0.12
Prices Of Local Transportation Fares	3.66	0.83	3.57	0.91	0.09	1.22	0.22	-0.06	0.25
Service In Stores	3.60	0.83	3.58	0.87	0.02	0.21	0.83	-0.13	0.16
Service At Tourist Attractions	3.59	0.82	3.54	0.88	0.06	0.74	0.46	-0.09	0.2
Quality Of Shopping Products	3.47	0.82	3.48	0.79	-0.01	-0.21	0.84	-0.16	0.13
A Safe Place For Tourists	3.46	0.96	3.44	0.95	0.02	0.20	0.84	-0.15	0.18
Types Of Local Transportation System	3.41	0.83	3.39	0.91	0.02	0.21	0.83	-0.14	0.17
Service Of Transporters	3.34	0.84	3.46	0.83	-0.12	-1.60	0.11	-0.27	0.03
Convenience Of Local Transportation System	3.32	0.87	3.45	0.92	-0.13	-1.67	0.10	-0.29	0.02
Environment	3.13	0.92	3.26	0.98	-0.13	-1.49	0.14	-0.29	0.04
Cleanliness And Hygiene	2.99	0.96	3.05	1.03	-0.06	-0.63	0.53	-0.23	0.12

Note: * unequal variances not assumed.

The Independent Sample Mean t-test shows that there were significant differences in the travel satisfaction on "food prices" ($t = 2.99$, $p \leq 0.00$), "type of foods" ($t = 2.94$, $p \leq 0.00$), "type of lodging" ($t = 2.80$, $p \leq 0.01$), " price of hotels or guest houses" ($t = 2.47$, $p \leq 0.01$), and "prices of shopping items" ($t = 2.08$, $p \leq 0.04$). Among these five cases, repeat travelers were more satisfied with those attributes than first time travelers.

By comparing the satisfaction of first time and repeat travelers, Thai service providers would be able to determine whether the types, prices, and quality of their services are consistent. The overall means difference ranging from 0.24 to 0.02 suggested that repeat travelers were more satisfied than first time travelers on 18 out of 24 travel satisfaction attributes.

Travel Motivation Differences by Number of Visits

The Independent Sample t-test was used to determine the differences in the travel motivations between first time and repeat travelers. In order to check for the homogeneity of variance assumption, the Levene's test was performed. The Levene's test shows that there were unequal variances in two out of twenty-one travel motivation attributes. Therefore, the separate variance t test for means (the equal variances not assumed) was used for comparing means of the two attributes (SPSS, 1999).

Tables 18 shows the mean scores of the first time and repeat travelers' motivations. It can be seen that repeat travelers had stronger motivations than first time travelers on the following attributes: "a trip to Thailand worth the value for the money," "overall affordability," "friendliness of Thai people," "natural attractions," "overall a variety of things to do," "Thai food," "favorable currency exchange rates," "short distance," "visiting friends and relatives," and "golfing." However, the motivations of first time travelers were stronger than the repeat travelers on the attributes of "interesting cultural and historical attractions," "seeing people from different cultures," "experiencing new and different things," "deals on package tours," "Buddhism," "special tour promotions," "different climate than that at home," and "Thai boxing." There was almost no difference in the means of repeat and first time travelers' motivation on the attributes of "adult entertainment," "shopping," "visiting shrines and holy temples," and "favorable currency exchange rates" with the mean difference of 0.

Table 18: Travel Motivation Differences by Number of Visits

Attributes	Repeat Travelers (N=230)		First Time Travelers (N=280)		Mean Difference	t Value	Sig. (2-tailed)	95% Confidence Interval	
	Mean	SD	Mean	SD				Lower	Upper
A Trip To Thailand Worth the Value For the Money	3.87	0.89	3.78	0.88	0.08	1.06	0.29	-0.07	0.24
Overall Affordability	3.85	1.02	3.79	0.93	0.06	0.68	0.50	-0.11	0.23
Friendliness Of Thai People	3.81	0.86	3.70	0.97	0.11	1.36	0.17	-0.05	0.27
Interesting Cultural And Historical Attractions	3.80	0.92	3.85	0.89	-0.05	-0.65	0.52	-0.21	0.11
Natural Attractions (Sea, Beach, Coral, Mountain)	3.78	0.96	3.73	0.96	0.04	0.52	0.60	-0.12	0.21
Seeing People From Different Cultures	**3.75**	0.81	**3.94**	0.88	-0.19	**-2.48**	**0.01**	-0.33	-0.04
Overall Variety Of Things To Do	3.71	0.87	3.60	0.90	0.11	1.40	0.16	-0.04	0.26
Thai Food	**3.70**	0.98	**3.51**	1.06	0.19	**2.09**	**0.04**	0.01	0.37
Favorable Currency Exchange Rates	3.68	0.86	3.65	0.84	0.02	0.33	0.74	-0.12	0.17
Experiencing New And Different Things	3.64	0.87	3.74	0.93	-0.10	-1.25	0.21	-0.26	0.06
Holy Shrines And Temples***	3.59	1.03	3.59	0.92	0.00	0.04	0.97	-0.17	0.18
Shopping	3.56	1.06	3.55	1.01	0.01	0.10	0.92	-0.17	0.19
Deals On Package Tours	3.51	0.91	3.54	0.87	-0.03	-0.34	0.74	-0.18	0.13
Buddhism	3.45	1.02	3.50	1.00	-0.06	-0.63	0.53	-0.23	0.12
Short Distance	3.42	1.05	3.22	1.00	0.21	2.23	0.03	0.02	0.39
Special Tour Promotions	3.39	0.95	3.43	0.86	-0.05	-0.56	0.58	-0.21	0.11
Different Climate Than That At Home	3.30	1.03	3.34	0.99	-0.04	-0.46	0.64	-0.22	0.14
Visiting Friends And Relatives	2.98	1.10	2.84	1.06	0.14	1.40	0.16	-0.05	0.33
Golfing 4	2.94	1.12	2.85	1.05	0.09	0.95	0.34	-0.10	0.28
Adult Entertainment	2.92	1.20	2.92	1.10	0.00	0.03	0.98	-0.20	0.21
Thai Boxing	2.81	1.04	2.94	1.02	-0.13	-1.41	0.16	-0.31	0.05

Note: * unequal variances not assumed.

The Independent Sample t-test shows that there was a significant difference in "seeing people from different cultures" motivation between the first time and repeat travelers ($t = -2.48$, $p \leq 0.01$). Repeat travelers were less motivated by "seeing people from different cultures" than first time travelers. Moreover, a significant difference was found in "Thai food" ($t = 2.09$, $p \leq 0.04$) and "short distance" ($t = 2.23$, $p \leq 0.03$). Both "Thai food" and "short distance" motivated more repeat travelers than first time travelers.

Travel Inhibitor Differences by Number of Visits

Independent Sample Mean t test was used to determine the significant difference in travel inhibitors between first time and repeat travelers. In order to check for the homogeneity of variance assumption, the Levene's test was performed. The Levene's test showed that there was unequal variance in one out of fifteen travel inhibitor attributes. Therefore, the separate variance t test for means (the equal variances not assumed) was used for comparing means of this attribute (SPSS, 1999).

Table 19 reports the result of the travel inhibitors of first time and repeat travelers. By comparing the mean difference of travel inhibitors of first time and repeat travelers, it was found that first time travelers were more disturbed than repeat travelers by the following attributes: "I want to discover unknown experience in other countries," "I want to visit other places than Thailand," "prostitution," "language barriers," "long distance and long travel time for the entire trip," "unfamiliar types of food," and "deterioration of tourist attractions in Thailand."

Table 19: Travel Inhibitor Differences by Number of Visits

Attributes	Repeat Travelers (N= 230)		First Time Travelers (N=280)		Mean Difference	t value	Sig. (2-tailed)	95% Confidence Interval	
	Mean	SD	Mean	SD				Lower	Upper
I want to discover unknown experience in other countries	3.41	1.16	3.59	1.12	-0.18	-1.7	0.08	-0.38	0.02
pollution	3.24	1.07	3.15	1.11	0.09	0.91	0.36	-0.1	0.28
I want to visit other places than Thailand	3.23	1.26	3.32	1.24	-0.09	-0.8	0.41	-0.31	0.13
traffic	3.19	1.11	3.14	1.05	0.05	0.56	0.57	-0.14	0.24
threats of aids	3.04	1.23	3.00	1.15	0.04	0.33	0.74	-0.18	0.25
crowding in major tourist places in Thailand	2.99	1.08	2.96	1.02	0.03	0.32	0.75	-0.16	0.21
increase of costs(air, fare, hotels)*	2.98	0.96	2.94	1.06	0.04	0.48	0.63	-0.13	0.22
prostitution	2.98	1.17	3.03	1.13	-0.05	-0.5	0.6	-0.26	0.15
language barriers	2.97	1.12	3.00	1.12	-0.03	-0.3	0.76	-0.23	0.17
lack of new attractions in Thailand	**2.96**	0.99	**2.75**	1.04	0.21	**2.29**	**0.02**	0.03	0.39
crime	2.95	1.10	2.93	1.08	0.02	0.24	0.81	-0.17	0.21
long distance and long travel time for the entire trip	2.87	1.09	3.00	1.07	-0.12	-1.3	0.2	-0.31	0.07
unfamiliar types of food	2.74	1.12	2.75	1.13	-0.01	-0.1	0.89	-0.21	0.18
deterioration of tourist attractions in Thailand	2.52	0.98	2.56	0.98	-0.04	-0.5	0.62	-0.22	0.13
I am dissatisfied with a previous trip to Thailand	2.21	1.06	2.32	1.05	-0.11	-1.1	0.26	-0.29	0.08

Note: *Unequal variance not assumed.

The Independent Sample Mean t-test found that there was a significant difference in travel inhibitors on "lack of new attractions in Thailand" between first time and repeat travelers ($t = 2.29$, $p \leq 0.02$). Repeat travelers were less tolerant toward "lack of new attractions in Thailand" than first time travelers. No significant difference was found on other travel inhibitor attributes.

Underlying Dimensions

Principal Component Analysis was used to determine the underlying dimensions of the destination image, travel satisfaction, travel motivation, and travel inhibitors. The Correlation Matrix, Bartlett's Test of Sphericity, and Measures of Sampling Adequacy were used to assess the appropriateness of applying an exploratory factor analysis (Hair et al., 1998). The Bartlett test of Sphericity determines the overall significance of all correlations within a correlation matrix (Hair et al., 1998). The Measure of Sampling Adequacy (MSA) calculates the correlation matrix of each individual variable to evaluate the appropriateness of applying the factor analysis (Hair et al., p.88). Hair et al. (1998) suggested that values above .50 for either the entire matrix or an individual variable was acceptable.

The purpose of the Principal Component Analysis was to reveal the underlying structure of the destination image, travel satisfaction, travel motivation, and travel inhibitors. It was also used as an integral component in the construction of summated scales for subsequent analyses (Hair et al., 1998). To empirically capture the multidimensional nature of the destination image, travel satisfaction, travel motivation, and travel inhibitors, items were constructed based on the Latent Root Criterion, Percentage of Total Variance Explained Criterion, Scree Test, and literature reviews. Hair et al. (1998) suggested that using the eigenvalues for establishing a cutoff is most reliable when the number of variables is between 20 and 50. They also commented that in the social sciences, it is not uncommon to consider a solution that accounts for 60% of the total variance is satisfactory. Moreover, the scree test is useful in identifying the optimum number of factors that can be extracted before the amount of unique variance

begins to dominate the common variance structure (Hair et al., 1998). Therefore, the Principal Components Analysis was employed to reduce the large number of items into a smaller set. The Latent Root Criterion, Percentage of Variance Criterion, and Scree Test were used to determine the number of factors.

Orthogonal and oblique rotations were undertaken to assist in the interpretation of the factors. The criteria for significance of factor loading are based on both practical and statistical significance (Hair et al., 1998). The cut off point of ± .40 was used in this study with the use of a $p < 0.05$ significance level and the power level of .80.

Finally, summate scales were constructed for later use in two subsequent analyses: ANOVA, and logistic regression. Hair et al. (1998) noted that "the disadvantage of factor scores is that they are not easily replicated across studies because they are based on the factor loading matrix, which is derived separately in each study" (p.119). In contrast, summated scale was calculated by combining selected variables rather than factor loading. Thus, it was more generalized than the factor scores when applied to different samples. Hair et al. (1998) noted that if generalizability is desired, then summated scales are more appropriate than factor scores. Because of the generalizability purpose, this study used summated scales instead of factor scores for the subsequent analyses.

Underlying Dimensions of the Destination Image

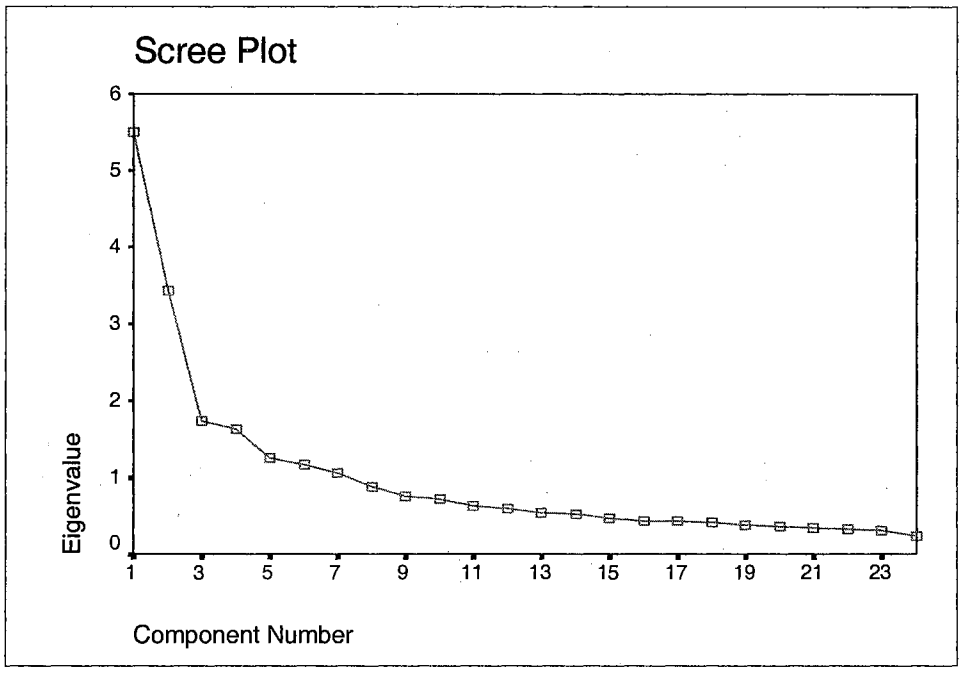
Principal Component Analysis with Orthogonal (VARIMAX) and Oblique (PROMAX) rotations was performed to determine the underlying dimensions of the destination image. The Latent Root Criterion, Percentage of Variance Criterion, and Scree Test, were used to determine the number of factors to extract. First, the Principal Component with an eigenvalue greater than 1 and the Percentage of Variance Criterion were used to identify the number of factors. Second, the Scree Test was used to identify the optimum number of factors to be extracted. The final number of factors were extracted based on the Latent Root Criterion, Percentage of Variance Criterion, Scree test, and literature reviews.

The Bartlett test of Sphericity and the Kaiser-Meyer-Olkin of Measure of Sampling Adequacy indicated the appropriateness of using an exploratory factor analysis for the destination image data set. The Bartlett test of Sphericity showed a value of 4384.5 at a significance level of 0.001 indicating that nonzero correlation existed. The Measure of Sampling Adequacy (MSA) of .832 was meritorious (Hair et al., 1998). This indicates that the set of destination image variables collectively exceeded the necessary threshold of sampling adequacy at the minimum of 0.50 (Hair et al., 1998).

The results of the Principal Component Analysis with Orthogonal (VARIMAX) and Oblique (PROMAX) rotations extracted 31 image attributes into eight factors with 58% of the total variance explained. Eight image variables had communality less than .50 and factor loading less than .40. These variables are " friendly people," "pleasant climate," "good golf courses," "few language barriers," "adult oriented destination," "insufficient local transportation," "good vacation place for children and family," and

"restful and relaxing atmosphere." These variables were deleted and the exploratory factor analysis was rerun. The dropping of the variables with low communalities and low factor loadings increases the total variance explained by 8%. Seven image factors were retained and accounted for 66% of the total variance explained. For these data, the results for the orthogonal and oblique methods were the same with respect to the items fallen in each factor, so, only the result of the orthogonal rotation was shown. The Scree test indicated that four factors may be appropriate (see Figure 9). However, seven instead of four factors were retained because of the eigenvalues greater than 1.

Figure 9. Scree Test of the Destination Image



The seven factors were accounted for 66% of the total variance explained. These factors were 1) "social and environmental problems," 2) "safe travel destination," 3) "adventurous activities & scenic natural beauty," 4) "rich culture," 5) "good value cuisine and hotels," 6) "easy access tourist destination," and 7) "good shopping." (See Table 20.)

Table 20: The Dimensions of the Destination Image

Attributes	Factor Loadings							CM*
Factor 1: Social & Environmental Problems	**F1**							
Heavy Pollution	0.81							0.72
Crowding In Big Cities	0.80							0.70
A Lot Of Traffic Jams	0.77							0.70
A Large Gap Between The Rich And The Poor	0.76							0.64
Numerous Massage Parlors, Bars, Night Clubs, And Prostitution	0.73							0.60
A Risky Destination Due To AIDS Problem	0.69							0.62
Factor 2: Safe Travel Destination		**F2**						
High Standard Of Sanitation And Cleanliness		0.81						0.71
Stable Political Situation		0.78						0.67
A Safe Place To Travel		0.72						0.68
Factor 3: Adventurous Activities & Scenic Natural Beauty			**F3**					
A Variety Of Activities (coral watching, diving, canoeing)			0.81					0.73
Opportunity For Adventure (jungle tours, rafting)			0.77					0.66
Scenic And Natural Beauty			0.71					0.68
Factor 4: Rich Culture				**F4**				
Numerous Cultural/Historical Attractions				0.81				0.74
Beautiful Architecture And Buildings				0.80				0.69
Interesting Customs And Culture				0.66				0.60
Factor 5: Good Value Cuisine & Hotels					**F5**			
A Variety Of Cuisines					0.72			0.58
Availability Of International Standard Accommodations					0.59			0.60
A Trip To Thailand Worth Value For Money					0.59			0.52
Factor 6: Easy Access Tourist Destination						**F6**		
Easy Immigration Procedures						0.80		0.69
Availability Of Tourist Information Centers						0.68		0.62
Easy Access						0.62		0.63
Factor 7: Good Shopping							**F7**	
Many Fashionable Brand Name Products In Malls/Stores							0.76	0.74
Good Bargain Shopping							0.72	0.68
Eigenvalue	5.5	3.4	1.7	1.6	1.2	1.2	1	
Variance (%)	22.9	14.3	7.2	6.7	5.2	4.8	4.4	
Cumulative Variance (%)	22.9	37.2	44	51	56.4	61.2	66	
Cronbach's Alpha/Pearson Correlation	0.86	0.75	0.76	0.75	0.61	0.68	0.52**	
Number Of Items (N=24)	6	3	3	3	3	3	2	

Note: *Communality, The Bartlett test of Sphericity = 4384.5 (sig.=0.000), Measure of Sampling Adequacy =.832., ** Pearson correlation ($p \leq 0.01$).

The scale reliability of each image factor was tested for internal consistency with the use of Cronbach Alpha for the first six factors. As for Factor seven, the Pearson Correlation was used to test the correlation of this two-item scale. The alpha coefficients of the image factors range from 0.61 to 0.86.

Factor one was named "social and environmental problems" and accounted for 22.9% of the total variance explained with an eigenvalue of 5.5 and an alpha coefficient of 0.86. Six negative image attributes were included in this factor. They were "heavy pollution," "crowding in big cities," "a lot of traffic jams," "a large gap between the rich and the poor," "numerous massage parlors, bars, night clubs, and prostitution," and "a risky destination due to AIDS problem."

Factor two was named "safe travel destination." It accounted for 14.3% of the total variance explained with an eigenvalue of 3.4 and a Cronbach's alpha coefficient of 0.75. Three image attributes were in this factor: "high standard of sanitation and cleanliness," "stable political situation," "a safe place to travel."

Factor three was labeled "adventurous activities and scenic natural beauty." It accounted for 7.2% of the total variance with an eigenvalue of 1.7 and an alpha coefficient of 0.76. Three attributes were included in this factor. They were "a variety of water activities (coral watching, diving, canoeing)," "opportunity for adventure (jungle tour trekking, rafting)," and "scenic and natural beauty."

Factor four was named "rich culture" and represented 6.7% of the total variance explained with an eigenvalue of 1.6 and an alpha coefficient of 0.75. Three attributes were in this factor: "numerous cultural/historical attractions," "beautiful architecture and buildings," and "interesting customs and culture."

Factor five was labeled "good value cuisine and hotels" and accounted for 5.2% of the total variance explained with an eigenvalues of 1.2 and an alpha coefficient of 0.61. It included three attributes: "a variety of cuisine," "availability of international standard accommodations," and "a trip to Thailand worth the value for money."

Factor six was termed "easy access tourist destination" and represented 4.8% of the total variance explained with an eigenvalue of 1.2 and an alpha coefficient of 0.68. There are three attributes in this factors: "easy immigration procedure," "availability of tourist information center," and "easy access."

Factor seven was named "good shopping." It has two items: "many fashionable brand name products in malls/stores," and "good bargain shopping." The two-item scale factor was accounted for 4.4% of the total variance explained with an eigenvalue of 1 and a Pearson correlation of 0.52.

These seven factors were later used to construct summated scales as independent variables for Analysis of Variance (ANOVA), and Logistic Regression.

Underlying Dimensions of Travel Satisfaction

Principal Component Analysis was used to determine the underlying dimensions of the travel satisfaction. The Bartlett test of Sphericity with a value of 5626.28 indicated that nonzero correlation exist at the significance level of 0.001. The Measure of Sampling Adequacy of .930 was meritorious (Hair et al., 1998). This indicated that the set of travel satisfaction variables exceeded the fundamental requirements for an exploratory factor analysis with the minimum MSA at .50 (Hair et al., 1998).

The Principal Component Analysis with orthogonal (VARIMAX) and oblique (PROMAX) rotations reduced 24 travel satisfaction attributes into five factors. For these data, the results for the orthogonal and oblique methods were the same with respect to the items fallen in each factor, so, only the result of the orthogonal rotation was shown. The Latent Root Criterion was used to select the number of components retained. In viewing the eigenvalue, factor loadings, and interpretation of attributes in each factor, five factors were retained.

The five travel satisfaction factors are "lodging and restaurants," "shopping and tourist attractions," "transportation," "foods," and "environment and safety." The five factors are reported in Table 21.

