THE FACTORS EFFECTING CHINESE TOURIST REVISIT THAILAND DESTINATION

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Abstract

Tourism plays an important role in the Thailand's economy, in the recent years. China becomes a big potential market in the all tourism country. The purpose of the study is to find the factors perception of a destination, destination image and satisfaction effect Chinese tourists revisit to Thailand. The data was collected from 400 Chinese tourists who had traveled to Thailand. The analysis of quantitative data was applied using the t-test, one-way ANOVA) and multiple linear regression. The findings showed the perception of destination and destination image has the positive effect on destination satisfaction, and the destination satisfaction have positive effect on satisfaction. The result of this study would help to tour agency and the Thailand tourism organization to develop the tourism market and tourism product.

Keywords: Perception of destination, Destination image, Destination satisfaction, Destination revisit intention

1. Introduction

Tourism is one of the most important industry for the economies of many countries (OPEC, 2002; WTO 1999; WTTC 1995). With a population of 1.4 billion, China is the world's most potential country in tourism. According to the World Tourism Organization forecasts, in 2020 Chinese people travel abroad on holiday will reach 1 billion people. In the recent years, every year there is about 1 million Chinese tourists travelling to Thailand, and Chinese tourists are the top three tourist source countries in Thailand. In 2011 Chinese people travel to Thailand over 1.5 million people. It is expected in 2012 that the Chinese will be the first big tourism source countries in Thailand (TAT, 2012). Because of the fast rapid growth, Chinese economy, Chinese people have greater purchasing power to travelling abroad and shopping. In addition, The Chinese government has increased the number of approval destination countries for Chinese to travel and to easing monetary exchange controls and to provide a convenient outbound tourism for Chinese tourists (K-Econ analysis, 2006).

China overtook Malaysia to become Thailand's largest tourist source country for the first time. Thailand inbound tourists cause a faster rate of growth momentum. It is one of the most important factors from the support from of the Chinese tourists (2012).The Chinese tourists are a large potential market for international tourism, It needs studies to gain an insight how the Chinese tourist satisfy and revisit intention with Thailand.

Thailand is a popular destination for the international tourist, especially for the Chinese tourists. The Chinese tourists are a large potential market for international tourism. In recent years, the rapid development of China economy the strong purchasing power to Chinese tourists. So there are the growing number of Chinese interested in outbound tourism and outbound shopping. China has become the largest tourist source country in Thailand, Thailand as the host country, how can Thailand attract more Chinese tourists to travel into Thailand? How to keep the big potential market of China and how to make the Chinese tourists be loyalty customer?

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

The objective of this study are to study the differences between demographic with destination satisfaction and destination revisit intention, and to study the relationship between perception of destination and destination image with destination satisfaction, and to study the relationship between destination satisfaction with destination revisit intention. The research question of this study is: 1.how the difference between demographic with destination satisfaction and destination revisit intention; 2.how the relationship between perceptions of destination with destination satisfaction. 3.how the relationship between destinations image with destination satisfaction. 4.how the relationship between destination satisfaction with destination revisit intention.

The tour operators or guide will benefit from this study, because have a better understanding for travel motivation of tourist and accordingly to develop destination product. And this study maybe will benefit for tour agency or tourism organization to the understanding of satisfaction of destination contributes to the management and develop destination image. And the tour operators to can use it to segment marketing and formulate travel promotion suitable for Chinese tourists travel in Thailand.

2. Literature Review

2.1 Demographic

Sociodemographic variables such as age, occupation, income are important factors that affect the formation of the perception of tourists(Goodall and Ashworth ,1988). According to Oom do Valle(2007), demographic attributes like age, gender, education, experience and social class play a very important role on the destination satisfaction and return behavior. McCleary, Lepisto and Damonte (1994) found that age was an important variable influencing choices of tourism destination. Age has decisive influence on consumer behavior, which affects consumer interests, tastes, purchasing ability, political preferences and investment behavior (Neal et al., 2002). Kinnaird and Hall (1994, p.5) has reported that

tourism is a process constructed of gendered societies; all aspects of tourism-related development and activity were based on the gender relations. They also suggested that women and men have difference experience on various recreational activities, and the socialization of girls and boys has different motivation and behavior to enjoy the gender specific activities. Zimmer, Brayley and Searle (1995) has reported that income and education influenced destination choices of tourists, when they choosing nearby and farther-away destinations.