Table 21: The Dimensions of the Travel Satisfaction

Attributes	Factor Loading					*CM
Factor 1: Lodging and Restaurants	**F1**					
Quality Of Lodging Facilities	0.78					0.70
Service In Hotel Or Guest House	0.69					0.65
Price Of Hotels Or Guesthouses	0.69					0.63
Type Of Lodging	0.66					0.59
Service In Restaurants	0.52					0.54
Factor2:Shopping And Tourist Attractions		**F2**				
Type Of Shopping Products		0.70				0.60
Quality Of Shopping Products		0.67				0.62
Price Of Shopping Items		0.63				0.57
Service At Tourist Attractions		0.61				0.58
Service In Stores		0.58				0.48
Price Of Traveling In Thailand		0.54				0.61
Type Of Tourist Attractions		0.50				0.51
Quality Of Tourist Attractions		0.50				0.59
Factor3: Transportation			**F3**			
Convenience Of Local Transportation System			0.79			0.72
Types Of Local Transportation System			0.74			0.65
Service Of Transporters			0.65			0.62
Prices Of Local Transportation Fares			0.59			0.57
Factor 4: Foods				**F4**		
Food Prices				0.82		0.80
Type Of Foods				0.82		0.77
Quality Of Foods				0.75		0.72
Factor 5: Environment and Safety					**F5**	
Cleanliness and Hygiene					0.79	0.70
Environment					0.76	0.66
Attitude of Thai people toward tourists					0.55	0.49
A safe place for tourists					0.50	0.55
Eigenvalue	9.31	1.84	1.41	1.27	1.1	
Variance (%)	38.8	7.65	5.86	5.31	4.6	
Cumulative Variance (%)	38.8	46.4	52.28	57.6	62.2	
Cronbach's Alpha	0.86	0.86	0.80	0.85	0.75	
Number of Items (E=24)	5	8	4	3	4	

Note: *Communality, The Bartlett test of Sphericity = 5626.28 (sig.=0.000). Measure of Sampling Adequacy = .930.

The result of the reliability analysis (Cronbach Alpha) showed alpha coefficients for five factors ranging from 0.75 to 0.86.

Factor one explained 38.8% of the total variance with an eigenvalue of 9.31 and an alpha coefficient of 0.86. Five travel satisfaction attributes were included in this factor, these being, "quality of lodging facilities," "service in hotel or guest house," "prices of hotels or guesthouses," "type of lodging," and "service in restaurants."

Factor two accounted for 7.65% of the total variance explained with an eigenvalue of 1.84 and an alpha coefficient of 0.86. Eight attributes were included in this factor, these being, "type of shopping products," "quality of shopping products," "price of shopping items," "service at tourist attractions," "service in stores," "price of traveling in Thailand," "type of tourist attractions," and "quality of tourist attractions."

Factor three represented 5.86% of the total variance explained with an eigenvalue of 1.41 and an alpha coefficient of 0.80. It included four attributes: "convenience of local transportation system," "type of local transportation system," "service of transporters," and "prices of local transportation fares."

Factor four accounted for 5.31% of the total variance explained with an eigenvalue of 1.27 and an alpha coefficient of 0.85. Three attributes were included in this factor: "food prices," "type of foods," and "quality of foods."

Factor five represents 4.6% of the total variance explained with an eigenvalue of 1.1 and an alpha coefficient of 0.75. It included four attributes: "cleanliness and hygiene," "environment," "attitude of Thai people toward tourists," and "a safe place for tourists."

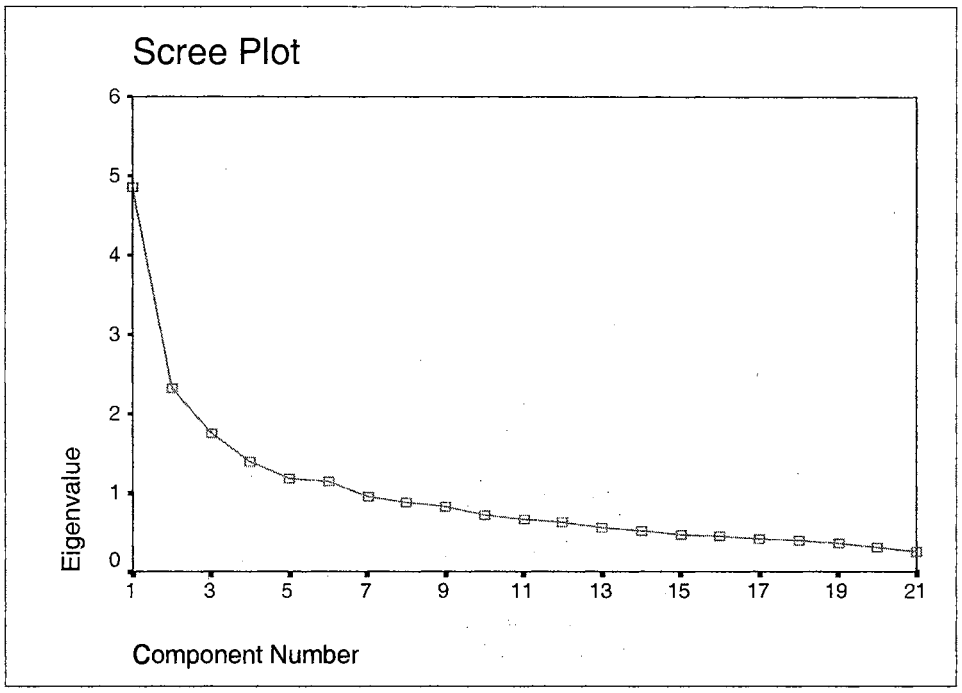
These five factors were used to construct summated scale scores as independent variables for Analysis of Variance (ANOVA), and Logistic Regression.

Underlying Dimensions of Travel Motivation

Principal Component Analysis with orthogonal (VARIMAX) and oblique (PROMAX) rotations was used to determine the underlying dimensions of the travel motivation. The Bartlett test of Sphericity shows that a nonzero correlation exists with a value of 2605.48 at 0.001 significance. The Measure of Sampling Adequacy of .766 exceeds the necessary threshold of sampling adequency with the minimum of .50 (Hair et al., 1998). This indicates that the set of the travel motivation variables collectively meets the necessary threshold of sampling adequency. Therefore, it is appropriate to apply an exploratory factor analysis.

The Principal Component Analysis with the orthogonal (VARIMAX) and oblique (PROMAX) rotations and the Latent Root Criterion extracted 21 travel motivation attributes into six factors. For these data, the results for the orthogonal and oblique methods were the same with respect to the items fallen in each factor, so, only the result of the orthogonal rotation was shown. The Scree Test suggested that either four or six factors would be appropriate. By comparing the four and six factors, it was found that four factors resulted in only 49.16% of the total variance. Therefore, six factors were retained. Three factors, which had communality less than 0.50 and loaded on more than one factor, were dropped. These factors were "visiting friend and relative," "friendliness of Thai people," and "short distance." Then, the factor analysis was rerun. The six travel motivation factors accounted for 65.32% of the total variance.

Figure 10. Scree Test of the Travel Motivation



These six factors are "special interests," "novelty seeking," "deals on tour promotion, currency exchange," "good value food, shopping, things to do," "Buddhism," and "natural attractions" (see Table 22).

Table 22: The Dimensions of the Travel Motivation

Attributes	Factor Loadings						CM*
Factor 1: Special Interests	**F1**						
Adult Entertainment	0.78						0.64
Golfing	0.74						0.57
Thai Boxing	0.69						0.56
Factor 2: Novelty Seeking		**F2**					
Experiencing New And Different Things		0.83					0.70
Seeing People From Different Cultures		0.82					0.75
Interesting Cultural And Historical Attractions		0.52					0.62
Factor 3: Deals On Tour Promotion, Currency Exchange			**F3**				
Deals On Package Tours			0.82				0.72
Special Tour Promotions			0.77				0.72
Favorable Currency Exchange Rates			0.65				0.64
Factor 4: Good Value Food, Shopping, Things To Do				**F4**			
Thai Food				0.74			0.59
A Trip To Thailand Worth The Value For Money				0.61			0.62
Shopping				0.60			0.62
Overall Affordability				0.56			0.62
Overall Variety Of Things To Do				0.44			0.52
Factor 5: Buddhism					**F5**		
Holy Shrines And Temples					0.89		0.83
Buddhism					0.86		0.79
Factor 6: Natural Attractions						**F6**	
Natural Attractions (Sea, Beach, Coral, Mountain)						0.76	0.63
Different Climate Than That At Home						0.68	0.61
Eigenvalue	4.35	2.11	1.38	1.72	1.16	1.04	
Variance (%)	24.17	11.70	7.64	9.57	6.44	5.79	
Cumulative Variance (%)	24.17	35.87	53.08	45.44	59.53	65.32	
Cronbach's Alpha/Pearson Correlation	0.70	0.73	0.68	0.69	0.68**	0.50**	
Number Of Items (N= 18)	3	3	3	5	2	2	

Note: *Communality, Bartlett test of Sphericity = 2605.482 (sig.=0.000), Measure of Sampling Adequacy =.766., ** Pearson Correlation *($p \leq 0.01$)*

Factor one was named "special interests." It represented 24.17% of the total variance explained with an eigenvalue of 4.35 and an alpha coefficient of 0.70. Three attributes fall in this factor: "adult entertainment," "golfing," and "Thai boxing."

Factor two was termed "novelty seeking." It accounted for 11.7% of the total variance explained and an alpha coefficient of 0.73. It included three attributes: "experiencing new and different things," "seeing people from different culture," and "interesting cultural and historical attractions."

Factor three was named "deals on tour promotion, currency exchange." It was accounted for 7.64% of the total variance explained with an eigenvalue of 1.38 and an alpha coefficient of 0.68. It included three attributes. They are "deals on package tours," "special tour promotions," and "favorable currency exchange rates."

Factor four was labeled "good value food, shopping, and things to do." It accounted for 9.57% of the total variance explained with an eigenvalue of 1.72 and an alpha coefficient of 0.69. It included five attributes: "Thai food," "a trip to Thailand worth the value for money," "shopping," "overall affordability, and "overall variety of things to do."

Factor five was named "Buddhism." It included two attributes, which are "holy shrines and temples," and "Buddhism." It represented 6.44% of the total variance with an eigenvalue of 1.16 and a Pearson Correlation of 0.68.

Factor six was labeled "natural attractions." There are two attributes: "natural attractions (sea, beach, coral, mountain),"and "different climate than that at home." It accounted for 5.79% of the total variance explained with an eigenvalue of 1.04 and a Pearson Correlation of 0.50.

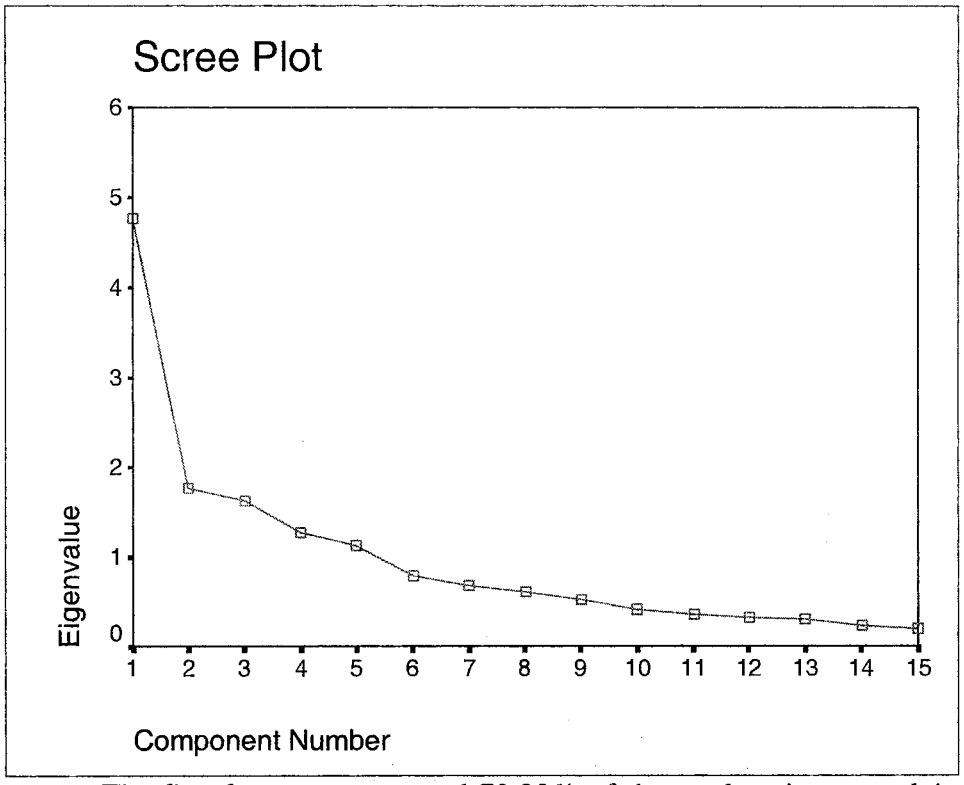
These six factors were used to construct summated scale scores as independent variables for Analysis of Variance (ANOVA), and Logistic Regression.

Underlying Dimensions of Travel Inhibitors

The Principal Component Analysis was used to determine the underlying dimensions of travel inhibitors. The Bartlett test of Sphericity and the Kaiser-Meyer-Olkin of Measure of Sampling Adequacy indicated the appropriateness of using an exploratory factor analysis for the set of travel inhibitor variables. The Bartlett test of Sphericity shows a value of 2926.874 at a significance level of 0.001, indicating that a nonzero correlation exists among variables. The Measure of Sampling Adequacy of .786 exceeds the necessary threshold of sampling adequacy with the minimum of 0.50 (Hair et al., 1998). This indicates that the set of the travel inhibitor variables meets the fundamental requirements for an exploratory factor analysis (Hair et al., 1998).

The Principal Component Analysis with the Latent Root Criterion and the orthogonal (VARIMAX) rotation reduced 15 travel inhibitors attributes into 5 factors. The Latent Root Criterion and the Scree Test also suggested five factors to be retained (see Figure 12).

Figure 11. Scree Test of Travel Inhibitors



The five factors represented 70.32% of the total variance explained. These five factors are "safety/security and lack of attractions," "environment," "travel barrier," "dissatisfaction, deterioration," and "lack of novelty seeking." The five factors are reported in Table 23.

Table 23: The Dimensions of the Travel Inhibitors

Attributes	Factor Loadings					CM*
Factor 1: Safety/Security and Lack of Attractions	**F1**					
Threats Of Aids	0.87					0.80
Prostitution	0.85					0.76
Crime	0.75					0.66
Lack Of New Attractions In Thailand	0.54					0.41
Factor 2: Environment		**F2**				
Pollution		0.85				0.77
Traffic		0.83				0.75
Crowding In Major Tourist Places In Thailand		0.63				0.63
Factor 3:Travel Barrier			**F3**			
Long Distance And Long Travel Time For The Entire Trip			0.77			0.62
Increase Of Costs(Air, Fare, Hotels)			0.76			0.63
Unfamiliar Types Of Food			0.62			0.68
Language Barriers			0.47			0.52
Factor 4: Dissatisfaction, Deterioration				**F4**		
I Am Dissatisfied With A Previous Trip To Thailand				0.83		0.75
Deterioration Of Tourist Attractions In Thailand				0.82		0.78
Factor 5: Lack Of Novelty Seeking					**F5**	
I Want To Visit Other Places Than Thailand					0.93	0.89
I Want To Discover Unknown Experience In Other Countries					0.93	0.89
Eigenvalue	4.77	1.77	1.62	1.28	1.12	
Variance (%)	31.78	11.8	10.8	8.50	7.47	
Cumulative Variance (%)	31.78	43.6	54.4	62.86	70.32	
Cronbach's Alpha/Pearson Correlation	0.82	0.78	0.70	0.61**	0.79**	
Number of Items (E=15)	4	3	4	2	2	

Note: *Communality, Bartlett test of Sphericity = 2926.874 (sig. =0.000), Measure of Sampling Adequacy = .786. ** Pearson correlation ($p \leq 0.01$).

Factor one was named "safety/security and lack of attractions." It represented 31.78% of the total variance explained with an eigenvalue of 4.77 and an alpha coefficient of 0.82. This factor included four attributes: "threats of AIDS," "prostitution," "crime," and "lack of attractions."

Factor two was labeled "environment." It accounted for 11.8% of the total variance with an eigenvalue of 1.77 and an alpha coefficient of 0.78. It included three attributes: "pollution," "traffic," and "crowding."

Factor three was named "travel barrier." It explained 10.8% of the total variance with an eigenvalue of 1.62 and an alpha coefficient of 0.70. Four attributes fall in this factor. They are "long distance and long travel time for the entire trip," "increase of costs (air, fare, hotels)," "unfamiliar types of food," and "language barriers."

Factor four was labeled "dissatisfaction and deterioration." It has two attributes: "I am dissatisfied with a previous trip to Thailand," and "deterioration of tourist attractions in Thailand." It accounted for 8.5 of the total variance with an eigenvalue of 1.28 and a Pearson correlation of 0.61.

Factor five was labeled " lack of novelty seeking." It includes two attributes. They are "I want to visit other places than Thailand," and "I want to discover unknown experience in other countries." It represented 7.47% of the total variance explained with an eigenvalue of 1.12 and a Pearson correlation of 0.79.

These five travel inhibitors were used to construct summated scale scores as independent variables in Analysis of Variances and Logistic Regression.

Image Differences by Demographics

One way Analysis of Variances (ANOVA) was used to determine whether there was a significant mean difference in the perceived image of Thailand across travelers with different demographic profiles. The dependent variable is each of the image dimensions including "social and environmental problems," "safe travel destination," "adventurous activities and scenic natural beauty activities," "rich culture," "good value cuisine and hotels," "easy access tourist destination," and "good shopping." The independent variable is each of the demographic profile including gender, marital status, age, education, occupation, and country of residence. In order to assess where were the significant differences, Bonferroni post hoc test was employed. The result of the ANOVA test was reported in Table 24.

Table 24: Image Differences by Demographics

Demographic Profile	The Dimensions of Image of Thailand						
	Social & Environmental Problems	Safe Travel Destination	Adventurous Activities & Scenic Natural Beauty Activities	Rich Culture	Good Value Cuisine & Hotels	Easy Access Tourist Destination	Good Shopping
Gender							
Male	3.51	3.43	3.68	3.93	3.78	3.62	3.46
Female	3.44	3.31	3.65	3.94	3.81	3.67	3.46
F value	0.84	2.87	0.12	0.04	0.23	0.88	0.00
Degree of freedoms	1, 508	1, 508	1, 508	1, 508	1, 508	1, 508	1, 508
P value	0.36	0.09	0.73	0.84	0.63	0.35	0.98
Marital Status							
Single	3.44	3.23	3.74	3.94	3.72	3.62	3.46
Married	3.50	3.51	3.58	3.94	3.87	3.67	3.46
F Value	0.62	17.24	5.73	0.01	6.04	0.46	0.00
Degree of freedoms	1, 508	1, 508	1, 508	1, 508	1, 508	1, 508	1, 508
P value	0.43	**0.00**	**0.02**	0.92	**0.01**	0.50	0.99
Age							
Group 1: Less than 20 years old	3.50	3.49	3.89	3.76	3.62	3.62	4.07
Group 2: 20-39 years old	3.47	3.27	3.71	3.91	3.74	3.61	3.41
Group 3: 40-59 years old	3.44	3.51	3.63	4.04	3.92	3.69	3.44
Group 4: 60 years old or older	3.57	3.51	3.29	3.95	3.92	3.74	3.42
F Value	0.26	3.82	5.21	1.74	3.18	0.71	5.39
Degree of freedoms	3, 505	3, 505	3, 505	3, 505	3, 505	3, 505	3, 505
P value	0.86	**0.01**	**0.00**	0.16	**0.02**	0.55	**0.00**
Post Hoc test (Bonferroni)	-	**2<3 (p ≤ 0.02) 2<4 (p ≤ 0.05)**	**1>4 (p ≤ 0.00), 2>4 (p. ≤ 0.00), 3>4 (p≤ 0.05)**		**2<3 (p. ≤ 0.09) 2<4 p. ≤ 0.10)**		**1>2 (p≤ 0.00); 1>3 (p≤ 0.00), 1>4(p≤ 0.01).**
Occupation							
Group 1: White Collar	3.48	3.34	3.68	3.95	3.78	3.63	3.39
Group 2: Blue Collar	3.37	3.67	3.54	3.89	3.73	3.82	3.43
Group 3: Not in Workforce	3.54	3.44	3.67	3.97	3.84	3.67	3.63
Group 4: Other	3.20	3.12	3.66	3.79	3.74	3.51	3.49
F Value	1.64	3.06	0.30	0.66	0.33	1.07	2.15
Degree of freedoms	3, 506	3, 506	3, 506	3, 506	3, 506	3, 506	3, 506
P value	0.18	0.052	0.82	0.58	0.80	0.36	0.09

Table 24: Image Differences by Demographics (Continued)

Demographic Profiles	The Dimensions of Image of Thailand						
	Social & Environmental Problems	**Safe Travel Destination**	**Adventurous Activities & Scenic Natural Beauty Activities**	**Rich Culture**	**Good Value Cuisine & Hotels**	**Easy Access Tourist Destination**	**Good Shopping**
Education							
Group 1: Primary/below	3.50	3.53	3.77	3.69	3.63	3.43	3.78
Group 2: Secondary/High School	3.38	3.39	3.58	3.86	3.69	3.63	3.53
Group 3: College/University	3.46	3.30	3.69	3.99	3.79	3.67	3.34
Group 4: Graduate/ Post Graduate	3.63	3.44	3.73	4.02	4.00	3.67	3.56
F Value	1.62	0.98	1.09	2.07	3.21	0.90	2.22
Degree of freedoms	4, 501	4, 501	4, 501	4, 501	4, 501	4, 501	4, 501
P value	0.17	0.42	0.36	0.08	**0.01**	0.47	0.07
Post Hoc test (Bonferroni)					**1<4 (p≤ 0.10 2<4 (p≤ 0.09)**		
Country of Residence							
Group 1: Asia	3.37	3.30	3.64	3.84	3.65	3.59	3.33
Group 2: Europe	3.94	3.43	3.86	4.23	4.17	3.78	3.75
Group 3: North America	3.97	3.55	3.74	4.29	4.32	3.94	3.87
Group 4: Oceania	3.82	3.26	3.63	4.11	3.95	3.74	3.69
Group 5: Other	3.28	3.68	3.62	4.00	3.95	3.67	3.66
F Value	9.94	3.57	1.18	6.60	13.30	2.31	5.33
Degree of freedoms	4,505	4,505	4,505	4,505	4,505	4,505	4,505
P value	**0.00**	**0.01**	0.32	**0.00**	**0.00**	0.06	**0.00**
Post Hoc test (Bonferroni)	**1<2 (p ≤ 0.00), 1<3 (p. ≤0.00), 1<4 (p ≤ 0.05)** 5<2 (p ≤ 0.15), 5<3 (p. ≤0.21), 5<4 (p ≤ 0.12)	**1<5 (p. ≤ 006)** 4<5 (p. ≤ 0.20)		**1<2 (p ≤ 0.00), 1<3 (p ≤ 0.01)**	**1<2 (p ≤ 0.00), 1<3 (p ≤ 0.00), 1< 4, (p ≤ 0.02) 1<5 (p ≤ 0.01)**		**1<2 (p ≤ 0.02), 1<3 (p ≤ 0.05)**

The ANOVA test showed that there was a significant difference in the perception of the image of Thailand as "safe travel destination" (F = 17.24, $p \leq 0.001$). Married travelers had a higher perception than single travelers. Moreover, married travelers had

higher perception than single travelers towards the image of Thailand as "good value cuisine and hotels." However, single travelers had a stronger perception towards the image of Thailand as "adventurous activities and scenic natural beauty activities' than married travelers.