2.2 Perception of a destination

In tourism research, a perception is reflection of a tourist destination, and makes effect on behavior intention (Gnoth, 1997). Tourist perception of destination will influence them whether they should visit that destination or not (badaruddin Mohamed, 2003). Perception of destination affects the tourist willingness to select the destination size (Tascai & Gartner, 2007). According to Morrison (1989), perceptions can measure tourism destination value. In other word, this value is the opportunity cost of the product, and it depends on the perception of the cost benefits assessment of the product. Baloglu & McCleary (1999) state that perceptions about the destination come from the push motives (internal motivations) and pull motives (external motivations) function. Each tourist has his/her own internal and external motivation to travel. These motives lead to different perception about the tourism destination.

2.3 Destination image

Destination image is about all emotional qualities include experiences, beliefs, ideas, recollection, and impressions (Crompton, 1979; Reilly, 1990). For induced image, the individual has intention to travel that destination and seek for information about that destination (Gunn, 1972). Cheng & Tstai (2007) reported tourism destination image through quality, perceived value further indirect impact on satisfaction. The destination image influences individual intention to re-visit in future and positive word of mouth (Emma D.M, 2006). A number of researchers have found that the Tourism destination image impact on tourism-related behavior, such as destination choice and future travel intention. (Alcaniz et al., 2009; Baloglu & McCleary, 1999; Beerli & Martin, 2004; Fakeye & Crompton, 1991; Lee et al., 2005) Empirical studies show that destination image can cause the emotions of the tourists and attract their attention and encourage their travel decisions (Chen & Tsai, 2007; Ryan & Gu, 2007).

2.4 Destination satisfaction

Satisfaction of consumer is an important component for the success of service business. Satisfying customers can encourage customer's loyalty and foster word of-mouth advertising (Lacobucci et al., 1994). According to O'Leary & Deegan (2005), IT IS reported that satisfaction with the experience is a significant for encouraging positive word-of-mouth and revisit to destination. Tourists' satisfaction level is related to customer needs and travel intention. Everyone has different satisfaction level from the same travel destination. The important is in the different level satisfaction must gain the clear picture motivation (Qu, Ping & Yee, 1999). Tourists satisfaction depends on the results of the goodness of fit with their expectations about their perception of the destination experience, which is result of comparison between their previous images of the destination and what they actually sees, feels, and achieved at the destination (Yoon & Uysal, 2005). According to the interest in

equity theory, price, benefits, time and effort are most major faction to determining the satisfaction. Thus, it can be said if tourists benefit based on their time, experience and money to travel, then that the destination is worthwhile. There can be seen the consumer satisfaction as a relationship between the cost of a consumer spend and their expected benefits (Oliver & Swan, 1989; Yoon & Uysal, 2005; Heskett, Sasser & Schlesinger, 1997).

2.5 Destination revisit intention

Feng & Jang (2004) using five-year frame to subdivide the tourists re-visiting intention of tourism destination. It can be divided into (1) continued re-visit tourists (always keep a high revisit intention); (2) Moratorium re-visit tourists (In the short term has a very low intention to revisit, but for the long term has strong intention to re-visit.) (3) Continued conversion purchaser (always held the low revisiting intention).

In customer research, customer loyalty can be measured from three different indicators, its include customer intention to continue buy the same products, intention to buy more of the same product and willingness to recommend the product others (Hepworth & Mateus, 1994;Dogan Gursoy,2001). Yoon & Uysal (2005) state tourist destination as a product, tourists can return to that destination or recommend to friends and relatives or some potential tourists. Some research has reflected that good quality services and satisfaction are able to make tourists re-visit more likely (Appiah-Adu, Fyall & Singh 2000; Baker & Crompton 2000; Bigne et. al., 2001) and influence the expectations of tourists regarding future to re-visit the same or similar destination (Mazursky 1989; Tian-Cole & Crompton 2003).

Figure 1 Conceptual Framework
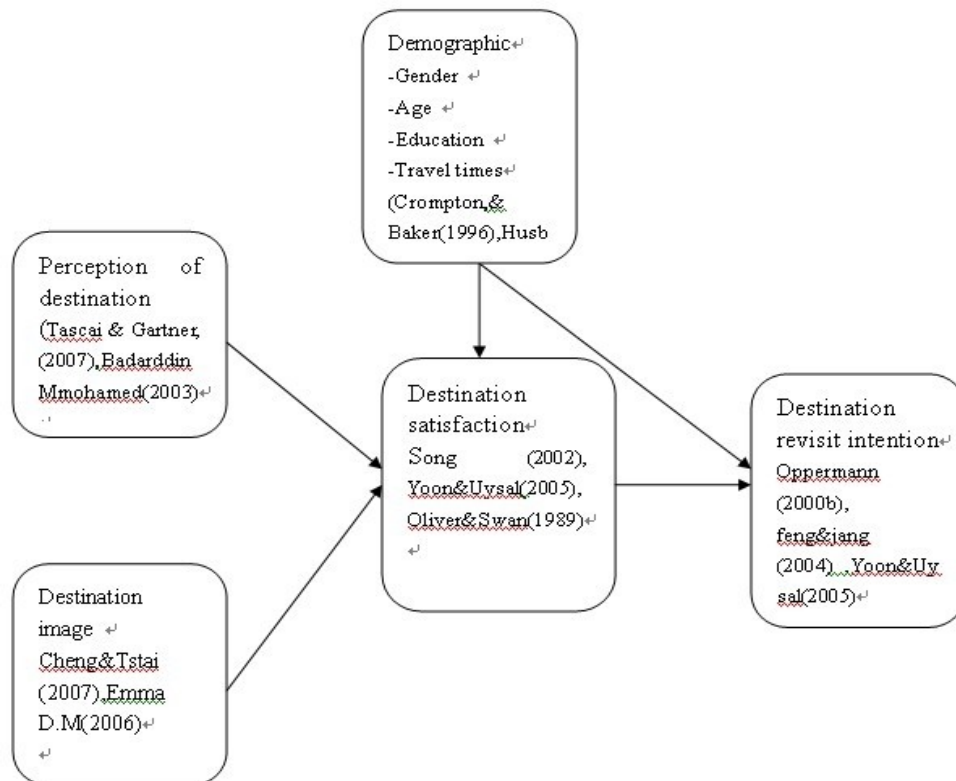
3. Methodology

3.1 Data collection

In this research, data is collected through questionnaire. The questionnaire are collected from 400 sampling from Chinese tourist who traveling in Thailand or Chinese tourist who have traveled in Thailand. The data that collected was mostly from king power duty free tower at Soi Rangnum Bangkok, during 18th -26th January 2013. The researcher has issued about 300 set questionnaire to Chinese tourists and take 256 set questionnaire from Chinese tourists; and sent questionnaire to tourists who have been traveled to Thailand by email about 150 set and take back 80 set, during January 2013; the researcher also issued questionnaire to Chinese tourists through tourists guides 120 set and take back 64 set, during January 2013.

3.2 Variable of the research

3.2.1 Independent variables

Based on the literature review chapter, the independent variables are demographic perception of destination and destination image as shown in framework. Chruchil & Surprenant (1982) reflected that perception is a direct factor in determining the level of customer satisfaction; destination image. A perception is important for destination image, since the potential tourists choose a destination depends largely on the perception of the destination image (Fakeye & Crompton, 1991; Boulding, 1956; Gartner, 1991; Chon, 1990; Moutinho, 1984; Woodside, 1989).

3.2.2 Dependent variable

In this research the dependent variable are destination satisfaction and tourists revisit intention. Chruchil & Surprenant (1982) reflected that perception is a direct factor in determining the level of customer satisfaction. Tourists revisit intention; Bigne et al. (2001) found that destination image had a direct impact on intention return visit and willingness to recommend to others. And Kozak (2001) also stated that in the stage of post-consumer, satisfaction will lead to repeat purchase and positive word of mouth.

3.3 Data analysis

This study used the independent sample t-test and one way ANOVA to analyze the demographic data and using linear regression to analyze the relationship between destination of perception, destination image and destination satisfaction, and the relationship between destination satisfaction and destination revisit intention.

In this research, all the questionnaires were measured using 5-point Likert scale divided into five equally likely ranges, according the formula [with of the range = (max-min)/level] to calculate the scale between the ranges equal (5-1)/5 = 0.8 each.