In terms of age groups, there was a significant difference in the perception of the image of Thailand as a "safe travel destination" ($F = 3.82$, $p \leq 0.01$). Travelers, who were in the age of 40-59 years old (group 3), and 60 years old and older (group 4), had a higher positive perception in this image than those who were in the age of 20-39 years old (group 2). Moreover, a significant difference was found in the image of "adventurous activities and scenic natural beauty activities" ($F = 5.21$, $p \leq 0.00$). Travelers, who were less than 20 years old (group 1), had a higher positive perception of this image than those who were in the age of 60 years old or older (group 4). Likewise, those who were in the age of 20-39 years old (group 2) had a higher perception in this image than those who were in the age of 60 years old and older. Also, those who were in the age of 40-59 years old had a higher perception in this image than those who were in the age of 60 years old and older. Moreover, a significant difference was found in the image of Thailand as "good value cuisine and hotels." Those who were in the age of 20-39 years old (group 2) had a higher perception in this image than those who were in the age of 40-59 years old (group 3) and those who were in the age of 60 years old and older. In addition, those who were less than 20 years old had higher perception towards the image of "good shopping" than those who were in the age of 20-39 years old. Likewise, the youngest age group had higher perception than those who were in the age of 40-59 years old (group 3) and those who were 60 year old and older (group 4).

Also, there was a significant difference in the image of Thailand as "good value cuisine and hotels" between travelers with different level of education. Those who had low education (primary/below and secondary/high school) degree had a lower perception in this image than those who had high level of education (graduate/post graduate degree).

Furthermore, travelers from different regions had different perceptions towards the image of "social and environmental problems" ($F = 9.94$, $p \leq 0.001$). Asians had a lower negative perception in this image than those from Europe, North America, and Oceania (Australia and New Zealand). Also, a significant difference was found in the image of "safe travel destination" between Asians and travelers from other regions. Asians had lower perception in this image than those from other regions. Likewise, there was a significant difference in the perception of the image of Thailand as "rich culture" among Asians, Europeans, and North Americans. Asians had lower perception in this image than Europeans and North Americans. Moreover, travelers from different regions had different perception in the image of Thailand as "good value cuisine and hotels" ($F = 13.30$, $p \leq 0.0001$). The Bonferroni test indicated that Asians had a lower positive perception in this image than Europeans, North Americans, Oceania, and travelers from other countries. In addition, Asians had lower perception in the image of "good shopping" than Europeans and North Americans.

Travel Satisfaction Differences by Demographics

The one way Analysis of Variance (ANOVA) was also used to test whether international travelers with different demographic profiles have different level of travel satisfaction. The dependent variable is each of the travel satisfaction dimensions including "quality, service, and value of lodging and restaurant," "quality, service, and value of shopping and tourist attractions," "quality, service, and value of transportation," "quality, service, and value of foods, "and "environment and safety." The independent variable is each of the demographic profiles including gender, marital status, age, occupation, education, and country of residence. The result was reported in Table 25.

Table 25: Travel Satisfaction Differences by Demographics

Demographic Profile	The Dimensions of Travel satisfaction				
	Lodging & Restaurants Satisfaction	**Shopping & Tourist Attractions**	**Transportation**	**Foods**	**Environment & Safety**
Gender					
Male	3.73	3.69	3.50	3.73	3.44
Female	3.68	3.60	3.41	3.75	3.27
F value	.732	3.080	2.056	.071	6.942
Degree of freedoms	1, 504	1, 497	1, 503	1, 500	1, 503
P value	.393	.080	.152	.790	**.009**
Marital Status					
Single	3.63	3.57	3.37	3.76	3.24
Married	3.78	3.73	3.55	3.72	3.48
F Value	7.003	8.361	8.621	.278	14.204
Degree of freedoms	1, 504	1, 497	1, 503	1, 500	1, 503
P value	**.008**	**.004**	**.003**	.599	**.000**
Age					
Group 1: Less than 20 years old	3.74	3.81	3.55	3.67	3.49
Group 2: 20-39 years old	3.65	3.60	3.42	3.73	3.27
Group 3: 40-59 years old	3.77	3.69	3.45	3.77	3.43
Group 4: 60 years old	3.87	3.72	3.63	3.78	3.58
F Value	.098	1.960	1.424	.186	3.605
Degree of freedoms	3, 502	3, 495	3, 501	3, 498	3, 501
P value	2.114	.119	.235	.906	**.013**
Post Hoc test (Bonferroni)					**4>2 (p≤.05)**
Occupation					
Group 1: White Collar	3.70	3.65	3.43	3.71	3.36
Group 2: Blue Collar	3.66	3.67	3.53	3.81	3.45
Group 3: Not in Workforce	3.70	3.62	3.52	3.79	3.35
Group 4: Other	3.81	3.73	3.39	3.81	3.28
F Value	.330	.369	.868	.525	.285
Degree of freedoms	3, 502	3, 495	3, 501	3, 498	3, 501
P value	.803	.775	.457	.665	.836
Education					
Group 1: Primary/below	3.64	3.64	3.53	3.54	3.68
Group 2: Secondary/High School	3.64	3.61	3.45	3.59	3.32
Group 3: College/University	3.68	3.60	3.40	3.76	3.26
Group 4: Graduate/ Post Graduate	3.87	3.82	3.59	3.99	3.52
F Value	2.217	2.811	1.455	4.049	3.873
Degree of freedoms	4, 497	4, 490	4, 496	4, 493	4, 496
P value	.066	**.025**	.215	**.003**	**.004**
Post Hoc test (Bonferroni)		**4>3(p≤.023)**		**4>2(p≤ .00)** 4>1(p≤ 0. 15)	**1>3 (p≤.032) 4>3 (p≤.028).**

Table 25: Travel Satisfaction Differences by Demographics (Continued)

Demographic Profiles	The Dimensions of Travel Satisfaction				
	Lodging & Restaurants Satisfaction	**Shopping & Tourist Attractions**	**Transportation**	**Foods**	**Environment & Safety**
Country of Residence					
Group 1: Asia	3.58	3.53	3.35	3.56	3.26
Group 2: Europe	4.03	3.89	3.69	4.22	3.62
Group 3: North America	4.26	4.13	3.95	4.33	3.70
Group 4: Oceania	3.86	3.81	3.61	3.85	3.33
Group 5: Other	3.81	3.80	3.56	4.07	3.54
F Value	12.435	12.083	7.933	17.41	6.047
Degree of freedoms	4, 501	4, 494	4, 500	4, 497	4, 500
P value	**.000**	**.000**	**.000**	**.000**	**.000**
Post Hoc test (Bonferroni)	**1< 2 (p≤.000)**	**1<2(p ≤.000)**	**1<2(p≤.001)**	**1<2(p≤.000)**	**1<2(p≤.005)**
	1< 3(p≤.000)	**1<3(p≤.000)**	**1<3(p≤.000)**	**1<3(p≤.000)**	**1<3(p≤..023)**
	3>5(p≤..028)	**1<5(p≤..009)**		**1<5(p≤.000)**	**1<5(p≤.048)**

The ANOVA test showed that there was a significant difference in the travel satisfaction on "environment and safety" between male and female travelers ($F = 6.942$, $p \leq 0.009$).

Furthermore, single and married travelers had significant different level of travel satisfaction on "quality, service, and value of lodging and restaurant," "quality, service, and value of shopping and tourist attractions," "quality, service, and value of transportation," and "environment and safety" at the significance level of $p \leq 0.01$. Married travelers were more satisfied than single travelers.

Regarding the travelers' age groups, there was a significant difference in the travel satisfaction on "environment and safety" among travelers with different age groups ($F = 3.605$, $p \leq 0.013$). Travelers who were 60 years old and older (group 4) had a higher satisfaction on "environment and safety" than those who were in the age of 20-39 years old (group 2).

As for the education, there was also a significant difference in the travel satisfaction on "shopping and tourist attraction" ($F = 2.811$, $p \leq 0.025$). Travelers with graduate and postgraduate degree (group 4) had a higher satisfaction on "shopping and tourist attraction" than those with college and university degree (group 3). Moreover, there was a significant difference in travel satisfaction on "foods" among travelers with different level of education ($F = 4.049$, $p \leq 0.003$). Travelers with graduate or postgraduate degree (group 4) were more satisfied with "foods" than those with secondary/high school degree (group 2). In addition, travelers with different level of education had different level of satisfaction on "environment and safety" ($F = 3.873$, $p \leq 0.004$). Travelers with primary school degree/below had a higher satisfaction than those

with college/university degree (group 3). Also, those with graduate/postgraduate degree (group 4) had a higher satisfaction on "environment and safety" than those with college/university degree (group 3).

As for the countries of residence, the ANOVA test showed that there was a significant difference in all of the travel satisfaction across travelers from different regions. First, a significant difference in the travel satisfaction on "quality, service, and value of lodging and restaurant" was found ($F = 12.435$, $p \leq 0.000$). Asians were less satisfied than Europeans, North Americans, whereas travelers from North America were more satisfied than those from other regions. Second, travelers from different regions had different level of satisfaction on "quality, service, and value of shopping and tourist attractions" ($F = 12.083$, $p \leq 0.000$). Again, Asian travelers were less satisfied than Europeans, North Americans, and travelers from other regions. Third, a significant difference was found in the travelers' satisfaction on "quality, service, and value of transportation" ($F = 7.933$, $p \leq 0.000$). Asian travelers were less satisfied than Europeans and North Americans. Fourth, travelers from different regions had different level of satisfaction on "quality, service, and value of foods" ($F = 17.409$, $p \leq 0.000$). Again, Asians were less satisfied than Europeans, North Americans, and travelers from other regions. Finally, there was a significant difference in travel satisfaction on "environment and safety" among travelers from different countries of residence ($F = 6.047$, $p \leq 0.000$). Asian travelers were less satisfied than Europeans, North Americans, and travelers from other regions.

Travel Motivation Differences by Demographics

The one way Analysis of Variance (ANOVA) was used to test whether international travelers with different demographic profiles have different travel motivations. The dependent variable is each of travel motivation dimensions including "special interests," "novelty seeking," "good value food, shopping, a variety of things to do," "deals on tour promotion and currency exchange," "Buddhism," and " natural attractions." The independent variable is each of the demographic profiles including gender, marital status, age, occupation, education, and country of residence (see Table 26).

Table 26: Travel Motivation Differences by Demographics

Demographic Profiles	The Dimensions of Travel Motivation					
	Special Interests	**Novelty seeking**	**Good value food, shopping, a variety of things to do**	**Deals on tour promotion, currency exchange**	**Buddhism**	**Natural attractions**
Gender						
Male	3.06	3.80	3.71	3.55	3.56	3.63
Female	2.77	3.80	3.68	3.52	3.52	3.45
F value	14.43	0.00	0.17	0.22	0.29	5.69
Degree of freedoms	1, 508	1, 508	1, 508	1, 508	1, 508	1, 508
P value	**0.00**	0.97	0.68	0.64	0.59	**0.02**
Marital Status						
Single	2.87	3.77	3.69	3.49	3.51	3.54
Married	2.96	3.83	3.70	3.59	3.58	3.54
F Value	1.36	0.92	0.02	2.98	0.72	0.01
Degree of freedoms	1, 508	1, 508	1, 508	1, 508	1, 508	1, 508
P value	0.24	0.34	0.88	0.09	0.40	0.93
Age						
Group 1: Less than 20 years old	3.19	3.56	3.64	3.47	3.37	3.63
Group 2: 20-39 years old	2.88	3.77	3.70	3.51	3.51	3.50
Group 3: 40-59 years old	2.96	3.88	3.74	3.57	3.64	3.65
Group 4: 60 years old	2.78	3.95	3.56	3.68	3.57	3.47
F Value	1.87	2.78	1.02	1.03	1.09	1.34
Degree of freedoms	3, 505	3, 505	3, 505	3, 505	3, 505	3, 505
P value	0.13	0.06	0.38	0.38	0.35	0.26
Occupation						
Group 1: White Collar	2.92	3.81	3.70	3.56	3.52	3.54
Group 2: Blue Collar	3.00	3.77	3.64	3.61	3.70	3.79
Group 3: Not in Workforce	2.95	3.77	3.68	3.48	3.53	3.53
Group 4: Other	2.66	3.82	3.71	3.50	3.64	3.41
F Value	1.21	0.17	0.12	0.53	0.48	1.12
Degree of freedoms	3, 506	3, 506	3, 506	3, 506	3, 506	3, 506
P value	0.31	0.92	0.95	0.66	0.70	0.34

Table 26: Travel Motivation Differences by Demographics (Continued)

Demographic Profiles	The Dimensions of Travel Motivation					
	Special Interests	**Novelty seeking**	**Good value food, shopping, a variety of things to do**	**Deals on tour promotion, currency exchange**	**Buddhism**	**Natural attractions**
Education						
Group 1: Primary/below	2.98	3.61	3.50	3.71	3.34	3.50
Group 2: Secondary/High School	3.01	3.69	3.60	3.58	3.54	3.55
Group 3: College/University	2.88	3.84	3.69	3.54	3.61	3.54
Group 4: Graduate/ Post Graduate	2.82	3.95	3.89	3.41	3.46	3.55
F Value	1.01	2.75	3.83	1.51	0.91	0.03
Degree of freedoms	4, 501	4, 501	4, 501	4, 501	4, 501	4, 501
P value	0.40	**0.03**	**0.00**	0.20	0.46	1.00
Post Hoc test (Bonferroni)		**2<4(p≤0.05)** 1<4 (p≤0.14)	**1<4 (p ≤0.04), 2<4 (p ≤ 0.00)**			
Country of Residence						
Group 1: Asia	3.02	3.67	3.61	3.55	3.57	3.42
Group 2: Europe	2.77	4.17	3.95	3.48	3.56	4.16
Group 3: North America	2.69	4.38	4.15	4.01	3.31	3.48
Group 4: Oceania	2.49	3.93	3.66	3.28	3.31	3.64
Group 5: Other	2.72	3.90	3.76	3.42	3.59	3.67
F Value	4.79	12.56	7.47	4.90	1.03	10.85
Degree of freedoms	4, 505	4, 505	4, 505	4, 505	4, 505	4, 505
P value	**0.00**	**0.00**	**0.00**	**0.00**	0.39	**0.00**
Post Hoc test (Bonferroni)	**4 <1 (p≤0.01)**	**1<2(p≤0.00), 1<3(p≤0.00) 2<3(p≤0.29)**	**1< 2(p≤0.02), 1< 3 (p≤0.00), 3 >4 (p≤0.04)** 3 > 1(p≤0.14)	**3 >1 (p≤0.01), 3>4 (p≤0.01)** 3 >2 (p≤0.15),		**2 >1 (p≤0.00), 2>3 (p≤0.00), 2 > 4 (p≤0.04)**

There was a significant difference in the motivation on "special interests" between male and female travelers ($F = 14.43$, $p \leq 0.005$). Women were less motivated by the "special interests" tourism than men. Moreover, the ANOVA test showed a significant difference on the "natural attractions" ($F=5.69$, $p \leq 0.02$). Male were more motivated than females.

As for the level of education of the respondents, there were significant differences in the "novelty seeking," ($F=2.75$, $p \leq 0.05$) and "good value food, shopping, a variety of things to do," ($F = 3.83$, $p \leq 0.001$) among travelers with different level of education. In both cases, the travelers with secondary/high school degree (group 2) were less motivated than those with graduate/post graduate degree (group 4).

Regarding the countries of residence, a significant difference was found in five out of six travel motivation dimensions. First, a significant difference was found in the travel motivation on the "special interests" ($F= 4.79$, $p \leq 0.001$). Travelers from Oceania were less motivated by this factor than Asians. The mean score of Asians towards this motivation is towards neutral (3.02). According to Ap (2000), Asians tended to choose "neutral" answers.

A significant difference was also found in the "novelty seeking," ($F = 12.56$, $p \leq 0.001$). Asians were less motivated than Europeans and North Americans. However, North Americans were more interested in this travel motivation than Europeans.

A significant difference was also found in the travel motivation on "good value cuisine, shopping, and a variety of things to do" ($F = 7.47$, $p \leq 0.005$). Asians were less motivated than Europeans and North Americans. North American travelers were more motivated than travelers from Oceania. In addition, there was a significant difference in

the travel motivation on "deals on package tours and currency exchange" ($F=4.9$, $p \leq 0.005$). North Americans were more interested in this factor than Asians and travelers from Oceania (Australia and New Zealand).

There was also a significant difference in the travel motivation on "natural attractions" among travelers from different country of residence ($F=10.85$, $p \leq 0.005$). Europeans were more motivated by this factor than Asians, North Americans, and travelers from Oceania.

Travel Inhibitor Differences by Demographics

The one way Analysis of Variances (ANOVA) was used to determine whether there was a significant mean difference in the travel inhibitors across travelers with different demographic profiles. The dependent variable is each of the five travel inhibitor dimensions including "safety/security and lack of attractions," "environment," "travel barrier," "dissatisfaction and deterioration," and "lack of novelty seeking." The independent variable is each of the demographic profile including gender, marital status, age, education, occupation, and country of residence. The result of the ANOVA was reported in Table 27.

Table 27: Travel Inhibitor Differences by Demographics

Demographic Profile	**The Dimensions of Travel Inhibitors**				
	Safety/Security & Lack of Attractions	Environment	Travel Barrier	Dissatisfaction, Deterioration	Lack of Novelty Seeking
Gender					
Male	2.91	3.13	2.94	2.47	3.38
Female	2.99	3.09	2.88	2.34	3.41
F value	1.069	.278	.791	2.500	.099
Degree of freedoms	1, 500	1, 501	1, 499	1, 500	1, 502
P value	.302	.598	.374	.115	.753
Marital Status					
Single	2.99	3.18	2.94	2.41	3.49
Married	2.91	3.04	2.87	2.39	3.28
F Value	1.121	2.919	1.092	.107	4.396
Degree of freedoms	1, 500	1, 501	1, 499	1, 500	1, 502
P value	.290	.088	.297	.744	**.037**
Age					
Group 1: Less than 20 years old	3.05	3.09	3.01	2.96	3.36
Group 2: 20-39 years old	2.99	3.14	2.95	2.42	3.54
Group 3: 40-59 years old	2.92	3.05	2.80	2.28	3.11
Group 4: 60 years old & older	2.71	3.11	2.90	2.28	3.25
F Value	1.361	.328	1.261	5.880	4.613
Degree of freedoms	3, 497	3, 498	3, 496	3, 497	3, 499
P value	.254	.805	.287	**.001**	**.003**
Post Hoc test (Bonferroni)				**1>2 (p≤.005)** **1>3(p≤.001)** **1>4(p≤.002)**	**2>3(p≤.002)**
Occupation					
Group 1: White Collar	2.97	3.13	2.91	2.41	3.42
Group 2: Blue Collar	2.80	2.95	2.94	2.34	2.78
Group 3: Not in Workforce	2.98	3.10	2.95	2.37	3.38
Group 4: Other	2.77	3.13	2.75	2.51	3.64
F Value	.813	.346	.612	.279	3.345
Degree of freedoms	3, 498	3, 499	3, 497	3, 498	3, 500
P value	.487	.792	.608	.841	**.019**
Post Hoc test (Bonferroni)					**2<1(p≤0.02)** **2<4(p≤0.02)**

Table 27: Travel Inhibitor Differences by Demographics (Continued)

Demographic Profile	The Dimensions of Travel Inhibitors				
	Safety/Security & Lack of Attractions	**Environment**	**Travel Barrier**	**Dissatisfaction, Deterioration**	**Lack of Novelty Seeking**
Education					
Group 1: Primary/below	2.78	2.97	2.83	2.41	2.98
Group 2: Secondary/High School	2.94	2.99	2.98	2.52	3.43
Group 3: College/University	3.01	3.16	2.89	2.37	3.40
Group 4: Graduate/ Post Graduate	2.83	3.18	2.86	2.27	3.44
F Value	1.207	1.182	.550	1.701	1.012
Degree of freedoms	4, 493	4, 494	4, 492	4, 493	4, 495
P value	.307	.318	.699	.148	.401
Country of Residence					
Group 1: Asia	3.10	3.08	3.01	2.55	3.41
Group 2: Europe	2.64	3.37	2.78	2.16	3.59
Group 3: North America	2.52	3.24	2.46	2.00	3.88
Group 4: Oceania	2.74	3.10	2.52	2.02	3.41
Group 5: Other	2.62	3.00	2.82	2.07	2.86
F Value	8.181	1.581	5.853	7.946	5.011
Degree of freedoms	4, 497	4, 498	4, 496	4, 497	4, 499
P value	**.000**	.178	**.000**	**.000**	**.001**
Post Hoc test (Bonferroni)	**1>2 (p≤..004)** **1>3(p≤.014)** **1>5(p≤.001)**		**1>3 (p≤ .005)** **1>4(p≤..016)**	**1>2 (p≤..032)** **1>3(p≤.024)** **1>4(p≤..028)** **1>5 (p≤.002)**	**1>5(p≤.006)** **2>5(p≤.006)** **3>5 (p≤.001)** 4>5(p≤.15)

There was a significant difference in "lack of novelty seeking" between single and married travelers ($F = 4.396$, $p \leq .037$). The "lack of novelty seeking" would deter more single travelers than married travelers.

In terms of travelers' age groups, the ANOVA test indicated no significant difference in the travel inhibitors on "safety/security and lack of attractions," "environment," nor "travel barrier." However, a significant difference was found in the travel inhibitor on "dissatisfaction and deterioration of attractions" ($F = 5.88$, $p \leq 0.001$). Travelers who were less than 20 years old (group 1), were less tolerant towards this inhibitor than those were in the age of 20-39 years old (group 2), 40-59 years old (group 3), and 60 years old and older (group 4). Moreover, a significant difference was found in the "lack of novelty seeking" among travelers with different age groups ($F = 4.613$, $p \leq 0.003$). Travelers who were in the age of 20 to 39 years old (group 2) were less tolerant towards the "lack of novelty seeking" than those who were in the age of 40-49 years old (group 3).

As for the occupation, a significant difference was found in the "lack of novelty seeking" ($F = 3.345$, $p \leq 0.019$). The travel inhibitor on "lack of novelty seeking" would bother more white-collar worker travelers than blue-collar workers and other travelers.

Regarding the countries of residence, a significant difference was found in the travel inhibitor on "safety/security and lack of attractions" ($F = 8.181$, $p \leq 0.000$). Asian travelers tended to be more neutral than Europeans, North Americans, and travelers from other regions. Also, there was a significant difference in "travel barriers" ($F = 5.853$, $p \leq 0.000$). Again, Asian travelers appeared to be neutral as compared to travelers from North America and Oceania. The ANOVA test also showed that there was a significant

difference in the "dissatisfaction and deterioration of tourist attractions" ($F = 7.946$, $p \leq 0.000$). Asian travelers were less tolerant than travelers from Europe, North America, Oceania (Australia and New Zealand), and other regions. In addition, there was a significant difference in the travel inhibitor on the "lack of novelty seeking" ($F = 5.011$, $p \leq 0.001$). North Americans were the most disturbed by the "lack of novelty seeking," followed by Europeans, travelers from Oceania, and Asia. However, travelers from other regions appeared to be the least disturbed.

Likelihood of Revisiting

The logistic regression was used to assess both an individual and mutual impacts of the destination image, travel satisfaction, travel motivation, and travel inhibitors on the likelihood of revisiting. The logistic regression is an attractive alternative to discriminant analysis whenever the dependent variable has only two categories because of its insensitivity to variance/covariance inequalities across groups and its robustness in handing categorical independent variables as compared to the discriminant analysis (Hair et al., 1998). Moreover, several characteristics of the logistic regression results parallel to those of the multiple regression (Hair et al., 1998). However, there is a major difference between the multiple regression and logistic regression. Ostrowski, O'Brien, and Gordon (1993) stated that "in logistic regression, there is no equivalent to the R-square statistic indicating strength of the relationship, nor to the F-ratio, both of which are used in multiple regression" (p.20). This unique characteristics of the logistic regression is its low R^2 value when compared to that of the multiple regression (Hosmer and Lemeshow, 2000). Hosmer and Lemeshow (2000) commented that "unfortunately low R^2 values in logistic regression are the norm" (p.167).

In terms of model building and variable selection, Hosmer and Lemeshow (2000) suggested the use of the most parsimonious model. They noted that "the rationale for minimizing the number of variables in the model is that the resultant model is more likely to be numerically stable, and is more easily generalized, (p.92)."

Moreover, stepwise procedure is recommended for model building for exploratory studies (Hosmer and Lemeshow, 2000). Hosmer and Lemeshow (2000) stated that "(A stepwise) procedure provides a useful and effective data analysis tool. In particular, there

are times when the outcome being studied is relatively new and the important covariates may not be known and associations with the outcome not well understood. Moreover, the stepwise procedure can provide a fast and effective means to screen a large number of variables and to fit a number of logistic regression equations simultaneously (p.116). Hair et al (1998) also commented that the reduced set of the stepwise method is almost as good as and sometimes better than the complete set of variables. However, the stepwise estimation becomes less stable and generalizable as the ratio of the sample size to independent variables declines below the recommended level of 20 observations per independent variable. However, this is not the problem for this study because the ratio of number of observations per independent variable in this study far exceeds the threshold ratio; there were more than 20 observations per each independent variable.

In order to minimize the chance of excluding important variables in the stepwise procedure, several statisticians recommend the increase of the alpha level to judge the importance of variables (Bendel and Afifi, 1977; Costanza and Afifi, 1979; Menard, 1995; Lee and Koval, 1997; and Hosmer and Lemeshow, 2000). Menard (1995), Lee and Koval (1997) and Hosmer and Lemeshow (2000) highly recommended the alpha level ranging from $p \leq 0.15$ to $p \leq 0.20$ for stepwise model building in Logistic Regression. They commented that the alpha of $p \leq 0.05$ is too stringent and often leads to excluding variables from the model.

Based on the literature reviews on the logistic regression, the following actions were undertaken. First, the model building and variable selection are based on the parsimonious purpose. Second, the stepwise procedure was used in model building and variable selection. Third, the forward selection and backward elimination are used in

model building with the use of the alpha level of $p \leq 0.15$ for guiding entry and $p \leq 0.20$ for removal.

HYPOTHESES TESTING

Impact of the Destination Image on the Likelihood of Revisiting

Hypothesis 1

Hypothesis 1 proposes that the more positive the destination image, the more likely the international travelers would revisit a travel destination. The null and alternative hypotheses are stated as follows:

H_0: There is no significant relationship between the destination image and the likelihood of revisiting.

H_a: There is a significant positive relationship between the destination image and the likelihood of revisiting.

To test the hypothesis, the logistic regression was used to determine the impact of the image of Thailand on the likelihood of revisiting. The dependent variable was the log of the odds of the probability that travelers "would revisit" versus "would not revisit" Thailand. Odds ratio refers to the comparison of the probability of an event happening to the probability of the event not happening, which is used as the dependent variable in logistic regression (Hair et al., 1998, p.242). The independent variables were seven summated scales of the destination image dimensions.

The logistic regression model for the impact of the destination image on the likelihood of revisiting was proposed as follows (Menard, 1995; SPSS, 1995):

$$\text{Probability of revisiting} = \frac{1}{1+e^{-z}}$$

Where:

e = the base of the natural logarithms

$Z = B_0 + B_1 (X_1) + B_2 (X_2) + \ldots + B_7 (X_7)$

X_1: Image 1: "social and environmental problems;"

X_2: Image 2: "safe travel destination;"

X_3: Image 3: "adventurous activities and scenic natural beauty;"

X_4: Image 4: "rich culture;"

X_5: Image 5: "good value cuisine and hotels;"

X_6: Image 6: "easy access tourist destination;"

X_7: Image 7: "good shopping;"

B_0: coefficient of intercept; and

$B_1 \ldots B_7$: estimated parameters.

The result for the goodness of fit and parameter estimated of the logistic regression image model was shown in Table 28. The logistic regression resulted in a two-variable image model, including X_5: "good value cuisine and hotels " and X_1: "social and environmental problems." The two-variable image model demonstrates statistically significance at the overall model and for the variables included in the model.

Goodness of Fit

The log likelihood value (-2 Log Likelihood) was reduced from the base model value of 351.4 to 317.6 a decrease of 33.8. A smaller value of the –2LL measure indicates a better model fit. The goodness of fit measure, which compares the predicted probabilities to the observed probabilities, shows a value of 458.8. A higher value indicates a better fit. Likewise, the Hosmer and Lemeshow's goodness-of-fit-index was not significant, indicating that the model fits well because that there is no discrepancy between the observed and predicted classifications. However, the model chi-square of the two variable- image model was 33.8 and statistically significant at $p \leq 0.0001$,

indicating that the two independent variables make better predictions of the dependent variable. These three measures of goodness of fit provide support for acceptance of the two variable image model as a significant logistic regression model and suitable for further examination (Menard, 1995).

Table 28: Goodness of Fit and Parameter estimates for the Image model

-2 Log Likelihood	317.6
Goodness of Fit	458.8
Cox & Snell - R^2	.07
Nagelkerke - R^2	.13

	Chi-Square	df	Significance
Model	33.8	1	.0000
Block	33.8	2	.0000
Step	3.6	1	.0586

---------- Hosmer and Lemeshow Goodness-of-Fit Test----------

	Chi-Square	df	Significance
Goodness-of-fit test	4.7325	8	.7858

Classification Table for REVISIT

		Predicted .00 0	yes 1	Percent Correct
Observed				
.00	0	12	44	21%
yes	1	25	422	94%

Overall 86%

---------- **Variables in the Equation** ----------

Variable	**B**	**S.E.**	**Wald**	**df**	**Sig.**	**R**	**Exp.(B)**
X1 : Image 1	-.3487	.1888	3.4133	1	.0647	-.0634	.7056
X5 : Image 5	1.1873	.2174	29.8158	1	.0000	.2814	3.2782
Constant	-.9561	.8898	1.1544	1	.2826		

---------- **Variables not in the Equation** ----------

Variable	Score	df	Sig.	R
X2 : Image 2	.0761	1	.7827	.0000
X3 : Image 3	.5448	1	.4605	.0000
X4 : Image 4	.0056	1	.9401	.0000
X6: Image 6	1.6404	1	.2003	.0000
X7: Image 7	.4495	1	.5026	.0000

Interpreting Regression Coefficients

Table 28 also reports that there was a significant positive relationship between the image of Thailand as a "good value cuisine and hotels" *(X_5)* and the likelihood of revisiting *($B = 1.1873$; $Wald = 29.8158$; $p \leq 0.01$)*. Since the independent variables were measured on the same five-point Likert scales, a comparison of the strengths of the relationship between the dependent variable and the independent variables can be directly interpreted. The largest coefficient value of the image of Thailand as a "good value cuisine and hotels" *(X_5; $B = 1.1873$)* suggests that this variable has the greatest impact on the likelihood of travelers to revisit Thailand. However, there was a negative relationship of the image of Thailand as "social and environmental problems" and the likelihood of travelers to revisiting Thailand *($B = - 0.3487$; $Wald = 3.4133$; $p \leq 0.10$).*

No significant relationship was found on the image of Thailand as a "safe travel destination," "adventurous activities and scenic natural beauty," "rich culture," "easy access tourist destination," nor "good shopping" and the likelihood of travelers to revisit Thailand.

Given the coefficients of two significant independent variables, the logistic regression model can be written in terms of the logit as follows:

$$\ln (Y) = - 0.9561 + 1.1873(X_5) - 0.3487 (X_1)$$

It could be interpreted that when there is a one-unit increase in the image of "good value cuisine and hotels," *(X_5)*, the log of the odds of the probability that the traveler "would revisit Thailand" versus "would not revisit" Thailand," would increase by 1.1873 units, by holding other variables constant. This suggests that the image of "good value

cuisine and hotels" (X_5) had a positive impact on the likelihood of travelers to revisit Thailand.

However, a one-unit increase in the image of "social and environmental problems" (X_1) would result in the decrease of the log of the odds by 0.3487 unit, while holding other variables constant. This suggests that the image of "social and environmental problems" had a negative impact on the likelihood of travelers to revisit Thailand.

Probability of Revisiting

The logistic regression model for the impact of destination image on the probability of revisiting can be directly estimated from the following model (SPSS, 1999):

$$\text{Probability of Revisiting} = \frac{1}{1+e^{-z}}$$

Where:

$$Z = -0.9561+1.1873(X_5)-0.3487\ (X_1)$$

For those travelers who have high rating on the positive image of "good value cuisine and hotels" (X_5) with the rating of 4 (agree), and have low rating on the negative image of "social and environmental problems" (X_1) with the rating of 2 (disagree), the probability that they would revisit Thailand is 96%. By decreasing the negative image (X_1) by one unit to 1 (strongly disagree), and increasing the positive image by one unit to 5 (strongly agree), the probability of revisiting changes from 96% to 99%. Based on these estimates, it is likely that the probability of revisiting would occur because the probability is greater than 0.5 (SPSS, 1999).

In contrast, for those travelers whose rating on the positive image of "good value cuisine and hotels" (X_5) is 1 (strongly disagree), and their rating on the negative image of "social and environmental problems" (X_1) is 5 (strongly agree), the probability that they would revisit Thailand would decrease to 18%.

Since the coefficients for the image of Thailand are different from zero; and the probability of revisiting is likely to occur, the null Hypothesis 1, which proposed that there is no significant relationship between the image of Thailand and the likelihood of revisiting, is rejected. Moreover, the data found that there was a significant negative relationship between the negative image of Thailand and the likelihood of revisiting.

Impact of the Travel Satisfaction on the Likelihood of Revisiting

Hypothesis 2

The Hypothesis 2 proposes that the higher satisfaction the international travelers have toward their trip to a travel destination, the more likely they would the destination. The null and alternative hypotheses are stated as follows:

H_0: There is no significant relationship between traveler's satisfaction and the likelihood of revisiting.

H_a: There is a positive significant relationship between traveler's satisfaction and the likelihood of revisiting.

To test the hypothesis, the logistic regression was used to determine the impact of the travel satisfaction on the likelihood of travelers to revisit Thailand. The dependent variable was the log of the odds of the probability that travelers "would revisit" versus "would not revisit" Thailand. Odds ratio refers to the comparison of the probability of an event happening to the probability of the event not happening, which is used as the dependent variable in logistic regression (Hair et al., 1998, p.242). The independent variables were five summated scales of the travel satisfaction factors.

The logistic regression model for the impact of the travel satisfaction on the likelihood of revisiting was proposed as follows (Menard, 1995; SPSS, 1999):

$$\text{Probability of Revisiting} = \frac{1}{1+e^{-z}}$$

Where:

e = the base of the natural logarithms

Z = $B_0 + B_1 (X_1) + B_2 (X_2) + \ldots + B_5 (X_5)$

X_1: Satisfaction 1: "quality, service, and value of lodging and restaurants,"

X_2:	Satisfaction 2: "quality, service, and value of shopping & tourist attractions,"
X_3:	Satisfaction 3: "quality, service, and value of transportation;"
X_4:	Satisfaction 4: "quality, service, and value of foods;"
X_5	Satisfaction 5: "environment & safety;"
B_0:	coefficient of intercept; and
$B_1 \ldots B_5$:	estimated parameters.

Table 29: Goodness of Fit and Parameter Estimates of the Satisfaction Model

-2 Log Likelihood	336.13
Goodness of Fit	496.02
Cox & Snell - R^2	.03
Nagelkerke - R^2	.06

	Chi-Square	df	Significance
Model	15.3	1	.0001
Block	15.3	2	.0005
Step	3.7	1	.0531

---------- Hosmer and Lemeshow Goodness-of-Fit Test----------

	Chi-Square	df	Significance
Goodness-of-fit test	4.6636	8	.7928

Classification Table for REVISIT

		Predicted .00 0	Predicted yes 1	Percent Correct
Observed				
.00	0	4	52	7%
yes	1	19	428	96%
			Overall	86%

---------- Variables in the Equation ----------

Variable	B	S.E.	Wald	df	Sig.	R	Exp.(B)
X1 : Satisfaction 1	.4992	.2601	3.6845	1	.0549	.0692	1.6474
X4 : Satisfaction 4	.3933	.2095	3.5240	1	.0605	.0659	1.4818
Constant	-1.1256	.8366	1.8100	1	.1785		

---------- Variables not in the Equation ----------

Variable	Score	df	Sig.	R
X2 : Satisfaction 2	.4193	1	.5173	.0000
X3 : Satisfaction 3	1.1360	1	.2865	.0000
X5 : Satisfaction 5	.4556	1	.4997	.0000

The result for the goodness of fit and parameter estimates of the satisfaction model was shown in Table 29. The logistic regression resulted in a two-variable

satisfaction model, including X_1: "quality, service, and value of lodging and restaurant," and X_4: "quality, service, and value of foods."

Goodness of Fit

The log likelihood value (-2 Log Likelihood) was reduced from the base model value of 351.4 to 336.13, a decrease of 15.3. A smaller value of the –2LL measure indicate a better model fit. The goodness of fit measure showed a value of 496.02. A higher value indicates a better fit. The Hosmer and Lemeshow's goodness-of-fit-index was not significant, indicating that the model fits well because that there is no discrepancy between the observed and predicted classifications. However, the chi-square of the model was 15.3 and the observed significance level was $p \leq 0.01$, indicating that the overall model was significant. These measures provide support for acceptance of the two variable-model as a significant logistic regression model and suitable for further examination (Menard, 1995).

Interpreting Regression Coefficients

Table 29 also shows that there was a significant positive relationship between the travel satisfaction on "quality, service, and value of lodging and restaurant," (X_1) and the likelihood of travelers to revisit Thailand $(B = 0.4992;\ Wald = 3.6845;\ p \leq 0.10)$. Likewise, there was a significant positive relationship between the travel satisfaction on "quality, service, and value of foods" (X_4) and the likelihood of travelers to revisit Thailand $(B = 0.3933;\ Wald = 3.5240,\ p \leq 0.10)$.

No significant difference was found on the travel satisfaction on "quality, service, and value of shopping and tourist attractions," (X_2) "Quality, service, and value of transportation," (X_3), nor "Environment & Safety," (X_5).

Given the coefficients of the two significant independent variables, the logistic regression equation for the satisfaction model can be written in terms of the logit as follows:

$$\ln (Y) = -1.1256 + 0.4992 (X_1) + 0 .3933 (X_4)$$

It could be interpreted that a one-unit increase in the travel satisfaction on "quality, service, value of lodging and restaurant," (X_1), the log of the odds of the dependent variable the traveler "would revisit" versus "would not revisit" Thailand," would increase by 0.4992 unit, while holding other variables constant. This suggests that the travelers' satisfaction on the "quality, service, value of lodging and restaurant" (X_1) had a positive impact on the likelihood of revisiting. Moreover, the largest coefficient of this factor ($B = 0.4992$) also suggests that the "quality, service, value of lodging and restaurant" (X_1) has the greatest impact on the likelihood of travelers to revisit Thailand. Also, a one-unit increase in travelers' satisfaction on "quality, service, value of foods" (X_4) would lead to the increase of the log of the odds of the dependent variable "would revisit" versus "would not revisit" Thailand by 0.3933 unit, while holding other variables constant.

The two variable satisfaction model does not indicate any significant impact of the travelers' satisfaction on "quality, service, value of shopping and tourist attractions," (X_2) "quality, service, value of transportation," (X_3), and "environmental and safety" (X_5) on the likelihood of travelers to revisit Thailand.

Probability of Revisiting

The model of the individual impacts of the travel satisfactions on the probability of revisiting Thailand can be directly estimated as (SPSS, 1999):

$$\text{Probability of revisiting} = \frac{1}{1+e^{-z}}$$

Where:

$$Z = -1.1256 + 0.4992\,(X_1) + 0.3933\,(X_4)$$

For those travelers whose ratings on the "quality, service, value of lodging and restaurant" *(X_1)* and "quality, service, value of foods" *(X_4)* are 4 (satisfied), the estimated probability that they would revisit Thailand is 92%. By increasing their level of satisfaction by one unit to 5 (very satisfied), the probability that they would revisit Thailand changes from 92% to 97%. Based on these estimates, it is likely that the probability of revisiting would occur because the probability is greater than 0.5 (SPSS, 1999).

However, if their ratings on "quality, service, value of lodging and restaurant" *(X_1)* and "quality, service, value of foods" *(X_4)* are 1 (very dissatisfied), the estimated probability that they would revisit Thailand would decrease to 44%.

Since the coefficients for the travel satisfaction variables are different from zero, the null Hypothesis 2, which proposed that there is no significant relationship between the travelers' satisfaction and the likelihood of revisiting, is rejected.

Impact of the Travel Motivation on the Likelihood of Revisiting

Hypothesis 3

Hypothesis 3 proposes that the higher travel motivation the international travelers have, the more likely they would revisit a travel destination. The null and alternative hypotheses are stated as follows:

H_0: There is no significant relationship between travel motivation and the likelihood of revisiting.

H_a: There is a significant positive relationship between travel motivation and the likelihood of revisiting.

To test the hypothesis, the logistic regression was used to determine the impact of travel motivation on the likelihood of travelers to revisit Thailand. The dependent variable was the log of the odds of the probability that travelers "would revisit" versus "would not revisit" Thailand. Odds ratio refers to the comparison of the probability of an event happening to the probability of the event not happening, which is used as the dependent variable in logistic regression (Hair et al., 1998, p.242). The independent variables were six summated scales of the travel motivation dimensions.

The logistic regression model for the impact of the travel motivation on the likelihood of revisiting was proposed as follows (Menard, 1995; SPSS, 1999):

$$\text{Probability of Revisiting} = \frac{1}{1+e^{-z}}$$

Where:

e = the base of the natural logarithms

Z = $B_0 + B_1 (X_1) + B_2 (X_2) + \ldots + B_6 (X_6)$

X_1: Motivation 1: "special interests;"

X_2: Motivation 2: "novelty seeking;"

X_3: Motivation 3: "good value food, shopping, a variety of things to do;"

X_4: Motivation 4: "deals on tour promotion, currency exchange;"

X_5 Motivation 5: "Buddhism;"

X_6 Motivation 6: "natural attractions;"

B_0: coefficient of intercept; and

$B_1 \ldots B_4$: estimated parameters.

The logistic regression resulted in a two-variable motivation model, including X_3: "good value food, shopping, and a variety of things to do," and X_2: "novelty seeking." The two-variable motivation model, including X_3 and X_2 demonstrates statistically significance at the overall model and for the variables included in the model.

Goodness of Fit

The goodness of fit of the motivation model was shown in Table 30. The log likelihood value (-2 Log Likelihood) was reduced from the base model value of 351.4 to 309.8, a decrease of 41.6, indicating a better model fit. The goodness of fit measure showed a value of 501.3. A higher value indicates a better fit. The Hosmer and Lemeshow' s goodness-of-fit-index was not significant, indicating that the model fits well because that there is no discrepancy between the observed and predicted classifications. However, the chi-square of the model was 41.6 and the observed significance level was $p \leq 0.0001$, indicating that the overall model was significant. These goodness of fit measures provide support for acceptance of the two variables-model as a significant logistic regression model and suitable for further examination.

Table 30: Goodness of Fit and Parameter estimates of the Motivation Model

-2 Log Likelihood	309.8
Goodness of Fit	501.3
Cox & Snell - R^2	.08
Nagelkerke - R^2	.16

	Chi-Square	df	Significance
Model	41.6	1	.0000
Block	41.6	2	.0000
Step	7.04	1	.0080

---------- Hosmer and Lemeshow Goodness-of-Fit Test----------

	Chi-Square	df	Significance
Goodness-of-fit test	8.864	6	.1813

		Predicted .00 0	Predicted yes 1	Percent Correct
Observed				
.00	0	11	45	20%
yes	1	17	430	96%
			Overall	88%

---------- Variables in the Equation ----------

Variable	B	S.E.	Wald	df	Sig.	R	Exp.(B)
X2 : Motivation 2	.6252	.2400	6.7878	1	.0092	.1167	1.8685
X3 : Motivation 3	1.0262	.2593	15.6606	1	.0001	.1972	2.7904
Constant	-3.7608	.9438	15.8791	1	.0001		

---------- Variables not in the Equation ----------

Variable	Score	df	Sig.	R
X1 : Motivation 1	.2491	1	.6177	.0000
X4 : Motivation 4	.0408	1	.8399	.0000
X5 : Motivation 5	.7851	1	.3756	.0000
X6: Motivation 6	1.9914	1	.1582	.0000

Interpreting Regression Coefficients

Table 30 also shows that the travel motivation on "good value food, shopping, and a variety of things to do" *(X_3), ($B = 1.0262$, $Wald = 15.6606$, $p \leq 0.01$),* and "novelty

seeking" (X_2), (B = *0.6252, Wald =6.7878,* $p \leq 0.01$) have positive impacts on the likelihood of travelers to revisit Thailand.

Given the coefficients of the two significant independent variables, the logistic regression model can be written in terms of the log of the odds as follows:

$$\ln(Y) = -3.7608 + 1.0262\,(X_3) + 0.6252\,(X_2)$$

It could be interpreted that a one-unit increase of the travelers' motivation on "good value food, shopping, and a variety of things to do (X_3), the log of the odds of the dependent variable would increase by 1.0262 units, while holding other variables constant. This suggests that the travelers' motivation on "good value food, shopping, and a variety of things to do" (X_3) had a positive impact on travelers' likelihood of revisiting. Moreover, the highest value of the logistic regression coefficient of this factor (B = 1.0262) also indicates that the motivation on "good value food, shopping, and a variety of things to do" (X_3) has the greatest impact on the likelihood of travelers to revisit Thailand.

Moreover, when there is a one-unit increase of the travelers' motivation on "novelty seeking" (X_2), the log of the odds of the dependent variable "would revisit" versus "would not revisit" Thailand would increase by 0.6252 unit, while holding other variables constant. This suggests that the travelers' motivation on "novelty seeking" (X_2), has a positive impact on the likelihood of travelers to revisit Thailand.

Probability of Revisiting

The model of the individual impacts of the travel motivations on the probability of revisiting Thailand can be estimated as:

$$\text{Estimated Probability} = \frac{1}{1+e^{-z}}$$

Where:

$$Z = -3.7608 + 1.0262\ (X_3) + 0.6252\ (X_2)$$

For those travelers whose ratings on the "good value food, shopping, and a variety of things to do" (X_3) and on "novelty seeking" (X_2) are 4 (agree), the estimated probability that they would revisit Thailand would be 95%. By increasing the degree of the two travel motivations by one unit to 5 (strongly agree), the probability of revisiting would change from 95% to 99%. Based on these estimates, it is likely that the probability of revisiting would occur because the probability is greater than 0.5 (SPSS, 1999). However, if travelers' ratings on X_3 and X_2 are 1 (strongly disagree), the estimated probability that they would revisit Thailand would decrease to 11%.

Since the coefficients for the travel motivation factors are different from zero, the null Hypothesis 3, which proposed that there is no significant relationship between the travel motivation and the likelihood of revisiting, is rejected.

Impact of the Travel Inhibitors on the Likelihood of Revisiting

Hypothesis 4

Hypothesis 4 proposes that the stronger travel inhibitors the international travelers have, the less likely they would revisit a travel destination. The null and alternative hypotheses are stated as follows:

H_0: There is no significant relationship between travel inhibitor and the likelihood of revisiting.

H_a: There is a significant negative relationship between the travel inhibitor and the likelihood of revisiting.

To test the hypothesis, the logistic regression was used to determine the impact of the travel inhibitors on the likelihood of travelers to revisit Thailand. The dependent variable was the log of the odds of the probability of "revisiting" versus "not revisiting" Thailand. The independent variables were five summated scale scores of the travel inhibitor dimensions.