4. Result

The result of destination satisfaction with gender indicated that the male respondent averaged 4.60 (SD = 0.65) and the female respondent averaged 4.07(SD = 0.58) and t (398) = 0.113, p = 0.0910. It that means the destination satisfactions has no difference on gender. The t-test result of destination revisit Intention with gender shows that the male respondent averaged 4.00 (SD = 0.762) and the female respondent averaged 4.03 (SD = 0.709) and t (398) = 0.348, p = 0.728, It means that the destinations revisit intention has no difference on gender. The t-test result of destination satisfactions with travel time indicated that the "first time" averaged 3.99 (SD = 0.625) and "more than one times" averaged 4.22 (SD = 0.572), and t (398) = 3.614, p = 0.000. It means that the destination satisfaction was different on travel times. The t-test result of destination revisit intention with travel time indicated that the "first time" averaged 3.898 (SD = 0.762) and "more than one times" averaged 4.268 (SD = 0.601), t (398) = 4.754, p = 0.000.The result of the findings explained that destination revisits intention has difference on travel times.

The result of one-way ANOVA test shown that destination satisfaction has not difference on age (Brown Forsythe F = 1.225, and the sig. value is 0.297) and education (Brown Forsythe F = 1.731, the sig. value is 0.163). The result of one-way ANOVA test shown that destination revisits intention has difference on age (Brown Forsythe F = 3.317, and the sig. value is 0.006). the result of one-way ANOVA test indicated that destination revisit intention has not difference on education (Brown Forsythe F = 1.069, and the sig. value is 0.364).

Table 1 Result of hypothesis between perception of destination, destination image and destination satisfaction by using multiple regressions.

Model	Unstandardized coefficients		standardized	t	Sig.
	B	Std.error	beta		
1 (constant)	0.524	0.162		3.231	0.001
Perception of destination	0.264	0.042	0.273	6.320	0.000
Destination image	0.610	0.049	0.539	12.444	0.000
R = 0.741, R² = 0.550, Adjusted R² = 0.548, F = 242.462					
Note: *Significant level at 0.05					

It is clear that the results in Table8 show the relationship between perception of destination, destination image and destination satisfaction, (R^2 = 51.0%, F = 413.578, p < 0.05). The table 1 shown that t of perception of destination is 6.320 and the significant value is 0.000 which is below level of significant or the alpha level (a = 0.05) for the hypothesis test. And the β = 0.273 means that the perception of destination has relationship with destination satisfaction about 27.3%. The B = 0.264 means that the variable perception destination has positive effect on destination satisfaction.

The last t of destination image is 12.444 and the significant value is 0.000 which is below the level of significant or the alpha level (a = 0.05) for hypothesis test. And the relationship between destination image and destination satisfaction was β = 0.539. The B = 0.610 mean the destination image has positive effect on destination satisfaction.

Table 2 Result of hypothesis between destination satisfaction and destination revisit intention by using multiple regressions.

Model	Unstandardized coefficients		standardized	t	Sig.
	B	Std.error	beta		
1 (constant)	0.560	0.172		3.264	0.001
Destination satisfaction	0.849	0.042	0.714	20.337	0.000
R = 0.714, R² = 0.510, Adjusted R² = 0.508, F = 413.578					
Note: *Significant level at 0.05					

From Table 2 above, it is shown that the destination satisfaction has positive effect on destination travel revisit intention. It showed that the R^2 = 55.0%, F = 413.578, $p < 0.05$. The β of destination satisfaction equal 0.714. It mean this variable has relationship with destination satisfaction about 71.4%. The B of destination satisfaction is 0.849. That mean destination satisfaction have positive effect on travel revisit intention. The destination satisfaction has positive on the destination revisit intention about 84.9%.

The result are shown in **figure 2**:

(*sig. ≤0.05)
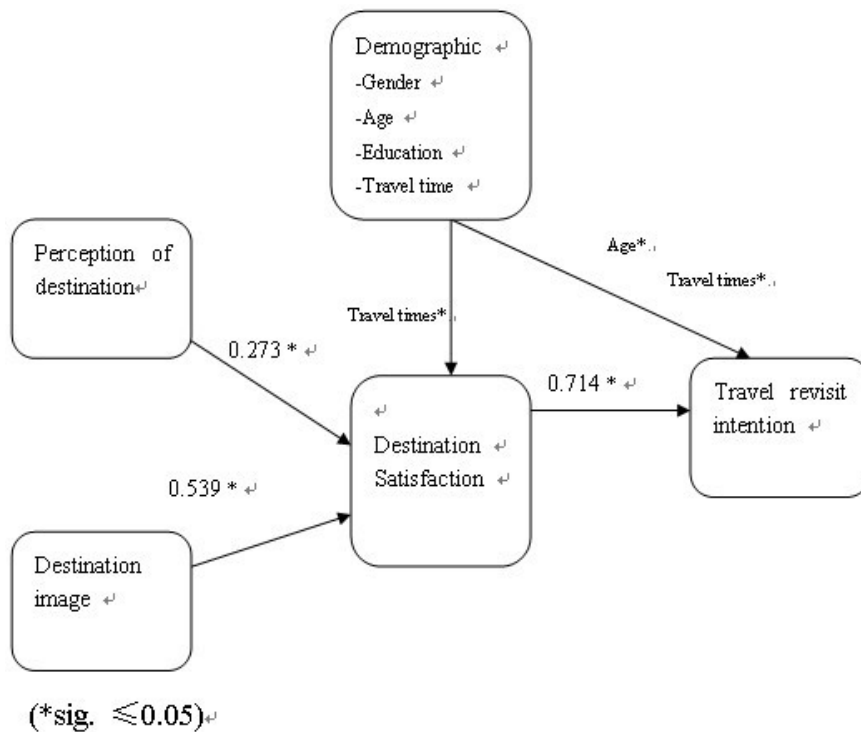
5. Conclusion & Discussion

This study investigated the factor affect the Chinese tourists revisit Thailand. The purpose of this study is to study the difference between demographic with destination satisfaction and destination revisit intention, the relationship between the perception of destination and destination image with destination satisfaction, this study the relationship between destination satisfactions with destination revisit intention. And used the regression method to define the different between each variables.

The result of this study can be summarized that the gender was females 48.8%, where as male was 51.3%. For the age of 18-24 years old was 29%, within the age of 25-30 years old was 25.5%, within the age of 31-35 years old was 10.5%, and within the age of 36-40 years old was 9.5% and the age above 45 years old was 14.3%. For the educational levels of the respondents, with the elementary was 8.5%, with the high school was 23%, with the bachelor degree was 58.8% and with the master degree or higher was 9.8%. The last, the times travel to Thailand of respondents, with the first time was 69.3%, and more than one time was 30.8%.

From the literature review, Oom do Valle (2007) has reported that demographic attributes like age, gender, education, experience and social class play a very important role on the destination satisfaction and return behavior. The finding of demographic factor includes gender, age, travel times and education. The finding showed that gender and education has no difference on destination satisfaction and destination revisit intention, only travel times and age has difference on destination satisfaction and destination revisit intention. This result showed that gender and education have a different result from the literature review, only travel times and age as support the literature review.

Churchil & Surprenant (1982) reflected that the customer perception of the product and service performance will have a significant impact on their satisfaction evaluation. This finding shown that perception destination has positive effect on destination satisfaction, which B = 0.264, sig. < 0.05 and the β = 0.273. Therefore, this result as the literature review shown.

Cheng & Tstai (2007) report that tourism destination image through quality, perceived value further indirect impact on satisfaction. The result of this research supported that destination image has positively effect on the destination satisfaction, which B = 0.610, sig. < 0.05 and the β = 0.539. This result as the literature review shown.

O'Leary & Deegan (2005) reported that satisfaction with the experience is a significant for encouraging positive word-of-mouth and revisit to destination. The result shows that destination satisfaction has positive effect on travel revisit intention, which B = 0.849, β = 0.714, sig. < 0.05. This result also supported the literature review.

6. Recommendations

Thailand tourism organization should strengthen all aspects of the construction, especially to strengthen the management of social security; some negative public security problems will damage a good tourism image. Thailand tourism organization should improve the safely image of the tourism destination and should also improve the infrastructure and improve service quality. For example, there should be convenient services to Chinese tourists.

Thailand tourism organization should create a city image of the tourism destination and create a civilization, health tourism city and avoid tourist detonation dirty, chaotic and poor.

Tourism agency should be to segment the private tour and package tour to set up different travel directions or travel program because private tour and package tour have different view and motivation for the traveling.