The logistic regression model for the individual impacts of the travel inhibitors on the likelihood of revisiting was proposed as follows (Menard, 1995; SPSS, 1999):

$$\text{Probability of Revisiting} = \frac{1}{1+e^{-z}}$$

Where:

e = the base of the natural logarithms

Z = $B_0 + B_1 (X_1) + B_2 (X_2) + \ldots + B_5 (X_5)$

X_1: Inhibitor 1: "safety/security and lack of attractions;"

X_2: Inhibitor 2: "environment;"

X_3: Inhibitor 3: "travel barrier;"

X_4: Inhibitor 4: "dissatisfaction and deterioration;"

X_5: Inhibitor 5: "lack of novelty seeking;"

β_0: coefficient of intercept; and

$\beta_1 \ldots \beta_5$: estimated parameters.

The result for the logistic regression analysis was shown in Table 31. The logistic regression resulted in a single variable model including "travel barrier" (X_3).

Table 31: Goodness of Fit and Parameter estimates of the Travel Inhibitors Model

-2 Log Likelihood	334.135
Goodness of Fit	492.415
Cox & Snell - R^2	.02
Nagelkerke - R^2	.04

Chi-Square	df	Significance
Model	9.308	1 .002
Step	9.308	1 .002

		Predicted .00 0	yes 1	Percent Correct
Observed				
.00	0	6	49	11%
yes	1	8	424	98%
			Overall	88%

---------- Variables in the Equation ----------

Variable	B	S.E.	Wald	df	Sig.	R	Exp.(B)
X3: Inhibitor 3	-.5762	.1932	8.8947	1	.0029	-.1417	.5620
Constant	3.8087	.6271	36.886	1	.0000		

---------- Variables not in the Equation ----------

Variable	Score	df	Sig.	R
X1: Inhibitor 1	.2930	1	.5883	.0000
X2: Inhibitor 2	1.4477	1	.2289	.0000
X3: Inhibitor 4	.4608	1	.4973	.0000
X5: Inhibitor 5	.0470	1	.8284	.0000

Note: The degrees of freedom is less than 1. Hosmer and Lemeshow Goodness-of-Fit Test is skipped.

Goodness of Fit

The chi-square of the model was 9.308 and the observed significance level was 0.002, indicating that the overall model was significant. The log likelihood value (-2 Log Likelihood) was reduced from the base model value of 343.443 to 334.135, a decrease of 9.308. The slight decrease in the log likelihood value, does not show high predictive accuracy. Although the model is statistically significant, care must be taken in interpreting the result.

Interpreting Regression Coefficients

Given the coefficient of a single significant independent variable, the logistic regression equation for the impact of the travel inhibitor on the probability of revisiting can be written in terms of the logit as follows:

$$\ln (Y) = 3.8087 - 0.5762 (X_3)$$

It could be interpreted that a one-unit increase in the "travel barrier" would result in the decrease of the log of the odds of the dependent variable by 0.5762 unit. This suggests that the "travel barrier" (X_3) had a negative impact on the likelihood of revisiting.

Probability of Revisiting

The model of the individual impact of the travel inhibitor on the probability of revisiting Thailand can be directly estimated as (SPSS, 1999):

$$\text{Probability of revisiting} = \frac{1}{1+e^{-z}}$$

Where:

$$Z = 3.8087 - 0.5762 (X_3)$$

For those travelers whose rating on the "travel barrier" (X_3) is 1 (strongly disagree), the estimated probability that they would revisit Thailand would be 96%. If their rating changes by one unit to 2 (disagree), the estimated probability that they would revisit Thailand would change from 96% to 93%. Based on this estimate, it is likely that the probability of revisiting would occur because the probability is greater than 0.5 (SPSS, 1999).

However, if travelers' rating on the "travel barrier" (X_3) is 5 (strongly agree), the estimated probability that they would revisit Thailand would be 72%. It should be noted that there is a difference in the probability of revisiting when travelers "disagree" and "agree" that the "travel barrier" would deter them from revisiting Thailand. This suggests that the "travel barriers" have a slight impact on the probability of "not revisiting" Thailand.

Since the coefficient for the travel inhibitor is different from zero, the null Hypothesis 4, which proposed that there is no significant relationship between travel inhibitor and the likelihood of revisiting, is rejected.

The Impacts of the Bundle of Travel Determinants on Repeat Visitation

The previous four logistic regression models assessed the individual impact of the destination image, travel satisfaction, travel motivation, and travel inhibitor on the likelihood of travelers to revisit a destination. In the real world, travelers do not separately consider each of these travel factors one at a time but consider them simultaneously. Therefore, it is interesting to determine which travel factors would affect the probability of revisiting and to what extent those travel determinants would have the impact on the repeat visitation. The following hypothesis was proposed:

Hypothesis 5

Hypothesis 5 proposes that a bundle of the destination image, travel satisfaction, travel motivation, and travel inhibitors affects the likelihood of revisiting. The null and alternative hypotheses are stated as follows:

H_0: There is no significant relationship between the destination image, travel satisfaction, travel motivation, travel inhibitors and the likelihood of revisiting.

H_a: There is a significant relationship between the destination image, travel satisfaction, travel motivation, and travel inhibitors and the likelihood of revisiting.

To test the hypothesis, the logistic regression was used to determine the mutual impact of the bundle of the four travel determinants on repeat visitation. The dependent variable was the log of the odds that travelers "would revisit" versus "would not revisit" Thailand. The independent variables were the summated scales of the seven image, five travel satisfaction, six travel motivation, and five travel inhibitor dimensions.

The logistic regression model for the mutual impacts of the bundle of the travel determinants on repeat visitation model was proposed as follows (Menard, 1995; SPSS, 1999):

$$\text{Probability of Revisiting} = \frac{1}{1+e^{-z}}$$

Where:

e = the base of the natural logarithms

Z = $B_0 + B_1 (X_1) + B_2 (X_2) + \ldots + B_{23} (X_{23})$

X_1: Image 1: "social and environmental problems;"

X_2: Image 2: "safe travel destination;"

X_3: Image 3: "adventurous activities and scenic natural beauty;"

X_4: Image 4: "rich culture;"

X_5: Image 5: "good value cuisine and hotels;"

X_6: Image 6: "easy access tourist destination;"

X_7: Image 7: "good shopping;"

X_8: Satisfaction 1: "quality, service, and value of lodging and restaurants,"

X_9 Satisfaction 2: "quality, service, and value of shopping & tourist attractions,"

X_{10}: Satisfaction 3: "quality, service, and value of transportation;"

X_{11}: Satisfaction 4: "quality, service, and value of foods;"

X_{12}: Satisfaction 5: "environment & safety;"

X_{13}: Motivation 1: "special interests;"

X_{14} Motivation 2: "novelty seeking"

X_{15}: Motivation 3: "good value food, shopping, a variety of things to do;"

X_{16}: Motivation 4: "deals on tour promotion, currency exchange;"

X_{17}: Motivation 5: "Buddhism;"

X_{18}: Motivation 6: "natural attractions;"

X_{19}: Inhibitor 1: "safety/security and lack of attractions;"

X_{20} Inhibitor 2: "environment;"

X_{21} Inhibitor 3: "travel barrier;"

X_{22}: Inhibitor 4: "dissatisfaction, deterioration;"

X_{23}: Inhibitor 5: "lack of novelty seeking;"

B_0: coefficient of intercept; and

$B_1 \ldots B_{23}$: estimated parameters.

The logistic regression model for the bundle of travel determinants results in five-variables model, including the travel motivation on "good value, food, shopping, and a variety of things to do;" (X_{15}), the positive image of "good value cuisine, hotels;" (X_5), the "novelty seeking;" (X_{14}), the "travel barrier;" (X_{21}), and the negative image on: "social and environmental problems;" (X_1). The five travel determinant variable-model demonstrates statistically significance at the overall model and for the variables included in the model, (see Table 32).

Table 32 Goodness of Fit and Parameter Estimates of the Bundle of Travel Determinants on Repeat Visitation Model

-2 Log Likelihood	292.6
Goodness of Fit	466.3
Cox & Snell - R^2	.11
Nagelkerke - R^2	.22

	Chi-Square	df	Significance
Model	58.7	5	.0000
Block	58.7	5	.0000
Step	58.7	5	.0000

---------- Hosmer and Lemeshow Goodness-of-Fit Test----------

	Chi-Square	df	Significance
Goodness-of-fit test	3.0694	8	.9299

Classification Table for REVISIT

Observed		Predicted .00 (0)	Predicted yes (1)	Percent Correct
.00	0	18	38	32%
yes	1	23	424	95%
			Overall	88%

---------- Variables in the Equation ----------

Variable	B	S.E.	Wald	df	Sig.	R	Exp.(B)
X 1: Image1	-.4115	.2037	4.0799	1	.0434	-.0769	.6626
X 5: Image5	.5373	.2638	4.1478	1	.0417	.0782	1.7114
X 14: Motivation 2	.5249	.2473	4.5063	1	.0338	.0845	1.6903
X 15: Motivation 3	.9326	.2906	10.2978	1	.0013	.1537	2.5411
X 21: Inhibitor 3	-.5166	.2214	5.4432	1	.0196	-.0990	.5966
Constant	-1.9499	1.2969	2.2606	1	.1327		

Goodness of Fit

The log likelihood value (-2 Log Likelihood) was reduced from the base model value of 351.4 to 292.6, a decrease of 58.7. The smaller value of the –2LL measure indicated a better model fit. The goodness of fit measure showed a value of 466.3. A higher value indicates a better fit. The Hosmer and Lemeshow's goodness-of-fit-index was not significant, indicating that the model fits well because that there is no discrepancy between the observed and predicted classifications. However, the chi-square of the model was 58.7 and the observed significance level was $p \leq 0.001$, indicating that the overall model was significant. These goodness of fit measures provide support for acceptance of the five-variables model as a significant logistic regression model and suitable for further examination.

Interpreting Regression Coefficients

Given the coefficients of the five independent variables, the logistic regression equation for the mutual impacts of the bundle of the four travel determinants on repeat visitation model can be written in terms of the logit as follows:

$$\ln(Y) = -1.9499 + 0.9326\,(X_{15}) + 0.5373\,(X_5) + 0.5249\,(X_{14}) - 0.5166\,(X_{21}) - 0.4115\,(X_1)$$

It could be interpreted that, when there is a one-unit increase in the travel motivation on "good value food, shopping, and a variety of things to do," (X_{15}) the log of the odds would increase by 0.9326 unit, while holding other variables constant. Likewise a one-unit increase in the image of "good value cuisine, hotels" (X_5) resulted in an increase of the log of the odds by 0.5373 unit. Also, a one-unit increase in the travel motivation on "novelty seeking" (X_{14}) would lead to the increase of the log of the odds by 0.5249 unit. This suggests that the travel motivation on "good value food, shopping and

a variety of things to do," the image of "good value cuisines and hotels," and the travelers' motivation on "novelty seeking" had positive impacts on the likelihood of revisiting.

However, the increase of the "travel barrier" (X_{21}) would cause the decrease of the log of the odds by 0.5166 unit. Moreover, when there is a one-unit increase in the negative image of "social and environmental problems," (X_1), the log of the odds would decrease by 0.4115 unit. This suggests that the "travel barrier" and the negative image of "social and environmental problems" had negative impacts on the likelihood of travelers to revisit Thailand.

The highest value of the coefficients of the travel motivation on "good value food, shopping, and a variety of things to do" (X_{15}), $(B = 0.9326)$ suggests that this factor has the greatest impact on the likelihood of travelers to revisit Thailand, followed by the positive image of "good value cuisine and hotels," (X_5), $B = .5373$) the travel motivation on "novelty seeking," $(X_{14}, B = .5249)$ the "travel barriers," $(X_{21}, B = -.5166)$ and the negative image of "social and environmental problems" $(X_1, B = -.4115)$ respectively.

Probability of Revisiting

The model of the mutual impacts of the bundle of the four travel determinants on the probability of revisiting can be directly estimated as (SPSS, 1999):

$$\text{Probability of revisiting} = \frac{1}{1+e^{-z}}$$

Where:

$$Z = -1.9499 + 0.9326\,(X_{15}) + 0.5373\,(X_5) + 0.5249\,(X_{14}) - 0.5166\,(X_{21}) - 0.4115\,(X_1)$$

For those travelers whose ratings on the travel motivation on "good value food, shopping, a variety of things to do," (X_{15}), on the image of "good value cuisine, hotels," (X_5), and on the travel motivation on "novelty seeking" (X_{14}) are 5 (strongly agree), and their rating on the "travel barrier," (X_{21}) and on the negative image of "social and environmental problems" (X_1) are 1 (strongly disagree), the estimated probability that they would revisit Thailand is 99.9%. Based on these estimates, it is likely that the probability of revisiting would occur because the probability is greater than 0.5 (SPSS, 1999).

In contrast, if travelers' rating on the travel motivation on "good value food, shopping, a variety of things to do," (X_{15}) and the image of "good value cuisine, hotels," (X_5), and the travel motivation on "novelty seeking" (X_{14}) are 1 (strongly disagree), and their rating on the "travel barrier", (X_{21}) and on the negative image of "social and environmental problems" (X_1) are 5, (strongly agree), the estimated probability that they would revisit Thailand would decrease to 10%.

Since the coefficients of the destination image, travel satisfaction, travel motivation, and travel inhibitor dimensions are different from zero, the null Hypothesis 5, which proposed that there is no significant relationship between the destination image, travel satisfaction, travel motivation, and travel inhibitor on the likelihood of revisiting, is rejected.

Competitiveness of Thailand as A Travel Destination

One of the last objectives of this study is to identify the competitiveness of Thailand as an international travel destination as compared to four major Southeast Asian travel destinations including Hong Kong, Indonesia, Malaysia, and Singapore. This section aims to identify the competitiveness of Thailand as compared to the selected Southeast Asian travel destinations. The positioning analysis was modified from the study of Haahti and Yavas (1983). Using a five point Likert scale (1 = very poor, 2 = poor, 3 = average, 4 = good, 5 = very good), respondents were asked to rate Thailand and other travel destinations in 14 travel attributes. Table 33 shows the raking for the top five Southeast Asian travel destinations from the top ranking (equals to 1) to the last ranking (equals to 5).

Table 33: Ranking of Selected Southeast Asian Travel Destinations by Travel Attributes

Attributes	**Hong Kong**			**Indonesia**			**Malaysia**			**Singapore**			**Thailand**		
	R	Mean	SD	R	Mean	SD	R	Mean	SD	R	Mean	SD	R	Mean	SD
Shopping	1	3.98	1.03	4	3.52	1.04	5	3.47	0.88	2	3.89	0.94	3	3.88	0.87
Cultural/historical sites	5	3.25	1.00	2	3.68	0.92	3	3.39	0.90	4	3.31	1.00	1	3.95	0.77
Natural Scenery	5	3.18	1.07	2	3.84	0.93	3	3.79	0.86	4	3.45	1.07	1	4.00	0.79
Climate	2	3.50	0.88	3	3.42	0.92	4	3.40	0.83	1	3.52	0.94	5	3.27	0.95
Cuisine in restaurants	1	3.93	1.01	5	3.37	0.95	4	3.41	0.95	2	3.84	0.96	3	3.65	0.97
Hotels	3	3.74	0.99	5	3.52	0.95	4	3.69	0.84	1	4.01	0.90	2	3.88	0.83
Overall Service Quality	3	3.67	0.89	5	3.52	0.96	4	3.61	0.82	1	3.87	0.93	2	3.80	0.79
Conventions/Exhibitions Facilities	2	3.67	0.96	5	3.20	0.87	4	3.35	0.87	1	3.77	1.01	3	3.57	0.78
Friendliness of People	5	3.12	1.13	3	3.43	1.02	4	3.40	0.94	2	3.55	0.96	1	3.88	0.90
Travel Price	4	3.24	1.08	2	3.71	0.95	3	3.51	0.88	4	3.24	1.00	1	3.97	0.82
Ease of Access	1	3.88	0.99	4	3.46	0.99	3	3.62	1.04	1	3.88	0.96	2	3.75	0.89
Transportation	2	3.97	1.01	5	3.25	0.98	4	3.39	0.94	1	4.05	0.93	3	3.47	0.95
Safety & Security	2	3.82	0.98	5	3.02	1.09	4	3.42	0.95	1	4.23	0.81	3	3.46	0.92

Note: Scale 1 = very poor, 2 = poor, 3 = average, 4 = good, 5 = very good;

Ranks 1= the 1st ranking, to 5 = the 5th ranking

Hong Kong is ranked first as offering the best shopping, cuisine, and ease of access but it is ranked last in terms of culture, natural attractions, and friendliness of people. Thailand is regarded as the best Southeast Asian travel destination in terms of

cultural and historical sites, natural scenery, friendliness of people, and travel price but its climate is ranked last. Singapore is ranked first as offering the best climate, hotels, overall service quality, conventions/exhibitions facilities, ease of access, transportation, and safety & security but almost last for its culture, nature, and price. Indonesia is ranked second for its cultural/historical sites, natural scenery, and travel price but last for its cuisine, hotels, overall service quality, convention/exhibitions facilities, transportation, and safety and security. Malaysia is ranked third to next to last for almost all of the travel attributes.

To obtain further insights into the relative position of Thailand versus the 1st or the 2nd top travel destinations, a paired mean t-test was performed to determine statistically significant mean differences in traveler's perception towards each of the travel attribute between Thailand and the 1st or the 2nd top ranking travel destinations. The comparison was based on a destination by destination basis. See Table 34.

Table 34: Competitiveness of Thailand as A Travel Destination

Perceived Travel Positioning Thailand & 1St or 2ndTop Ranking Destinations	Mean [a]	Mean [b]	Mean Difference	t Value	2-tailed Sig.
Shopping: Thailand & Hong Kong	3.878	3.982	-0.104	-1.22	0.23
Shopping: Thailand & Singapore	3.878	3.889	-0.011	-.841	0.40
Cultural/historical sites : Thailand & Indonesia	3.954	3.677	0.277	2.95	**0.00**
Natural scenery: Thailand Indonesia	4.000	3.837	0.163	1.96	**0.05**
Climate: Thailand & Singapore	3.261	3.517	-0.256	-3.71	**0.00**
Cuisine in restaurants: Thailand & Hong Kong	3.650	3.934	-0.283	-3.28	**0.00**
Cuisine in restaurants: Thailand & Singapore	3.650	3.841	-0.191	-.894	0.37
Hotel: Thailand & Singapore	3.882	4.015	-0.133	-1.85	0.07
Overall service quality: Thailand & Singapore	3.801	3.869	-0.068	-0.94	0.35
Convention/exhibition facilities: Thailand & Hong Kong	3.567	3.663	-0.196	-2.39	**0.02**
Convention/exhibition facilities: Thailand & Singapore	3.567	3.765	-0.198	-2.61	**0.01**
Friendliness of people: Thailand & Singapore	3.874	3.549	0.325	3.73	**0.00**
Travel Price: Thailand & Indonesia	3.968	3.714	0.254	2.64	**0.01**
Ease of access: Thailand & Hong Kong	3.750	3.882	-0.132	-1.78	0.08
Ease of access: Thailand & Singapore	3.750	3.883	-0.133	-1.79	0.08
Transportation: Thailand & Hong Kong	3.474	3.964	-0.590	-7.18	**0.00**
Transportation: Thailand & Singapore	3.474	4.053	-0.604	-7.77	**0.00**
Safety & security: Thailand & Singapore -	3.459	4.232	-0.773	-10.70	**0.00**
Safety & security: Thailand & Hong Kong	3.459	3.815	-0.356	-4.59	**0.00**

Note: a = mean of Thailand, b = mean of 1St or 2nd Top Ranking Destinations

A pair comparison between Thailand and the 1st or 2nd top ranking travel destinations revealed statistically significant mean differences in 9 out of 14 travel attributes at a significance level of 0.05.

As confirmed by the pair mean t-test, Thailand is viewed superior to Indonesia for its cultural/historical sites, natural scenery, and travel price. In addition, Thai people are perceived friendlier than Singapore people. However, Thailand is rated lower than Singapore for its climate, convention/exhibition facilities, transportation, and safety & security. Likewise, Thailand is perceived inferior to Hong Kong in terms of cuisine, convention/exhibition facilities, transportation, and safety and security.

However, respondents did not see any difference in shopping in Thailand, Hong Kong, nor Singapore. The shopping is regarded as the strongly appealing attribute for

these destinations. This also suggests that Thailand, Hong Kong, and Singapore are primary competitors to each other. Also, travelers perceived that these destinations have the same strengths in terms of ease of access.

Although the respondents rated Thailand's cuisine lower than that of Hong Kong and Singapore, the t-test revealed significant difference only a pair comparison between Thailand and Hong Kong ($p \leq 0.01$). Likewise, despite hotels in Thailand was rated lower than those in Singapore, no significant difference was found in this attribute.

Summary

This chapter reports the result of survey and data analysis. The demographic profiles and travel behaviors of the respondents were reported. Then, the Independent Sample Mean t-test was used to identify the significant difference of the perception of the image of Thailand, travel satisfaction, travel motivation, and travel inhibitors between first time and repeat travelers. Then, an exploratory factor analysis was used to reveal the underlying dimensions of the image of Thailand, travel satisfaction, travel motivation, and travel inhibitors. It was also used to construct summated scales for Analysis of Variances and Logistic Regression. The One Way ANOVA was employed to determine the significant difference in the perception of the image of Thailand, travel satisfaction, travel motivation, and travel inhibitor factors among travelers with different demographic profiles. Then, the Logistic Regression was used to examine the impact of each of the image of Thailand, travel satisfaction, travel motivation, and travel inhibitors on the likelihood of travelers in revisiting Thailand. Next, the Bundle of Travel Determinants on Repeat Visitation model was proposed. Finally, the competitiveness of Thailand as compared to other Southeast Asian travel destinations was analyzed.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the summary, discussion of the findings, and recommendations. First, the summary, discussion, and theoretical implication of the hypotheses testing are reported. Then, the practical implications and recommendations are discussed. Finally, the chapter concludes with limitation of the study and suggestions for future research.

Summary of the Findings

This study is a first attempt to empirically test five models of the impact of both an individual and mutual impacts of a bundle of travel determinants on repeat visitation. It is proposed that destination image, travel satisfaction, travel motivation, and travel inhibitors influence repeat visitation.

Most of the tourism models developed to date have focused on the role of destination image, travel satisfaction, travel motivation, travel inhibitors and pre-purchase destination selections. However, there is little information about the impact of these four travel determinants on repeat visitations. A few researchers have reported that there is a difference in travel motivation or perceived destination image on repeat visitation among different types of tourists. For example, Bello and Etzel (1985) found a significant difference in novelty seeking towards repeat visitation between common and novelty seeking tourists. Likewise, Fakeye and Crompton (1991) found differences in perceived destination image among non-visitors, first timers, and repeat visitors. Nevertheless, there is no empirical research to determine the mutual effect of destination image and novelty in influencing repeat visitation.

This study aims to explore the individual impact of destination image, travel satisfaction, travel motivation, and travel inhibitors on the likelihood of travelers to revisit a travel destination. The objective of this study is also to examine simultaneously the mutual impact of the destination image, travel satisfaction, travel motivation, and travel inhibitor on repeat visitation. Currently, there is no empirical study assessing simultaneously the mutual impact of these four travel determinants on repeat visitation.

Five models were proposed as a result of hypotheses testing. Thailand was used as the setting of this study. First, the logistic regression tested the impact of each travel determinant including destination image, travel satisfaction, travel motivation, and travel inhibitor on the likelihood that travelers would revisit Thailand. Then, the mutual impact of the bundle of these four travel determinants on the likelihood of revisiting was tested again with the use of logistic regression.

The following section discusses the results of the hypotheses testing of the five models.

Likelihood of Revisiting

Impact of Destination Image

Hypothesis 1 proposes that the more positive the image of a travel destination, the more likely the international travelers would revisit the destination. The result shows that two coefficients of the image of Thailand dimensions are different from zero, the null Hypothesis 1, which proposed that there is no significant relationship between the image of a travel destination and the likelihood of revisiting, is rejected.

The alternative Hypothesis 1 was supported by the significant positive relationship between the image of Thailand as "good value cuisine and hotels" and the

likelihood of travelers to revisit Thailand. It was found that when there is a one-unit increase in the image of "good value cuisine and hotels," the log odds of the dependent variable that the traveler "would revisit Thailand" versus "would not revisit" Thailand, would increase by 1.1873 units, by holding other variables constant. This suggests that the image of "good value cuisine and hotels" had a positive impact on the likelihood of travelers to revisit Thailand. Moreover, the largest coefficient value of the image of Thailand as a "good value cuisine and hotels" also suggests that this travel determinant has the greatest impact on the likelihood of travelers to revisit Thailand. This finding supports earlier study that the perception of "value for money" influences travel decision-making. Stevens (1992) defines the "value for money" as the relationship between price and value that exists in the perceptions of the consumers, which are travelers' subjective reality. He found that price and quality perceptions are closely linked but value is more important than price (Stevens, 1992).

It was also found that there is a negative relationship between the image of "social and environmental problems" and the likelihood of travelers to revisit Thailand. A one-unit increase in the image of "social and environmental problems" would result in the decrease of the log odds by 0.3487 units, while holding other variables constant. This suggests that the image of "social and environmental problems" had a negative impact on the likelihood of travelers to revisit Thailand. This result also supports Sonmez and Graefe's (1998) study that "while perceptions of risk and feeling of safety during travel appear to have a stronger influence on the avoidance of regions rather than likelihood of travel to them" (p.175).

It can be concluded that the more positive and less negative image of a travel destination, the more likely travelers would revisit the destination. The result of this hypothesis is similar to that of Heung (1999)'s study on the airport restaurant service quality and Tsang (1996)'s study of perceived service quality in China's hotel industry. They found that there is a significant positive impact of perceived restaurant and hotel service on the visitors' likelihood of returning to the airport restaurants and China's hotels in their next trip to Hong Kong and China.

Also, the finding of this study conforms to the study of Goodrich (1978), stating that perceptions of product and service play an important role in an individual's choice (preference or non-choice) of that product or service. Moreover, it empirically confirms the theory of travel and tourism that the more favorable the perception of a vacation destination, the greater the likelihood of choice that destination over other less favorably perceived destinations (Mayo, 1973; Hunt, 1975; Goodrich, 1978; McLellan and Foushee, 1983, Chon, 1989; Chon and Olsen, 1991; Chon, 1992).

Impact of Travel Satisfaction

Hypothesis 2 proposes that the higher satisfaction the international travelers have toward their trip to a travel destination, the more likely they would revisit the destination. The result shows that two coefficients of the travel satisfaction dimensions are different from zero. The null Hypothesis 2, which proposed that there is no significant relationship between the traveler's satisfaction and the likelihood of revisiting, is rejected.

The alternative Hypothesis 2 was supported by significant positive relationships of the travel satisfaction on "quality, service, and value of lodging and restaurant," and "quality, service, and value of foods" on the likelihood of travelers to revisit Thailand. A

one-unit increase in the travel satisfaction on "quality, service, value of lodging and restaurant," would result in the increase of the log odds of the dependent variable that the traveler "would revisit" versus "would not revisit" Thailand" by 0.4992 unit, while holding other variables constant. This suggests that the travelers' satisfaction on the "quality, service, value of lodging and restaurant" had a positive impact on the likelihood of revisiting. Moreover, the largest coefficient of the "quality, service, value of lodging and restaurant" has the greatest impact on the likelihood of travelers to revisit Thailand. Also, a one-unit increase in travelers' satisfaction on "quality, service, value of foods" would lead to the increase of the log odds of the dependent variable "would revisit" travelers versus "would not revisit" Thailand by 0.3933 unit, while holding other variables constant.

It can be concluded that the higher satisfaction travelers have toward their trip, the more likely they would revisit a travel destination. This finding confirms the results of previous studies (Oliver, 1980; Taylor and Baker, 1994; Zeithaml, Berry, and Parasuraman, 1996, and Heung, 1999), indicating that there is a positive relationship between product satisfaction and repurchase intentions.

Similarly, the study of Ostrowski, O'Brien, and Gordon (1993) on service quality and customer loyalty in the commercial airline industry found that there were relationships between reputation, service, value offered, and brand loyalty (Ostrowski, O'Brien, and Gordon, 1993). Their study revealed that "while the overall value is equal for the two carriers, intentions to continue using the same carrier appear to depend more on quality perception than on price perception" (p.20). The perceived image of airlines'

reputation and service quality determines customer loyalty (Ostrowski, O'Brien, and Gordon, 1993).

Keane (1997) suggested that a high quality tourism destination could build its reputation and customer loyalty by selling premium service quality above its costs of production. In a highly competitive environment, the reputation of a tourism destination largely depends on perceived service quality (Keane, 1997). Although a high quality tourism destination may have a costly initial investment in building its reputation, it will benefit from a high level of repeat business (Keane, 1997). Likewise, Ostrowski, O'Brien, and Gordon (1993) noted that rewards of making the investment to improve service quality may well outweigh the costs.

Impact of Travel Motivation

Hypothesis 3 proposes that the higher travel motivation the international travelers have towards a travel destination, the more likely they would revisit the destination. The result shows that two coefficients of the travel motivation dimensions are different from zero. The null Hypothesis 3, which proposed that there is no significant relationship between the travel motivation and the likelihood of revisiting, is rejected.

The alternative Hypothesis 3 was supported by significant positive relationships of the "good value food, shopping, and a variety of things to do" and "novelty seeking" on the likelihood of travelers to revisit Thailand. A one-unit increase of the travelers' motivation on "good value food, shopping, and a variety of things to do" would result in 1.0262 units increase of the log odds of the probability of revisiting, while holding other variables constant. Moreover, the highest value of the coefficient of the travel motivation on "good value food, shopping, and a variety of things to do," indicates that this travel

determinant has the greatest impact on the likelihood of travelers to revisit Thailand. Likewise, when there is a one-unit increase of the travelers' motivation on "novelty seeking," the log odds of the dependent variable would increase by 0.6252 units, while holding other variables constant. It can be concluded that the stronger the travel motivation the international travelers have, the more likely they would revisit the travel destination.

This result is consistent to the concept of Moutinho (1987), suggesting that quality and price ratio would influence future purchase intentions. In addition, the finding may support the concept of Ryan (1995), indicating that positive past experience, sensitivity to price, a strong sense of identification with the destination, risk aversion, and social opportunity may motivate travelers to come back. The finding may also confirm the concept of Schmidhauser (1976-1977), cited by Oppermann (1998), stating that continuous repeaters to the same destination are those tourists who are faithful to a destination when they had a positive experience with it.

Goodrich (1978), Mazursky (1989), Perdue (1985), and Sonmez and Graefe (1998) stated that past travel experience influences behavioral intentions. Sonmez and Graefe (1998) found in their study that past travel experience to a particular destination increases the intention to travel there again. Likewise, Mazursky (1989) cited in Sonmez and Graefe (1998), states that future travel is influenced by both the extent and the nature of past travel experience. Such personal experience may even exert more influence on travel decisions than information acquired from external sources (Mazursky, 1989, cited in Sonmez and Graefe, 1998). However, this study is not a causal relationship design.

This notion is not empirically confirmed. Additional research is needed to further the results of this study.

However, the finding of this study, indicating that "novelty seeking" motivates travelers to revisit Thailand, differs from that reported by Bello and Etzel (1985). They found that novelty-seeking travelers indicate a stronger intent to take a similar trip in the future but a lower likelihood of returning to the same destination. Kim and Lee (2000) stated that novelty seeking is strong in American cultures with high individualism, high masculinity, and low uncertainty avoidance. Philipp (1994) also found that a racial difference of tourism preference between African Americans and Caucasian Americans does exist in the novelty seeking. Philipp (1994), cited by Kim and Lee (2000), indicating that the novelty seeking was found more among Caucasian Americans than African Americans. Their study indicated that Caucasian Americans are more likely to agree with the statement: "When I travel I like to be on streets I don't know;" "When I travel I like to stay at motels and hotels which I have never heard about." This suggests that travelers' motivation for "novelty seeking" and their intent to revisit travel destinations vary among destinations. It also indicates that the travel motivation of international travelers to Thailand does not necessarily follow the Western models of tourist motivation.

Impact of Travel Inhibitors

Hypothesis 4 proposes that the stronger travel inhibitors the international travelers have towards a travel destination, the less likely they would revisit the destination. The result shows that one coefficient of the travel inhibitor dimensions is different from zero. The null Hypothesis 4, which proposed that there is no significant relationship between

travel inhibitor and the likelihood of revisiting, is rejected. The alternative Hypothesis 4 was supported by a significant negative relationship between the travel inhibitor on "travel barrier" and the likelihood of revisiting. A one-unit increase in the "travel barrier" would result in 0.5762 unit decrease of the log odds of the probability of revisiting. It can be concluded that the stronger travel inhibitors the international travelers have, the less likely they would revisit the destination.

However, care must be taken when interpreting the result of this hypothesis because the probability of revisiting is more than the cut off point of 50% in the logistic regression. The model suggests that if a traveler's rating on travel barrier variable were 5 (strongly agree), the estimated probability that the traveler would revisit Thailand was 72%. In addition, although the travelers indicated that the "lack of novelty seeking" was their top travel inhibitor deterring them from revisiting Thailand, this travel inhibitor factor was not significant. The variation (due to the combined data set) in respondents' response towards this factor may be due to intervening variable such as countries of residence. Travelers from different country of residence may encounter different types of travel inhibitors. However, this relationship was not hypothesized in the original model and, therefore, not examined.

The Impacts of A Bundle of Travel Determinants on Repeat Visitation

Hypothesis 5 proposes that the bundle of the destination image, travel satisfaction, travel motivation, and travel inhibitors affects the likelihood of revisiting. The result shows that five coefficients of the image of Thailand, travel motivation, and travel inhibitor dimensions are different from zero. The null Hypothesis 5, which proposed that there is no significant relationship between the destination image, travel satisfaction,

travel motivation, and travel inhibitor on the likelihood of revisiting, was rejected because the travel satisfaction is not significant. The alternative Hypothesis 5 was supported by significant positive relationships among 1) the travel motivation on "good value food, shopping, and a variety of things to do," 2) the positive image of "good value cuisine and hotels," and 3) the travel motivation on "novelty seeking," and significant negative relationships among 4) the "travel barriers," and 5) the negative image of "social and environmental problems" on the likelihood of revisiting.

The empirical finding shows that travel satisfaction dimensions do not have any impact on the likelihood of revisiting when being considered simultaneously with other travel determinants. The notion that satisfaction affects customers' future buying behaviors, is not empirically confirmed in this study. The finding shows that when respondents consider only the impact of travel satisfaction dimensions alone, their satisfaction on "quality, service, and value of lodging and restaurant," and "quality, service, and value of foods" would influence them to return to Thailand. However, when they considered simultaneously a bundle of the four travel determinants (destination image, travel satisfaction, travel motivation, and travel inhibitor dimensions), the travel satisfaction dimensions were not significant. A possible explanation may be that travelers' satisfaction associated with particular hotels or restaurants might influence them to choose a particular brand name on their next purchase but does not influence them to return to a particular travel destination.

Likewise, the result of this study conforms to the study of Bello and Etzel (1985), indicating that "unlike other types of consumer behavior in which satisfaction results in repeat purchases, the very attraction of a travel destination for one market segment

discourages a repeat purchase because familiarity decreases or eliminates novelty" (p.24). Thus, it may be possible to conclude that in the travel and tourism industry, travelers' satisfaction would not guarantee future visits. Other factors such as the lack of novelty seeking, time and money constraints may deter travelers from revisiting the same destinations. However, this assumption is not empirically supported in this study.

Furthermore, travelers' motivation on "good value food, shopping, and a variety of things to do," and their perception of "good value cuisine and hotels," were similar (a good value for money and food). This supports the notion that preferences for tourist destinations are enhanced by favorable perceptions that travelers hold about those destinations (Goodrich, 1978). This also confirms Fishbein's theory, cited by Goodrich (1978) that "favorable impressions or perceptions of a tourist area increase the probability of choice of (preference for) that areas as a vacation destination" (p.13).

In conclusion, the bundle of travel determinants model suggests that positive and negative destination image are important during post purchase destination selection process. It also suggests that the travel motivation and the destination image on "value for money" carry the greatest weight on repeat visitation. Stevens (1992) noted that most consumers of tourism products do have thresholds of price and a quality level. In order to attract international travelers, a travel destination must be perceived as of a quality to or better than that of other countries, and its price must be perceived as attractive (Stevens, 1992).

Impacts of Number of Visits and Demographics

The following section discusses research finding, theoretical, and practical implications of the source of travel information, the impacts of number of visits and demographics on repeat visitation, and the competitiveness of Thailand as a travel destination. Then, it recommends practical strategies for the Tourism Authority of Thailand to increase the competitiveness of Thailand in the global travel and tourism industry.

Source of Travel Information

This study found that travelers used both informative and persuasive information as the most important source of travel information. Respondents indicated that travel agencies, tour guidebooks, and word of mouth from family, friends, and relatives were the most important source of information while planning a trip to a travel destination. This result is consistent with that reported by Mok and Armstrong (1996) indicating that Taiwanese and Hong Kong travelers considered travel agencies and word of mouth from friends and relatives as the most important source of travel information. Tour guidebooks and word of mouth from friends and relatives are objective, informative, and credible source of information (Gitelson and Crompton, 1983; Mill and Morrison, 1985; Mok and Armstrong, 1996). At the same time, travel agencies are perceived as the most important persuasive source of travel information for tourists who join all-inclusive package tours. Mok and Armstrong (1996) found that travelers who join all-inclusive package tours rely on travel agencies as their main source of information whereas independent travelers gather information mainly from friends and relatives.

In addition, this study showed that Internet (24%) and travel brochures (24%) were also widely used among the travelers in planning a trip to a travel destination. This suggests that the Internet became a new source of travel information as important as travel brochures in the new millennium. This result provides empirical support for the trend predicted by the World Tourism Organization (2000) that if destinations are not on the Web, they will be ignored by million of people who now have the Internet access.

However, the respondents of this study reported that overseas tourism bureaus, radios, and advertisements on buses were not their major sources of travel information. This result conforms to Mok and Armstrong' s (1996) study which showed that Taiwanese and Hong Kong tourists ranked tourism commissions, airlines, and T.V./radio commercials as unimportant sources of travel information.

It was also found that tourist attractions, price, safety, friendliness of people, and climate were the major concern of the respondents when selecting travel destinations. This finding is consistent with the study of Mok, Armstrong, and Go (1995) which showed that the most important travel attributes for Taiwanese tourists were safety, natural and cultural attractions, friendliness of people, and price respectively. They also found that the most popular mode of travel of Taiwanese travelers was joining all-inclusive package tours. Touche Ross survey (1975), cited by Mok and Armstrong (1996), suggested that convenience and tour economy were the most frequently cited reasons for purchasing package tours.

It can be concluded that international travelers rely heavily on recommendations from travel agencies, tour guidebooks, family, friends, and relatives as their major source of travel information. They also use the Internet and travel brochures in searching for

travel information. Their major concerns were tourist attractions, price, safety, friendliness of people, and climate.

Image of Thailand

The result of this study indicates that Thailand has a negative organic image of "social and environmental problems." However, it has positive induced and organic images of "safe travel destination," "adventurous activities and scenic natural beauty," "rich culture," "good value cuisine and hotels," "easy access tourist destination," and "good shopping." These positive image dimensions are consistent with those found in the studies of Yau and Chan (1990) and Calantone, di Benedetto, Hakam, and Bolanic (1989). Their findings indicate that international travelers perceived Thailand as a safe, reasonable price, cultural and natural destination with friendly people and a variety of attractions and nightlife entertainment.

The six positive image dimensions also suggest that the "Amazing Thailand Years 1998-2000" campaign is successful in creating the induced images of a good value for money, cultural, and natural travel destination in the mind of travelers. The campaign also makes travelers aware of Thai cuisine, shopping, and easy immigration procedures. Moreover, this positive induced image becomes an organic positive image through travelers' experiences during their visits in Thailand.

However, the negative organic image of prostitution, AIDS, crowding, a gap difference between the rich and the poor, and traffic jams still exist in the mind of travelers. Part of this organic image stems from news reports and magazines about the social and environmental problems in Thailand (Fineman, 1990, Robinson, 1993, South

China Morning Post, 1997). These organic images have been confirmed when travelers experience such incidents during their visits in Thailand.

Image Difference by Number of Visits

A comparison of Thailand image attributes between first time and repeat travelers revealed statistically significant differences on the organic image of "easy access," "a trip to Thailand worth the value for the money," "scenic and natural beauty," "easy immigration procedure," and "good vacation place for children and family." These organic images are stronger in the mind of repeat travelers than in those of the first time travelers'. This suggests that repeat travelers perceived the "hidden quality" (Fakeye and Crompton, 1991), which is not obvious among first time travelers. These organic images are the outcome of the number of visits that repeat travelers travel to Thailand. The number of visits enables them to make a comparison of the "value for money" between their previous and current trips. Travelers' perceptions of the "value for money" are influenced by past travel to the destination (Stevens, 1992).

In terms of management implication, it is a positive sign indicating that the effort of the Tourism Authority of Thailand in positioning the image of Thailand as a good value for money and family travel destination does work. The repeat travelers are aware of the increase of tourist attractions for family and children. Also they noticed the recent improvement in tourist services such as easy access and easy immigration procedures.

The change in positive organic image among repeat travelers also confirms the findings of Gartner (1986), Phelps (1986), Chon (1987), Fakeye and Crompton (1991) and Chon (1991) indicating that the number of visits affects the perceived destination

image. As the number of visits increase, travelers have better perceptions towards a travel destination in terms of quality and price ratio, tourist attractions, and facilities.

Image Differences by Demographics

A comparison in perception of image differences by demographics indicates no significant difference in gender and occupation. However, perceived image differences existed among marital status, age group, level of education, and country of residence. The significant differences in the perceived image of Thailand support the result of previous studies indicating that the destination image is formulated based on demographics (Chon, 1990; Fakeye and Crompton, 1991; Gunn, 1989; Baloglu and McCleary, 1996).

Single and young travelers perceived Thailand less favorably than married and middle aged/mature travelers on the organic and induced image of "safe travel destination" and "good value cuisine and hotels." The lower perception of young and single travelers towards Thailand's safety may be due to the fact that there is more crime against young backpackers who are closer to danger by going cheap and alone (Spaeth, Horn, Tucker, Sawp, Ganguly, and Tashiro, 2000). This suggests that Thailand has room for improvement. Negative organic image of crime against tourists threatens the success of the Tourism Authority of Thailand in promoting Thailand as a peaceful and relaxing atmosphere.

The lower perception of young and single travelers toward the image of good value for money may indicate low quality and cheap accommodations and restaurants that most young and single tourists patron. However, it may also indicate pricing problems in the Thai tourism industry. Although the Tourism Authority of Thailand has

promoted Thailand as a good value for money travel destination because of the devaluation of the Thai Baht, unreasonable pricing of hotels, food, and beverage in major tourist resorts, can create tourist dissatisfaction. For example, Phuket becomes inaccessible to young backpackers and low to middle income Thai tourists due to its expensive hotel room rates, Service providers should not charge high price only because of profit making. Keane (1997) noted that the quality premium does not mean maximizing profit but minimizing the likelihood of quality deterioration.

The study found that single and young travelers had more positive perception towards the image of "adventurous activities & scenic natural beauty activities." This may be the result of the tourism promotion of the Tourism Authority of Thailand. Consequently, Thailand has long been popular among young and single travelers for its sun, sand, and sea. It may be also the result of the induced and organic image from word of mouth and movies. For example, the recent US movie: "the Beach," starring Leonardo DiCaprio, has made the beaches in Thailand more well known among young and single travelers (Bly, 2000).

The study also found that Asians had less favorable perceptions towards the images of Thailand as "safe travel destination," "rich culture," "good value cuisine and hotels," and "good shopping." This may be the result of inferior tour packages in Asian markets. For example, the "soon rien" (zero-dollar-tours) marketed by many Thai and Chinese tour operators, provide tourists with heavy discount or free accommodation, transports, and meals but tourists could be easily ripped off by visiting brothels, gambling dens, sex shows, and outrageous expensive jewelry and souvenir shops (Bangkok Post, 2000a). Consequently, tourists have negative perceptions towards Thailand. Keane

(1997) noted that a strategy of quality reductions would yield immediate cost savings, while the adverse effect on reputation will arise only in the long run.

Since travelers' satisfaction is the evaluation outcome of the performance expectancy and the perceived travel experience (Chon, 1990), the gap difference between the expected induced positive images and the perceived negative organic images would result in travelers' dissatisfaction. The result of this study indicating that travelers from different countries of residence have different perceptions towards the image of a travel destination also confirms the assumption of Goodrich (1978). He commented that "individuals from different parts of the world (and even those from the same parts of the world) differ in their preferences and perceptions regarding the tourist destinations (Goodrich, 1978, p.13)."

Travel Satisfaction

This study revealed five travel satisfaction factors of international travelers during their visit to Thailand. These travel satisfactions were "lodging and restaurant," "shopping and tourist attractions," "transportation," "foods," and "environment and safety."

Travel Satisfaction Differences by Number of Visits

It was found that repeat travelers had higher satisfaction than first time travelers on "food prices," "type of foods," "service in restaurants," "attitude of Thai people towards tourists," "prices of traveling in Thailand," and "prices of shopping items." This may suggest that the devaluation of Thai currency enables repeat travelers to gain from currency exchange and buy more things at better prices as compared to their previous visits.

Travel Satisfaction Differences by Demographics

The study found that female travelers had a lower level of satisfaction on the "environment and safety" than male travelers. This may suggests that recent crimes against women have created an unsafe tourist environment. For example, the murder of an Australian female traveler: Sherry Cobcroft killed in Krabi by two youths, one a monk (The Straits Times, 2000a) may have scared women. Moreover, female travelers tend to be a primary target of illegal guides who lead them to shop in high-priced cheap jewelry and souvenir shops.

The study also found that married travelers were more satisfied than single travelers on the "quality, service, and value of lodging and restaurant," "shopping and tourist attractions," "transportation," and "environment and safety." Due to the fact that many married travelers are on honeymoon or wedding anniversary trips in Thailand, they are more concerned with impressive travel experience than price. Moreover, married travelers tend to stay in four to five hotels/resorts, eat in fine dining restaurants, and use travel agency services such as airport transfers, and sightseeing tours. Since they pay higher prices, they tend to receive higher service quality and more satisfaction than young and single tourists, who are likely to travel on budget. Ostrowski, O'Brien, and Gordon (1993) pointed out that "value can be considered a function of both price and quality. The higher the quality offered for the price paid, the higher will be the value as perceived by customers " (p.20).

Likewise, the study found that travelers with graduate/postgraduate degrees had the highest travel satisfaction on "shopping and tourist attractions" and "foods." This may suggest that those travelers who hold graduate/postgraduate degrees are more likely

to make enough money to allow them to buy luxurious services, which in turn results in their high satisfaction. Keane (1997) argued that since price must exceed cost in order to prevent quality deterioration, high prices might be interpreted as signals of high quality.