For tour agency, there should be a regular training to direct and indirect tourism employees. The training can be provided by the various tourism enterprises regularly held various training courses, relevant training activities, to form a formal and long-term training plan.

7. Limitation of research

The results may have limited generalizability. Due to the relatively small sample size, and geographic limitations, the results might also not be truly representative of all Chinese tourists; majority of respondents travel in Bangkok or pattaya city, so the finding from this study may not be generalizable to all Chinese tourists.

8. Suggestions for the further research

This research only focused on the destination image, perception of destination, information source, destination satisfaction effect the tourists revisit Thailand, does not focus on the travel motivation of tourist. So, future research may also need to discuss the travel motivation. Because of understanding the travel motivation can benefit the market segment. The marketing manage can base on those different travel motivation to develop the different market or more travel activities.

In the future, the research can be studied more on the satisfaction level on the destination. Satisfaction can make a destination to be successful and can find the shortcomings and deficiencies of a destination.

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Questionnaire

My name is Xiaoli Zhang; I am a MBA student of International Business Program at University of the Thai Chamber of Commerce, Bangkok, Thailand. I am doing the research on "The factors affect Chinese tourists to revisit Thailand". This questionnaire is part of a thesis conducted for the requirement of a Master's degree in Business Administration of University of the Thai Chamber of Commerce, the information acquired from this questionnaire will be confidentially kept and used for academic purpose only. And thank you very much for taking the time to fill in this questionnaire.

Note: pleases tick √ in ( ) that related with your answer.

Part 1 Personal information, information resources, destination image and destination perception.

1. Please indicate your gender
( ) 1. Male   ( ) 2. Female

2. Please indicate your age
( ) 1. 18-24 years old   ( ) 2. 25-30 years old
( ) 3. 31-35 years old   ( ) 4. 36-40 years old
( ) 5. 41-45 years old   ( ) 6. More than 46 years old

3. Please indicate your education level
( ) 1. Elementary   ( ) 2. High school
( ) 3. Bachelor degree   ( ) 4. Master degree or high

4. Please indicate your frequency travel to Thailand
( ) 1. Fisrt time   ( ) 2. More than one times

Part 2 Perception of a destination and destination image.

Please check (√) to the extent that you agree with the following item:
(1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree 5 = Strongly agree)

5. What do you feel and what are your perceptions of destination before traveling?

No.	Perception of a destination	Agreement level				
		5	4	3	2	1
1	I think Thailand is a suitable for mental and physical relaxation place.					
2	I think Thailand has many tourist attractions and activities, for example, beautiful natural scenery, interesting history and rich nightlife.					
3	I think Thai local culture is very attractive to me. For example, the local diet, festivals and religion.					
4	I think Thailand is a economical tourist destination.					

6. What is your image about Thailand?

No.	Destination image (DI)	Agreement level				
		5	4	3	2	1
1	Traveling to Thailand travel is very convenient.					
2	Thailand has many beautiful natural sceneries.					
3	Thailand has high quality service and reasonable price.					
4	Thailand has a pleasant climate and unique culture.					
5	Thailand has abundant nightlife and many places of entertainment.					
6	Thailand is a safe destination.					
7	Thailand has a lot of shopping place.					

Part 3 Destination satisfaction.

Please check (√) to the extent that you agree with the following item:
(1 = Strongly disagree, 2 = Disagree, 3 = Neutral,   4 = Agree 5 = Strongly agree)

7. What is your image about Thailand?

No.	Destination satisfaction (DF)	Agreement level				
		5	4	3	2	1
1	I felt satisfied with service of Thailand.					
2	I satisfied with relaxation in Thailand Such as beautiful beach, hotel.					
3	I felt satisfied with the price of goods, the good value for money.					
4	I felt satisfied with friendly attitude of Thai people.					

Part 4 Revisit intention.

Please check (√) to the extent that you agree with the following item:
(1 = Strongly disagree, 2 = Disagree, 3 = Neutral,   4 = Agree 5 = Strongly agree)

8. Will you revisit Thailand next time?

No.	Tourists revisit intention (TRI)	Agreement level				
		5	4	3	2	1
1	Wish to visit Thailand again next time traveling.					
2	Suggest friends and relatives travel to in Thailand.					
3	Thailand is the priority choice in future traveling.					

******************** Thank you very much ********************