In addition, the result of this finding supports the study of Stevens (1992), indicating that more affluent and older travelers are less price-sensitive. However, they place a greater importance on high quality travel experiences, for example, meals become more important.

It is important to notice that although Asians are the top major inbound tourist market to Thailand in terms of their highest tourist arrivals and tourism receipts (TAT, 1999), they had the lowest travel satisfaction on all of the five travel satisfactions. This suggests that the Thai service providers fail to provide the most important customers with good travel experiences. The study found that Asian travelers had the lowest satisfaction on "lodging and restaurants," "shopping and tourist attractions," "transportation," "foods," and "environmental and safety." This may suggest that Asian travelers receive lower service quality than travelers from Europe, North America, Oceania, and other regions.

As mentioned earlier, the highly discounted Asian tour packages include shopping itineraries to visit high- priced souvenir and jewelry shops. Also, the marginal profit of such tour packages are traded off with low quality lodging, food and beverage, and visits to deteriorated tourist attractions. However, such discounted tour packages with low service quality would not retain repeat travelers. Ostrowski, O'Brien, and Gordon (1993) stated that competition based on pricing will lead only to temporary share gains and will do little to build and maintain brand loyalty (Ostrowski, O'Brien, and Gordon, 1993).

Another possible explanation could be that service providers underestimate the expected level of service quality of Asians. Ap (2000) commented that some Asians such as Chinese, Japanese, and Koreans tend to keep silent instead of expressing their dissatisfaction to save face and avoid embarrassment of the vendors. This may lead to a misunderstanding that Asians are tolerant to low services and a poor product quality. Keown (1989), cited in Heung and Cheng (2000), studied tourists' shopping experiences in Hong Kong across different countries and found that Japanese tourists were the most concerned with their shopping experience, particularly in terms of neatness, friendliness of salespersons, honesty, and innovation. A post purchase judgement of Asian travelers suggests that when their travel experience was noticeably worse than that anticipated. It led to dissatisfaction (Heung and Cheng, 2000).

In conclusion, this study confirms earlier findings that quality services are the key to repeat visitation (Stevens, 1992; Keown, 1989; Heung and Cheng, 2000).

Travel Motivation

Travel Motivation Differences By Number of Visits

Whereas repeat travelers reported that they would revisit Thailand because of "Thai food" and "short distance," first time travelers said that they would revisit Thailand because of "seeing people from different culture." This may be due to the fact that first time travelers have not been to some regions of Thailand. In order to enjoy the various attractions in all various regions of Thailand, tourists may spend at least one month. However, the average tourist length of stay is only 7.96 days (TAT, 1999). Therefore, it is difficult for first time travelers to visit every region within one week. This also suggests that promotional campaigns and tour packages on "seeing people from different

culture" should be used to target first time rather than repeat travelers. Since repeat travelers have visited Thailand before, their motivation on "seeing people from different culture" may not be as strong as that found among first time travelers. Repeat travelers may come back because Thailand offers them a good value for money travel experience.

Travel Motivation Differences by Demographics

The study also found that Asians were less motivated by "novelty seeking" than Europeans and North Americans. Europeans were highly interested in "novelty seeking." This result is consistent with the study of Yuan and McDonald (1990), indicating that novelty was ranked first as the primary motivation of French and British, but lower for Japanese tourists. Many Europeans and North Americans like to travel to remote areas to search for unspoiled natural and authentic cultural attractions (Cohen, 1982).

The findings also shows that Asians were less motivated by the travel motivation on "good value cuisine, shopping, and a variety of things to do" than Europeans and North Americans. This may be due to the fact that in some Asian destinations such as Hong Kong and Singapore, Chinese cuisine and shopping are as good as those found in Thailand. Also, it may be the result of the zero-dollar tour packages. As mentioned earlier, the marginal profit of such tour packages is traded off with lower quality food and shopping.

The study also found that North Americans were more interested in "deals on package tours and currency exchange" than Asians and travelers from Oceania. This may suggest that the strong value of US dollars during the Asian financial crisis in 1997 to 2000 enabled North Americans to gain more value for money than travelers from other regions.

This study also shows that Europeans were more motivated by the "natural attractions" than Asians, North Americans, and travelers from Oceania. This result conforms to the study of Cohen (1982) on "Marginal Paradise: Bungalow tourism on the islands of Southern Thailand." He indicates that young backpacker to Thailand are primarily from European countries. They go to Thailand to search for unspoiled natural attractions, specifically, beach paradises (Cohen, 1982).

As discussed earlier, the findings of this study indicating that different travel motivations varied upon country of residence, confirms the notion of Goodrich (1978), stating that "individuals from different parts of the world (and even those from the same parts of the world) differ in their preferences and perceptions regarding the tourist destinations (p.13)."

Travel Inhibitors

The respondents rated "I want to discover unknown experience in other countries" and "I want to visit other places than Thailand" highest as the travel inhibitors that would deter them from revisiting Thailand. This may suggest that the "lack of novelty seeking" is the major factor deterring travelers from returning. Although travelers were satisfied with their trips to Thailand, they may not come back due to the lack of novelty seeking.

This study also revealed five travel inhibitors that would deter travelers from revisiting Thailand. These inhibitors were "safety/security, lack of attractions," "environment," "travel barrier," "dissatisfaction, deterioration," and "lack of novelty seeking."

Travel Inhibitor Differences by Number of Visits

It was found that there were differences in the travel inhibitor on "lack of new attractions" between first time and repeat travelers. The "lack of new attractions" would deter more repeat than first time travelers. This finding supports the concern of Thai tour operators, indicating that repeat visitors spend less time in Thailand and go on to new destinations due to a lack of new tourist attractions (Jariyasombat, 1996). Moreover, the steady growth of tourist arrivals in the 1990s may be due to the lack of a sense of discovery among repeat tourists.

Travel Inhibitor Differences by Demographics

The result of the study showed that Asian travelers were more likely to agree than travelers from North America, Europe, and Oceania that "safety/security, and lack of attractions" such as threats of AIDS, prostitution, and crime would deter them from revisiting Thailand. Due to a short length of stay, most Asian travelers tend to visit deteriorated tourist attractions in big cities. Moreover, Asians are more likely to be crime victims during their visits to brothels, gambling dens, and sex shows.

The result of this study empirically confirms that the "lack of novelty seeking" would deter travelers from Asia, Europe, North America, and Oceania from revisiting Thailand. The study also found that North Americans were the most sensitive towards the "lack of novelty seeking," followed by Europeans, travelers from Oceania, and Asia.

Unlike other products and services, tourism sells excitement, unknown experiences, and the sense of discovery to travelers. These tourism features expire as soon as the travelers arrive at destinations. Although travel destinations provide the

visitors with good service and satisfaction, it is not guaranteed that those travelers will visit those destinations again.

Competitiveness of Thailand as A Travel Destination

This study also aims to identify the competitiveness of Thailand as compared to the other four major Southeast Asian travel destinations. Understanding travelers' perceptions of the positioning strategy of Thailand is useful for the Tourism Authority of Thailand in identifying Thailand's strengths and weaknesses as compared to other competing Southeast Asian travel destinations.

The result of this study reveals that Thailand, Indonesia, and Malaysia share similarities, albeit not in the same degree, in cultural/historical sites, natural scenery, and price. Likewise, Thailand, Hong Kong, and Singapore have the same strengths in terms of shopping, cuisines, hotels, overall services, conventions/exhibitions facilities, ease of access, transportation, and safety and security. Thailand has the same strengths as Indonesia and Malaysia in cultural/historical sites, natural scenery, and travel price whereas these attributes are the weaknesses of Hong Kong and Singapore. Meanwhile, Thailand shares similar strengths as Hong Kong and Singapore in shopping, cuisines, hotels, overall services, conventions/exhibitions facilities, ease of access, transportation, and safety and security. Likewise, these attributes are the weaknesses of Indonesia and Malaysia. Since Thailand combines the strengths of the other four travel destinations in one country, it is necessary to stress this advantage in travel promotion. For example, a theme such as "In Thailand, there are four countries in one" can be used to differentiate Thailand from the other four destinations.

Although Thailand was ranked as the best in terms of cultural and historical sites, natural scenery, friendliness of people, and travel price, there is room for improvement in terms of cuisine in restaurants, convention/exhibition facilities, transportation, and safety and security.

Although the Tourism Authority of Thailand has promoted the "Amazing Taste of Thailand 1998-2000," the cuisine in Thai restaurants is perceived inferior to that of Hong Kong. This may suggest that respondents may perceive the types and quality of food served in Hong Kong's restaurants better than those found in Thailand. Or, it may be implied that respondents perceive Hong Kong's Cantonese cuisine superior to Thai cuisine. However, the objective of this study is not to reveal the causal relationship of this notion.

It is interesting to note that Thailand, Singapore, and Hong Kong are perceived as the best Southeast Asian shopping destinations. Hong Kong and Singapore have been the best shopping paradises in Southeast Asia since their origins as British trading colonies (Walsh, 2000). However, during the last decade, Thailand became popular for its bargain shopping. The Tourism Authority of Thailand's aggressive promotional campaigns such as the "Visit Thailand Year 1987," "Thailand's Arts and Crafts Years 1988-1989," and "Amazing Thailand Grand Sales 1998-2000" are successful in positioning Thailand as a "shopping paradise in Asia." For example, the "Globo" Magazine of Germany ranked Thailand as the second most attractive shopping destination in the world in 1998 (TAT, 1999). Moreover, the friendliness of Thai people creates a good shopping impression to tourists. Walsh (2000) noted that "negotiating a price with the Thais is somehow less stressful than haggling with the Hong Kong and Singapore Chinese." In addition, the

devaluation of the Thai baht and the Asian financial crisis are opportunities to the Thai shopping tourism industry. During the Asian financial crisis, the shopping in Hong Kong and Singapore has not been as attractive as Thailand's due to its US equivalent currencies (Walsh, 2000). Walsh (2000) commented that "long gone are the days when the Australian currency was worth twice as much as the Singapore dollar: now you're lucky if you manage to get parity at the exchange booth."

Although Thailand is perceived as a safe destination because of its political stability and the friendliness of Thai people, crimes against tourists and bus/ferry accidents are rising (Cheesman, 2000). This is due to lax safety regulations and poor law enforcement (Cheesman, 2000, the Straits Times (Singapore). This may suggest that it is time to restructure law enforcement and improve the efficiency of Thai police department.

Recommendations

This section proposes practical recommendations to the Tourism Authority of Thailand to increase the competitiveness of Thailand in the international travel and tourism markets.

Promotional Campaigns

Since travel agencies, tour guide books, and the Internet were the most important source of travel information to Thailand, the Tourism Authority of Thailand should organize familiarization tours for travel writers and travel agencies to educate them about tourist attractions, new travel opportunities, and tourist facilities and amenities in Thailand. Moreover, it was also found that recommendations from family, friends, and relatives are the top three most important source of travel information. Therefore, Thai

service providers must provide travelers with good value for money service and products to exceed travelers' expectation. This would result in tourist satisfaction, which is essential in creating positive word of mouth.

As today travelers become more sophisticated and demanding, destination marketers should customize their tourist products, services, and promotional campaigns when targeting different tourist market segments. For example, informative promotion is appropriate for nonvisitors to create their awareness about a destination whereas persuasive promotion is intended to persuade potential travelers to buy and is most appropriate when an induced image is formed (Fakeye and Crompton, 1991). As for repeat travelers, tourism promotion should remind them about both positive organic and induced images of destinations so that they consider repeat visits and spread word of mouth (Fakeye and Crompton, 1991).

Images of Thailand

As discussed earlier, first time traveler were unaware about the hidden quality of tourist facilities and attractions in Thailand such as easy access and immigration procedures, and good value for money family travel destination. Thus, more promotional campaigns should be emphasized to potential first time travelers, specifically, those in Thailand's emerging tourist market segments to create the awareness about "Thailand's hidden qualities."

The Tourism Authority of Thailand should allocate more promotional budget and more marketing effort to increase and maintain the positive image of Thailand as a good value for money travel destination in terms of good cuisine and lodging. Also, the Tourism Authority of Thailand should design special travel packages, which highlight the

good value for money in terms of food, shopping, and a variety of activities to do in Thailand. At the same time, it is necessary to eliminate the negative image of social and environmental problems such as AIDS, prostitution, traffic jam, pollution, and a large gap between the rich and the poor.

In order to eliminate the negative image of prostitution, the Thai people must be intolerant with prostitute patronage. Since people tend to remember more negative information; a fraction of dark area of a destination creates a negative image, (Mayo and Jarvis, 1981)." The presence of numerous massage parlors and adult entertainment in Thailand will confirm the negative image of prostitution in the mind of international travelers. As Belk, Ostergaard, and Groves (1998) commented that "given the enduring nature of prostitution, its profitability, and Thai cultural perceptions of the carnal nature of men, it is not realistic to expect to close down the sex industry" (p.210). Hence, the best way to eliminate the negative image of prostitution is to change the attitudes of Thai people to be against prostitute patronage.

It is also essential to always remind repeat travelers about the favorable images of Thailand such as unique and diverse tourism facilities and development of these and other attracting facilities (Goodrich, 1978).

Travel Satisfaction

As mentioned earlier, Asian travelers had the lowest travel satisfaction towards their trip to Thailand. In order to maintain Asian market share, it is necessary to improve the type, price, and quality of tourist services and products to regain their satisfaction. It seems to be difficult to control the practice of tour guides and tour operators on the zero dollar tours. However, it is possible to warn tourists about such practice. Although it is

undesirable to warn tourists about such negative news, the warning would prevent dissatisfaction and negative word of mouth.

Furthermore, it is necessary to improve the quality of food and shopping in souvenir shops that target to Asian markets. Currently, there are a lot of complaints among Asian travelers that they have bought low quality products sold at high prices. Since price is one major concern of travelers to Thailand, the Thai service providers should offer a variety of price ranges of airfare, accommodations, and optional tour activities when designing tour packages. However, a tour package should not be priced too low; otherwise, it is traded off with commission from shopping and entertainment.

Travel Motivation

Thailand can be promoted as a "special interest tourism" destination. As the study indicated, Thai food motivated travelers to revisit Thailand, hence, special food tour packages can be developed and highlighted. Likewise, the recent promotion of health tourism including five-star spas, traditional Thai massage, Buddhist meditation, Yoga, and inexpensive health care services such as plastic surgery, can be used to attract price-sensitive travelers from Asian markets. However, it is necessary that the Tourism Authority of Thailand implements strict measures to maintain the international standard of the health care services in Thailand. In addition, tour promotions targeting sport tourism such as golfing and Thai boxing can be used to attract male travelers by hosting international golf tournaments and educating international golfers about the availability of professional golf courses at competitive prices in Thailand. This can be done through advertising which stress the variety of golf facilities and tournaments in sports magazines such as "Golf Digest" on televised sports events such as "ESPN."

To promote Thailand as a "shopping paradise," it is necessary to provide tourists with good quality products at reasonable prices. The semi annual year sales under the "Amazing Thailand Grand Sales" should be promoted as an annual shopping festival. This campaign is beneficial to both international and domestic tourism in terms of the increase of tourist expenditure and arrivals. Moreover, the Tourism Authority of Thailand should support and facilitate the Value-Added-Tax (VAT) refund" procedures to enhance tourists' shopping experience in Thailand. Moreover, regular "mystery shoppers" are useful to inspect the quality of products and price level in tourist shops. Likewise, the performance of Thailand's shopping tourism depends on the input of public and private sectors ranging from attractiveness of types, quality, and price of shopping items, access of tourists to shopping outlets, product quality control, efficiency of Thai tourist polices to provide tourists with safety and security while shopping and prevent them from cheating. Finally, the effective use of the image repositioning depends on the performance of Thai service providers in maintaining quality products and services at reasonable prices.

The result of this study, which indicates that travelers are motivated by the "novelty seeking," suggests that the Tourism Authority of Thailand is on the right track in promoting concurrently new cultural attractions in Thailand and those in neighboring countries. For example, the joint tourism promotion between Thailand and Cambodia, or Thailand and Vietnam under the campaign: "Two countries: One Destination," which combines tourist attractions in Thailand such as Sukhothai and Ayutthaya and those in Cambodia such as the "Angkor Wat," or "Hue" of Vietnam, would rejuvenate cultural tour packages of Thai travel agencies. These tour packages should be used when

targeting European and North American tourist markets because the study shows that travelers from these two markets are highly concerned with the opportunity for novelty seeking. Moreover, the "Amazing Thailand: Gateway to Indochina" campaign and the joint tourism promotion of Thailand, Laos, Myanmar (Burma), and Vietnam under the theme: "Suwannathum" (Golden Land), which promote a discovery of new travel experiences in the Indo-China countries, would create the multiple effects to local people. This would also promote Thailand as an Indo-China aviation hub.

Travel Inhibitors

Promotional campaigns and tour packages should be focused on the opportunity for discovering new travel experiences to reduce the "lack of novelty seeking" through new tourist activities and attractions. As mentioned earlier, unlike other products and services, tourism sells excitement, unknown experiences, and the sense of discovery to travelers. These tourism features expire as soon as the travelers arrive at destinations.

As mentioned earlier, special interest should be used to create new travel activities and experiences. The Tourism Authority of Thailand should cooperate with neighboring countries to offer new travel routes for tourists who search for soft adventure activities such as hiking and white water rafting.

Finally, tourism development should recognize the value and heritage of local people. It should be implemented in harmony with the culture, and ecology of the host community.

Competitiveness of Thailand

The finding of the competitiveness of Thailand suggests that Thailand should give priority to improve its transportation, safety & security, convention/exhibition facilities,

and cuisine in Thai restaurants. This information is helpful in making specific changes, and/or modifications in the tourism facilities.

First, there is a demand in the quality and number of mass transportation systems to increase the competitiveness of Thailand in terms of transportation. Moreover, the delay of the construction of the second Bangkok international airport is the disadvantage of Thailand to be the aviation hub in Southeast Asian countries. Likewise, the increase of nonstop or direct flights would increase the inflow of travelers to Thailand.

Second, it may be time for Thailand to reinforce serious and heavy penalties against criminals. This measure proves effective in Singapore, which is rated as the safest travel destination in Southeast Asia.

Third, there is a demand for convention and exhibition management, hotel operation, and foreign language training in colleges and universities to prepare staff for the Meetings, Incentives, Conventions, and Expositions (MICE) market. As for the language training, emphasis should be given on listening and speaking skills. In addition, it is crucial to facilitate customs procedures such as granting approval for MICE organizers to bring in heavy machines. Also, there is a demand for a high-speed telecommunications infrastructure and audiovisual equipment to handle high-tech conventions and exhibitions. Also, the increase of hotel room rate and airfare should be based on the increase of operating costs instead of the highest profit making to create a good value for money to meeting planners.

Fourth, the empirical finding of this study suggests that more promotional campaigns are needed to highlight the cuisine in Thai restaurants as compared to that of Hong Kong. It is also essential to increase travelers' awareness about the availability of

Cantonese and other international cuisines in Thailand. At the same time, it is necessary to stress the quality of Thai and international cuisines served in restaurants throughout Thailand. Moreover, food safety and sanitation should be stressed to increase travelers' confidence in food safety and sanitation.

The key for the success of Thailand's travel and tourism industry is the cooperation among public and private sectors, which is essential for ensuring the competitiveness of Thailand as a top international travel destination.

Limitations of the Study

As this is an empirical study, the findings are of an exploratory nature. One limitation of this study is the threat of the influence of special events such as the devaluation of the Thai baht, the "Amazing Thailand Years 1998-2000" campaign, and the Asian financial crisis from 1997 to 2000. These events had effects on travelers' satisfaction and their intention of future visits to Thailand because they give travelers a good value for money, which leads to travelers' satisfaction. About 93% of the respondents were satisfied with their trip to Thailand. Almost 90% of the respondents said that they would revisit Thailand. This affects the distribution of the dichotomous dependent variable in the logistic regression. However, it is necessary to note that highly skewed distributions are well known in most customer satisfaction studies, with most satisfaction scores clustering at the upper end of the response scale (Joreskog and Sorbom, 1995). To respond to this concern, this study used the logistic regression with the maximum likelihood estimation method, which is robust to moderate departures from normality (Joreskog and Sorbom, 1995, Hair et al., 1998). Another limitation of this study is that the questionnaires were not back-translated to validate the meanings of

questions. Moreover, the Asian economic recession led to the sudden decrease of tourist arrivals from major Asian inbound tourist markets such as Malaysia, Korea, and Hong Kong. This affected the number of the proportionate sample in this study. Likewise, this study aimed to sample only the top 12 inbound tourist markets to Thailand. Therefore, the result is more applicable for the travelers from these markets than other markets. In addition, the survey was conducted in June, which is the low tourist season in Thailand. Therefore, the result of the survey conducted in peak seasons may be different from what was reported here. Furthermore, the sample size of each individual inbound tourist market is relatively small to assess tourists' perceptions of each of the 12 inbound markets.

Future Study

As mentioned earlier, this study was conducted during the three special events, which have had an impact on the perception and attitude of the respondents. Thus, another version of this study is recommended to assess the attitude of tourists during the normal economic situation. As Go and Zhang (1997) suggested that further research should be undertaken due to the dynamic condition of travel and tourism industry. Evaluation must be consistent and ongoing to detect weaknesses in strategy, the effects of changing circumstances, and the relevance of specific factors.

Moreover, a study of the image of Thailand as a Meeting, Incentive, Convention, and Exhibition (MICE) destination from the perspective of meeting planners, MICE participants, and convention management companies is highly recommended. The result of such a study will help the Tourism Authority of Thailand in planning marketing strategies to capture the lucrative MICE market.

Summary

This chapter discusses the hypotheses testing, research findings, theoretical and practical implications of the study. It also presents the practical recommendations to create the competitiveness of Thailand in the global travel and tourism industry. The chapter concludes with limitation of the study and recommendation for future research.

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APPENDIX A: PILOT TEST QUESTIONNAIRE

Dear Sir/Madam,

We are conducting a study to determine the international travelers' perception and satisfaction of visiting Thailand. This information will help Thai tourism industry to provide products and services to serve you better in the future. The survey will take approximately fifteen minutes. Your response will remain confidential. Thank you very much for your cooperation!
Sincerely,

Bongkosh Ngamsom
Graduate Student
School of Hotel and Restaurant Administration
Oklahoma State University

PART ONE: Please circle only ONE answer for each of the following questions.

1. How many times have you visited Thailand including this trip?

   1 One time 2 2-3 times
   3 4-5 times 4 More than 5 times

2. What is the purpose of this trip?

   1 Vacation/sightseeing 2 Business
   3 Vacation and business 4 Convention/exhibition
   5 Visiting Friends and Relatives 6 En route to somewhere else
   7 Others (please specify.)_____

3. Are you traveling with a tour group?

   1 Yes 2 No

4. Are you traveling with family?

   1 Yes 2 No

5. Who chose Thailand as the destination for your trip? Circle all that apply.

   1 I am 2 My family member(s)
   3 Whole family 4 My travel group mate
   5 My employer 6 Others (please specify.) _____

6. How long have you stayed in Thailand during this trip?

   1 3 nights or fewer 2 4 to 7 nights
   3 1 to 2 weeks 4 More than 2 weeks, how long_____

7. As a traveler, what primary type of information do you look for most in a travel advertisement? Circle all that apply.

   1 Price 2 Safety
   3 Climate 4 Tourist attractions
   5 Friendliness of people 6 Others (please specify)_____

8. What sources of information did you use in planning this trip to Thailand? Check all that apply.

____Airline offices	____Radio
____Advertisement on buses	____TV
____Tour guide books	____Newspaper
____Travel brochures	____Internet
____Travel agencies	____Family/ friends/relatives
____Thai tourism bureaus at your country	____Others (please specify)_____

PART TWO: Please indicate the level to which you agree regarding the image of Thailand as an international travel destination. Circle only ONE number for each statement.

Strongly **Dis**agree	(SD)	1
Disagree	(D)	2
Neutral	(N)	3
Agree	(A)	4
Strongly Agree	(SA)	5

How do you perceive Thailand on the following issues?	SD	D	N	A	SA
1. Interesting customs and culture	1	2	3	4	5
2. Nice and helpful local residents	1	2	3	4	5
3. Numerous cultural/historical attractions	1	2	3	4	5
4. Beautiful architecture and building (grand palace, temples)	1	2	3	4	5
5. Pleasant climate	1	2	3	4	5
6. Restful and relaxing atmosphere	1	2	3	4	5
7. Scenic natural beauty (seas, beaches and corals)	1	2	3	4	5
8. Opportunity for adventure (jungle tour trekking, rafting)	1	2	3	4	5
9. A variety of water activities (coral watching, diving, canoeing)	1	2	3	4	5
10. Many fashionable brand-name products in malls/stores	1	2	3	4	5
11. Good service in stores	1	2	3	4	5
12. Good golf courses	1	2	3	4	5
13. Good vacation place for children and family	1	2	3	4	5
14. Exciting entertainment and night life	1	2	3	4	5
15. Good bargain shopping and value for money	1	2	3	4	5
16. A variety of cuisine (Thai, Chinese, International)	1	2	3	4	5
17. Various restaurant types (fine dining, fast food)	1	2	3	4	5
18. Good quality of food in restaurants	1	2	3	4	5
19. Availability of international standard accommodations	1	2	3	4	5
20. Reasonable room rate	1	2	3	4	5
21. Good services in hotels	1	2	3	4	5
22. Easy access (many flights from your country to Thailand)	1	2	3	4	5
23. Easy immigration procedures	1	2	3	4	5
24. Availability of tourist information centers	1	2	3	4	5
25. Good tourist facilities and services	1	2	3	4	5
26. Few language barriers (streets and signs are written in English.)	1	2	3	4	5
27. High standard of sanitation and cleanliness	1	2	3	4	5
28. Stable political situation	1	2	3	4	5
29. A safe place to travel	1	2	3	4	5
30. A trip to Thailand worth value for money	1	2	3	4	5

PART TWO (CONTINUED): Please indicate the level to which you agree regarding the image of Thailand as an international travel destination. Circle only ONE number for each statement.

Strongly **Dis**agree	(SD)	1
Disagree	(D)	2
Neutral	(N)	3
Agree	(A)	4
Strongly Agree	(SA)	5

How do you perceive Thailand on the following issues?	S	D	N	A	SA
31. Inefficient local transportation system (buses, trains, taxis)	1	2	3	4	5
32. A lot of traffic jams	1	2	3	4	5
33. Heavy pollution (air and water)	1	2	3	4	5
34. Crowding in big cities	1	2	3	4	5
35. A large gap between the rich and the poor	1	2	3	4	5
36. A lot of massage parlors bars, night clubs, and prostitution	1	2	3	4	5
37. A risky destination due to AIDS problem	1	2	3	4	5

PART THREE: Please indicate your level of satisfaction by circling only ONE number for each of the following questions.

Strongly **Dis**satisfied	(SD)	1
Dissatisfied	(D)	2
Neutral	(N)	3
Satisfied	(S)	4
Very satisfied	(VS)	5

How satisfied are you on the following issues?	SD	D	N	S	VS
1 Tourist attractions	1	2	3	4	5
2 Scenery	1	2	3	4	5
3 Customs and culture	1	2	3	4	5
4 Entertainment and nightlife	1	2	3	4	5
5 Shopping centers	1	2	3	4	5
6 Prices of shopping items	1	2	3	4	5
7 Type of shopping products	1	2	3	4	5
8 Quality of shopping products	1	2	3	4	5
9 Restaurants	1	2	3	4	5
10 Types of foods	1	2	3	4	5
11 Food prices	1	2	3	4	5
12 Tourist facilities	1	2	3	4	5
13 Services in hotels or guest houses	1	2	3	4	5
14 Hotels or guest houses room rates	1	2	3	4	5
15 Local transportation system	1	2	3	4	5
16 Prices of local transportation	1	2	3	4	5
17 A safe place for tourists	1	2	3	4	5
18 Environment	1	2	3	4	5
19 Cleanliness/hygiene	1	2	3	4	5
20 Attitude of Thai people toward tourists	1	2	3	4	5
21 Friendliness of service providers (Tour guides, hotel, restaurant staff)	1	2	3	4	5

22 Overall, are you satisfied with this visit to Thailand?

1 **YES** 2 **NO**

PART FOUR: Please indicate the level of your agreement regarding your motivation to visit Thailand by circling only ONE number for each of the following issues.

Strongly **Dis**agree	(SD)	1
Disagree	(D)	2
Neutral	(N)	3
Agree	(A)	4
Strongly Agree	(SA)	5

What will motivate you to visit Thailand again in the future?	SD	D	N	A	SA
1. Costs (overall affordability)	1	2	3	4	5
2. Favorable currency exchange rates	1	2	3	4	5
3. Deals on package tours	1	2	3	4	5
4. Special tour promotions (for example Amazing Thailand tour packages)	1	2	3	4	5
5. Short distance from your country	1	2	3	4	5
6. Visiting friends and relatives	1	2	3	4	5
7. Experiencing new and different things	1	2	3	4	5
8. Seeing people from different culture	1	2	3	4	5
9. Interesting cultural and historical attractions (festivals, historic towns)	1	2	3	4	5
10. Buddhist meditation	1	2	3	4	5
11. Holy shrines/temples	1	2	3	4	5
12. Different climate than that at home	1	2	3	4	5
13. Natural attractions (sea, beaches, corals, mountains)	1	2	3	4	5
14. Water activities (Scuba diving, canoeing, sailing)	1	2	3	4	5
15. Golfing	1	2	3	4	5
16. Shopping	1	2	3	4	5
17. Thai food	1	2	3	4	5
18. Thai boxing	1	2	3	4	5
19. Traditional Thai massage	1	2	3	4	5
20. Night life entertainment	1	2	3	4	5
21. Overall a variety of things to do	1	2	3	4	5
22. A Trip to Thailand worth value for money.	1	2	3	4	5
23. Others (please specify.)_____	1	2	3	4	5

PART FIVE: Please indicate the level of your agreement regarding the factors that may deter you from visiting Thailand by circling only ONE number for each of the following statement.

Strongly **Dis**agree	(SD)	1
Disagree	(D)	2
Neutral	(N)	3
Agree	(A)	4
Strongly Agree	(SA)	5

Which (if any) of the following are reasons you will not visit Thailand again?	S	D	N	A	SA
1 I want to visit other places rather than Thailand.	1	2	3	4	5
2. I want to discover unknown experience in other countries	1	2	3	4	5
3 I am dissatisfied with my trip to Thailand.	1	2	3	4	5
4. Deterioration of tourist attractions	1	2	3	4	5
5. Crowding in major tourist places	1	2	3	4	5
6. Traffic Jams	1	2	3	4	5
7. Pollution	1	2	3	4	5
8. Lack of new attractions for family and children	1	2	3	4	5
9. AIDS	1	2	3	4	5
10. Prostitution	1	2	3	4	5
11 Crime	1	2	3	4	5
12. Language barrier	1	2	3	4	5
13. Unfamiliar of food types	1	2	3	4	5
14 Increase of costs (air fare, hotels)	1	2	3	4	5
15. Long distance	1	2	3	4	5
16. Others (please specify)_____	1	2	3	4	5

17 Do you plan to visit Thailand again in the future?

1 Yes 2 No

17a **IF YES**, when do you plan to visit Thailand again?

1 within one year 2 1-2 years

3 3-5 years 4 More than 5 years

18 Will you recommend Thailand to your friends/relatives?

1 Yes 2 No

PART SIX: Please use the scale below and circle the number that best describes your opinion of the following five travel destinations.

Based on your experience and perception, please compare the attractiveness in terms of the availability of tourist facilities and attractions of the following five destinations:

Very Poor	1
Poor	2
Average	3
Good	4
Very good	5

	Hong Kong	Indonesia	Malaysia	Singapore	Thailand
1. Shopping	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
2Cultural/historical sites	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
3. Natural scenery	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
4. Climate	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
5.Cuisine in restaurants	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
6. Hotels/resorts	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
7. Overall service	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
8.Convention & exhibition facilities	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
9. Friendliness of people	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
10.Price	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
11. Ease of access	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
12. Transportation	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
14.Safety&security	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
15 Overall	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

PART SEVEN: The following questions will help us to better understand our visitors so that we can design tourist products and services based on your demographic profile. Please circle only ONE answer for each question.

1. Your gender

   1 Male 2 Female

2. Your age group:

   1 Less than 20 years old
   2 20-29 years old
   3 30-39 years old
   4 40-49 years old
   5 50 –59 years old
   6 60 years and older

3. Your marital status:

   1 Single 2 Married

4. Your country of origin

   1 Malaysia 5 China 9 Australia
   2 Japan 6 Korea 10 United Kingdom
   3 Taiwan 7 Singapore 11 United States
   4 Hong Kong 8 India 12 Others (please specify)_____

5. Your Occupation

   1 Professional 5 Managerial 9 Sales
   2 Clerical/Office worker 6 Agriculture 10 Laborers/production
   3 Students 7 Housewife 11 Retired/unemployed
   4 Military 8 Teacher/Instructor/Professor
   12 Others (please specify)_____

6 Your Education level:

   1 Middle School or below 2 High school graduate
   3 College/university graduate 4 Graduate/Postgraduate degree

7 Your income level in your currency_____

Thank you

APPENDIX B: QUESTIONNAIRES

Oklahoma State University

OSU

School of Hotel and Restaurant Administration
210 HES West
Stillwater, Oklahoma 74078-6173
405-744-1862; Fax 405-744-6299

Dear Sir/Madam,

We are conducting a study to determine tourists' perception toward Thailand as an international travel destination, tourist motivation, tourist satisfaction, and their intention to visit Thailand again. This information will help Thai tourism industry to provide products and services to serve you better in the future. The survey will take approximately 10-15 minutes.

This survey has been given to 500 randomly selected international travelers at the Bangkok International Airport. All respondents can be assured of complete confidentially and results will be published in total only. If you have any questions, please feel free to contact Bongkosh Ngamsom at (405) 744-1862. Completing this survey is completely voluntary; you may contact Sharon Bacher, IRB Executive Secretary, 203 Whitehurst, Oklahoma State University, Stillwater, OK 74078 U.S.A. (405) 744-5700 if you have any further questions.

Those respondents who are fully complete the questionnaire become eligible for a small souvenir from Thailand.

Thank you very much for your cooperation!

Sincerely,

Bongkosh Ngamsom
Researcher

SPONSORED BY

Siam University

Tourism Authority of Thailand

PART ONE: Please circle/check only ONE answer for each of the following questions.

1. How many **times** have you visited Thailand including this trip?

   1 First time 2 2-3 times
   3 4-5 times 4 More than 5 times

2. What is the **purpose of this trip**?

   1 Vacation 2 Business
   3 Vacation and business 4 Convention/exhibition
   5 Visiting Friends and Relatives 6 En route to somewhere else
   7 Other (please specify.)_____

3. Are you **traveling with a tour group**?

   1 Yes 2 No 3 Independently and with a tour group

4. Are you **traveling with family**?

   1 Yes 2 No

5. **Who chose Thailand** as the destination for your trip? Circle all that apply.

   1 I did 2 My family member(s)
   3 Whole family 4 My travel group mate
   5 My employer 6 Other (please specify.) _____

6. **How long have you stayed** in Thailand during this trip?

   1 3 nights or fewer 2 4 to 7 nights
   3 1 to 2 weeks 4 More than 2 weeks, how long_____

7. As a traveler, which types of **information do you look for** in a travel advertisement? Circle all that apply.

   1 Price 2 Safety
   3 Climate of destination 4 Tourist attractions
   5 Friendliness of people 6 Other (please specify)_____

8. What sources of **information did you use** in planning this trip to Thailand? Check all that apply.

____1 Airline offices	____2 Radio
____3 Advertisement on buses	____4 TV
____5 Tour guide books	____6 Newspaper
____7 Travel brochures	____8 Internet
____9 Travel agencies	____10 Family/ friends/relatives
____11 Thai tourism bureaus at your country	____12 Other (please specify)_____

PART TWO: Please indicate the level to which you agree regarding the image of Thailand as an international travel destination. Circle only ONE number for each statement.

1 Strongly Disagree — 2 Disagree — 3 Neutral — 4 Agree — 5 Strongly Agree

How do you perceive Thailand?						
1.	Interesting customs and culture	1	2	3	4	5
2.	Friendly and helpful local residents	1	2	3	4	5
3.	Numerous cultural/historical attractions	1	2	3	4	5
4.	Beautiful architecture and buildings (grand palace, temples)	1	2	3	4	5
5.	Pleasant climate	1	2	3	4	5
6.	Restful and relaxing atmosphere	1	2	3	4	5
7.	Scenic natural beauty (seas, beaches and coral)	1	2	3	4	5
8.	Opportunity for adventure (jungle tour trekking, rafting)	1	2	3	4	5
9.	A variety of water activities (coral watching, diving, canoeing)	1	2	3	4	5
10.	Many fashionable brand-name products in malls/stores	1	2	3	4	5
11.	Good bargain shopping	1	2	3	4	5
12.	Good golf courses	1	2	3	4	5
13.	Good vacations place for children and family	1	2	3	4	5
14.	An adult oriented destination	1	2	3	4	5
15.	A variety of cuisine (i.e. Thai, Chinese, International)	1	2	3	4	5
16.	Availability of international standard accommodations	1	2	3	4	5
17.	Easy access (many flights from your country to Thailand)	1	2	3	4	5
18.	Easy immigration procedures	1	2	3	4	5
19.	Availability of tourist information centers	1	2	3	4	5
20.	Few language barriers	1	2	3	4	5
21.	High standard of sanitation and cleanliness	1	2	3	4	5
22.	Stable political situation	1	2	3	4	5
23.	A safe place to travel	1	2	3	4	5
24.	A trip to Thailand worth value for money (good quality at reasonable prices)	1	2	3	4	5
How do you perceive Thailand with these issues?						
25.	Inefficient local transportation system (buses, trains, taxis)	1	2	3	4	5
26.	A lot of traffic jams	1	2	3	4	5
27.	Heavy pollution (air and water)	1	2	3	4	5
28.	Crowding in big cities	1	2	3	4	5
29.	A large gap between the rich and the poor	1	2	3	4	5
30.	Numerous massage parlors bars, night clubs, and prostitution	1	2	3	4	5
31.	A risky destination due to AIDS problem	1	2	3	4	5

PART THREE: Please indicate your level of satisfaction by circling only ONE number for each the following issues.

1 Very Dissatisfied — 2 Dissatisfied — 3 Neutral — 4 Satisfied — 5 Very satisfied

How satisfied are you?						
1	Type of tourist attractions	1	2	3	4	5
2	Quality of tourist facilities	1	2	3	4	5
3	Prices of traveling in Thailand	1	2	3	4	5
4	Service at tourist attractions	1	2	3	4	5
5	Type of shopping products	1	2	3	4	5
6	Prices of shopping items	1	2	3	4	5
7	Quality of shopping products	1	2	3	4	5
8	Service in stores	1	2	3	4	5
9	Type of foods	1	2	3	4	5
10	Food prices	1	2	3	4	5
11	Quality of foods	1	2	3	4	5
12	Service in restaurants	1	2	3	4	5
13	Types of lodging	1	2	3	4	5
14	Prices of hotels or guest houses	1	2	3	4	5
15	Quality of lodging facilities	1	2	3	4	5
16	Service in hotel or guest house	1	2	3	4	5
17	Types of local transportation system	1	2	3	4	5
18	Prices of local transportation fares (i.e. buses, air planes)	1	2	3	4	5
19	Convenience of local transportation system	1	2	3	4	5
20	Service of transporters	1	2	3	4	5
21	A safe place for tourists	1	2	3	4	5
22	Environment	1	2	3	4	5
23	Cleanliness/hygiene	1	2	3	4	5
24	Attitude of Thai people toward tourists	1	2	3	4	5

25 **Overall, are you satisfied with this visit to Thailand?**

1 **YES** 2 **NO**

PART FOUR: Please indicate the level of your agreement regarding your motivation to visit Thailand again by circling only ONE number for each of the following issues.

1 Strongly Disagree — 2 Disagree — 3 Neutral — 4 Agree — 5 Strongly Agree

What motivates you to visit Thailand again in the future?						
1. Overall Affordability	1	2	3	4	5
2. Favorable currency exchange rates	1	2	3	4	5
3. Deals on package tours	1	2	3	4	5
4. Special tour promotions (i.e. Amazing Thailand tour packages)	1	2	3	4	5
5. Short distance and travel time from your country	1	2	3	4	5
6. Visiting friends and relatives	1	2	3	4	5
7. Experiencing new and different things	1	2	3	4	5
8. Seeing people from different cultures	1	2	3	4	5
9. Friendliness of Thai people	1	2	3	4	5
10. Interesting cultural and historical attractions	1	2	3	4	5
11. Buddhism	1	2	3	4	5
12. Holy shrines/temples	1	2	3	4	5
13. Different climate than that at home	1	2	3	4	5
14. Natural attractions (sea, beaches, corals, mountains)	1	2	3	4	5
15. Golfing	1	2	3	4	5
16. Shopping	1	2	3	4	5
17. Thai food	1	2	3	4	5
18. Thai boxing	1	2	3	4	5
19. Adult entertainment	1	2	3	4	5
20. Overall variety of things to do	1	2	3	4	5
21. A Trip to Thailand worth value for money.	1	2	3	4	5
22. Other (please specify.)_____	1	2	3	4	5

PART FIVE: Please circle only ONE number for each of the following statement.

1 Strongly Disagree — 2 Disagree — 3 Neutral — 4 Agree — 5 Strongly Agree

Which of the followings are reasons you will not visit Thailand again?						
1 I want to visit other places rather than Thailand.	1	2	3	4	5
2. I want to discover unknown experience in other countries	1	2	3	4	5
3 I am dissatisfied with a previous trip to Thailand.	1	2	3	4	5
4. Deterioration of tourist attractions in Thailand	1	2	3	4	5
5. Crowding in major tourist places in Thailand	1	2	3	4	5
6. Traffic	1	2	3	4	5
7. Pollution	1	2	3	4	5
8. Lack of new attractions in Thailand	1	2	3	4	5
9. Threat of AIDS	1	2	3	4	5
10. Prostitution	1	2	3	4	5
11 Crime	1	2	3	4	5
12. Language barriers	1	2	3	4	5
13. Unfamiliar types of food	1	2	3	4	5
14 Increase of costs (air fare, hotels)	1	2	3	4	5
15. Long distance and long travel time for the entire trip	1	2	3	4	5
16. Other (please specify)_____	1	2	3	4	5

17 **Do you plan to visit Thailand again in the future? Circle only one number.**

1 Yes 2 No

17a **IF YES, when do you plan to visit Thailand again? Circle only one number.**

1 within one year 2 1-2 years

3 3-5 years 4 More than 5 years

18 **Will you recommend Thailand to your friends/relatives? Circle only one number.**

1 Yes 2 No

PART SIX: Please use the scale below and circle the number that best describes your opinion of the following five travel destinations.

1 Very Poor — 2 Poor — 3 Average — 4 Good — 5 Very Good — 0 I haven't been there

	Hong Kong (a)	Indonesia (b)	Malaysia (c)	Singapore (d)	Thailand (e)
1. Shopping	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5
2. Cultural/historical sites	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5
3. Natural scenery	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5
4. Climate	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5
5. Cuisine in restaurants	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5
6. Hotels/resorts	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5
7. Overall service quality	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5
8.Convention / Exhibition facilities	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5
9. Friendliness of people	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5
10.Price	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5
11. Ease of access	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5
12. Transportation	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5
13.Safety&security	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5
14 Overall	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5 0	1 2 3 4 5

PART SEVEN: The following questions will help us to better understand our visitors so that we can design tourist products and services based on your demographic profile. Please circle only ONE answer for each question.

1. Your gender

   1 Male 2 Female

2. Your age group:

   1 Less than 20 years old 2 20-29 years old
   3 30-39 years old 4 40-49 years old
   5 50 –59 years old 6 60 years and older

3. Your marital status:

   1 Single 2 Married

4. Your country of residence

   1 Malaysia 2 China 3 Australia
   4 Japan 5 Korea 6 United Kingdom
   7 Taiwan 8 Singapore 9 United States
   10 Hong Kong 11 India 12 Others (please specify)_____

5. Your Occupation

   1 Professional 2 Managerial 3 Sales
   4 Clerical/Office worker 5 Agriculture 6 Laborers/production
   7 Students 8 Housewife 9 Retired/unemployed
   10 Military 11 Teacher/Instructor/Professor
   12 Others (please specify)_____

6 Your Education level:

   1 Primary/Middle School or below 2 Secondary/High school graduate
   3 College/university graduate 4 Graduate/Postgraduate

7 Your average annual household income in your currency_____

Thank you for your participation!

APPENDIX C: IRB FORM

Oklahoma State University
Institutional Review Board

Protocol Expires: 5/26/01

Date: Friday, May 26, 2000 **IRB Application No:** HE00169

Proposal Title: A STUDY OF THE IMAGE OF THAILAND AS AN INTERNATIONAL TRAVEL DESTINATION

Principal Investigator(s):

Bongkosh Ngamsom
85 S. University Place, #11
Stillwater, OK 74075

Hellin Qu
201 HEWS
Stillwater, OK 74075

Reviewed and Processed as: Exempt

Approval Status Recommended by Reviewer(s): Approved

Signature:

Carol Olson, Director of University Research Compliance — Friday, May 26, 2000 (Date)

Approvals are valid for one calendar year, after which time a request for continuation must be submitted. Any modifications to the research project approved by the IRB must be submitted for approval with the advisor's signature. The IRB office MUST be notified in writing when a project is complete. Approved projects are subject to monitoring by the IRB. Expedited and exempt projects may be reviewed by the full Institutional Review Board.

VITA

Bongkosh Ngamsom

Candidate for the Degree of

Doctor of Philosophy

Thesis: THE IMPACTS OF A BUNDLE OF TRAVEL DETERMINANTS ON REPEAT VISITATION: AN EXPLORATORY STUDY OF TOURISM IN THAILAND

Major Field: Human Environmental Sciences

Biographical:

Personal Data: Born in Bangkok, Thailand on January 1, 1972, the daughter of Praphan and Oranong Rittichainuwat. Married to Pinit Ngamsom on December 8, 1997.

Education: Graduated from Faculty of Arts, Chulalongkorn University, Bangkok, Thailand with an honor and a major in French and minors in Spanish and English in March 1993: Received Master of Hospitality Management from Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, TX, USA in December 1996. Completed the requirements for the Doctor of Philosophy degree with the concentration in Hospitality Administration, at Oklahoma State University in May 2001.

Experience: Management trainee in Labor Planning Section, Accounting Department at Wyndham Anatole Hotel, Dallas, TX, USA, in 1996; Employed by Siam University as a lecturer and program coordinator for an international program in hospitality management in 1997 and by Oklahoma State University, School of Hotel and Restaurant Administration as a graduate research associate from August 1998 to present.

Professional Memberships: American Marketing Association, Council on Hotel, Restaurant, and Institutional Education